**2017-2018 Student Media Leadership Selection Committee Minutes**

*The following is a summary of the committee interviews held between April 5 to 7.*

**WEDNESDAY, APRIL 5TH**

**TV2 - Anna Huntsman**

**Committee members present: Mark Turner, Karl Idsvoog, Mark Goodman**

**Others present:  Leisel Kober, Sue Zake, Tami Bongiorni, Kevin Dilley**

Introductions made by the SMB.

Anna then introduced herself and her background. Anna talked about her introduction to TV2 as a high school student in Canton, OH. She came on a tour and was hooked.  Talked about her "well-rounded" background in TV2 as a freshman and sophomore. Talked about her leadership role in the newsroom as social media director for the newsroom. Her true passion is news she says. She became a Flashcast director and worked with newer staff members. Not involved in tech or sports. But she explained that she thinks tech is on solid ground and wants to work on news and content. Anna discussed her objective and main goals: 1) Better serve Portage County and Kent community. 2) L.E.A.D  - Localization, more enterprise, special projects team, recognize and understand the audience and become more audience oriented, expand digital presence. Anna talked about her strategy and handed out a plan to create a collaborative special projects team. Talked about hiring the right people. Talked about utilizing social media to become more personable to the audience. Wants to see more promotional ads on social media - i.e. "anchor ads". She wants to hold workshops using alumni to help train students. Anna closed by making argument that she is qualified, well-rounded and that she has been thinking of leadership since a freshman. She has realistic, innovative goals. She said that she has an effective strategy and she wants to start working with other leaders. She said that she is passionate about TV2 and its legacy.

Mark G: Asked about Anna's "relative youth" and how her peers will take her as a leader.

Anna: Said that it's not about age, but experience. She said she has already worked with people older than her in leadership positions.

Karl I: Couple of comments - first rate presentation and a suggestion - slow down. Karl talked about his own experience in speaking and provided Anna some feedback. Question to Anna - why not look wider for stories?  Anna answered talked about working in local news, but utilizes the special projects team, balancing day of coverage with special projects team.

Leisel: Said that problem this semester was that only one person signed up for special projects team. How would you recruit people to this?

Anna answer: She said she didn't hear about it and said that she would try to do a better job of communicating it to students and go to classes. Talked about it being a collaborative effort.

Leisel question:  How would you improve retention and keep people motivated.

Anna answer: Constant communication and discipline from the top will help. She understands about the burnout, but thinks she can handle it.

Sue question: How do you keep TV2 production going without the background?

Anna: admitted that it's not her strength. She reached out to John W, who works on TV2 and in ad sales, to brainstorm ideas ahead of the interview. She said she's not afraid to ask and is willing to work with.

Sue question: Asked about collaboration in the newsroom. What does that model look like for you?

Anna: She talked about working as digital director and working with the Stater. See's collaboration happening with special projects team and that it's harder on day-of stories. See's writing as lacking in TV2 and wants to work on that.  Wants to start working now with Stater and digital.

Leisel: What are your ideas with social media? Would you discontinue TV2 social media

Anna: Likes the idea of working only with KentWired, but keep TV2 to transition to Kentwired.

Mark T: Phasing out is really tough to do. Question: Any plans for regional campuses?

Anna: Familiar with Kent-Stark and thinks that there is room to work with other campuses. She loves idea of doing this.

Moved to closed session.

Returned to open session. Vote was unanimous to recommend Anna Huntsman as the fall 2017 TV2 general manager.

**Sales Manager – Clara Sullivan**

**Committee members present: Mark G., Karl I., Mark T.**

**Others present:  Tami B., Kevin D.**

Clara introduced herself and her background as a sales rep and sales manager. She talked about what she's learned about how SM sales work and how to make it better as a sales and business team. She just went to CNBAM and talked about things she'd like to focus on during the next semester. Wants to focus on marketing. Wants to focus on breaking down the wall between business and editorial. She said it would be her job and other leaders to have meetings to keep and build connections. Will help to market Student Media to clients and help all of Student Media. Wants to continue some of the things she started this year with student leaders. Personal goal is to help make the transition easier for the next sales manager. Update handoff procedures. Wants to focus on print more than digital.

Karl Q: Do we have examples of advertisers that are satisfied?  I haven't seen any examples of testimonials?  What ammunition do you have when you're out selling?

Clara A: With print, she said that we need to be on the same page working with editors.  Using pick up rates as a tool, we are at 75% which is above the collegiate average of 72%. With digital they have statistics that they use.

Karl Q:  Are we doing anything that tries to get feedback from advertisers about if this is working or not? Are we using coupons?

