

# Student Media Advisory Board

## Annual Report to Faculty Senate 2023-2024

### Committee Members and Meetings Attendance:

<b>Senate Members</b>	<b>09/29</b>	<b>11/14</b>	<b>03/21</b>	<b>04/18</b>	<b>Voting Member</b>
Rogers, Brian (Chair, Library)	X	X	X	X	Yes
Basham, Sherah (Member, CAS)			X	X	Yes
Einstein, Sarah (Member, CAS)		X	X	X	Yes
Zibluk, Jack (Member, CAS)		X		X	Yes
Lamb, Nai (Member, RCOB)			X	X	Yes
McDonnell, Emma (Member, CAS)		X			Yes
Miller-Long, Alex (Member, CAS)			X		Yes
Ward, Shane (Member, CAS)			X		Yes
<b>Student Body Representatives</b>		<b>11/14</b>	<b>03/21</b>	<b>04/18</b>	<b>Voting Member</b>
Dill, Davidson (Undergraduate)					Yes
Henderson, Hailey (Undergraduate)					Yes
<b>Administrative Representatives</b>		<b>11/14</b>	<b>03/21</b>	<b>04/18</b>	<b>Voting Member</b>
Wesley, Artanya					Yes
Hicks, Jim			X	X	Yes
Stafford, Gina		X	X		Yes
Donahue, Amy			X		Yes
Gutridge, Lane		X	X	X	Yes
McAllister, Mandy	X	X	X	X	No
Petrus, Laura				X	No
<b>Student Media Org Representatives</b>		<b>11/14</b>	<b>03/21</b>	<b>04/18</b>	<b>Voting Member</b>
Weeks, Billy	X	X	X	X	Yes
Colvin, Caroline		X		X	No
Andrews, Mike	X	X	X	X	Yes
Castillo, Cassandra					No
Solomon, Haley				X	Yes
Gadd, Spencer					No
Babine, Karen			X	X	Yes
Ritter, Hannah					No
Hestla, Jaden					No

# Student Media Advisory Board

## Annual Report to Faculty Senate 2023-2024

### Charge and Responsibilities:

The Student Media Advisory Board is charged with supervision and policy making for student publications and media and is directly responsible to the Chancellor. A detailed description of the board and its work is set forth in the Manual for Student Publications, as revised.

### Summary of Activities:

The following is a summary of committee activities:

- I. Subcommittee meeting on 09/29
- II. Full Advisory Board meeting on 11/14
- III. Chair and Sequoya Review Faculty Advisor Meeting on 02/13
- IV. Chair and Sequoya Perch Faculty Advisor Meeting on 02/13
- V. Student Media/UC Renovation Meeting on 03/07
- VI. Full Advisory Board meeting on 03/21
- VII. Full Advisory Board meeting on 04/18

### September 29<sup>th</sup> Meeting Agenda and Notes:

- I. Welcome & Introductions
- II. Student Media Governing Docs
  - a. Manual for Student Publications
    - i. Discussion of membership roster and voting rights per member.
    - ii. Discussion of number of faculty advisor meetings per year and function.
    - iii. Discussion of who reports things specifically to the Chancellor.
    - iv. Discussion of who takes notes for formal transmission to others.
    - v. Brian to ask current Faculty Senate President to clarify Chancellor-level communication.
    - vi. Discussion of tools to record/document meetings w/transcription services.
    - vii. Discussion of in-person vs. Zoom meetings

