

SELECTION COMMITTEE OF THE STUDENT MEDIA ADVISORY BOARD

**Agenda for Friday, November 30, 2018 at
4:00PM in Rita Laden Senate Chambers in The Joe Crowley Student Union**

1. CALL MEETING TO ORDER

Amy Koeckes called the Selection Committee of the Student Media Advisory Board meeting to order at 4:05 p.m. in the Rita Laden Senate Chambers in the Joe Crowley Student Union, Third Floor of the Joe Crowley Student Union. Presiding secretary, Dominique Hernandez.

2. INTRODUCTIONS

Taylor Harker was representing Insight Magazine.

Andrea Heerdt was representing Insight Magazine.

Angela Lujan was representing Insight Magazine.

Olivia Ali was representing The Nevada Sagebrush.

Bailey McCey was representing The Nevada Sagebrush.

Cedrick Alcala was representing Wolfpack Radio.

Nick Huffman was representing Brushfire.

Sara Cryan was representing Wolfpack Radio.

Mika Alvarez was representing ASUN Senate.

3. ATTENDANCE

There was no attendance taken at this time.

4. INSIGHT EDITOR SELECTION PROCESS

- Schmutz, Maggie

Amy Knoeckes said their lay out for this selection process would be similar to how they did it last. They'd come up with questions to ask although there was only one candidate for Insight Magazine. Although there was only one candidate they didn't have to select that candidate that day. They were ok to leave the process open however it was open for about a month and a half. She welcomed ideas or questions for the Insight editor candidate.

Andrea Heerdt said she'd ask her how she planned on bringing in new volunteers or how she would convince their current volunteers to stay and what her plan was on quickly approaching deadlines when a writer/photographer flaked out on an assignment. She'd also ask what staff position Maggie planned on creating and what part of the production she wanted to handle herself. Whether she wanted to hire more staff writers/copy editors or handle that herself.

Nick Huffman said that also covered his question. Similar to the Brushfire editor position, he saw their editor both designing the magazine and assigning tasks. He was curious to see if she was going to follow the same approach of being chief design as well as the management position. There had to

be a balance rather than one set of skills.

Amy Knoeckes asked if he was going to be questioning her leadership style.

Nick Huffman said yes whether she wanted to be more of a chief designer or planned to be more of the group manager. She could've also balanced both. But if she was just trying to do one of those roles, how was she going to delegate the other position.

Bailey McCey said he was going to ask her whether she had any design change ideas for Insight or if she was going to keep the same layout.

Amy Knoeckes said she wanted it known that it was only a semester long appointment.

Sarah Cryan said she would ask her if she planned on collaborating with others. She knew WolfPack Radio collaborated with Sagebrush a lot, they wrote articles about the artists and things like that.

Andrea Heerdt said her final question would be about the time commitment. If she had another job would she be able to fit in all the requirements into her schedule. Andrea herself worked an average of 20 hours a week, if Maggie would be able to do that and balance school work as well.

Amy Knoeckes said the committee should remember they could also ask follow up questions during the presentation or if it came up.

Maggie Schmutz entered the room at 4:13 p.m

Maggie Schmutz introduced herself. She said she was there applying for the editor and chief position at Insight Magazine. She was from Fallbrook, California which was 45 minutes north from San Diego. It was the Avocado capital of the world. She started working on student publications in high school. She worked on their equivalent of Brushfire as well as their newspaper. Her editor used to tease her and say she needed to start a magazine because she was more capable of magazine writing than newspaper writing. She was passionate about art, literature, and popular culture; those were her three main interests. She was a Journalism major at UNR and she focused on visual communication and she was adding news. For qualifications, she had a 3.08 GPA. She had regular software skills like Adobe, Microsoft Word and Microsoft PowerPoint. She was also familiar with WordPress but she never did anything too large scale with it. However, she was a quick learner and she was familiar with it. Project Management with the job she was in at the time was really big, she had done some logo design. Time management was also huge with being a student and the job she did. Therefore, she considered herself to be very good with it. With administrative skills she had done a lot of administrative work at her current job. Customer service was really big for her. She also did copywriting. Right now she was a resident assistant, she designed and edited a newsletter for their current residents with another RA. She planned and organized events for communities which had anywhere from 54 to 700 students at a time. She also attended weekly staff meetings to create ideas so she was used to being on a schedule. She also organized weekly staff development. She made sure the staff was working as a team and that the building ran smoothly. That semester she also had an opportunity to work with Nevada Boat through a class at her college. They were a pop up newsroom that covered the midterm elections here in Nevada. She worked with the team to do a lot of live events and she especially covered social media for things like the Bernie Sanders rally. She also made a store Instagram page. She had written articles but mainly created the data visualizations because that was something she wanted to expand into to build her design skills. If she got the position, one of the things she was looking at was the web content. She thought there

was room for more interaction on their page. They could do so by putting up polls in order to put up things that students wanted to see. This was to be sure that the content on their page wasn't just content for the sake of content but rather a highlight that was separate from the magazine. This would make sure people wanted to go to their webpage not just for the sake of the magazine but it also look at the content they were putting there. One really positive thing they had been doing was putting quizzes in their articles. She thought even one quiz per article would be helpful. She wanted to see more social media interaction before the articles went out. She wanted to do more outreach for people outside of the college of Journalism. She knew many people who wanted to write for the magazine but felt like they couldn't because they weren't journalism students. She thought it was important to make it known that those people had a place to go to work and get published. She also wanted to build their volunteer group up and make it strong. She thought that if they had a volunteer group that constantly wanted to go to meetings or design meetings, although design might not have been their interest, it would overall make their team stronger to have volunteers who wanted to learn and do their best. This strong staff would've made a lasting impact on Insight Magazine itself. That way they'd have consistent volunteers who wanted to write rather than being pushed to do so. Having people who wanted to write and come in and be part of their community. Maggie Schmutz asked if anyone had any questions.

