



University of Hawai'i at Manoa

Board of Publications

Co-curricular Activities, Programs, and Services

1755 Pope Road, Bldg. 31-D

Honolulu, Hawai'i 96822-2290

GENERAL BOARD MEETING

Monday, March 29, 2010

6:00pm CC 220

Meeting called to order at 6:10 p.m.

Attendance:

Board Members: Present—Ronald Gilliam, Henri-Lee Stalk, Cassandra Harris, Devika Wasson, Yang Ming, Joaquin Villarreal, Lori Ann Saeki, Anthony Tallat, Marlene Mattos, Ryan Tolman.

Absent—Ned Bertz.

Program Heads: Present—Mark Brislin, Chad Fujihara.

Absent—Stephanie Mizushima

Support Staff: Present—Jay Hartwell, Robert W. Reilly.

Absent—Bob Dusterhaus, Addy Gilliam.

Meeting Secretary—Joaquin Villarreal

Approve December, January and February Minutes:

C: It was mentioned during a previous meeting that the comments about the fee increase proposal on the December minutes, starting on page 2, be edited to exclude the suggestions.

Motion to approve the December minute with the exclusion of the information after the budget increase presentation. Second by Joaquin. Passes by acclamation.

Motion to approve the January and February minutes with the correction to the February minutes to move Marlene to the absent list. Second by Joaquin. Motion passes by acclamation.

Program Head Reports:

a. EIC Ka Leo

Report is on file.

Q: Is there anything that the board needs to do to fix the payroll issue?

A: Payroll is getting there and it is getting resolved.

b. EIC Hawaii Review

The first journal has been finished and the other is being put together. The printer will be contacted tomorrow about the bids so a print should be done within the next month.

Q: Who is the vendor?

A: Same vendor as the last time. Their bid was the lowest again so they will be the one to print it again.

c. EIC Ka Lamakua

Report is on file.

Q: Is there a possibility of a print copy to be done by the end of the semester?

A: Yes, one piece is may be possible.

C: Compliments on the video about “Walk a Mile in Her Shoes”. Answering the question about faculty members managing a publication; no Faculty member can manage the programs but if they would like to recruit for the program, they would be welcomed to do so. Maybe passing out information to their students, etc.

C: In talks with a faculty member to have an event collaboration ith KaLamakua. Coverage of this collaborative event is going to be done by Ka Lamakua and flyers are around campus about the event. There will be artist and singers being brought from around the world to come speak at the university.

C: Because getting the word out about an online publication might be hard, the other forms of media, besides the KaLeo might be a good place to look, such as Twitter.

C: New Flyers were printed out by KaLamakua’s Associate Editor to do some recruitment. The new flyers are designed with the old ones taken into account. If there are any other suggestions as to ways to get the word out, they can contact KaLamakua’s EIC, Chad.

New Business

a. Interviews for Ka Lamakua, Ka Leo and Hawaii Review

Henri-Lee motioned to enter executive session at 6:45 and asking the advisors to stay if they would like. Seconded by Anthony. Motion passes by acclamation.

Anthony motioned to exit executive session. Second by Joaquin.

Exited executive session at 7:56 p.m.

Joaquin motioned to appoint William Caron to Editor in Chief of the KaLeo for the 2010 to 2011 term. Seconded by Cassandra. Motion passes by Acclamation.

Committee Reports

a. Executive Committee

Report is on file.

C: The publication excellence committee proposal is written, but there was not enough time to get this document to the Executive meeting. The finalized proposal will be worked on to get it out to the board by the end of the week so that it can be voted on by the April 5th meeting.

b. Planning and Finance

Report is on file.

C: The proposal got GSO approval since last board meeting and other updates on report and to come. Devika will write the information for the first Ka Leo Article about the proposal. Also, anything that

needs to be incorporated in the BOP budget should be mailed to Ronald. This includes any ideas that board members might have to try to designate funds accordingly.

Q: How are we doing with this year's budget?

A: Usually handled by Addy.

C: End of the year banquet is being talked about to look ahead.