### November 14<sup>th</sup> Meeting Agenda and Notes:

- I. Welcome & Introductions, Brian Rogers, Student Media Advisory Board, Chair
- II. Interviews & elections: Do we have any new student leaders to nominate, elect, confirm?
- III. Old Business
  - a. Budget updates, conversations
  - b. Funding and goals for the year
  - c. Billy (The Echo)
    - i. Budget mostly goes to student salaries
    - ii. On the horizon to think about – refresh on cameras, computers in office
    - iii. Positions rotating out next semester (next fiscal year), unless overage this year
    - iv. News Editor & Sports Editor both graduating in December (not a budget adjustment but changing names)
  - d. Caroline (The Echo)
    - i. Interesting in getting advertising on The Echo (next semester) - for the Echo or within the Echo? On the website (a few people have reached out to her, but a learning curve). Jack's history – groups used to generate advertising together, collab w/RCoB student, entropy set in, had trouble finding someone, mentioned Alisha Franklin and Jim Hicks starting a club on a related topic. Billy – back in the day a third of advertising generated income. Covid impacted this – haven't gotten back to these levels yet. Mentioned Flight Desk (vendor to sell ads and post on website).

# Student Media Advisory Board

## Annual Report to Faculty Senate 2023-2024

- ii. Challenge in getting everything organize.
    - iii. Brian – are we allowed to advertise on these websites? Billy – no indication. Mike – only applies to sites hosted elsewhere and not on-campus?
    - iv. Mike – dedicated position for sales? Billy – not worked as well in small market for online sales/business side. Really want to target college students.
  - e. Mike (MocsNews)
    - i. Doing fine with budget. May be able to add position for spring position. Cultivating next wave of leadership. Three positions that are all seniors across the board.
    - ii. Updating equipment. New computer installed that can handle software for newscasts. Not got all the parts and pieces, so need to solve for that.
  - f. Mandy question – Rising Rock? Part of student media at all?
    - i. A class where people go out & tell stories.
    - ii. Not considered student media, handled in communication department
    - iii. A lot of overlap with students who serve on student media
    - iv. A class that can work with directed projects
    - v. It rarely crosses that a news story as gone to Rising Rock
    - vi. Audio stories that get picked up on occasion
- IV. Faculty advisors: please reach out to Alycia Franklin regarding a collaboration
  - a. Making it a marketing project, possibly do sales, tried it before and hasn't moved
  - b. Been on the agenda for the last two years, but not much has happened
  - c. Maybe a PR group? Billy likes Jack's idea of marketing group. New class starting that might play into that.... we have all these things going in different directions. There is a need on many levels and would be lovely to find a way to pull them together. Any campus media group has been to be student created in origin, lead, and so forth.
- V. Student Publication Updates: 2023-2024
  - a. Echo: Billy Weeks, Faculty Advisor; Caroline Colvin, Ed in Chief
    - i. Gone over a lot.
    - ii. Students continue to tell incredible stories.
    - iii. Caroline – good group of students this year, editing is first year for a lot of the students, learning curve, grew a lot, go with the flow and help people, excited to see what comes next semester, editors grow more with roles opening up, great team of writers and photographers, working hard on recruiting, quite a few freshmen involved which is great and makes her happy
    - iv. Lane question - "used to be part of it, what does it look like now?" Are there old rosters, fund for people to set up from alumni? Hook more of the sense of continuity with alumni?
    - v. Billy – was photography editor many many years ago when he was here. Keeps in contact with many of these people. There is a special bond with people who did this together.
    - vi. Brian question – fundraising drives allow people to donate to the media orgs? Only one group has a specific account set-up for a specific fund? (Mandy). Designations. Mocs Give Day. Mandy – up the board to demonstrate interest/want and Laura to help set up
  - b. Mocs News: Mike Andrews, Faculty Advisor; Ryan Brooks, News Director; Cassandra Castillo, Assistant News Director
    - i. Attempting to do update on set
    - ii. Got a screen but it didn't have the specs that IT wanted
    - iii. Going to use it for a set piece and need to contact Facilities/Housing to dispose of certain set pieces, want flat screen set up
  - c. Perch: Haley Solomon, Faculty Advisor; Spencer Gadd, Production Director; Thomas Tilleros, Promotions Manager
  - d. Sequoya Review: Karen Babine, Faculty Advisor; Hannah Ritter, Managing Editor; Jaden Hestla, Art Director
- VI. Updates from the Student Media Advisory Board Subcommittee
  - a. Manual for Student Publications - updating and rewriting and implementing outdated version
  - b. Rules of UTC (Policies) - updating and rewriting and implementing outdated version
  - c. Subcommittee is open to others for folks who want to join

