

## **Student Leader Selection – Fall 2015**

### **Thursday Dec. 3**

Those in attendance: Erick Alexeff (voting member), Carol Robinson (voting member), Kristan Dolan (voting member), Sue Zake (voting member), Kevin Dilley (non-voting), Tami Bongiorno (non-voting), Bruce Zake (Fusion adviser), Nancy Sinning (BSR adviser), Kieran Bindus (current Fusion editor), Melinda Stephan (candidate).

Susan asked everyone to introduce themselves. Susan briefly described how the selection process works for all those in attendance.

### **Fusion editor – Melinda Stephan**

Melinda introduced herself and explained why she wanted to become the Fusion editor. Melinda explained how she feels Fusion serves an underserved audience. She stated that filling out the application for the magazine helped her define her ideas of what she would like to focus on. She stated that better collaboration of the units is on the forefront. Susan asked what the role of the site could be. Melinda stated she loves the print version, but wants the site to bring out the visuals more. She also wants to utilize the website to get out more content since they only print once. Susan asked about social media. Melinda stated she hadn't thought about that yet. But she said she wants to build awareness for the social outlets. Carol said she has been at Kent for numerous years and has never heard of Fusion. She wonders if there is a better way to outreach, especially for the website. Melinda said she would love to outreach, especially to the student groups that Fusion serves across the satellite campuses. Erik asked what she would do about pairing up with other student media units. Melinda said she would love to pair up with BSR to do a concert for a band that is in the queer community. Melinda said she hasn't contacted BSR yet but plans on doing it. Susan asked what strengths she would use in the position. Melinda said that her many years in the English department could definitely help since she has written in so many styles and is well-versed in editing. Melinda said she also has the attention to detail that would be perfect for the position. Melinda said she would really like to go more in depth with visuals, and engagement for the site.

Melinda was excused and the remaining attendees discussed the candidate with the adviser and current editor. The current editor was then excused and the committee spoke with the adviser, Bruce Zake.

Carol motioned that Melinda be recommended to the board to become the spring 2016 Fusion editor. Erik seconded the motion. All were in favor. None opposed.

Melinda thanked everyone and said goodbye.

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### **Burr editor – Marissa Barnhart**

Susan welcomed everyone and explained how the selection process works. Everyone introduced themselves. Marissa explained why she wanted to become the Burr editor for the second time. Marissa started with the goals for the fall semester. First was a readership survey, which was done. The second goal was to find out why the Burr did not sell well. She stated they rebranded and redid the website that can now house ads. Marissa stated that the magazine has changed since her freshman year, which is when she started. She wants the content to be quality content and that was cohesive. Marissa also said she wanted the web audience to see the same as the print audience in terms of theme, archives and overall user experience. Marissa stated that the magazine is turning 30 this spring and they archived all of the past issues on the site because of this. Marissa wants to be the spring editor to continue these goals and follow them through. She wants to focus on fixing production problems and help ad sales grow. Erik asked what the readership survey found...who is the biggest majority of readers. Susan asked whom were the participants. Marissa said the social community that follows the Burr was asked to take the poll as were attendees of Black Squirrel Fest. 120 people took the poll. Susan asked how many people came from social media and how many from the fest. Marissa stated they did not know. Marissa said that 86% said they knew what the Burr was. Carol asked what the survey provided them. Marissa stated that most of their audience are on the main Kent campus. Susan asked Marissa what her plans are for collaboration with other units. Marissa would like to work with BSR, Luna Negra and with the other magazines as well. She would like to see all of the magazines work together more. Carol asked how they address diversity issues within the content. Marissa covered the stories that have been done to address diversity. She also explained how the last issue of the Burr was the diversity issue. Kevin asked if Fusion could republish a story in their issue that fits their audience. Marissa said yes and that they actually did this from the Stater to Transitions. Susan asked how Marissa handled the balance of Burr and school. Marissa said she eliminated some of her extra-curricular activities to allow more time. Kevin asked if there was one thing she would change from this semester to make better next semester. Marissa said that she wants better communication with the main Student Media office to help catch production issues and better aide with ad sales. Kristan asked if the survey asked the audience what the mission was of the Burr. Marissa said that they did not.

Marissa was excused herself and the committee went over comments from Jacquie, the current Burr adviser.

