1. **CALL TO ORDER – PLEDGE OF ALLEGIANCE**

2. **PUBLIC COMMENTS ON AGENDA ITEMS**
The San Bernardino Community College Board of Trustees offers an opportunity for the public to address the Board on any agenda item prior to or during the Board’s consideration of that item. Matters not appearing on the agenda will be heard after the board has heard all action agenda items. Comments must be limited to five (5) minutes per speaker and twenty (20) minutes per topic if there is more than one speaker. At the conclusion of public comment, the Board may ask staff to review a matter or may ask that a matter be put on a future agenda. As a matter of law, members of the Board may not discuss or take action on matters raised during public comment unless the matters are properly noticed for discussion or action in Open Session. Anyone who requires a disability-related modification or accommodation in order to participate in the public meeting should contact the Chancellor’s Office at (909) 382-4091 as far in advance of the Board meeting as possible.

3. **PRESENTATION**
   3.1 Media Academy (p3)
   Presented by: Dr. Iris Kern-Foster and Lucas Cuny

4. **ADJOURN**
The next meeting of the Board: Business Meeting – May 16, 2019 at 4pm.
Purpose of this presentation
To provide the Board of Trustees with an overview of the Creative Industry Academies (CIA) at San Bernardino Valley College and Crafton Hills College, including:

1. AN OVERVIEW OF HOW THE ACADEMIES CURRICULUM ALIGNS TO THE CREATIVE INDUSTRIES

<table>
<thead>
<tr>
<th>CRAFTON HILLS COLLEGE</th>
<th>BOTH COLLEGES</th>
<th>SAN BERNARDINO VALLEY COLLEGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>eCommerce · Website Development &amp; Design · Animation · Video Games · Augmented Reality · Virtual Reality · Data Visualization and Publishing Design</td>
<td>Social Media · Product Design Marketing · Advertising</td>
<td>Broadcast Television · Podcasts · Film · Entertainment · Streaming Services · Sports · Over the Top Distribution Channels · Imbedded News · Interactive Storytelling</td>
</tr>
</tbody>
</table>

2. THE RESEARCH DATA SHOWING THE ANTICIPATED GROWTH IN REGIONAL JOBS RELATED TO THE CREATIVE INDUSTRIES:
   A projected 2.6 million creative industry related jobs in California.
   • 1.0 million are Directly employed
   • 1.6 million Indirectly generated jobs
   • Median Income in these industries: $45,163.66 and above
   • 5,569 new Creative Industry related Jobs in the surrounding counties (Orange, Riverside, San Bernardino, San Diego) in the next 5 years

3. THE CONCEPTUAL PLANS THAT HAVE BEEN DEVELOPED TO PREPARE STUDENTS FOR THE INDUSTRIES

<table>
<thead>
<tr>
<th>CRAFTON HILLS COLLEGE</th>
<th>SAN BERNARDINO VALLEY COLLEGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Launching 5 new AS degrees 12 stackable certificates. 15 new and updated courses</td>
<td>• Launching 6 new stackable certificates • Updating current degree offering. • 19 existing and updated courses</td>
</tr>
<tr>
<td>Certificates stackable across both colleges</td>
<td></td>
</tr>
</tbody>
</table>

Outcomes and next steps
The outcome of the SBCCD Creative Industry Academies includes noteworthy growth in the number of students who enroll in the Creative Industry courses at each college, as well as a steady growth in the number of students who confer program aligned degrees and certificates.

