Fall 2015 UMaine Media Board Meeting Minutes
November 17, 2015

Present: Joshua Fabel (WMEB), Laila Fatimi (WMEB), Andrea Gifford (Student Life), John Lawler (Student Life/WMEB), Zebediah Latourneau (Maine Campus), Elizabeth Martin (WMEB), Michael Murphy (WMEB), Margaret Nagle (Marketing and Communications), Anthony Panciocco (Maine Campus), Kenda Scheele (Student Life), and Collin Wilkinson (WMEB).

The Maine Campus gave an update of their activities and plans (Zeb and Anthony). The new editorial staff is doing well and the new web site is scheduled to go live this week. The Maine Campus is looking to get into video (video aspect to news stories). The Maine Campus is working to maintaining and growing its relevancy to UMaine students. As an example, the Maine Campus is working to partner with USA Today on a mobile app. They are hoping to submit articles beginning next week. Margaret asked a question about whether the Maine Campus can put their own content out, even for example if that content was adverse to their funding source, or others.

The Maine Campus also indicated that they were working with the UMaine Athletics Department to put information/video on ESPN-3. The School of Communication is also involved. The presence on ESPN-3 is largely web based/on line.

WMEB also gave an update (Elizabeth Martin, Station Manager). WMEB is showing a 410% increase in on air presence. They have had to turn people (DJs) away. They now have 51 shows on air and 19 hours of live programming daily. WMEB is providing material that other local stations don't. Attached is an information sheet that WMEB provided with more information regarding their current activities.

The next Media Board meeting will be in the Spring 2016 semester. Date is TBA.