

Annual Report

Campus Media Board 2017-2018

Submitted by: Mayra Llamas, Chair

The Campus Media Board oversees the operation of the student-run media outlets, *The California Aggie (Aggie)* and *KDVS FM 90.3 (KDVS)* radio. The board's goal is to serve as a liaison between the campus community and these media units and to assist the *Aggie* and *KDVS* in their operations.

Media Board Membership:

The Media Board had two student members, one faculty, and one staff representative as well as six ex officio members this year. The student members were highly involved and committed during the year and received hourly wage compensation for their work. Both met regularly to discuss board action items and reviewed the guidelines to propose some recommendations to the board. This year we added *The California Aggie* Business/Advertising Manager to the ex-officio membership due to their advisory role within the unit.

The California Aggie

The *California Aggie* increased their distribution by placing additional stack racks around campus. The digital presence expanded to include videos and articles facilitated by the new Digital Manager. With the support and guidance of the Business/Advertising Manager, sales staff were hired, and ad revenue surpassed printing cost. Further, the *Aggie* began a digitization project for their past editions to be available online. Other new initiatives have been the new classified section which has the potential for revenue, a weekly podcast and hosting an open house event during Picnic Day to expose The *Aggie* and welcome alumni. Lastly, The *Aggie* continues to work on a sustainable budget model through sales to be self-sufficient after the referendum ends.

KDVS-FM 90.3

KDVS had a few new initiatives this year, a new KDVS YouTube channel, increased fundraiser opportunities, participated in the Picnic Day parade with a float, part of Whole Earth Festival, hosted a KDVS Zinefest and annual fundraiser - "Pollinating the Airwaves", increased income through sports sponsorship, mobile DJ unit and t-shirt sales. KDVS strong network of volunteers allows for the station to operate and thrive. Further, to address issues of freedom of expression and creating inclusive programming, the core staff started to engage in ways to support their staff and volunteers through additional educational opportunities. Their overall fundraising efforts yield approximately \$71,500 which covers operating expenses. One of this year's challenges KDVS had to face was

updating their FCC records to comply FCC regulations with the guidance of the UC Office of the President. Lastly, the unit is considering a referendum to have a sustainable budget due to ASUCD funding support which continues to decrease.

2018-2019 Media Managers Selection

During the spring quarter of 2018, the Media Board interviewed and selected the Media Managers for the 2018-2019 academic year. We received three applications for the KDVS Manager position and two for the Editor-in-Chief position. Emily Stack will be the Editor-in-Chief of the *California Aggie*. Jacob Engel will serve as the General Manager of KDVS.

Conclusion

This year the board had two committed student members who worked on reviewing the board's guidelines and responsibilities. The students facilitated a discussion with the board on identifying ideas for a new vision for the board and recommended revisions to the guidelines. The board agreed to continue having the vision discussion during the 2018-2019 academic year. Further, the board worked closely with the media managers to stay updated with the units' initiatives, personnel status, and operations. Next year, the board will continue supporting both units in reviewing their policies, maintaining journalistic objectives, aid fiscal responsibilities and budgets, and meet regularly to remain engaged.