What can the Board do to help?
It is our shared mission to become known as the go to colleges for students seeking the knowledge and skills required in order to secure a high paying job in the creative industries. We would appreciate the boards support in the achievement of our shared mission.
Presentation to the SBCCD Board of Trustees - 04/18/2019
Presented by Dr. Iris Kern-Foster and Lucas Cuny
Making a living in the IE Creative Industries
The Creative Industries Includes:

- eCommerce, Website Development & Design, Animation, Video Games, Augmented Reality, Virtual Reality, Data Visualization and Publishing Design
- Broadcast Television, Podcasts, Film, Entertainment, Streaming Services, Sports, Over the Top Distribution Channels, Imbedded News, and Interactive Storytelling
- Social Media, Product Design, Marketing, Advertising

*Otis Creative Economy report 2018*
The Goal:

→ Increase the Inland Empire’s market share in the Creative Industries

→ Provide students with the knowledge and skills required to gain careers in the high paying creative industries
Jobs and Employment:

→ 2.6 million creative industry related jobs in California:
  → 1.0 million are Directly employed
  → 1.6 million Indirectly generated jobs
→ Direct + Indirect = 15.4% of California’s total employment.
→ $227.8 billion labor income - $604.9 billion in annual output.

Otis Creative Economy report 2018
The IE is Hollywood’s Backlot or OC’s patio

- "Seal Team" San Bernardino
- "The Voice" Fontana
- "Toyota Commercial" Angelus Oaks
The Inland Empire currently hosts...

→ 72,000 creative industry jobs
→ 40% of the jobs in the Creative Goods and Products sector
→ 31% of the jobs in The Entertainment and Digital Media sectors
→ Still WE can do Better!
→ SBCCCD can become the “training ground” for the Creative Industry
## Digital Media Job Outlook

### Data on Design, Animation, and Development

5 - Year Change in Employment Projections (Employees and Self-Employed)

<table>
<thead>
<tr>
<th>Region</th>
<th>Software Developers &amp; Programmers</th>
<th>Art Directors, Graphic Designers &amp; Desktop Publishers</th>
<th>Multimedia Artists &amp; Animators</th>
<th>Web Developers</th>
<th>NEW JOBS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Orange County</td>
<td>1,743</td>
<td>45</td>
<td>27</td>
<td>153</td>
<td>1,968</td>
</tr>
<tr>
<td>Riverside County</td>
<td>186</td>
<td>93</td>
<td>9</td>
<td>49</td>
<td>337</td>
</tr>
<tr>
<td>San Bernardino County</td>
<td>315</td>
<td>67</td>
<td>4</td>
<td>48</td>
<td>434</td>
</tr>
<tr>
<td>San Diego County</td>
<td>2,182</td>
<td>26</td>
<td>-2</td>
<td>141</td>
<td>2,347</td>
</tr>
<tr>
<td>California</td>
<td>38,149</td>
<td>1,134</td>
<td>61</td>
<td>3,063</td>
<td>42,407</td>
</tr>
</tbody>
</table>

Source: EMSI, Occupational Overview (Q1 2019 dataset)
Broadcast Media Job Outlook

Data on Broadcast Media

5-Year Change in Employment Projections (Employees and Self-Employed)

<table>
<thead>
<tr>
<th>Region</th>
<th>Broadcast &amp; Sound Engineering Technicians &amp; Radio Operators</th>
<th>Film &amp; Video Editors</th>
<th>Entertainers &amp; Performers, Sports and Related Workers</th>
<th>Producers &amp; Directors</th>
<th>Camera Operators, Television, Video, &amp; Motion Picture</th>
<th>Total Job Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Orange County</td>
<td>79</td>
<td>48</td>
<td>56</td>
<td>90</td>
<td>14</td>
<td>287</td>
</tr>
<tr>
<td>Riverside County</td>
<td>44</td>
<td>17</td>
<td>17</td>
<td>31</td>
<td>4</td>
<td>113</td>
</tr>
<tr>
<td>San Bernardino County</td>
<td><strong>20</strong></td>
<td><strong>6</strong></td>
<td><strong>8</strong></td>
<td><strong>11</strong></td>
<td><strong>3</strong></td>
<td><strong>48</strong></td>
</tr>
<tr>
<td>San Diego County</td>
<td>-17</td>
<td>14</td>
<td>18</td>
<td>16</td>
<td>1</td>
<td>32</td>
</tr>
<tr>
<td>California</td>
<td>541</td>
<td>42</td>
<td>268</td>
<td>1,186</td>
<td>-76</td>
<td>1,961</td>
</tr>
</tbody>
</table>

