

Student Media Board Meeting
November 13, 2015
WUC Willamette

- I. Roll Call & Introductions
 - a. Members Presents: Patrick Moser, Ke'ani Lake, Sandra Holland, Paula Baldwin, Lisa Catto, Rhys Finch
 - b. Members Absent: none
 - c. Visitors: Conner Williams, Grant Harris, Zoe Strickland
 - d. Called to Order 10:03am

- II. Approval of November 13, 2015 Agenda
 - a. The agenda was approved 4-0-0 with Paula making the motion and Sandra as a second.

- III. Approval of October 16, 2015 Minutes
 - a. The minutes for October 16, 2015 were approved 4-0-0 with Lisa making the motion and Ke'ani as a second.

- IV. Old Business
 - a. Everyone that is seated is here today.
 - b. Need for New Board Members: Student Members & Off Campus Media Member
 - i. Progress
 1. Hasn't turned out well but continuing to work on it
 2. Potential off campus members have had scheduling issues
 3. Recommendation to identify an interested person and send a When is Good to them to work with their schedule
 - ii. Students
 1. Can function with 1 student but it would be great to have more student perspectives
 - c. Elect a Vice-Chair
 - i. One seated person is eligible to be in this position according to bylaws
 - ii. Motion to elect Ke'ani as Vice-Chair
 1. Lisa moved
 2. Sandra was a second
 3. Motion passes 3-0-1
 - d. Media Board Opening Reports Article XI., Section 2,1.
 - i. Rhys has them & will send them to the board after the meeting

- V. New Business
 - a. Grant announcement
 - i. Rhys pursued and was awarded a grant for Student Media
 1. \$15,000 toward Student Media in the Foundation account
 - a. Unrestricted
 2. Will go towards
 - a. 3rd edition of Northwest Passage

- b. Travel in Winter term to LA for the ACP conference
 - 3. New equipment to upgrade technology
 - b. Goal setting Meeting/Retreat
 - i. Today and all week have been having 1 on 1 meetings SWAT analysis. Will be going over the organizational structure to make things run smoother.
 - ii. Will also talk about recruiting folks for next year since a lot of the current staff are seniors

- VI. Committee Appointments
 - a. Concerns Committee
 - i. If concerns develop we will address assembling a committee.
 - ii. In the meantime we will leave the committee empty
 - b. Financial Committee
 - i. Budget reports prepared by Sandra were handed out
 - ii. No concerns at this point
 - iii. Question: Will we have more revenue coming in?
 - 1. Yes- currently don't have an ad manager
 - 2. Blackbird Dispensary ad confirmed
 - c. Student Board Committee
 - i. Seated
 - ii. Would love to have more students
 - d. IFC Internal Media Advisory Board
 - i. Rhys running budgets
 - ii. Should work on creating this board
 - iii. Want to have at least 2 meetings by the end of this term
 - 1. Give advice and sign off on the budget for IFC meetings
 - iv. IFC currently doesn't have enough students
 - 1. They currently have 5
 - 2. Need 6 to hold meetings
 - 3. For full board need 9
 - v. Comment: Sending out an all student email might help fill Student Media Board positions
 - 1. Student board committee will create a google doc and work on creating an email together

- VII. Media Head Reports
 - a. Journal
 - i. Issue 7 was just published
 - ii. Honorable mention award for Conner's story put The Journal on national headlights
 - iii. Social media is going well
 - 1. Using Hootsuite
 - 2. Posting during most popular hours
 - 3. Instagram is getting a lot of hits

4. Wants to work with Lisa about having university advertise and raise awareness to Student Media's social media pages
- iv. Ad update
 1. Blackbird Dispensary ad was approved
 2. Cinema ad every week
 3. Glam Boutique wants to put in an ad soon
 4. Last year did large ½ page ads for Portland State and Willamette graduate programs which raised a lot of revenue- want to reach out to publish those again
 5. Ad manager from last year will be back from studying abroad for Winter term and is interested in returning as ad manager
 6. Suggestion: property management businesses might be good since students use those frequently
 7. Suggestion: ask section managers to help work on getting ads since it's such an important aspect of the paper
 - a. Would be good to discuss at Meeting/Retreat tomorrow
 - b. Sooner can catch up on ad revenue the better
 - v. Brought in art major wants to do cartoons
 - vi. Starting a book review piece starting this week
 - vii. Website looks good
 1. Stories are going online quickly
 2. Looking at uploading videos
- b. Northwest Passage
 - i. Submitted final version of Fall terms edition yesterday
 - ii. Hoping to distribute by next Friday afternoon
 1. Check with Print Shop to see if that's a reasonable deadline for them
 - iii. 23rd will be the release party
 1. There will be food
 2. People will be reading/performing their pieces
 3. Photos will be showcased
 4. Social media
 - a. Instagram started up
 - b. Wanting to do a podcast where artists showcase their pieces
 5. Adding 3rd issue
 - a. Will be a Winter term edition
 - b. February 12th is the deadline for submissions
 6. Fall term's issue is 32 pages
 - a. Was shooting for higher but board didn't vote in as many pieces as expected
 - b. Published about ½ the submissions that were turned in
 - c. Folks that were denied can resubmit same piece or different piece for next issue
 - d. Question: Does the board provide feedback on the pieces that weren't published so they can adjust the piece?

- i. No not currently-will talk to board about doing that-good suggestion

c. KWOU

- i. Last meeting they had 1 student DJ this week they have 4 student DJs hosting shows
- ii. Basketball games
 - 1. Simultaneous cast & broadcast games
- iii. Posters put up next week
 - 1. Remind who and where they are
- iv. Want to start tabling in WUC next term
 - 1. Goal 3 or 4 times a term
 - 2. Playing music answering questions
 - 3. Doing a trial run around week 9 of this term
- v. Have more shows currently
- vi. Question: DPS having issues with HD- missing power cable
- vii. Question: Does KWOU have the capability to remotely broadcast?
 - 1. Not now but looking at equipment that can

d. Media Adviser

- i. They are doing an amazing job. So much better than thought. Really excited for what next term will bring.

VIII. Next Meeting

- a. Not planning on having another meeting this term
- b. Will meet again in January
 - i. Wont schedule it today so we can wait for Off-Campus and students
 - ii. Will send out a when is good to schedule meeting
 - iii. When is good will be sent out 1st week of Winter term
 - iv. Will be scheduled by 2nd or 3rd week

IX. Announcements/Adjournment

- a. Motion to adjourn- Ke'ani
- b. Paula second
- c. Meeting adjourned