Clara A: She hadn't thought of this and thinks it's a good idea. Thinks we can do better getting feedback. Said that we rarely get complaints, though shouldn't rest on that. She said they keep in close contact with clients to see how they are doing?

Mark T: Does it help to know what the theme of an issue of the magazine is?

Clara A: She said that yes it does help.She talked about examples where this worked with some of the magazine. It helps to pitch it to a client. If the sales team is not involved, it's harder to be passionate about something.

Mark T: What would your team say about you?

Clara: She said they hope they'd say good things. Talked about the trip to CNBAM in Texas this past week.  She feels fortunate to work with the team she has. They are co-workers, peers and friends. Talked about Casey, a sales rep, who said she knew Clara would be sales manager. She hopes they think she is a good leader and that she cares and has created an equal playing field. She feels the other team members are just as capable at doing this job. She admits her weaknesses and knows others are capable.

Karl: Why do you want to do this?

Clara: She thinks we can do so much more with the new SM brand and with ideas from CNBAM. She thinks she can work hard with what she's learned and help with raising revenue, and with marketing and expanding the presence of Student Media.

**Sales Mgr- Christian Caudill**

**Committee members present: Mark G., Karl I., Mark T.**

**Others present:  Tami B., Kevin D.**

Introductions by board. Christian introduced himself, his background and what he's been doing. Talked about CNBAM. He said he's applying for sales manager because he's learned about how important this position is. He thinks he can bring a lot to the table in terms of leadership and potential.

Mark G:  Can you talk about anything specific that you'd like to do?

Christian: Wants to focus on Orientation Issue. He'd like to come up with a guide or map that tells freshman about campus, Kent. He'd combine this with paid content from businesses.

Mark T: What is not going right in sales? What would you fix?

Christian: He'd fix communications with other departments (media partners) to be more efficient.

Karl I: How do you fix that?

Christian: Talked about things he learned in CNBAM to implement. Including meetings

Kevin: What was something that you did in the sales department that you've been proud of?

Christian: Talked about becoming a bigger part of the team, learning how to be a better sales rep.

Moved to closed session

Returned to open session. Unanimous vote to recommend Clara Sullivan as sales manager for fall 2017. Mark G voted by proxy in favor of Clara.

**THURSDAY APRIL 6**

**Luna- Carrie George**

**Committee members present: Karl I, Mark T, Kristan Dolan, Adriona Murphy**

**Others present: Kevin D**

Introductions all around.

Carrie introduced herself. Journalism major. Two years with Luna Negra, one year with Brainchild. Wants to take Luna Negra in a different direction.

Karl: Asked her to talk about that direction?

Carrie: She said she hasn't seen cohesiveness and wants to give it more a focus or a theme. Has seen other college journals that have a theme.

Karl: Asked her what themes she has in mind and why she wants to explore them

Carrie: Doesn't really have a theme, but talked about examples that other colleges do.

Mark: Do you see any conflict working with Brainchild and with Luna?

Carrie: She doesn't. The two have two different audiences.

Mark: Do you think Luna is suffering from submissions?

Carrie: She said yes, though she doesn't see them all, but thinks that it's down.

Mark: How would you get more submissions?

Carrie: She talked about using social media, more events and ramping up marketing. She did these things with Brainchild.

Kristan: Have you considered any collaborations with other departments?

Carrie: She said she will continue what the current editor, Sam Hersh, has done with English department and reach out to other creative areas on campus.

Karl: How would you get them interested?

Carrie: She said she wasn't really sure.  She hadn't really thought about it.

Kevin: What more can Luna do outside of print?

Carrie: She discussed using Social Media on a more weekly basis. FlashFiction on Twitter or Instagram. Use Tumbler.

Kevin: Is there enough time and interest to do regular updates?

Carrie: Carrie answered that yes, and thinks it needs to be built it out over time.

Kristan: What is one of Luna's other challenges?

Carrie: Not a lot of people pick it up and not a lot submit. Not a lot of people at launch party.

Discussion about the size of the issue and distribution. Carrie thinks

Moved to closed session

Returned to open session. Vote was unanimous to recommend Carrie George as the 2017-2018 Luna Negra editor.

**Uhuru - Ile-Ife Okantah, Sierra Allen**

**Committee members present: Karl I, Mark T, Kristan Dolan, Adriona Murphy**

**Others present: Kevin D**

Introductions.

Sierra and Ile approached the board to be co-editors. Board asked to have this discussion first before making decision about interviewing them together or separately.

