

August 24th, 2012
Board of Student Media Minutes

Minutes from August 24th, 2012
By: Sarah Roth, Student Business Manager

Summary

Director's report: Dates and times were proposed and an email will be sent around by Sarah Roth to make sure meeting at 1pm will work for everyone and rooms will be set as soon as she hears from all board members. This summer student media has made some office improvements by removing the yearbook cubicles from the corner and created an employee lounge area, turned the cubicle desk into new work space down the south wall of the office, updated to CS 6.0 and moved three of our CS3 photoshop licenses into the editing room. We had three training sessions for students and lunch was provided, We contracted with Town News for online and we moved the yearbook deadline to fall. For the fall there's a conference in Chicago Oct. 31-Nov 4. The amounts for the trip will be in a later board meeting, we are getting names still. Regina also brought up the idea of conference bucks that could be award to help pay for conferences so that students don't have to pay so much out of pocket.

Advertising Manager: Raz spent with Bitu all summer calling all the business the Review use to contract with and new business to contract with. Raz redid the format of contract with new discounts and the overall look of contracts. This summer advertising has made of \$10,000 in contracts for the upcoming year. Advertising will be selling ads now for newsstands as well as online, but they are holding off to upload the online ads until we get town news up and running. He's goals for this year is to match or exceed 2011-2012 sales. Advertising second goal is make better working relationships with the business community in Topeka.

Promotions Director: Internal Promotions: GPA party: we have an overall gpa that we want to raise over the year. Bitu suggested us doing a party and giving away donated gift cards or other donated items. A proposal will be made closer to the time of the party. We helped with move crew, WuFest, S.O.S. Event, External Promotions: Top City Live, A Night of Media Merriment, First Friday Art Night, YWCA event in October. We are also planning on doing the Jayhawk theatre revival again this year in the spring and partnering with Pt's Coffee to promote and maybe partnering with First Friday or ArtConnect.

Review Editor-In-Chief: Tricia as started to put in the crosswords \$5 an issue back into the Washburn Review this year. Her goal for Student Media is to organize and refresh the way the review runs this year. She had a white board bought and put up this summer and how created a calendar of events on it. She also has put up APA reminder signs and smaller white boards all over the office to help with mistakes and massages.

Online Editor-In-Chief: We signed our contract with Town News and Brian is hoping to have it up in October. He will start paying writers more for online content. He has hired Bradley Parralas and is hoping to have him trained by December when he graduates so he can step into his spot. He's goal is to receive a pacemaker award at KACP for online.

Yearbook Editor-In-Chief: Kelsey Wager and Kayla attended the Herff-Jones plant in Kansas city and began designing the cover of the 2012-2013 full color yearbook. This yearbook will be the first ever full color in Washburn's history. The team is "The steps you take." We all take different steps for our futures, but we are all at washburn which helps connect us. This year she wants to make the yearbook based on pictures. The yearbook deadlines has also been moved to next fall, so yearbook can capture more events in the spring and not leave them out.

Salaries

Raz Potter Advertising Manager proposed that he's staff Keeley B., Chloe C., Autumn K. And Bita G. earn 12% on campus ad commissions and 17% on off campus ad sales for commissions when they reach \$20,000 as a team. Raz also proposed that after \$30,000 as team he would raise their commission to 15% for on campus ad sales and 18% for off campus ad sales. Raz also made a proposal that student media pay him \$ 1,000 for staff training. Which would go back to the students in supplies needed for the training sessions. This was approved by the board.

Bita Givechi Promotions Director proposed that her staff Ryan B., Autumn K., Chloe M., Maci Miller, Hillary Tolliver, and Ashley R. proposed her staff would only get paid for helping and tabeling as the following: if 2-3 students table at an event they would get paid \$15 per person which would be \$30-\$45. If the event required 4-5 people to able they would be paid \$10 per person which is \$40-\$50. If her staff for larger events that require more work and them to have their own section to be in charge of she would pay them \$50 for their time investment. Bita also asked the her salary be \$2,500-3,000. The board approve her amounts.

Tricia Peterson Editor-In-Chief Proposed that her Section Editors Kelly Hurla, Luke Warken, Ryan Hodges, and Photo Editor MIke Goerhing \$1,750. She also proposed that her Copy Editors Richard Kelly (head copy editor) be paid \$1,250, Fatima Oubaid, Anjelica Willis and Abby Brinker be paid \$1,100. Linnzi Fusco would be paid \$1,100. All was approved.

Brian Dulle Online Editor- In-Chief proposed that for online writer he would pay them \$20 per story since they have less time to write them and have less time to edited the story. It was approved.

Kayla Norton Yearbook Editor-In-Chief made no staff proposals.

