

HUMBOLDT REGIONAL OCCUPATIONAL PROGRAM
DIGITAL MEDIA PROGRAM EMPLOYER ADVISORY BOARD MINUTES

Date: October 18, 2010

MEMBERS:

Mary Kruse, Humboldt Film Commission	Michele Hutchins, Asst. Principal, EHS
Barbara Domanchuk, The Young Media Makers.org	Aletta Sauer, So. Fork High School
Sean McLaughlin, Access Humboldt	Janna Cox, AHS ROP
Errin Odell, FUHS	Phillip Middlemiss, Eureka High School
Laurel Farnham, FUHS	Jason Sidell, HROP
Eileen McGee, Ink People, Digital Pathways	Pru Ratliff, College of the Redwoods
Laura Chancellor, Step Up, Digital Pathways	Lori Breyer, HROP
Clyde Johnson, CR Digital Media	Sam Kaplan, Access Humboldt
Steve Spain, Access Humboldt	John Gullam, Northern CA Community Blood Bank
Scott Harrison, So. Fork High School	Paul Mrowczynski, Plumas County Schools
Jon Sapper, HCOE	Andrew Jones, StreamGuys
Laura Montagna,	Susi Huschle, HCOE
Susan Doniger, CA State Parks	Anne Bown-Crawford, Arcata Arts Institute
Marnin Robbins, CA State Parks	Donna Tam, Eureka Times Standard

- 1.0 The meeting commenced at 4:40 p.m. and Lori Breyer extended a welcome to all present. Introductions were made around the table.
- 2.0 Developing a complete listing of available training programs on the Northcoast with an eye towards bringing the local digital media industry together with education in the area was discussed. Sam Kaplan of AmeriCorps is working with Access Humboldt to provide support for this endeavor.
- 3.0 Discussion turned to the local job market. The attending employers voiced needs for students that were exposed to a number of elements consistent with working in the media. In addition to computer and video/dvd skills, there is a need for employees with pre and post production skills. These include, but are not limited to: camera setup; set dressing and elements of design; and, lighting skills.

Marnin Robbins and Susan Doniger of California State Parks, would like to utilize digital media students in the production of five minute podcasts. These would be in the form of “video tours” designed to encourage youth involvement in environmental careers. Students would be an excellent resource to highlight the Humboldt environment through on-line documentaries.

One of the largest stumbling blocks for filmmakers in this area is the low rate of pay. John Gullam, a guest at the meeting from the Northern California Community Blood Bank, shared an exciting opportunity for students in the area. America’s Blood Centers are offering a \$1500 prize to the high school whose students submit a 30-60 second PSA with the theme, “I Donate Because”. The PSA video should obviously be from Humboldt County, highlighting local issues and people. Typically, high school students are blood donors, but stop donating when they leave school. America’s Blood Centers are hoping that by being involved in the production of “I Donate Because” they will continue to give blood once they complete high school.

Only one entry per high school is to be submitted with the local blood bank as the final filter.

As a growing industry sector, there is a need for outside area work. Effort needs to be directed into attracting outside area clients and connections. Professional Development for educators is one way to accomplish this goal. This is an exciting time for grass-roots media.

Access Humboldt can act as a conduit, putting together a data base to identify local resources available for video production, pairing students with industry for internships, job shadowing and mentorships.

4.0 College of the Redwoods will only be offering six of their original twenty media classes next semester due to budget cuts at the college. Emphasis is on graphic design as those classes are the most popular and offer the most employment opportunities in the area currently. Pru Ratliff from the college is heading up the articulation agreements this year and encouraged all of the K12 instructors to see her about their own classes.

Many of the High School teachers present shared their teaching strategies with the group. Philip Middlemiss of ECS said that he concentrates on storytelling. He would like to share curriculum with his colleagues especially in the technology area. Many of those present expressed interest in sharing curriculum and agreed that teaching the basics in pre

(storyboarding, research, dialogue) and post (editing) production are crucial skills for a student entering the media fields.

Connection between educators is key to developing connections with industry.

- 5.0 Michelle Hutchins, Assistant Principal of Eureka High School, shared the progress with the Digital Pathway concept at the high school.
- 6.0 Potential collaborations and future meetings were discussed as well as the formation of sub-committees or focus groups within the EAB.
- 7.0 A tour of the Access Humboldt facility was provided by Sean McLaughlin.

The meeting was adjourned at 6:50 p.m. and appreciation was expressed for everyone's participation.

Reported by Paulette Vecchio, Secretary