

Meeting Minutes

The Stanford Daily Publishing Corporation

Tuesday, May 16, 2018

Board

Josh Wagner (Observing)

Nick Thompson (Not Present)

Rich Jaroslovsky

Ben Hur

Kevin Martinez

Do-Hyoung Park

Hannah Knowles

Mary Liz McCurdy

Gillian Brassil

Arianna Lombard

Tim Marklein (Ex-officio)

Ann Grimes

Tristan (Late, arrived at 7:12)

Alexa (Late, arrived at 7:18)

Andrew Bridges (Not here)

Olivia Popp (Not here)

Jaroslovsky called the meeting to order at 7:04

Attendance taken at 7:06 p.m.

1. Motion to approve amended May minutes by Jaroslovsky
 - a. Remove the line, "It was hard for me to hear Andrew!" Under Daily @125 Alumni -- motion approved
 - b. Motion to approve revised minutes by Jaroslovsky, seconded by Douglas, approved unanimously
2. Balance Sheet
 - a. Park: We are through most of our major debits for the FY
 - b. Park: Some issues over the last 2 months with reimbursements for printing/mag costs via the ASSU, Kaitlyn, Do, and Denise have been trying to fix this
 - c. Martinez: Bundling have boosted advertisements. However, there's a decline of \$5700 of web revenue, we had previous third-party campaign promoting DeVry

University, but that campaign is no longer happening. Otherwise, our in-house web advertising is the same.

- d. Martinez: Moving forward, we need to work around third-party agencies or partner with new ones. We are losing this revenue because of the loss of that partnership.
 - e. Martinez: Yearbook ad revenue, two parents had to be refunded so we lost \$1300
 - f. McCurdy: We are \$21,000 down
 - g. Martinez: We should partner directly with businesses here
 - h. What does June look like? Martinez: \$32k, like last June. Much of June advertising derives from print advertising. We need to bolster our digital advertising in the summer months.
 - i. McCurdy: We were profitable this months?
 - j. Park: We were profitable the last two months. Kevin's had moderate success reaching out to advertisers on the national level. Big ad campaigns didn't come through for us this year, so we need to think about new partnerships
 - k. Park: Hopeful about generating revenue from mobile app development
 - l. Martinez: More ad offerings with new website, optimistic about offer clients more space
 - m. Park: With respect to the magazine: Reserves have been pre-allocated to us, but requires approval from ASSU for us to use them again. But the Senate said that we needed to start using those reserves instead of sitting on them...so we started using those funds with the magazine. Over the course of 3 years, our reserves would shrink; simultaneously, we'd increase our ASSU request for \$, and ultimately that would cover the mag. However, last year, the ASSU didn't transfer money out of the reserves, so we had to use money allocated to this year. This year, when we asked for the 5% increase, the new senate looked at the enduring \$55k in reserves and rejected the approval. Basically, we ran out of ASSU funds quickly.
 - n. Jaroslovsky: We should de-couple the ASSU from printing. This link is the fundamental problem
 - o. Hur: Wasn't a primary issue that The Daily wanted independence, so the ASSU would then fund something very specific?
 - p. Park: Printing is easy to quantify.
 - q. (Someone I can't identify): ASSU \$ should start going toward digital initiatives
 - r. New business team should consider determining tangible costs to redistribute ASSU costs to invest in digital initiatives
 - s. We have to proceed with caution — what if the ASSU denies us funds in its entirety?
3. Andrew Bridges board election vote

- a. Jaroslovsky entertains motion to elect Bridges, Knowles seconded, all in favor
- 4. Bylaw amendment vote:
 - a. Park: Bylaw discrepancy defining board terms, this just makes it even
 - b. Motion to approve by McCurdy, seconded by Hur, approved by all
 - c. Hur: Do, do you have tracked changes to the Bylaws?
 - d. Park: I can throw it together
 - e. Vanech: Can this be on the Wiki? (Institutional Knowledge)
- 5. Yearbook Update
 - a. \$18,700 from Lauren Studios
 - b. \$15k in Paypal account to yearbook sales
 - c. 70 or so yearbooks still at large
 - d. Jaroslovsky: How do results compare from last year?
 - e. Martinez: Same amount of books, making more money on the yearbook for books sold this year because of Commencement, etc.
 - f. Jaroslovsky: Ad, photo revenue down?
 - g. Martinez: Photo revenue is essentially on par
 - h. Credit to Kevin for all his hard work
- 6. Scholarship update
 - a. Tim: We are done
 - b. Though checks have not distributed
 - c. Park: Fund transfers are going to be discussed at the Friends of the Daily meeting tomorrow
 - d. We had a roundly 50% more submissions than last year; we've done a good job marketing and promoting the scholarships
 - e. We have the addition of the WaPo internship in the fall — deadlines are in September, Courtney and Tim will work to make all of that known to the staff promptly
- 7. Mobile App Independent Study
 - a. We have a go-ahead from the CS department with Ann as the advisor
 - b. And students softly-committed
 - c. Park: Hopefully this will incorporate tech into The Daily as Josh has with Graphics
- 8. EIC Update: Knowles
 - a. Content highlights: Ferguson story
 - b. Strong Ops section with Persky, some columns
 - c. Commencement issue - 22 pages, 9 senior columns
 - d. Summer Program is underway
 - e. Summer Update (Courtney)