Source: EMSI, Occupational Overview (Q1 2019 dataset)
Preparing for high paying jobs in Digital Media

Entry Level Annual Earnings by Industry for San Bernardino County

<table>
<thead>
<tr>
<th>Creative Industry</th>
<th>Median Annual Earnings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Software Developers and Programmers</td>
<td>$100,455.75</td>
</tr>
<tr>
<td>Art Directors, Graphic Designers, Desktop Publishers</td>
<td>$50,833.87</td>
</tr>
<tr>
<td>Multimedia Artists and Animators</td>
<td>$68,215.96</td>
</tr>
<tr>
<td>Web Developers</td>
<td>$52,457.90</td>
</tr>
</tbody>
</table>

Source: EMSI, Occupation Report (Q1 2019 dataset)
Preparing for high paying jobs in Broadcast Media

### Entry Level Annual Earnings by Industry for San Bernardino County

<table>
<thead>
<tr>
<th>Creative Industry</th>
<th>Median Annual Earnings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Broadcast and Sound Engineering Technicians and Radio Operators</td>
<td>$45,163.66</td>
</tr>
<tr>
<td>Film and Video Editors</td>
<td>$66,196.98</td>
</tr>
<tr>
<td>Entertainers and Performers, Sports &amp; Related Workers</td>
<td>$46,404.67</td>
</tr>
<tr>
<td>Producers and Directors</td>
<td>$88,218.52</td>
</tr>
<tr>
<td>Camera Operators, Television, Video, &amp; Motion Picture</td>
<td>$53,206.25</td>
</tr>
</tbody>
</table>

Source: EMSI, Occupation Report (Q1 2019 dataset)
To be the program of choice for students seeking to acquire the knowledge and skills required to secure a job and/or to pursue a 4-year degree in a creative industry.

To provide students with opportunities for integrated practical experience and to serve as an exemplary platform for students’ media art.

To create educational, thought-provoking and inspirational programs and news and serve as a creative incubator and broadcasting platform for the SBVC and CHC Creative Industry Academies.
The Academy’s Pillars

EDUCATION

PRACTICUM

EXPOSITION
Education...
Integrated Educational Approach

→ New and/or revised **Degrees and Certificates** aligned to current industry standards
→ **KVCR Based Internships** and Production opportunities
→ **Non-credit programs:** Providing Industry relevant skills for working professionals
→ **Pathways from K-12:** Dual enrollment programs & enhanced articulation agreements
Focus on Refining the Educational Experience

Figure 3. Video streaming becomes an everyday or weekly activity

How frequently do you stream television programming?

Summary of everyday/weekly

Focus on Refining the Educational Experience

Enriching the Students’ Experience

Staff Training
SBVC 4 - Year Creative Plan

Launching 6 new certificates and updating current degree offerings:

- Facilities upgrades
- Production Insurance
- Large scale productions
- Hire student support staff
- Begin summer youth camp

- Begin an externship program
- Industry film festival
- Seek grants and donors
- Update equipment (8K) and curriculum as needed

FALL 18/19
- Re-write and update current curriculum

FALL 19/20
- Implement updated curriculum
- Start Media Academy Community Memberships
- Begin Guided Pathways Cohorts
- Explore potential for Bachelor’s Pilot Program

FALL 20/21

FALL 21/22
CHC NEW 4 - Year Creative Plan

Launching 5 new AS Degrees and 12 Certificates....

