

# **Student Media Board**

## **Spring 2016 Meeting**

### **April 15, 2016**

**Those in attendance:** Norma Young, Cindy Kristof, Katie Evans, Spencer Smith, Erik Alexeff, Lorie Bednar, Ryan Dunn, Bob Baughmann, Karl Idsvoog, Kristen Traynor, Nancy Sinning, Alyssa Schmitt, Emily Mills, Payton Moore, Melissa Puppo, Ann Schierhorn, Marissa Barnhart, Neville Hardman, Samuel Hersh, Thor Wasbotten, Bruce Zake, Gene Shelton, Adriona Murphy, Susan Zake, Mark Turner, Melinda Stephan, Kieran Bindus, Bryan Heraghty, MJ Eckhouse, Tami Bongiorno, Kevin Dilley, Della Marie Marshall.

#### **Call to Order, Introductions and Minute Approval**

Mark Turner, SMB chairperson, called the meeting to order. Those in attendance introduced themselves. The minutes from the fall SMB meeting, the spring emergency meeting, the spring leader selections and budget subcommittees were presented for corrections, errors, amendments.

Turner asked if there was a motion to approve the minutes. Thor Wasbotten motioned, Cindy Kristof seconded. All approved. Della Marie Marshall asked if minutes in the future could include page numbers. Dilley said yes.

#### **Director's Report**

Dilley thanked the board for his exciting first year with Kent State Student Media. Dilley showed the first slide he showed in the fall to recap where we have come. He will also do a revenue update, distribution update and how we will move forward.

He restated his four areas of focus.

1. Clarity of Mission
2. Revenue and Savings
3. Ideas and Execution
4. Data

#### **Clarity of Mission**

We still do not have a mission statement for Student Media alone. Dilley stated we are close, but he will share what has been created thus far with the following slide. He stated that all media outlets have also cleaned up their mission statements. Dilley said there have been 3-4 meetings to get student input. Dilley stated that he hopes the final mission statement will be ready for fall 2016. Dilley says he intends to send out the mission to everyone so input can be made.

# **Student Media Board**

## **Spring 2016 Meeting**

### **April 15, 2016**

#### **Revenue & Savings Recap**

The fiscal 2016-2017 budgets have an average 6% reduction in Operating Expenses. Dilley commended the leaders and advisers for making this happen.

Dilley said that this has been an especially good spring. 9 out of 12 weeks made for the Stater thus far. 12 out of 12 weeks of Kentwired goal made thus far. Dilley said he is particularly excited about this goal. TV2 Productions has had 6 clients so far as opposed to 2 in last fall.

New revenue, \$2,400 from sponsored Tweets. Spencer Smith, current Student Sales Manager, explained the new sponsored Tweet program for advertisers. Smith explained how he and Tami Bongiorno created guidelines along with the newsroom. Smith said clients are extremely excited about the program. Smith stated that it has been so popular that we had to increase the tweets available per week. The most encouraging part is that this is new revenue, not money that has shifted. Dilley said this type of collaboration of newsroom and sales is just the start of what can be done together.

Dilley then went through updates for the units.

- Uhuru updated website and it is currently live. Uhuru also had a larger staff this semester.
- A Magazine has done 200+ web entries since fall. They also joined with the charity Unchained that attracted more than 500 people.
- KSUIF has won 4 national awards for their most recent video. They also have the Unlucky Premiere coming up.
- TV2 was the Station of the Year by CMA. Facebook impressions went up 90%. TV2 also installed a hard set over winter break.
- Kentwired now has a responsive web design. We are redesigning the email newsletter.
- Burr recently rebranded. They won numerous SPJ awards.
- The Kent Stater also won SPJ awards, were a Pacemaker finalist. They also had an incredible breaking news cycle.
- Fusion relaunched their website. They also did a sticker program that went into the magazines.
- BSR relaunched their website.
- Luna Negra released a 90-page journal this semester.

#### **Data**

Dilley told the board about the Student Media survey that was completed by more than 1200 participants. We also have focus groups starting next week. The newsroom started using Chart Beat to better understand in real time who is reading what content. Bob Baughmann also linked up all sites to Google Analytics to better assess each site.

Dilley said that several conferences have also aided with data. A student media summit in Athens, the CMBAM convention in Denver etc. All data will be shared once compiled.