- i. 44 students total, 5 on scholarship, \$20,400 earned from program fees so far
 - ii. We've had two successful workshops so far (the most recent one was last night) with six more to come
 - iii. It's also been a great opportunity for current Daily staffers to learn more about how to be editors, so having that time to work with them is really useful going into September.
 - iv. After the technical team resolved a glitch on the back end of our website, we're ready to start publishing their articles, and we're restarting the daily digest in the next day or so
 - f. Institutional Knowledge (Tristan)
 - i. Live on wiki.stanforddaily.com
 - ii. We'll have a searchable, easily navigable guide under this system
 - iii. Compiling training docs over the summer
 - iv. Passed on the project to Shana, Karen, Holden, who are carrying on this project
9. New EIC Update (Court)

Summer Program

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Some priorities for the summer:

NSO Magazine - 32 pager

- We're starting early
- Working with our Executive Editor, Josh (formerly our Graphics Editor), and our Magazine Editor, Claire to put together a magazine
- Our target distribution day is the first day of NSO, move-in day — Thursday, Sept. 20— because of all the parents who will read the mag
- We're getting managing editors involved remotely and we have already have articles in the works from each section

Recruitment

- Working with our chair of the Community Life & Inclusion Program to get started on
- This year, through a new delegate system, our core team doing this work will be a big larger, so we'll be able to do more outreach and connect with communities that The Daily hasn't been able to access as readily before.
- We're trying to use recruitment to build up newer, less formally established teams, like our tech team and our yearbook team, through individual (and specifically-distributed) applications. A big priority of mine is getting a cohort of 10 or so staffers to work on the yearbook so our CRO doesn't have to go at it alone
- Finally, we see NSO and Week 1 as an opportunity to recruit readership as well as staff, so CLIP and Exec are planning tabling events to reach frosh. For instance, we'll give them Daily stickers in exchange for them signing up for the digest

Other priorities for the school year:

Spotlight

- Investigative team I started, led by a sophomore and is a small team of more experienced Daily staffers
- They'll work together, and long-term, to dig deep on investigative stories
- We also have two people on spotlight with experience in the sports section, which I hope will lead to more purposeful reporting on topics related to athletics
- Spotlight is designed to be fairly independent — in terms of the stories they choose to pursue, and also in terms of the time they take on those stories. The group is free of content expectations that typically burden the news section.
- That said, I have made a couple asks of the team: first, that they meet weekly and update me regularly to ensure accountability, and second, that they work as a team and share bylines.
- It's a way to retain older talent and keep the Daily experience exciting for former editors who are also incredible investigative journalists (Hannah, for instance, is on the Spotlight team)

Otherwise, in the news section

- Adding a beat to take on local coverage, one desk editor is really excited to take the lead on this

Re: The College Book...

- We've learned that a project like this will be most likely to succeed when one person, or a small group, plunges into it for a period of time, without being distracted by other responsibilities at the paper

- Talking to some senior staffers who are interested in this

On the technical side...

- Our website has been really well received so far, and we have our tech team to thank for that!
- Ashwin stepping into the CTO position: We had the chance to talk last week about current technical concerns at the paper as well as how he envisions his role; it'll be great to have him at the table with other managing editors in a more official capacity
- He's currently devising a syllabus for the independent study
- Dylan is Data Visualization Director, excited to have him partner with content-driven sections and incorporate Tableau content into what we do

10. Business Update: Do & Kevin

- a. Park: Emphasis on alumni relations
- b. Are we getting the most out of our print product?
- c. Term length and continuity -- we're signing Regan Pecjak to a 2 year contract as COO
- d. Martinez: we don't have a single team that does the yearbook because of drop off
- e. Park: Helpful that Ashwin is now CTO and Arianna is now running Alumni Relations; takes onus off the business team
- f. CRO, Arianna can take classes to develop marketing skills — formalized education can help people hit the ground running
- g. Mobile app plan is now formalized — let's think about how to make this a permanent fixture at the paper
- h. Digital media partnerships
- i. Print distribution
- j. Daily@125 fund/building out the Friends of the Daily

Jaroslovsky motions to adjourn, Douglas seconds, all approve