

October 2012

By: Sarah Roth, Student Business Manager

**Absent:** John Vogt, Brian Dulle and Daphne Phillips

**Present:** Shaun Collins, Kerry Wynn, Caitlyn Sturgelon, Kathy Menzie, Jess Baraclough, Donna LaLonde, Regina Cassell, Raz Potter, Tricia Peterson, Kayla Norton, Bitu Givechi and Sarah Roth

**Minutes:** The minutes from September 14 were approved.

**Director's report:** Regina's Proposal 1 was the board needed to set up a day to interview a new promotions manager. The board decided to let Student Media hire and if we had a tie they would vote to break tie other wise Student Media would just let them know through e-mail. She also wanted to change the structure of Student Media. The board liked the idea, but thought it was a little confusing and to resubmit before they could approve it.

Proposal 2: Blog Talk Radio account needs to be renewed. The cost is 207.50 per month if we pay it annually or \$244.10 if we pay it monthly. The board approved to pay the Blog Talk Radio annually. We will be moving our website to Townnews at the end of October.

**Advertising Manager:** As of 10/5/12 we brought in an additional \$4,563 with another \$6,200 plus billed. We're right on track with our goal of \$45,000. The average per month is \$2,500.

**Promotions Director:** There are currently 5 radios shows at this point. Airbods has 21 tweets and Facebook 8 posts. The review has 32 tweets, 21 new followers, 8 mentions, and 19 retweets. Facebook: 5 posts on Fan page, 5 posts on Friend Page. Jess also brought up the date of Night of Media Merriment and it being planned during success week as this point it's not a big deal but for next year we need to move the date. Bitu also got a full time job for Jones Hewett.

**Review Editor-In-Chief:** The review has been moving more smoothly since AJ Dome took over News Editors. Ryan Hodges is now our production night news editor who helps with page design. The News Editor will receive \$1,750 and will receive News Editor Assistant \$1,100. The review has been only 8 pages to help with the budget.

**Online Editor-In-Chief:** Last August we had a total of 9,038 hits and this year we had a total of 16,015 hits on the website. The combinations of the content we are constantly generating online as well as Bitu and her teams helping with the promoting has made the website a success. We have previewed the new site and we have until the following Friday to make changes if needed. Also we have started training are started uploading to the new website.

**Yearbook Editor-In-Chief:** The ladder of the 2013 yearbook is finished as well as deadlines. The Spring Graduation is Magazine was underway. It will be 40 pages of last years spring sports and graduation. The yearbook-publishing deadline has been moved from this spring to next fall.

**Leadership Consultant:** Daphne is still doing Observations and taking notes at each meeting. We are planning our retreat for November 11 from 11-8 p.m. at Washburn University. Daphne is researching other student media organizations to see how they are structured, while some issues have been brought to her attention she feels like we need to create a code of conduct that she is researching from other organizations. She also went around a SWOT analysis for all student media members to fill out and will compile information and present it towards the end of the semester.