**Those in attendance:** Tami Bongiorni, Clara Sullivan, Norma Young, Lorie Bednar, Kevin Dilley, Amanda Rabinowitz, Luis Cai, Leisel Keber, Kelly Powell, Sammi Ickes, Sierra Allen, Mark Turner, Karl Idsvoog, Dan Lebeau, Carol Robinson, Bruce Zake, Payton Moore, Ray Padilla, Kristan Dolan, Ben Van Hoose, Jimmy Miller, Anna Huntsman, Gene Shelton, Ile-Ife Okantah, Shannon Christen-Syed, Stephanie Lawrence, and Kristen Traynor.

Mark Turner called the meeting to order for the SMB spring 2017 meeting. Everyone introduced themselves. Turner welcomed everyone to the meeting. Turner asked everyone to turn to the agenda and the minutes from the budget subcommittee, leader selection committees and the minutes from the fall SMB meeting. Karl Idsvoog motioned to pass the minutes, Kristan Dolan seconded. There was no discussion. Motion passed to accept all minutes as written.

Kevin Dilley thanked everyone for the hard work that gets put in to Student Media. He loves Student Media and said that we do a large amount of work to keep it moving forward. Dilley introduced the new logo and explained why it changed from the fall. He went over what the logo encompasses and how it will move us forward. He covered the ten media partners and that they share common goals and are what makes us strong. Dilley covered some co-collaboration efforts such as KentTalks which will take place on the Trumball campus on Tuesday. Dilley said efforts like this do not cost us money but are worth the effort to grow our brand and influence. Dilley then showed the Student Media hype video.

Dilley said this expresses the sentiment of who we are and where we are going. This is the culmination of rethinking our mission, who we are and how we interact with each other. Dilley shared the mission statement of Kent State Student Media. He encouraged everyone to hang it up and make sure we are doing it not just saying it. Dilley said that the units are doing so much it is hard to keep up. Awards keep coming in. Dilley stated that we will also have real discussions about budget today.

Dilley covered some revenue points and savings that we made throughout the year such as sponsored tweets, sponsored content, Youngstown Phantoms, donations, storefronts, and agency services. He said the donations is extremely new, we have brought in more than $8,000 in donations this year.

Dilley then went into the savings that students have done this past year. Students have decreased salaries and combined some positions to better fill the work needing done. Money was saved in printing. Dilley said that we have been cutting and plan to continue cuts. But there is a point where the cuts will be leveled off.

Dilley covered ideas and execution. He was pleased that in most of the student leader selections that they spoke of collaboration. Dilley asked for students to chime in. Leisel Kober discussed how TV2 is partnering with KW to reboot the app. Sammi Ickes talked how she wrote

an article from the Burr to print within Uhuru. Then an Uhuru writer wrote one that was in the Burr. The magazines are also contributing to the Stater.

Dilley then spoke about the collaboration with CCI’s IdeaBase to build the new Kent State Student Media website. He also talked about Digital Sciences classes that are helping with the app and social media usage. Susan Zake discussed the project to replace the current newsroom system called Camayak. Dilley covered other collaborations with PR Case Studies, KentTalks, and more work from Digital Sciences.

Dilley went over some of the work being done on the website that will launch in June. Dilley said the process has been smooth and very well done. Dilley said we originally thought we could build it ourselves, but now realize it was much bigger than expected. Dilley said that the team has been visiting all of our clients.

Tami Bongiorni covered the revenue currently. Kent State Student Media is currently above projections and plans to finish that way. The special sections for the Stater have been doing well, production and client services are bringing in unexpected funds and Kentwired Twitter has been sold out most weeks. All of the magazines have made their goals. Bongiorni credited the sales team for these projections getting met. Their dedication and commitment to every unit has resulted in success. Bongiorni said the only place they are truly seeing a decline is in the Wednesday Stater and the display ads on normal paper days (not special sections or coverage).

