

DRAFT

Student Media Board Budget Subcommittee meeting

Friday April 1, 2016 1 to 5:15 pm

SMB members in attendance: Voting members: Della Marie Marshall (CSI representative), Adriona Murphy (JMC undergrad representative), Karl Idsvoog (JMC journalism faculty representative), Megan Hornyak (Graduate Student Senate representative), Julio Salazar (Undergraduate student representative), Mark Turner (professional and SMB chairperson), Thor Wasbotten (JMC director), Kristen Trainer (GSS representative).

Non-voting member Kevin Dilley (director of Student Media).

Also in attendance, Norma Young (Student Media business manager).

A Magazine - Presentation by Melissa Puppo (editor), Payton Moore (managing editor) and Ann Schierhorn (adviser)

Puppo gave a recap of the year. Talked about platforms. Talked about the pickup rate is almost 60 percent. Talked about new website. Dilley talked about the web redesign as part of a larger Student Media effort. Young mentioned that A had surpassed their revenue goal for the year. Talked about Unchained event. Idsvoog asked why a quality magazine like A does not have more national appeal. Asked what can be done to increase rates and generate more revenue? Puppo responded by talking about reaching out to more advertisers than normal and talked about working more with the Fashion School and with the ad sales team.

Marshall said that A Magazine received USG funding for the Unchained fashion show and that it would be important to keep that resource open because there is money available there. Marshall also asked about selling digital advertising. Dilley answered by talking about digital sales efforts for FY17. She then asked about increasing distribution during during DKS and suggested targeting DKS buildings and areas where kids and students. Marshall finished with asking about

distribution in stores off campus. Melissa agreed that this could be a possibility. Dilley said he would talk with Tami Bongiorno who leads distribution efforts in the Student Media business office.

Schierhorn talked about the amount of content that A has posted online. Schierhorn added that the A magazine budget is pretty bare bones Impressed how much content was put online. Moore added that A has had a good breakout year and that A Magazine is more well known.

Puppo, Moore and Schierhorn were excused and the committed moved to executive session.

A motion to approve the budget as submitted was approved with five yeas and one abstention. The recommendation will be presented to the full board at the April 15th meeting for final approval.

BLACK SQUIRREL RADIO presentation by Nancy Sinning (adviser) and Justin Graci (general manager)

Sinning talked about cuts that have been. She said the station has exceeded revenue and fundraising goals. Graci talked about a rebranding initiative that includes a website relaunch coming up in the next couple of weeks. There has been a discussion of a new logo. They have also worked on new mission statement.

Sinning added that they've been going through their constitution to clean it up and focus it. One of the goals for the new site is to make it more active and find ways to keep people on the site. They are looking at content creation. They are looking into software that helps create portfolios for students. Create a variety of content that goes where the students go. There is also an equipment inventory that is happening.

Idsvoog asked how many unique visitors does the website get. There was a discussion about this and about who measuring the analytics has changed this semester. Idsvoog asked about what we know about the audience and who we are tracking them and keeping them.

Marshall asked about the cuts that BSR has made and if they would help or hurt down the road. Graci said that they wouldn't because they've come mostly from things like telephones that BSR does not use anymore.

Marshall and Wasbotten engaged in a discussion about the waiver request in order to clarify this for the rest of the board. Wasbotten remarked that BSR revenue has been excellent this semester. Dilley confirmed that it is 233% above the goal. Graci mentioned that BSR still has events scheduled for this semester and revenue could continue to rise.

Wasbotten asked about collaboration with other SM outlets. A discussion on this topic ensued.

Sinning and Graci were excused and the committee moved to executive session

A motion to approve the budget as submitted was approved with a unanimous vote. The recommendation will be presented to the full board at the April 15th meeting for final approval.

FUSION presentation by Kieran Bindus (managing editor) and Bruce Zake (adviser)

Bindus talked about the successes of this year, including exceeding ad revenue goals for year. They also mentioned the use of stickers as a marketing tool and talked about the success of that. The excess stickers allow for new designs in the future and the ability to hand out stickers at future events. Bindus mentioned that they are only asking for a small increase for FY16 due to costs that were out of their control. Young and Dilley clarified both the revenue and the added costs.

