

University of Michigan Board for Student Publications

Minutes of the March 22, 2021 Board Meeting

Board members present: Peter Mooney (Chair), Alan Broad, Neil Chase, Jennifer Conlin, John Copeland, Susan Douglas, and Jewel Gopwani

Board members absent: Cindy Goodaker and Jake Smilovitz

The Michigan Daily was represented by: Claire Hao and Tara Moore

The Michiganensian was represented by: Dyanna Bateman, Anirudh Hirve and Lily Jin

The Student Publications Staff was represented by: Kathy Ciesinski, Lisa Powers, and James Wilson

Others Present: Andrew Grossman, Alan Fanger

Chair Peter Mooney called the meeting to order at 5:33 p.m.

Minutes

A motion to approve the January 25, 2021 meeting minutes was made by Neil, seconded by Susan, and passed without dissent.

Public Comments

None.

Consideration of New Board Members and Member Reappointment

The first order of business was to discuss potential board candidates Andrew Grossman and Walter Middlebrook. Members shared their thoughts and then a motion to appoint Andrew Grossman to fill the remainder of Neil Chase's term ending in June 2022, Walter Middlebrook to a three-year board term ending in June 2024 and reappoint John Copeland and Jacob Smilovitz to three-year board terms ending in June 2024 was made by Neil, seconded by Susan, and passed without dissent. Andrew was then invited to join the meeting in progress.

Publication Goals and Initiatives

Reports for The Michiganensian and The Michigan Daily were presented via a slide show. Each slide included initiatives and updates from the fall semester.

Michiganensian - Reporting by Lily and Anirudh

- Successes: new design scheme under Anirudh's leadership, as well as reformed bylaws and photo agreements
- All pages have been submitted, and currently working on a digital supplement.
- Introduction of Dyanna Bateman as incoming EIC
- Looking at options for targeting freshmen and raising awareness of the Ensian
- Increasing awareness of the Ensian brand and continuing the trend of student-inclusive, quality content
- Encouraging the Ensian staff to take more artistic and innovative risks in the print publication and digital channels.

The Michigan Daily - Reporting by Claire and Tara

- Update on corrections policy
- New website launch
- Increase in data journalism

- Launch of Daily Daily newsletter
- Updated advertising rates
- Sales goals for W21, F21 and W22
- Professional development workshops
- Best of Ann Arbor week
- Recruitment of new staff
- Becoming more strategic with print product
- Participation in College Media Madness
- Partnership with Filmic for commencement video

Committee Reports

Board Organization and Operations:

Vox Media/Daily Documentary Sizzle Reel

Alan provided updates on agreements, contracts and other legal concerns. Claire also provided updates from her meeting with Student Legal Services. Filming to take place in the Holly and John Madigan Newsroom Thursday and Friday, April 1st and 2nd.

Stewardship & Alumni Relations - Lisa

Alumni Committee member, Alan Fanger, joined the call to speak about the committee's desire to have an in-person reunion this fall, and their willingness to personally cover any shortfalls if the event is cancelled or attendance is low.

Lisa reported on the following items:

- Giving Blueday totals
- Upcoming alumni talk on March 25th: Broadcast Media Panel
- Opportunities for graduating seniors to have their photo taken in the building before leaving campus.
- Alumni Committee's suggested dates for Summer Satellite Reunion (June 17th) and possible options for Fall Reunion

New Business: None

A motion to close the meeting was made by Alan, seconded by Neil, and passed without dissent.

At 7:00 pm Chair Peter Mooney closed the meeting.

Actions Taken:

Motion to appoint Andrew Grossman to fill the remainder of Neil Chase's term ending in June 2022, Walther Middlebrook to fill a three-year board term ending in June 2024, and the reappointment of John Copeland and Jacob Smilovitz to three-year board terms ending in June 2024: Neil Chase

Seconded by: Susan Douglas

The motion passed without dissent.

Motion to approve the January 25, 2021 Board Meeting minutes: Neil Chase
Seconded by: Susan Douglas
The motion passed without dissent.

Motion to adjourn: Alan Broad
Seconded by: Neil Chase
The motion passed without dissent.

Respectfully submitted,

Kathy Ciesinski
General Manager
Office of Student Publications