

University of Michigan Board for Student Publications
Minutes of the February 21, 2011 Meeting
Stanford Lipsey Student Publications Building

Board members present: Phil Nussel, Co-Chair, Steve Kagan, Terry Kosdrosky, Chip Peterson, and Steve Selbst

Board members present via teleconference: Courtney Hofmann, Co-chair

Board members absent: Jane Myers and Steve Henderson

The Michigan Daily was represented by: Stephanie Steinberg, Brad Wiley and Zach Yancer

The Michiganensian was represented by: Kelley Robinson

The Gargoyle was represented by: Nikita Desai and Jacob Rosen

The Student Publications staff was represented by: Mark Bealafeld

Others present: Michael Hess, Swirltech

Co-chair Phil Nussel called the meeting to order at 5:35 p.m.

Minutes: The minutes from the January 10th meeting were approved: motion: Steve Kagan, second: Terry, passed without dissent. The minutes from the January 24th meeting were approved: motion: Steve Kagan, second: Terry, passed without dissent.

Public Comments: None.

Publications:

The Michiganensian: Kelley thought that they had cut a signature out of the final book. She said that the final order was for 1,325 copies. They have sold 1,058 copies to date. This leaves them about 220 more books to sell by the end of the year. They are working on the index mailer.

Kelley distributed the final budget, mentioned that it had been reviewed at the Finance Teleconference and asked if anyone had any questions or comments. Courtney stated that she thought the budget was aggressive but achievable. Kelley agreed based on the experience level of next year's staff. Mark discussed the G&A allocation, how it was calculated and how it was distributed to each of the publications.

Motion to approve the budget: Steve K., second: Courtney, approved without dissent.

Kelley discussed the Commencement slide show and how that will drive additional traffic to their website.

The Gargoyle: Nikita passed out the new issue and mentioned that they sold \$945 worth of advertising in it. She proposed using the Gargoyle Program Fund and a \$100 budget variance to purchase a new computer. There was a discussion of the computer, the pricing and discounts. Courtney discussed the impact that this would have on the budget and the discussion then moved to the budget. There was a discussion of how the FY '12 Ad Revenue would be achieved. Nikita concluded that the revenue number might be too high and agreed to revise the budget for this and for the computer/printer cost. Nikita

mentioned that they had received \$700 from the LS&A Student Government. This item will also be added to the budget.

Motion to approve use of the Program Fund and a \$100 budget variance to purchase a new iMac: Courtney, second: Steve K., approved without dissent.

There was a general discussion of the Gargoyle's online business ventures including placing designs on Café Press, a site that allows users to purchase a design and have it printed on merchandise.

The Michigan Daily: Stephanie updated the Board on the Maize and Blue Review, the Michigan Difference site, the newspaper Facebook "like" battle with OSU, and the Journalism Seminar that they are planning for the spring. It was decided that the staff should put together a budget for the seminar and present it to the Board. Stephanie also discussed the U of M Football coffee table book that they are planning to compile. Adam Schefter agreed to write a forward for the book.

Brad discussed the relationship with the new printer, discussed the return problem and what he intends to do about the problem:

- hiring a circulation staff that will improve the existing drop spots and add new ones,
- buy new racks and boxes,
- undertake a reader/advertiser survey,
- create demand through an ad campaign and
- reduce the print run.

There was a discussion of the accounting for the make-good ads resulting from the under-delivery of the paper during fall term. There was a lengthy discussion of the previous survey and how we might go about undertaking this again for less money.

Zach discussed the Daily proposed budget. He briefed the Board on his revenue assumptions, the Business staff payroll and the new Business organizational structure. There was some confusion about the Classified Revenue budget. Zach agreed to look at the University accounts individually to identify those that will be affected by the state budget reductions. Phil suggested that the Online Revenue should be growing at 50%. Phil stated that he couldn't approve an increase in the Sports Travel budget that's being justified by a trip to Hawaii to cover the Maui Invitational. Everyone was comfortable with holding the budget at the current level. Zach agreed to put together an analysis of the revenue by account for the last five years.

