

# Minutes for Kansas Collegiate Media

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General Business Meeting \* Drury Plaza Hotel, Broadview, Wichita \* Monday, April 9, 2018

## Call to Order

A general membership meeting of the Kansas Collegiate Media was held on Monday, April 9, 2018 at the Drury Plaza Hotel, Broadview, 400 W. Douglas Ave., Wichita. The meeting began promptly at 7:30 a.m. and was presided over by Stacy Sparks, Southwestern College, with Amy Chastain, Butler Community College, as secretary.

## Attendees

Voting members in attendance included President Stacy Sparks, Southwestern College; Treasurer Corbin Crable, Johnson County Community College; 1<sup>st</sup> Vice President Amber Brawner, Hutchinson Community College; 2<sup>nd</sup> Vice President Regina Cassell, Washburn University; Secretary Amy Chastain, Butler Community College; Brad Hallier, Hutchinson Community College; Sue Sprengle, Seward County Community College; Kevin Page, Benedictine College; Julie Love Smith, Benedictine College, Amy DeVault, Wichita State University; Denise Neil, Newman University; David Silverman, Kansas Wesleyan University; Kristy Dekat, Emporia State University; Max McCoy, Emporia State University; Spencer O'Daniel, Kansas State University; and Emily Maslow, Kansas State University.

Members not in attendance included Michael Swan, Butler Community College; Stephen Wolgast, Kansas State University; Meg Smith, Cowley College; Gerri Berendzen, University of Kansas; Josh Letner, Pittsburg State University; Julia Largent, McPherson College; Chealsea Weaver, Kansas Wesleyan University; Paul Green, Kansas Wesleyan University; Daniel Reyes, Garden City Community College; Dennis Dunleavy, Benedictine College; and Taylor Shuck, Baker University.

## Approval of Minutes

A motion to approve the minutes of the Sept. 23, 2017 was made by Corbin Crable, of Johnson Community College, and seconded by those voting members present.

## Officer's Report

**Treasurer's Report was presented by Corbin Crable.** Corbin distributed the treasurer's report {See Appendix \_\_\_}. Corbin explained that we made money on this conference. Our account's current balance is \$23,995.17. This standing balance does not include any payments that are pending. The KCM judges still need to be paid, but there was some brief discussion as to whether to pay judges who do not leave comments. The move to Smart Entry did present some challenges, and some comments were not saved.

Money was raised also for Ron Johnson, the keynote speaker for Monday, April 9, 2018.

There was an increase in \$2 per entry rather than \$1. Brad Hailer, of Hutchinson Community College, moved to accept the treasurer's report.

**1<sup>st</sup> Vice President's Report was presented by Amber Brawner.** Amber distributed the first vice president's report {See Appendix \_\_\_}. Attendance is up from last year. Amber revisited an earlier question posed at the 2017 Fall Retreat: Should we move from a two-day conference to a one-day conference? Stacy Sparks, of Southwestern College, spoke about why the organization moved to a two-day conference nearly 25 years ago—1) journalism was thriving, 2) entries were expanding and 3) expanded to sessions and offering a noon banquet. One question to consider if we have the budget to bring our students to an overnight conference. If institutions are cutting back, then the organization may be able to figure something out. Another factor would be to reach out to colleges that did not attend the 2018 conference. Cowley College did not attend this year's conference because of one they attended in Paris, France. Amber offered to reach out to advisers who did not attend the 2018 conference. Overall, there seemed to be interested in keeping with a two-day conference, so we will likely keep with this format.

David Silverman, of Kansas Wesleyan, raised questions about the math in the 1<sup>st</sup> Vice President's report to which Amber and Corbin referred him to a new stipulation: A discount for conference registration was offered if publications submitted 10 entries.

Amber also sought feedback on the student-adviser mingle. For instance, those involved could bring materials to ensure preparation. One adviser explained that some students did not feel this was an event for them if they were not transferring. Perhaps a component could be offered for those students who do not intend to transfer right away. One option was arranging tables in a round table format, maybe made up of sports editors, feature editors, etc. One adviser recommended the use of an escape room, which her staff took part in. there are up to seven rooms available, and we could arrange a journalism theme. David recommended that during this event, there could be a dessert bar and drinks, which may attract more students and add to the feel of the event.

