

**Joint Meeting
JMCMB/SMPC
April 16, 2015**

Those in attendance: Thor Wasbotten, Susan Zake, Justin Graci, Vivian Feke, Spencer Smith, Hannah Jencius, Norma Young, Katie Barnes, Dave Foster, Bruce Zake, TJ Ewing, Ann Schierhorn, Mitch McKenney, Maddie Bensigner, Karl Idsvoog, Athena Salaba, Della Marie Marshall, Mark Goodman, Traci Easley and the staff of KSUIF.

Susan Zake called the meeting to order for the JMCMB. Thor Wasbotten called the meeting to order on the SMPC.

Thor asked if there were any announcements. They were none. Thor asked all SMPC attendees to look over the minutes from the previous meeting including the budget subcommittee meeting. Thor asked for a motion to approve the minutes. Della Marie seconded. All approved and none opposed. Susan asked for a motion from the JMCMB to approve the minutes from the previous meeting and from the budget subcommittee. Karl seconded. Mark Goodman said the leader selection minutes had just one update. He did not call the meeting to order, Susan did. Tami will correct the April 13, 2015 minutes to reflect that. Susan asked if there was a motion to approve the corrected minutes. Mark motioned. Maddie seconded. All approved the amended minutes.

Thor asked to move the KSUIF presentation to the next item on the agenda. Thor stated that all members of both boards received the proposal of KSUIF to join Student Media. Thor told KSUIF that they had a few minutes to discuss the proposal. The president of KSUIF, Buddy asked if he could show a 3-minute video. All attendees agreed.

Buddy stated that the video was some of the movies that they had made. They stated that they are award winning movie company and their focus is making full-length feature films. They receive 20-some scripts per year and the unit picks the best fit. They operate from fall-spring for the film. The members receive internship credit for classes. They wish to be co-curricular. They want to join Student Media to strengthen not only their brand, but our selection as well. They also do work on video production. Although they said that they do not bring any rivalry to TV2, as their focus is full-length films and production and not commercials or training videos. They said that also want more financial help in terms of keeping the records since they are only student-run now. Some of their other work includes a video for Wick Poetry, the May 4th Center and also have a deal with Family Video to have their films available there.

A member asked when they started. They said that they started in 2005. Karl asked what their benefit is of joining when it means they will have more meetings, more restrictions and more policies to follow. KSUIF said that they think it will legitimize their unit. Karl asked why they didn't think they were? KSUIF said that they often are not considered a serious and true student media organization. Thor thinks this is the next step for Student Media and for KSUIF. They are not asking for money, they are asking for the brand, support and co-curricular efforts. Susan asked if there was a constitution.

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KSUIF confirmed. They also ran through the process of electing officers. Susan asked how it would be different if the Media Board selects the key leader. KSUIF stated their elections run well currently, but they believe the transition would be easier if the board professionally selected the leader. Norma asked if they were willing to give up their freedom on buying items, policies and rules of the University. Buddy stated that they do not have access to their money. They currently run everything with Audrey Lingenfelter so this would be easier for them. Della Marie asked if they were ok turning over control to a higher entity. She is also concerned that they will lose their uniqueness of diversity across the University. KSUIF is not concerned about losing diversity. They want the organization and the gate keeping to happen. They think this will bring respect to the group. Della also told them that they would no longer have the access to sign contracts. All contracts will now have to be vetted with University legal. Thor stated that Mike Phahl in legal actually said this would help with their contracts. Susan also agreed it would be better to get the bank accounts out of students names. Katie asked how far does the disorganized reputation extend? KSUIF stated it was most likely just within the University. Katie then asked how do they imagine that their perception will change once dissolved into Student Media? KSUIF believes they only receive this perception because they are not run by a certified student organization. Thor asked how many students were involved with KSUIF. Traci stated that there are usually 150-300 students involved per film, this is a large amount of people. This tends to lead people to believe it is not as organized as it truly is.