# **Student Media Board**

## **Spring 2016 Meeting**

### **April 15, 2016**

#### **Revenue Update**

We are at 83% to goal at 80% in the semester. Dilley said as content grows and engages readers, the ad sales have flourished. The ad sales team also doubled this spring which has fostered excitement within the ad sales team. Dilley shared a revenue snapshot of all sales goals.

#### **Distribution**

Dilley started covering the distribution of the Stater and magazines. Marshall stated that she does not see magazines that often. Dilley said there have been four audits so far this semester and more than 18,000 magazines picked up. Dilley asked if everyone could take a look at the magazine racks wherever there are and take a picture of any empty racks for us to fill. Dilley explained how the sales team handles audits and replenishment. The Stater currently has an 88% pick up rate based off the most recent audit.

#### **Looking Forward**

Dilley stated he originally wanted to set the mission and create a strategic plan for Student Media. He said this will come in fall once we have all of our data reviewed and compiled.

Other things that are occurring:

- Bongiorno is reworking the rates for next year
- A storefront will be developed to sell things to benefit Student Media
- Crowdfunding through Luminare with the University
- The newsroom is possibly restructuring (more on this later in the meeting)
- Native advertising will be put into place

Other things we could do:

- Social maintenance for clients
- Collaboration of outlets to build revenue
- Packaging of our TV2 Productions with BSR and photography
- Innovation award

#### **Student Leader Positions**

Turner announced the tentative student leaders for 2016-2017.

A - Payton Moore

Burr - Neville Hardman

Fusion - MJ Eckhouse (conditional on GPA requirement)

Uhuru - Sierra Allen

Luna Negra - Samuel Hersh

BSR - Layne Gerbig

Summer Stater - Alexandra Delaney-Gesing

The Kent Stater – Jimmy Miller

TV2 - Ryan Dunn

KSUIF - Erica Collins

Sales - Clara Sullivan

**Student Media Board  
Spring 2016 Meeting  
April 15, 2016**

Turner asked if there was a motion for approval of the student leaders. Wasbotten motioned to approve all leaders as reported. Kristof seconded. Turner asked if there was any discussion. Erik Alexeff stated he was concerned about the about the incoming Fusion editor's GPA as it does not meet the requirement of 2.25. Wasbotten clarified that there are several minimums for GPAs.

- 2.0 is the school minimum
- 2.25 is the University policy for student leaders
- 2.75 is the JMC minimum

Wasbotten does not view this as a precedent since the subcommittee placed a conditional amendment on that student performing above the 2.25 at the conclusion of spring semester 2016. Karl Idsvoog stated that if the GPA is not met, then the selection would restart. Susan Zake described that there was detailed discussion to elude to the lower GPA for the previous semester. The subcommittee felt comfortable they were making the correct decision. Motion passed with all voting members, no opposed, no abstentions. Turner congratulated all new leaders.

Wasbotten asked what the plan was for Kentwired since an editor was not selected. Dilley stated the position was left open for discussion with the newsroom and several meetings have taken place to restructure the newsroom. Turner asked if it was possible than an editor will not be selected? S. Zake said possibly. S. Zake stated that much of the content is directly from TV2 and The Kent Stater. This position has taken on a regurgitation of information instead of being digital first. S. Zake said the students want to restructure the hierarchy to better become digital first in a way that makes sense.

**Fusion Budget Presentation**

Turner explained that Fusion will be explaining budget changes and updates. Dilley said he met with the incoming and outgoing editors and Bruce Zake to better assess what grants that Fusion could go after to help their incoming revenue. Kieran Bindus said that through t-shirt sales, bumper stickers and grants, they thought they could increase fundraising from \$300 to \$900. Dilley said that most of the advertising is tapped out, so much of the new money will stem from grants. Bindus also stated that the salaries have increased in efforts to maintain staff for the publication and site. Turner asked how many staff are paid. Bindus stated 9. Wasbotten asked how many Uhuru had. Toni Hunt (current Uhuru editor) was not present, but Dilley said he could get the numbers. Wasbotten stated that he thinks most of the magazines should have about the same salary amount budgeted. He wants to know how all publications could budget fairly and equally. Katie Evans stated that Fusion is the most fiscal when printing which would help offset this cost. Wasbotten wants the human capital costs to be more in line with each other.

