



College Media Association  
(via Zoom Webinar)

April 24, 2023

*Board members present:* Chris Whitley, president; Jackie Alexander, president-elect; Sacha Bellman, treasurer; Joe Gisondi, secretary; Hillary Warren, vice president for member support; Fred Batiste, vice president for member training.

*Staff present:* James Brannigan, Kellen Management executive director.

- I. Call to Order at 2:01 p.m. (CT) by President Chris Whitley
- II. Review of Minutes –Joe Gisondi

The minutes from the March meeting were unanimously approved. (Jackie Alexander moved, Fred Batiste seconded).

- III. Financial Report – Sacha Bellman

Kellen finally received the bill from the Fall 2022 convention hotel. Kellen received revenue funds from Associated Collegiate Press. We are still waiting for Hilton to send commission checks to us. The food and beverage charges remain unclear since we are uncertain whether the Hilton billed each of the three organizations (CMA, ACP, SPJ) properly. There are some pretty significant differences, Bellman said. Brittany is currently auditing the NYC 23 conference bill. Bellman said that revenue from NYC should make up for any shortfalls from D.C. As the Board begins to pursue hotels for Spring and Fall, Bellman said we should consider A/V costs, which are expected to increase at least by 10 percent from this year's \$40,000 figure.

- IV. Conventions and Events – Chris Whitley

The CMA Board unanimously selected two people to run the Fall 2023 conference in Atlanta, scheduled for Oct. 30-Nov. 2 – David Simpson and Bryce McNeil. Pre-conference sessions are expected to take place on Sunday, Oct. 29. (Bellman moved, Batiste seconded). Alexander and Warren abstained from voting. Whitley said they would begin planning next week.

Fred Batiste reported that he is excited about this year's lineup for the Hot College Media Summer virtual workshops. These summer training sessions for both advisers and students, which have been re-branded, cover a greater range of topics than last year, Batiste said.

The workshop is starting to get promoted across the list-serve and via CMA's social media channels. Fred plans to meet with all session presenters via Zoom sometime during the next few weeks. This year's goal: more virtual attendees.

- V. Committee Reports

**WEBSITE:** Alexander said the website is moving into the next phase with a focus on consistently offering fresh content and better communications. Jackie is working with headquarters to determine areas of responsibility, such as updating the carousel.

**CONTESTS & AWARDS:** Warren said she was still awaiting the total number of entries from Kellen, but changes in the Apple Awards seem to have increased participation among member schools – thanks, in part, to the creation of divisions based upon school enrollment. The Apples generated \$3,630 in revenue and attracted 241 entries. Those numbers might have been higher if the entry registration deadline had not been set before the conference, thus preventing walk-up entries during registration. This extra time was needed in order to allow judges more time to assess entries. Subsequently, revenue from the Apple entries decreased by an estimated \$840. Still, Warren said the awards were both more reflective of our membership and yielded “greater equity and greater satisfaction.” Trophies have been mailed.

The Pinnacle Awards will also roll out significantly more categories for literary magazines, podcasts, newsletters, DEI and more. Warren said she worked with Flyte Desk to determine the new changes more closely align to what students are producing. The organizational Pinnacles will be divided by school size. Entries for the Pinnacles begin May 1 and run through June 17.

**ELECTIONS:** Both the regular election and run-off election ran smoothly. A total of 117 members voted, roughly 20%, in the regular election and 96 members voted in the run-off that determined the Vice President of Member Support won by Matt Bird-Meyer, who garnered 66 votes (68.75%). Andrea Lewis had 30 votes (31.25%).

In the initial election, Otterbein University's Hillary Warren was unanimously elected to be President-Elect with 117 votes. She will transition from her current position of Vice President of Member Support at our fall convention in October.

Here are the other election results:

#### Vice President for Member Support

**Matt Bird-Meyer** – 55 votes (47.83%)

**Andrea Lewis** – 34 votes (29.57%)

Jean Norman – 26 votes (22.61%)

*(Bird-Meyer and Lewis advance to runoff, Norman is dropped from the ballot)*

#### Vice President for Member Training

**Bill DiNome** ✓ – 66 votes (56.41%)

Julie Lewis – 51 votes (43.59%)

Members also overwhelmingly voted to amend three following bylaws, including splitting the two-year terms of President-Elect and President into one year each.

#### Bylaw Amendment Approval of Article IV, Section 2

**Yes (approve amendment)** ✓ – 100 votes (87.72%)

No (reject amendment) – 14 votes (12.28%)

#### Bylaw Amendment Approval of Article IV, Section 3

**Yes (approve amendment) ✓** – 104 votes (88.14%)  
No (reject amendment) – 14 votes (11.86%)

Bylaw Amendment Approval of Article VII, Section 1

**Yes (approve amendment) ✓** – 116 votes (98.31%)  
No (reject amendment) – 2 votes (1.69%)

The results were approved immediately after the elections concluded and results were shared with membership soon thereafter via the list-serve.

VI. Old Business

None

VII. New Business

Spencer B will be joining the Kellen staff that focuses on CMA. Jennifer Stone will move to the No. 2 position, behind Brannigan.

The meeting was adjourned at 2:51 p.m.  
(Alexander moved, Batiste seconded)