Marshall asked why Fusion has no money allocated for donations or grants. She is not as worried about grants but wanted to know what donations can't be generated. Bindus replied that it's something that hasn't been pushed for by the Fusion staff. The primary reason is a staffing problem Bindus said. They added that they have 6-8 staff members split between two semester. In addition, they

started the fall off without an editor because of the lack of applications (Bindus was hired at the fall SMB meeting and because they graduated in December, a second editor was hired for the spring semester.) Bindus added that plans are in place to strengthen the staff. They mentioned two applicants for editor as well as other outreach efforts. Bindus thinks it wouldn't be unreasonable to find contributions, but they didn't want to rely not that. Zake clarified that historically the Gay Community Endowment Fund provide a grant. Zake said they used to give upwards of \$3000 in grants and in recent years changed to spending less through an advertising purchase. Zake said GCEF participated in a focus group a couple of years ago and felt that some things need to change at Fusion. Zake feels they are just waiting. Marshall said that there are a number of student groups on campus who have dollars. Bindus disagreed that student groups do not have dollars other than Pride Kent. Marshall reiterated that there are other student groups with money. Bindus was not aware that student groups donate to each other. Marshall said it is worth talking to each other and that she is disappointed in the lack of support of other departments. Marshall encouraged JMC to advertise in the magazines. Wasbotten said that it was difficult with the \$5000 advertising budget he has available.

Hornyak asked about staffing issues with the budget. Bindus said that staffing wasn't really a problem with the budget, but the smaller staff made it difficult to do the outreach and marketing necessary for fundraising. Discussion about staffing and funding and collaboration with other organizations, especially graduate students continued. Bindus talked about the challenges of cover events off campus with a smaller staff and a younger staff. Bindus talked about the upcoming editors and is confident that they will build on what was done this year. Marshall complimented Bindus and Fusion for the excellent work this year, including the sticker idea. Hornyak and Bindus discussed ideas to involve graduate students. Dilley suggested ramping up these ideas as soon as possible.

Zake and Bindus were excused and the committee moved to executive session.

Hornyak made a motion to approve the proposed budget. Idsvoog seconded. The motion failed with four nays, two abstentions.

Wasbotten made a motion to direct Dilley to talk to Fusion leaders to come up with clearer vision and reassessment of the budget to be delivered to the full SMB

at the April 15th meeting. Seconded by Turner. Vote was unanimous in favor of this motion.

THE BURR presentation by Ann Schierhorn (adviser), Marissa Barnhart (editor), Neville Hardman (managing editor)

Barnhart discussed how the Burr has rebranded itself this year by developing a new website and an updated mission among other things. Had a plan in place to sell more online ads, which included online ads. Amped up social media and digital presence. Added weekly updates, web stories, blogs, podcasts. Did a promotional commercial for TV2. Did an on-campus survey. Barnhart said the feedback was very good with high percentages of people saying they were aware of the Burr and the website. More present on social media – added Snapchat, Instagram. Have been followed by downtown businesses. Dilley asked about distribution downtown. Hardman would like to add more drop locations downtown, especially among advertisers. Barnhart informed the board about SPJ awards.

Turner asked about the Burr's social media accounts and how long. Is there a dedicated staff member for digital and social media can it grow? Barnhart answered yes to both questions.

Wasbotten asked about size of staff. Discussion ensued about size of the staff per semester and how much staff members are paid. This discussion included an overall discussion of the various magazines and how much each pays for its staff members. Schierhorn said that the Burr is larger and has more responsibility due to its co-curricular nature. Barnhart said that the Burr has 50-60 total staff members each year and they do lots of one-on-one editing. Burr covers important issues such as heroin addiction, sexual assault, body shaming and asexuality.

Discussion on collaboration with other Student Media outlets occurred.

