

**Student Media Board
Meeting Minutes
November 12, 2018**

1. Agenda approved 3-0-0
2. Disbursement of bylaws
3. Old business-none
4. New Business
 - a. Student Media Board member approval
 - i. Natalie Dean and Jamie Norr 2-0-0
 - b. Media Board opening reports
 - i. Western Howl
 1. Caity read the mission of the Western howl
 2. Creating goals, digital media, specific online content with online vs print headlines
 3. Integrating other media branches
 4. Using more freelance writing
 5. Speaking to classes and sharing on social media
 6. Staff goals
 - a. Creative, award winning, and accuracy
 7. Implementing more illustration as they have found a strength
 8. Still no one in the advertising position
 9. Will reach out to Emily to see if she may know of anyone for the advertising position
 - ii. NW Passage
 1. Creating posters for events
 2. Utilizing more advertising
 3. Encourage variety in submissions
 4. Meeting on a weekly basis
 5. Classroom presentations
 - iii. KWOU
 1. Upgrading and modernizing equipment

2. Giving DJ's more opportunity
3. Reestablished all social media outlets
4. Will fill break times and weekend so there is no break for the station
5. Increasing shows
6. Monthly DJ meetings
- iv. Flight Desk update-advertising platform
 1. Campaign-full page ad to Vote.org \$500
 2. Grifoles-plasma dales
 3. Making spirits bright advertisements?
- v. IFC Update
 1. Student Media should begin their internal review process
 2. Meeting on Friday to put together budgets and plans
5. Committees-none
6. Media Head reports
 - a. 15-16 Radio Shows
 - b. NW passage submissions due Friday with their release part on 12/13
7. Media Adviser
 - a. Good start to the year
 - b. Two image infringement issues
 - i. \$600 fine to the artist
 - ii. Because of this fine, one issue for the year will be cut, dead week issues cut (online content only) and some office supply budget.
 - c. Summer conference went well
8. End of term When is Good-early January
9. No announcements
10. Adjournment