Q: How many people are typically at the banquet?

A: 25 – 50 people usually attend with a BOP and KaLeo joint banquet.

c. Personnel Committee

Report is on file.

Q: Have we received anymore inquiries since the Kalamakua application was extended to the 9th?

A: No because there was Spring Break and other events between then and now, but it will be advertised in KaLeo's next issue and the job has been posted.

d. Rules Committee

Report is on file.

C: Please send two questions to Henri-Lee so that the Rules Committee can finish their Q and A section of the manual.

e. Strategic Development Committee

Report is on file.

C: Because the chair had to leave early, any questions can be directed to Yang-Ming.

f. Screening Committee

Report is on file.

C: A new member of the board was interviewed and recommended to the Vice Chancellor and he is present today and is an official board member now. A report will be sent to note this interview. Will be submitting another report.

Staff Reports

a. Rob

Report is on file.

C: One way to promote the KaLamakua is to have a page in the KaLeo. If we can get numbers we can sell advertising on the site.

Q: How is Tabling going?

A: Will be out there from 12pm – 1pm on MWF. Would like to push more toward having prizes as opposed to only having signups. Tabling will hopefully bring in student advertising directors.

Q: Is it appropriate to put advertisements on the table?

A: Strictly promotional ads are fine. Hopefully there will be future position development. One position is to have a web developer to be able to post movies and advertisements. A lack of having students in the office is what is hurting the advertisement and not the fact there are not people willing to advertise.

b. Jay Hartwell

Report on file.

The annual Wampum conference is coming up so the board is being asked to consider voting to send somebody. The \$2000 is already allocated in the budget, it is that it will add to the deficit.

Q: When do we need to decide?

A: Tonight would be good since flights might go up and the cost for the trip increases.

Anthony motioned to send one of our professional staffers to the conference with the \$2000 allocation limit. Second by Joaquin V.

Objections. Discussion:

There are no figures for the board to decide based upon the current budget. The budget is not up to date.

Anthony withdraws his motion regarding the conference.

Joaquin motioned to table the rest of the agenda until the next BOP general meeting. Seconded by Lori Ann. Motion passes by acclamation.

c. Bob Dueterhaus

Old Business

- a. Bulletin Board update**
- b. Publication Excellence Committee proposal**

Open Forum

Adjourn

Ronald Motioned to adjourn at 8:44. Second by Henri-Lee. Motion passes by acclamation.



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Executive COMMITTEE MEETING MINUTES

COMMITTEE MEMBERS IN ATTENDANCE:

Devika Wasson (Chair), Ronald Gilliam, Bob Deusterhaus, Lori Ann Saeki, Jay Hartwell,

ABSENT:

Henri-Lee Stalk

GUESTS:

Anthony Talat

The Committee met on Monday, March 8th 2010. Our main points of business were: formation of the ad hoc committee entitled Publication Excellence Committee; protocol for exiting members (report or other); and brief updates on the fee increase proposal.

The committee discussed at length the formation of the ad hoc committee. The committee would like the new committee to be comprised of EICs, Vice Chair, advisors and perhaps one other board member. This committee will be designed for EICs to voice their concerns about various publication issues, for the EICs to share tips and material with the other EICs, and to ensure an overall professional quality to the BOP publications. The Executive committee hopes to have something in writing to submit to the board before the April 26th meeting.

The Executive Committee has decided that all exiting board members and EICs should be required to fill out a survey or write a short report on their experiences during their time on the Board or in a Editor-in-Chief position. The board is considering withholding the final stipend until these comments are received by the Executive Committee or an advisor.

Finally, the fee increase proposal was discussed again. Nothing much new has developed, but the proposal is almost ready to be submitted to the board of regents. Ronald Gilliam, Treasurer, has asked all graduate student members to write a testimonial in support of the BOP. If you have not already done so, please do so by Friday, March 12th 2010.