Andrea Heerdt asked what her plan of action would if a deadline was quickly approaching and their volunteers didn't follow through with their deadline.

Maggie Schmutz said she would first reach out to the volunteer and see why they missed their deadline. She would see if they had any work done and if there was something they could work with. From there, if there was nothing, she would inform them that they should reconsider writing for Insight. That would then be something that she, as editor, would take on. If they built a strong volunteer team they would have the extra content and extra people who were on call and ready to work for the magazine.

Andrea Heerdt asked how she would go about recruiting new volunteers. Also, how she would keep them writing for the magazine. She said in her experience, they'd have new volunteers interested but once they had one story published they lost interest. She asked how she planned on retaining their current volunteers.

Maggie Schmutz said one of her big ideas was to stress that they didn't have to be professional writers to write with them. She talked to someone the other day who was curious about the position and they told her they weren't comfortable writing for Insight because they weren't good enough. She thought making a welcoming and helpful atmosphere would help. She thought they should create a community within the meetings so they'd want to keep coming back. Inviting people to the weekly design meetings even if they weren't into design, so they were interested and continued to return. She thought that way they would know it would be consistent. Creating that atmosphere might help a little bit since they magazine was only published quarterly.

Nick Huffman said he worked closely with Andrea and he knew that the Insight editor and chief position required a lot of time and effort put into the graphic design element. She would also be the key figure and leader in terms of delegating tasks, managing the budget, and contacting the printing company. He asked if she was going to follow the same approach that Andrea took as chief designer and management leader.

Maggie Schmutz said she thought Andrea was a rock star. But, Andrea had mentioned to her that before she came on they had art directors and other workers like that. She thought maybe that would be something she would look into hiring. She thought it was more realistic because of the way the magazine was being designed. She knew she was really strong at writing, managing, and

editing but maybe those things weren't her strong suits. From the discussions she had, that would be ok as long as those tasks were supplemented by other people as well and they would work as a team. While she thought it would suit her to oversee those things, she didn't think that would be her main focus. She might shift that to someone else who had more design expertise than she did. She would just make sure that was going well. Instead of taking it on herself completely.

Nick Huffman said that actually answered his second question as well. His question was if she was leaning more towards one side would she consider hiring someone.

Maggie Schmutz said definitely.

Bailey McCey asked if she were to hire someone to do design, would she see a redesign coming to the magazine or website.

Maggie Schmutz said she liked how Insight looked right now and she had looked at the website already. She saw a few changes for the website. She thought they should stress the publication less on the website because the website should hold its own content. She also thought they could change the format of the website to change it from its current format which felt like endless scrolling. Maybe they could've made them block articles where people could see their three newest ones as soon as they opened the site. She did like the magazine logo and how it looked, she thought they could also minimize the amount of fonts they used. She would just to make sure it looked clean and uniform even if they were changing the colors and pictures from section to section. They had to just make sure it looked like the same magazine all the way through. While she might not have been the person to go in and manually change all of that, she definitely had opinions on it. Overall she thought the foundation was really strong, she was just nitpicking stuff.

Angela Lujan asked if she planned on continuing her RA position.

Maggie Schmutz said yes.

Angela Lujan asked how she would balance her responsibilities with both jobs.

Maggie Schmutz said as an RA she had a leeway as to when she works. Therefore, she got to pick the days she was working and the weekends she was working. RA's didn't have set hours and they sometimes only worked one day a week and there were four weekends that she had to work. So her position was all up to her and her time management. She considered time management to be one of her skills. She really liked her ability to plan things out and she thought that she did have time to do it. She spoke with people at Insight prior when she was thinking about whether or not she could handle it and she thought she could. She even thought she could do it without going crazy and she would still have time for herself. She had some serious conversations with her supervisors already about her taking on a second job and they said they saw no problem with it. Overall she was very confident.

Andrea Heerdt said with her experience as editor, she has had to be really tough on people sometimes. Whether it was with the people of the printing company or their volunteers. For example, the printing company tried to upcharge her for fees that were inapplicable as well as volunteers getting mad at her for not publishing their story. She asked her if she saw herself being in a role in which she had to be tough but firm with people in a fair circumstance. She asked if she felt like she could stand up for the magazine.

Maggie Schmutz said she actually thought that was something that was beneficial from her RA job. Their entire job was having to tell people to get their stuff together but at the same time she had to make them feel comfortable with coming back to her. She thought tough but firm was something she really learned over the last year of her being an RA. So she didn't think she would have any problem telling people how it was.

Sarah Cryan said a big part of being in student media was collaborating with others like WolfPack Radio, Sagebrush, and Brushfire. She asked if she had any plans as to how she would collaborate with the rest of them.

Maggie Schmutz said she didn't know yet. She hadn't met any other outlets and hadn't learned that aspect of the job. But, collaboration was something that she was familiar with. Working with other people was awesome for her. Although she could work individually she was always glad to branch out and work with others. She thought that if she was in the position that was something she could make plans for and get excited about. But right now that wasn't something she was familiar with but it was something she would be comfortable with.

