

University of Michigan Board for Student Publications

Minutes of the December 14, 2011 Board Teleconference

Board members present: none

Board members present via teleconference: Courtney Hofmann, Co-chair, Steve Selbst, Co-Chair, Steve Kagan, Terry Kosdrosky, David Steinberg and Vahe Tazian

Board members absent: Steve Henderson, Jane Myers and Laura Williams

The Michigan Daily was represented by: Joseph Lichterman and Zach Yancer

The Michiganensian was represented by: Micah Bennett (teleconference) and Kelley Robinson

The Gargoyle was represented by: Nikita Desai

The Student Publications Staff was represented by: Mark Bealafeld, Karen Brender, Kathy Ciesinski and Astrid Giese

Others present: Barbara Ackley (teleconference)

Co-chair Steve Selbst called the meeting to order at 5:30 p.m.

Minutes: The minutes of the November 21st meeting were not approved as there were changes discussed.

Committees

Development: Astrid had a handout and went through the status of her asks. She discussed the year end mailing. A discussion of the Campaign Vision Statement was deferred until the January meeting. There was a brief discussion of the year end mailing.

Career Enhancement: Astrid discussed the visit that we had from Jack Bernard to discuss copyrights. It was agreed that we would try to have such a meeting every couple of years for the benefit of the students.

Publications

The Michigan Daily: Zach discussed the letter he sent summarizing the revenue variances and the cost cuts that he built into his forecast. There was a discussion of the ongoing display ad sales results and the consequences of this situation. This led to a discussion of how long we can stay in business under these circumstances.

Yossi mentioned that they are sending all the pages of the football book to the publisher next month.

Michiganensian: Kelley discussed the success they have been having with Senior Portraits. She discussed the Winter Graduation Extravaganza and ring sales. Finally she discussed book sales and how successful December has been. There was a discussion of her total year Net Income projection. She was confident that they would be able to beat last year's number.

Gargoyle: Nikita announced that they have postponed publishing the next issue until January so that they would have more time to sell ads and gather sufficient quality content. There was a discussion of the Gargoyle Reunion event in November and the financial results that came from it.

Finances

Cash Flow: Mark discussed the cash flow projection and the possibility of selling additional shares.

Old Business

Calendars: Mark agreed to contact each of the committees and have them approve their respective calendars.

Copyright Policy: Mark discussed Jack Bernard's critique of the draft policy extant at that time and then the draft that Jack produced. Mark was tasked with getting all the interested parties together to work out another draft for the January meeting.

New Business

None.

At 6:18 p.m., Steve closed the meeting.

Summary of Actions Taken:

None.

Action Items:

None outstanding.

Respectfully submitted,

Mark Bealafeld
Secretary/Treasurer
Board for Student Publications