

DRAFT

Student Media Board Selection subcommittee meeting

Friday April 8, 2016 9 a.m to 5:20 p.m.

SMB members in attendance: Kevin Dilley (non-voting member); Mark Turner, Gene Shelton, Karl Idsvoog (voting members)

A Magazine interviews

Also in attendance was Melissa Puppo (current editor)

1. Kendall Becker. Becker introduced herself and described her credentials. Questions from the committee ensued. Shelton asked what the purpose of A Magazine is. Becker said it's a one-stop shop for the modern woman. Idsvoog asked what is the demographic. Becker said target is teens to mid 20s. Turner asked what mission statement is for the future. Becker responded. Shelton asked for more clarity. Becker said she wants to bring well rounded content. Turner asked how long Becker has been with A. She responded that this is third semester. Shelton asked if role as asst. editor has prepared her. Her two many focuses are campus presence and advertising. It's the target demographic of so many retailers. Shelton asked about 10 years from now. Becker wants to be in publications as an editor in New York. Turner asked about diversity. Becker said content is great on diversity, that there is content for everybody and that diverse sources are used. She said she wants to recruit in different fashion classes. Shelton asked about the staff being diverse. Becker said that the editorial team is all women from similar backgrounds, though from different majors. Culture-wise it's similar. Shelton asked how interested the Fashion School is interested. Becker said that there are some, but could be more if they knew about it. Turner asked about succession plan. Becker said that she's the youngest one on the editorial team, but knows a lot of strong "girls" who want to learn more about it. Idsvoog asked about covering harder issues such as unequal pay, problems in clothing factories, will the editorial staff look at more substantive issues. Becker said that we've covered these issues, for example in the last issue.

2. Jessica Darling. Introductions. Darling said that she's worked in multiple areas and has flexibility across the magazine. She can either help her staff or she can

connect them to somebody. She stressed her experience in writing despite not taking. Shelton asked about business plan and revenue. Darling wants to focus on hair salons and beauty shops. Stressed making more connections. Darling wants to improve marketing plan to attract more people at student org festivals. Turner asked about mgt. experience. Darling is VP of risk mgt. for Panhellenic Council. Through this she's learned to work through tense situations. Idsvog asked Darling fights? Darling said best way to fight is in person not over technology. Prefers everybody to have a voice. Shelton asked about mission statement. Darling said we're here for everybody not just JMC. Fashion is for everyone. Turner asked about risks. Darling wants the website to be improved and then to develop an app. Turner asked about diversity. Darling said the staff is diverse and the topics are diverse. Darling wants a staff of different opinions, colors, outlooks, shapes. Pupp0 asked about the time commitment. Darling said that for the fall her only other commitment is her job and 2-3 hours per work with PC and her sorority.

3. Payton Moore Introductions. Moore said she came to Kent to be in a Fashion program and to be part of a large public university. Moore talked about the time in freshman year when she discovered A Magazine and thought about being editor from that point forward. Started at A as a sophomore. She did lots of positions. Now is the asst. managing editor. Shelton asked about the mission of A Magazine and is the mission is being established. Moore talked about what the mission statement is, focused on beauty, fashion and culture in Kent and NE Ohio. She thinks A is doing a good job. Turner about risks. Moore talked about her goal for doing a second issue. Said it's really been educational and eye opening. She's worked through a budget and worked through a market plan. Focus on multimedia. "Get Ready with A" Turner asked about expanding to more publications. Moore pitched it as all advertising, or an 8-10 page spread for a single advertiser. She also talked about printing less. Shelton asked about diversity. Is the staff and content diverse. Moore says yes through luck and good marketing. Moore says best way to diversify is to increase exposure. She said they have a diverse staff. We get really diverse people to come out. We don't have a direct mission to seek diversity, but we draw diverse staff members. Shelton asked about relationship with Fashion School. Moore said it could be better. Best way to improve this is to recruit in the larger classes. Idsvog asked about generating revenue in national circles. Moore said that would be a good thing to look at. Turner asked if Moore has enough time to do all she's planning. Moore

said yes that she's been able to juggle multiple things and maintain a high GPA.

Committee moved to closed session.

Idsvoog said this group of candidates was doing wonderful work all of them. Idsvoog made motion to recommend Payton Moore. Seconded by Shelton. Voted unanimous to recommend Payton to the full committee on April 15th.

BURR Interview

Neville Hardman

Also in attendance Marissa Barnhart (current editor) and Ben Vanhooose.