The committee then discussed the candidate.

Susan moved that the committee recommend Marissa for the Spring 2016 Burr editor with the caveat that Marissa will work with Kevin and Ann to formulate a plan to ensure she is successful next semester academically and graduate on time. Carol seconded. All approved and none opposed. Marissa stated that she is currently working with her adviser to make sure her GPA goes up.

Marissa thanked the committee and said goodbye.

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### **BSR general manager – Justin Graci**

Susan welcomed Justin and briefly described how the selection process works. The other committee members introduced themselves. Justin explained why he would like to be the BSR GM for the spring semester. He stated that he would like to continue being the GM to continue what he has started and to finish what he wanted to accomplish. Susan asked what he would change from fall to spring. Justin stated that he would like to have hired better staff. Justin did say how the station is the most diverse that it has ever been. He said this also lead to some problems. Kevin asked what concrete steps he would do to be different in the spring. Justin said he plans on changing the positions so some of the coordinators get paid as well as the directors. Erik asked if the mobile DJ had a plan to stabilize in the upcoming semester since it is the larger revenue source. Justin thought that having two mobile DJ's would be a better fit to make it fair. Carol asked what outreach BSR has to the satellite campuses? Justin stated that we currently have a DJ that is from the Stark campus. He also said they have done outreach based on giveaways to other cities and help fundraisers in locations outside of Kent. Susan asked the status of the website. Justin stated the site is down but it is currently being worked on. The live stream is still up and they are switching to WordPress. Tami asked if there would be space for advertising. Justin confirmed there will be. Kevin told Justin that the format that the Burr and Uhuru are using is very adaptable and Susan confirmed that it was. Susan asked if BSR planed on bringing news back. Justin stated that some news is covered, mostly entertainment. Erik asked if Justin had a plan for the budget since he plans on shifting things so much. Justin stated that he has plans in place for what he would move where.

Justin was asked to step out and Nancy, the current adviser, was asked her thoughts of the candidate. Nancy was then excused and the committee discussed the candidate.

Susan asked for a motion. Kristan motioned to recommend Justin as the Spring 2016 BSR GM to the board. Erik seconded. All approved and none opposed.

Justin thanked the committee and said goodbye.

### **Advertising manager – Spencer Smith**

Susan briefly went over the selection process and the committee introduced themselves. Spencer explained why he was seeking the sales manager position for a second semester. Spencer stated how he has progressed to the business side of Student Media starting with TV2. He had 3 goals this semester...to increase digital revenue, to create more repeat advertisers and to get the units working more closely together. He has since realized that this is a longer process than just 15 weeks. He also wants to be part of the process of narrowing down the brand of Student Media. Erik asked for the status of those 3 goals. Spencer said the third goal is currently occurring with group meetings, and the digital revenue is increasing in revenue and awareness. Erik asked what other projects we are doing to combat the decline in print revenue. Spencer explained our sponsored tweets program that is bringing in new revenue. Susan asked how he is handling the managing of the reps. Spencer explained how the smaller staff has aided with client relations. He then said how we are hiring a new group shortly. Susan asked if we had thought about taking special editions online. Spencer said that he and Kevin had discussed

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native advertising and advertorials.

Erik motioned that the subcommittee recommend Spencer as the Spring 2016 sales manager to the entire board. Carol seconded. All approved and none opposed.

Spencer thanked everyone and the meeting was adjourned.

### **Friday Dec. 4**

Those in attendance: Kevin Dille (non-voting), Mark Goodman (voting), Mitch McKenney (Stater/Kentwired adviser), Susan Zake (non-voting), Erik Alexeff (voting), Lily Martis (current editor), Hannah Armenta (candidate and current Stater editor).

Mark explained how the selection process would work. Kevin said that we should have approval for all leaders by Monday at the latest.

