

# University of Michigan Board for Student Publications

## Minutes of the November 28, 2016 Board Meeting

Board members present: Neil Chase (chair), John Bacon, Alan Broad, Jennifer Conlin, Cindy Goodaker, Terry McDonald, Peter Mooney, and Kevin Tottis

Board members teleconferencing: None

Board members absent: Steve Henderson

The Michigan Daily was represented by: Shoham Geva, Emma Kinnery and Hussein Hakim

The Michiganensian was represented by: no one

The Gargoyle was represented by: Alex Boscolo and James Mackin

SHEI Magazine was represented by: Aaron Pelo and Colleen Natzke

The Student Publications Staff was represented by: Mark Bealafeld, Kathy Ciesinski and Lisa Powers

Others Present: Mike Huget

Chair Neil Chase called the meeting to order at 5:49 p.m.

### Executive Session

A motion to go into Executive Session to discuss legal matters was made by Peter, seconded by John and passed without dissent.

A motion to leave Executive Session was made by John, seconded by Kevin and passed without dissent.

### Minutes

A motion to approve the October 24, 2016 meeting minutes was made by Alan, seconded by Peter and passed without dissent.

### Public Comments

None.

### SHEI Magazine

Aaron discussed some of the possibilities for the themes for the winter term issue of SHEI. He discussed the meeting he had with Jennifer and Stuart Emrich, the Style Editor of the NYT. They discussed the politics of fashion, how to break into the fashion industry and the importance of fashion. They have a SHEI-wide meeting on the 29<sup>th</sup>. Aaron will be presenting on religious iconography in fashion. They have their Launch Party on December 10<sup>th</sup>, the same day that the print magazine drops.

Colleen stated that they received a grant to print the magazine which covered half their printing costs and they have a grant pending for the other half. In addition, they sold four and one half pages of advertising for \$1,700. They have also been selling ads in SHIFT. She stated that they are participating in Giving Blue Day. They have created a video for their members to share on social media to promote it. In addition, they sent out an alumni newsletter looking for donations and providing them with an update. They continue to prepare for Work It, scheduled for January 25<sup>th</sup> in the Michigan Union. They are preparing contracts for their speakers, who include the fashion director of the WSJ, a PR rep from Neiman Marcus and a consulting creative director who has experience with a number of major retailers and magazines.

### Gargoyle

Alex distributed copies of The Gargoyle and stated that they have distributed almost all the copies already. She stated that they have almost all the content for the next issue in hand already. They will be sending it to the printers within the next week.

James stated that they have partial funding for the current issue and that they sold an ad. They plan to sell \$100 worth of ads each month plus sell ads to their alumni. In addition, they hope to sell subscriptions. Alex mentioned that they are updating their website and hope to have it up by the end of the semester. They are trying to get up a page on LinkedIn.

## **The Michigan Daily**

Shoham introduced Emma Kinnery, the incoming EIC.

Emma spoke briefly about her experience covering the presidential election for the Daily, interning at NBC over the summer and at MLive the summer before that. She said that her goals are to help the Video section produce more and better videos, improve the Daily's social media presence, hire a data analytics person and improve the layout of their long form pieces on the website.

Shoham talked about their post-election, on-campus news coverage including live streaming video on Facebook. She stated that they got the grade distributions up on the Maize and Blue Review without any perceptible response from the faculty. She is planning to introduce a motion at MDesk on Sunday requiring each section chief to suggest a way to improve the Daily and requiring the EIC to pick one and act upon it. In this way, they hope to create a living strategic planning process.

John asked about the teacher evaluations portion of the Maize and Blue Review. Shoham said that the administration had initially indicated that they would provide this data but then changed their minds. They have created a FOIA request in response.

Shoham pointed out that this is her last Board Meeting and she thanked everyone for their guidance and help.

Hussein presented his projections of various future business scenarios via Power Point. This generated a discussion of circulation, revenue assumptions, cost cutting and the interrelationships between them. The conclusion was that the staff is only two or three good revenue generating ideas away from keeping the Daily at breakeven for the next five to ten years. Hussein mentioned that they are still working on the social media consulting service project and looking at it as a line of business. The conversation moved to print vs. online coverage and who the readership is for each. This led to discussion about how to tailor the paper, website and sales pitches to various advertisers. Then the conversation turned to how we might get more ad revenue online and especially utilizing video journalism and video advertising. There was a discussion about the current capabilities of the video team and their training. There was also a discussion about Facebook Live and Videolicious.

## **The Michiganensian**

Mark read from notes provided to him by Allison. She said that Senior Portraits were on par with last year. November Grad Extravaganza was off about 25% compared to last year as a result of Obama's visit and the election. They had 300 students in for the event and cleared \$12,700. December Grad Extravaganza is scheduled for three days at the end of next week and are being promoted by a mailing from Jostens. Yearbook sales are on a par with last year.

## **Finance**

Mark discussed the new cash flow forecast which was based on updates from three of the four publications. SHEI really only changed the seasonalization of theirs while the Daily and Gargoyle made significant reductions to their Net Income projections. The Gargoyle changes were insignificant compared to the overall enterprise while the Daily's were just the opposite. They reduced their Revenue by \$47,000 and offset that with \$9,000 in Expense reductions for a net profit reduction of \$38,000. The revenue reduction also had a detrimental impact on Accounts Receivable collections which worked out to \$20,000. The end result of this was to reduce the projected year end cash balance to an overdraw of nearly \$100,000. This is the threshold which draws the attention of the U's cash management function.

He discussed the Daily's Flash Report which indicates that they will miss their November target by \$8,000.

## **Development**

Lisa discussed Giving Blue Day which both SHEI and the Daily are ramping up for. She asked everyone to sign the matting of a print of the building which she will be sending to Judi Lipsey in memory of Stan who passed away earlier in the month. She stated that we had settled on the September 15-17 weekend for the Bicentennial Tailgate Weekend that the Daily Alumni Association is planning along with us. She discussed the difficulties she is having reconciling the various alumni contact databases that exist. She mentioned who the upcoming speakers for the Career Enhancement Speaker series will be. She discussed our year end fund raising appeal letter and email. She mentioned that Sara Fitzgerald wants to hold an event in DC again this summer for the local alums and the Daily students interning there. She asked everyone to check out the Linked In page for Student Publications since she is trying to get alumni-student conversations started that will help with mentoring and job searches. She discussed the possibility of having a Tom Hayden Scholarship. And she closed with the date for the launch of the Daily Digital Archive on March 30<sup>th</sup>.

Terry led everyone through a quick look at the new archive website. He said that once they get this site stabilized they will be looking to digitize the rest of the Student Publication publications.

**Adjournment**

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

At 8:56 Chair Neil Chase closed the meeting.

**Actions Taken:**

Motion to go into Executive Session: Peter Mooney

Seconded by: John U. Bacon

The motion was passed without dissent.

Motion to leave Executive Session: John U. Bacon

Seconded by: Kevin Tottis

The motion was passed without dissent.

Motion to approve the October 24, 2016 Board Meeting minutes: Alan Broad

Seconded by: Peter Mooney

The motion was passed without dissent.

Motion to adjourn: Alan Broad

Seconded by: Peter Mooney

The motion was passed without dissent.

Respectfully submitted,

Mark Bealafeld

General Manager

Office of Student Publications