# Student Media Advisory Board

## Annual Report to Faculty Senate 2023-2024

- d. Next meeting: Brian to email to set up a recurring time
- VII. Updates from University administrators
  - a. UC renovation: Spring 2024
    - i. Starting on first floor and working their way up
    - ii. Anybody working on first floor will be moved out
    - iii. Perch will need soundproof studio
    - iv. Mocs News/Echo have been cleared of additional computers so better space to be relocated
    - v. We do not yet have new space
    - vi. Can Echo move to Lupton? Temporary and then eventually permanent? Move where SGA is. In a shared space now.
    - vii. Mike – tapings over in Lupton or video for Womens Center/Equity... trying to get into spaces in backside, University High something is occupying all that space now? Mandy – there are three remaining study rooms
    - viii. Brian – how long is renovation and displacement intended to last? Is implication of soundproof proof mean moving the current soundproofing or purchasing new set-up for whatever space is moved to. A couple of years. There are three soundproof studios on campus, coordinate along those lines for unmet capacity. Maybe some old equipment for the future with temporary needs
  - b. Other updates
    - i. Gina – comprehensive coverage of commencement, not the usual – september invitation for AI Forum, that is now standing into a coordinate effort, working with Vicki on community awareness/engagement, fully open to student opportunities and engagement
    - ii. Mandy spoke to the need of this group and people serving on it and their value.
- VIII. New Business
  - a. Faculty Advisor meetings
    - i. Manual for Student Publications, 2018, Sec. III, a, ii, 1
    - ii. “The faculty advisors will meet twice during each academic term and will communicate all actions to the Office of the Dean of Students.”
  - b. Spring Student Media Advisory Board Meeting:
- IX. Closing remarks

### March 21<sup>st</sup> Meeting Agenda and Notes:

- I. Welcome, Brian Rogers, Student Media Advisory Board, Chair
- II. Updates from the Student Media Advisory Board Subcommittee
  - a. No updates this academic year to do updates
  - b. Need help with doing this from folks
  - c. Mike & Shane interested & Alex & Jim interested in doing so
- III. Old Business
  - a. Update on any collaborations with campus partners
  - b. No updates
  - c. Maybe more collaborations with Communications and Marketing in the past
  - d. Makerspace Relaunch w/Alicia Franklin collaboration (Mocs News)
  - e. Video pieces on photo night (Mocs News)
  - f. Updates on faculty advisor meetings (these were to be implemented fall 2023)
  - g. No updates, haven’t had a chance to meet, but intending to do so
- IV. Student Publication Updates: 2023-2024
  - a. Echo: Caroline Colvin, Ed in Chief; Billy Weeks, Faculty Advisor
    - i. Good semester, good reporting on basketball
    - ii. Covering community on campus

