**Day 1**

**Those in attendance:** Karl Idsvoog, Tami Bongiorni, Kristan Dolan, Norma Young, Kevin Dilley, Carol Robinson, Kristen Trainor, Payton Moore, MJ Eckhouse, Bruce Zake, Sierra Allen, Sam Hersh.

Dilley explained the budget process and how this meeting will work. Everyone introduced themselves.

**A Magazine**

Payton Moore presented her budget recommendations to the board including a letter that she wrote to the board. A posted more than 100 blogs, they partnered with a fashion show for awareness of human trafficking. They collaborated with Teen Vogue and were able to give away hundreds of products from Vogue. They also rebranded the magazine to something not as edgy and more appropriate to the KSU students. They also increased followers across social media accounts by more than 1,200. They have collaborated with the Stater by writing columns. They are collaborating this year with the main fashion show with the Fashion School.

Moore asked if there were questions. Dilley thanked Payton for her hard work. Idsvoog recommended that the magazine do a broader approach to distribution for better awareness. He also noted that while all the social media sites were updated, Facebook was not. Moore explained that their desired audience is on Instagram and Twitter. Dilley recommended that they do a campaign for donations using the storefront and ability for alumni to stay engaged. Trainor asked if they could possibly utilize a site to post across all social platforms. Dilley asked if it would help to have all Student Media employees learn how to post the best across platforms.

Dilley went over the revisions made to the budget submitted. Some things done were adding in more revenue to fundraising, decrease in payroll, decrease in printing. Moore stated that she receives more than 100 applications to work on A. They have 52 people on staff and have not had a raise in payroll in six years. Dilley told Moore that maybe the committee could look at a staff deduction as the last resort for cuts. Idsvoog asked Moore if she could instill her passion and enthusiasm with her staff as she graduates. He stressed the importance of keeping this momentum. Bongiorni stated that A has been the growing magazine. Six years in a roll, the revenue has grown. This year we raised the sales goal from $1,000 to $1,500. Bongiorni said this may have been too much to grow by, but stated that A does has the potential to keep growing.

Dilley asked what salary number would be best for A. Moore said she just wants the pay to be appropriate for what they are doing. She finds it embarrassing to pay $25 to someone who spends hours on the unit.

Dilley thanked Moore for her time and told her that she will be notified of the budget approved and also has a chance to have a written appeal.

**Capital Budget Discussion**

Dilley said that this committee doesn’t make the decisions on the capital budget, that this gets voted on at the April 21st Student Media Board Meeting. He went over some of the key products and items currently placed on the capital budget requests. Some of the items are LiveU, computers, fonts, etc. Idsvoog asked if LiveU is more of a school purchase than a Student Media purchase. These are technological requirements to keep KSU competitive in the marketplace. The committee agreed and also thought that some of these capital requests benefit the school as much as Student Media.

**Fusion Magazine**

Dilley explained the budget process to MJ and Bruce. Everyone introduced themselves. Eckhouse said that they have been working on expanding their reach of the unit. He hired more staff without increasing the budget. He also produced more content. He wanted to expand the audience. He said they also incorporated a more focused marketing program including fundraisers and merchandise sales. He told the board about their program called #FusionRevamped. He said they put in more money to buy merchandise to sell to make a profit. Eckhouse also stated that they are seeking the non-traditional revenue such as text links, merchandise sales and more dine and donates. Bongiorni told the committee that the most recent dine and donate for Fusion brought in $330, the most a media unit has ever brought in.

Dilley explained the revision numbers. The salary was taken down to better align with A and Uhuru. Fusion was almost twice as much as these units. Zake agreed that the magazines should be align with one another so that they are equal. Zake asked what the Burr salaries were. Dilley stated $19,000. This has been their amount for more than 5 years. Zake said that realistically the Burr should just be double what the other magazines are to keep it fair and aligned. Eckhouse stated that he is fine with whatever needs done. He said he will work just as hard on a smaller budget and will make it work. Zake said he is comfortable with this but requests the committee look at making the Burr more in line with the five other magazines.

The committee asked if the magazines are roughly the same. Bongiorni stated that outside of the Student Media office, clients view the magazines the same. Zake asked why the printing was cut back so much. He stated that the Fusion stickers have really taken off and they would like to continue this. This adds roughly $700 to the printing cost. Bongiorni stated that she could possibly sell a sponsorship to help pay for the stickers. Zake was wondering if pickup rate could factor in to budgets given. Fusion has the highest pick up rates.

