

Minutes of Mass Communication

Media Advisory Committee Meeting

Of November 17, 2003

Ms. Usie expressed some concerns about the weakness of the MACO program. She said a major weakness for her graduating from the program was a lack of knowledge concerning media buying and graphic designing. She did not know how to buy, what unit to buy, or how to negotiate the buying process. She said that this is an important aspect of her job that she learned through on-the-job experience. Dr. Stewart advised that the department is partnering with the Art department to respond to industry demands for improvement in graphic designing by MACO students. He said that the department may consider adding a business course to the curriculum, but he must be able to justify that request by showing evidence of the demand by industry.

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Mr. Forrest added that two areas of major concern now for the industry is graphic designing and editing. He said as an industry, "we are crying out for people who meet this demand." Ms. Danos noted that her degree was deficient in these areas. Dr. Stewart advised that he agrees that the industry has changed and that these areas should be included; but the problem is justification and documentation in support of this demand to university administration. Mr. Forrest contented that the industry is moving to an electronic side, and these skills are in demand. He said that he would be willing, to work with the university to get people in the classroom to talk to students with a little notice, he names some prospects, such as the executive director for the New York Times, Howard Remes. He said that Mr. Remes visits Leesville frequently to go fly-fishing.

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Of February 27, 2002

Dr. Stewart asked Mr. Callahan if he felt that PR students would benefit from a copy editing class, and Mr. Callahan agreed. He stated that this makes the student more marketable.