Dilley said that Lorie Bednar and Norma Young are currently comparing some of the units to see if there is equity, but to make sure we have a base point for all budgets. Wasbotten stated that since we are in the red, every unit should be ready to make some tough decisions on their budgets when it comes to pay, funding, etc.

**Student Media Board  
Spring 2016 Meeting  
April 15, 2016**

Kristof said that it would be great to look at budget subcommittee minutes to see why certain salary amounts were allocated. S. Zake said that this is something that has come about between the Stater and TV2. She said that before a subcommittee was developed to assign salary ranges for Student Media positions.

Marshall motioned that we table the budget discussion for Fusion until the full budget discussion takes place and further historical information can be pulled about Fusion's salary allocation. Idsvooog seconded. Turner stated that he thinks it should not just be on Fusion, he thinks all units should be tabled until all of them had been analyzed. Wasbotten said he would like to add an amendment to the motion that it should just be for magazines within Student Media. Turner asked what timetable we would place on this. Dilley stated he could get comparison of the units by end of next week. Dilley asked if this was holding up all budget approvals or just the magazines. He stated that the magazines are just a small portion of the deficit of Student Media. Kristof stated that maybe approval should be made for the budgets but with the condition that the upcoming year would include an overview of all budgets for further reduction and alignment.

S. Zake stated that Student Media is an absolute false economy in that not a single unit is profitable in Student Media. Ann Schierhorn asked how much is in our total budget? She wondered if the total magazine budget of \$51,000 really impacts the deficit derived from Student Media. She then asked about the allocation of business manager account. S. Zake stated that none of the allocation goes towards the business staff, that that comes from revenue. S. Zake also stated that these business positions are the reasons why the units keep going and that magazines are not charged in their budget for this support. Wasbotten stated that this is more of an equity between magazine question as opposed to magazines and the other larger units. Wasbotten stated that these are complicated situations that are going to need to be looked at.

**Budget Discussion**

Turner then moved into the overall budget discussion since Marshall withdrew her motion. Turner asked for either a motion to approve the budgets or if there were questions/discussion. Wasbotten motioned that the budgets be approved. Kristof seconded. Turner asked for discussion. Marshall said that she is extremely concerned that they are approving a budget with such a significant deficit. Dilley stated that we cannot keep running a deficit and budget of this nature. He stated that this does not teach our students anything. He said we either need to reduce, grow or a combination of both. He stated that he wants to figure out most of this for fall. He said hard decisions have to be made. Dilley said that next year we will not be able to buy some things since we will be borrowing money from contingency. Dilley then explained how money moves into contingency and capital and how finishing in the red affects these budgets. S. Zake pointed out that continuing down this path takes away our cushion. S. Zake said that a business of our size cannot rely on this type of funding.

## **Student Media Board Spring 2016 Meeting April 15, 2016**

Dilley asked if the board wanted some ideas. They said yes.

1. Kevin stated that we could ask for an increase in student allocations
  - a. S. Zake asked if we do percentages or dollar amounts. Marshall stated it was a percentage.
2. Possible Cuts if needed
  - a. Kentwired app \$1,000 savings
  - b. CMBAM travel funding for Kevin
  - c. \$750 marketing for all units
  - d. \$500 additional news and travel money
  - e. \$1,000 for research
  - f. Bindings for newspapers (was \$960 but now \$320)
  - g. Luna Negra additional printing money
  - h. Student salaries

Dilley said we could do any/none/some of these ideas to help close this gap. Gene Shelton asked what our next steps are if the budget isn't approved? Shelton said this is becoming a vicious cycle that is not going away. Dilley said he needs some guidelines from the board to make the deficit smaller.

Dilley says although we have the reserves to cover it, this would require us to borrow from Student Media's future. Dilley stated that we need to discuss if we are right-sided especially since we have so many products with low revenue. Turner said that if not now, when? He is worried that if this budget will repeat itself next year.

S. Zake said she thinks we should meet in the fall and put the task force back together and actually execute the ideas driven from it. She thinks maybe we should overview what Kent State Student Media should look like as a whole. Wasbotten reminded that we need to also focus on the student experience. Wasbotten asked what Dilley recommends to do with the least affect on students.

