

**Student Media Board
Meeting Minutes
February 28, 2019**

1. Attendance – Caity Healy, Sage Kiernan-Sherrow, Hannah Rose Pecot, Marion Barnes, Patrick Moser, Natalie Dean, Sandra Holland, Cole Hendren, Jessica Roberts
2. Agenda approved
3. Minutes approved
4. Old business - none
5. New Business
 - a. IFC update
 - i. Final decisions will be tomorrow
 - ii. Preliminary cut for Student Media – 4% for travel and supplies
 - iii. Had open hearings speaking to IFC but not many Student Media students showed up.
 - b. Fiscal Year financial Update – see handout
 - c. 2019-2020 Media Head Selection
 - i. April 1st – applications out
 - ii. April 15th – apps due
 - iii. April 18th – May 1st – Interviews
 - iv. May 3rd – Offer date
6. Media Head Reports
 - a. KWOU
 - i. Tabling one day and received around 40 new DJ inquiries
 1. Tabling was successful by being relevant and loud music and reaching out to people.
 - ii. Posters for new DJ's going to be put up
 - iii. App isn't as busy with traffic so considering doing a YouTube Live stream instead.
 - iv. Reaching out the Athletics groups and multi-cultural groups
 - v. Still integrating the three media outlets

- vi. Marion mentioned creating a media plan for Athletics which included PSA's and shows for student athletes so be on the lookout for those inquiries

b. Western Howl

- i. 4 students are attending a conference with Rhys Finch currently
- ii. Free-lance writers tabling happened with some sign ups, but not overly successful
- iii. Some people were able to take the readership survey
- iv. 75% read the Howl
- v. 47% monthly pickup
- vi. Some comments received were that they would like the paper to be made available the same time and day on the stand
- vii. Looking for a new sports editor since current sports editor is graduating
- viii. 3/6 will be the last issue of the term

- ix. Super committee meeting happening. Sharing each other's post.
- x. More digital content, some new videos.
- xi. Scheduling social media outlets and looking to increase brand awareness.
- xii. More distribution in town
- xiii. 2 more newsstands to go out.

c. NW Passage

- i. Release party 3/13-Wed 5/7 @ library
- ii. Finishing beginning of next week
- iii. There will be a photography element at the release party
- iv. 13 submitters, with a large variety
- v. Going to club meetings
- vi. Discussed partnering with Art Club/Writing club for future events

d. Media Adviser

- i. Will update later!

e. Next meeting – 1st week in April

f. Adjournment

