

Minutes of the Media Board Meeting,

Sept. 4, 2009

(meeting called to order at 2:03 p.m.)

In attendance: Ian Foster (IF), Christine Pinnock (CP), Alison Powell (AP), Shawn Rice (SR).

Non-voting: Michael Busch (MB), James Hoff (JH), Chris Sula (CS).

Absent: Gregory Donovan.

I. Approval of Agenda

SR motioned to move Advocate Report before New Business; seconded

II. Approval of Old Minutes

IF motions to approve, (CP) seconded.

III. Old Business

No old business

IV. Advocate Report (previously V) Looking for something to write an in memoriam for Professor Ofavatez-Koje

V. New Business

A. Election of Chair

AP nominates SR as Chair, IF motions to close nominations and elect by unanimous consent. AP seconds. Vote unanimous.

B. Advocate Website

Discussion of some problems with the website. SR is heading efforts to get these problems fixed but it may take several weeks. Problems include inability for users to post comments.

JH notes that a new website should come up as soon as a freelance web editor is in place who can do the work to implement the new site

C. Advocate Budget (Chris Sula)

Amendment to the Advocate report regarding dates; there were only 6 issues this year (Sept., Oct Nov and Feb. March and April)

CS inquires about new advertising; JH reports no new advertisers for September issues, but is continuing to send out note cards, letters, etc.

SR reports Steering Committee formally requests JH increase payment for freelance writers to meet his budget for those writers.

Plenary

Steering Committee

Constitution and Bylaws

Media Board

Health Issues

Cultural Affairs

Professional Development

CS: Update: Advertising budget for 08 – 09, an Ikea invoice remains unpaid. CS submits detail re: all advertising discrepancies. Proposes changing advertising revenue; anticipated \$1600 at best, should be \$4 – 5,000; revise projected revenue to \$800 and possibly take out \$800. Ian motions, AP seconds. Unanimous in favor.

D. Hiring a Web Content Editor (James Hoff)

Discussion of possibilities for new website, including advantages and disadvantages of using Drupal. With Drupal, writers can automatically upload their content to the site, which can then be edited and published by the Editor or Managing Editor.

Also possibility of buying a WordPress application / theme. Discussion of WordPress functionality and features.

JH voices concern that newspaper has control over the website and what is on it; must be trained fully on whatever management system is used. Discussion over funding and maintenance fees, including where the finances would come through. JH notes that there are only three lines in the Advocate budget and needs a line for a person to upload and update content.

JH requests either an increase in Advocate budget for a person to upload and update content or for an increase in salary if it remains his responsibility. Says it takes about 10 – 12 hours to upload and adjust articles for the website.

CP says we should pay someone for working on old website, rather than use money to set up a new site.

CS: Someone could be paid through freelance budget, so long as it is out of the "title"

CP: It doesn't make sense to put money after what is already an ongoing problem; should just pay for someone to get Wordpress up and running.

JH: Then need to expedite WordPress or else September issue won't get up

SR: We can get Wordpress up within a matter of a week; then need to find someone to do the data migration.

JH suggests that Mark could do the migration work. CS: will check with BOT as to whether h can be paid for this work.

JH / SR: possibility of looking into another domain name to deal with current phishing problem

SR: suggests a recommendation for up to \$1000 for website, and try to make this happen immediately. This includes monies for the theme and to pay for migration. If costs increase, we can revisit.

SR: Drupal and WordPress have more security features built in; WordPress has the advantage of being able to buy it outright and use it easily, whereas it is harder to get financial approval for freelance workers

SR on Drupal vs. Wordpress: Drupal is more powerful and flexible, but WordPress has a journalistic-style review.

JH feels Wordpress would be best and most user-friendly

CP motions to request up to \$1000 for WordPress and theme. Ian seconds, all approve.

Announcements

Gregory is absent but communicated earlier he'd like to look into how all the electronic media works (domain name etc.) – would like to migrate Advocate info to put it on the DSC site, so we wouldn't have to pay for this twice.

CS: issue is on the back end and related to login; someone will need to log in if OPEN CUNY shouldn't have access to DSC contact list. Work out account information and how domain names and registration works, etc.

Adjournment

CP motions to adjourn. AP seconds. Meeting adjourned at 3:27.

Minutes respectfully submitted by Alison Powell.

DRAFT