

BOARD OF STUDENT MEDIA
March 26, 2021 Meeting Minutes

Minutes prepared by: Tracy Horacek, BOSM Secretary

In Attendance: Regina Cassell, Dr. Maria Stover, Matt Self, Anna-Marie Lauppe, Katherine Cook, Tracy Horacek, Derek Richardson, Leah Jamison, Dr. Louise Krug, Madison Dean, Sambridhi Regmi

Unable to Attend: Emma Palasak

Discussion Items:

Student Media staff had a meeting prior to this and they shared points with the board:

- Leah Jamison shared that they would like to resume printing the Washburn Review, however, at a reduced schedule such as bi-weekly or monthly. The online version would remain 24/7 as it is now. They would like to continue printing BodMagazine and the KAW Yearbook as has been done until now.
- Leah also suggested a stronger presence on social media as students/alumni have been engaging with them through that platform. She also suggested the idea of an email newsletter for consideration.
- Matt Self stressed the need for more reporters not only for content creation but also for trained staff to raise up into leadership positions as they gain more experience.
- Matt also would like to add a "Student Voice" column to the website to allow fellow Washburn students to share opinions and other creative content. Ideally this would expand from the online media to print also.
- Madison Dean would like to search archives for interesting historical articles, pictures, etc. They could even be thematic in nature depending on what campus is celebrating at the moment.

Board Members shared:

- Maria Stover shared that next academic year should be focused on creating a greater awareness of Student Media publications.
- Maria Stover also suggested the summer could be spent coming up with a creative solution to manage all of the projects. Some sort of organizational system where more things are being accomplished and greater content is being created.
- Research through the Poynter Institute and other resources support the idea of reduced print runs.
- Student Media Handbook needs to be completed this semester.
- For the fall, need to plan and organize focus groups as Student Media determines the direction of the organization. Focus groups need to engage a broad spectrum of students from different academic arenas and well as demographics.