# Student Media Advisory Board

## Annual Report to Faculty Senate 2023-2024

- iii. Editors meet as a group on Thursday & editor-in-chief Thursday/Friday
- iv. Many Echo students in Rising Rock class, won 3 Hearst Award (equivalent of Pulitzer)
- v. Talked to Department Head about having space in Comm Department due to UC renovation
- vi. Applying for editor next semester
- vii. 11 total positions
- b. Mocs News: Cassandra Castillo, News Director; Mike Andrews, Faculty Advisor
  - i. Upgrades to Studio (software updates for video playback)
  - ii. Training up on that
  - iii. Light board blew out due to power surge needed tending to (got a loaner)
  - iv. Audio board tried to go out as well
  - v. An existing student will be sticking around
  - vi. Getting news set from Channel 3 and trying to figure out logistically (green screen, large monitor)
  - vii. Trying to get better signage
  - viii. Using Instagram for more views, getting better views
  - ix. 4 total positions
- c. Perch: Spencer Gadd, Production Director; Haley Solomon, Faculty Advisor
  - i. Brian helped coordinate between Haley and Central to fix IT streaming issues
  - ii. Brian talking to Haley about ways to bring documentation, storage and website back to UTC resources, rather than external
  - iii. Sequoya Review: Hannah Ritter, Managing Editor; Karen Babine Faculty Advisor
  - iv. We have books, arrived in office on Monday. Excited to share with world.
  - v. Writers Workshop is happening now through this weekend.
  - vi. Reading on Saturday, encourage students to attend, teasing launch party at the reading
  - vii. 8 total positions
- d. General:
  - i. End of year fiscal stuff coming up soon
  - ii. DASH is scheduled to replace IRIS on June 1
  - iii. Planning for UC Renovation moves
  - iv. No update on SPFF funding, really short in ability to level fund, removed money from reserves from last 3-4 years, only goes so far, bill is due. Not enough reserves left.
  - v. Wishlist for equipment
  - vi. Do we have any sense if we have to do presentations for funding? Probably none this year.
  - vii. Has there ever been a conversation about a lumpsum for all student media? May not be easier, but never really talked about it in the past. Any benefit to doing so or giving them all the same sum?
- V. Updates from the Student Media Advisory Board Subcommittee
  - a. Where do we stand with the documents and submitting them for university review?
  - b. Plan for summer meetings:
    - i. Are they necessary?
    - ii. Do we want to continue meeting or reconvene in August?
    - iii. Maybe two over summer tops
- VI. Updates from University administrators
  - a. No real updates on the UC Renovation, needs to reconnect with Chelsie in Facilities
- VII. New Business
  - a. 2024-2025 student media position openings (student leadership)

# Student Media Advisory Board

## Annual Report to Faculty Senate 2023-2024

- i. This was covered earlier in the meeting in response to an inquiry from Billy Weeks.
  - ii. Specific dates/concrete info forthcoming
- VIII. Closing remarks

### April 18<sup>th</sup> Meeting Agenda and Notes:

- I. Welcome, Brian Rogers, Student Media Advisory Board, Chair
- II. 2024-2025 Student Leadership Selection - Applicants
  - a. University Echo (Editor-In-Chief) - Mason Edwards
  - b. Perch (Production Director) - Spencer Gadd
  - c. Sequoia Review (Managing Editor) - Colby Langley
  - d. Mocs News (News Director) - Timothy McCourry and Mia Santoro
- III. 2024-2025 Student Leadership Selection - Schedule
  - a. 2:00 – 2:10: Brief explanation of process
  - b. 2:10 – 2:20: Mason Edwards
  - c. 2:20 – 2:30: Discussion and selection for Echo
  - d. 2:30 – 2:40: Timothy McCourry
  - e. 2:40 – 2:50: Colby Langley
  - f. 2:50 – 3:00: Spencer Gadd
  - g. 3:00 – 3:10: Discussion and selection for Sequoia and Perch
- IV. 2024-2025 Student Leadership Selection – Selection Results
  - a. University Echo (Editor-In-Chief) - Mason Edwards approved by voting members.
  - b. Perch (Production Director) - Spencer Gadd approved by voting members.
  - c. Sequoia Review (Managing Editor) - Colby Langley approved by voting members.
  - d. Mocs News (News Director) - Timothy McCourry approved by voting members.

### Contextual Governing Documentation:

The following are two embedded documents outlining governance for the Student Media Advisory Board, which are in a revision state and will be submitted next academic year for review:



Student Media  
Advisory Board - Ma



Student Media  
Advisory Board - Rul

### 2024-2025 Action Items:

The following is a summary of committee action items to carry forward into next year –

- Finish revising governing documentation and submit up the chain of command for approval.
- Assign senate members research task of how student media groups operate at peer institutions.
- Discuss feasibility and pros/cons of merging student media groups under one operating budget.
- Assess the space and furniture needs of each group because of relocation from UC renovation.
- Perform audit of hardware and software needs for each group.
- Discuss supplementary budget activities such as seeking out additional advertising revenue.