Discussion about being co-editors followed. Sierra said that she and Ile have been friends since high school. Sierra says it's been a professional relationship. Sierra said that they each have what the other lacks. Ile talked about her connections and abilities to reach out and connect each other. They talked together about what they want to do to go beyond being the "Black Magazine." Ile talked about wanting it to be readable to all of campus. She wants to inclusive not exclusive. Ile can bring this to the table. Sierra admitted having control issues and a dislike of group work. But she said that she trusts Ile 100 percent.

Karl asked them to talk about their vision. Sierra talked about some of the collaborations. Ile said Sierra is good at the foundation, but Ile is good at getting it out. Ile wants to take things to the next step.  Sierra talked about fundraising efforts and staff recruiting efforts. She wants to increase pick up rate, increase social media presence and wants to hire a social media/website editor. Sierra talked about the regional campuses. She said that she’s not sure how that would work out, but likes the idea of exploring that. Wants to continue to build collaborations. She talked about working with The Burr. She wants to increase marketing and build to having a storefront. Wants to work on increasing summer presence.

Mark asked about dividing duties and suggested having a plan. Ile talked about how they already do split functions. Ile works on the writing, Sierra is more visual. Ile talked about how they've worked together and would work together. Mark said that it sounds like they already do this. What is changing, he asked.  Ile said she will be stepping up more. Karl asked what the benefit of the co-editor position. Sierra said that it's her senior year and the two together will be stronger.  Karl asked how the pick up rate will increase. Sierra said that this will happen because of the cover and the content. Ife says she can help with overall presence because of her connections, both in marketing and content. Sierra said she is not as present on campus.

Discussion about pick up rates and engagement on social media/digital. They talked about how they are different in that sense. Discussion about social media and how Uhuru will do this in the coming year. Sierra talked about already finding a multimedia specialist. Discussion about recruiting and about online coverage and social media coverage. Discussion about more immediate coverage. Discussion about Uhuru's mission. Sierra said it's basically to be the voice of the marginalized. Mark asked if this would alienate the black community. Sierra and Ile said they don't think this will happen, they will still be the voice of the black community and beyond. Mark expressed concern that this is a fine line and hard to be true to original message. Ile doesn't want to be just stuck in Oscar Ritchie. Discussion continued about role and vision of Uhuru.  Mark expressed concern about not seeing diversity in other outlets and doesn't want to lose this in Uhuru. Sierra talked about wanting to be a professional magazine.

Board moved to closed session.

Returned to open session. The committee voted unanimously to recommend Sierra Allen and Ile-Ife Okanta as 2017-2018 co-editors.

**The Kent Stater - Jenna Kuckowski**

**Committee members present: Karl I, , Kristan D., Lusi Cai**

**Others present: Kevin D, Sue Zake, Jimmy Miller, and other staff members**

Introductions all around.

Jenna introduced herself and talked about her work at the Stater and in Student Media. She said that she has a diverse writing background. Wants to make Stater a staple and have people be regular readers. Highest priority is content, focusing on enterprise. Wants to step out of the box and innovate to make the publication stronger. She wants to break from the old, for example with event coverage. Are the events worth coverage, she wondered. Should we be spending more time on issues that require more coverage, more interesting topics and coverage. Wants to do more stories that make a difference. She wants to focus on localizing large issues to campus. Taking world events and bringing them closer to home. Jenna talked about wanting to be more web first.  Wants to put Stater print articles online immediately. Audience will have the most timely and effective news presentation. Jenna talked about multimedia elements and wants to have more of that. More collaboration is necessary with TV2.  Talked about breaking news as a collaboration is important, but she wants to expand to all of Student Media. Gave example of building podcasts in collaboration with BSR and magazines. She thinks this will help Stater and other outlets.

Kristan: What are some of the challenges to completing your goals?

Jenna: Communication is the hardest part. She said that she can be that person to improve communications. This is true for external and internal communication.

Kristan: What about getting the content out sooner?

Jenna: We have the people available....

Karl: Why aren't we writing first and posting first and then putting in print?

Jenna: She said she thinks the Stater has been very focused on the print edition. She wants to change that. She understands that print can be special.

Jimmy: How do we improve on our web presence? Not sure speed is what we're lacking.

Jenna: Social media can be improved by being more active and regular. Promoting things more is a good idea.

Sue: How do we plan for the web first so that it's not just put on the web?

Jenna: Need to plan on doing an audio or video segment. Need multimedia elements that need to be planned.

Sue: Can we do that with the current structure?

Jenna: I think so, but we need to emphasize that more.

Jimmy: Why is event coverage our weakest area?

Jenna: Our reporters aren't motivated to cover this. There isn't as much excitement for these types of stories. It does come down to how it's pitched. Doesn't feel the need to do some event stories that aren't interesting. She thinks we have to ask ourselves if the event is newsworthy and does it matter.