Schierhorn pointed out that Burr has agreed to raise the advertising commission rate from 15 to 20% to be fair. The other magazines all have 20% commissions.

Now they are equal. Also, she talked about the print budget to make sure we had accounted for print costs increases (based on the printer), delivery and overrun. Discussion about the cost of printing.

Barnhart, Hardman and Schierhorn were excused and the committee moved to executive session.

Salazar made a motion to accept the budget proposal as presented. Marshal seconded. The motion passed with 4 yeas, 1 nay and 1 abstention.

UHURU presentation by Toni Hunt (editor)

Hunt reported that in the past year Uhuru has focused on trying to get the audience to pick up the magazine and find them online. Uhuru re-launched their website in fall 15, after nearly four years of dormancy. They have used social media to market their outlet and stories. Hunt put a lot of pressure on staff to write three stories for the magazine. This is up from previous years. For upcoming year, Hunt wants to continue to grow the website. It's been difficult because staff focuses on print issue. Looking at staffing issues. Recently added a social media director. Asking for more money due to server and Adobe costs and printer overrun. Young clarified printing costs. Idsvoog asked if it would make sense to eliminate the print magazine and go online only. Hunt responded that tradition and a print magazine is needed because students still need to learn how to work for a print magazine.

Wasbotten asked if there has been any discussion about whether or not the Uhuru staff wants to be in JMC, or if being in an office outside JMC affects them. Hunt said that they would like to be in both places. There are many JMC majors on Uhuru, but they feel like they belong in Pan African Studies and JMC. Wasbotten asked if it would help to have a space in JMC. Hunt said yes. Wasbotten discussed possibility of Uhuru and Fusion being more co-curricular, and asked if it would be something that Uhuru would be interested in doing in the future? Hunt said yes, that it would be an advantage for the team with more hands on learning.

Hunt was excused and committee moved to executive session.

Wasbotten made a motion to accept the budget proposal as presented. Idsvoog

seconded. The motion passed unanimously.

KSUIF presentation by Buddy Candela (president)

Candela explained that KSUIF is a student-run production company with a main focus on full-length feature films. He said they also do other small projects. He said that as they finish up their fourth feature film, which debuts April 28, they are beginning pre-production and development of their fifth feature film.

Discussion continued about the nature of two-year KSUIF's budget, which is set up differently than other outlets. The reason for the two-year budget is due to the two-year cycle of producing the feature film.

Candela discussed the request for \$1500 in student fee money. He said they've asked for it to pay for the student leader (president) position. In the past it has been an unpaid position. Candela is hoping for a small amount to help offset costs. Discussion continued about the size of the KSUIF board and need to pay student leaders in KSUIF. Marshall felt that the salary should be in line with other outlet leaders. She suggested that perhaps in a year or two this would be on par with other outlet leaders.

Discussion continued about selling advertising in KSUIF.

Candela was excused and committee moved to executive session.

Wasbotten made a motion to accept the budget proposal as presented. Marshall seconded. The motion passed unanimously.

TV2 presentation by Ryan Dunn (general manager)

Dunn said that he has worked hard on the TV2 budget knowing that there was an overall deficit. He searched for many ways to scale back and said he has delivered a bare bones budget. Dunn said that in TV2 they don't spend money that they don't need to. Dunn believes more revenue can be sold through advertising and did not agree with the ad revenue projections. He plans to push us to do more. He doesn't think there is much else to cut. Dilley talked about the reasons for the drop in projected revenue and that while there are plans to develop more

revenue through TV2 productions, the infrastructure is not in place for FY17 and he has suggested a more cautious approach. Discussion continued about revenue possibilities for the future from production.

Marshall asked about the capital requests from TV2 in their budget package. She expressed concern at the number of requests that have come in over the past year and now there are more. Discussion continued about these requests and about the large discussions that have been going on this year with JMC, Student Media and CCI about how to best move forward with needed studio renovations that could top \$1 million. A working group has been focused on this issue for the past three to four months.

