Fall 2014 Media Board
Meeting Minutes: 10/28/2014

Present: Andrea Gifford, Asst. Dean Student Life; John Lawler, Director Residence Life; Zebediah Letourneau, Maine Campus; Michael Murphy, WMEB; Margaret Nagle, Marketing & Communications; and Derrick Rossignol, Maine Campus.

It was suggested that Jennifer Moore (faculty) be added to the Media Board. John and Michael updated the group on the other WMEB positions: station manager (Barndon Poli) and program director (Elizabeth Moore) for WMEB.

**Maine Campus**

Items discussed included:

1. Payroll Issues: Now that the Maine Campus financials are under UMaine students will need to enter their own hours. Those paid a certain amount will need to be converted to an hourly rate. Andrea and Zeb are working on this.

2. Web Site Redesigned: Site was down but will be up soon. A mobile app for iPhones and Androids is now available (free).

3. Increased Campus Distribution: The MC is increasing the total number of copies printed and also increasing the number of copies distributed on campus. The increase is from 3,000 to 4,000, with 3,000 being placed on campus. The remaining 1,000 copies will be placed in Orono, Old Town, and/or other places.

4. Savings: The Maine Campus has already realized an operational cost savings. They have hired 40-50 people (which may be part of the issue in #1 above).

5. Layout Redesign: The paper is redesigning its layout.

6. Increased Experience: The MC is working with Journalism to develop a Maine Campus tract that allows students to get experience working on the campus newspaper.
WMEB
Items discussed:
1. New Advisor Added: John Lawler, Director Residence Life.
2. Conference in NYC: Mike Murphy took program director and music director to the student radio station conference.
3. New Staff: New station manager, two new music directors, program director were added. Only two positions remained the same. Excited to see student interest.
5. Training: Increasing the scope/depth of training significantly, including proper use of equipment.
6. MC/WMEB Collaboration: Discussion of the Maine Campus doing a story on DJs.
7. New Program Ideas: Call in sports-related program, and/or other call in programs.

Meeting adjourned. Next meeting will Spring 2015.