

November 9, 2012 Minutes:

By: Sarah Roth, Student Business Manager

Absent:

Present: Shaun Collins, Caitlyn Sturgelon, Kathy Menzie, Jess Baraclough, Donna LaLonde, John Vogt, Regina Cassell, Raz Potter, Tricia Peterson, Kayla Norton, Austin Abernathy and Sarah Roth

Summary

Minutes: The minutes from October 12 were approved.

Director's report: We discussed the set up for student media. It's still a work in progress. Dr. Kerry Wynn can no longer set on the BOSM, but she will help find a replacement.

Advertising Manager: As of the last board meeting we were setting at \$25,000 in sales with an additional \$3,500 still outstanding due to contract agreements.

Promotions Director: We have 5 radio shows. Facebook for Airbods as 138 likes. We have a peak reach of 571 on 10-12-12. We have 1,319 Tweets 770 following and 995 followers.

Review Editor-In-Chief: The masthead was resigned. The Review has also gone to a tab. Jess agreed to help Tricia rewrite the senior staff paper.

Yearbook Editor-In-Chief: The Spring Graduation Magazine is finished. They did tabling Nov. 13 from 11-1. Yearbook pictures are getting organized and edited and design templates are being made.

Leadership Consultant: The Student Media retreat is underway. She is gathering information for a SWOT analysis. This will help gauge what student media needs to thrive and what they need help with. We will be working on the retreats as well.