University of Hawai'i at Mānoa

Board of Publications

Business Office

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INTEROFFICE MEMORANDUM

TO: BOARD OF PUBLICATIONS EXECUTIVE MEETING
FROM: ROB REILLY, ADVERTISING MANAGER
SUBJECT: FEBRUARY 2010 REPORT
DATE: 3/4/2010

Overview

The overall confusion of learning a new system is wearing off and I have been starting to make changes as I see fit. Our Ad Revenue is pretty low currently so I have been making some initial calls to help counter act that. I have also started to re-organize the ad sales structure and work flow operations for the ad reps and ad designers. I have been working on recruiting new students to all departments as well as starting some social networking pages to help market our publications.

Current Clients

I have started to take over all advertising accounts including national, local, and UH clients. I have been reaching out to past clients to start to raise initial base line sales and try to build to the bottom line. I am also training our one sales rep how to handle client relationships and business office work flow systems.

Ad Sales Structure

In order to better keep track of our clients and better utilize our ad reps I have started to set up sales territories which we are trying to map currently. This will help the ad rep focus on a finite area and allow him to develop business relationships.

Work Flow

In Addy's absence it seems that some of her production systems have been lost in translation. I have been initiating ad flows and correct production procedures with the ad rep. and the ad designer.

Recruiting

I have been trying to actively recruit new students to work at the BOP publications. Some of the ways that I have starting to refresh our recruitment process is to change the ads for all the positions available. I have also checked out a table in the Campus Center mall area from 12-1 pm Mon, Wed, and Fri, for the rest of the year. I have posted a designer job on the SECE website and have already had a response to that. I am also contacting student organizations and university departments about speaking in classes and meetings to further recruiting efforts.

Marketing the Publications

I have started to build facebook and twitter accounts for Ka Leo and will do the same for our other publications. This will help students and faculties receive updates and stay connected to what our publications are doing. I will be signing up students at the campus center table to start to initiate some buzz around the campus. I am also looking at hiring a student sales rep who will serve as a marketing director and help to do cross promotions with University functions.

Final words

There are a lot of things to take care of and trying to bring in students in one of my top priorities as well as bringing up sales. With the right working environment and organization, I feel that we have lots of room to grow our advertising sales and look forward to what the next month will bring. We are starting to work on our Spring Break Issue Sales right now.



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RULES MEETING MINUTES

Friday, March 5th, 2010
12:30 Hemingway Hall Room 204

Minutes

Edits and Completed Sections of BOP Manual

Committee reviewed completed sections (BOP History, How to Chair a Committee, New BOP Member) and finalized the edits for the Robert Rules of Order section.

Sections Remaining

By the next Rules Meeting, Ronald Gilliam will be completing the BOP Ethics, Conflict of Interest and Grievance Process section and Henri-Lee Stalk will complete the Introduction to the BOP section and organize the FAQ section.

Summary:

The BOP Manual is expected to be completed and ready to be passed to the board by the end of April. Henri-Lee Stalk will be asking the BOP members to each forward 2 questions they had when they first joined the BOP at the next general meeting.

The remaining meetings for this semester are:
April 16th, 12:30 Room TBD



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PERSONNEL COMMITTEE MARCH REPORT

Committee Members

Cassandra Harris, Advisor Jay Hartwell, Lori Ann Saeki, Anthony Talat, Ned O Bertz, Devika Wasson,

Committee Members in Attendance for EIC Interviews

Cassandra Harris, Advisor Jay Hartwell, Lori Ann Saeki, Anthony Talat, Ned O Bertz

Agenda Item I Review and Interview of EIC Applicants

On Tuesday March 16, 2010 the Personnel Committee interviewed applicants for the Ka Leo, Ka Lamakua, and Hawaii Review EIC Fall 2010 positions. The Committee's decisions are summarized as follows:

Ka Leo

The Committee approved to progress four of the Ka Leo EIC applicants to the General BOP's interview on Monday, March 29.

Ka Lamakua

Due to lack of applications the Committee voted to extend the deadline of the Ka Lamakua EIC application period to Friday April 9, 2010. Held applications for this position will remain active.