Maddie said that she also is thinking how this would benefit JMC and not just Student Media. Maddie feels as a student this is extremely valuable to incoming students. She said that Student Media provides a prestige not currently given to KSUIF. This would allow us to offer more to incoming students that is not currently represented within the current media units. Katie stated that even though they are not asking for money now, that the future is not looking well to provide support in the future. Athena asked the group what their majors are to see how many were JMC. Buddy stated he is Liberal Studies. The next two were JMC majors. The finance manager was a business manager. Athena said that she was asking because she was wondering if this was more a school-oriented unit or a true benefit to the student body. KSUIF stated that they currently do work on campus for departments that service the student body. Karl stated that we currently do not have a film curriculum nor do people that come here that plan on going into filmmaking. Thor stated that our fastest growing major is digital media production and the film concentration is growing and developing. Thor stated our new Dean wants to expand film. Buddy stated we are only one in six schools in the nation that produce full-length feature films. Susan asked what the overall revenue was. KSUIF stated that they currently made \$6,000 in videos, \$2,000 in fundraising and an additional \$200-\$300 through Applebee's. Susan asked what they currently use. KSUIF stated PayPal. Norma confirmed that it couldn't be used if they are part of us. They will have to switch to CashNet. Thor stated that as a Student Media unit they could ask for an allocation, but

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that does not guarantee getting it. Thor also said that he does not see them having a problem raising the 25% fundraising portion as with other units.

Katie asked what the adviser support would be needed. KSUIF stated that currently they operate fine with Traci and she will continue as their sole adviser. Susan asked how the co-curricular would come to play. Ann stated that it would be through the faculty. Thor said there are several classes tied to the film. Dave said the most attractive part of KSUIF is the diversity and innovation. He stated that their office is more like a dorm room, and this actually proves you guys are having fun and learning while doing it. He was concerned that only doing feature films limits them, but they are doing other projects as well. Dave is excited what this could bring in terms of student involvement.

Thor stated that it should be the JMCMB that approves of this because of the co-curricular. Thor stated that the FAC must also approve. Mark Goodman stated that he would rather wait until the new director comes in to see how this will be managed in the Office of Student Media. Athena also stated that SMPC must approve this as well since this is a new unit as well just like A Magazine was. Thor stated that since classes were attached it would be solely JMCMB, but today the boards officially become one. Katie asked if they would still want to be Student Media if they were not co-curricular? KSUIF stated yes. Della Marie said that if the faculty does not approve, they would still be completing the work and continuing involving students. She believes that it would be a disservice to the student body to deny the opportunity of filmmaking. Della entertained a motion to the board that we approve KSUIF's proposal to join the Student Media family with the understanding that the FAC must also approve the co-curricular aspect. Athena seconded. There being no further discussion, the proposal was approved with no opposition. Thor said they would propose them to the FAC.

Thor then moved on to the Student Media financials. Norma said she would hit the high points since there is only an hour remaining. She started with the unallocated funds balances. Every member has a sheet detailing the numbers. Norma stated that the contingency is pretty close to last year. She said they are still waiting on the moving expenses for Kevin, the interview travel costs from the director search and the help for the newsroom. Norma stated that the budget listed as reserve was being renamed the Innovations fund by the budget subcommittee and will no longer be a contingency fund. The delivery fund will also not be decided upon until the magazines have all been delivered. Della Marie asked if this took in account what the budget subcommittee discussed regarding distribution issues with the magazines. Norma said that this would be discussed from a different sheet. The capital purchases are in line with last year. Norma said that it is higher this year because of a new server purchase. The business manager account is ahead this year due to being without a business manager. Norma then continued on to allocations of budgets. Norma explained that allocations would be down due to lower enrollment. She also detailed that more will be spent in the