Introductions. Hardman talked about why she wants this position. Wants to assume greater responsibility. She knows the magazine. She was part of the year of rebranding. She feels like she knows the Burr very well. She was involved in introducing more multimedia such as podcasts. They produced a commercial to promote the latest issue. One of her risks is to continue these things. Wants to continue producing work over the summer. Wants more of a web presence, especially on social media. Burr has 15,000 followers according to Hardman. Turner asked about her GPA. Hardman said her major GPA is higher. Turner asked about maintaining grades. Hardman said she's only taking 12 credit hours and is finished with core credit hours. Shelton asked about why there is only one candidate. Hardman said she wasn't sure, perhaps it was not what they wanted. Barnhart said that she may have had something to do with that by created a succession line. Idsvoog asked about why Burr doesn't do accountability journalism. Hardman said that she thinks a lot of students don't think about this kind of journalism. Shelton asked if the Burr was more of a feature magazine. Hardman said that they are more of a feature magazine. Idsvoog talked about the need for accountability and basic checks in all types of journalism. He talked about the need for basic verification reporting in all types of stories. Barnhart said that it's difficulty to doing longer stories is hurt by the three-month cycle of the Burr. Turner asked about diversity. Hardman said the staff could be more diverse and would get the application beyond JMC. She would do this by asking professors to send the application out to their students. Turner asked about multimedia work at the Burr. Hardman said they've added Snapchat, Spotify. Needs to be constantly push out content. Turner asked about reporting ideas. Hardman said she'd like to do a project on human trafficking. Shelton asked

about mission statement. Hardman said that they are not a general interest magazine, but have a focus on journalism and truth telling that anybody in Kent can relate to.

Committee moved to closed session.

Idsvoog motioned to recommend Hardman as editor. Shelton seconded. Vote was unanimous.

FUSION INTERVIEWS

Also in attendance Bruce Zake (adviser)

1. MJ Eckhouse. Introductions. Eckhouse is a sophomore political science major and a current writer. Eckhouse wants to be the editor because he believes he's the best candidate to move Fusion forward as the voice of LGBTQ advocacy. Wants his life to be involved in this type of advocacy work. His experience with Fusion and other publications makes him a good candidate he says. Eckhouse talked about his GPA. Brought his transcript from previous university. Said that he had a problem with substance abuse. Eckhouse brought two letters of recommendation and current graded work. Eckhouse talked about how recovery is part of his life. Said that he's doing quite well this semester. Shelton asked about the Fusion mission statement. Eckhouse talked about that they are working on their mission statement but it involves advocacy and ethical journalism. Turner asked about how to be an advocate and a great storyteller at the same time. Eckhouse said that all journalism has somebody deciding what is covered and what isn't. His hope is to write the facts and let readers draw conclusions, but at the same time to acknowledge that Fusion is part of the community. Zake interjected that advocacy can be interchanged with education. Idsvoog asked about lack of accountability journalism. Eckhouse said that people are afraid to do this, students and professional journalists. Eckhouse said he thinks Fusion should do this. He would start with his staff, holding them accountable. Working to have a more cohesive staff and building a feeling of responsibility. Idsvoog asked why candidate wants to do this. Eckhouse wants Fusion to be better. Wants the transgender community to have a louder voice. Shelton asked about urgency to become editor now. Eckhouse said that current editors suggested he apply and he thought why not now. Has lots of ideas and

wants to get them going. Idsvog asked if there are realistic concerns about managing Fusion. Eckhouse said he feels confident and has a level of cautious optimism. Talked about getting overwhelmed in the past. Talked about his transition and his recovery and how he has made changes for the better. Shelton asked about generating revenue for Fusion. Eckhouse brought a list of ideas that included working collaboratively with other Student Media outlets and campus organizations. Open to selling and circulating outside of campus. He said has to focus on content first. Looking at selling and marketing items such as bumper stickers and T-shirts.

2. Bryan Herghaty. Introductions. Herghaty is a senior journalism student. He doesn't want to "reinvent the wheel". He likes to progress by overseeing the creation of articles. Read a mission statement about what he wants to do for Fusion. Talked a bit about his experience a technology blog as editor. Turner asked about his lower GPA and what he would do to stay focused on that. Herghaty said he had some personal issues that brought GPA down. He stressed that his experience as an editor will help him. Turner asked again about balancing his schedule. Herghaty said he would make Fusion his top priority. Thinks his grades won't dip but that this role will revitalize his commitment to journalism. Turner asked about ideas for Fusion. Herghaty said that Fusion somethings thinks small. He wants to increase quality of articles by working more closely with the Fusion staff. Talked about the need for clarity in storytelling. Shelton asked about business plan. Herghaty talked about the stickers and said that everybody loves the stickers. The benefit of these stickers is that they increase revenue and advertising. Increased mobile presence. Nothing will increase readership more than having mobile content. Discussion about how to increase mobile audience. Turner asked about who oversees social media? Herghaty said nobody. Zake talked about how nobody takes owernship of this. Turner asked if candidate would do something about this. Hergahty said he'd put somebody in charge of it. Discussion of how to drive traffic to mobile. Shelton asked about magazine's relationship with Kent Pride. Herghaty said that having a healthy relationship with Kent Pride would be beneficial.

