

Date: February 12th, 2013

Session Opening: Start time 7:00pm; start time with recorder (00:15)

ROLL CALL

Finance - Senator Sinkula and Garau excused

PR - All present

SAC - Chair Keyes, Senator Heffrin excused

COLA - Senator Renaud excused

AA - All present

SA - All present

CODEEEE - Senator Auchinclosse excused

APPROVAL OF THE MINUTES - Motioned, Seconded, February 5th, 2013 Minutes Approved

PUBLIC FORUM

UVM TV

Max, UVM TV: Hey, all. Remember me from a couple weeks ago? A couple weeks ago I was talking to you about station does, how we work, and basically what goes on. This week I want to talk to you about something a little more serious situation we're having right now. Unfortunately, the original plan for the Davis Center included a station for the Cynic, and a space for WRUV, and at this time UVM TV wasn't established, we were only six years old at that time. When the people were building Davis Center, originally there was supposed to be in our space a "hair cutterly" or something of that sort. And when they pulled out, UVM TV was making the push to get a space, in the Davis Center, in that central location, along with the Cynic and WRUV.

Built into this plan that our founders of the Davis Center space of UVM TV, was a clause that said after three years, UVM TV would be paying ten thousand dollars for the third year, and every subsequent year after that, twenty five thousand dollars per year. Now, Cynic and WRUV, didn't have to pay a cent, they don't pay nothing, as said by Allen Josie, who is our Davis Center Operations Chair. And it comes to for us to look at paying some rent, and at this time, we were supposed to have built up an advertising department, says this all encompassing document that our founders of the Davis Center space put together ... two former presidents of UVM TV. Now what they did not know is limitations of students. It really put in the idealization that students for the same amount of hours as folks such as Cat Pause, Sodexo, Bookstore, to produce that sort of income. The same amount of income that would apply, for like, again, Cat Pause. We got full-time employees working in Cat Pause all day long, working hard to sell us food, candy bars, energy drinks, all that nice stuff. But we are students working at UVM TV. We've got classes, I know I do. I know everyone else in the station does.

So in fact, when it's coming time to pay the rent, we have that same expectation, as those full-time employees. We're not able to do it, needless to say. So, we have a meeting with Pat Brown, who I was hoping was gonna be here tonight, and he tells us, "you know, you are part of the student media. What is your job? To produce the student voice." And I am completely in agreement with that, there is nothing that would make me happier, than for UVM TV to represent student voice, and to include every single person on campus, in one of our shows, in our weekly news broadcasts, or anything like that, and to just

have people walk by and check out our screens check out our station. Nothing would make me happier, and so I was happy to rise to this challenge. And so is the rest of my staff.

And, so we did. Over the past year, UVM TV has grown. We have had many improvements, specifically laid out in this document which your committee chairs have now. And it will show you, exactly what has happened, over the course of the past few months at UVM TV, and what we hope to do for the future. I'm not sure if most of you read the Cynic, but last week this Cynic article came out, about UVM TV, and about the trouble we've been in, and I encourage anybody who hasn't read it, to read it. It has really shown a lot of people what is going on, there are again, a couple, one or two little mistakes in there, one being that it says we are overdue on our rent, we are not actually overdue on our rent, it was taken off the table by Pat Brown, in July of last summer, and Jack our vice-president, who could not attend tonight, was also at that meeting.

Now, over the past year, and especially now over this last semester, UVM TV I have to say we've been on fire, and we've been as I said last week, filming events, shows outside the studio, Davis Center cam, which is new I'm sure you've all walked by there, I've seen a lot of you walk by the station and wave to the Davis Center cam right in that studio space. And as some of you know, we will be filming little pieces of vignettes for the student research conference, coming up in April I believe, and that's gonna be a huge thing for us, we're really excited about that, we got a new HD camera to film all that stuff.

Now, what's gonna happen to the space. It is really important to have a space in the Davis Center because it is a center of campus. We are located next to the other media organizations, who's gonna come by the station if we're located in the basement of Billings, or back where we were in the basement of Coolidge, where there was Asbestos, great thing for your health down there. So, who's gonna walk by? Who's gonna join the station? Who's gonna get recognized? Who's gonna say I wanna be there, in a windowless basement, with no real space, no good lighting, no good setup, or on the other end, who wants to be in UVM TV, where it's close to where you live, it's in the middle of campus, you got windows so you're visible, and you connect with the rest of the student population? Who wants to be in Billings?