The committee applause and thanked Maggie Schmutz.

Maggie Schmutz left the room at 4:29 p.m.

5. PUBLIC COMMENT

There was no public comment at this time.

6. VOTING AND APPOINTMENT OF INSIGHT EDITOR

Andrea Heerdt said she was a little concerned because Maggie had just started volunteering with them that semester and had only written one article. She was kind of worried if she would grasp what the magazine was about as well as the whole entity of being a writer. But, based on her presentation she was comfortable with her coming in and taking over the job. She didn't know a lot about Maggie's previous job experiences but because of it she thought she had what it took to manage a big group of people. She thought she would be capable of meeting deadlines and hiring a good staff that would assist her. She overall felt comfortable with her taking it over.

Nick Huffman said he felt like she had good answers and was down to earth about how she would handle things. She knew a lot about the publication process already which was a big plus. He felt like she could balance the responsibilities without being too overwhelmed.

Andrea Heerdt said she was only concerned about her ability to finish two magazines during the spring semester. She had all of winter break to hire a new staff and get a game plan in order. Since most of their staff was leaving, the only one that was staying was their photography editor.

Amy Knoeckes said they would take a vote. In this case they would say either Maggie or no one.

The board moved into a vote in favor of Maggie Schmutz.

The motion carried.

Amy Knoeckes said that Maggie would be their new Insight Magazine editor but she would not join the

board at that time.

Maggie Schmutz entered the room at 4:35 p.m.

Amy Knoeckes said on the behalf of the committee they had selected her as Insight editor. She also told her she would not be appointed until the following semester.

Maggie Schmutz thanked the committee.

Amy Knoeckes said that Maggie's first task was to find staff.

Maggie Schmutz said she had already spoken to people about staff positions.

Maggie Schmutz left the room at 4:37 p.m.

7. WOLF PACK RADIO MANAGER SELECTION PROCESS

- Bushell, Brett
- Dimock, Hunter
- Nielsen, Gage
- Peck, Cole
- Scott, Brody

Hunter Dimock and Gage Nielsen were absent.

Brett Bushell, Cole Peck, and Brody Scott were present.

Sarah Cryan said she wanted to know their specific goals for spring semester. She had learned firsthand that everything had to be planned out, they couldn't just improvise. Because if something went wrong they had to have a plan B all the way through plan Z.

Nick Huffman said that one thing that Brushfire was always doing with WolfPack Radio, was the open mic nights. He just wanted to ask them what they'd do to collaborate with BrushFire. Especially with open mic, because those nights generally brought a lot of people in who were interested in WolfPack Radio and Brushfire. So it was a big deal to them.

Amy Knoeckes said she thought the volunteer question was important and she thought Cedrick should ask it.

Cedrick Alcala said he would ask a question regarding volunteers.

Sarah Cryan said she would question their leadership style and how they would react to a crisis like their stream not broadcasting. How they react to thinking fast and getting things done as fast as possible.

Andrea Heerdt said she would ask about how they'd balance life, school, and work.

Brett Bushell entered the room at 4:42 p.m.

Brett Bushell said he was 22 years old and he just moved here from downtown LA. He grew up in Las Vegas, but moved to Huntington Beach when he was 17 then moved to downtown LA where he received his associate's degree in apparel industry management at the Fashion Institute of Design and Merchandising. Directly after graduating he got an unpaid internship that then quickly became a paid job at a distribution label. There, he worked at a distribution warehouse associate where he was picking, packing, and shipping countless orders. He also served as the main product photographer and editor. After working with them for about a year he decided it was time to expand his education which then led him to the City of Reno. He was now a pre-business student at the university where he was working towards a bachelor's degree. He was hoping to gain as much experience in the music industry as possible. He had been mixing, producing, and engineering since he was 17 years old. He had a pretty professional studio in his house that he had perfected over the last few years. He had over 1,500 records and he continued to collect. He currently owned and operated his own commune. It was different than a record label although mostly the same. It was underground and they were working on producing quality releases for talented artists mostly in the areas of LA and the bay area. In the last three months he had hand pressed and released three cassette tapes. He ran underground's Instagram and managed all their content as well as the creating it. In the last four days they earned over 100 new followers and that number continued to grow. Over 600 people had viewed and interacted with their Instagram profile in the last week. He designed two new websites for their company in the last month as well. He also integrated his own ecommerce store as well where people purchased product directly from him. On top of that he helped throw shows for local artists and he hoped to do that here. They had grown a lot over the last few months and had forecasted 6 new projects for 6 new artists that would be coming in a few months. Their next release was a holiday one that came out in the next two weeks. That track list included 20 different artists from all around the country. He knew a lot of people as well as a lot of artists and worked with some radio stations closely. As the manager of Wolf Pack Radio he thought he could play a role in expanding its presence on campus, in Reno, online, and on social media. Listeners were key to every station's lifespan and from what he had experienced it was difficult to get a large amount of people to interact and listen at certain times. That was why he thought more events on and off campus would be big for Wolf Pack radio. He had a lot of experience managing those types of events on very low budget. He thought if they captivated the local audience in and around Reno, their following would grow. He was confident in his ability to expand the amount of shows that were played each week. He thought the more content that they posted and showed was the better and that went for any company. He was also interesting in bringing on more shows that were interview focused. He thought more talking would give listeners a better voice. Those interviews would mostly be on local artists or artists from the bay area. He hoped his presentation allowed them to see how much he was able to manage and be a part of the team. He thought he would meet all of the qualifications to be the manager of Wolf Pack radio. If he was selected he hoped to do much more than what was expected of him. He had a lot of experience and he was extremely eager to gain more. He hoped they'd choose him for the position and would make the right choice. He thanked the committee for their time.

