MINUTES
Cougar Media Network Board Meeting
Friday, January 28, 2011
Calhoun Annex, Room 202 – 3:15 p.m.

IN ATTENDANCE:
Mackenzie Armstrong, General Manager, CofC Radio
Nick Daigle, Advertising Manager
Maria Martin, Editor-in-Chief, The Miscellany
Katie Ricart, General Manager, Cougar Television
Mallie Salerno, Public Relations Manager
Geoff Yost, Editor-in-Chief, The George Street Observer
Rick Nelson, Assistant Managing News Editor, The Post & Courier
Mike Robertson, Senior Director of Media Relations, College of Charleston
Dave Brown, Marketing & Communications, College of Charleston
Mandi Bryson, Assistant Director for Student Media Organizations

I. Welcome: 3:18 p.m.

II. Update on Build-Out of Cisternyard.com
   a. Publicize
      i. Relaunch party
      ii. Tailgate
      iii. Ping pong balls (?)

III. Update on CTV, Channel 39
    a. Back in residence halls
    b. Basketball games
    c. Pre-game show
    d. Creating content
    e. Content from others on-campus
    f. Deadline for BK games – Feb. 5
    g. 48-hour deadline for current events
    h. Advertise in residence
    i. Senate? SGA
    j. Small video recorder for longer events
    k. Channel 37 Update

IV. Goals for Spring, 2011 (see attached)
   a. CofC Radio – working more with DJ’s
      i. Interviews with Bands
      ii. More carts for campus events, etc.
      iii. Getting quality and dedicated DJ’s
      iv. Training – tracking the training, what are they interested in
v. Need more training in what they are saying/how to be that voice
vi. Katy Sinkler-morning producer – resource
   1. WDAV and ETV Radio people for boot camp
b. CTV – working on adv, pr, marketing; more volunteers
   i. Issue of commitment from non-paid volunteers
   ii. Fear of computers and equipments
   iii. Train different students for different tasks
   iv. Change format of staff
   v. Get student info from Harwood/get their students

V. Application process for 2011-12
   a. Review of Job Descriptions
      i. Change the deadline to Thursday, March 3
   b. Feedback
      i. Send to arts management
      ii. English department (Miscellany) (Maria)
   c. Explanation of Timeline
      i. Applications go out February 1-2
      ii. Applications due March 3
      iii. Interviews will be the week of March 18
      iv. Transition begins; April 1-2 retreat

VI. Feedback, Critique and Questions
   a. Cougar Television
      i. Today’s – Music Madness; graphics blurry; check ratio
      ii. Go to 4:3
      iii. Promotion of Channel 39
   b. CofC Radio
      i. Need to hear more talking
      ii. Do we need to script some things?
      iii. Cart with CofC Radio
      iv. Egg timer?
      v. Promotion of Channel 37
   c. George Street Observer
      i. More involved with online – transition
      ii. Sam – working on work flow on how to online first, then to print
      iii. Print paper has too much white
      iv. Front page looks great
      v. New “G” looks amazing; still need to work on grammar, spelling errors
      vi. Try and “get ahead” of potential stories; contact different departments to try and get the story first
   d. Miscellany –
      i. April 13th launch
VII. Executive Team Report (Mandi Bryson)
(See attached)

VIII. New Business
a. Meeting times
   i. Doodle Calendar with possible new times
   ii. Reminder: there are two meetings that will be more than an hour
b. Transitioning from print to online – P&C willing to help

IX. Announcements
a. Change in Board: Jeanette Guinn will be replacing Joyce Barrett
b. WDAV and ETV Radio Agreement: both will potentially be in the Annex during Spopetto. ETV is confirmed and contract will go out in the next few weeks.
c. Next meeting – CFA Feb. 18 3:15 unless the time and date are changed
d. Multimedia - blogs.cofc.edu/multimedia/ - workshop – Tuesday 6-8
e. Dave – Does anyone have Lego’s or a train set/
f. CMN is participating in Homecoming. Claire Odioso, Jonathan Rivers, Dante La Ruffa and Georgia Schrubbe will represent CMN on the court ballot.