I'm not saying that's the space we're gonna have, but if we do lose our space, it is not going to be located in this fantastic building we are in right now. So it comes time to meet with Allen Josie, and kinda talk about what's going on, and so last week my staff and I made this wonderful proposal. It includes a lot of what the station is about, and what we hope to be in the future, and why they should keep us in this Davis Center, and why we are as Allen would say, the most bang for your buck, that we get out of this station. So today we had that meeting, and honestly we didn't learn that much new from this situation. He basically told us that as we go along, they are always looking for people to fill our space, because they could be paying clients. Career Services was one, I can't seem to remember any of the others right now off the top of my head. But that space, along with the bank space downstairs, are still up for grabs.

And what we learned today is, it is unfortunately out of our control. Even though we have been fulfilling that promise, of connecting more with the student population, it really is out of our control, but it's not out of your control. If we rally the population of this university to convince them that UVM TV is an essential part of this campus, at this building, it's an essential way for people to learn, and to connect. We don't have a real production department in our film department at the university, we have a few production classes. We can teach, I've never taken a production class, I've never taken a photography class, and I personally consider myself a somewhat semi-professional videographer and I've put together, if I may say, some very nice pieces of projects, that have sold, I've been hired. I learned it all from UVM TV, every single little piece of it I've learned from UVM TV.

Now, I think that's an invaluable resource. Now what about connecting with everyone else? A lot of people read the Cynic, a lot of people listen to WRUV. And although it may not seem, less than Cynic and WRUV obviously, people watch UVM TV, and people participate, people walk in and out of that studio, and people see what's going on. Now over this last week we have definitely generated a lot of hype, because of that Cynic article, and our numbers have skyrocketed, on our Facebook page, our twitter followers, our page views on word press, on the web, they have gone through the roof.

So, I'm telling him, that if people know and if people are aware, that our station is a valuable resource on this campus, and a valuable resource in this building, to be specific. We are asking for your help, alert the student population, tell them about what's going on, and tell them that it's not really just to have two other media organizations pay nothing, and to have us pay twenty five grand a year, and the reason that, Allen Josie, basically called for the calling in of our rent now, is declining enrollment, where the president wants to make sure that the class size gets smaller, fees that the Davis Center has to pay to the university, and other such political red tape fees, and it just doesn't seem like we are the root cause of all of these problems, we're just a drop in the bucket of all these fees going around part of your student fees, part of the fees that the Davis Center has to pay because it was, the project was scaled back. I don't know if anybody knows, but the hallway where WRUV and the Cynic was actually meant to extend, and be a whole media wing, actually us not even included, I believe it was supposed to be attached to an even, theater, don't quote me on that, but I'm pretty sure that's what Allen was telling us today.

So, really, it's in control of the students, so again I'm asking for your help. Please, please, help save UVM TV. Thank You.

Ducharme: Questions for Max, starting with Senator Matthews.

Matthews: What did Pat Brown tell you about the other two being in the center for free, and your situation, what is his response?

Max: Okay. So, basically, in the grounds of the Davis Center there are two parts, there is Student Life represented by Pat Brown, and there is Davis Center operations, represented by Allen Josie, and they seem to be almost on an even keel, an even level, of authority, about what goes in. Our media advisor, reports directly to Pat, and so they kind of have a responsibility for us, where as Allen also has a responsibility for us. Pat came and talked to Allen and talked to Chris, and said "look these guys are growing, they know what they are doing, but with this looming threat of a rent coming over your head, it's tough for them to build their station, and build up to a point where we can be self-sufficient financially. So let them do their stuff, and grow", and that was the deal.

Ducharme: Chair Al-Namee.

Al-Namee: I wanna thank you for coming, first. I was just wanna ask you other than for the fact we are UVM students, and how do you see us as SGA helping you with this?