Marshall stressed that Student Media capital costs need to be reviewed. Dilley said that a discussion will be had at the April 15th full board meeting.

Dunn was excused and the committee moved to executive session.

Idsvoog made a motion to accept the budget proposal as presented. Traynor seconded. The motion passed unanimously.

LUNA NEGRA presentation by Samuel Hersh (editor)

Hersh talked about their rebranding efforts. He said that Luna Negra has had really good years and really bad years. The lack of consistency was a problem. They have worked this year to provide a more cohesive identity. They are printing 96 pages for spring issue. The selection of items for the magazine is very democratic process Hersh said.

Marshall asked if they've gotten away from the purpose of Luna Negra. Hersh said no and they they have focused more. Marshall asked what ideas they had for revenue generation. Hersh said they will be focusing on selling merchandise and doing fundraisers such as Dine to Donate. Idsvoog asked if they are planning a website redesign. Hersh said no that he really likes the website (and that it was redesign in the previous year.) Discussion about ability to sell on the website centered around the idea of storefront being launched later this year. Wasbotten asked the size of the magazine and expressed concern about continually growing

the size of the printed magazine. Marshall discussed idea of having a competition to get into the magazine and put the rest online. Turner sees it as a journal and said that some of the art works better in print and wasn't bothered by 96 pages, though larger issues may not work. Hersh agreed that going over 96 pages wasn't in his plans. He said 82 or 96 pages are a good amount. Discussion continued about the revenue to clarify where the extra \$500 was coming from to produce the larger magazine. Dilley helped clarify that revenue projections had been raised (from FY16 projects) to cover the requested printing increase. In fact the extra money in FY16 to cover the increased printing came primarily from increased ad sales.

Hersh was excused and the committee moved to executive session.

Idsvoog motioned to accept the budget as proposed. Murphy seconded. No discussion. The motion passed unanimously.

NEWSROOM – presentation by Emily Mills (Stater editor), Alyssa Schmitt (KentWired editor) and Jimmy Miller (Stater managing editor)

Mills began her presentation by talking about cutting back on MCT/Tribune wire service. Also she was in favor of cutting AP Newpower wire service (Ryan Dunn, who was not present, spoke earlier in favor of removing this service.) Schmitt talked about the process in place to revive the KentWired app and make it self-sufficient by the end of the year. Dilley talked about the efforts that have gone in the newsroom to be more converged and collaborative. He also talked about the redesign of KentWired website in a mobile-friendly responsive website. Idsvoog asked about mobile traffic. Some discussion about traffic to the app or the website on mobile. Schmitt said they're not getting as much as they'd like. Dilley talked about the process that has in place for a few months to fix the app by the end of 2016. He said they will relaunch the app in the fall and then see if they can build up the audience.

Wasbotten asked about the advising system and how it has helped or hurt the students from an education standpoint. Mills said that the advisers have been fine, but there has been an issue with continuation. Schmitt added, and Mills agreed, that have different advisers with different styles from semester to semester has been challenging.

Discussion continued about the budget process and the educational value in going through the budget process together. Wasbotten appreciated their willingness to tackle the budget and the willingness to talk about cuts right off the bat. Marshall thanked them for their honesty and work on the budget. Idsvoog asked about raising more revenue. Schmitt replied by building more audience which will help increase rates. Dilley talked about the efforts by the students to revive the KentWired email newsletter and how this is a potential revenue opportunity. Dilley asked about why they spent \$11,000 less in salaries in FY16 than was approved. Mills said that it was partly due to keeping an eye on the budget and also not having enough qualified candidates to hire.

Mills, Miller and Schmitt were excused and the committee moved to closed session.

Idsvoog motioned to accept the budget as proposed. Traynor seconded. The vote was unanimous to reject this budget as proposed.

Idsvoog motioned to accept the proposed budget with cuts to AP Newpower and MCT Tribune. Wasbotten seconded. The motion passed unanimously.

Wasbotten motioned to adjourn. Second by Idsvoog. Motion passed unanimously.