Sarah Cryan said it was good that he mentioned wanting to get more shows because that was something they really struggled with. She asked him how he would go about getting more people to attend shows.

Brett Brushell said he thought being more present on campus would allow more people to be aware of them. Because a lot of people he talked to didn't even know that Wolf Pack radio existed which wasn't good. He basically planned to utilize the radio for what he was doing at the time. He couldn't control volunteer DJs but what he could do was spread the word and that would hopefully allow more people to come volunteer to do shows. If not, he was happy to do the shows himself.

Nick Huffman said he was clearly aware that the radio had a unique platform for collaborating with other groups. Just because he had the equipment in his studio that most people would struggle to get their hands on was a good thing for collaborations. He asked him what ideas he had about using the studio to collaborate with other student groups on campus. He also asked how much he would prioritize that.

Brett Brushell asked if Nick was referring to his personal studio.

Nick Huffman said he was referring to the WolfPack radio studio.

Brett Brushell said he was all for collaborating with any group that came his way. He saw it as more viewership that way. He would alter the show in any way to make it better or to help any collaborators.

Olivia Ali said she knew he planned to increase listenership. She asked him how he planned on retaining listenership.

Brett Brushell said he had 600 people looking at his business Instagram. That was simply based on his interactions with people that week. For example, he had 20 orders for tapes to fill. Although he has his tape machine back in Las Vegas and he worked that weekend, he was going to take Sunday off to drive back to Vegas to press all the tapes he needed. That was just so he could retain those customers. That was how much he cared about making the companies customers happy and to have them wanting to come back. In the sense of radio he thought it was the same. He thought they just had to avidly post and interact or else people didn't care. Since it was streaming radio, it was a very niche market and they had to make that appealing to people. In order to appeal to people they had to do something more than what they were doing.

Sarah Cryan said part of being the manager of Wolfpack radio was dealing with a lot of crisis managements. She asked him how he would go about dealing with crisis management and what was his leadership style.

Brett Brushell said that stuff happened to him all the time. He would basically drop anything he was doing to deal with the issue. That was what people signed up for when they ran a business. If he was managing a business he knew it was the same thing. He knew the job was 24/7 and it wasn't a clock in and clock out kind of job.

Andrea Heerdt asked if he thought he would have enough time for the position when balancing school and work.

Brett Brushell said he would make time for this. He thought it was a good learning experience and a great thing to put on his resume. He hadn't gone into radio as much as he would like to and he was happy to dive into it now. He thought he would be a good candidate for them.

Cedrick Alcala said a big part of Wolfpack radio was being familiar with the local scene in Reno. He knew he mentioned having connections in LA and the bay area. He asked him if he currently knew any venues or artists from Reno.

Brett Brushell said he met all these DJs at a show that he went to and performed at here in Reno. It was a beat battle here and it was happening once a month. He would love to have them on board. It was just about having awareness happen. He wanted to start throwing shows for underground here. He would be thrilled to have a radio station backing him. Whether the budget was going towards it or not it didn't matter. He wanted to have the VPR above his name and to have underground throw the show. He didn't mention he had just released two music videos that were all directed and shot by him

as well in the last two months. He was determined to pursue his art.

Amy Knoeckes thanked Brett Brushell for his presentation and the committee gave an applause.

Brett Brushell left the room at 5:02 p.m.

Cole Peck entered the room at 5:02 p.m.

Cole Peck said he was applying for general manager position at Wolfpack radio. He was a senior English major with an emphasis in literature and a minor in general history. That was his academic life but aside from that he liked to pursue musical things. He had been DJing for three years and he had worked with Wolfpack radio for about a year and a half and he had actually worked for them that semester. He had played at the Bluebird, the Rack, and the U. It was something he really enjoyed and he was applying for the job because it was something he was hoping to continue. He wanted to make a life and a living for himself in the music industry. His musical goals were to finish all the recording classes they had at UNR and to continue his music education at the College of Southern Nevada and get his certificate in music business and technology because they currently had no degree program for that at UNR. He thought that Wolfpack radio really boiled down to three main elements. The elements were advertising, recruitment, and community involvement. For advertising they needed to continue advertising with posters, social media, and probably the most important one being word of mouth. They had been working on developing a phone app. That would be the best platform for people to utilize. Next was recruitment when they needed DJs. Typically they got those through tabling but online applications as well as word of mouth was good as well. Recruitment was not really an issue though because they got a fair amount of applications. As a radio station they needed to put themselves out more. For that, he thought their biggest thing would be working on events. People liked to go to a physical space to hear music being played. He wanted to take over the local stage at BLF since they didn't get to do that last year because of time issues. He was fortunate enough to play at the local artist stage though. There was a lot of diversity. There was a punk band, someone playing EDM, and he played house music. So it was a fun way to get a lot of people from different genres represented. To further their representation, he wanted to rent out the ballrooms here and work on getting 18+ shows. That would be for people who were scared to go places because they weren't old enough yet. He wanted them to come and still enjoy good music. He wanted to interact with school sponsors and organizations more. Specifically the auto engineering society. Next semester he thought they would have more luck with that because he was only taking 13 credits. There was a new club on campus, the UNR art club. They were trying to organize an event at the Holland project. They were going to showcase art from Berlin in the 1970's while they were under Russian influence. He thought it would be cool to do a show at the Holland or the new university art building. Overall he thought getting many organizations to work with them would expand their outreach. That would then lead to more viewership and more DJs applying. To further that, diversity was key. He wanted to see a lot of different shows rather than just one genre.