Max: I feel that you guys wield a certain amount of influence on student opinion. And, I honestly believe that we are not as in control as we thought, as there are other influences coming in, it's awareness. What I really wanna do is raise awareness and raise the level of the voice that is going around our UVM TV. I wanna raise the level of people talking about it, people viewing, people concerned about what's gonna

happen at the station. I feel that, you guys as a body can wield that sort of power with the students, so just to raise awareness really.

Ducharme: Senator Frost.

Frost: Do you have any statistics of the viewership of UVM TV? Do you know if it's grown, UVM TV, over the last few years, do you have any statistics about that?

Max: Oh, of course, we have numbers on our website. We have a nice Facebook graph, about how our likes and comments have gone up over the last few, I guess, we had an issue last summer where a company took our domain name about a day after it expired, to try and scam us, and so we lost a lot of the old metrics, and numbers, from last year because they were gone in that website, we actually built a new website from the ground up this year. I can share with you those numbers through an email or through other things, it's quite a nice set of numbers, but it doesn't actually represent that much because we don't have any numbers, there's no way to track who's watching in the dorms, who's watching in the Davis Center itself, and through other sources like the archives show on YouTube, Blip TV, we've got YouTube numbers, but it's hard to build them all together because they're all in separate shows. Does that kind of answer your question?

Frost: Yes, thank you.

Ducharme: Senator Asher.

Asher: If we were to help you guys find funding for this year, how would you guys help to make yourselves financially solvent.

Max: Well, I believe you were sent an email by Jack, our vice president, that that budget request was really to send a message. We would love to be able to pay Allen that ten thousand dollars, to just secure in the space for another year, while we need to build a more active viewer base in the community, its really just a time to, a standby check, it was a message to send to you guys and to everybody else that we don't want superficial items, that we don't want cameras, equipment, etc., we can make that money by ourselves, all we really care about is to stay in this building, we really care to be the center of the student population, because thats what we wanna do, you know the center of the student body, the conferences, the airfare, the hotels, we don't need that, we need to be the center of student population and voice in this building. Does that answer your question?

Asher: (follow up) So how would you become financially solvent if we were to grant you the money?

Max: For example, we are, our media department and our advertising department, have been growing this past semester and year. I can give you some numbers on that, would you like some numbers on that?

Asher: Sure.

Max: So just last week we sold an ad to higher ground, we are doing a promotional video for Staff

Council, 400 dollar video. We are doing a promotional video for Living Well, another 250, we just filmed the Kimmel lecture today, another 150. A lot of events are coming in, to build up this level. Now, hopefully, when this time of year rolls around next year, and we have to submit that portion of the rent, we will be a secure part of the Davis Center, this whole conflict will be resolved. Whether it be for us to move, or for the Davis Center Advisory Committee, which is the body that kind of governs this building, I wasn't able to get a really clear view, kinda convenes and says, "Okay, we'll take this proposal and look at your objectives and we think they're valid and we will let you stay in this building". Which is really what we're building towards.

Ducharme: Senator Apicella.

Apicella: Assuming we save UVM TV, what are your plans for expansion? To make UVM TV a bigger presence on UVM campus. What makes UVM TV, what makes me want to tune in to watch Dirty Pop? Why am I gonna tune in to UVM TV?

Max: Great question. That is actually what we are presenting to Allen, and presenting to the student population. I don't want to read word for word, but our four ways of building, our four objectives, will be to increase student participation by increasing day-time programs, which will allow people to watch right outside kind of like a Today Show setting, out of studio skits and shows, kind of like the Valentine's Day event in Brennan's coming up on Thursday, which I encourage everyone to attend, walk right up and be part of a dating show. We move on, we will increase recruiting and retention of members, by improving those educational pieces of our station, where we train you to become, a pretty big video producers, pretty skilled video producer, and by showing those projects outside, we will attract viewers, I'm not sure if anyone knows over here this is Mike Collins, my technical director, is putting together a student created content channel, which will allow anybody to submit content to UVM TV to be shown on the channels. And it's through these steps along with successful marketing, social media, advertising, etc., all the normal advertising and marketing schemes, and also that's strengthening in content, which will build itself more towards the student population and so what we really really wanna do, is to connect. And that's what we're doing, again, our numbers have gone up, we've sold more ads, we've been doing those out of studio shows, last semester there was an episode of Dirty Pop right outside the studio, we walked around and asked passerbys, what are you wearing, what is your favorite song, and just interacting with the student population. Friday nights, we have Ian's Cat Call, he brings in DJs from all around town, and a live audience to mix EDM music along with other types of music, and it generates a lot of viewership on the web, that's probably one of our top viewed shows.