Equipment Proposed:

Photography Equipment:

Sigma 4.5 mm f/2.8 EX DC HSM Circular Fisheye Lens - \$899

Canon EF 50 mm f/1.4 USM Standard & Medium Telephoto lens for canon SLR Cameras - \$359.99

Canon EF-S 18-200 mm f/3.5-5.6 IS Std. Zoom lens for Canon DSLR Cameras - \$569

These are lenses that are needed to effectively cover events for Student Media. One of them is very important for sports coverage. WE would also like another camera so we can let employees use it.

Canon EOS Rebel T3i 18 MP CMOS Digital SLR Camera and DIGIC 4 Imaging - \$879.99

Voice Recorders

Sony ICD-BX112 Digital Flash Voice Recorder x3 \$60/each

Two Microphone Headsets for Air Bods \$45 each.

Two Wireless Microphones and Receivers \$85 each.

HD Camcorder \$450

Two Universal Tripods \$24 each

Regina Cassell

**Student Media Director
Director's Report
9/14/2012**

Detail	Expense	Balance	Notes
Beginning Balance		\$8,000.00	
60100-Fica Tax	\$141.01	\$7,858.99	
670100- Unemployment Tax	\$3.68	\$7,855.31	
700500- Transportation	\$61.05	\$7,794.26	Trip to KC with yearbook sta
700900- Internal Charges	\$130.43	\$7,663.83	Projects Facilities Services
710750- Other supplies/materials	\$28.86	\$7,634.97	Parts for Facilities projects
723100-office furniture	\$160.00	\$7,474.97	New couch for office
Equipment	\$5,145.00	\$2,329.97	PROPOSED
Chicago Travel Budget	\$2,000.00	\$329.97	PROPOSED

Item	Cost	Quantity	Total
Registration per person	\$90.00	8	\$720.00
Hotel (3-4 to room/ 2 rooms	\$828.64	2	\$1,657.28
Transportation (train)	\$80.00	8	\$640.00
Total Cost of trip			\$3,017.28

Student Media Pays	\$2,000.00
Total Student Cost (8)	\$1,017.28

Actual Cost per person (8)	\$377.16
What Students Would Pay	\$127.16
What SM pays per person	\$250.00

title	first	last	WINS	semester
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				salaries
copy editor			W22233097	\$1,100.00
design editor	Katie	Child	W22057654	\$1,750.00
online EIC	Brian	Dulle	W22160134	\$3,000.00
Kaw photo editor	Linnzi	Fusco	W20033901	\$1,750.00
Review design editor	Linnzi	Fusco	W20033901	\$1,100.00
Promotions manager	Bitia	Givechi	W22130666	\$3,000.00
Review photo editor	Michael	Goehring	W22060570	\$1,750.00
Online ME	Bradley	Hernandez	W22260102	\$1,500.00
News Editor	Ryan	Hodges	W22259866	\$1,750.00
A&E Editor	Kelly	Hurla	W22258078	\$1,750.00
Head copy editor	Richard	Kelly	W22168278	\$1,250.00
Kaw online editor	Ivan	Moya	W22232582	\$1,250.00
Kaw EIC	Kayla	Norton	W22241533	\$3,000.00
copy editor	Fatima	Oubaid	W22294684	\$1,100.00
Review EIC	Tricia	Peterson	W22129361	\$3,000.00
Leadership Consultant	Daphne	Phillips	W22159216	\$2,000.00
Page Designer	Kelsey	Wagers	W22259659	\$1,750.00
Sports Editor	Luke	Warnken	W22254579	\$1,750.00
copy editor				\$1,100.00

semester total **\$34,650.00**

annual \$67,300.00

Content Budget

43 weeks left in fiscal year (9/7/12)
 \$21,370.76 content balance
 \$496.99 weekly content budget
 24 pieces of content/week at \$20 per piece

Commision

\$34,225.64 remaining in budget to earn
 15% average commission rate
 \$5,133.85 commissions due

Product Requested

Sigma 4.5 mm f/2.8 EX DC HSM Circular Fisheye Lens
Canon EF 50 mm f/1.4 USM Standard & Medium Telephoto lens for canon SLR Cameras
Canon EF-S 18-200 mm f/3.5-5.6 IS Std. Zoom lens for Canon DSLR Cameras
Canon EOS Rebel T3i 18 MP CMOS Digital SLR Camera and DIGIC 4 Imaging
Sony ICD-BX112 Digital Flash Voice Recorder
Microphone Headsets for Air Bods
Wireless Microphones and Receivers
HD Camcorder
Universal Tripods
Canno EOS D DSLR Camera (Body Only)
U Lens EOS 70-200 f2.8 Tamrom (used from Wolfe's camera)

Student Media Content

Freelancers: Students under this classification make less money per assignment, but they are able to take assignments on their own schedules.

Staff: Students under this classification are required to accept up to two assignments per week. This is not a guarantee that you will always receive two stories. You are required to be flexible as your schedule allows and provide content as necessary.