S. Zake mentioned of the things that could be cut, Kevin's trip to CMBAM, is not a good choice because we get many revenue ideas there. Dilley stated that the app is the first on the list because of the small following, the lack of revenue and overall limited exposure. S. Zake said that the only good reason for the app is the push notification feature. Dilley said the key is cutting things that will not directly affect students. He does not want to cut the salaries of the students, but unfortunately we may have to do just that.

Wasbotten motioned we approve the budget presented with the amendment that the Director cut at least \$3,000 from it. S. Zake said that the individual units must be fiscally responsible throughout the year to aide with this deficit. Alexeff seconded it.

All approved, none opposed and one abstention. The budget was approved for 2016-2017.

## **Student Media Board Spring 2016 Meeting April 15, 2016**

### **Capital Requests**

Dilley stated that capital requests cannot be approved in today's meeting, because several representatives of JMC and TV2 are meeting with vendors at the NAB conference and hopefully can work out more options and better pricing. Kevin stated he would briefly cover the list and the board could discuss. Dilley turned it over to Baughman to better explain.

Baughmann briefly went through the recycling process of the machines in Student Media. Baughmann also covered the upgrades needed. S. Zake asked how many machines are supported in compo. Baughmann stated five, four that are used by compo staff and the fifth supports AdForce which is how the layout is derived and the pages are made.

Baughmann said there are four machines in the newsroom that are done with their recycle rotation. S. Zake said that she would like to meet with Baughmann to discuss cutting back in the newsroom and save some money. Baughmann said there are two machines in the Burr. S. Zake asked the same question of the Burr, wondering if the machines are both used and used often. Baughmann said we currently have numerous Adobe licenses that could probably be cut back. S. Zake confirmed that some could be cut within the newsroom.

Baughmann stated that both A and Uhuru asked for printers, A wanting an 11x17. KSUIF asked for a curved dolly track and a free standing ice machine.

S. Zake asked where the 11x17 printers are. Baughmann stated two in newsroom, one in compo and one in Student Media office. Baughmann stated that the Burr prints to the newsroom. Dilley said that the printer should be a request from all magazines. S. Zake said that one of the newsroom's printers, although Baughmann said he would rather keep that printer in the newsroom due to volume and necessity. Puppo stated that during production they were unable to print proofs of pages. S. Zake said that they should receive printing access to the network so they can print to the newsroom. This would save \$1,500. Wasbotten said to add their magazine printers to the network and remove the request from capital. Everyone agreed that this was the best solution.

Baughmann laid out a plan of what needs replaced for BSR. A new computer and new archival is required this year. BSR is getting to the end of life use for their switchboard. The equipment is getting extremely outdated. Nancy Sinning described the current boards being used outside in the industry. BSR is running into problems replacing things because the outdated equipment does not align with the newer products. S. Zake said that all of units, BSR has had the least amount of requests over time. She thinks that updating their equipment would allow BSR to be more like the surrounding radio stations and be better teaching devices for the students.

Baughmann stated that TV2 is requesting iPads because their current ones do not hold a charge. iPods required are about \$300 each.

Baughmann stated Master Control is the last line of requests. Baughmann turned it over to Ryan Dunn to explain the needs of the studio.

**Student Media Board  
Spring 2016 Meeting  
April 15, 2016**

Dunn said that the teleprompters need replaced. Most are from Studio C in Music and Speech (more than 12 years old). Dunn covered some other needs in the studio. A total of \$71,000 is the split of JMC and Student Media for all studio requests. Dilley stated the total in capital account is \$243,000. On average we spend \$54,000 per year. Wasbotten stated that NAB may bring discounts on this equipment.

Wasbotten asked what was the icemaker request. He wants to know where the water comes from because there is not currently a water line in their office. Baughmann stated that they currently buy bags. Bongiorno stated it is a mobile ice machine that attaches to a regular sink and not a water line. She said the ice is also required to cool the food to Dining Services requirements. S. Zake asked if this could be put off until the following year for when the movie is produced? Dilley said yes but they placed it on this year's request to buy it at the end of the year. If it were in next year's budget, they would not have it in time for filming. S. Zake asked if it could be shown as an offset in cost to actually purchasing ice.

Turner asked Baughmann if there was anything else. Baughmann stated no. Dilley asked the board how they want him to proceed once NAB concludes and S. Zake meets with Baughmann to cut back the newsroom. S. Zake stated that her and Dunn talked about the possibility of PC's in the TV2 portion of the newsroom since they use Windows so much. Dilley asked to meet with S. Zake and Baughmann to further discuss this.

