University Board for Student Media  
Annual Report  
2017-2018

MEMBERSHIP

Voting Members

Dr. Erik Ugland Representing Digital Media (Chair)
Dr. Nathan Gilkerson Representing Strategic Communication
Dr. Karen Slattery Representing Journalism and Media Studies
Rev. William Kurz, S.J. Representing Jesuit Faculty
Dr. Jack Winters Representing Marquette Faculty
Mr. Greg Borowski Representing Marquette Alumni
Mr. Dale Kaser Representing Office of the Provost
Mr. Don Hertz Representing College IT Staff
Ms. Kelly Durkin Representing MUSG
Ms. Bridget Fogarty Representing MUSG
Ms. Rachel Italiano Representing GSO

Non-Voting Members

Prof. Mark Zoromski Director of Student Media
Mr. Patrick Thomas MU Wire Executive Director
Ms. Rebecca Carballo Tribune Managing Editor
Ms. McKenna Oxendine Journal Managing Editor
Mr. Phillip Pinarski MUTV General Manager
Mr. Ian Schranck Marquette Radio General Manager

ACTIVITIES

The full Board met once in the fall semester and twice in the spring semester, and subcommittees also met to work on policy and budget issues. Board members also communicated electronically about various issues, including a proposal to revise the Board’s bylaws.

Budget - New Funding Model

Last year the Board worked with the Provost and the Dean of the College of Communication to substantially restructure student media by adopting a new budget/revenue model, which was implemented in 2017-18.

Student media now operate under a non-profit model (or, more precisely, a non-revenue-generating model) under which student media receives a fixed but substantially smaller
subsidy from the university. This frees student media of the difficulty of sustaining operations through dwindling ad revenue, but also reduces the university’s overall contribution and gives both the university and student media some budget stability and predictability.

To make this work, the advertising department was all but eliminated. A few positions were retained to manage ads from long-time clients and those who seek out student media as an ad venue. But there is no longer a large staff of ad sales reps as there had been in the past.

The small amount of revenue generated from ad sales this year will be used to purchase furniture as part of the major renovation of Johnston Hall – a project that principally affects the student media and studio/lab spaces. The long-term goal is to develop a process for channeling future ad revenue, if any, into a student media endowment fund. The Director of Student Media is working with various parties in the College of Communication and the University to find a way to do this.

For 2017-18, student media set a goal of raising $30,000 in ad revenue, and it is on track to slightly exceed that number. In terms of the overall budget, there appears to be enough in operating to get student media through the fiscal year without any problems, and it will finish the year with a small surplus in its budget for student salaries, which is the result of some unexpected staff vacancies. No major changes are planned for the next fiscal year, so using the same budget model and figures ($115k for student salaries, $70k for operating) for 2018-19 should work well.

**Donation for Marquette Journal**

MU law school alum Mike Delzer, president and chief operating officer of Delzer Litho in Waukesha, generously offered to print both the fall and spring editions of the *Marquette Journal* as an in-kind donation. Advancement is working with Mr. Delzer to see if he would be willing to consider a multi-year commitment.

**By-Laws Changes**

In spring semester, the Board voted to approve changes to its bylaws, which were then presented to the Academic Senate and are eligible to be approved by the Senate at its final meeting on May 7.

The language of the bylaws needed to be updated to reflect some of the structural and personnel changes in student media, and to more accurately reflect some of the Board’s duties. The revision adds references to the new position of Director of Student Media and removes references to the Budget Director – a staff position that no longer exists. It updates the description of student media to include references to the Marquette Wire. In the list of the Board’s duties, it indicates that the Board selects the students for the top student media leadership positions. The revision also updates the description of the budget process to reflect the current practice.
In addition to these more technical updates, the Board also proposed to modify the composition of the Board, for two reasons. The first was to reduce the overall size of the Board from 11 voting members to 9. Board members have complained for several years about how difficult it is to get the members together for meetings, so this change would make the Board nimbler. In addition, the changes would add some additional outside expertise by including another media professional/alumni Board member, presumably someone with more of a broadcast/video background.

Under the revised bylaws, there would no longer be a faculty representative from Strategic Communication, the representative from IT would become an ex officio, non-voting member, and one of the three student rep positions would be eliminated.