Ducharme: Senator Cantell.

Cantell: I was wondering if there is any old equipment that you guys are no longer using, or just using once in a blue moon, that you guys can sell to make up some of the rent money?

Max: Unfortunately, all of our equipment is being used almost at all times, any old equipment that we have, is either failing in functionality or being used. We still use standard def cameras from many years ago, to support our studio cameras, where as we use our sound equipment our microphones, we have a lighting grid that we use all the time, the only thing I could think of selling is maybe a chair or something.

We really don't have much to give up in the way of assets.

Ducharme: Chair Kaufman.

Kaufman: How is your proposal for this year any different from that of previous years?

Max: Okay. So, the proposal that was submitted, there have only really been two proposals that were submitted. The first proposal was before the Davis Center had brought us in, and it was kind of to ask about do we have a future in this space? Can we please have this space? We will pay you this money, whereas at this point people didn't really know like how it was gonna be received, people didn't really know how it was gonna be received and they had no experience in essential location, and not a lot of experience with ad sales in general. And so they put some numbers in there, the twenty five grand and the ten grand being the most visible, whereas this proposal has no numbers, and is much more focused on the student connection. Also, has, in here is a copy of our rate card, a copy of our project and program schedule, and it has a copy of some out of studio outlines, it has a bunch of things that show why we deserve to be there, what our mission is, what we do, what our history is, and the proposal itself, it kind of tells what we promise to be doing as a station.

Kaufman: So I just wanna get this straight, you originally for your original proposal said we really wanna be here we'll pay you, and now you're kind of going, I guess back on that saying, you don't wanna pay rent anymore.

Max: We never said that we wanted to pay rent. It was imposed, saying, "Oh, we can build up this ad department and we can pay you", now we realize it's kind of an impossibility to build up an ad department, such as the one from I don't know, say a commercial television station. Bringing in that money is not easy, and if you put it that way it sounds really bad, but we were trying to concentrate so much on the money that the content and the focus was kind of lacking. And, if its better to do two half ass things, than one good thing, I'd say, it's better to do that one thing well, then a half ass of both things. Excuse me [my language].

Ducharme: Senator Ghazey.

Ghazey: Are any of your staff members getting monetary compensation?

Max: No, no, not at all. Quite the opposite, I've spent way too much money on my end.

Ducharme: Senator Frost.

Frost: Are you still in negotiations with the University on whether you are going to have to pay rent, or has that sort of been ironed out?

Max: That's the real question that we are having to deal with right now. We don't know, we're not in... they are trying to find a new tenant for that space. And we are one of the proposals for that space, we have to repurpose our position. Which is why we came up with this, but no we don't, it was forgiven last spring

when they said, concentrate more on the connection, concentrate more on the content, and do that, rather than concentrate on this looming cloud.

Ducharme: Senator Longyear.

Longyear: I don't know if you can answer this, or someone else in the room can, but are there other spaces that cost less rent somewhere else that you could possibly move into?

Max: The bank space is under, I believe contract also, and it's not really about the money with us, it's really about being able to have a thriving station, there are no other spaces in the Davis Center that are open, or could be open.

Ducharme: Senator Cantell.

Cantell: I was looking through your proposal. I had a question about your scheduling. There seems to be a blank space between nine and midnight, I was hoping you could explain to me what happens during that time?

Max: Yes. Nine to midnight the schedule here, will repeat, I guess it got cut off on the bottom. Yeah, it did, excuse me about that.

Ducharme: Senator Dowling.

Dowling: I understand that it's not about the money. But, will you ever get to the point where you have the revenue to pay for your spot in the Davis Center or is that never going to be an option?