Jimmy: As editor, how will you respond to people complaining their event wasn't coverage.

Jenna: She would talk to them about why it should be covered.  Have to be honest with people and make a news judgement.

Jimmy: With unlimited space on web and 40-60 reporters, can you justify not covering certain things.

Jenna: She talked about how some is necessary, but some is not necessary

Karl: Why are we just covering the campus?

Jenna: Talked about audience as college students and that there is an assumption that they only care about the campus. She feels that state, national stories would interest them. Feels need to push for localizing national stories.

Jimmy: As editor in chief how would handle a situation where collaboration fell apart?

Jenna: She talked about how she would communicate to both times. Discussion with Jimmy about how to collaborate and how it could happen. Jenna talked about planning. Discussion continued about.

Kevin: What does diversity mean to you and what will you do about that.

Jenna: Diverse staff equals diverse voices. Diversity in journalism background as a diverse journalist.

**The Kent Stater - Lydia Taylor**

Introductions all around.

Lydia introduced herself and talked about content, collaboration and online.  Localizing national issues. She feels she's done very well this semester. The best content will make our audience pick up the paper. She talked about topic such as sexual assault and other topics being covered. Sports is good and so is event coverage. But the other topics will draw more people. Online needs more engagement. Interactive graphics, etc. She said we get there with collaboration. She feels we can improve collaboration with TV2. Communication with TV2 is key, especially in breaking news area. Talked about features edition collaborations. She said that this is a good thing and should continue.  Wanted to be summer and fall editor to have a running site. Training week is important and wants to focus on that. Wants to bring in outside sources to do training. This will help with readership and engagement.

Kristen: What will you do differently to get Stater and SM over hump of collaboration.

Lydia: Each semester, the connection starts strong, but gets lost.  She said that we just forget about it. We don't really work in the brainstorming session. It's important to do this in the planning situation.  She talked about making these stories more visual. Wants to have planning meetings with TV2 throughout the week and semester.

Jimmy: Talked about challenges in collaboration with TV2 is the different ways the two outlets plan.

Lydia: Need to start inviting TV2 into weekly planning meeting on Sundays. We don't have any TV2 staff in meetings.

Jimmy: Would you wait to publish some stories online or would they publish as they are in.

Lydia: She said she's inclined to publish stories immediately. Talked about making stories different in print and online.

Jimmy: How do you make print content exclusive?

Lydia: She doesn't want to make it exclusive in print. She said that audiences are different.

Karl: Do you put that content online first:

Lydia: Online first.

Jimmy: How do you make print something people want to pick up.

Lydia: You do previews of stories online (a few paragraphs). So you'd then have full version in print and then online.

Lusi: Will this idea work give most people only read a few paragraphs.

Lydia: If the story is interesting enough, people will want to pick up the paper.

Sue: We plan for print, not for online. How do you make online more visual and interesting?

Lydia: Lots of practice and training.

Sue: Do we have the right structure in the newsroom?

Lydia: She said yes that we do.

Karl: Isn't the newsroom backwards? Why do we plan for print?

Lydia: Yes, she wants to plan for online first.

Jimmy: How do you increase brand and familiarity, especially with KentWired?

Lydia: Staff doesn't promote stories enough. Need to push staff to post stories on social media. Collaboration will help get name and brand out there.

Karl: Why do you want to do this?

Lydia: Really passionate about the paper. Wants to help move things forward for the next group. Feels she has problem solving.

Kevin: What does diversity mean to you?

Lydia: Diversity is race, religion, ethnicity. It's the people. Doesn't feel we do enough in our paper on this topic. Diversity in skill sets as well.

Lusi: How do you plan to improve diversity representation?

Lydia: Take national issues and localize them. Apply issues to the campus. She said that we are all one people and need to be represented. Need to expand out of event coverage and cover diversity more. Lydia talked about a campus dance group that was covered and wants to continue that.

**The Kent Stater - Ray Padilla**

Introductions all around.

