

Minutes of the Communication Committee

Ocean Avenue Campus, Room ArtsX 170 – March 1, 2005

Members Present: Attila Gabor, Carol Hudson, Joe Jah, Martha Lucey, Andrea Niosi, Francine Podenski, Kevin Viard

Members Absent: Jose Padilla, Catherine Caperares

Resources Present: Tom Hetherington, Tom Blair

Resources Absent: Beth Cataldo

Guests: Juan Gonzales, Daniel Zusman

1. APPROVAL OF MINUTES

Minutes from the February 1, 2005 meeting were approved.

2. REVIEW *CITY CURRENTS*/MAKE SUGGESTIONS

City Currents is a campus newsletter. Its purpose is to keep the CCSF community informed of happenings, announcements, and events. The quality of photos has never been successful. Martha Lucey informed the committee that the Marketing Office plans to begin using Docutec to improve the presentation and photo quality.

The committee discussed whether college reports should be part of *City Currents* or mailed separately. It was agreed that report summaries accompanied by the URL that links to the entire report is more useful than placing charts of data in the newsletter. The committee recommends that *City Currents* establish a column for submissions from the Office of Research/Planning to summarize overviews of recent studies and surveys. The committee also recommends that *City Currents* consolidate constituent group reports and minutes in a "Reports" section at the end of the newsletter. These reports should be listed in alphabetical order by constituent group/committee names. *City Currents* should consider three-column pages for this section to save paper.

Additionally, the Department Chair Council has asked for a Department News section; this section will become a new feature of *City Currents*. Blair suggested that *City Currents* be sent electronically. The number of printed newsletters could be reduced and the College would save money. The Committee will recommend to College Advisory that *City Currents* be sent via email.

3. NEW CATALOG PREVIEW

Tom Blair reported on the new college catalog, the College's 70th Anniversary edition. The first 16 pages will be in color. The divider pages will have historic photos beginning in the 1930's and continuing through the decades till the present. The new catalog should be completed by the end of April.

4. EATV-CH27 UPDATE

Comcast technicians have completed fiber pulls to the Ocean Campus for EAtv-Ch27 and will soon connect the channel headend to Sutro Tower via fiber. This connection will significantly improve the signal to home viewers. RCN cable technicians will soon pull fiber for their system into Ocean Campus and connect the EAtv-Ch27 headend to their system.

Cable franchise negotiations continue. A meeting is scheduled with a Telecommunications Consultant, Dean Smith, and EAtv management on Monday, March 7 to begin the community assessment process for PEG channels.

DTIS has informed the Broadcast Electronic Media Arts Department that typical Comcast agreements nationally provide capital funds but no operating funds. Currently the district provides capital funds for EAtv. The City and County franchise fee provides some of the operating funds augmented by the district.

5. ADCAMP PRESENTATION

Daniel Zusman, president of AdCamp and Juan Gonzales, Journalism Department Chair, were guests at the meeting to provide follow-up information to the AdCamp proposal. AdCamp builds, installs, and maintains newspaper kiosks and places ads on two sides of each kiosk. The district has free use of the third side. Based on enrollment, the company will pay the Journalism Department \$50-\$75 per month for each kiosk. Estimate for Ocean Campus would be \$6000/year. Other campuses would be less because each would have only one (at most two) kiosks. After a long discussion and not without reservation, the committee voted (5to 1) to recommend the AdCamp proposal to the College Advisory Council. The majority of the committee members felt the benefits to the journalism students outweigh the negative impact of having advertisements on campus. The committee did point out that other issues will need to be addressed before the proposal will go through. The discussion did bring to light the need for the College to make guidelines regarding advertisements on campus. The proposal should be weighed against preserving the character of the nearly advertisement-free park-like setting of the Ocean campus in particular.

6. MEETING WITH CD PRODUCER

Francine Podenski reported on a presentation she saw by a CD producer of college catalogs.