Hawaii Review

Due to lack of applications the Committee voted to extend the deadline of the Hawaii Review EIC application period to Friday April 9, 2010. Held applications for this position will remain active.



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PLANNING & FINANCE COMMITTEE MEETING MINUTES MONDAY, MARCH 1, 2010 AT 18:00 CAMPUS CENTER 307

COMMITTEE MEMBERS IN ATTENDANCE:

Ronald Gilliam (Chair), Joaquin Villarreal, Yang Ming, Cassandra Harris, Anthony Talat

ABSENT:

Marlene Mattos

GUESTS:

Jay Hartwell

MEETING CALLED TO ORDER AT 18:00

FEE INCREASE PROPOSAL UPDATE

As of 7 March 2010, the Committee has presented its proposal to the following CSOs:
The Associated Students of the University of Hawai'i (ASUH)
The Campus Center Board (CCB)
The Student Activity & Program Fee Board (SPAFB)
Graduate Student Organization (GSO)

Joaquin is in the process of arranging a proposal presentation with the final CSO, the Broadcast Communication Authority (BSA) in March/April.

The next step in our proposal is to draft a survey to be sent via myUH, similar to the survey sent for the uPass proposal sent last year from ASUH. The P&F Committee would like to request that the Rules Committee handle the creation and implementation of this survey.

In addition, the GSO is the only organization which already voted on our proposal; they decided to not support it. The entire P&F Committee and our advisors believe this was due to a premature vote where representatives of the GSO did not have enough information to make an informed vote on our proposal. Therefore, we will continue to lobby the GSO by modifying our proposal and a fellow member of the GSO has already noted he will introduce a motion to accept our proposal at their next meeting, March 15. The P&F Committee asks all members of the BOP and its programs to write a short

paragraph as testimony of their experience being involved with the BOP as a graduate student. This letter should address the following points: highlighting positive experiences as a graduate student, why you are on the BOP, and how it helps you in the future. We are hoping that these proposals will showcase how graduate students benefit from the BOP and its programs. **This statement (of around 25 words) should be sent to Yang Ming at yangming@hawaii.edu by Friday, March 12. Please note this is before our general meeting in March!**

MODIFICATION OF FEE PROPOSAL

After careful consideration, our proposal was modified for the ASUH due to not including information about the co-curricular atmosphere our programs provide to the University of Hawai'i. In our previous presentations, we focused on training--something we provide--but failed to showcase the unique social atmosphere that is integral to student life at UH-M. Also, we stressed the importance of Ka Leo acting as the main student body voice to the public, administrators, and the university-at-large.

ASSIGNMENT OF DUTIES FOR REMAINDER OF SEMESTER

Cassie is writing a draft article and obtaining data for an upcoming feature in Ka Leo from the P&F Committee. This will highlight the importance of our fee increase proposal and hopefully gain support from the entire student body. We will publish this article at the end of March/early April once the myUH survey is available online.

Yang Ming is in charge of collecting 25 word statements from graduate students on the BOP. Also, if you know of anyone who supports our programs and is a grad student, please also have them send a short statement in support of our fee proposal. Jay is obtaining statements from previous graduate students who have finished our programs.

Joaquin is researching grad representatives who represent departments with active BOP members. He will compile this list and send to graduate students by Friday, March 12. **If you receive an email from him, please also send an email to your representative asking for them to support the proposal and for their attendance at next meeting.**

DISCUSSION OF BUDGET RETREAT

The Committee decided to cancel our annual budgetary meeting for this fiscal year. Instead, we will hold committee discussion via email about our proposed budget until our next meeting on March 29. The March 29 meeting will be open to all board members in order to discuss the proposed budget for our April meeting. Please mark your calendar for this meeting and try to attend if you are not on the committee. By attending this meeting we will hopefully make the budgetary approval easier in our April meeting.

