

SELECTION COMMITTEE OF THE STUDENT MEDIA ADVISORY BOARD

Minutes for Saturday, February 24, 2018, at

10:30AM AB, Room 212

1. CALL MEETING TO ORDER

Meeting was called to order at approximately 10:30 AM on February 24, 2018, in room 212 of the Ansari Business Building. Presiding Secretary, Kaitie Christensen.

2. INTRODUCTIONS

3. ATTENDANCE

4. NEVADA SAGEBRUSH EDITOR-IN-CHIEF SELECTION PROCESS

Maddie said she would be best for the position because she was able to bring a safe and comfortable environment for people to share their ideas. She worked at Forever 21 where she had to communicate professionally and they weren't always happy with their service. She had to make sure people were happy. She worked with the student cadets and had to work with classmates and graduate students. She was very well rounded with the public and within campus and that public. She had an understanding of how to publish an dhow publication happens. She was an editor in chief in high school for the yearbook and understood the pressure. The sagebrush was one of the oldest publications in the US and that was a big thing. She knew that the Sagebrush has gotten a lot of awards so there is a standard that it needs to be held to and she loved that challenge. She wouldn't consider herself a leader because the people that she would be working with world all be on the same page. She liked to sit with people and help them. She enjoyed that people would come to her for help and she could do that well. She watd to be able to bring a space for fostering the right of speech via the press. She understood that it wasn't her position to put in her opinion or propose a solution, but to create a dialogue for it. She thought she was the best fit because she could help people through the stuff she has learned in her other jobs.

Mr. Cruz said as editor in chief of Sagebrush, it was a weekly thing to do the staff editors with the opinion editor. It forced her to make a stance.

Maddie said she was comfortable with taking a stance. She enjoyed being a leader. She wanted to be editor in chief of a publishing company. She didn't think of herself as superior. She can command a situation and do it well.

Ms. Heerdt said what is your experience with writing and breaking news?

Maddie said she was an English literature major. She wrote a lot about analysis and was taking English literature theory. She was well versed in writing since that was her major. By editing in high school, she got experience. She knew how to take photography and knew the backends of publishing. For breaking news, she just saw the past sagebrush, and they did stuff about valentine's day and affordable outfits. She liked that idea. There was a thing about tuition going up because of buses and Pack transit and transportation. She understood that they had to bring information to the students. She hoped to learn since journalism was not her major. It takes her a while to figure things out but once she knows what she is going she can do it well.

Mr. Solis said did he have to wait until everyone spoke

Nichole Collins said yes, he was public comment.

Ms. Purdue said she was sick so if she needed to repeat herself, let her know. She was having trouble projecting. She was the current news editor of the Nevada Sagebrush. She would like to be the editor in chief. She was born and raised in Vegas and that is where she gained passion for journalism in high school. It kept growing. She was a third generation UNR graduate and she is second generation in the Sagebrush. Her mom got her stated with what she was doing when she went on the tour. Her mom told her about the sagebrush during the tour and she wanted to be editor in chief. In order to do that, she volunteered her freshman year and got started. She didn't think she was that involved. Her sophomore year she applied to be the assistant lead editor, which grew her as a journalist. She was changed and it

opened many doors and gave her the opportunity to intern for USA today. She was published 26 times. This was an opportunity for her to learn and she brought that back as news editor this year. This hard work earned some awards from the community; Third Place for Associated Collegiate Press, Third Place Overall for Weekly Newspaper at a University, and she won the Smith Howard internship. They give away three scholarships and one internship to journalism students at UNR. For the last two years she was on the staff and learned how the Sagebrush worked. She loved it, but there were some things that needed to change. The first thing was writing for online. Right now, they write their articles to be published in the newspaper on Monday, and on Tuesday all the articles come out online in one big spam. They only upload on Tuesdays and everyone said that was backwards. They should write for online and then put it into the newspaper. This would require staff members to post an article every few days and put them into the paper. The online presence isn't as big of a deal in terms of word count. For online, 300 words does the job, and you can always update that in the paper. Two of their editors were graduating this year and others have expressed interest in returning. They will have a new staff next year so she wanted to have new training. The new staff would be expected to write for online. Their multimedia went along with increasing their presence. They do scarce podcasts and videos. They needed more projects and consistency. They needed more people in order to do that. They would need to budget multimedia staff and it would probably be volunteer based. There was an individual group from the journalism school called Wolf Pack What that was a volunteer group to produce videos. They could absorb them or create their own thing within the Sagebrush. They could revamp their volunteer program. The biggest thing they face is that volunteers are hardly retained. They come once and then won't write at all or respond. The biggest thing is that they don't understand the process, what they do, and why they do it. She wanted them to feel like part of the staff. She could change the name to staff writer. She wanted to integrate the Sagebrush into the school of journalism. The goal should be to be published in the paper. They could get more stories this way. The end goal for these classes should be publication. They should help the students. There was a separation between sagebrush and the Jshschool and they should be integrated. Her passion for journalism has been lifelong. She worked for the last two years to make sure she was the best candidate.

