**Those in attendance:**

Tami Bongiorni, Lorie Bednar, Clara Sullivan, Kendall Becker, Amanda Rabinowitz, Amanda Beck, Hannah Wagner, Bruce Zake, Susan Zake, Owen McDouglad, Hannah Peters, Dan Lebeau, Mitch McKinney, Thor Wasbotten, Mark Turner, Jacquie Marino, Carrie George, Anna Huntsman, Noah Stich, Karl Idsvoog, Norma Young, Kevin Dilley, Jeff Fruit, Gene Shelton, Alyssa Standen.

Turner called the meeting to order. He welcomed everyone, said that we will first introduce ourselves and that our first order of business will be to nominate a chair for the board.

Turner called for nominations for the chair of the board. Fruit nominated Thor Wasbotten. Susan Zake seconded. Turned asked if there were any further nominations. No further nominations were made. Turner called for a vote. All were in favor, none opposed, motion passed.

Wasbotten thanked Turner for his service as chair for the SMB. Wasbotten asked everyone to review the minutes from the April meeting. Wasbotten asked if there was a motion to pass the minutes as is. Idsvoog moved, Turner seconded. All approved the minutes, no changes, none opposed, motion passed.

Dilley began his Director’s Report. Dilley began with thanking the full time staff in Kent State Student Media. He commended the entire staff for working so hard to find new ways to save money and keep everything moving. He also thanked the students and board for everything they do.

Dilley stated that Student Media is always in constant motion and that is the theme you will see in his presentation. Dilley shared the Student Media Mission Statement with the board to remind them why we are here and what we do.

**Highlights**

* Kentstatestudentmedia.com
  + We have had more than 600 visitors since September 1st
  + The board approved $5,000 for this site.
  + It is used for selling, recruiting, updates, hiring, etc.
  + We saved more than $1,500 by eliminating the media kits
* A Magazine
  + NY Fashion Week viewing party
  + They are collaborating with Burr Magazine to create a professional summit
  + A video was shown that recaps a photo shoot
* Black Squirrel Radio
  + Website being updated to run faster and eliminate player problems
  + Raised $130 from a recent fundraiser
  + Working on getting the DJ’s more involved with the station
  + E-newsletter started
* The Burr
  + Best student magazine in the country by SPJ
  + New website
  + Sent photographers to cover hurricane aftermath using a fund that was developed for the Burr
  + Collaborating with A Magazine in a professional summit
* Fusion Magazine
  + MJ Eckhouse, the editor, is speaking at a national convention
  + Eckhouse placed a request for a grant with the Akron Gay Endowment Fund to hold an event this spring
  + They attended an Akron Pride event and worked on outreach
  + They have doubled their staff
  + Bruce Zake mentioned the lawsuit/restraining order against Fusion Magazine
    - Dilley explained to the board the charges and that they were dropped.
    - Susan Zake mentioned that MJ did have excellent reporting instincts, but the story was driven by accusations.
    - Both Zakes’ mentioned that the Stater article this week helped clear things help because it was reported on directly from the court documents
    - MJ was defended by the Attorney General’s office. Sue Zake said there is a fine line upon this subject regarding independence since the students are employees of the University (a state entity, state employee), not necessarily the magazine.
    - Fruit mentioned it might be good to have contingencies in place should a situation like this arise again.
* KSUIF
  + They finished their movie Fly by the Night this summer
    - They raised more than $20,000 for this movie
  + We are planning a second red carpet premiere in April
  + They have 3 shorts in the works
  + Next semester they are doing VR and a music video
  + Their office is now on the second floor of Franklin Hall
* The Kent Stater
  + One of the finalists for a pinnacle award
  + We are now a tab and only twice a week
    - The third day of production really hindered the digital first initiative
    - Numbers and word of mouth are proving this was the correct move. We have an 85% pick up rate.
    - We are saving in print costs and have a higher pick up rate
    - We are 55% to goal for the Stater. These projections were based on a 3-day paper.
  + They are doing a newsletter again through Kentwired
  + The newsroom is the closest to collaborative that it ever has in the past
* Luna Negra
  + They have an open night mic next week with Brainchild, The Wick Poetry Center and Scribbles
  + Promoting more of an online presence
  + Just opened submissions for the upcoming issue. Plan on posting additional online.
* Advertising & Marketing
  + Launched sponsored content
    - Had 2 so far, one in Homecoming and one in Renter’s
  + 5 nationals CMBAM awards
  + CMBAM fellow
* TV2
  + They had a very large graduating class last year. Most of the staff is new.
  + TV2 used LiveU to do some new opportunities this year
    - Used for the Kent/Ravenna football game
      * This brought in revenue
    - Local football team was suspended and TV2 was the only station on site thanks to LiveU
  + Extra Life – Community Engagement – November 4th
    - TV2 will raise money for Akron Children’s Hospital with a 25-hour live stream (daylight savings time)
    - 25 hours of gaming to raise money
    - Will have live reporting, newscasts and stories

**Revenue Update**

We are 54% to goal. We are on target to hit all projections. We have a 3% increase over last year projected for revenue. Our strength is the Stater. Other strengths are agency contracts, Black Squirrel Radio Mobile DJ (they have had 12 events compared to 3 last year), and TV2 Productions (Goodyear, Akron Regional Hospitals). Our challenges are Kentwired, lost revenue opportunity due to lack of truck reservations, the loss of production work with the Youngstown Phantoms, and an allocation shortfall of $25,000. The University has lost more than 1,000 students in enrollment this year, hence the shortfall. Our current rate per student is $18.90. Our largest concern is that the student fee would drop. Kevin has been talking with the Division of Student Affairs to ensure this does not happen.