MEETING ENDED AT 19:05

***NEXT MEETINGS OF THE P&F COMMITTEE ARE SCHEDULED ON:
MARCH 29 @ 6:00 PM IN CAMPUS CENTER 307
APRIL 12 @ 6:00 PM IN CAMPUS CENTER 307***



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SCREENING COMMITTEE MEETING MINUTES

March 11 at 3:00 pm

CC-306

Committee Members in Attendance--Anthony Tallat, Devika Wasson, Ned Burtz, Ming-Yang.
Chair, Joaquin H. Villarreal

Membership Expiration Invite Procedure Update:

Research was done to see what type of restrictions there are to having an extension issued to any member that would like to remain on the board until the current semester ends. There were some problems with this plan that interfered with UH equal opportunity rules that will be further investigated by Joaquin. This is to be moved to the following meeting so that questions that arose about the topic can be answered.

Mail out Document:

The committee has been updated as to the status of the document. The only thing that needs to be added is a greeting. This template will be used to collaborate with other CSOs to help with recruitment on both sides. The committee will be collaborating via email to finalize the document.

Possible Blog Post Contributions:

Members were asked to if it would be possible to have blog post contributions come from Screening Committee members. There was a lot of confidence in the idea and a structure for the posting will be put together to make it easier for members to follow.

Table at the Campus Center:

The new ad-manager, Rod, has been at the Campus Center with an information table. It was mentioned that there should be some sort of tabling from board members to pass out information either during the time that Rod is at the Campus Center or whenever members have time

to do this. Also, members were asked to be looking for any new types of marketing tools that we would have to buy to put in the upcoming budget planning meeting.

Open Forum:

We talked about revising the screening questions for reapplying members as well as the ones for new members. This and other topics were moved to the following meeting.

Next meeting of the Screening Committee will be held on Thursday, April 8, 2010 at 4:00 p.m.



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Ka Leo O Hawaii

March 2010 Report

Mark Brislin

Production: Ka Leo is continuing to work on improving getting all photos and articles on the server earlier so that we are able to begin the various phases of production earlier and meet deadline more consistently. We have been sending in completed pages before the 6 p.m. deadline so The Advertiser team can begin their review, even if all pages have not been completed by deadline.

Staff: Ka Leo has a very talented core of editors who are able to turn in quality work when they do not have enough articles to fill the pages, sometimes on deadline.

Hiring: Reece Farinas was recently hired to fill the vacant associate features editor position. There are no other openings for editor positions at this time.

Questions/Comments/Concerns: I know that the Board of Publications has little control over stipends, but one of my goals when I became editor was to expedite the stipend process so that editors don't have to go months without getting any pay. Ty Tanji, Ka Leo's managing editor, has done an excellent job handling the payroll, and on sometimes he literally could not get the payroll template in any earlier, sending in the completed template shortly after production on the last day of the period. But it is March and we still have not got paid yet for this semester, and if people didn't know Ty was so on top of things staff morale could be a lot lower.



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Ka Lamakua

March 2010 Report

Chad Fujihara

Production:

Production has begun to pick up and become more regular. Since the last report there have been a number of posts made to the website across the different categories. A number of students coordinated with me to cover last month's First Friday event downtown and their experiences were shared on the website. Those posts included not only photos and text, but also an audio interview as well. I went ahead and purchased a pair of Flip Mino HD camcorders for the website to use. I'm working with Jay to figure out a reasonable way to loan them out for folks to use while keeping them safe. I used one to document the recent "Walk a Mile in Her Shoes" event on campus which I posted to the website and Facebook page, I also posted it to what I'm hoping will become a dedicated Ka Lamakua YouTube channel. I'm going to be looking into that more as videos are produced by the website. A number of artists have contacted me to have their work featured on the website. As I get the information and files that I need from them I'm making sure to post them. Chase Olivieri, my associate editor, has been assisting in the production of a new series of flyers to garner interest in the website, while simultaneously contributing to not only Ka Lamakua, but even to our sister Ka Leo. Copy Chief Ty Tanji somehow managed to contribute to the website as well in between the million things he seems to be doing for Ka Leo as well.