Ray introduced himself as the design director. Has worked for several semesters and has worked with multiple editors and is interested in focusing on web first. He said he has a plan for this. Believes we need to remember we have two different audiences - print and online. Said there are two different organizations - KentWired and Kent Stater. Wants to be editor of KentWired. Presented a detailed plan that includes a hierarchy of the "KentWired" editor.  Talked about the infrastructure of a such a plan. Talked about having weekly meetings with the key people - KentWired Editor, TV2 General Manager, Digital Director, Print Managing Editor. Talked about how the print publication nights would be working second to online.  Ray discussed how the print production nights would work with these changes. Shared a plan for how other nights would work for publishing to KW and then to social media. Ray then shared a plan with orientation and how to change it to give staff members a clear direction on what each person does. Job descriptions, responsibilities, etc. Wants to push alternative story forms. Talked about Immigrant Ohio and how that came together and how to improve on that. Ray talked about his plans for training during orientation. Talked about doing mock budget and mock production. Talked about Social Media strategies and innovations. Talked about diversity. Said it was a big issue. Talked about being one of the only ones from a diverse background. Talked about the history of diversity. Ray said he learned that TV2 and Stater was in the past a clique. Ray says we haven't branched out to recruit diverse voices. He said it's hard to tell some stories if you don't have those voices.

Lusi: Do you have ideas about content?

Ray: If it relates our audience, that's what we have to do.

Sue: What does that look like?

Ray: Covering each organization on campus.

Jimmy: How do you justify merging KW and Stater if you have two audiences?

Ray:  2:11

Karl: How are we thinking multimedia and not talking video?

Ray: He said he missed that, but that thinks video is very important. Talked about Immigrant Ohio and the video done there.

Jimmy: Do you view Kentwired as a publication that incorporates TV2 and Stater?

Ray: There needs to be more presence of TV2 on KentWired?

Jimmy: Challenge of collaboration with TV2?

Ray: Said he doesn't know much about TV2 and he talked with Leisel and learned more about how TV2 works.

Jimmy: How will you a guide for assigning editors if you've never been an assigning editor.

Ray: As design editor, I've worked with page designers to assign work and to lead and teach. He would reach out to help others.

Jimmy: As EIC how do you train and help assigning editors if you have had experience of helping a reporter craft a story?

Ray: He will listen in and talk about how to improve the visual report - graphics, video, photos.

Sue: How do you achieve your goals of web first and flip this?

Ray: He said that we went to classes and introduced himself and that he would continue to do that.

Jimmy: Asked question about Ray's plan about a Saturday story in print on Monday.

Ray: There are two different audiences

Lusi: What do you wish Stater could be doing?

Ray: More investigative and pull back on sports.

Lusi: What scale of investigative reporting?

Ray: Can be university scale or take national stories local.

Moved to closed session

Returned to open session. Karl talked about how hard of decision this was. Three very good presentations and it was a difficult decision. Emphasized that they need to work together and push.

Committee voted unanimously to recommend Lydia Taylor to be the summer and fall 2017 Kent Stater editor.

**FRIDAY APRIL 8**

**BURR – Kelly Powell**

**Committee members present: Adrionna M, Mark T, Karl I**

**Others present: Kevin D, Samantha Ickes, Jacquie Marino**

Introductions all around.

Kelly introduced her background and started talking about The Burr and how her passion started as a sophomore in high school for OSMA.  Talked about how she was drawn to Student Media during this trip. Noticed The Burr and thought this was a professional place and that you could get involved as a freshman. Kelly talked about how she got involved in The Burr as a sophomore and her early initiative to do an early story. Talked about her role this past semester as managing editor. Has worked with Burr for five semesters. Kelly talked about her work with The Burr, as a writer and an editor. Talked about her other experience in Student Media at The Kent Stater. Talked about working with the beat reporting class and how this helped with her leadership skills. Talked about wanting to continue the beat reporting position.  Talked about compassionate leadership. Said that she sees lots of students being stressed. Her primary goal would be to be welcoming and to help with the well-being of the staff. She said this will produce better content. Talked about integration with other publications and some involvement with regional campuses. She talked about wanting to reach out to other organizations for recruiting outside JMC. Kelly talked about having a lot of hopes and passion for The Burr since she was 16.

Mark: What are the challenges that face The Burr?

Kelly: The beat reporting class connection. Kelly discussed how that was a challenge to get them to fit in with the level and culture of The Burr. Talked about how the staff is passionate but involved in lots of things. She said she wants to talk to incoming staff members about being involved.

Karl: How do accomplish reaching out to get people on campus involved?

Kelly: Talked about doing tables at Student Center and said that this is important. Talked about using email to the entire campus if possible.

Mark: How do you want to make a stronger social media presence?

Kelly: Talked about how she did social media and outreach with another organization, H2O, and that consistent postings with visuals is important. She started following others and that connection helped.

Sammi: Any changes to the application process?

Kelly: Talked about we have a travel budget and that the intention is to give Burr students a chance to go outside of Ohio. She would ask about this on the application, what ideas the applicants they might have. Talked about struggling with multimedia and improving the website. Talked about asking applicants about their ideas for multimedia.

Jacquie: Asked about content ideas and Kelly's approach.

