Cougar Media Network Board Meeting  
Friday, November 19, 2010  
Stern Student Center, Room 321 – 3:15 p.m.

I. Welcome  
   a. New board member – Tom Clifford, The Post & Courier

II. Complete Build-Out of Cisternyard.com  
   a. Ken Hawkins will be our developer  
      i. Digatel  
      ii. Setting up the framework  
   b. Getting ideas from the Exec Team  
   c. Front page redesign – home page needs to be updated; have a shell  
   d. Information above the fold for all orgs  
   e. Feature all content  
   f. Interior pages all need updating  
   g. Business/AD space  
      i. Rotating banners  
      ii. Feeds – sponsorships  
      iii. Tiles down the side  
      iv. Now using OpenX for advertising space on site  
   h. Videos – minimum of eight a week  
   i. Working on video and news stories coinciding  
   j. Make it easy to link to related content  
   k. More reporters with video cameras out to cover events  
   l. Network of bloggers  
   m. Voice of students – use them to reach advertisers  
   n. Simple back-end (client users)

III. GSO Digital Transition  
   a. Immediacy of the conversation by members of GSO staff  
   b. General conversation with ideas  
   c. One of biggest concerns – financial situation/possible cut of budget next year  
   d. Work out details of idea  
   e. Try to print the final edition of the broadsheet by end of next semester  
   f. Still print “G” every two weeks  
   g. News, features, etc. would go online to Cisternyard  
   h. Transition to an application for phones as part of the future  
   i. Put together ideas for moving forward before the next Board meeting  
   j. Nick – need to do some formal research, asking students what they would want; who reads it,
how often; semester at a time; research the benefits and non-benefits

k. Explanation of timeline for hiring
l. Who will do the research?
   i. Emily
   ii. Set deadlines and go from there
m. Implement a research process for the entire network
n. Students are unaware of all brands; came out of research in Spring, 2010
o. Mike – use the GSO as a vehicle to send people to your website
p. Rick – web keys
q. Tom- two types of information: for online and for print
r. Nick – G is more creative and nostalgic
s. Healthy base of readers on Cisternyard; can catch them and over a few years it will take off
t. Push one brand
u. Training
   i. Have to train the staff
   ii. Easier CMS
   iii. Work on web writing
   iv. Shake up structure of the office
   v. Who would come up with the structure of the staff?

IV. Board Secretary Position - tabled

V. Feedback, Critique and Questions
   a. Cougar Television
      i. Athletics events
   b. CofC Radio
      i. 41 confirmations on Facebook
      ii. Rukus
      iii. 350 glowsticks
   c. George Street Observer
      i. Dominant images on the front
      ii. Short items in G – personal profile
      iii. Working on AP
      iv. Some of stories are too long – concise
      v. Student voices in the stories
      vi. See more info graphics; polls for students
vii. Interaction with students
viii. People on the street
ix. Great middle piece
x. Get the old stuff off…get the new stuff on
xi. No breaking news
xii. Try and get ahead of the news, especially if we go digital
xiii. Post daily to get more online
xiv. Spin the stories forward
xv. Budget meeting is week and a half before issue comes out
xvi. Add stories to the website
xvii. Advance of story on web
xviii. Mallie, Emily, Mandi to help put stories online
xix. Online only reporters

d. Miscellany
   i. 2010 edition Plainwater contacts for anthology

VI. New Business – No new business

VII. Announcements

   a. Emily Simmons has reported that the Alumni Department sent out an e-mail to over 600 alumni (previously was going to be 100) and as of the meeting had received 40 responses (in a 24 hour timeframe). She will continue to work on this project

VIII. Adjournment

Caching FASTER!!!!!