**University of Michigan Board for Student Publications**

**Minutes of the September 27, 2015 Board Meeting**

Board members present: Peter Mooney (acting chair), John Bacon, Alan Broad, Steve Henderson, Cliff Lampe, and Kevin Tottis

Board members teleconferencing: none

Board members absent: Neil Chase (chair), David Hawkins, and Cindy Goodaker

The Michigan Daily was represented by: Lev Facher

The Michiganensian was represented by: Sophie Ruf and Ally Kane

The Gargoyle was represented by: Nico Pigg and Evan Chavis

SHEI Magazine was represented by: Shannon King

The Student Publications Staff was represented by: Mark Bealafeld, Kathy Ciesinski and Sarah Paspal

Others Present: none

Acting Chair Peter Mooney called the meeting to order at 1:02 p.m.

**Minutes**

A motion to approve the August 31, 2015 Board Meeting minutes was made by Cliff, seconded by Kevin and passed without dissent.

**Public Comments**

None.

**The Michiganensian**

Ally discussed Senior Portraits and Yearbook sales. They have opened an Instagram account. They’re planning to start promoting Grad Extravaganza soon.

Sophie said they had met their first photo deadline. They have completed their design meetings with Herff Jones. Their first design deadline is in two and half weeks.

**The Gargoyle**

Nico discussed their recruiting efforts. They hope to have their first edition out by the second week of October. The GargAlum meeting is scheduled for October 24th and they hope to have a store page up by then in order to sell merchandise to the alums.

Evan stated that they haven’t had much financial activity as yet.

**SHEI**

Shannon discussed their recruiting efforts and that they are in the process of filling out all their teams. They have a fund raiser planned with Panera for October 8th. They are discussing ad packages and halting the sale of half page ads in favor of only full page ads. They have created a new website and are in the process of moving all their old articles from the old site to the new one. They have five photo shoots scheduled for this semester’s issue.

**The Michigan Daily**

Lev thanked everyone who had made the Reunion Weekend a success. He discussed their recruiting efforts. They have particularly added staff to their web team. He discussed their coverage of the football team and President Schlissel’s campaign against Greek life. He discussed their recent efforts to collaborate with the U’s social media team and linking the Daily’s content to their site. They are also talking to YickYak about sharing content with them. There was a discussion about whether this could be monetized. Kevin raised the issue of the Board establishing a policy on how to establish copyrights and to monetize the publications’ legacy assets (i.e. content). This generated a rather lengthy discussion of past and present practices and potential legal liabilities. There was another discussion of the coverage of the all-Greek meeting.

In Rose’s absence, Mark filled in the Board on the Business staff’s efforts to recruit additional staff and the merchandise sales associated with the 125th Anniversary. Kathy discussed the upcoming Advertiser and Readership surveys. They are cleaning up the CRM database to be sure they contact the right people for the Advertiser survey.

**Finance**

Mark summarized the Finance Teleconference. He noted that the Daily beat their revenue target for August. He discussed the accounting for the 125th Anniversary event. He discussed cash flow for August and the projection going forward. He distributed the Daily Flash Report and it showed that the Daily is having an outstanding September.

**Development**

Sarah provided an overview of the sale of the naming opportunities. She also discussed the sale of the floor tiles and the number that have been sold since the event. There was a discussion of the criteria by which one’s name is added to the Pulitzer Prize Winners Plaque. There was a discussion of the frequency with which we will have future reunions. Sarah announced a new merit award for copy editing. There was a discussion about where the funds from the naming rights will be applied. There was a discussion of what worked well at the 125th Anniversary Event and what didn’t. This lead to a discussion of how to keep the alumni engaged going forward.

**WCBN**

Mark told the Board that he has only received an annual report but not any part of the application package as required by the Board. There was a re-hashing of some of the objections that the Board had with their previous application.

**Volunteer Committees**

This discussion was postponed due the Neil’s absence.

**Adjournment**

A motion to adjourn was made by Kevin, seconded by Cliff, and passed without dissent. At 2:48 Peter closed the meeting.

**Actions Taken:**

Motion to approve the August 31, 2015 Board Meeting minutes: Cliff Lampe

Seconded by: Kevin Tottis

The motion was passed without dissent.

Motion to adjourn: Kevin Tottis

Seconded by: Cliff Lampe

The motion was passed without dissent.

Respectfully submitted,

Mark Bealafeld

General Manager

Office of Student Publications