Arantxa Ascunce, has approached me to collaborate on an event on campus involving two artists from out of state. Once all the necessary permissions are made to secure a workspace for the two artists the endeavor will then shift to documentation of their work while here. Plans are to work with Ka Leo staff to gather interviews, photos, videos and likewise to be shared across our two publications.

Staff:

As of current, Ka Lamakua still has three staff members: myself as Editor-in-Chief; Chase Olivieri as Associate Editor; and Ty Tanji as Copy Chief.

Hiring:

The search continues for a suitable replacement for myself, as I will be (hopefully) graduating this semester. Ideally I would have preferred that Chase continue on in my stead, but sadly he is only here for the semester. At this time, I don't see any need for additional staff hires, but of course if the need arises I will be sure to contact the proper channels to ensure that everything goes smoothly.

Questions/Comments/Concerns:

At this time I don't really have much in the way of questions except one. Arantxa Ascunce, assistant professor of Spanish here at UH has expressed a great deal of interest in Ka Lamakua. My question goes: would a member of faculty be allowed to run the website if no suitable student steps forward to take on the responsibilities? I really think that if she were allowed to it would be much to the benefit of the website. I did want to say that I appreciate the opportunity that I've been trusted with as far as running Ka Lamakua goes. I only lament that I wasn't able to get around to this position earlier. I would've preferred to have had another year at UH to continue on with the website if I had. I really don't want to see this website go away after I've left, the students of UH deserve to have something like this available to them.



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Jay Hartwell

March 2010

Editorial Adviser

Production:

Checking Hawai'i Review for printing has been delayed by other responsibilities. I hope to complete it today (March 5) and submit the specifications to Commerce Point to get a bid for printing. It will take at least a month after the bid is accepted to complete printing—or sometime in mid April.

I am working with Ad Manager Rob Reilly to get Ka Leo and Ka Lamakua content posted on the publications' Facebook and Twitter accounts to improve product marketing.

I invited Rob Reilly to speak with Ka Leo about production of special issues so the staff understands that advertising needs a month out from an issue (ie Spring Break issue) to target companies for ad pitches. Right now, planning takes place anywhere from one to two weeks out. There are two other Special Issues also on the schedule (Dining and Graduation).

Staff:

I have encouraged staff to apply to be BOP program heads or consider other desk editor positions within their programs for this summer and next fall.

I continue to advise students on various matters – including resumes, cover letters and essays for internship applications and also completing letters of recommendation.

I have been working with Hawaii Publishers Association on its annual, high school, newspaper awards competition as another way to recruit students to UH system student media programs.

Hiring:

I am advising the BOP's Personnel Committee this month as it screens applicants to the Program Head positions so the board can interview applicants at its late March meeting. I worked with Rob Reilly to generate new recruitment ads for Ka Leo and asked the English department to forward to their students an email seeking applicants for all programs. I also provided feedback to Ka Leo Managing Editor Ty Tanji on a new Ka Leo application.

Questions/Comments/Concerns:

With Addy Gilliam's leave, Rob Reilly's transition, assistance with the BOP fee increase process, and other day-to-day demands, I am behind schedule with other BOP responsibilities (primarily Hawaii Review and the annual Ka Leo competition). The Advertiser/Star-Bulletin consolidation may impact our ability to get professionals to judge our Ka Leo entries in 34 categories. I have asked Bob Duesterhaus to reconsider the travel ban so BOP can attend the WAUPM May 10-14 conference in San Antonio; based on the \$6,000 savings from my salary cut and the benefits that WAUPM provides. The cost would be \$2,000.

Hawaii Review

University of Hawai'i at Mānoa

c/o English Department
1733 Donaghho Road
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HAWAII REVIEW
Friday, March 05, 2010
STEPHANIE MIZUSHIMA

PRODUCTION:

We are currently in the process of copyediting selections for Hawaii Review 72 and hope to be done sometime next week.

STAFF:

We have met with several new volunteers: Mike Hanson and Kandyce Nitta.

HIRING:

N/A

QUESTIONS/COMMENTS/CONCERNS:

We have continued to do class speeches to promote Hawaii Review and have been glad to get a lot of new volunteers as a result.