



## College Media Association Board Minutes

(via Zoom Webinar)

Date: July 26, 2023

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

*Guests present:* Matt Bird-Meyers, Bill DiNome.

*Board members absent:* Fred Batiste, vice president for member training.

*Staff present:* Meredith Taylor, Kellen Management, executive director.

### I. Call to Order at 2:04 p.m. (CST) by President Chris Whitley

### II. Review of Minutes & Board vote – Joe Gisondi

The minutes from the June Board meeting were unanimously approved. (Sacha moved, Hillary seconded).

### III. Financial Report – Sacha Bellman

Sacha said the annual budget deficit for fiscal year 2023-24 should be about \$20,000 less than originally anticipated thanks to an increased in revenue for the Fall 2023 conference in Washington, D.C. Sacha received additional financial information a few days before the board meeting, but she still needs a few more numbers.

The Pinnacles will generate about \$11,000 more this year in revenue thanks to a large increase in entries – roughly 25 percent – over last year thanks to several changes in the contest, which included the creation of divisions based upon school enrollment.

### IV. Committee Reports

**COMMUNICATIONS:** Joe said CMA needs to develop an overall strategy to effectively communicate both internally to members and externally through social media channels. CMA members currently receive information via both email and through the list-serve. Additionally, the membership committee has been working on a quarterly newsletter. Therefore, how should CMA use its social platforms – Twitter, Facebook, Instagram? Chris asked Joe to lead a task force to determine how best to use our social media channels to advocate for student media, educate the public on student media issues and to also assist and inform members about issues, contests, conferences and news.

Hillary Warren spoke with SAGE's associate director of social science, Martha Avtanvilian, sharing details about the conversation that includes potential indexing problems currently. No action was taken.

**MEMBERSHIP COMMITTEE:** Matt Bird-Meyers said the membership committee spoke with Multiview, Inc., Marketing to determine potential strategies for communicating with members and to explore revenue possibilities. Multiview says that CMA would need at least 2,000 subscribers and an exhibitors/vendors list. We are too small for this marketing company. Matt suggested membership could create two newsletters – one whose focus is internal and another that would focus on external audiences. Joe said the external newsletter appears to overlap with duties assigned to the Communications committee. This is another topic that might be addressed in the Comm Task Force meeting over the next several weeks.

**CONTESTS/AWARDS:** This appears to have been the largest contest that CMA has ever completed, attracting more than 4,000 entries and relying on 60-plus judges, who are currently assessing entries. The entries increased by roughly 25 percent over last year.

#### V. Conventions and Events – Chris Whitley

**SUMMER WORKSHOPS:** The Hot College Media Summer virtual workshops attracted 62 specific registrants and 30 general registrants – numbers that were lower than anticipated. Before next summer, Chris said, the Board needs to decide whether to continue to offer education in person or to try going virtual again. On a more positive note, 14 advisers had registered for the news adviser certification, which is slightly higher than last year at this point.

**2023 FALL CONVENTION:** Chris said sessions and excursions for the Fall 2023 conference in Atlanta are currently getting assembled by the Atlanta co-directors, David Simpson and Bryce McNeil. New York Times columnist Charles Blow has just been announced as the first keynote speaker. Registration for the Fall Conference is scheduled to begin within the next two weeks, but hotel reservations at the Hyatt Regency are currently available.

#### VI. Old Business/New Business None.

The Board unanimously approved a motion to adjourn to executive session at 3:04 p.m. (Sacha motioned, Jackie seconded).

In the executive session, the Board unanimously voted to approve both adviser award winners and a CMA Hall of Fame nominee, Steven Chappell.

The Board unanimously approved a motion to end the executive session and return to the Board meeting. (Jackie motioned, Sacha seconded). The Board returned to regular session at 3:13 p.m.

#### VII. The Board unanimously voted to adjourn at 3:15 p.m. (Jackie motioned, Sacha seconded).

