University Board for Student Media
Annual Report
2011-2012

Board Members

**Voting Members**
Dr. William Thorn, Journalism, Chairman
Marisia Blomstrom, Graduate Student
Greg Borowski, alumnus
Mr. Trent Carlson, MUSG representative
Ms. Maya Held, Broadcast faculty
Dr. C. J. Hribal, faculty at large
Dale Kaser, Provost's Office
Rev. William Kurz SJ
Ms. Linda Menck, Advertising faculty
Mr. Jon Pray, Instructional Media

**Non-Voting Members**
Dr. Steve Byers, publication advisor
Ms. Barbara Volbrecht, broadcast advisor
Ms. Kim Zawada, advertising advisor
Mr. Michael Andre, Media Interactive Technical
Ms. Lori Dilaveri, MUTV general manager
Ms. Kaellen Hessel, Media Interactive Manager
Ms. Courtney Johnson, Advertising Manager
Mr. Christopher Mason, WMUR manager
Ms. Jennifer Michalski, Journal editor in chief
Mr. Matthew Reddin, Tribune editor in chief

**Significant Actions**

Prior to the 2010-2011 academic year the Board for Student Media resolved a serious legal problem arising from federal regulations regarding compensation for students working in the various student media. In order to conform, the board had to clearly distinguish types of employees and then allocate to those types the compensation guidelines required by federal regulations. The board decisions in August 2010 seemed to meet the standards.

However, in July 2011 the board was informed that the general managers of MUTV and WMUR could no longer be compensated through the Diederich College's Don McNeil funds, as had been the practice since the McNeil fund was established. Negotiations with the dean of the Diederich College led to a one-time use of general college funds to compensate the two managers with the proviso that the Board would address the issue with its 2012-2013 budget plan and in subsequent years.

As part of discussions about media convergence going back several years, the board established an ad hoc committee on restructuring co-chaired by Bill Thorn and Greg Borowski. The committee report will be presented at the August 2012 meeting.

The Board charged the Budget Committee, chaired by Jon Pray, to prepare the 2012-2013 budget proposal for Board action at its August 2012 meeting with adjustments to compensate the managers of MUTV and WMUR without use of Diederich College funds.

The Board charged the Advertising Policy Committee, chaired by Linda Menck, with adapting the current policies to social media.

The Board charged the advisers with incorporating several elements into the training sessions for student media staff in 2012-2013: 1) management and leadership, 2) social media advertising, and 3) cross-media training for student journalists in anticipation of restructuring towards a central multi-media online presence.
2012 – 2013 Editors and Managers for Student Media

In March the Board solicited applications for the 2012-2013 editor and manager positions and selected the following:

<table>
<thead>
<tr>
<th>Role</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising Manager</td>
<td>Anthony Virgilio</td>
</tr>
<tr>
<td>Journal Editor in Chief</td>
<td>Alexandra Engler</td>
</tr>
<tr>
<td>Media Interactive Manager</td>
<td>Erin Caughey</td>
</tr>
<tr>
<td>Media Interactive Technical Chief</td>
<td>Michael Andre</td>
</tr>
<tr>
<td>MUTV General Manager</td>
<td>Peter Aksamit</td>
</tr>
<tr>
<td>Tribune Editor in Chief</td>
<td>Andrew Phillips</td>
</tr>
<tr>
<td>WMUR General Manager</td>
<td>Andy Boyd</td>
</tr>
</tbody>
</table>

**Budget**

The budget for student media has three sources of revenue: advertising sales, an operational budget from the University, and support for MUTV and WMUR from the college of communication budget.

As in previous years, the University provided $125,738.00 for 2011-2012 general operations. The student media advertising department generated $164,539.00. Of this, $157,924.00) (96%) came from the Tribune and classified ads; the balance came from MUTV ($5,774.00) and the Journal ($842.00) ad sales. Online ad sales generated 2% of the total. The overall revenue represents a decline of $46,508.00 from the 2010-2011 academic year, and it is directly attributable to the current economic conditions locally and in the nation. National ads, the most lucrative rate, dropped again this year. Monthly revenue from October through May fell behind last year's revenue by as much as $10,000 in a single month. This fits the overall national pattern for advertising, especially in the newspaper industry.

In January the advertising department launched a marketing campaign to businesses in five Milwaukee neighborhoods: Brady Street, the Third Ward, Bay View, Wauwatosa, and the East Side. Complete with a media kit, direct mail, and data on MU student spending, the campaign more than doubled advertising sales compared to fall semester.

Thus $290,277.00 was available for overall student media operations.

The College of Communication provided several sets of funding. The first was salary compensation for the general managers of MUTV and WMUR in light of the legal issues cited earlier. The second was travel funds for coverage of NCAA playoffs. The third is indirect funding through facilities for MUTV and WMUR.

Student compensation comprised 86% of the expenditures ($250,468.58), clearly the largest single category. The balance of expenditures covered the full range of goods and services from printing ($76,500.00) through hardware, software and office supplies ($16,750.00) to dues, postage, and student travel.

**Board Membership**

The provost appointed Dr. C.J. Hribal to a 3-year term as a representative of faculty outside the College of Communication. Dr. Karen Slattery resigned her position when she became department chairwoman. The Broadcast and Electronic Media faculty elected Ms. Maya Held to replace her. In April the faculty of the Department of Journalism elected Dr. William Thorn to another 3-year term as its representative on the Board.