Cole Peck showed the committee some statistics from his slideshow presentation. He said in the fall of 2015 they had 61 shows but in fall 2016 they had 39 shows so they did see a decline but he thought the quality of the shows was going up. He wanted to see a consistent amount of shows being put out. He didn't want them to go up nor down he just wanted a consistent number of shows that were diverse genre wise. The application process for DJs wasn't too strenuous they just had to like music. From a technical standpoint, there had to be a DJ name, show name, show genre, musical influence, and a favorite artist. Along with questions as to why they wanted to work with Wolfpack radio. An issue they faced with Djs was DJs not being trained in the musical equipment. He wanted to see DJs come in for a one day orientation for about two hours. Then he expected one to two shows a week from returning DJs. As far as technical instruction, he wanted to do audio instruction from Tom. He wanted professionals or people who were well acquainted with pro audio to do a workshop with them. He wanted to build their knowledge on recording because it was the key to making things sound good. Other than that he just wanted instruction manuals and lessons. They could only do so much as a radio to advertise but it would help if the individual DJs advertised their shows. In the past they had done advertisement on buttons and students as well as teachers loved the buttons for their backpacks. They

already had a great marketing and promoting instructor who was talented with visual art. He thought it would be great to have her teach that to others who couldn't learn it on their own. Finally, since they were a radio station they did have to abide by the FCC guidelines. It was fairly simple things like not cussing or saying things that were offensive. As far as the local stage at BLF, it was hard to get a connection with people with a show that was less than 30 minutes long so he wanted at least 30 minute long sets or preferably an hour. As far as location for the stage, he thought it would be more fun to have it the night before at the Joe as a kickoff party. It would be several hours long and multiple clubs and organizations could table at it.

Senator Alvarez left the room at 5:12 p.m.

Cole Peck said they'd have to book immediately. He wanted to do shows monthly. He wanted to build a reputation for putting on good shows to draw a larger audience. They would also be a large variety of genres. They would just rotate them so they had a good mix of musical interests. For venues outside of the university, they could put on shows in places such as the Holland. It was safe, it was 18+, and it would bring a lot more people out from the community. He also wanted to bring back the Laughing Planet Jazz night recordings. If there was any local artists that wanted to record with them he was open to work with them and promote them before the show starts.

Senator Alvarez entered the room at 5:15 p.m.

Cole Peck said a lot of people didn't know about a lot of the venues here in Reno and they were hidden gems. As far as budgeting, he thought the entire budget should have been focused on local and radio station. He thought the current staffing budget was good and wasn't overpaying or underpaying anyone. They had bought sweatshirts in the past but they spent way too much money on those and that should've been reallocated towards new equipment or posters and advertisements. As far as travel he knew there was a travel budget but he wanted to see that money reinvested into the station. They didn't do the rocky horror picture show that year because they didn't have enough money. He just thought that was unacceptable. He also wanted to do drag shows and have a safe place for the LGBTQ community. Some maybe didn't get that opportunity to go out and have a safe place especially if they weren't 21 and up. He asked if anyone had any questions.

Sarah Cryan said he answered all the questions she was going to ask. As he knew from working with wolf pack radio, it was like a 24 hour job. She asked him if he could describe his leadership style/ his crisis management style.

Cole Peck said he was in leadership positions all throughout high school. He threw similar events before so he was used to dealing with pressure. He was available at all times and he was calm under pressure. He liked to think he could stay pretty composed and could speak in a manner that was not too off putting towards people. His ability to maintain a certain level of calmness could calm down a room as well. He could control a situation. He would only be enrolled in 13 credits and one would be a music credit. He would have less homework than he had in the past so he had more time to invest. He wanted to do this for a living and he knew he had to be on call 24 hours a day. This position was to gain experience in the field but also to prepare himself for a career in this.

Nick Huffman said he did a good job answering his question as well. He asked if Cole generally had his sights set on any other groups for collaboration. Also how Brushfire could collaborate with Wolfpack Radio in the future.

Cole Peck said he was just naming clubs he thought correlated with Wolfpack radio. He thought Wolfpack radio and Brushfire could cover things equally. It seemed like Brushfire just being at an event or tabling at an event would be beneficial to getting their name out to the public. Any event the radio attended or threw, Brushfire could attend and vice versa. Anything Brushfire needed, Wolfpack radio could do while also remaining in the musical realm.

Olivia Ali asked how Cole planned on retaining listener ship.

Cole Peck said that went back to gaining a reputation through word of mouth for having quality shows and reoccurring quality shows. That listenership would just build. He thought trying to instill the qualities of good shows and DJs would maintain listener ship. They could only do so much as a radio station. As far as live shows though, people were more likely to listen if they saw Wolfpack radio in a physical manifestation. That was why they were doing music Mondays outside of the quad. It was mainly about community involvement and consistency.

The committee thanked Cole Peck and gave an applause.

Cole Peck left the room at 5:23 p.m.

Brody Scott entered the room at 5:24 p.m.

Secretary Hernandez left the room at 5:30 p.m.