**2<sup>nd</sup> Vice President's Report was presented by Regina Cassell.** Regina distributed the first vice president's report {See Appendix \_\_\_}. Regina asked advisers to mark up the 2018 KCM Contest Rules and Category Descriptions in order to consider what did and did not work. Specifically she sought suggestions, and a survey was also sent out before the 2018 KCM conference.

Regina then sought feedback with using Smart Entry. There was a big jump in cost by moving to this format. Smart Entry is not made for student journalists, but for art students. By using Smart Entry, we pay a flat fee and per entry. The judges struggled with this format, but Regina explained that now we know the issues, so it should go better if we continue to use Smart Entry.

The overall entry process has changed, too. In the past, judges were given a long form of 1,000 points to give out, and for some, it was difficult to assign feedback (e.g. who are not used to grading). The process changed to 100 points. The judges have a better idea of what to look for and an opportunity to give better feedback.

Regina distributed some overall printed copies, but if some were missing, she will get us this information. The overall entry feedback is also available on Google docs through a shared file. If you have not provided Regina a Gmail address, do so.

Corbin commended Amber and Regina on a job well done with the transition and contest. He also noted that it was a hard leap to move to a new format, and that Amber and Regina have been transparent.

Regina also reminded everyone of the changes regarding the Fall Retreat. The retreat will be held on Friday on even years and on Saturdays on odd years. There is no set location, but in the past the retreat has been held in Hutchinson, Wichita and Lindsborg. There are also Zoom and Skype options now if advisers are unable to make the trek to the Fall Retreat.

## **New Business**

*Funding at Kansas Colleges:* The funding at Wichita State and Emporia State University is a concern. Max and Kristy, of Emporia State University, explained that the Associated Student Government (ASG) dropped a bomb on the *ESU Bulletin* regarding their funding. This would also affect Emporia's yearbook as well. It is likely that there will be budget reductions over a period of four years. There was a forum hosted where the ASG president took questions, but nothing was really answered. One interesting point is that no representatives are on the committee that will make the decision regarding funding.

Like Wichita State, the concern appears to be about the reduction in student fees. Amy DeVault, of Wichita State University, also explained that the Student Government Association (SGA) president also sits on the publication board and inquired about advertising sales a while ago. At a meeting, the SGA president made a comment comparing *The Sunflower* to other regent schools among other comparisons. Amy (DeVault) made a note that each publication, city, campus and model is different. It is likely that this action is retaliatory given the coverage Wichita State has received. Wichita State President Bardo among others suggested changes that *The Sunflower* make in regard to headlines and

stories. One administrator, Vice President Terri Hall, would like to see the publication truly independent. *The Sunflower* staff had a head's up that this was coming in August, and as a result, the staff reached out to the Student Press Law Center (SPLC). President Bardo ended up signing SGA's recommendation to cut the newspaper's funding.

Given these funding constraints, it was discussed what we can do as an organization. Perhaps a letter to the Board of Regents and college presidents regarding the concern and how this would affect student journalism would be a good approach. One important thing to note is that with Student Government, individuals in power are there for a short time, and they can make lasting changes that can sabotage something that benefits students and an existing entity.

One adviser recommended that we do a better job of selling ourselves as an organization, remarking what we do and what we provide.

David Silverman, of Kansas Wesleyan, said that there is no shield law for collegiate journalists, so perhaps the organization should argue for one. We could locate representatives to help draft and introduce legislation. Stacy Sparks, of Southwestern College, said that this is a good long term goal, and for short term, a letter would be a good approach. The Board of Regents should have the letter when they meet in May, will receive budgets and then vote in June. Stacy said that she would write a letter addressing both issues that are concerning Wichita and Emporia State University, but first she would need a one paragraph summary regarding what is happening (from those at Emporia and Wichita) and she can distribute the letter.

Regina Cassell, of Washburn University, reminded us about the survey regarding the conference and contest. She asked that we reflect on the changes made to the contest and pass it along to her.

## **Adjournment**

The meeting was adjourned at 8:12 a.m.

Respectfully submitted by Amy Chastain, April 24, 2018.