Kelly: Discussed that having a theme would work and that working on "The Retro" issue was a good experience....

Karl: How are you planning to set direction?

Kelly: She loves idea of letting staff drive the ideas and build a larger list. She talked about having that list and then basing a theme off that by August orientation. She said that staff will be more motivated if they come up with stories on their own.

Jacquie: What are you examples of national magazines that you look to?

Kelly: Relevant magazine. Kelly discussed how they are focused (Christianity) but they do reach out to a larger audience. She discussed their work in social media and in print and through email newsletter.

**BURR - Ben VanHoose**

Committee members present: Adrionna M, Mark T, Karl I

Others present: Kevin D, Samantha Ickes, Jacquie Marino

Introductions by the board.

Ben talked about how he is all about magazines and that he started up an organization to focus on magazines. Talked about his involvement at The Burr. This semester he focused on a position at The Stater - features editor. He said that he was able to practice features skills on a weekly basis. Ben discussed his past experience at The Burr. Ben talked about importance of collaboration. As Stater editor, he did multiple cross publication collaboration. Wants to work with Stater editor to beef up investigative coverage and would collaborate on a project together. Talked about diversity as different experiences and backgrounds. Need to recognize that in ourselves and in story sources. Wants to stress to writers to find the human elements. Talked about reach out to Uhuru and giving them a spread in the magazine in the fall issue under their brand. Diversity on Burr staff does need work. Wants to recruit in classes like MPC and in small classes. Thinks students should start in SM as a freshman. Talked about looking beyond JMC and VCD. Discussed how Burr social media audience is small and needs to grow. Ben talked about new ideas. He wants to produce monthly - even if it's online. It will help audience keep coming back. He talked about how the website needs a "major rehaul" that perhaps a new platform can be built.  Wants to stress multimedia to drive people to the web. Talked about having a team to stress online content.

Mark: Will you have enough staff and content?

Karl: Realistically, what are you able to execute?

Ben: Said that we'll have plenty of content by increasing expectations of writers, and by collaboration with others.

Mark: Do you see any changes in the structure to handle increased editing?

Ben: Yes, we can do that by being more efficient?

Sammi: How do you encourage people to want to do more than one story?

Ben: In paid positions, there should be higher expectations. If we go through the applications well, should be able to find the right people. Going to classes will help.

Jacquie: Feels like widening the pool would work. What is an aspirational magazine or editor?

Ben: Entertainment Weekly. Talked about how this magazine is increasing its brand using sharable things. Have a much more frequent schedule.

Some discussion about website being broken.

Karl: How do you prioritize?

Ben: Print component is most important, video journalism (one video per month), podcasts monthly.

Committee moved to closed session

Returned to open session. Karl talked about being impressed with both candidates.

Committee voted unanimously to recommend Ben VanHoose as the fall 2017 Burr editor.

**A Magazine – Kendall Becker**

Committee members present: Adrionna, Mark T, Karl I

Others present: Kevin D, Payton Moore

Introductions all around.

Kendall introduced herself and talked about her experience in NYC, where she is currently interning at a PR firm. Talked about internship at Michigan Avenue magazine and then summer intern at Nylon magazine. She talked about working with two different A Magazine editors. She discussed how she worked as managing editor for A Magazine. Worked with Payton on being more diverse and about being more than a fashion magazine.

Mark: Your background is mostly in fashion.

Kendall: Talked about how she started writing as a senior in high school. She is a fashion media minor. She didn't think it was something she could do, but working at A helped her see the big picture. She said that all of her internships have given her a wide view of publishing.

Karl: What do you want to do when you graduate?

Kendall: She wants to stay in editorial.

Mark: What are the challenges for A Magazine?

Kendall: Diversifying content. She talked about breaking outside of just fashion, and work on articles about culture, politics. She wants to work on getting name out there. She wants to see the application get out there. Going to Black Squirrel Festival and other events. She talked about using social media to build engagement.

Karl:  Asked about website

**A Magazine –** Mickayla Wawrousek

Committee members present: Adrionna, Mark T, Karl I

Others present: Kevin D, Payton Moore

Introductions all around.

Mickayala introduced herself and talked about her background at KSU and with A Magazine. She has worked as assistant editor and writer. She talked about being involved in the print issue and is currently the managing editor. She said that she understands the mission and vision.  She wants to see more video, hiring a videographer. Would offer new opportunities for the staff. Looks forward to her personal growth and the growth of the magazine.

Payton: How would go about creating a video team or reach out to a videographer?

Mickayla: Adding to Snapchat and Instagram would be important, but also wants to focus on more higher professional video development and production. Focusing on bigger projects as well.