New Editorial Features

This year student media introduced a new feature – weekly, five-minute radio newscasts on WMUR (Marquette Radio), which includes news packages produced by Marquette Wire staff.

Editorial Accomplishments

Students working for the Marquette Wire won 75 national, regional, state and local awards for work produced during the 2017 calendar year, including:

- 16 Mark of Excellence awards from the Society of Professional Journalists (four-state competition)
- 21 from the Milwaukee Press Club (statewide)
- 13 from the Wisconsin Newspaper Association (statewide)
- 10 from the Wisconsin Broadcasters Association (statewide)
- 7 Eric Sevareid awards from the Midwest Broadcast Journalists Association (six-state competition)
- 5 national awards from the Intercollegiate Broadcasting System (national)
- 1 collegiate Emmy (four-state competition)
- 2 film festival awards (national)

Among the award highlights:

- The Tribune won the best overall excellence award from the Wisconsin Newspaper Association, which is significant because it beat out long-time stalwarts the Badger Herald and Daily Cardinal at UW-Madison.
- MUR won a national award and four national finalist awards from the Intercollegiate Broadcasting System.
- After not even having a viable entry in the previous year, MUTV was nominated for best newscast in every contest it entered.
- The Marquette Journal was once again nominated as best student magazine by the Society of Professional Journalists.
Two individual awards are especially noteworthy: MUR general manager Ian Schrank won the prestigious student leadership award from the Wisconsin Broadcasters Association, and sophomore Clara Janzen won the journalist of the year award from the Wisconsin Newspaper Association.

**Selection of Student Media Leaders**

The Board uses a two-step process to select the student media leaders for the next academic year. The first step is to interview candidates seeking to be the next executive director of the Wire, which is the highest-ranking position in student media. The executive director-elect then joins the Board in interviewing applicants for the other student media leadership positions. In February, the Board hired Jennifer Walter to serve as executive director in 2018-19. In March, the Board selected the remaining student media leaders.

This is the complete list of leaders selected by the Board to serve in 2018-19:

Jennifer Walter (MU Wire Executive Director)
Sydney Czyzon (Tribune Managing Editor)
Aly Prouty (Journal Managing Editor)
Tara Schumal (MUTV General Manager)
Gabrielle Powell (Marquette Radio General Manager)

**UNFINISHED BUSINESS**

**Advertising Policy**

The Board began the process of revising the student media advertising acceptance policy, but this task is still ongoing and will be carried over into next year. The Board, working first through its Advertising Policy Committee, should be able to finalize an update in fall 2018.

**Editorial Policy**

The Board has been working with the Director of Student Media and the current Executive Director of the Wire to develop a broad set of norms and expectations for student media (essentially a code of ethics) as well as some editorial guidelines about recurring ethical dilemmas (conflicts of interest, use of anonymous sources, etc.). This task is still ongoing and will be carried over to next year.

**BOARD MEMBERSHIP – 2018-19**

Dr. Erik Ugland has just completed his fourth year as chair and the first year of his second three-year term on the Board.
The Board membership for 2018-19 is nearly set, assuming the Academic Senate approves the Board’s proposed bylaws changes, which slightly alter the Board’s composition. The positions listed below are based on the assumption that the bylaws changes will be approved. The Graduate Student Organization has yet to submit the name of its representative for 2018-19. If the bylaws are approved, the Dean of the College of Communication will also select a second alumni representative.

[If the new bylaws are not approved, Dr. Gilkerson will continue serving as the representative for Strategic Communication, Mr. Hertz will continue serving as the College IT rep, and the Board chair will work with the Committee on Committees and Elections to identify a new faculty representative, and with MUSG to identify another undergraduate student representative.]

Dr. Erik Ugland  Representing Digital Media (Chair)
Prof. Dave Umhoefer  Representing Journalism and Media Studies
Dr. Nathan Gilkerson  Representing University Faculty
Rev. William Kurz, S.J.  Representing Jesuit Faculty
Mr. Greg Borowski  Representing Marquette Alumni

Mr. Dale Kaser  Representing Office of the Provost
Ms. Sandra Renderos  Representing MUSG

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