Max: I would love to say that we will, but I just can't make that promise. I really don't want to put the future generations in the same situation that I and my current executive staff have been in, because I have to tell you, it is not a fun one. I don't really look forward to it sometimes, and fighting for it is quite the task. I really don't want the future generations to have to deal with this. We'd love to earn that revenue, and we have plans to earn revenue to support our equipment upgrades, etc., because we run on almost a budget of nothing. A TV station that runs on a budget of almost nothing, and produces the content that we do, that's pretty good.

Dowling: I mean you do have a budget?

Max: Almost nothing.

Dowling: You knew this was coming though. So did you have anything..?

Max: We had tried numerous times to develop an advertising and campaign department. But the students, the people who are supposed to be selling the ads, started strong, and then just tapered off, because they didn't feel like doing it. And I was speaking to them about what's going on, we actually pay commission for our ads, we pay a 15% commission, and it eluded me as to why these people didn't want to be selling

these ads, and I myself am a host to the content side of the station rather than the business side. Even this year, we tried to sell media service spots, which have been going, but obviously it's not going to amount to ten thousand dollars. The ad department has just failed in the past years. If you see our proposal, one of our projects is to ally ourselves with a new class, that we would like to create in the business class, and we've actually been talking to the school dean, to have an internship style class, where people would come down to our class and be able to sell the ads, because as you know, I don't know if you know, but our Media Adviser, Chris Evans, has a class about open media practicum, where people come to work for UVM TV on the content side, and they get credit for doing that. Now it completely makes sense, to have that on the business side, so we are trying to have that as one of the ways to create advertising.

Ducharme: Senator Gachette.

Gachette: Thanks for coming in for starters. If I'm not mistaken, you said that neither WRUV or the Cynic have to pay for their spaces at all?

Max: Yeah it was kind of a piece of contention at that. I clarified with Allen today that they do not.

Gachette: (follow up) Do you happen to know why that is?

Max: You know, that's my question to. That's a really great question, that's a \$64,000 dollar question. They built, technically they were built into the plans of the Davis Center, and we were not on the radar at that time, I'm not quite sure why, as we were established as an on campus organization for, let's see we had the proposal in 2008-2009, and we started in 2001, so that means about seven or eight years, that we had been on campus and alive and well. And, to think for the fact that, and we were being advised by Chris Evans at that point, three media organizations being advised by Chris Evans, why are not all three of them being built into the Davis Center? I don't know, I'm not sure why, that's the real question.

Ducharme: Senator Asher.

Asher: Pass.

Ducharme: Senator Wilson.

Wilson: In your history you mention that, previously it kind of failed due to failed leadership, and your the group founder of it, and your 2013 history says that Jack Steele who is also a founder is graduating this spring.

Max: No he is not, I am the only one who is on the executive board who is graduating in the spring.

Wilson: So, I guess can you kind of explain how you're going to stop that leadership from failing again, and maintaining retention of members, that was also an issue.

Max: Can you clarify that?

Wilson: Retention of members. It says that, the executive group members tried to have regular communications with new members, but it fell apart because the newer members didn't have large enough interest.

Max: Okay, yes. So, what I understand it is referring to in the leadership faltering was a couple of years ago we had a president who had a certain skill set that didn't go along with the station, he did not lead in the way that a lot of our members could relate to. He was more about everything outside the station was important to him, he alienated members inside the station, myself included, I had it up to here I was about to leave, some members actually did leave. The leader before, was the one who brought me in, Junior Baracs, was the one who wrote the original proposal, he was a phenomenal leader, he inspired people, people listened, he didn't alienate anyone, and we really had. And it was that 2nd year in the Davis Center, that we really had to rebuild from, and it's terrible. It's terrible that that happened, but we're making the best of it. We have grown hugely since then, and to ensure that in the future, I think that, Chris Evans has some leadership events that he does each year, and kinda teaches people what to do what not to do, goal settings, things about really bringing people together, and those help so much. But having an executive board, where people don't kind of graduate, to help usher in people next year, really will set up kind of a legacy type thing. So, I remember how the president worked the year before me, and him the year before him. So, I've brought that best of that and brought it in with me. And, next year, the next president will be taking all the things he learned from us, and bringing the best of that, and leading the station like that.