Dilley stated that while the Stater isn’t the weakness, the display ads are. And this is because of the time. The market changed. Dilley stated these are our challenges. While print is still viable, it is now a smaller piece of the pie. Susan Zake stated that it is a diversified mix now, not just print. Dilley then covered the fund balances. Dilley said that a small win was in our delivery of magazines this year. We are using less money but having higher pick up rates. Dilley stated he would like to look into doing something about the Innovation Account. He wants a better method of how and when to use these funds.

Dilley then went over the trends of revenue, allocation and overall. Dilley states that he thinks that the revenue will rise up and the allocations will go down. He also covered how other costs are what typically bring us down in allocations such as raises, benefits, etc.

Dilley covered the trend of print income coming down. He also covered the trends of digital and the other work that is bringing in revenue. He said these are the space for opportunity to help turn around our revenue. Dilley covered how over the past 4 years we have continually saved money.

The focus moving forward will be revenue for Dilley. His first year was learning Kent State Student Media. His second year was reshaping the brand and mission. Dilley then stated that if we are lucky we will have a flat year on allocations. The state may vote on a tuition freeze. Susan Zake also stated the international student numbers have gone down. He thinks that this

will result in a flat year regarding income. Dilley then went over the diversity initiative and what he would like to do to put this in action.

Dilley asked for feedback from the board. Susan Zake stated that the diversity initiative is necessary. Carol Robinson agreed. She said the University is currently cutting back on these initiatives so Student Media taking it on is a good thing. Karl Idsvoog stated that there could possibly be revenue opportunities such as sponsorships to help with the events and research. MJ Eckhouse also agreed. He stated that there was a discussion with JMC last week on how to better address and promote diversity. Dilley stated that this is where we start. Dilley said we have an issue with diversity and need to address it. Dilley wants to bring more intentionality to it. Robinson said this is a great introduction to the KentTalks. We need to develop dialog to move forward and make a difference. Mark Goodman said that the diversity topic is most needed just as finding out whom our audience is and who we need to serve. Goodman also stated that sometimes the momentum is sometimes hard to get going because the board nor business office have any control on content. Turner stated that we need policies or something in writing so that things happen. Peyton Moore stated that she hopes the focus on it is not just because it is the trendy thing to do. She wants to see something tangible. There have been enough talks, enough sessions. Ile-Ife said that she wants everyone to stop naming everything diversity. The audience you are trying to get feels marginalized. Step out of the meet the numbers mindset and enter the form your own prospective. Sierra Allen said that we need a balance to ensure the sincerity of the efforts. Dilley said these are things we need to know moving forward. Ile-Ife said that the largest issue is that she can feel that she belongs when walking into the newsroom or another student media office. Gene Shelton said sometimes not saying something and just listening is what makes things happen. Eckhouse wants to start a program that will address how to report on diverse backgrounds. He thinks this could really help spur good and ethical content and also allow respect for diversity within our units instead of just meeting a quota of diversity. He feels there is room to make things better. Robinson stated that this is also applicable to people with disabilities. She said you need to tread lightly and not disrespect the token person for a story. Sammi Ickes would support a training opportunity to help with understanding and sensitivity. She used an example of a story they had of a deaf individual and they did not print it because they found it offensive to the community. Dilley stated that there are trainings. Kober stated TV2 had it last spring. The Stater had it in the fall. Turner asked everyone to send ideas and thoughts to Kevin.

Dilley stated he would like to table the Global Initiative and simply get feedback from the board via email to save the time for the two larger budget decisions. Dilley stated that it is important and in our mission but our time together is needed to focus on decisions that need made.

Turned thanked Dilley and moved to entertain a motion to approve the Student Leaders recommended by the student leader selection committee. Goodman motioned. Idsvoog seconded. All approved and none opposed. Motion passed.

Turner then asked Dilley to move on with the 2017-2018 budget. Dilley stated that if the budget is passed, we will be in the negative by $27,000. We will meet this number by pulling it from contingency. If a deficit budget is approved, we will only have $37,000 left in our contingency fund. Last year, this board approved a $40,000 deficit. It was dropped to only $23,000 deficit due to extra revenue coming in after the SMB meeting occurred.