### **Kentwired editor – Hannah Armenta**

Hannah explained why she would like to be the Kentwired editor. Hannah told the committee that she was extremely web oriented and served as the managing editor of Kentwired and also did a large amount of web work for Cleveland.com. Hannah said she is currently hard-coding Kentwired and working on the new Flex site. She would like to see the project through and plans on doing so whether or not she is awarded the position. Mark asked for examples of what Hannah would like to do differently. Hannah stated she would like the site to be more 24/7 as opposed to posting information the same time everyday. Hannah would also like content just for the web instead of only pulling stories from the Stater. She would also like to collaborate with TV2 for national news for the site. She would like to add a multi-media manager to truly teach incoming students how to make the content better for the web. Hannah said she would also like to have bloggers from BSR to place on Kentwired to better cater entertainment news and possibly even get into talk shows to place on Kentwired. Susan asked what the status of the Flex site was. Hannah said that all of the deliverables are done but the way all of the units are structured, it has been difficult to get the information from everyone and to have everyone compromise on the new design. Hannah said that she feels that every unit should be on the site and was working to ensure everyone had what was best for each unit. Mitch asked what Hannah's vision was in terms of budget to bring the staff on that she is seeking. Hannah stated in her application she explained where the budget would come from. It would pull from a variety of budgets since all units are utilizing these positions. Lily asked what the app would look like. Hannah said that there will be someone designated for the app that would work directly with Shawn. Susan asked if there were any plans for marketing to better draw an audience. Hannah said she does not know that much about marketing, but she does want to utilize the free options by CSI. Erik asked what Hannah envisions about the app. Hannah said she wishes it matched our site to better brand ourselves as being the same entity. Mark asked what challenges she has seen in terms of convergence between the units. Hannah said better collaboration such as the blogs, talk shows, etc would lead to better communication. Mitch asked what we could do to keep the site from being static. Hannah said a better timetable of

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when things could get published could keep the site fresh and continually changing. Mitch mentioned that one model that Kentwired/Stater could follow is how TV2 requires those students needed for certain times have a clear schedule. Susan said that there needs to be a plan in place for the transition to Flex as well as more time for all of the unit's student leaders to meet together more often.

Hannah was excused and the committee heard from the adviser and current student leader.

### **Friday Dec. 4**

Those in attendance: Kevin Dille (non-voting), Mark Goodman (voting), Mitch McKenney (Stater/Kentwired adviser), Susan Zake (non-voting), Erik Alexeff (voting), Lily Martis (current editor), Tami Bongiorno (non-voting), Alyssa Schmitt (candidate), Julio Salazar (voting), Della Marie Marshall (voting), Susan Zake (non-voting), Carl Schierhorn (adviser).

Mark welcomed Alyssa and had everyone introduce themselves. He then explained how the selection process would work.

### **Kentwired editor – Alyssa Schmitt**

Alyssa introduced herself. She is a web editor for Kentwired and a copy editor for the Stater. She wants to be the Kentwired editor because she thinks we could do more with the site and work better towards full collaboration between the units. She wants the site to be fun, student friendly and still get the news and information out there. Della Marie asked how her past experience could help. She is an assigning editor, so has management experience with fellow peers. She prefers to meet one on one with her writers to build relationships. Alyssa also said she is very familiar with Blox, TownNews. Della Marie asked if she had plans for revenue building. Alyssa wants to build our audience by promotions like the Insomnia Cookie one that was done in November. She wants to send the newsletter twice a week which would allow us to sell space on it and partner with businesses downtown. Mark asked about Clickbate. Alyssa stated she would like to partner with another unit like Black Squirrel Radio for music reviews or with KSUIF for movie reviews. Mark asked if this would be new content. Alyssa said BSR is already doing it, but she wants to better incorporate it to be placed on Kentwired. Mark asked if the other units would be open to this. Alyssa said she would like to utilize our Kentwired traffic numbers to entice them. We could build traffic back and forth. Della Marie asked if Kentwired would be interested in polling or advertising prior to the movie showings at the Kiva. Mitch asked what she sees as a solution to solve the dry spells on Kentwired. Alyssa said she would like to get each of the units to provide content for not only more exposure but to keep the site fresh. Mitch asked how she would obtain the content. Alyssa would like to participate on the other unit's meetings so that content could be pushed digital first. Alyssa would like to develop a position of web development coordinator that could best fit the content for Kentwired. Erik asked how she would increase the quality of the content. Alyssa said that the web editors are the gatekeepers and she would train them on what quality of content is required in order to get it on the site. Lily asked what her plan for the app was. Alyssa said our first priority is getting it to work for all users. Alyssa said it needs to have more visuals such as pictures to pull the readers in and have people stay on the app. Alyssa said that she wants it to