Brad discussed the proposal to replace Adpro with Smart Publisher. There was a discussion of the costs and the efficiencies that might be gained. Steve S. read from an email that Astrid sent him. She indicated that she had a donor that was interested in but hadn't committed to partially funding this project. It was agreed that the decision would be tabled until the March meeting.

The Student Directory: Mark briefly discussed the budget.

Motion to approve the Student Directory budget as presented: Steve K., second: Steve S., motion approved without dissent.

Committees:

Finance Committee: Mark discussed the Board budget. He highlighted the decreases in Legal Expenses, the Unemployment Insurance Expenses in Fringes, the Work-Study costs, and the Heat Trace project. He mentioned that the distributions from the Quasi-endowment increase significantly as a result of Stan Lipsey's CRT being rolled into the account at the end of March. Courtney suggested that we withhold approval of the budget until we have approved the Gargoyle and Daily budgets.

Mark discussed the cash flow for January and the projection for the remainder of the year. He also pointed out that the sum of the budgets as presented result in an \$89,000 positive cash flow for the year. This was met with general jubilation.

Professional Development: Steve K. discussed his meeting with the Photo staff the previous day. Stephanie discussed the visit that they had with Justin Pope, one of the Knight-Wallace fellows. He critiqued the Daily story by story, which the staff found instructive. Phil discussed his recruiting efforts for summer internships at the Automotive News. Brad discussed the Business Staff's trip to meet with Stan and the staff of the Buffalo News. He mentioned that they are planning a trip to meet with the Google staff here in Ann Arbor at the end of the month. Steve Selbst read Astrid's report that he received via email. This included a discussion of the trip that the Photo staff took to meet with the NYT photo staff which was arranged by Rick Berke. She also discussed the trip that seven of the Daily editors took to Michigan Press Association convention in Detroit.

Development: See above.

Diversity: No report

Nominations: Courtney said that she'd send out all the applications before the end of evening. She read through the list of the applicants. Everyone agreed to move forward with the interviewing process. Courtney agreed to assign each Board member and each student one of the eight candidates to interview by the end of the week (the 25th). She also said that she would send out a list of questions that have been used in the past. There was a general discussion of what we should be looking for in new Board members.

By-laws Change: It was agreed that we would rescind our request to reduce the number of University community members required to be on the Board but that we go forward with our request to increase the number of successive terms that can be served from two to three. Mark agreed that he would send a letter to that effect to the President's office.

New Business: none.

At 7:10 p.m., Phil closed the meeting and the Board went into Executive Session.

Summary of Actions Taken:

The minutes of the January 10th meeting were approved.

Motion by: Steve Kagan

Seconded by: Terry Kosdrosky

Passed without dissent

The minutes of the January 24th meeting were approved.

Motion by: Steve Kagan

Seconded by: Terry Kosdrosky

Passed without dissent

The Michiganensian budget was approved.

Motion by: Steve Kagan

Seconded by: Courtney Hofmann

Passed without dissent

Use of the Gargoyle Program Fund and a \$100 budget variance to purchase a new IMac for the Gargoyle was approved.

Motion by Courtney Hofmann

Seconded by Steve Kagan

Passed without dissent

The Student Directory budget was approved.

Motion by: Steve Kagan

Seconded by: Steve Selbst

Passed without dissent

Action Items:

Stephanie agreed to present a plan and a budget for the high school journalism seminar that they are planning for the spring.

Zach agreed to look at the University accounts individually to identify those that will or will not be affected by the state budget reductions.

Zach agreed to put together an analysis of the Daily revenue by account for the last five years.

Everyone agreed to complete the interviews of potential Board members assigned to them and to submit a brief report thereon by the end of business on February 25th.

Mark agreed that he would send a letter to the President's office requesting that the Regents approve our request to increase the number of consecutive terms that a Board Member may serve from two to three.

Respectfully submitted,

Mark Bealafeld

Secretary/Treasurer

Board for Student Publications