Senator Alvarez left the room at 5:30 p.m.

Brody Scott said he was a Jazz performance major with a minor in political science. It was his second year at UNR. He first applied to be a part of Wolf Pack radio right after his freshman orientation. He was President of the Jazz department.

Senator Alvarez entered the room at 5:32 p.m.

Brody Scott said he organized fundraisers and events. Before that he was the Vice President of the writing club. For that he organized events like slam poetry nights and open mic nights. He operated smoothly under pressure and he was a pretty quick learner. He knew how to use Photoshop and he also knew how to use most sound editing software.

Secretary Hernandez entered the room at 5:36 p.m.

Brody Scott said he wanted people to get more involved with Wolfpack radio. He wanted more volunteer DJs and he wanted to know who was at their shows specifically so they could ask how the shows were going. When he first started doing shows he knew who was editing his shows and it helped a lot to have connections with him because he knew where to improve. He wanted the whole station to have meetings more often to have DJs in loop of what was going on. He wanted to put more of an effort into their partnerships. He wanted everyone at Wolfpack radio to feel like they were involved with the station instead of making them feel like they just work there. Last semester they did Jazz shows at laughing planet and he wanted to reimplement that while spreading it to other venues as well. There were a lot of talented people at the school and as a music major he felt like he had a lot of access to those people. He wanted to make Wolfpack radio more convenient for students to listen to. Because in reality he felt like it wasn't that convenient to go to a webpage. He doesn't automatically think to pull up Wolfpack radio when he wants to listen to music even though he was a part of Wolfpack radio. He wanted to make it an app even if they couldn't find people to do it he would do it himself because he had made an app before. He wanted to have their shows spread more abroad. He thought doing monthly workshops for the DJs would also help make their show better as well. He said that was what he had to offer.

Sarah Cryan asked if there was a specific goal he wanted to focus on for the semester.

Brody Scott said his main goal was to have Wolfpack Radio emphasize the importance of their live shows and live music. He thought that would make it more like a real radio station.

Nick Huffman introduced himself as the editor and chief of Brushfire. He asked Brody how he would use the studio as a tool to collaborate with other groups on campus. He also asked if he had any

particular groups in mind.

Brody Scott asked Nick Huffman if he could elaborate as to what he meant.

Nick Huffman said for example the UNR art club was very involved in the music scene. He asked how he would have them on a show.

Brody Scott said he welcomed anyone who was intellectual in the art realm. He would give them a place to have a voice. He thought specifically for art club they could have their art showcased at the Wolfpack Radio station.

Olivia Ali asked how he planned to retain listenership.

Brody Scott said he thought having the app would make people want to keep listening. It would be something people use other than Spotify. He thought the convenience was key when it came to how people consumed media. People would want to keep listening because it wouldn't be a hassle to do so.

Andrea Heerdt asked Brody if he was ready to commit a big chunk of his time to the radio station. She also asked if he saw any issues with time management.

Brody Scott said he was pretty good at ruining his schedule with things and still getting everything done completely fine. He took 21 credits the past semester and it was only his second semester in college. He thought he did a very good job with it.

Sarah Cryan said being the manager of Wolfpack radio was a full time job. She asked Brody if he could describe his leadership style or crisis management style.

Brody Scott said he had no personal issue in being woken up in the time of crisis. He was willing to help fix things if there was no one else to do the job. He ideally wanted to delegate tasks to those who were available. But, should nothing else work he was willing to do it.

The committee thanked Brody Scott and gave an applause

Brody Scott left the room at 5:41 p.m.

Amy Knoeckes said the committee was going to open up a discussion. In the past they had just discussed each candidate individually so they could review the strengths and weaknesses of each candidate. With that being said, they'd start with a discussion on Brett.

Senator Alvarez said one issue she had was that he discussed his company a lot. He wanted to use Wolfpack radio as a side business and she thought that was unethical. She didn't think it was right for him to use Wolfpack radio to collaborate with his own management.

Sarah Cryan said she agreed. She didn't think he really understood the importance of Wolfpack radio and didn't want to benefit it as an organization. He wanted to use it to benefit himself.

Nick Huffman said Brett wasn't looking at Wolfpack radio as a community. He didn't want to use it to benefit students on campus he wanted to use it to benefit his own projects. He also gave an impression that he had a lot of experience and he would do everything himself. Realistically, Nick Huffman didn't think that was doable. He thought that would cause a lot of problems and Brett would be in over his head.

Bailey McCey said Wolfpack radio was a 24 hour job and if he had to go to Vegas for his cassette business while there was an issue, he wouldn't be available. He thought that would also cause issue.

Sarah Cryan said a lot of the ideas he had for Wolfpack radio weren't doable with their budget. She didn't think he would be able to accomplish a lot of what he wanted to do.

Amy Knoeckes said they would move to a discussion on Cole Peck.

Senator Alvarez said that he had applied for a separate position and she was present for that meeting as well. She thought he came back with a more detailed goal this time and a more insightful mind set about Wolfpack radio. He really knew campus resources and how he wanted to use them as well as wanting to bring DJs. He developed more from his original plan from having two hour time blocks to ensuring that every single one of them had skills. She preferred Cole for Wolfpack radio manager.

Angela Lujan said she thought he had very clear specific plans that were realistic.

Bailey McCey said last semester Cole worked with a budget and he was now developing plans to improve that followed the budget.