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manager's account due to the increase in the director's salary. Norma said that the delivery fund currently shows \$0 because of the deficit. Della Marie said that delivery must be increased to better the distribution method. Della Marie said that if the original allocation was \$2,500 for delivery. If the \$2,500 did not work, then it should be raised to \$4,000 to better distribute the product. Our remaining deficit will now be -\$23,714.76. Norma moved on to two accounts that currently have money in them that need approval to move to the general account. Thor stated that the budget subcommittee approved to give that money to the general fund since no one knew what the budgets were for. Norma ran through the remaining givebacks and included the distribution of remaining funds. Norma asked where the money should come from to resolve the deficit. Susan asked Norma what our options were. Norma stated you could pull from contingency, you could pull from the reserve or we could go back and redo the budgets to squeeze out the money. Norma explained the \$90,000 reserve came from left over money when there was a surplus. These funds were all placed together in a reserve account so the money would not turn into capital purchases as with how the main contingency account works. Susan said these accounts are not the same. The reserve was solely to fund things that grow the business. Susan said we are renaming it to innovation account so that it no longer resides in contingency. Athena asked if this was more of an emergency fund. Norma confirmed. Ann asked if this innovation fund could better fund web support for our media units web sites? Susan asked if Ann wanted to hire someone. Ann said that it would be up to the new director. Thor stated that right now, we are just determining where to pull the deficit from. Della Marie discourages pairing down any more of the individual budgets since they are so lean and she does not want to take anything else from the students. Della Marie thinks we should use contingency. Thor said this would drop the account in half. But Della thinks that we can hope that enrollment will not be as low. TJ asked why there is a deficit and if we can expect it to happen every year. Thor said if we don't improve the business or enrollment falls, we could expect a deficit. Thor said based on 15-16 allocation requests you can see where the money increased. Such as \$16,000 more for the business manager account, around \$20,000 more for the newsroom, not due to spending, but due to revenue loss, etc. Maddie asked if this is money that we owe ourselves? Susan said even though the money is in the negative, we have the money to cover it. It is just a matter of where we pull the money. Susan said to keep in mind this is also a projection. We try to stay under this. Mitch says that if you look at this year, we usually fall under the projection of expenses. The board agreed to pull the money from contingency and approve all financials with the above updates.

Thor then said we could move on to approve the minutes from the Burr Budget Appeal. Thor stated they now include a correction by Ann. Della Marie needs to confirm that her name should be Della Marie and not Della. Norma said she would change them. Thor confirmed that there are no further corrections. Thor moved we approve the minutes. Della Marie seconded. All approved.

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Thor said the next on the list is equipment requests. Thor said that it has been agreed that Student Media would purchase their own equipment needs if it were solely a Student Media item. If it were shared, then the item would split in cost 50/50 with JMC and Student Media. The studio requests were going to be shared expenses. TV2 asked for lavalier mics. Both were approved.

The next is Kentwired/Kent Stater requests. Mitch stated that it is hard to keep products without getting lost or broken. But Mitch said we have problems with the SRL because it is only open until 5pm. Susan said is there a chance we could lower the qualities of some of these products to make them more affordable? Susan said that we need something better than an iPhone picture but also not spend \$2,000. Mitch said the Student Media go-pack would be different than what would be bought for a school. Bruce said that a more affordable pack could include a \$600 camera as opposed to a \$1,200. Thor said that these were for breaking news events and that it is usually at night that requires better equipment. Bruce thinks there are better options that are more affordable than this. Thor thinks that we could better decide over the summer once Kevin comes in. Karl said that we do not need to drop this much money for something that could be broken easily. Susan suggested that Dave look at this list and better calculate what is needed, whom it is needed for and then report back. Susan suggested that we table this request until further information is gathered. Athena agreed. Mitch asked if this is something that would not be able to get until next spring? The board said no. Requests could be made at anytime. Norma said this request is many to let us know what to expect to occur over the summer. Mitch asked if we could put aside at least \$1,000 for cell phone enhancements for better pictures to be taken in the meantime? Susan said she did not see a problem with purchasing some items over the summer to be set up for fall.

The Burr is asking for additional workspace of a table and three chairs. Ann said it did not have to be new, but they prefer items without holes. Susan said there is great stuff to be found for old office furniture.

