

Student Media Board
Meeting Minutes
February 20, 2020

1. Attendance – Patrick Moser, Sandra Holland, Caity Healy, Jeff Robischon, Sage Kiernan-Sherrow, Natalie Dean, Jessica Roberts, Cole Hendren, Rose Percot, Cora McClain,
2. Agenda approval
3. May 29th meeting minutes approved
4. Old business - none
5. New Business
 - i. IFC Update
 1. Student Media prelim cut is 5.5%
 2. Cuts the budget for NW Passage events, KWOU programming, conference travel and printing the Howl
 3. Media heads came up with the cut packages
 4. One more open hearing 2/27 4-6pm in the Pacific Room
 5. Come to testify on behalf of Student Media
 6. Deliberations will be next Friday
 - ii. Current budget update – see handout
 - iii. Advertisement rates proposal – see handout
 1. 14 community locations, mostly restaurants
 2. Created bundling products like print and radio encouraging community members to make purchases
 3. This will include creative services
 4. There will no be a difference of packages for campus and community
 5. 50% off prices for clubs
 6. Motion to accept new rates packages
 - a. 1 – Natalie 2 – Sandra motion passes
 - iv. 2020-2021 Media Head Selection timeline

1. Applications out 3/30, due 4/13, Interviews 4/16-4/28, offer date 5/4

6. Media Head Reports

a. Western Howl

i. 9 goals

1. Redesign, less stress on production night, new newsstand, More student voices, increase engagement, attract more freelancers, multimedia into Howl stories.
2. Reach out to the Itemizer Observer for more new stands
3. More time needed to determine if the new community spots are working
4. Struggling to track freelancers – weekly tabling in the WUC
5. Advertising has been a struggle – advertisement internship roles?
6. Photo Editor is leaving next term
7. Social media manager needs wordpress training.
8. Central High School sports scores are now included
9. Western Howl Spotify
10. Podcast studio – in depth interviews
11. 10 people currently on staff

b. NW Passage

- i. 50 submissions
- ii. Small but interactive release party
- iii. The magazine was difficult to put together this term.
- iv. New website
- v. Goal-get better at promoting on the website
- vi. One editorial board member left
- vii. Looking for music references from Helen Goodyear
- viii. Deadline for submissions is March 1st
- ix. Big theme change coming
- x. Release party will be the week before finals
- xi. Tabling 10-12 Wednesday in the WUC

c. KWOU

- i. DJ show count has gone down, but DJ count has increased
- ii. 4 trainees – will be out in two weeks
- iii. Received a lot of local music, building community development
- iv. DJing at Casino Night “Witching Hour”
- v. Advertising – consistently recruiting people
- vi. Update social media every week
- vii. Fellowship and environmental clubs on air
- viii. Would like to begin posting surveys

d. Student Media Adviser

- i. 15 new pick up points
- ii. Please check out the Terry House changes
- iii. Trying to make the KWOU stream easier
- iv. Trying to increase viewership

7. Announcements/Adjournment