The University Board for Student Media comprises the following members:

- William Thorn, Chairman
- Gregory Borowski
- Maya Held
- Dale Kaser
- William Kurz, SJ
- Linda Menck
- Jon Pray
- Kevin Siebenlist
- Stephen Byers, Journal, Media Interactive, Tribune Advisor
- Barbara Volbrecht, WMUR, MUTV advisor
- Kimberly Zawada, business manager
- Jeffrey Engel, Tribune editor in chief
- Justine Shorter, WMUR general manager
- Lauren Frey, Advertising Manager
- Patrick Johnson, Journal editor
- Samuel Bringardner, MUTV general manager
- Trent Carlson, student representative
- Christopher Mason, student representative

**Actions 2010 – 2011**

1. Reformulation of job descriptions and payroll patterns for salaried and hourly wage student.

   An audit of the student pay process in the summer of 2010 revealed that the payroll operation for student workers violated federal work study policies on student employment regarding differences in compensation and work requirements between salaried and hourly compensation as well as unsatisfactory distinctions between the two overall. Assisted by University Counsel Doug Smith, the executive committee of the board reformulated both the position descriptions and the payment procedures to bring them into compliance with federal guidelines. The Board adopted the revisions and directed the business manager to implement them as soon as possible.

2. New Board representative for Broadcast and Electronic Communication

   Maya Held was elected by the faculty in Broadcast and Electronic Communication to replace Karen Slattery as that unit's representative on the Board.

3. Selection of editors and managers for 2011 – 2012

   The Board interviewed applicants for one of the editor and manager positions in Student Media for the 2011 – 2012 academic year, including an interview via Skype with a student studying in Spain. Following the interviews, the Board selected the following students as editors and managers for the 2011 – 2012 academic year:

   - Advertising Manager: Courtney Johnson
   - Journal Editor: Jennifer Michalski
   - Media Interactive: 


The evolution of Student Media Interactive into an online multimedia operation providing convergence among the student media led the board to divide the position of general manager into two positions: general manager and technical manager and to refer further consideration to the executive committee. The executive committee recommended addition of a third position, content manager, as a liaison with the other student media in a position parallel to the technical manager. Unanimously adopted by the Board.

4. Financial Operations
At its April meeting the Board accepted a report on the current financial situation of Student Media which derives income from advertising sales and an annual subsidy from Marquette. The overall Student Media budget for 2010 – 2011 is $363,622.00. Of this amount the university's annual subsidy remained at $90,722.00 as it has for a number of years. Student media advertising generates the balance of the revenue, and this year it had a sales goal of $272,900.00 to date ad sales total $205,714.00, and it is likely that gross revenue for the year will be less than $210,000.00 or about 77% of the goal.

A bit less than 70 percent of the budget covers student salaries and wages. About 20 percent covers printing costs. Operational costs consume the remainder.

The final budget report will not be available until the end of the fiscal year; the Board will review it in the Fall along with the budget proposed for 2011 – 2012.

5. Sale of Tribune front page space for advertising.
Serious decline in overall advertising revenue, which is part of a national pattern among college and university student newspapers over the past two years, led to sale of the bottom of the front page of the Tribune to an advertiser as an experiment in increasing advertising revenue. The Board reviewed the phenomenon of front page advertising space among American newspapers in general and discussed the policy implications of selling front page space of the Tribune to advertisers. An hoc committee of student editors, board members, and advisors was directed to develop additional information on the actual revenue benefit of front page advertising and to develop advertising policies controlling front page advertising, should the Board adopt a policy allowing front page advertising in the Tribune. The committee report will be reviewed by the executive committee and put on the agenda for the first Board meeting in 2011 – 2012.

As of early April, the new editors and managers are working side by side with the outgoing editors and managers to smooth the transitions.

Submitted 19 April 2011
Dr. Bill Thorn
Chairman, University Board for Student Media