Susan asked if there were any requests for computers. Thor confirmed that all was bought last year that was needed. Susan said she would like a longer term plan of what equipment we have and what would be needed in terms of priorities. Thor said there is a list of priorities and further discussion is needed with Gary about potentially moving a set upstairs. This allows us to free up the studio. Thor mentioned that the University may contract the studio for a show. This would bring in funds to purchase some of the control room needs. Thor also said they have been researching control equipment by a company call Black Magic that LSU and other schools are using. It is a fraction of the cost of what is available. Thor also has a possible donor for naming rights for the control

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room. This is currently in the works and would solve the money issues for the control room. Susan said the automated site for TV2KSU is very difficult and we should look into a possible archive system for TV2. Thor said Mike Bussey is currently looking into. Mitch said that we also need a better analytic reporting system. Susan said Chart Beat is the best and is not that expensive. Mitch said this would aide the newsroom in more knowledge of what works on the site, what stories are getting the most traction, and could also help with revenue for the site since audience is what sells the site. Katie agreed. She asked what units they are referring to? She stated magazines are difficult because we do not have any of the login handles for the mag sites. Thor said that these are all things that will be looked at but we need to approve/table the capital requests to allow time for the last agenda item.

Karl asked if there was any update on the ESPN student broadcasts and what we are able to cover? Thor said no. Karl said that we might not be doing anything for sports depending on the University to make a deal without our knowledge.

Thor asked if there was a motion to approve the studio requests. Karl motioned. Della Marie seconded. All approved and none opposed.

Thor asked Vivian if the TV2 request was necessary. Vivian stated the lavalier mics are needed to replace the desk mics that are extremely dated. Thor asked if we needed four but Vivian said TV2 already owns one. Karl motioned to approve the buy. Susan seconded. All approved and none opposed.

Athena confirmed that the voting should be for Student Media. Ann confirmed that both boards always vote for budget expenses. Della Marie made a motion to place \$1,000 aside for equipment purchases based on emergency needs. Susan seconded but said that we need to have a better idea of what we have, what we need and if there are more economical options. The rest of the \$14,000 Kentwired/Kent Stater requests will be tabled. Athena confirmed that they would receive a more detailed list of what is needed. Thor said yes.

For the Burr furniture request, Della Marie suggested them using Kent Surplus which has a large amount of furniture that is available for free because it was deemed unnecessary by another department. Norma said without costs this would be a good solution. The boards decided to not purchase any furniture.

Thor stated that for the minutes that both the JMCMB and the SMPC boards have approved all requests as stated above unanimously with no opposition or further discussion.

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The final agenda item is the merging of the JMCMB and the SMPC boards. Last year both boards voted to merge. Mark worked on the policy language that would be presented to the trustees for further approval by the University. Thor asked Mark if there was anything on these notes that were not seen before. The only thing that changed from 2010 was the structure of the Student Media Office due to the new director coming in. Thor made a motion to accept the changes as written to the SMPC/JMCMB merger as presented in the proposal in front of the attendees. Susan seconded. Thor asked for discussion or amendments. Mark said that the only change should be that the Student Media Board and the School of Journalism should be consulted regarding the appointment of Student Media advisers for the units instead of just the board as it states now. Thor asked what page that was referred to. Mitch said it was item number 4 on page 6. Mark said that we need to add in the School of Journalism because it would involve both the director of Student Media and the Director of the School of Journalism. Thor stated that the FAC did approve the proposal as is and that they only need the consulting of the school director if it was a co-curricular unit. Thor said this would be a good move based off a conversation with Christine McVay and Kara Taylor of Uhuru. They said they would love more input from the school. The boards agreed the note to read consultation of the Student Media Board and the FAC for all media advisers. Thor said he would still be consulted since the co-curricular units still change load issues and the director of the school does not need to be listed.

Thor asked for approval of the original motion by the SMPC with the given amendments. All approved, none opposed. Susan asked for approval of the original motion by the JMCMB. All approved and none opposed. Both motions carry from both boards to present the proposal to the University Trustees.

Thor said this will take place over the summer and that he will go to the FAC and Della Marie will go to the Faculty Senate and the new board will convene in the fall.

Susan asked for a motion to adjourn by the JMCMB. Maddie motioned and Karl seconded. All approved and none opposed.

Thor asked for a motion to adjourn by the SMPC. Athena motioned and TJ seconded. All approved and none opposed.