

Student Publications Board Meeting  
Wednesday November 17, 2021

**Minutes**

3:30 p.m.

**Members Present:** Jamie Litty, faculty representative & chair; Jenna Freeman, Director of Academic Resources; Sara Oswald, *Indianhead* adviser; Mike Bernsten, *Aurochs* adviser; Darlene Natale, *Pine Needle* adviser; Zachary Young, *Pine Needle* editor-in-chief; Dana Hunt-Locklear, SGA representative.

**Members Absent:** Jayla Coley, *Indianhead* editor

**Guests:** Jeff Howard Vice Chancellor Student Affairs; Kyle Levine, Assistant Director for Student Organization Development

- I. Jamie Litty called the meeting order. Zachary Young agreed to serve as secretary.
- II. The agenda was approved.
- III. The minutes from the April meeting were approved.
- IV. Chair Report— *Pine Needle* office will get a suite in the Old Main remodel. Both Wellons and Jacobs Hall are slated to be demolished. *Aurochs* and *Indianhead* will need to be moved. Taaliyah Carney never assumed the position of *Aurochs* co-editor.
- V. Publication Reports
  - a.) *Aurochs*— Mike Bernsten hopes to publish 2019 and 2020 editions by end of semester. Might extend their deadline for 2021 edition submissions to the end of February 2021. Looking to select from 3 students in production course for interim editor of *Aurochs*.
  - b.) *Indianhead*—Sara Oswald said enrollment in class is down. Still working on a double issue consisting of the years 2019-2020 & 2020-2021, hopes to finish this by the end of fall 2021 semester. Having trouble securing photographs, have reached out to students for submissions and attempted to hire a photographer. Will request photos from *Pine Needle*.
  - c.) *Pine Needle*—Darlene Natale said there is a struggle with staffing, unmotivated students. Mentioned that the wage for staff has increased. Fall's seventh issue

will be published Dec. 1. *Pine Needle* will be purchasing a new printer based on suggestions from DoIT; hopes to purchase this semester.

- VI. Financial Report— Jenna Freeman said the report isn't 100% accurate due to COVID. Discussed projected cash balances for the end of the semester. Said nothing on the report seems unordinary.
- VII. Old Business—Dr. Litty is still planning to update the Student Publications Manual but has stalled because of uncertainty. Must make it future-proof as far as media options, new technology, contingencies such as what happened with the pandemic, etc.
  - I. New Business—Dr. Litty led discussion of the future of the *Indianhead*: 1.) Change in the print size and format? 2.) Change it to a public relations course credit? 3.) Get rid of the yearbook altogether? Dana Hunt-Locklear pointed out student body's lack of awareness that it exists and that it's already paid for. Committee discussed declining interest in enrolling in the course or joining the staff has developed over many years. Endemic to yearbooks all over the state and country. Dr. Howard suggested a printed year-in-review type of magazine or insert in the newspaper, as he has seen elsewhere; said Student Affairs is supportive of the idea of the yearbook and supports changes to how it can be done. Dr. Litty showed example of *UNCP Today* magazine that cost \$2.09 per copy to produce; suggested "yearbook" could come out like that type of magazine every semester, which would serve students graduating in December. Committee discussed desire for converged newsroom, have all student publications housed in the same area.
- VIII. Announcements— none
- IX. The meeting was adjourned.