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also be self-sufficient. Kevin asked if she would change the app fundamentally. Alyssa said that she would like to mimic CNN somewhat to have what's trending and what's new. This would provide readers a reason to visit. Erik asked if there is the opportunity to add all of the units. Alyssa said most definitely. She would like a stream of information from each unit. She wants the top of the app to have direct links to each unit. Alyssa stated her main goal is to launch the responsive web design since most of our users are on their mobile device. Susan asked if the Kentwired editor handles social media. Alyssa said yes. She wants to change the process so the assistants schedule their own tweets instead of it going through multiple people to get it out. Lily asked if this would change the production schedule. Alyssa said that she would continue to spread them out so that you are not flooding the feed. She then said that some stories are not timely, so those can be scheduled when things are slower. She would like the tweets to be more spread out throughout the day and not just the nights that the Stater publishes. Mark stated that this still does not follow web-first. Mark asked if we are stuck with that. Alyssa said that without Kentwired having their own writing staff, we will have to feed off the other units. Alyssa said that this semester they did start releasing stories on Kentwired first with a follow up story in the Stater.

Alyssa was excused and the committee spoke to the current editor and the current adviser. The committee then decided on the recommendation that will be motioned at end of day.

### **Kent Stater editor – Emily Mills**

Everyone introduced themselves. Mark explained the selection process. Emily introduced herself and described her experience with the Stater. Emily said that she wants to go further with the Stater and make it a respected news source on the campus and community. Emily wants to work on consistency and collaboration. Emily described problems with consistency that have made the Stater unclear. She wants to better collaborate with TV2 more to allow for better news reporting. She also wants to work with KSUIF and BSR to have better entertainment. Emily wants to make the Thursday paper more of a weekend edition that includes entertainment. She also wants to include a politics page since this is an election year. Mark asked who would produce the new content. Emily said that she wants BSR and KSUIF collaboration for the entertainment sources. Emily said that this would ease the news staff to only fill Monday and Wednesday and only a portion of Thursday. Della Marie asked for more information about consistency and collaboration. Emily said that Kentwired is only currently a dumping pot for the Stater and she wants it to include more web first content while utilizing videos from TV2 to support it. Emily said that readers are looking for all papers to be good, not have every other one be good. Emily said the collaboration will also lead to growth in the audience for the actual paper product. Mitch asked how we can make sure Kentwired is not the afterthought of the Stater. Emily said better planning and communication between all editors of the student media units would help this. She thinks that in the future, the units need to meet in order to build the awareness and audience. Erik asked what the plans are to alleviate the "content dump" that occurs on Kentwired everyday with the Stater. Emily said this is going to be hard to overcome because students work on the deadline and not ahead of schedule. She thinks that stories should be held so that all information is not release between 5pm-midnight. Emily stated that classes during the day make it hard for the stories to be released more

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regularly. Erik asked if she would be willing to publish on Kentwired before printing it. Emily said this is already occurring especially when we don't have a paper. Kevin asked if they would do it on days there is a paper. Emily said yes. Mitch asked if there was a strategy for visuals. Emily said she would like to change the structure to have a photo assigning editor and this would then turn it over to the photographer. This would better inform photographers what they are seeking to capture. Emily said the editing and production role is too much for one person and she would like to better align the duties. Susan said that photographers also need to be proactive and not just rely on an assignment. Mark asked why is there a problem finding news to write about? The amount of news has not gone down on campus. Emily said that it is hard for the RPA students to find hard-hitting news because they are first-time reporters. Emily said better training the assigning editors could aide this. Mark asked what about the senior level reporters. Emily said that most of the senior reporters are graduating and have not been meeting deadlines and have somewhat of a case of senioritis. Emily said that possibly holding pay, or making stricter deadlines could help this. Susan asked what she could do to get the best work. Emily said it comes down to having a solid foundation and knowing what is expected of each staff member. She feels better training of what the jobs are will allow the best work to happen. She said that localizing the national headlines around us will better inform the audience and keep the staff motivated. Carl asked what emphasis would be on enterprise. Emily said training could help this as well.

Emily was excused and the committee spoke to the current editor and the current adviser. The committee then decided on the recommendation that will be motioned at end of day.