Ducharme: Any further questions for Max? Seen none I'd like to thank Max for his time. Next up on public forum we have our own Senator Matthews.

Matthews: I'm just passing around a petition. I wanted to get this out before. It basically is exactly what I said the resolution is right here. It basically just resolves that University of Vermont supports the formal recommendation made by the Gender-Based Violence Task Force and the Student Government Association of the University of Vermont urges University Officials to take action in formally hiring a full time Men's Educator, to form a Men's Center. So if you want to read the resolution it's attached here, so if anyone would like to sign that would really be helpful.

Ducharme: Thank you. Would anyone else like to speak on public forum for 5 minutes? Seen none, we will now move on to Old Business.

OLD BUSINESS

EMERGENCY BUSINESS

NEW BUSINESS

Resolution In Support of University Creation of a Men's Center
Bill Recognizing World Club as an SGA-sanctioned Club

EXECUTIVE REPORTS

Speaker Ducharme - Report emailed out to Senators.

VP Holland - Interviews for appointments to be held in next couple days, latest this weekend. Volunteers still needed for hockey game handout, 4-5 needed at minimum, contact VP Holland if interested. Meeting with Dean of College of Arts & Sciences about Career Services. Let public know about appointment opportunities; 4 positions open on Senate, 2 on-campus and 2 off-campus.

President Daley - Board of Trustees dinner and meetings attended. Tuesday morning, met for monthly one-on-one with UVM President Sullivan, about variety of prospective campus policies. Housing Master Plan presented Friday afternoon, plan sent out to all Senators. Student feedback requested. Environmental sustainability a priority. Club Tour in progress, various clubs attended this week, more to be visited next week. Questions by Chair Al-Namee, Senator Ghazey. Answer: Parking not being considered in Housing Master Plan, however it is recognized by staff as a student concern. Converse on plan to be renovated. Coolidge and WDW on plan to be demolished.

COMMITTEE REPORTS

FINANCE - 6 hours on budget hearing Saturday, 7 hours on Sunday. \$3.2 million dollars total budget requests, 157 budget requests. Limit for allocation of budgets to come. Club Volleyball Nationals in Texas.

PR - More senators asked again to sign up for tabling. PR down to 3 senators.

SAC - New club recognitions to come.

COLA - Senator Thompson talking with Catamount Car Zone service about more on-campus marketing, as well as with L&L suite about local program. UVM and Burlington Police seminar on campus in planning. Senator Akkeh working on off-campus living tutorial, with safety to be emphasis. Recent lunch with Emily Lee attended by various COLA senators. City Hall meeting attended by Chair Redell, Monday night. Questions by Chair Dougherty. Answers: Off-campus workshops to continue. Incentives for off-campus living tutorial in discussion.

AA - Prospective textbook policy still being discussed. Gen. Ed. meeting Wednesday. Tabling Friday. Still waiting on UVM Voice submissions. Question by Senator Martinez. Answer: Complaint system is established, however under revision.

SA - Senator Matthews to bring up resolution next week about Men's Center, help with petition work requested. Statistics from athletics to come sometime before next week. Mural meeting next Wednesday. Meeting about parking, car policy complaints from UVM Voice to occur.

CODEEE - Beverage options in dining halls being discussed. Diversity courses being discussed, meeting with faculty to occur. Focus group on campus smoking, by Barbara Johnson still in progress. Contact Chair Al-Namee for information. Question by Senator Wooley. Answer: No money to pay UVM TV for filming.

SENATORIAL FORUM

Chair Al-Namee: Finance committee doing great job, very approachable and good comments from clubs coming in for budgets.

SENATORIAL COMMENTS/ANNOUNCEMENTS

Senator Ghazey: SCC met with Faculty Senate Monday night. Very well received, resolution to be presented next month.

Senator Cantell: Three-foot tall skeleton needs a name, name ideas requested.

FINAL ROLL CALL

Finance - Senators Garau and Sinkula excused

PR - All present

SAC - Chair Keyes, Senator Heffrin excused

COLA - Senator Renaud excused

AA - All present

SA - All present

CODEEE - Senator Auchinclosse excused

Adjourned - 8:05 PM