Nick Huffman said he agreed. He felt like Cole had very practical, focused goals that were a lot more manageable. He thought that his motivation to expand the different styles and genres within the radio station made everything more inclusive. He thought that mindset was really important for the position. He also had a lot of technical expertise and that's why Cole was his vote.

Sarah Cryan said Cole knew Wolfpack radio from in the inside and out. Not only as a volunteer but as a worker. He had been there planning things with her throughout the semester so he knew the basics of Wolf Pack radio. He was going to continue it and make it better.

Amy Knoeckes said the committee would now discuss Brody.

Senator Alvarez said she felt like his presentation was similar to Cole's first presentation she saw. He had goals and he had a decent understanding of Wolfpack radio but he needed more development. He was a little off put by the question Nick had asked about collaborations with others. They did have many clubs on campus that she felt needed to be more involved with Wolfpack radio. So she was thrown off by his lack of understanding.

Nick Huffman said as opposed to Cole, Brody didn't have his sight set on collaboration. Which, was important to have people cycle through Wolfpack radio. He also thought he had a lot of potential but he wasn't quite there yet. Maybe he would be a good candidate for another position.

Amy Knoeckes asked if anyone had any general comments of anything they wanted to talk through.

The committee agreed they were ready for a vote.

8. PUBLIC COMMENT

There was no public comment at time.

9. VOTING AND APPOINTMENT OF WOLF PACK RADIO MANAGER

Angela Lujan voted for Cole Peck

Andrea Heerdt voted for Cole Peck

Taylor Harker voted for Cole Peck

Mika Alvarez voted for Cole Peck

Sarah Cryan voted for Cole Peck

Nick Huffman voted for Cole Peck

Cedrick Alcalá voted for Cole Peck

Bailey McCey voted for Cole Peck

Olivia Ali voted for Cole Peck

Amy Knoeckes said the next general manager for Wolfpack radio would be Cole Peck. She said generally at past meetings they had recommended that the other applicants apply for another open position.

10. ANNOUNCEMENTS

Brett Bushell, Cole Peck, and Brody Scott entered the room at 5:51 p.m.

Amy Knoeckes thanked all the applicants for their presentations and applications. She said she hoped no matter the outcome that all three of the candidates would stay involved in the station. The selection committee had selected Cole Peck as the new general manager of Wolfpack radio.

The committee gave an applause.

Brett Bushell, Cole Peck, and Brody Scott thanked the committee for their time.

11. ADJOURNMENT

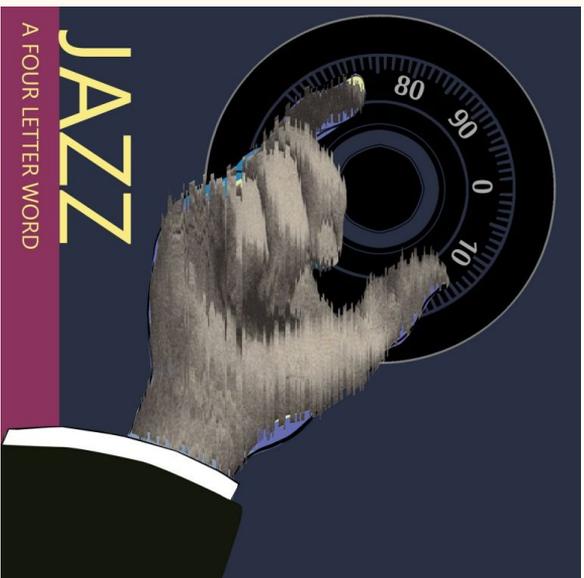
The Selection Committee of the Student Media
Advisory board meeting was adjourned at 5:51 p.m.

Brody Scott: Manager?

—

You Decide.

Quick Introduction



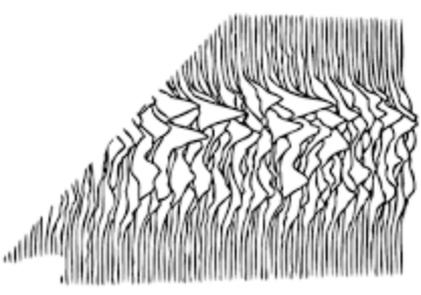
- Brody Scott
- Jazz Performance Major with a Political Science Minor
- Host of *Jazz Is A Four Letter Word*
- 2nd Year



Experience and Skills

- Been apart of Wolf Pack Radio since Fall last year, and been actually recording *Jazz Is A Four Letter Word* since last Spring.
- Held leadership roles in high school as Student President of Las Vegas Academy's Jazz Department and as Vice President of the school's Creative Writing Club
- Works well with others, can operate smoothly under pressure, fast learner
- Adept in Photoshoph and most sound editing software (including Hindenburg)

Goals for Wolfgang Radio



WOLFPACKRADIO
.org

Get D Js More Involved

- Make sure D Js know who is editing their shows
- Hold station wide meetings more often to keep D Js in the loop of what goes on
- Recruit more D Js with willingness do to clean shows so that they can be sent to
K W N K
- Overall, make W olf P ack R adio just feel more like an actual pack
- T abling, W orkshops, Concert Coverage, Blogsquad

Making WPR Present in the Community

- Continue to strengthen and grow a relationship with K W N K 97.7 F M
- Air live local events on W P R
 - Jazz Jam at L aughing Planet
 - Shows at Holland or other venues?
 - Other University concerts
- Showcase local musicians
- Find a way to make W olf Pack Radio something convenient for students to listen to