Committee moved to closed session.

Shelton moved to recommend for selection of MJ Eckhouse on condition that his GPA reaches a 2.25 by the end of spring 2016. Seconded by Turner. Eckhouse said

that his GPA by end of spring will be above a 2.25. Shelton talked about how challenging this decision was and that he hoped both candidates continued with Fusion. Discussion closed. Turner and Shelton voted yea in favor of motion. Idsvog abstained.

UHURU interview

Chris McVay (adviser) and Toni Hunt (editor) also present

Sierra Allen. Introductions. Allen talked about the legacy of the magazine and the focus on the minority community and their issues but also open Uhuru up to the larger community. Wants to work on getting Uluru's name out there more. Turner asked about the mission of the magazine. Allen talked about the new mission statement and wants to keep it the same. Turner asked how to do outreach. Allen said to be involved with other magazines. Having a poetry party with Luna Negra. Work with A Magazine to have a fashion show that benefits both. Idsvog talked about lack of a climate study by the university, and asked why there have been such little accountability journalism. Allen said she'd never thought about it. Mcvay says she'd second that. Hunt said that covering that topic can be difficult for the writer because it might affect the magazine and the student. Discussion about concern of retaliation ensued. Shelton said that all of Student Media seems to have this fear. Allen wants to do events with student organizations like BUS and Casa. Turner talked about Allen's GPA. Allen said her freshman year was very bad. Transition from high school was very difficult. She is retaking several classes. Says that she is glad to have an extra year to get experiences that she might have missed. Shelton asked about risk of backlash for changing focus of magazine. Allen said that it could be a risk that she is willing to take. Idsvog recommended that mission statement/vision should be printed out and on the wall to be looked at everyday. Allen talked about having a skills meeting with new staff members. Shelton talked about how do you get the magazine out in a timely way. Hunt talked about how this is happening how. Allen will start building staff as soon as possible. Over the summer staff should be working. Mcvay asked what she will do when people don't do the work. Allen said that she's hopeful that the people who apply will be serious. Allen wants to add more multimedia to the website and wants to add a social media/PR position to create consistency in the area. Looking at doing more fundraising and

going after campus money that is available.

Committee moved to closed session.

Idsvoog motioned to approve recommendation of Sierra Allen for editor of Uhuru. Shelton seconded. No discussion. passed unanimously.

Luna Negra Interview

Samuel Hersh. Introductions. Hersh introduced himself. Said this was first time involved in Student Media. Wants to continue to carry forward a consistent brand, staff and art direction. Hersh said that his continued presence could help establish a solid identity. Turner asked about biggest challenge. Hersh said organization was biggest challenge. Lots of stuff was last minute. He established meeting policies. Miss three meetings and you're fired. Staff attendance was 100 percent. Another big challenge was creating a new identity. Focused on a new look that would last for a few years. Rebranded this year and brought it up to professional standards. Brought it from a magazine to a journal. Turner asked about risks. Hersh says we need to work on revenue. Wants to focus on selling merchandise, fundraising and partnering with business. Will work closely with Student Media office to try and help Luna become more self sufficient. Shelton asked who reads Luna. Hersh said that English students of course but he hears from a variety of readers from different parts of the university. Shelton asked about diversity. Hersh said that the staff is not so diverse. Plans to reach out more to attract more diverse students.

Moved to closed meeting.

Idsvoog motioned to approve recommendation of Sam Hersh for editor of Luna Negra. Seconded by Shelton. Unanimous yeas.

SMB voting members Kristan Dolan (CSI representative) and Adriona Murphy (JMC undergraduate representative) joined the meeting. Idsvoog and Shelton left the meeting.