**Uhuru Magazine**

Dolan explained the process of budgeting to Sierra Allen, editor of Uhuru. Allen said she is comfortable with the budget and thanked the committee for allowing them to increase their marketing budget. Allen asked that maybe they could add back in their travel budget. Dilley said that they could put it in as a request. Uhuru typically comes in under budget by $400 on printing. Allen presented quotes for sending people to Flint, MI to cover the water crises. The

entire trip would cost less than $350 to do this. She would like to do this in late July. Allen said they could either fit it in this year’s budget or next year’s budget. Dilley said this can be added in in a travel line on next year’s budget. Dilley recommended taking printing down printing by $400 to $3,600 and put the $400 in travel. Dilley also increased their marketing and fundraising line items to better come in line with what Uhuru has done this year. Dilley suggested that we also incorporate funding opportunities in the start-up packet in regards to Dennis Eckart, Student Organization Fund and USG Allocations.

**Luna Negra Magazine**

Dolan explained the process of budgeting to Sam Hersh, editor of Luna Negra. Sam explained that they have seen growth in their staff and in submissions. They consistently make sales goal, receive donations from Wick Poetry and overall this year wanted to ensure they continued the vision. Hersh noted that they are looking for more outside money such as with the English Department. He also stated that Luna Negra is working towards being self-sufficient. Dilley asked if they have a marketing person. Hersh stated no. Dilley said he would like for the groups to focus more on marketing especially now that we have the donation buttons. Luna’s site is currently under construction but they plan on having it working soon. Hersh didn’t have any questions, thanked the committee and said they will work with what is awarded to them.

Dolan asked for motion to adjourn, Idsvoog seconded.

**Day 2**

**Those in attendance:** Karl Idsvoog, Tami Bongiorni, Kristan Dolan, Norma Young, Kevin Dilley, Carol Robinson, Kristen Trainor, Mark Goodman, Sue Zake, Leisel Kober, Jimmy Miller, Layne Gerbig, Sammi Ickes, Scott Hallgren.

**Newsroom**

Dilley welcomed everyone and thanked them for their time. He explained the budget process to the newsroom. Everyone then introduced themselves. S. Zake stated that the Stater team has really built content over the past year. They are focusing on more of a multi-platform storyboard. She said that the newsroom students are getting more challenged than in the past due to the necessity of having multiple jobs. She also said the market of newspapers has also becoming increasingly challenged. Dilley explained to the board the relationship of the Stater and TV2 in the combined budget of newsroom. Miller said that retraining often hinders the quickness of turnover of information. Kober stated that her and Miller have really concentrated on KentWired this semester and for the first time they feel that it is ahead of the game. Idsvoog asked how many unique users we get per day on KW. Dilley stated there is an average of 3,000 unique users per day with a total of 49,000 average. Bongiorni also stated that when there are events such as the webcam, it brings a large amount of users to the site and remain on the site. Goodman asked if there was any way of marketing KentWired across the campus. Idsvoog stressed that our awareness factor is low and until we focus on this, we will not get the audience and revenue we want.

S. Zake stated that the app has capabilities of growth. It has been ignored for more or less 2 years. S. Zake said that this is an important piece because of the capability of push notifications. Goodman asked if the recommended budget is ok. S. Zake stated that they could definitely work within this. She said this would allow for more efficiency. Dilley stated that we are also dropping circulation and drop off points to save money. S. Zake mentioned that she would love to really push distribution by hand. Western Kentucky has a good model of handing out papers in the most populated areas of campus. Dilley also told the committee that we are still seeking the opportunity of outdoor kiosks on campus to further pick up and bring in additional revenue. Dilley thanked Miller and Kober for their hard work.

**TV2**

Dilley explained the split of TV2 News to the newsroom budget and the remaining TV2 budget that includes production and commercials sold. Leisel Kober, General Manager of TV2, said this semester they really worked to place the TV2 information on Kentwired before 6pm instead of 8 or 9pm as done in the past. She also explained the demo of LiveU and how it works. She also told the committee that they are asking for their own LiveU unit because other options such as Skype/Facebook have extremely low quality and many technical issues. She also explained the further capabilities of allowing reporters to be at regional campuses. Idsvoog asked what competitors are available for LiveU. Dilley asked if Facebook Live was an option. Kober explained that LiveU has better quality and allows for greater bandwidth. It also will not use the data of the student. Goodman what the cost would be. Dilley said that it is actually two costs; the first initial cost of $10,000 to purchase the unit. Then there is an additional $2,700 every year for service and data. Bongiorni said some of this money could be made up with sponsorships, rentals and advertising. Dolan stated that this is something that could be a capital purchase for the school as well. Goodman agreed that this is something that benefits everyone.