Dilley said that they would not come in with a $40,000 deficit for 2017-2018. It is at negative $27,000. This budget reflects some difficult cuts. Dilley said part of the Rethink for this year is comparing our outlets to better reflect what they should receive.

Goodman motioned to approve the budget as presented. Idsvoog seconded. Turner asked if there was any discussion.

Ickes asked the board to replenish the $600 to printing for The Burr. She is not asking for the $2,000 that was cut from salaries, just want the printing to be reinstated to ensure the quality remains. Ickes went over a few things that they plan on working on the better cut expenses and bring in more revenue.

Goodman asked if their revenue surpassed the amount, could they move it into the printing. Norma Young agreed that if more money is raised it can be used for other things within the budget. Idsvoog asked that if they did not have the money granted, wouldn’t that motivate them more? Turner asked what they would lose for cutting the printing budget. Ickes said that it would be up to the current editor. Katie Evans said most of the costs that could be cut are not necessarily the perfect bound but with the paper. Ickes thinks the paper would lessen the quality of the magazine. Dolan asked what The Burr budget has typically been. Evans stated that the magazines really have taken costs in consideration, such as sharing delivery, changing the size to better accommodate the press. Susan Zake says this is Groundhog Day to her. She said this is a reoccurring theme. A magazine is a holistic thing. It is not just print. We are living in a false economy and something needs to give. Stephanie Lawrence stated that having served as adviser, she has seen more online work and does feel that the magazines are trying beyond the print version. She said one of the options would be to combine the editor of multiple magazines to save money. Lawrence also stated that she wants student leaders to talk with each other what works. Sierra Allen covered a fundraising event they did completely on their own selling thrift items in the Student Center. Uhuru found the actual need and wants and fit their event to that. Clara Sullivan mentioned that in the student leader meetings they could focus on fundraising and money more. This would allow everyone to be on the same page before it is too late.

Turner asked if the Burr is taking a $3,000 cut for this year. Dilley confirmed that the Burr is the second highest unit being cut. Turner asked what Dilley thinks the success could be. Dilley said he is sure they are enthusiastic about it, and they will do it. But unfortunately it will not add up to the amount they need.

Goodman asked if A Magazine was asking for a discussion as well. Moore asked the board to reinstate the $300 some dollars to the salary line. A Magazine has never asked for money. Moore stated that there is also more drawl to A Magazine from the schools and interest of the students. Moore stated that she has come up with unique ways raising money such as the time capsule that was “buried”. Turner asked if the money is not replenished, what would they do to move forward. Moore stated they will just have to pay less people. Idsvoog motioned to urge the board to approve A Magazine. Goodman disagreed due to the $27,000 deficit budget. Moore stated that you need to invest in what’s working and performing well. Bruce Zake stated the elephant in the room is in payroll across the units. He said that there needs to be a parody. Susan Zake said there needs to be a look at all the magazines as a whole and really discuss changing the budgets to reflect that. Susan Zake that budget allocations need to be fair. Stephanie Lawrence encourages the parody discussion. She said it is difficult as budgets get passed on from year to year and advisers and editors change out. Susan said that there needs to be a larger discussion beyond this meeting. Turner stated that the Beacon has been in business for almost 200 years and they are a fraction of what they were. Times change, things change and you have to move forward.

The budget passes as is. All approved but one. Motion passed.

Dilley moved forward with Capital Requests. He asked everyone to look at the requests that were picked up when entering. Dilley asked the board what they would be willing to commit towards capital requests. Dilley stated that the capital requests could be tabled and further worked upon via email so we have a definite number.

Capital Requests were tabled by the board. The board will be emailed the full requests and explanation and can approve/decline by email.

There being no further business, the meeting was adjourned. Motion to adjourn by Idsvoog and seconded by Kristen Traynor.