BLACK SQUIRREL RADIO interviews

Justin Gracil (GM) also present

1. Layne Gerbig. Introductions. Gerbig presented the BSR mission statement and the vision statement. She also presented a SWOT analysis. Loves the fact that station is student-run. She talked about strengths and weaknesses listed in the SWOT analysis. She presented here ideas for opportunities and then for threats. Turner asked about time commitment. Gerbig plans to leave other job. Dilley asked about number of shows and DJs. Gerbrig said there will be fewer shows but still around 35 to 40. Dilley also asked about ability to generate revenue.

2. Ashley Markle. Introductions. Markle brought here ideas of what to work on. Wants to focus on collaboration to generate more audience for each. Markle is working on a pilot show for TV2. Wants to put articles on KentWired and work with Uhuru to work with articles. Revenue ideas include having a concert each semester and sell tickets. Wants to work on communication between departments within BSR, plans to use free software to do this. Wants to recruit BSR workers and listeners at events like DKS. She wants to create a more professional atmosphere and rethink how the schedule is done. Dolan asked about generating more audience growth. Markle thinks BSR should be focused on what the audience wants as opposed to just what the DJs want. Turner asked about making other content changes. Markle said that currently it's all over the place. She said we don't need more, we just need to organize the shows more. Turner asked about biggest challenge for BSR. Markle said that organizing BSR and then sharing that with the outside community. Also mentioned balancing being creative and being professional. Turner asked about balancing time commitments.

Moved to closed session.

Dolan motioned to recommend Gerbig for the position of general manager. Murphy seconded. No discussion. Unanimous vote to approve motion.

Kent Stater Summer Editor

Also in attendance: Emily Mills (Stater editor), Susan Zake (adviser).

Alex Delaney. Introductions. Delany introduced herself and where she came

from. Talked about her work at Lorain Community College. Zake asked about some things to do over the summer. Delany wants to use results of the Climate survey to do reporting around that. Dilley asked why she wants this job. She wants to build on her skills as a leader. Zake asked what she brings to the position. Delany said that she is used to working with smaller staffs and this would be a good transition for her. Zake asked about working with the classes over the summer to get the paper out. Some discussion ensued about Delany being in the class and whether or not this was a conflict. Dolan asked about more ideas for the summer. Delany responded talking about the climate survey and writing around that. Zake asked about the summer orientation issue and getting it out.

Moved to closed meeting.

Dolan motioned to recommend Delany for Summer Stater. Murphy seconded the motion. Unanimous yeas in support.

Shelton rejoined committee, Turner left the committee.

FALL STATER EDITOR interview

Also in attendance: Emily Mills (Stater editor), Susan Zake (adviser).

Jimmy Miller. Introductions. Miller introduced himself. Six semesters for the Kent Stater, including three semesters in management. Brings passion, leadership ability. Couple of broad goals. First wants to change culture of newsroom. Wants people to see this as a job and not a hobby. Pre-planning and continuity go together. We run into this situation where we have several bad issues. Wants to work on branding. Turner asked about time commitment to the Stater. Miller said it hasn't been a problem to this point. Places Stater as top priority. Turner asked about collaboration with other Student Media outlets. Miller says to establish a relationship with the other top leaders is important. Talked about the newsroom setup and SEE notes. Shelton asked about any fears of leadership. Miller said no that he's had to make some tough decisions as ME. Turner asked about diversity in staff and content. Miller said it's getting better. Thought that editor group was fairly diverse. Mentioned hiring a diversity editor for the first time this year. Followup discussion of diversity editor position. It didn't work as well as they'd

like. Dilley asked about ideas around improving continuity and pre-planning. Miller wants to give more responsibility to senior editors. Will work to raise expectations about story. Will work to get more production out of senior reporters. Dilley asked if a quote system can be set up tied to pay. Miller said that is a possibility. Shelton asked about what's the problem with senior reporters. Miller said that some have perceived the role as a lesser role than what they have had in the past. Dolan talked about the importance of having good reporting in the student affairs area and is concerned that this beat gets put at the bottom. Miller said he agreed with trying to elevate that reporting. Turner asked about contact with the classes. Discussion ensued about difficulty of working between the Stater and the classes, especially if they are very large. Dilley asked about revenue. Miller said he attended sales manager interviews to get a sense of what they were trying to do. Wants to better the relationship between editorial staff and business office. He will do this by getting to know them better. Discussion around sales and editorial working together. Zake asked about how to make KentWired a priority in the newsroom. Miller said it's hard to change in 15 weeks but that it has to be the priority.

Moved to closed meeting.

Shelton motioned to recommend Jimmy Miller to be selected for fall 16 editor. Seconded by Murphy. No discussion. Unanimous yeas in favor of the motion.