**Black Squirrel Radio**

Dilley explained the budget process to Layne Gerbig, General Manager of BSR. Everyone introduced themselves. Gerbig told the committee about how the semester has gone now that the brand, website and overall rebranding has been in place since fall. Gerbig stated that they wanted to hold a college radio summit, but learned that many people do not follow up and the event fell through. She said it was a great learning experience. She also said they are doing a short film on their most popular show. They held casting for it, and it has been really fun for them. She said they also have a new board and microphones which the staff loves. She stated that they need a new computer in the production closet. She said they are a large operation that they try to run well. They have 100 on-air DJ’s and more than 20 on staff positions. They also have incorporated a podcast that they will place online. Bongiorni asked Gerbig if she could sell sponsorships for that. Gerbig will email Bongiorni the details to do so. Dilley thanked Gerbig for all of her hard work. Goodman complimented the BSR website and said it is engaging and interesting. Idsvoog asked what the awareness of BSR was and asked if BSR was included in our main Student Media survey. Gerbig says that this is one of the biggest hurdles. She said they work hard to get involved on campus. They also have Mobile DJ Services.

Trainor asked what the Mobile DJ is. Gerbig explained the process. Dilley stated that BSR is the second highest Student Media website in terms of visitors. BSR typically gets more than 5,000 unique users a month. Dilley asked Gerbig if there were any questions about the budget. Gerbig said that the enthusiasm is there regardless of the lower budget. Gerbig said they did add two positions to the budget this year with a fundraising director and art director. She thinks other positions could be consolidated to make this budget work.

**The Burr**

Dilley explained the budget process to Sammi Ickes, the Editor of the Burr. Everyone then introduced themselves. Ickes said that they focused more on design this semester and included more illustrations than before. She said usually the focus is content, but this semester they focused on both content and design to better attract readers. Young asked when it will be on stands. Ickes stated April 10. Robinson asked if it was hard to publish twice a year. Ickes stated no, that they look forward to the print issue. Although she said that they do have various blogs on the site and focus on shorter stories for online. The features are not shared online until the print issue is out. Robinson also asked if there was a social media presence. Ickes stated that they share their blogs and beat reporting on all channels. Ickes stated that the only thing they haven’t focused on that much is multimedia due to staffing problems. Dilley asked why she thinks the online stories don’t have the quality of the print issues. Ickes said that most of the online work is done by the class beat reporters, so she feels that it doesn’t have the same quality of the longer features. The print features are typically 2,000 words long while the online stories are only 700. The senior writers are the print writers and the class beat reporters are online writers. Dilley explained to the board why there are currently beat reporters working for The Burr. Ickes feels like it is a good idea, but they just weren’t prepared for it. The beat reporters were not properly trained and had to be managed by the staff of The Burr. Many of the beat reporters also wanted A Magazine and not the Burr and it showed in their work. Ickes said that going forward it just needs to be better organized to run smoother. Goodman asked if they see the online content growing in the future and not just focus on print only. Ickes said that she feels they have put a large amount of information online, but due to staffing issues they haven’t met the expectations they set. Ickes asked why they are asking for more allocations when they haven’t made changes to the budget. Dilley explained that the online revenue was eliminated due to lower unique views and advertisers not purchasing because of this. Ickes expressed concerns regarding the printing going down because this semester they just made it under the $4,800 only because they are sharing delivery with Fusion. Dilley said they will need to possibly look at binding, pages, number printed, etc. Ickes stated that she is concerned this will hurt their brand. Dilley thanked Ickes for her hard work on The Burr.

**KSUIF**

Dilley explained to the committee that KSUIF does not ask for allocations due to bringing in their own funding to operate. Although Dilley said they did add in a salary for the President of KSUIF since they are a Student Media unit now. Goodman asked Hallgren if this budget is sustainable for the future. Hallgren said it is a challenge but this is more of a curricular thing

and relies on the enrollment of the classes. Going forward, Hallgren said that they may need to look at the movie as a separate production entity as part of KSUIF. Hallgren has been working with University Development to begin the process of finding long-term funding from KSU alum that are currently in the industry. Hallgren said they also struggle with having enough and the correct equipment. Hallgren also said they are focusing on providing what they need for the upcoming movie such as food for the crew of the production. He stated that this movie will be shorter than in previous years and will have a smaller crew than usual.

**Committee Discussion**

The committee stated they were ok with the recommended budgets moving forward. Dilley said he will make the minor tweaks that were discussed and will send the revised budgets the first week of April.