**Leadership Structure**

Dilley explained to the board why the Kentwired editor position was left open for this semester. Dilley said that there is not an assignment desk in the newsroom. The leaders would rather have a content assignment desk in the newsroom in which is under the direction the TV2 general manager and the Stater editor. The two elected leaders could decide where the content goes, either to TV2, Kentwired, The Stater, or all of them.

Dilley asked for thoughts. S. Zake said this would be more like the outside newsrooms found elsewhere. Currently the brands operate three newsrooms within one. This would allow for one newsroom which feeds all units. Turner asked what this means for the former elected position. S. Zake and Dilley stated that this is a work in progress and both Dunn (TV2 general manager) and Jimmy Miller (Stater editor) are currently talking it out to prepare what the final workflow would look like.

Dilley said he wants the students to prepare a proposal to submit to the Media Board since this would be a removal of a Student Leader. S. Zake said it was originally requested by the students to have that position in the first place. Dunn stated that he and Miller were meeting that weekend to further put together the structure. Turner asked Miller and Dunn to consider the amount of students involved in the newsroom currently and to try not to diminish the number of students that can be involved. This will aide to continue the student experience for as many as possible. Dilley explained that he thinks this will lead to additional positions, while not the higher leader level, but will open more opportunities in new things for Student Media.

## **Student Media Board Spring 2016 Meeting April 15, 2016**

Shelton asked who holds the higher authority at the content desk? The TV2 GM or the Stater editor? Dunn said he is unsure at this time. He feels the advisers will play a role in mediation if needed although Dunn feels this will not be an issue. Both leaders feel the audience growth will be online, not in the Stater or TV2. They both acknowledge that online is where they need to collaborate the most. Dilley said this is a serious discussion, but this is the way to better align Student Media with the outside media entities. S. Zake said perhaps this could be an opportunity to make a position that oversees the entire newsroom to create a hierarchy.

Wasbotten said he was really excited about this ongoing discussion between the students. He said that many students come into the school with a focus in mind...broadcast, print, etc. He feels this is a good step to work together to better prepare them for their future.

Dilley stated that once the students determine the workflow, they will prepare a proposal for the board.

### **Conclusion**

Turned asked if there was any new business. No new business to report. Turner asked if there was a motion to adjourn the meeting. Wasbotten motioned to adjourn. Marshall seconded. The meeting was adjourned.

### **Addendum**

Dilley shared the following statement and recommendation with the board via email. The statement is from the newsroom student leaders Jimmy Miller (Stater editor, fall 16); Ryan Dunn (TV2 general manager, spring and fall 16); Emily Mills (Stater editor, spring 16); and Alyssa Schmitt (KentWired editor, spring 16).

Stater adviser S. Zake and Dilley have both been involved in the discussion. They both support the recommendation.

*To the Student Media Board,*

*Over the last week, top student media leaders from KentWired, TV2 and The Kent Stater met to discuss the future of the KentWired editor position. As you decided in your interview with a KentWired editor candidate, we wanted to keep the door open to new and perhaps unique ideas to truly make the student media newsroom collaborative. In a week's span, we have created a potential system in which the TV2 General Manager and Kent Stater Editor select what we will now call our Digital Director. This individual will oversee our new assignment desk with students creating web-first content; our social media team who will appeal to where our audience really reads our content; and our senior editor/senior reporters who will now collaborate on long-term, in-depth projects to produce content that goes well across multiple platforms. This is a system we believe will elevate our web content without diminishing the products of our other two media outlets, should increase efficiency and speed, and it will even help us sell advertising where the consumers are.*

**Student Media Board**  
**Spring 2016 Meeting**  
**April 15, 2016**

*KentWired didn't have a staff that produced its own content, but under this system, we feel our best reporters are producing content that is more web-oriented. The Digital Director will also be a "tiebreaker" position in the event TV2 GM (Ryan) or Kent Stater Editor (Jimmy) grapple to make a decision on how something should be covered.*

*Our ultimate recommendation is to remove the KentWired editor as an elected official for all of the above reasons. Please consider this as we try to move toward a web-first newsroom.*

The above recommendation was subsequently voted upon via email. There were 10 votes in favor, none against, no abstentions.