MINUTES
Cougar Media Network Board Meeting
Friday, October 22, 2010
Stern Center Room 321 – 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
Mandi Bryson, Assistant Director for Student Media Organizations
Emily Simmons, Graduate Assistant, Office of Student Life

I. Review and Approval of Previous Meeting Minutes
   • Minutes of last meeting approved unanimously

II. Advisory Council Meeting Report
   • Three branch-out sessions at the end of the presentation
     o Digital Strategy: Four step process proposed, more research is needed into the
       audience of CMN, we need to spend more time refreshing and rethinking our
       positions and what we create
     o Reputation and Branding: Making a definite brand for CMN, and deciding on what
       direction we would like to go with the brand
     o Recruitment and Retention: Making CMN more fun for volunteers, giving volunteers
       a clear idea of the time commitment they will be making, starting an incentive
       program for our volunteers
   • We will most likely make the presentation again, this time to the faculty of the
     Communication Department
   • Task Force idea, we need to organize groups from the Advisory Council based on their skill
     sets

III. Complete Build-Out of Cisternyard.com
   • After a talk with Ken Hawkins, It was decided that our homepage will take 5 hours to
     completely build out, but each other page could take about ten more hours
   • Freelancing from Tom Clifford(Post and Courier’s new web person) or Mr. Hawkin’s
     colleague, Chris is a definite possibility
   • More advertising will be a large consideration for the build-out, along with completely
     finishing the user side of things, making it easier to use
   • Decision will be made at Convention
   • Complete build-out should be done within a month

IV. Feedback, Critique and Questions
   • GSO
     o Looks good, very classy (Dr. Payment)
     o Design isn’t innovative
- Positive difference from last year, more center pieces and great pictures.
- The sports subheads are a very nice change

- **CTV**
  - Comments from CMN alumni are being emailed to Mandi, all very positive
  - Different avenues seem to be coming up for CTV
  - Staff is finding it very hard to post on Cisternyard.com, will be helped with the build-out.

V. Meeting Adjourned