- Web Development
- UX Design
- Digital Animation
- Graphic & Media Design

- Virtual & Mixed Reality
- App Development
- Game Development
- Internet of Things

FALL 18/19
Develop Digital Media Plan, Courses, Degrees & Certificates

FALL 19/20

FALL 20/21
- Digital Illustration
- Game Art and Assets
- Multimedia Art
- Social Media Production

FALL 21/22
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>FTVM 098</td>
<td>Media Arts Work Experience</td>
</tr>
<tr>
<td>FTVM 101</td>
<td>Introduction to Electronic Media</td>
</tr>
<tr>
<td>FTVM 102</td>
<td>Introduction to Media Aesthetics and Cinematic Arts</td>
</tr>
<tr>
<td>FTVM 110</td>
<td>Announcing and Performing in Electronic Media</td>
</tr>
<tr>
<td>FTVM 111</td>
<td>Introduction to Audio Production</td>
</tr>
<tr>
<td>FTVM 112</td>
<td>Digital Audio Post Production</td>
</tr>
<tr>
<td>FTVM 114</td>
<td>Digital Video Editing</td>
</tr>
<tr>
<td>FTVM 120</td>
<td>Basic Writing for Broadcasting</td>
</tr>
<tr>
<td>FTVM 121</td>
<td>Media Writing</td>
</tr>
<tr>
<td>FTVM 122</td>
<td>Acting and Directing</td>
</tr>
<tr>
<td>FTVM 130</td>
<td>Survey of TV Studio and Film Production</td>
</tr>
<tr>
<td>FTVM 131</td>
<td>Lighting and Cinematography</td>
</tr>
<tr>
<td>FTVM 132</td>
<td>Commercial Video Production</td>
</tr>
<tr>
<td>FTVM 213</td>
<td>Radio Station Operations</td>
</tr>
<tr>
<td>FTVM 215</td>
<td>Intermediate Radio Station Operations</td>
</tr>
<tr>
<td>FTVM 222</td>
<td>Independent Study</td>
</tr>
<tr>
<td>FTVM 233</td>
<td>TV Studio Production</td>
</tr>
<tr>
<td>FTVM 234</td>
<td>Intermediate Video Production</td>
</tr>
<tr>
<td>FTVM 235</td>
<td>Cinema Production</td>
</tr>
</tbody>
</table>
## 15 New CHC Multimedia Courses - approved s19

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Multi 100</td>
<td>Multimedia Foundations</td>
</tr>
<tr>
<td>Multi 111</td>
<td>Adobe Photoshop I</td>
</tr>
<tr>
<td>Multi 170</td>
<td>Website Design with Adobe Dreamweaver</td>
</tr>
<tr>
<td>Multi 171</td>
<td>Adobe Animate</td>
</tr>
<tr>
<td>Multi 173</td>
<td>User Experience Design</td>
</tr>
<tr>
<td>Multi 150</td>
<td>3D Modeling and Animation with Maya I</td>
</tr>
<tr>
<td>Multi 250</td>
<td>3D Modeling and Animation with Maya II</td>
</tr>
<tr>
<td>Multi 151</td>
<td>Video Editing with Adobe Premiere</td>
</tr>
<tr>
<td>Multi 130</td>
<td>Digital Illustration with Adobe Illustrator I</td>
</tr>
<tr>
<td>Multi 131</td>
<td>Publication Design with Adobe InDesign</td>
</tr>
<tr>
<td>Multi 211</td>
<td>Adobe Photoshop II</td>
</tr>
<tr>
<td>Multi 212</td>
<td>Digital Media Careers</td>
</tr>
<tr>
<td>Multi 214</td>
<td>Digital Media Portfolio</td>
</tr>
<tr>
<td>Multi 152</td>
<td>Motion Graphics with Adobe After Effects</td>
</tr>
<tr>
<td>Multi 230</td>
<td>Digital Illustration with Adobe Illustrator II</td>
</tr>
</tbody>
</table>
New Programs Launching 20-21