### **TV2 General Manager – Ian Klein**

Everyone introduced themselves. Mark explained the selection process. Ian introduced himself and presented his candidacy. Ian said he interviewed last semester but was not ready for the GM position. He became the News Director this semester and it supplied him the knowledge required for the position. Ian stated he loves teaching, loves reading and is very passionate about TV2. Ian said that he tried out for TV2 as a freshman and did not get it. Ian kept trying and worked his way up all the way to News Director. Ian said he had a list of things he wanted to do...all of which he has done except for TV2 general manager. He was an RA, a Flash Guide, a News Director. He said that he wants TV2 to be here for many more years and he has worked hard to climb the ladder to this spot. Della Marie asked what he could do to increase the revenue stream. Ian said that he is very close with Spencer Smith whom is the recommended sales manager for the spring semester. The two have talked together about what revenue we could make on the web for TV2. Ian also described working towards more partnerships with businesses downtown. He mentioned possible trades with local businesses to have them broadcast TV2 in return for advertising. Builds audience and relationships with the community. Susan asked how can we incorporate more TV2 content online. Ian said that all of the student leaders were meeting to discuss what Kentwired was. Ian said that working with Kentwired was difficult this year. He said they often showed them where the stories and visuals were, but they still were not picked up. Ian said that the newsroom is an example of two ships passing each other. TV2 is there all day and the Stater is there all night. Ian would like to change the habits of TV2 to make them return to the newsroom to put things on the web after the newscast. Ian

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expressed he would like TV2 to be trained on Kentwired so they could post their own content and not have to relay information to another person. Ian described a project he did on Stephen Smith with a photographer and a Stater person. He said that opportunity allowed him to see the collaboration at work. He wants more projects like that going forward. He would like to have a committee put together, possibly of freshman, that simply put out stories all day. Kevin asked what the one thing he wants to be remembered for. Ian said he wants an atmosphere that is warm and welcoming. He wants everyone to have a fair chance to get involved and be able to audition. He wants everyone to work as a team and for everyone to learn even if it is through mistakes. He wants each show to produce as they do best, he realizes that there may not be the same routine, but if you allow everyone to work their hardest, you will receive the same quality outcome.

Ian was excused and Mitchell was shown in.

### **TV2 General Manager – Mitchell Felan**

Everyone introduced themselves. Mark explained the selection process. Mitchell stated that he wants to be the TV2 general manager because he just really loves it here. He stated that TV2 let him start off right away and gave him opportunities to be professional and engaged. Mitchell said his vision starts with the announcement of TV2 being the best of the year. He does not want the station to become stagnate. He wants to keep focusing on policy, convergence and progressing, then we can maintain this title. Mitchell said there is untapped profit in the sports and entertainment areas of TV2. Mark asked how he would respond to TV2 not having an audience. Mitchell said that TV2 is not alone in finding where or who their audience is. Mitchell stated that we need to counter this problem with focus on social media and the web. Mitchell said the focus of entertainment would help draw the audience in and then hopefully get them watching the news as well. He wants to take better initiative on the latest headlines to get viewers engaged. Provide more than a teaser to get audience to tune in. Mark asked how can we get more information online. Mitchell said that he started working with Kentwired to get more clips released. Mitchell said that we need to get the content on Kentwired and better showcase that we are one entity of student media and not just separate units. Erik asked what other student media TV2 could get involved with. Mitchell said in his application that TV2 does not make an effort to acknowledge the other units. He wants to change this. He wants to allow better recognition of the other media on-air. Mitchell said he also wants to better partner with BSR for sports, especially for live Kent State sports. Mitchell believes that TV2 should broadcast with BSR for sports and should better work together in terms of scheduling. Vivian asked how we can organize collaboration especially with sports. Mitchell said that sports schedules are released several months in advance, so we have time to prepare. He wants to get a block of BSR to free up time and prepare a join broadcast. Vivian stated that TV2 has 19 shows per week and that some shows have the same producer. She asked what his plans are for next semester in terms of lightening the load. Mitchell said that he wants to visit classes to allow more students to produce so that students are not overwhelmed. Kevin asked what Mitchell's legacy could be. Mitchell believes that better planning would create a stronger TV2. He wants contingency plans and better training in policies for all TV2 staff and volunteers. He thinks that a better prepared TV2 will allow it to continue. Mitchell would like to set guidelines so that all staffers know how



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to do the day to day work. Mark asked if Mitchell thought he was too young as a sophomore to be the general manager. Mitchell said age is a number and he has already put in 3 semesters for TV2. He has anchored, done tech, directed and produced for TV2. He said he knows TV2 inside and out and really feels he is prepared to take on the position. He said that he has the experience regardless of his age.

