



**Minutes:** Student Publications committee meeting, April 28, 2011

*Voting members present:* Irving Rothman, David McHam, Andrew Taylor, Travis Hensley, Reyes Ramirez, Casey Wooten, Jeff Syptak

*Ex-officio members present:* Delores Crawford, Matt Dulin, Jack Wehman, David Small, Patricia Estrada

The meeting began at 4:10 p.m. with Wehman presiding as chair.

### **Yearbook Report**

Estrada reported sales were down despite a last-ditch push to increase sales with a presence at the Senior Send-Off Event. She reported that around 50 books had been sold in total. She said she hoped to get more sales with a table at the ring ceremony and at graduation. She reported that 32 organizations had reserved a page in the book, more than double last year's count.

### **Production Report**

Dulin said his department was tackling special projects, including Transitions magazine. Hiba Adi had been appointed editor and both are planning to meet with UH admissions officials to get feedback and suggestions for this year's magazine.

### **Advertising Report**

Crawford reported that April was at \$41,500, down \$1,000 so far from last year. She was in contact with building managers to begin getting a handle on rack placement at various campus buildings. Special projects planned for the summer include Hot Spots and a new Housing Guide.

### **Editorial Report**

Wehman reported increased traffic on the website and more coverage of campus events overall. Social media followers had reached 1,400 on Facebook and 1,500 on Twitter. He said his staff would be updating the website throughout the summer even though the print edition was only weekly.

## **Financial Report**

No financial report was given because Littleton was absent.

## **New business**

Survey: Small reported the student readership survey collected 1,100 responses and reaffirmed that students want the paper at an earlier hour (8 a.m.) than it was currently being delivered. The study also showed that 61.6% of students who responded said they read the paper at least once a week. Of that, 24% reported reading it every day or almost every day. A copy of the survey was made available to the committee.

Printing: The committee received updates on the quoted prices for Tristar Web Graphics and Southeast Media, showing potential savings over UH Printing and Postal. A meeting with UH P&P staff had not been arranged, but Small said this would happen soon.

McHam proposed a subcommittee be formed and meet in the next month with representatives of the printing department to get a reading on their pricing, delivery and other questions. The committee could also weigh the decision on cutting back to four-day printing and reducing circulation overall.

The committee agreed, appointing McHam, Larry Kelley, Small, Dulin, and Crawford to form the subcommittee.

Cougar Editor Election: Two candidates originally applied for editor but one withdrew, Dulin reported, leaving Wehman the sole candidate.

Hearing no objections from the committee, Wehman was re-elected editor by acclamation.

Houstonian Editor Election: One candidate applied for the position of Houstonian editor in chief. Reesha Brown introduced herself, saying that the key to the Houstonian's success would be marketing and creating an interest in the product through more events, interaction with students, more physical presence on campus. She also commented that the office needed to be better defined so that people knew where the Houstonian was, since it is sharing space with the Cougar.

Rothman asked whether the Houstonian could be found better quarters on campus. Dulin said it was not likely until possibly the proposed move to the University Center in 2013 or 2014.

Brown was elected editor by acclamation.

## **Old business**

The meeting adjourned at 5:10 p.m.