

BOARD OF STUDENT MEDIA

September 10, 2021 Meeting Minutes

Minutes prepared by: Tracy Horacek, BOSM Secretary

In Attendance: Kristen Grimmer, Regina Cassell, Julie Noonan, Louise Krug, Kevin Conner

Non-voting Attendees: Tracy Horacek, Glorianna Noland, Maggie Cabrera, Leah Jamison, Madison Dean, Sambridhi Regmi, Anna-Marie Lauppe

Unable to Attend: Eric Patterson, Jr., Derek Richardson, Emma Palasak, Victor Ramirez, Katherine Cook

Discussion Items:

- Meeting Minutes from March 26, 2021 were presented for approval and approved by majority vote
- Dr. Kristen Grimmer was presented as the possible Committee Chair for the AY 2021-22
 - Dr. Grimmer was approved by majority vote
- The Student Media Budget was presented for approval
 - Do to Student Media's desire to do more promotion, the marketing expenses were increased to accommodate this need
 - Since looking at budget items can be challenging, Regina Cassell suggested that she could do a couple of videos reviewing the budget items
 - With the link to the budget, it is possible to see past years for comparison
 - We will do an email vote to approve the budget proposal so that there is adequate time for everyone to review it
- Executive Staff of Student Media presented their Reports
 - Leah Jamison, Anna-Marie Lauppe, Maggie Cabrera, Madison Dean, Glorianna Noland all shared
 - Eric Patterson, Co-Manager for Advertising, has generated around \$2,000 in the first few weeks of the semester
 - The team has created a "Local" tab of the washburnreview.org website to encourage visits to local small businesses
 - New Branding and Media Kit are in the works and were shared during the meeting
- Executive Staff also shared Proposals for events this fall semester
 - Share a Slice with Student Media – pizza party to meet Washburn students.
 - This will also be a yearbook launch party
 - Can Emporia Food Drive – student media would participate and also promote on social media
 - Homecoming – office decorations "Speak Easy" theme, Top Hat competition, parade participation
- Regina Cassell, Director of Student Media, proposed a staff trip to New Orleans for a conference. More details to come. Unsure how Hurricane Ida will affect this conference.