Karl:  Why don't we do some easier video projects and taking advantage of current technology to interview people in other places.

Mickayla: She thinks that would be a good thing but that it has gotten shuffled.

Mickayla: Talked about improving the website in design ways to make it easier to read and find content.

Karl: Asked about her status.

Mickayla: She is a sophomore and will be studying abroad in the spring.

Committee moved to closed session.

Returned to open session. Karl talked about the superb job that is being doing by A. Talked about taking it to the next level.

Committee voted unanimously vote to recommend Kendall Becker as the fall 2017 editor.

**KSUIF –**Alyssa Standen

**Committee members present: Adrionna M, Karl I, Lusi C**

**Others present: Kevin D, Erica Collins**

Introductions by committee.

Alyssa introduced herself and talked about her role at KSUIF and that she came to Kent because of KSUIF and that KSUIF has been key to her being in college. Said that she knows KSUIF board, recruitment, projects and is very versed in KSUIF. She has ideas about introducing new ideas and about collaborating with other organizations and students. Wants to see vast improvements in the board. Talked about KSUIF film database to track and recruit students from all areas - fashion, VCD. Wants to push for winning larger awards. Believes that KSUIF has the capability to do that.

Kevin: Talk about collaboration more. Give a specific example.

Alyssa: Invite VCD students. Talked to Leisel in TV2 to show stuff on TV2 and to work more closely with TV2 on programs like Roll Call.  Talked about fashion school idea. Look for ideas that make sense for film to connect with another group.

Karl:  Talk about what you mean about more content. How can that be done while focusing on the film?

Alyssa: Talked about her role as director of project management. Talked about need to manage the staff to move people who aren't working on the film to the production team.

Lusi: What does more important content look like?

Alyssa: Talked about doing short films that tackle nitty gritty subjects, such as LGBTQ topics. She wants to go beyond comedy and simple entertainment. She wants stuff to have a purpose.

Kevin: Talk about social media and website

Alyssa: Wants to change everything. KSUIF should have an open group platform on Facebook. Open to active members and others. Talked about how website is currently being updated to showcase projects and open jobs. Talked about developing a five-person marketing team.

Kevin: Why isn't marketing team happening now?

Alyssa: Current team is spread too thin. Alyssa plans to enforce office hours and set up a social media marketing plan.

**KSUIF –**Jason Cox

**Committee members present: Adrionna M, Karl I, Lusi C**

**Others present: Kevin D, Erica Collins**

Introductions all around.

Jason introduced himself and talked about his experience with TV2 and KSUIF.  Talked about the passion and talent he has seen with students. Described himself as amicable and creative. He said that he's very easy to talk to and approached to handle problems or grievances. He described himself as a hard worker.  Jason then talked about his ideas for KSUIF. He wants to create an environment that allows people to come in and be creative and voice their ideas. He said that communication is the top pillar of what makes an organization work. He said that people in top positions should listen to people. Talked about idea to collaborate with TV2.  Feels like we would be better by working together. Wants to create a commercial for all of Student Media. If we do more cross promotion and collaboration. Wants to put bumpers into TV2 and promote more convergence between TV2 and KSUIF and others. Creativity should be the go-to thing.

Karl: Is KSUIF a closed environment?

Jason: Thinks that safest route is always what has been done before. Normality has been done before. Thinks that something more can be done.

Karl: Prioritize the most important things.

Jason: Teamwork and then learning aspect. The go hand in hand.

Lusi: Talk about your involvement at KSUIF.

Jason: Worked in several jobs on program called Homeless for two semesters.

Lusi: What kind of creative work is missing?

Jason: What's missing is daring to go somewhere else.

Lusi: What kinds of stories or genres could KSUIF do?

Jason: All that doesn't pertain to us. People should go out and try to go above and beyond. Go beyond college students. Neo Noir is one example of this.

Committee moved to closed session

Returned to open session. Karl talked about how the passion is key and showed through in both interviews. Congratulated both of them on helping with that growth.

Committee voted unanimously to recommend Alyssa Standen for 2017-18 KSUIF president.

**FUSION –**MJ Eckhouse

**Committee members present:  Karl I, Lusi C, Mark T, Eugene Shelton, Kristan D**

**Others present: Kevin D, Bruce Zake**

Introductions by committee.

MJ introduced himself and talked about why he's re-applying as editor. He said there is a lot of unfinished business. Talked about published web articles. MJ's tenure saw a 7-fold increase in published articles. Talked about why Fusion is important. Next print issue has grown in size. MJ wants to continue to build on momentum from the past year. Works for Kent4Equality, interning over the summer with.

Eugene: What was the one thing in experience as editor that was the most valuable lesson?

