

# Publication Board Meeting

03/13/2017

**In Attendance:** Jordan Carrol (Daily Herald), Dave Newlin (Salt Lake Tribune, alumni), Vegor Pedersen (UVU Review Advisor), Mallory Black (Strong Parts Native Hotline, alumni), Sean Stoker (Editor-in-Chief), Jim Fisher (Faculty Advisor), Birch Eve (Student Body President), Chris Taylor (AVP of Government Affairs).

## Annual Update-Sean Stoker

Communication is a big part of the organization. To accomplish this the newspaper has been using Slack, an app that allows the staff to communicate with each other all of the time.

We have made a push for digital media

We are currently making a behind the scenes YouTube series to show what goes on.

Looking at numbers:

- LAST YEAR:
  - 28 issues
  - 509 articles
  - 77 contributors
  - 648 posts to the UVU Review website
  - 47.7 pickup rate
  
- CURRENT YEAR:
  - 28 issues
  - 562 articles
  - 82 contributors
  - 620 posts to the UVU Review website
  - 53.75 pickup rate

All numbers are up except the posts to the website, but that is in the process of changing.

We have made strides in the design of the printed edition.

I am happy with where we are going.

## INTERVIEW QUESTIONS-Vegor

- Alexis Palmer, Dean of Students wants to give the editor-in chief \$5000.00 to use next year. She wanted to ask each candidate the following question: The Dean gives you \$5000.00, what do you want to do with it?
- All questions must be the same. You can ask any follow up questions.

- Sean: Why are you interested in this position? What would you see as your primary responsibilities? What do think our role as a campus newspaper is?
- Birch: Give us an example of a leadership decision that you have made, why you made the decision, as well as an example of a difficult problem you worked on and how you solved it.
- Mallory: Can you give us an example of how you have handled a difficult situation/conversation with someone where they might have been blatantly racist, insensitive or sexist in any way? Have you ever been in a position to let someone go or relieve someone of their duties and how did you handle that?
- Chris: How will you keep the paper content relevant to its audience? How will you incorporate technology into that effort?
- Jim: Do you have an example of what we are not doing now that you would like to do? Do you have any thoughts about design or photo?
- Dave: What does it mean to be an ethical journalist, to you? How do you promote a culture of ethical reporting and ethical journalism inside the newsroom?
- Jordan: If hired, what are some of your goals and overall vision for the paper?
- Vegor: Besides the editor-in-chief, which are the three most important positions and why? The Dean gives you \$5000.00, what do you want to do with it?

### **Board Business-Vegor**

Our vision for the board is to have them help us out a little bit more this year than they have in the past. Traditionally, this board meets once a year in March to choose the EIC. We want more in more industry buy in and help to bring up the standard of the newsroom experience to be more in line with industry expectations so that we are providing the more authentic experience.

The first week of August will be the retreat. In the past, it has been at Wasatch Campus, Park City or Building L here in Orem. I would like to do an overnight with the students to give them a chance to rub shoulders with each other.

*Dave:* Overnights bring the students closer together.

*Vegor:* One of my goals for that retreat is to bring the editor of the Park Record or the Wasatch Wave, essentially a small town newspaper, and talk to them about small town papers, small town weekly's in particular, because that is what I consider us. We are a small town weekly. Small town papers have faces and names and I do not think we have faces and names of our students in our paper. I want to talk to them about that.

For the retreat, I want to do it on a Friday and Saturday and bring in different people from the industry and the board. Saturday afternoon at lunch the plan is to split them into groups of two and they have got three hours or so to go around either Park City or Heber find a story and write it out or take pictures of it and have them build that story. I want to concentrate on all the staff being storytellers. If any of the board members are interested in doing something I would love to sit down or email you so we can arrange some good sessions. I would like some breakout sessions to plan for next year and provide training from professionals in the industry. Concrete dates are TBD.

In November have a formal meeting and do a program review with me and the Editor-in-Chief. We will talk about the overall experience and show you what the UVU Review is doing. It will also give you a chance to critique us and to tell us where we are falling short in providing that authentic newsroom experience. We will also meet in March

The plan is to meet three times a year. I will be getting addresses so that we can mail out newspapers to each of the board members.

I got a request from Ethan Sproat and I would like him to be on the Publication Board. He is very involved with student journals on campus. UVU has more student journals on campus than any other 4-year university. These publications are also providing real world experience for students. We have some opportunities for synergy there. One thing I have done this year is invited the Student Leadership journal to do their layout in our design room every Tuesday. I want students who are interested in publishing to walk into the newsroom and feel like there are kindred spirits there. In doing that, hopefully they will want to be on the newspaper staff. Please think about this idea.

Editor-In Chief Candidates:

- Kim Bojorquez
- Grant Smith
- McKhelyn Jones

**New Editor-In-Chief: Kim Bojorquez**