Minutes of the Communication Committee
Ocean Avenue Campus, Room Artsx - 170 – February 1, 2004

Members Present: Attila Gabor, Carol Hudson, Joe Jah, Martha Lucey, Andrea Niosi, Francine Podenski
Members Absent: Jose Padilla, Catherine Caperares
Resources Present: Tom Hetherington, Tom Blair, Tom Boegel, Kevin Viard
Resources Absent: Beth Cataldo
Guests: Cecil Hale

1. APPROVAL OF MINUTES

Minutes from the December 2, 2004 meeting were approved.

2. KCSF RADIO UPDATE

Dr. Cecil Hale, Broadcast Electronic Media Arts instructor, attended to discuss KCSF Radio. The College Advisory Council has requested that the Communications Committee act as an advisory body for KCSF Radio because the station reaches a global audience via the internet. Dr. Hale explained that KCSF Radio operations and programming are the core curriculum and laboratory activity for three CCSF credit classes: BCST 130, 131, & 132. After discussion, the committee agreed to advise KCSF without directing or interfering with curriculum or classroom activities associated with the station.

3. COMMITTEE MISSION STATEMENT REVIEW

The committee agreed the new mission statement shall read: “Recommends policies related to college communications: publications and other media including educational access television, KCSF Radio, and the front page of the college website.” Podenski will present the revised mission statement to the College Advisory Council.

4. EATV-CH27 UPDATE

Many cable subscribers in San Francisco receive a degraded EAtv-Ch27 signal. The problem is caused by a substandard connection between the EAtv-Ch27 headend on Ocean Campus and Sutro Tower. Over three years ago San Francisco’s Department of Telecommunications and Information Services (DTIS) directed Comcast to upgrade the connection between the College and Sutro Tower as part of their cable franchise contract obligation. City College has experienced unreasonable delays and repeated broken promises related to this work. Comcast technicians made an appointment with Broadcast Media Services technical staff to work on connection upgrade on January 27 and did not show up. Comcast has rescheduled this work for February 8, 2005.

5. DISTRICT COMMUNICATION PLAN

Next steps will be to appoint members and resources to a study group to be chaired by Dr. Thomas Blair, to work on the Educational Access Television section of the Communication Plan. Focus of the group: evaluation of the current status of EAtv-Ch27 staff, programming, and technology; exploration of ways to more fully utilize EAtv-Ch27; budget and staff needed to increase the program week from five days to seven day; webcasting EAtv-Ch27 to increase audience reach; acquiring additional program material; and producing more locally originated programs.
6. **COLLEGE WEBSITE - FRONT PAGE**

   1. Faculty in Review biographies are frequently inconsistent with faculty biographies on individual departmental websites. The committee suggests that faculty awareness be increased about the options available for faculty to update their own biographies in Faculty in Review and that departments be encouraged to create direct links on department websites to individual Faculty in Review bios. Recommendation: Office of Marketing and Public Information publish an article on this subject in *City Currents*.

   2. Front page bulletin rules were discussed. The committee recommends the following:
      1. Administrator: Martha Lucey, Dean of Marketing and Public Information
      2. Maximum four bullets on the front page at any given time.
      3. Maximum two lines per bulleted item.
      4. Items may be bumped after two weeks.

7. **ACCREDITATION DRAFT REPORT**

   There are inaccuracies in the draft Co-chair’s report from Standard IIA about the Communications Committee, the District Communications Plan, and the Office of Marketing and Public Information. Committee Chair Francine Podenski and Dean Martha Lucey were directed to draft a memo from the Communications Committee to the Accreditation Work Group with corrections.

8. **GUARDSMAN KIOSK UPDATE**

   Journalism Department Chair Juan Gonzales is researching information about the Kiosk Project. He will return to the Communications Committee this semester with additional information.