

Student Media Advisory Committee report 2020-21

The Student Media Advisory Committee met virtually in the fall and spring semesters of 2020-21.

Members present for the Nov. 13, 2020, meeting were Annie Johnston, Kira Enriquez-Loya, Mark Bennett, Landon Kleindorfer, Jacob Shaw, and Philip Glende. Richard Green, Eric Mangum, Jeff Perkins, and Jeff Larson of the Student Media staff also were present as was Sharon Ellis, administrative assistant.

At the Nov. 13 meeting, I discussed our recent move from Dreiser Hall to the Chestnut Building and the plan to return to Dreiser Hall in 2022. The move involved the whole staff, with assistance from OIT, Facilities Management, and an outside contractor that specializes in systems integration. We moved two television control rooms, one television studio, two radio stations, the Publications newsroom, and administrative offices. I also noted that participation in Student Media was down in the fall. We believe that is due to missed recruiting opportunities, such as New Student Orientation and the Fall call-out meeting, because of pandemic-related restrictions.

Members present for the April 15, 2021, meeting, conducted via Zoom, were Audre Brickey, Malynda Johnson, Bennett, Kleindorfer, Shaw, and Glende. Martha Milner, Perkins, Green, Mangum, and Larson of the Student Media staff also were present, as was Ellis.

At the April 15 meeting, I reviewed the semester's activities and listed awards and other honors our students received for their work in Student Media. Among others, one student received the Bradley Award, another was spring commencement speaker, and another Student Organization Leader of the Year. I noted that our participation numbers were down considerably year over year. I discussed our multimedia marketing campaign aimed at raising the visibility of Student Media on campus, and I reported that Student Media will be meeting with new students and offering tours during State Connect in June.

Report submitted by Philip Glende, May 13, 2021