

University of Michigan Board for Student Publications

Minutes of the January 16, 2017 Board Meeting

Board members present: John Bacon, Jennifer Conlin, Cindy Goodaker and Peter Mooney
Board members teleconferencing: Neil Chase (chair) and Kevin Tottis
Board members absent: Alan Broad, Steve Henderson and Terry McDonald
The Michigan Daily was represented by: Emma Kinnery and Hussein Hakim
The Michiganensian was represented by: Sophie Ruf and Allison Zimmer
The Gargoyle was represented by: Caleb Nusbaum and Jennie Ghose
SHEI Magazine was represented by: Aaron Pelo and Kassie Wallace
The Student Publications Staff was represented by: Mark Bealafeld, Kathy Ciesinski and Lisa Powers
Others Present: none

Chair Neil Chase called the meeting to order at 5:32 p.m.

Minutes

A motion to approve the November 28, 2016 meeting minutes was made by John, seconded by Jennifer and passed without dissent.

Public Comments

None.

The Michigan Daily

Hussein discussed the launch of the new store and that we've already seen an increase in business. The Football Look Back issue will drop tomorrow (Tuesday, the 17th). He discussed their upcoming projects, the Best of Ann Arbor, the baby ads, and March Madness. They have contacted Central Michigan on this latter project as they have a really excellent program. He discussed the focus group portion of the Readership Survey.

Emma discussed her first week on the job. They are planning to cover the Women's March on Washington. She discussed their plans to increase the size of the B Side every other week and decrease it to a one page Style section in the off weeks. The Arts section is starting a podcast. The Video section created their first video of the semester at the Bernie Sanders event on health care. They are planning to add a banner ad to the Daily Newsletter sometime in the next week. She also discussed her plans to have alumni critique one of the papers each week.

Mark discussed the Daily Flash Report which projected mixed results for January.

The Michiganensian

Allison discussed Senior Portraits and Grad Extravaganza in comparison to last year. They are also finalizing the number of yearbooks to be printed. And they are closing out the Commemorative Ads that will appear in the book. They have doubled their volume for these ads. Both she and Sophie have selected their successors for next year.

Sophie discussed their program for selecting and training the remaining editors. They have switched around a few sections in order to accommodate the additional Commemorative Ads.

Gargoyle

Caleb told the Board that the second issue of the semester came out after the break. They have been having some issues with the printer. The last issue was late, there were ink smudges and two of the pages that should have been in color weren't. If they can't get these issues resolved to their satisfaction, they will consider switching printers. They are planning an appeal to alumni to sell them ads. They would like to attend a conference for college humor magazines but they haven't decided which one as yet. He discussed the ads that they have been able to sell.

Peter offered to put them in touch with a friend who owns a medical research company and might be persuaded to buy an ad.

Mark offered to help them with changing printers, should they choose to do so.

SHEI Magazine

Kassie discussed their success on Giving Blue Day. They will use the funds for Work It. They had a very successful Launch Party for the Fall Issue. They sold 16 issues there and about 20 more on the new store. She discussed Work It which is scheduled for Wednesday the 25th. They have three speakers coming in: a fashion editor at the WSJ, a PR manager for Neiman Marcus and a Creative Director who has worked at a number of fashion forward retailers. It will be a panel discussion with Kassie as the moderator. They are under budget thus far but are looking for grants to cover the travel expenses anyway. They are working on pumping up attendance for the event. Their spring launch event will be April 8th.

Aaron discussed the upcoming issue which is themed "The Art of Fashion". They hired a new Digital Editor. She will be trying to bring a more digital focus to their content. They want to digitize the print edition for sale online. They want to do it through their Issuu account. If they can't figure out to do that, they may have to buy a service. They covered the Detroit Auto Show and were able to obtain press passes to do so.

Finance

Mark told the Board that weren't any statements as yet but that he would have that out to them by the end of the week.

Schedules

Mark discussed the schedules for Nominations, Scholarships, and Budgeting and the impact that each will have on the Board Meeting that has been rescheduled to the afternoon of March 30th. Neil made a pitch for nominating candidates with a background in publishing or anyone that can help us with new products or revenue streams. Such a person would be very desirable. Mark made a pitch to bring in a candidate with an extensive background in development and fund raising.

Development

Lisa provided the totals for Giving Blue Day. The Daily's total was \$2,380 plus matching funds and SHEI's was \$660 plus a \$1,000 for winning the Social Media Challenge. The next Development event is Hail Yes on March 15th. This is when the students sign thank you cards which are then sent to donors. The upcoming alumni talks are a portfolio panel discussion on Wednesday the 25th and an event at Wallace House on February 1st. Geoff Larcom will be speaking about his days at the Daily, the Ann Arbor News, MLive and as spoke person for EMU on Monday, February 6th.

Lisa teleconferenced with the Daily Alumni Committee regarding upcoming events. They discussed the Bi-centennial Tailgate weekend. She is planning to send out a newsletter with a save the date to all our alums. It will also pitch the sale of the tiles on the floor of the newsroom.

She also discussed the block type that we've had around the building and recommended that we donate them to the letter press shop that's been set up on North Campus. There they could be used to teach students about the technology and to make products that we could sell on the online store or give away as attendance gifts at events.

She is compiling a guest list for the March 30th Daily Digital Archive event. She is also compiling a list of the EIC of the Daily for use in a mailing to raise funds for a Tom Hayden fund.

Digital Archive

There was a general discussion about how the Daily can monetize the archives. Kevin expressed a concern about the Daily's position vis-à-vis access and creating copies from the database. It was resolved that Kevin, Peter, Hussein, Mark and Lisa would constitute a committee to look into the monetization process. It was agreed that we would contact Terry to determine what the donors' intentions are in this regard.

Adjournment

A motion to adjourn was made by Peter, seconded by Kevin and passed without dissent.

At 7:13 Chair Neil Chase closed the meeting.

Actions Taken:

Motion to approve the November 28, 2016 Board Meeting minutes: John U. Bacon

Seconded by: Jennifer Conlin

The motion was passed without dissent.

Motion to adjourn: Peter Mooney

Seconded by: Kevin Tottis

The motion was passed without dissent.

Respectfully submitted,

Mark Bealafeld

General Manager

Office of Student Publications