Mr. Thyne said would she consider making the sagebrush all online

Ms. Purdue said no because a lot of the ad revenue came from the paper. They had to keep the paper

Mr. Cruz said since she was on sagebrush staff, what has she see from Solis that she's would like to take away

Ms. Purdue said his leadership was impeccable. She thought about the Vegas shooting and the day after they had a deadline and had to revamp the paper. She was very emotional and Jacob was feeling the same way but he was like "we have to go, we have to do our job". Half the staff is from Vegas. She didn't want to go to the vigil on her birthday, but she had to, and Jacob said she had to do her job, and she knew he was right. It was the hardest thing she had to do but he pulled her through that and other things. When she first was on staff, he got thrown into the editor positions and had to hire a new staff. They haven't missed a deadline in so long.

Mr. Jackson said regarding integration with the J school and doing those stories, what were her goals for pursuing that?

Ms. Purdue said if she was elected she would send an email out to the writing based professors to create a meeting and ask them to incorporate it into the curriculum. A lot of the emails she gets say that professors are encouraging students. The J school should encourage publication and get their name out there.

Mr. Cruz said since multimedia was a strenuous position, were there plans for increasing multimedia positions?

Ms. Purdue said she didn't know the budget, but she was considering hiring a multimedia assistant so that they have someone who is accountable because volunteers are flakey. It would depend on if they can afford that with a budget. She would love to get an assistant multimedia editor because that was where journalism was going.

Mr. Mecey said besides a change to the title of volunteers, how would she make sure they were producing?

Ms. Purdue said she wanted them to feel like they are on staff and come to the meetings. IF they come to meetings and deadline and understand why they do what they do, it gives them the chance to be promoted as things go on. There is a lot of opportunity for promotion, so instead of having to scramble to find someone, they can use them to fill in positions.

Nichole Collins said do you plan on making design changes to attract more readers?

Ms. Purdue said to redesign their first page. Sections were good.

Ms. Shirrick said do you have any plans to increase social media presence

Ms. Purdue said that was where multimedia came in, to drive attention to the website. The problem right now was that not all of the social media attracts people to the website. It doesn't focus on their stories, it's about relevant topics but the link isn't in there to their story> it's all about driving more traffic to the website.

Mr. Thyne said next year would be a big turnover year. How would you integrate new staff?

Ms. Purdue said she wanted to hire early instead of hiring over summer and throwing them in. If they could hire within the next month to figure out their staff members, they could see how they work and the process like their style and what they do and how to attribute photos. There were things you had to fill out if you were part of the news team. There were quirks for every section such as sports, design, staff ed.

Alexandra said she was doing this all day and she was tired. When she was looking at Sagebrush, she was intrigued by the dynamics of the site and options for opinions. She thought it was important that as a writer you choose to voice your own opinions in your writing. She loved the subjects and the templates. IN her past, she thought entertainment writing was her passion. She was impressed with how it was played out and what the writers had to say about each topic. She thought it was cool. She liked how one of them went from politics to the Olympics to a donut shop. That's diverse if you didn't notice. When it comes to her efficiency, she liked to write but she had no experience editing. Her writing experience, she is efficient. She is an extrovert who loves to be organization. She had so many planners for so many different things. Any questions?

Ms. Heerdtsaid have you ever contributed to the Sagebrush

Alexandra said she had not but she wanted to

Mr. Cruz said what is your extent of news writing experience?

Alexandra said she wrote for the police department of Sparks. All they do is news and what they have to do and giving the public a good view of what they do and how they do it. She just wrote an article for their citizens academy

Mr. Cruz said you work for PR

Alexandra's said her dad works for the sparks police department and she writes for them sometimes. She has an in because of family

Mr. Mecey said does she have plans for increasing multimedia presence such as video and audio

Alexandra said she didn't have any experience in that but it would be fun to do.

Mr. Cruz said do you have any experience with AP style?