MJ: Proper journalistic practices to the staff and communicating to the staff more clearly about how to be a journalist.

Karl: What was the challenge?

MJ: It was clear that interviews were done over email or instant messenger.

Mark: What are the challenges for Fusion moving forward?

MJ: Funding, audience outreach, is interested in quantifying and building on Fusion's progress. Wants to continue to grow magazine.

Mark: Talk about more investigative reporting

MJ: Wants Fusion to find out what's going on around here in the LGBTQ community and have them comment on national stories.

Kevin: What are your main initiatives

MJ: Continuing from this year, but focus on getting more visuals, continue building marketing, building on the staff.

Gene: Do you consider asexual and intersex as part of audience?

MJ: He does sort of, but intersex and asexual people don't necessarily identify as LGBTQ community.

Discussion continued about the use of LGBTQ and other audiences.

Karl: Are you thinking too narrowly? How many of your articles involve questioning lawmakers?

MJ: Probably zero at this point.

Discussion continued between MJ and Karl about how to reach out to lawmakers and question lawmakers and about accountability journalism.

Committee moved to closed session

Returned to open session. Committee voted unanimously to recommend MJ Eckhouse to be the 2017-18 Fusion editor.

**BSR –  Isabella Grossi**

**Committee members present:,  Karl I, Lusi C, Eugene S, Kristan D**

**Others present: Kevin D, Layne Gerbig, Amanda Rabinowitz**

Isabella introduced herself and her background in BSR. Handed out a packet. Interning at Allied Media. Talked about some of her passions and what she loves about BSR. Only student organization to give students a voice to talk about anything they want.  Talked about her SWOT analysis. One of her goals is to expand BSR to students outside of JMC. She'll do this by reaching out to other organizations. Another goal is to be more diverse beyond music. She mentioned a religion show as an example. One of the challenges is internal communication. Talked about jobs and trying to coordinate better. She wants to implement a bi-weekly report. Mobile DJ could be more proactive. Wants to develop job descriptions. New brand is welcoming and colorful and fun. Wants to set goals for the semester, such as measuring audience engagement online.

Mark: Do you have any plans for collaboration with other Student Media?

Isabella: She wants to do it. In the past efforts haven't panned out. But she still wants to do this.

Kevin: Why do you list other student organizations as

Karl: Why do you want to do this?

Isabella: Explained that she is passionate about this and that it gives voice to students to talk about a diversity of things.

Amanda: Will you have enough time to be involved

Isabella: She said that yes. Internship is ending and other commitments are minimal. BSR GM would be put first as most important position.

Gene: Doesn't see much promotion in MPC. Will you promote in classes?

Isabella: She doesn't recall BSR coming to her class and would want to do that.

Amanda: How do we encourage other, thoughtful programming?

Isabella: She said that during interviews to ask questions beyond music. Reach out to other organizations to get them involved.

**BSR –  Brooke Forrest**

**Committee members present:,  Karl I, Lusi C, Eugene S, Kristan D**

**Others present: Kevin D, Layne Gerbig, Amanda Rabinowitz**

Introductions by the committee

Brooke introduced herself and her background. She has been with BSR for three years. Talked about being a DJ, web writer and web director. Runs the BSR web staff - team of 26. Talked about what she cares about in BSR. She talked about wanting to transition BSR to the next level and help make things solid for the future.

Karl: Why do you want to do this?

Brooke: She said she likes the work and wants to build the teams.

Karl: How do you promote BSR across the campus?

Brooke: She thinks we need to expand on campus and in Kent. We need to go to more community events and on campus events.

Gene: How do you promote BSR on this campus?

Brooke: Taking part in very public events. We don't leave Franklin enough. We need to partner with other Student Media.

Karl: Why do we not have a black squirrel as the brand?

Brooke: She wasn't involved in the branding and could see it as part of the current branding, but doesn't want to rebrand completely

Discussion about when she's graduating.

Amanda: Do you any ideas to assess the programming?

Brooke: Can expand in genre and work on checking in with the DJs to see that they are doing the best job. Talked about adding a news component and partnering with Student Media.

Kevin: Talk more about partnering with Student Media.

Brooke: Talked about BSR Beats and how to share that content across both platforms. BSR Live Sessions and working with TV2 to do this.

Amanda: How do you describe leadership style?

Brooke: She's a teaching nerd and likes to have others take over things.

Mark: Will senioritis set in?

Brooke: She will be able to focus because she only has  few classes, but wants to be here for the station.

Committee moved to closed session.

Committee returned to open session. Committee voted unanimously to recommend Brooke Forrest for the fall 2017 BSR general manger.

Adjourned.