3+1 Creative Industry Aligned Degrees and One Transfer Degree

<table>
<thead>
<tr>
<th>*AS-T Film, TV, and Electronic Media</th>
<th>A.A., Film</th>
<th>A.A., TV</th>
<th>A.A., Media Production</th>
</tr>
</thead>
</table>

6 Creative Industry Aligned Certificates *(Stackable)*

<table>
<thead>
<tr>
<th>Media Development</th>
<th>Production</th>
<th>Post-Production</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Media Studio Production</td>
<td>Social Media Field Production</td>
<td>Social Media Narrative Production</td>
</tr>
</tbody>
</table>

* Degree Already Offered
New Programs Launching 19-20

3 Creative Industry Aligned Degrees

| A.S. Graphic and Media Design | A.S. Digital Animation | A.S. Web Development & Interface Design |

4 Creative Industry Aligned Certificates (Stackable)

| Graphic and Media Design | Digital Animation | User Interface Design | Web Development |
Stackable certificates between 2 colleges

Example:

→ A.S. Web Development & Interface Design (CHC) & Certificate in Social Media Studio Production (SBVC)

→ Certificates in Digital Animation & Technician Theater Entertainment Technology (CHC) & Post Production (SBVC)

Example:

→ A.A., Media Production (SBVC) & User Interface Design (CHC)

→ *AS-T Film, TV, and Electronic Media(SBVC) & Digital Animation (CHC)
## FTES & Completion Projections

<table>
<thead>
<tr>
<th>FTES</th>
<th>FY 19</th>
<th>FY 20</th>
<th>FY 21</th>
<th>FY 22</th>
</tr>
</thead>
<tbody>
<tr>
<td>Multimedia</td>
<td>96</td>
<td>123</td>
<td>159</td>
<td>207</td>
</tr>
<tr>
<td>*All Digital Media &amp; Related Disciplines</td>
<td>494</td>
<td>640</td>
<td>832</td>
<td>1082</td>
</tr>
<tr>
<td>Center for Digital Media</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Degrees</td>
<td>2</td>
<td>19</td>
<td>25</td>
<td>32</td>
</tr>
<tr>
<td>Certificates</td>
<td>6</td>
<td>8</td>
<td>10</td>
<td>14</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>FTES</th>
<th>FY 19</th>
<th>FY 20</th>
<th>FY 21</th>
<th>FY 22</th>
</tr>
</thead>
<tbody>
<tr>
<td>RTVF (FTVM)</td>
<td>54</td>
<td>56</td>
<td>58</td>
<td>60</td>
</tr>
<tr>
<td>*All Media Academy Disciplines</td>
<td>1914</td>
<td>1971</td>
<td>2030</td>
<td>2094</td>
</tr>
<tr>
<td>RTVF</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Degrees</td>
<td>10</td>
<td>11</td>
<td>12</td>
<td>13</td>
</tr>
<tr>
<td>Certificates</td>
<td>4</td>
<td>8</td>
<td>12</td>
<td>15</td>
</tr>
</tbody>
</table>

* All Media & Digital Media Disciplines
Practicum...
→ “Summer camp” Programs: Geared toward future students

→ Internship Programs: Work experience opportunities with KVCR and local area businesses

→ Marketing Brochures, Posters and Flyers: Promoting campus based clubs, events and activities.

→ Business Partnerships: Applying knowledge to workplace product creation.

