OU PUBLICATIONS BOARD MINUTES | Nov. 14, 2025 | Copeland Hall 168

Students present: Lilian Higareda Castillo, Tristen Lewis, Audrey McClour, Kate Needham, Keaton Shaffer
Professionals present: Kathryn Gebauer, Hallie Macom, Jennifer Palmer, Thomas Steele, Dr. Julie Jones
Ex-officio members present: Lynn Nguyen, Seth Prince
Members absent: Adam Brooks, Anusha Fathepure, Alexia Sang, Dr. Andrea Miller
Guests: None

OPENING
Call to order: Quorum at 9:30
Public comment: No visitors

HOUSEKEEPING
October meeting minutes: Approved unanimously
Old business: None

REPORTS | Handouts provided to board members

Sales: Nyguen reported Camp Crimson sales partnerships were up, print sales are sluggish and national sales are zero. Video sponsorship is up significantly — with dedicated sales on all basketball, gymnastics, softball/baseball and weather content through spring. Notes active efforts to identify a potential sponsored advertiser on broader coverage verticals.

Recruiting/placements: Jones notes in the weather space we could deepen recruiting among meteorology students. Discussion, including by Needham, on flyers in Gaylord and elsewhere to help recruit new talent. Prince noted the imperative of continuing to diversify not only our content offerings, but also our placement opportunities. Mike Sherman, our innovator-in-residence, noted potential dialogues with Oklahoma Media Center and the Oklahoma Press Association to further such.

Online comments: Prince noted Daily's standing story-specific protocol of editors very rarely opting to turn off comments on a story with a disclaimer that says, "We value civility and know you do, too. That's why on this story, we've …" It's a newsroom policy that goes wide across pieces of content, but not deep into ones where comments are left on. That broadened into a conversation about sponsored content comments, whether to leave comments on or off, to leave likes and shares open, in dialogue with advertisers who pay for that placement. Discussion on whether to have a reverse color treatment on sponsored social posts, as we do on site — red reverse bar — to distinguish sponsored content from editorial content. Sherman noted alum Joy Mayer of Trusting News could be a great resource to deepen our thinking on this subject. Palmer noted having a

reporter or editor jump in to answer questions or explain decisions can be helpful. She deletes name calling. Gebaurer noted the importance of a media literacy component, perhaps as an explainer on sponsored content. Nguyen noted challenges of staffing and consistency in whatever strategy could be more fully developed. Shaffer said, in his reporting capacity, he'd be fine with monitoring comments on stories he writes but would need clear guidelines to execute consistently. Higareda Castillo and Needham both noted they enjoy reading the comments, with Higareda Castillo adding she sometimes joins the comment threads and that she and other users note when news organizations hide or delete comments. Gebauer noted that MarComm doesn't touch comments with rare exceptions for particularly inflammatory ones. McClour proposed pinning comments atop the threads that answer key questions or clarify matters of recurring discussion. Palmer noted it would be critical to have a policy to cite when hiding or deleting comments, but that generally being available to field comments would be ideal.

Print pickup rates: Prince noted good performance while Nguyen noted continuing sales challenges. Shaffer noted he'd find benefit if there was more publicity on when new issues are distributed and where to find them. Suggestions of new drop sites: Cross B's post office, SecondWind Coffee and Beanstalk Coffee.

Ad policy: Prince noted the newly approved university advertising policy with a carve-out for Student Media's separate policy. Also noted that the Daily's ad policy is under review, with general counsel, with expanded parameters regarding physical racks and digital signage.

DISCUSSION
New business: None.
Announcements: None.
Adjournment: Meeting ended at 10:23