

**SELECTION COMMITTEE OF THE  
STUDENT MEDIA ADVISORY BOARD**

Minutes for Monday, February 24, 2020 at 5:00 PM The Joe

Crowley Student Union Room 323

**1. CALL MEETING TO ORDER**

Amy Koeckes called the meeting to order at 5:05 pm in Room 323 of the Joe Crowley Student Union. The presiding secretary was Viviane Ugalde.

**2. ROLL CALL**

**Anthony Martinez** – ASUN President  
**Amy Koeckes** – Associate Director CSE  
**Crystal Lugo** – Insight Editor In-Chief  
**Nick Huffman** – Brushfire Editor In-Chief  
**Ally Gravina** – CSE  
**Ryan Freeberg** – Sagebrush Sports Editor  
**Taylor Johnson** – Sagebrush News Editor  
**Andrew Mendez** – Sagebrush Spanish Editor  
**Sarah Strang** – Sagebrush Reporter  
**Taylor Avery** – Sagebrush News Editor  
**Brody Scott** – Wolf Pack Radio  
**Olivia Ali** – Sagebrush Editor In-Chief Candidate

A quorum was present.

**3. PUBLIC COMMENT**

There was no public comment at this time.

**4. NEVADA SAGEBRUSH EDITOR-IN-CHIEF SELECTION PROCESS**

- Ali, Olivia

Koeckes asked Ali to leave the room as they discuss.

*Ali left the room at 5:07 pm.*

Koeckes said she provided the job description that was advertised for three weeks, and that Ali was the only candidate. She said even though it is the only candidate, she does not need to be selected. She asked if anyone had questions about the duties of the position.

There were no questions.

President Martinez asked if he was allowed to give comments.

Koeckes said yes, just not a voting position. She went over specifications of questions that the selection committee cannot ask of the candidate. She said all other areas were open, but wanted to start a brainstorming session of questions to ask the candidate.

President Martinez said he wanted to ask about burning out of the position and not open to change. He wanted to ask about that and how it would benefit the Sagebrush overall.

Koeckes said that she will be asking about financial questions of the advertising dollars of the Sagebrush, and what the candidate has in mind for that.

President Martinez said he would ask a follow-up question about other ways for the Sagebrush to earn funding.

President Martinez also said he would ask what would the candidate determine as what should and should not be published, how she has currently determined those articles, and if she would make any changes to that decision making process.

Huffman said it was a question because the style changes over time.

Strang said she wanted to ask the candidate how she would have efficient communication with staff and volunteers.

Mendez wanted to ask if other publications would affect how that would further the Sagebrush as a publication.

Koeckes asked to have the committee members state their name when they ask questions. She also broke down the process of what they will hear from the candidate and how they will vote.

*Ali entered the room at 5:18 pm.*

Ali presented on her background, experience, Sagebrush duties, future goals of the Sagebrush. She then opened the floor to questions.

President Martinez asked how Ali would handle burnout in a returning position.

Ali said that because there was a whole staff, and the paper is a long-term institution, she would stay motivated, especially around talented people.

Avery asked how Ali would manage the money the Sagebrush receives.

Ali said that she believed the system they have now is pretty good, but after looking at the budget she would make sure she would prioritize wages, or whatever needs to be.

President Martinez asked what Ali would do to fund the Sagebrush if there is depletion from the ASUN budget.

Ali said that Flytedisc was a good partnership for the paper, and the presidential campaign ads they have received from Tom Steyer, and possibly others, would help. Strang asked how Ali would continue and improve the communication with staff and volunteers.

Ali said she continuously makes sure that there are open lines of communication so that the newsroom will be efficient and actually work. She said she believed the communication has been better this year than before, but she always wants to progress it.

President Martinez asked Ali how she receives feedback other than oral communication from readers and staff.

Ali said there is no survey system right now, but she has thought about implementing one.

Freeberg asked how Ali would handle ethically sensitive stories in print.

Ali said she would consult with the reporter and their process, to make sure they did not do any unethical things. She also said she would consult with the section editor and make sure that the article is seen by multiple people. She said she would also like a really big story to be consulted by Sagebrush alumni or Journalism School alumni.

Freeberg asked how many potential vacancies she will have to fill.

Ali said she knows of only three.

Mendez asked how she has learned from other publications.

Ali said that she meets with other editors every month and learns what they are dealing with, and how each publication can be distributed evenly. She also said she is a part of groups and associations outside of UNR that she can contact other university papers for advice or help.

Lugo asked how she would hire more volunteer writers.

Ali said that the Sagebrush goes to club fair and other student outreach events, which is the way that has the most retention.

Huffman asked what project Ali had in mind to make the Sagebrush more accessible.

Ali said she would like to bring Raul in once a month to meet with staff editors and other reporters on how to make things accessible.

President Martinez asked Ali why she hadn't started the accessibility initiative yet.

Ali said they have started, and all videos and pictures have text or subtitles, but the process has been slower than she has liked it to be.

Lugo asked Ali how she would instill the internship program to the Sagebrush.

Ali said the staff writer program is similar to that, and it allows students to meet the section editors of their interests, while also having a low commitment of deadlines. She said that multimedia is the same system.

President Martinez asked Ali how is it in the best student interest that she is re-elected.

Ali said that having someone that already understands what a newspaper is supposed to be, as well as what they function for is important. She also said that asking yourself what the point of every story is written is what helps with accountability.

Koeckes asked Ali to leave the room again.

*Ali left the room at 5:37 pm.*

## **5. PUBLIC COMMENT**

Avery wanted to mention that she has worked with Olivia in multiple positions and that she has never worked with someone that is more responsible than Olivia in AP style, FOIA, and all other guidelines for the Sagebrush.

Johnson said that she met Olivia in her Freshmen year, and that she would not be in the position she is now at the Sagebrush without Olivia's passion and mentorship.

Huffman said Olivia rules.

## **6. VOTING AND APPOINTMENT OF NEVADA SAGEBRUSH EDITOR-INCHIEF**

Koeckes seeked a motion to approve Olivia Ali for the Sagebrush Editor- In Chief.

Avery moved to approve Olivia Ali for the Sagebrush Editor- In Chief.

Mendez seconded the motion.

The motion was carried and she was approved eight yeas to zero nays.

*Ali entered the room at 5:41 pm.*

Koeckes said that Ali was appointed.

**7. ANNOUNCEMENTS**

Koeckes said the next meeting was March 6<sup>th</sup> at 2pm for Wolf Pack Radio, Insight, and Brushfire positions.

**8. ADJOURNMENT**

Amy adjourned the meeting at 5:43 pm.