→ IDTech Camp Workshop: Student workshop facilitator and leadership Opportunities

→ Game and App Development
<table>
<thead>
<tr>
<th>Fall 2019</th>
<th>Spring 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Media Writing – Feature or Narrative Series Writing Project</td>
<td>Monthly Film Screening Series</td>
</tr>
<tr>
<td>Field Production – Humans of the SBCCD District Interview Projects</td>
<td>Wolverine Con with Film Festival</td>
</tr>
<tr>
<td>Advanced Video Production – Short Subject Documentaries focused on the Inland Empire</td>
<td>Production of Feature Film or Narrative Series</td>
</tr>
<tr>
<td>Live Event Coverage – SBVC Athletics or Theater</td>
<td>Docuseries Production</td>
</tr>
</tbody>
</table>
Exposition
Exhibition

→ **Gallery:** Student shows
→ **Portfolios:** Professional Reviews
→ **Regional and National Competitions:** showcasing student work

→ **Broadcast Media shows:** Hosted in partnership with KVCR
→ **Screening:** Monthly Film Series
→ **Industry Festival:** Best of Graduates
→ **Media Con:** Brings in SBVC and CHC
EMPIRE/KVCR Partnership Opportunities

→ Partnership with EMPIRE | KVCR will provide:
  → Career development Pathways through Internships
  → Opportunities for consistent reviews of Student Portfolios
  → High quality Student Mentoring and Hands on Training
  → A culture and venue to develop News Content for Digital Platforms
  → Student developed educational, thought-provoking and inspirational content that offers the viewing audience a trustworthy safe-haven from commercially driven media outlets
EMPIRE | KVCR | NEWS

→ EMPIRE | KVCR - Student Mentoring and Instructional Opportunities

→ CREATIVE INDUSTRIES - Oversight, Execution and Staffing of Weekly News Package 2 / 3min.

→ STUDENT CREATED NEWS PACKAGES:
  → *A news package is a creative, visual, and long form of storytelling found on television newscasts. The news is conveyed to an audience by packaging together a story that includes characters, facts, plot twists, and a climax to provide entertainment value at the same time.

→ CHC - Creation of Professional Graphics Packages for a 3 min Weekly News Package Schedule

→ CHC - Marketing materials and other visual forms of communication for the NEWS LAB initiative

→ SBVC | CHC - Use of EMPIRE | KVCR | NEWS LAB Professional Studios at offsite location

→ SBVC | CHC - Use of EMPIRE | KVCR | STUDIOS a Professional Facility on the campus SBVC

→ DISTRICT WIDE : Increase Support for Journalism students to tell Inspired News Stories
EMPIRE | KVCR | NEWS

STRATEGIC VISION

→ EMPIRE | KVCR | NEWS (E | K | N)
Will be an industry-leading news content ecosystem servicing inland southern California.

→ A division of EMPIRE | KVCR | NETWORK
That is technologically advanced, informative and trustworthy.

→ In the community E | K | N is engaging in conversations, sharing stories and keeping our neighbors updated daily.
EMPIRE | KVCR | NEWS will create a permanent second professional studio facility for EMPIRE | KVCR | NETWORK

• The primary function of the News Lab facility will be to provide the division admin, news staff, talent and production teams a single location for day to day operations.

• This facility will house the EMPIRE | KVCR | NEWS DESK and all technology needed to delivery a professional high quality nightly newscast.

• This facility will serve as a learning environment and will provide a second home for content to be created for all divisions of EMPIRE | KVCR | NETWORK.
WHAT IS EMPIRE | KVCR | NEWS

Five nights a week live to tape news program covering the following areas:

- Open
- Headlines
- Current Events, Traffic, Weather & Sports
- Business, Economics & Education
- World Indigenous Reporting
- Arts, Culture, Food & Travel
- Local & Regional, Investigative Reporting
- Local and Regional Events Calendar
- Fun Facts
- Historical Tidbits of Region
- Cultural Dates
- CLOSE | OverRun
Production - 

**EMPIRE | KVCR | NEWS** will utilize IP-based video solutions for the acquisition, transmission, routing, distribution and management of its **NEWS CONTENT ECOSYSTEM**.
Our people is what will make EMPIRE | KVCR | NEWS Successful

→ Hire talented journalists / anchors / reporters / technicians | industry at competitive rates

→ Community residents who see their local journalists as connected to the area gives their local news media far higher ratings than those who do not.