X. Adjournment
EXECUTIVE TEAM REPORTS
January 28, 2011

George Street Observer
- Boot camps will be set in the next week
- The first issue of “G” was distributed last week
- Working on print-to-web initiative
- Two new staff members: Sarah Sheafer and Sam Graebner

CofC Radio
CofC Radio has a lot going on this semester as we are trying to focus on building campus roots and improving the sound of the programs on-air. The three goals we have defined this semester include giving better feedback and training to the DJs, begin on-air carts for campus activities, and give more detail to the radio staff roles.

We are currently working on-
- setting up a show with public safety that will air twice a week and answer questions from students
- setting up an possible event/interview with Jacob Jefferies band in April
- beginning optional training sessions for DJs to attend
- beginning to contact and set up possible commercials for student groups on campus having events
- continuing broadcasting shows from 11am to 10pm
- looking for interviews from bands (touring or local)

CTV
CTV has had to make a few changes already this semester with staffing. We lost our Executive News Producer, Katy Sinkler, the first week of the semester. She was offered a job as a morning producer at a local radio station, so we wish her the best. Also, Sarah Wade, an entertainment producer, is finishing her last semester of college so had to take on more hours. She too, is no longer a part of the CTV staff.

We are excited to welcome aboard Brett Phillips as the new Entertainment Producer. He previously worked with the Center for Documentary and is currently a staff of the Athletic Department. Kristyn Robertson, former news producer has replaced Katy Sinkler as Executive News Producer. Kristyn has been replaced by junior Alexis Butler as News Reporter. We’re so excited to get started with both of them.

Our first broadcast is now live in the dorms on channel 39. Our sports pregame shows are going well as sophomores Abby Frye and Lauren Arnott have taken it upon themselves to prepare shows and cover the mens and womens basketball games.

Other than that, we look forward to another strong semester and hopefully some great strides in the program!
**Advertising**
The Advertising Department no operates as two teams: the business team and creative team. Both have submitted a drafted-one-page strategic plan that includes objectives, strategies and tactics for the semester. They've also included a timeline for implementation and evaluation. These new plans will include advertising efforts, processes and documentation for beginning advertising in CofCRadio and CTV.

As far as revenue goals, the GSO as collected more than $10,000 from last semester's billing. We are waiting on another $3,000 to be paid. That puts us over the semester's goal. As far as the 10-11 goal, the GSO has virtually reached its $20,000 with billing through the semester totaling $20,681 as of 01.25.11. Since the Board last met we've obtained a 2 new, semester-long contracts, raising the bottom line of the GSO to approximately $750.00 each week.

**Miscellany**
The Miscellany has sent out the print bid for this year. Submissions were due two weeks ago but remain open for fiction writing (lowest participation). The reveal event will be April 13 at the Hallsey Institute.

**Public Relations**
- Working on the growth and development plan for CMN. Will be asking for suggestions and assistance from the board in the coming weeks.
- Heading up the Homecoming festivities for the Network.
- Developing the brand manual and researching other campus media on their strategies
Goals for CMN Organizations and Departments

Mallie Salerno, Public Relations
1. Growth and development plan
2. Brand manual
3. CisternYard.com relaunch event

Geoff Yost, George Street Observer
1. Increase Volunteer Base
2. Implement web-to-print workflow in preparation for web-only product
3. Solidify “G” as a flagship product

Maria Martin, Miscellany
1. Successful reveal in April
2. Create more of an experience opportunity for those interested in the Miscellany
3. Successful transition to new Editor-in-Chief

Katie Ricart, CTV
1. Channel 39 up and running, including live from Carolina First Arena
2. Establish weekly broadcasts with updates
3. Get CTV organized

Nick Daigle, Advertising
1. Advertising opportunities for CofCRadio and CTV
2. Successful launch of advertising for new website
3. Create Advertising manuals for new General Manager

Mackenzie Armstrong, CofCRadio
1. Improve feedback and training for DJ’s
2. Begin on-air carts for campus organizations
3. Create more defined roles for staff