Commission:

Sales staff receives 10 percent commission on all on-campus ad sales
Sales staff receives 15 percent commission on all off-campus ad sales

Graphics & Page Design:

Initial ad design: \$15 per client
Minor updates to ads: \$5 per ad
Graphics: \$15 if created completely from scratch
Graphics: \$10 if modifying images/files already in existence
More complicated graphics will be treated on a case-by-case basis
Page Design: \$15 per page

Distribution:

The Review has four distribution routes that begin at 10 a.m. Wednesdays. Each route pays \$15

Photographers:

Staff assignments for events/feature stories; must include minimum of 50 shots and cutlines: \$15
Freelance contributions (non-solicited): \$5 per published
Mug Shots and other "under 30 minute" assignments: \$10 per published

Promotions:

Tabling in the Union for Student Media: \$15 per event

Radio Talent:

Staff (on-air weekly): \$15 per show
Guest hosts: \$10 per show

Salaried Senior Staff:

All staff members receiving a salary are required to submit 1-2 pieces of content to Student Media each week as part of their salaries. CORE members should pitch it as needed to make budget.

Videographers:

Shoot and edit video within 48 hours of event: \$30

Shoot only (video must be turned in within 2 hours of event) \$15

Shoot and edit video within 72 hours: \$20

Edit video from another videographer: \$20

Writers:

Stories with 500 words, two sources and on deadline: \$15 per published work

Freelance Articles: \$10

Stories under 500 words and/or with one source: \$7.50 per published work

Reviews of any kind from staff or freelancers: \$5

**Raz Potter
Advertising Report
Board Report
9/14/2012**

I have nothing new to report. Our ad sales are at \$10, 774.36. I will still work on getting more advertisers, work with our current advertisers, as well getting ads online advertisers. **Out standing?**

**Bitia Givechi
Promotion Report
Board Report
9/14/2012**

We have the YWCA event coming up in October it is the Week Without Violence "Date Safe Booth". We are tabling every Wednesday of September and hopefully in to the future from 11 am-1 pm to push papers and yearbooks. Also we are going to start planning Night of Media Merriment. Bitia's quotes is a continued success....and the money was given to Regina for the Jayhawk, plus we drew a winner, Luan Betts, for the 100.00 Via's card and she received it today.

**Tricia Peterson
Review Editor's Report
Board Report
9/14/2012**

We have added a comic strip to the paper this year and we are still working moving staff around.

Brian Dulle
Online Editor in Chief
Board Report
9/14/2012

This last month has been a very busy one for me. Being the only one familiar with the website, I have had to post all the content online but that will be changing very soon. This past week my assistant, Bradley Hernandez did help post some of the content and has been very enthusiastic about learning more and has been watching Town News Training Videos with me.

Last year in August we had a total of 9,038 hits and this year we have had a total of 16,015 hits. I believe that this is a combination of the content we are constantly generating online as well as the hard work Bitia and her team are doing helping promote us. Last year in September we had 15,300 hits and so far as of 9/13/2012 we have 8,487 hits. I am sure we will surpass this especially when we convert to the new website.

We have a preview of what our new site looks like and we have until next Friday to decide on any changes we would like to make. I have been constantly watching training videos and practicing uploading content. Uploading videos now is so easy and I love that. I plan on finding a time to meet with the section editors because I want to make sure they understand how to upload content, especially our Sports and News Editors.

My Online Staff consist of:

Bradley Hernandez \$1,500 per semester
Austin Abernathy: \$15 a week (per radio show)
Jordan Loomis: \$20 a story (produces about 1 or 2 a week, may change to a weekly salary pay)

Equipment Needed:

The same as last time.

Kayla Norton
Yearbook Editor-In-Chief
Board Report
9/13/2012

I have the Ladder of the 2013 yearbook finished as well as deadlines for us. The Spring Graduation Magazine is underway. Ads are hopefully going to cover the cost of this. It will be 40 pages of last years spring sports and graduation. This is being covered in this way because of the change of delivery from spring to fall. Mallory Luney and I have contacted all students and faculty from last year that were pictured in the yearbook. We plan to use their picture again unless they come

to an event this year to get their picture retaken. We have events scheduled for yearbook portraits. Also we are underway on getting content for the yearbook.

My Employees

Kelsey Wagers-Page Designer	Salary of \$1750
Mallory Luney-Assistant Page Designer	Salary of \$1250
Linnzi Fusco-Photo Editor	Salary of \$1750
Mike Goerhing-yearbook portraits	not determined
Louie Cortez	by assignment

We are working hard on getting more pre orders, contacting more people, and promoting the Kaw. I am excited for page production to begin soon.

No equipment needed at this time

Leadership Consultant Report

I need to work on budget issues with Regina and observing student media. I am looking to plan a fall retreat here soon. For now I'm just observing right now.