→ For example, those who say journalists are in touch with their community are 3% more likely to say their local media is doing a good job of dealing fairly with all sides – 73%, compared with 42% among those who say their media are out of touch.

→ Similarly, 35% of those whose local media cover the area where they live say they are very confident in their main local news source, compared with 25% of those whose local media cover a different geographic area.

→ As John Micklethwait, editor-in-chief of Bloomberg News, penned in his recent piece "The Future of News": “News is an industry in transition, not in decline. It is re-emerging as something more digital, more personalized, more automated, more paid for.”

Reference:
In our news content ecosystem reporters who not only know how to report, but how to photograph and edit become the driving force to quality.

Journalism students need to broaden their skills because at EMPIRE | KVCR | NEWS we will attract the best who want to be these VJ’s that can also be their own photographer and editor.

OFF AIR ANTENNA: Inland Empire, Ontario and Lower Desert areas and Palm Desert Area

CABLE AND AT&T UVERSE: Carries 24.1 in Inland Empire, Ontario, Low Desert and Palm Desert areas.

SATELLITE: All of Southern California. (Los Angeles, Ventura, Orange, Riverside and San Bernardino Counties)

FRONTIER FIOS: Channel throughout all of Southern California and Palm Desert

Nightly time slot will accommodate our large commuter community
We have a massive commuting culture here in Inland Southern California more than 40 percent of residents from San Bernardino and Riverside counties commute to work outside the region. They are spending 3 hours each day in traffic (or 15 hours a week). 50 weeks out of the year - 750 hours (93.75 additional days lost in traffic). **EMPIRE | KVCR | NEWS** will accommodate this audience.

**MORNING 15 Min**
- (2:00) TRAFFIC : UPDATES 5am - 10am
- (1:00) WEATHER
- (6:00) REGIONAL AND LOCAL EVENTS
- (5:00) Business, Economics & Education
- (1:00) Legal IDS / Partners

**EVENING 15 Min**
- (2:00) TRAFFIC : UPDATES 4p- 9pm
- (1:00) WEATHER
- (6:00) REGIONAL AND LOCAL EVENTS
- (5:00) **EMPIRE | KVCR ARTS / SPORTS / MARKETS**
- (1:00) Legal IDS / Partners
THE FUTURE OF LOCAL NEWS DELIVERY IS DIGITAL

Delivery -

→ Broadcast tv - (24.1)
→ Websites - (empirekvcr.Org)
→ Mobile devices - (empire | kvcr | digital)
→ Ott devices - (empire | kvcr | digital)
→ Live stream - (empire | kvcr | digital)
→ Scalability - (ip based infrastructure)
What types/genres of programs do you typically watch on streaming platforms?

- **Movies**: 88%
- **Scripted shows**: 55%
- **Documentary/Investigative**: 52%
- **Children's programming**: 36%
- **News**: 35%
- **Sports/live events**: 30%
- **Unscripted shows**: 24%
- **Music programming**: 22%

**Nearly the same share of Americans prefer to get local news online as the television set**

- **TV**: 41%
- **Online**: 37%
- **Print**: 13%
- **Radio**: 8%

% of U.S. adults who prefer to get their local news via...


“For Local News, Americans Embrace Digital but Still Want Strong Community Connection”

PEW RESEARCH CENTER

REFERENCE

Changes are Underway…

→ Updating instructional spaces and labs with industry aligned tools and equipment

→ Increasing our Regional Outreach and Marketing Campaigns

→ Expanding Industry Partners and Internship Opportunities

→ Retaining Industry experts to teach classes and to support the learning process.

→ Proactive Scheduling for the 19-20 Launch of new Courses, Programs and Certificates
21st Century-Ready Instructional Space & Equipment

VR/AR Lab
MAC Lab
Student Access to Technology

Industry Standard Workstations and Software
THANK YOU

Dr. Iris Kern-Foster and Lucas Cuny