TV2 Interview

Ryan Dunn. Introductions. Dunn is current GM and brought a presentation to show. Gave a recap of spring 16. "SOLD" represents what he set out to do this spring as GM. New studio implemented. Increased total impressions on Facebook rose from 8500 to 90000. Used FB to tease content, link to KW, put up packages. Live event production has increased. Had a DEI session that was hard to schedule. Didn't work as well as he wanted. Plans to cancel programming for a day to do an all-staff meeting with DEI. Wants to focus on news coverage, especially local breaking news. Wants his reporters out in the field more. Wants more news cooperation and collaboration with Stater and KentWired. Less reliance on CNN packages. Wants to focus on web content and working on cross-platform packages. Wants to ramp up revenue. Wants to work to expand TV2 productions, create video pre-roll and work with other agencies to insert automatic preroll.

Looking at sponsorship opportunities. Zake asked how to get the newsroom to think of KentWired as part of the newsroom. Dunn talked about how he created a web team (10 people). Discussion about working on the digital product. Likes the idea of having one digital newsroom team. Shelton asked about why positive changes occurred. Dunn said that an older culture was one of being in it for oneself. Dunn said he tried to change that mindset. He tried to be more professional in hiring practices. Gave credit to changes coming from department leaders. Dilley asked about hard lessons. Dunn responded that this position deals with a lot of big egos and that the GM has to be an HR expert. Talked about the challenges of working through this.

Moved to closed meeting

Shelton motioned that Dunn be recommended for fall 16 TV2 general manager. Unanimous yeas in favor of the motion.

KentWired interview

Also in attendance: Alyssa Schmitt (current editor) and Susan Zake (adviser)

Mitchell Felan. Introductions. Felan talked about his variety of experience in Student Media and also what he wants to be. Recently switched to multimedia journalism. Started as TV2 coordinator for KentWired. Thinks that KentWired is the future of Student Media. Thinks we need to utilize it to its fullest potential. Shouldn't be a dumping ground for stories. Kentwired is best place to market Student Media. Wants to get more TV2 stuff onto Kentwired. Felan talked about the app. Firmly believes we should keep the KW App. Sees this as a way to promote TV2, Kentwired. KW app is not geared toward social experience. Thinks the Stater should promote the app. Willing to make an effort to keep the KW app. Dolan asked about how to develop KW content. Felan said that KW should have its own staff instead of just counting on TV2 and Stater. KW could be more like the Odyssey. Dilley asked to clarify thoughts about KW having its own staff. Felan thinks it shouldn't be completely independent, but should be the hub of all Student Media and advertising more across platforms. Zake asked about what other roles he would have in Student Media. Felan wants to produce a newscast for TV2 once per week alongside KentWired. Zake asked about management

experience and how he would manage. Felan said that it's kind of tricky, but being a good leader is being held accountable for the bad stuff that goes wrong. Shouldn't expect to be rewarded for good things. Being a good leader is about having respect and being available when they have questions. Schmitt asked about advertising the app and looking at social media. What's your plan for social media. Felan thinks KentWired does a great job with social media. One of the hardest things is that the Stater uses Kentwired as their social media platform. Felan would suggest making it more collaborative. Would suggest posting more TV2, BSR and other Student Media stuff on the KW stream.

Moved to closed meeting

Dolan made motion to continue search and recommend that Student Media leaders explore the role of KentWired and the KentWired editor within the newsroom and in relationship to TV2 and the Kent Stater prior to making a decision about the editor position. Seconded by Shelton. Discussion ensued about Felan's interview. The committee assured him that it wasn't about him, but rather about the need to better understand the position before continuing to interview and place student leaders in that position. Unanimous yeas in favor of the motion.

KSUIF interview

Also present: Buddy Candela (current president)

Erica Collins. Introductions. Junior DMP major. Felt very welcomed into the organization and wants to be welcoming to others. Has a main goal to try to reach out to other departments and find students from those areas. Other goal is to get the word out about KSUIF and have the others think of KSUIF first (i.e. Superbowl commercial.) Dolan asked about challenges. Collins said that keeping students around and involved is a key problem. Wants to find ways to keep people coming back. Dilley asked about managing such a big organization. Collins says it's about teamwork and she'll need to be the one to rally the team. Shelton asked about time commitment. Discussion about this. Shelton asked about diversity. Collins said it's about welcoming.

Moved to closed meeting.

Murphy motioned to recommend Collins for the KSUIF president position for 2016-2017. Shelton seconded. No discussion. Unanimous ayes. Motion passed.

Shelton motioned to adjourn. Murphy seconded. No discussion. Unanimous ayes. Adjourned.