Where do we go from here? We have enough in contingency to cover this. Although we are working hard to not have to pull the money from there. Dilley showed the fund balances to the board. This shows the shortfall of allocation within the contingency fund. Dilley explained how the funds work and what they are for to the new board members. Dilley stated that we are doing fine, but we need to prepare for at least another year of non-growth in enrollment numbers.

**New Revenue Ideas**

* Giving Tuesday – Fundraiser
  + We are eligible to participate because of our Foundation accounts
  + It is for the month of November and is through the University
  + Every 15 donors we receive at the $25 level, we receive $500 from the University
  + On November 28th, we receive matched dollars from the University
  + Our goal is $3,500 (this is unmatched)
* Sponsored Content
  + Dilley explained to the board what sponsored content is.
  + $2,500 new money already made with many more in the works.
  + Susan Zake asked if we were spending money to do this.
    - Bongiorni explained the designers, illustrators and ad reps are already on staff
    - Dilley also stated that bringing the designers in to the main office have increased productivity
* SM Client Services Plan
  + Services we provide: Mobile DJ, Client services, TV2 Productions, etc.
  + Services we can add: social media management, PR services, packages
  + Dilley explained how The Dallas Morning News created a studio that created a new source of revenue
  + Dilley plans to put together a business plan and research the possibilities
    - Wasbotten asked how does this factor in with the competition at IdeaBase and TeleProductions? And how do the students feel about this revenue coming in through this source and not their unit?
    - Dilley said that this is very client-based, so there are different and higher expectations of the work. But this type of work builds their portfolio and provides the learning experience students need.
    - Fruit suggested that we have students help create the business plan
    - Turner asked how we would deal with the ebb and flow of talent
    - Bongiorni stated that we already deal with this now, and utilize graduated students as independent contractors to finish jobs to the quality required
    - Wasbotten recommended that Dilley move forward to creating a plan
* Digital Signage Partnership
  + Bongiorni created a proposal for Student Media to sell the digital space in the Student Center for CSI. We would profit share the revenue.
* Outdoor kiosks

**Audience**

We currently have 73% pick up rate overall for magazines. We have reached more than 16,500 readers. The Stater has an 85% pick up rate. Digitally we have more than 52,000 unique visitors per month. Kentwired makes up about 41,000 of these visitors. Fusion had a 300% increase in visitors. Dilley stated there are a couple of sites that are currently retooling, so the numbers are down.

**Initiative Updates**

Global initiative is not as far as we hoped, but it is moving. Carrie George, editor of Luna Negra, completed work while abroad in Florence. We also have numerous students abroad that we hold their jobs open while away. TV2 also did several packages with students abroad.

The Diversity initiative is moving nicely. Dilley met with Amanda Leu from the Diversity Outreach Center for CCI. Student Leaders and Dilley have been participating in several new events such as Kupita Transiciones, NABJ and are overall making more of an effort to reach new demographics with the content. Dilley also stated that there are more forms of diversity that we can reach; veterans, nontraditional, first-generation, etc. Wasbotten asked if there is any room for the Student Voice Team to participate with possible focus groups, surveys, etc. Another part of this initiative is to plan a future leaders workshop where students of underrepresented groups have a mentoring group to become future student leaders. He said this would also help with the transition from student to leader.

**New Business**

Susan Zake explained that TV2 has had a partnership with CNN news source that was developed through John Butte and CNN from about 15 years ago. TV2 came to Susan last month when they realized we no longer have access to national video wire. It also was brought up that CNN Classroom material cannot be broadcasted nor go online. We are doing both. To get the account we need, we need to purchase a 3-year package totaling $5,000, $6,500 and $8,000 consecutively. We do not have a real contract with CNN at this point and are currently breaching the classroom account rules. Susan also explained another option is AP, although the costs are much higher for that package. Dilley said that we need to create a proposal to present to the board for a vote to spend the funds to purchase the package to make us compliant. Wasbotten stated that many schools are going through this situation as CNN is becoming aware of the situation. Susan stated she is not comfortable continuing to hope that CNN does not pull all coverage. Dilley agreed. We need to be both ethical and compliant for the footage. Dilley said this can be planned on for next year’s budget. In the meantime, a proposal can be drawn to present to the board via email. Susan also mentioned that we can use this footage everywhere…online, broadcast, print, etc. Dilley asked that this also be placed in the proposal. Turner asked if there is a timeframe that this needs done. Susan stated that it needs to be a reasonable amount of time. Susan stated she could probably push the contract back to January, but most likely not until July. Fruit asked if it makes any difference that we are co-curricular. Susan stated that it didn’t matter.

Sullivan covered the Student Media Fall Reception. This is replacing the original banquet as it was not as all-inclusive to all media partners. There is a committee of students from multiple partners and they are changing it to be lower cost, closer to campus if not on campus. It will be more of a celebration of what each partner has done this semester. It will highlight each partner; every partner can showcase their work in a gallery beforehand. It will include appetizers/soft drinks and networking. We worked out a trade with Dining Services to offset the costs. Turner asked if it was every semester. Sullivan stated yes. Susan Zake asked how to gauge student reactions to the change. Sullivan stated that each leader has polled their staffs to see if this is something they would prefer. Huntsman stated that there many students already planning on this and are generating some excitement towards the change. Sullivan also stated there will be 3 new awards that were overall partner-wide to entice excitement. Wasbotten asked if there was anything that the board could do? Dilley stated attend.

Dilley stated that Monday is the deadline for spring student leader applications. A subcommittee will interview the candidates in the coming month. Dilley will send an email out to the board to inform them of the process and to ask for volunteers to hold the interviews. The subcommittee then recommends the spring leaders via email and the board approves via email.

Wasbotten asked if there was any other business? There being no additional business, Wasbotten moved to adjourn. Turner seconded. There being nothing further the meeting was adjourned at 4:45pm.