Mitchell was excused and Ryan was shown in.

### **TV2 General Manager – Ryan Dunn**

Mark explained the selection process to Ryan. Ryan thanked the committee for having him. Ryan presented his presentation to the committee. He briefly described all of the positions he has help with TV2 and the Stater. His idea is to be SOLD on him. SOLD is studio, online, live event production and diversity. Ryan stated that TV2 needs a dedicated web person (Director of New Media) that could better handle the posting to Kentwired, social media, etc. Ryan also wants a task force created between the Stater and TV2 to better cross-promote the units. Ryan stated that the station needs to focus on diversity. He thinks the diversity training has helped with the board members, but he would like the whole TV2 staff to have it. He thinks that the leaders need to train themselves in inclusion. Ryan also explained some programming changes such as eliminating the morning show and enhancing the Exchange which is more catered to current events and has great potential. Ryan thinks that we need to better utilize the truck to do more live event production. He thinks that there is more revenue potential from this and also this allows more educational training for the TV2 staff. Ryan shared possible dates that TV2 could broadcast with the truck. Ryan stated he feels that his relationship with Teleproductions could help pave more usage of the truck. Ryan finished with his vision for the studio. Ryan stated that he has worked every tech position in TV2 and he has contingency plans in case the studio should fail including the purchase of a fly-pack, truck usage or post production work. Ryan said that traditional advertising cannot help the needs we have for equipment. He covered several ways to increase revenue such as event coverage sponsorships if we purchase a fly-pack, grants and endowments and web sponsorship. Ryan thinks the hardest challenge for TV2 is technology. Ryan feels his equipment experience could aide with this. Mark asked what Ryan thought we could do about building audience. Ryan said the audience is the world because most of the audience comes from the website and probably not the campus or Portage County. Ryan thinks the web stream on Kentwired will really push TV2 forward. Ryan thinks Kentwired, the Stater and TV2 should merge together to produce content on Kentwired as a whole unit and not individually. He feels more viewers would come from this. Erik asked if there was a priority list since he has so many goals. Ryan said it is a lot of big ideas. He stated online is his top priority mainly because of gaining viewers and ease of accessing the content. He also said solving studio problems is also at the top because TV2 largely relies on the studio for what it has grown to be known for. Ryan stated that TV2 is his life and he has been there since he came to the campus. Susan asked if the web team that is usually built as a Kentwired staff could be integrated into the units. Ryan said last semester they had joint meetings between the units, but this semester they have not. Ryan wants to bring these back to better collaborate content together as a package and not separately. Erik asked is scaling back 2-3 shows, would the new web team create new content to replace that? Ryan stated this team could drive web-only

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content and content to use on-air as well. Ryan stated web-only content is a way to drive people to your site. Kevin asked what it meant to simply be a TV station. Ryan said that TV stations are not just on-air. They have writers and producers and social media producers. Ryan said TV2 needs to train everyone to do everything so they can compete at the large stations. Ryan thinks many TV2'ers would be overwhelmed with the web requirements at large stations.

Ryan was excused and the committee spoke with the current general manager and heard thoughts given by the current adviser.

Mark asked if there was a motion. Della Marie motioned that a recommendation to the board that Alyssa Schmitt become the Kentwired spring 2016 editor. Erik seconded. All approved, none opposed.

Mark asked if there was a motion. Julio motioned that a recommendation to the board that Emily Mills become the Stater spring 2016 editor. Della Marie seconded. All approved, none opposed.

Mark asked if there was a motion. Erik motioned that a recommendation to the board that Ryan Dunn become the TV2 spring 2016 general manager. Della Marie seconded. All approved, none opposed.

Erik motioned that the meeting be adjourned. Della Marie seconded. Mark adjourned the meeting.