Alexandra said yes just recently, she knew the basics

Mr. Thyne said what kind of entertainment stuff does she read

Alexandra said she wanted to go to law school and get into entertainment law like sports entertainment. She liked to read sports sections and let people know the most important things and the stuff readers "eat up"

5. PUBLIC COMMENT

Mr. Solis said what do you think needs to change?

Maddie said the paper does a good job providing information to the students but more information needed to be presented to students. She enjoyed doing descriptive and beautiful writing. It's "flowery" writing. She didn't like that newspapers were bland. You have to present it in a way that everyone wants to read. She can do that. It's one thing that can change by presenting ideas in a more enthusiastic way. She had experience in English literature.

Mr. Solis said what kind of experience do you have editing

Maddie said she co-edited with another girl. She sat down and spoke to students and help them one on one. She was able to look at things and determine sentence structure, diction, things like that. She liked to proofread and she enjoyed it. She enjoyed helping people improve their writing.

Mr. Solis asked how familiar are you with AP style?

Maddie said she didn't know a whole bunch about journalism but she hoped to learn. That is what she was here for. They were all students and here to learn. It was a challenge she could take on.

Mr. Solis said how familiar are you with what is required of a media outlet and social media presence?

Maddie said as for headline writing, she wasn't very well acquainted with it. From what she knew, she associated headline writing with news in general. That focuses on the newspaper as the main thing. She would figure things out. She wasn't entirely sure but she could learn how to do most of those things. She didn't plan on not learning anything.

Mr. Solis said it was difficult to monetize their web presence, but it's harder now that Facebook is punishing news outlets. How can you prepare the staff to write for online and also change the web presence so that they drive more traffic in spite of social media changes?

Ms. Purdue said once they continue to post their stuff, they can continue to update and be current in their information. They need to be timely with their posts and what is going on. With the fraternity thing last week, they didn't know what was happening, and RGJ got there first. They need to be more timely, they were focusing on their deadlines. They had to get out their first, it should be every day, not just when it is going crazy at the university. She was trying to write weekly senate articles on Wednesday, she is ready to copy, so it's possible. They are preparing future journalists to prepare for the real world because you should have a day or two

Mr. Solis said their funding came from advertising, did she have any ideas to diversify revenue

Ms. Purdue said they could sell promotion stuff such as t-shirts or an awards ceremony where they do a dinner and guests have to pay to bring in revenue.

6. VOTING AND APPOINTMENT OF NEVADA SAGEBRUSH EDITOR-IN-CHIEF

Mr. Cruz said experience wise, Maddie was the clear candidate in his eyes. The other two just don't have enough experience in news writing or working for a paper. One of them said college is where they should learn things, but they hadn't even tried to get their own feet wet. This was more of a "let's see if I can get a position" more than them planning this out like Maddie did.

A member of the body said she felt like with all the new positions, they could still be in the paper and apply to be editor.

A member of the body said they felt like with Maddie, because she had a design in her head for the sagebrush she could help it progress. She had so much experience in writing, but the others didn't have the experience. If they were to start up and join as a volunteer and an editor, they could one day be viable for the position. The first candidate wanted to make stories more flowery and that's not what journalism is. The one they just talked to, she said she liked it when she saw their opinions, but that's not what the stories are. You don't want to put bias in the stories.

Mr. Jackson said going off that, they were commenting and recommending encouraging her to apply for the Brushfire

Nichole Collins said with her knowledge, she would feel more comfortable there

Mr. Cruz said that one girl could be editor for entertainment. They just need to start somewhere. He isn't going to be POTUS before he comes a senator

Mr. Solis said unless you do...

Nichole Collins said it's possible

There was a unanimous decision for Maddie Purdue.
Zero votes for the remaining candidates.

Nichole Collins said that Maddie Purdue would be the next editor in Chief. Alexandra's perseverance today was amazing. Her entertainment knowledge and passion would be perfect for new positions in the Sagebrush. Maddie may fit better for Brushfire. Keep your eyes out for positions. Maddie had more knowledge of the Sagebrush. They should get their feet wet first before diving into a new position.

7. ANNOUNCEMENTS *Upon the selection of the Nevada Sagebrush Editor-in-Chief, all candidates will be asked to return to the meeting. The Student Media Adviser will announce the outcome of selection process.*

8. ADJOURNMENT

*If you would like a copy of the agenda, please contact
Nichole Collins, Student Media Adviser,
At 775-784-7773 or nmcollins@unr.edu*



ASSOCIATED STUDENTS OF
THE UNIVERSITY OF NEVADA