Other Goals

- Establish a show trade with another University, opening up the opportunity for a broader audience for both stations
- Start doing something comparable to Tiny Desk Concerts in the WPR studio, with either local or any visiting artist the station could secure
- Possibly budget a trip to a student media conference such as the IBS conference
- Tabling more often
- Doing more to encourage writing material for the website
- Trying to plan at least monthly workshops

Thanks

WOLFPACK RADIO SPRING
2019 PROJECTION

BY:

COLE PECK

ABOUT ME

- ▶ Major: English Literature
 - ▶ Minor: General History
- ▶ Musical experience:
 - ▶ Three-years total DJ experience
 - ▶ 1.5 years with WPR, KWVK “The Haus of Life”
 - ▶ The Bluebird, The Rack, The U, KWVK events
- ▶ Musical goals:
 - ▶ Finish all recording classes at UNR (Tom Gordon, Dr. Perrotte)
 - ▶ Attend CSN for Music Business and Technology certificate after graduating from UNR

A.R.C

- ▶ Advertising
 - ▶ Posters
 - ▶ Social Media
 - ▶ Word of Mouth
 - ▶ Phone App
- ▶ Recruitment
 - ▶ Tabling
 - ▶ Club Week
 - ▶ Online applications
- ▶ Community Involvement
 - ▶ Local Artist Stage at BLF
 - ▶ WPR sponsored shows
 - ▶ Interacting with other school-sponsored clubs/organizations

DIVERSITY IS KEY

- ▶ Fall 2015: 65 shows
- ▶ Spring 2018: 39 shows
- ▶ Result of:
 - ▶ Advertising
 - ▶ Recruitment
 - ▶ Community Involvement

APPLICATION PROCESS

- ▶ Online Application:
 - ▶ DJ Name
 - ▶ Show name
 - ▶ Show Genre (Alt/Indie, Hip Hop/Rap, Electronic, Rock, Pop, Talk, Other)
 - ▶ Show description
 - ▶ Musical influences/favorite artists
 - ▶ Why Wolfpack Radio?

TRAINING

- ▶ One day orientation (2 hours)
 - ▶ Show Expectations:
 - ▶ Returning Djs: One show per week
 - ▶ New Djs: One show per 1-2 weeks
 - ▶ Pro Audio instruction:
 - ▶ Numbered instruction manual on operating recording studio equipment given to each DJ as well as a permanently located copies in studio
 - ▶ Brief lesson from instructor carrying out instruction manual step-by-step
 - ▶ Get in contact with Ray Silva or Tom Gordon for formal instruction?

TRAINING (CONTINUED)

- ▶ One day orientation
 - ▶ Show Advertisement
 - ▶ Instruction from Marketing and Promotions Director
 - ▶ Importance of self-promotion
 - ▶ FCC Guidelines
 - ▶ Complicated in text, simple in concept
 - ▶ Permanent copy in WPR office

LOCAL ARTIST STAGE, BLF (9/8/2018)

- ▶ Wolfpack Radio event with co-sponsor(s)?
 - ▶ Audio Engineering Society
- ▶ Talent
 - ▶ Online application process: Emphasis on ability to play 30 minutes or more
- ▶ Location
 - ▶ Parking lot below intramural fields (same as last year)
 - ▶ Ballroom in the Joe (Night before?)

WPPR-SPONSORED/CO-SPONSORED SHOWS

- ▶ Monthly shows in The Joe ballrooms emphasizing building a safe music community for UNR students
 - ▶ In collaboration with Audio Engineering Society, Dr. Jean-Paul Perrotte
 - ▶ DJ's, rappers, singers, bands, other musicians
- ▶ Reach out to local venues for WPPR-sponsored student nights (18+, non-alcoholic)
 - ▶ The Bluebird, Holland Project

INTER-CLUB INTERACTIONS

- ▶ AMPS release party
 - ▶ Great time for several organizations (Brushfire, Insight) to interact and share their work with the student body
- ▶ WPPR venue reviews in Insight Magazine
- ▶ Audio Engineering Society, UNR Art Club
- ▶ KWNK
- ▶ Live in the 775

INVEST BACK INTO RADIO STATION/COMMUNITY

- ▶ Maintain current staff budget
- ▶ Utilize other funds for show promotion (Posters, buttons, etc)
- ▶ No money wasted on travel, reinvest in station

CONCLUSIONS

QUESTIONS?

Maggie Schmutz

Insight Editor-in-Chief Presentation

About me

- From Fallbrook, CA
- Started working on student publications in high school
- Passionate about art, literature, and popular culture

Education

University of Nevada, Reno

- BA, Journalism
- Focus:
 - Visual Communication
 - News
- 3.808 GPA



Software Skills

- Adobe Photoshop
- Adobe Premiere
- Adobe Audition
- Microsoft Word
- Microsoft Powerpoint

Professional Skills

- Project Management
- Logo Design
- Time Management
- Administrative Skills
- Customer Service
- Copywriting
- Conflict Resolution

Relevant Experience

Resident Assistant

- Design and edit content for monthly newsletter
- Plan and organize programs for the community
- Attend weekly staff meetings to provide ideas
- Organize weekly staff development

Nevada Vote

- Worked with team to cover live events
- Managed Instagram page
- Wrote and created data visualizations



Plans for Insight if Elected

- Web content
 - Interaction with our page
- What do the students want to see?
- Student Interaction
- Social Media
- Outreach
- Volunteer Group