

Spring 2010

Broadcast Advisory Board

- Elizabeth Bridenstine, Manager of Visual Media, Futures Inc.; former WKNC Assistant Promotions Director and DJ, elizabeth.bridenstine@gmail.com
- Benjamin Canady, Director at NBC17, benjamincanady@mac.com
- Melody Harkness, freshman, first year college, mcharkne@ncsu.edu
- Kelly McCullen, Producer/Reporter/Anchor UNC-TV, former WKNC DJ, kmanchor@yahoo.com
- Joe Ovies, 99.9 The Fan afternoon radio co-host, former WKNC general manager, jovies@999thefan.com
- Dean Phillips, lecturer in the NCSU Department of Communications, president of deanWORKS, Student Media Board member, deanworks@nc.rr.com
- John Sanderson, senior, biomedical engineering, Student Media Board member, jdsander@ncsu.edu
- Jamie Lynn Gilbert (ex-officio), WKNC station adviser, jamie_gilbert@ncsu.edu
- Mike Alston (ex-officio), WKNC general manager, gm@wknc.org
- Ryland Clark (ex-officio), Wolf TV station manager, roclark@ncsu.edu

MISSION: N.C. State Student Media's Broadcast Media Advisory Board exists to help advise radio station WKNC 88.1 FM and television station Wolf TV. The goal of the board is to assemble professionals in the broadcast field, academics and interested students to offer insight on coverage, content, personnel and policy issues.

PRESENT: Elizabeth Bridenstine, Kelly McCullen, Joe Ovies, Dean Phillips, John Sanderson, Jamie Lynn Gilbert, Mike Alston, Ryland Clark

ABSENT: Benjamin Canady, Melody Harkness

CANDIDATES PRESENT: Thomas Anderson and Kieran Moreira, WKNC; Caleb Van Voorhis, Wolf TV

OTHERS PRESENT: Student Media Coordinator Bradley Wilson, WKNC Promotions Assistant and DJ Travis Hargett, WKNC Public Affairs Director Saja Hindi, WKNC Local Music Director Nicole Kligerman, WKNC Assistant Promotions Director Melissa Poston, WKNC Creative Services Manager Matt Tobia

The second meeting of the broadcast media advisory board took place March 4, 2010 in the Talley Student Center. Gilbert began by recognizing two outgoing advisory board members. Elizabeth Bridenstine has accepted a new position in New York City and this will be her final meeting. Benjamin Canady has already moved to Atlanta to accept a position as a technical director at CNN.

The broadcast media advisory board first interviewed Caleb Van Voorhis, the only applicant for Wolf TV station manager. Caleb indicated his two primary focuses would be more content and more advertising, which includes both promotion of the Wolf TV product and sponsorship of its

content. The board discussed the division between news and creative content and the difficulty convincing “creative” types to do news packages. To continue to develop Wolf TV as a successful medium, it will need a clear organizational staff structure.

The board then interviewed WKNC Promotions Director Kieran Moreira and WKNC Program Director Thomas Anderson, the two candidates for WKNC general manager. In this capacity, the board served more to evaluate the candidates than offer guidance.

At the Student Media Board meeting March 9, John Sanderson spoke on behalf of the broadcast media advisory board to recommend the hire of Caleb Van Voorhis as Wolf TV station manager and Thomas Anderson as WKNC general manager.

Technician, Nubian Message Advisory Board

Feb. 22, 2010

Members Present: Martha Collins, Bob Ashley, Russell Witham, Marcia Gumpertz, Al McArthur, Demi Olubanwo, Dick Reavis, Kelley Brackett, Spencer Williams, Nancy Wykle
Candidates: Mario Terry, *Nubian Message*; there were no candidates for *Technician*

Nubian Message

The board began with a review of Mario’s qualifications. Mario explained that he did not complete hiring paperwork fall semester because he did not realize that he had to if he only was a volunteer, but that he has completed his volunteer paperwork for the spring semester.

Nancy moved that the board waive the two semester requirement for Mario and Bob Ashley seconded.

Mario then began with an overview of what he proposed for the *Nubian Message* and a discussion with the board ensued: a brief hiatus to get the paper back on track (perhaps a semester), setting earlier deadlines, utilizing alumni, stricter time management, making use of, partnering more with other media, more diversity, personally handing out issues and making the Web site more of a forum.

Al expressed the concern that too early a deadline might keep the news from being timely, Dick strongly suggested the new editor be required to take English 214 or 215. It also was suggested that the Student Media writing coach be utilized by *Nubian Message* also.

Marcia asked how Mario intended to achieve more diversity and Mario said he would include articles about all races in the paper. Reavis expressed concern that if the *Nubian Message* became too diverse, it would become what *Technician* “is supposed to be.” Bob suggested that the *Nubian Message* continue to speak to or for a niche community.

After Mario was excused, a brief discussion by Dick, Bob and Russell ensued after which the board motioned and voted unanimously to recommend that Mario Terry be hired as editor of the *Nubian Message* for academic year 2010-2011 conditional upon the following:

- he be required to complete English 214 in the summer or fall semester, 2010;
- he implement use of the Student Media writing coach for himself and his staff;
- that the advisory board work more closely with the editor to provide guidance and assistance.

Technician

Reavis started the discussion asking why no one had applied to be editor of *Technician*. Russell responded that no one who is ready wants to, citing reasons including the impact on editors' grades, burdens on the senior staff and retention issues.

Reavis then suggested that the editor should not be a full-time student and wondered if that could be done given the current Student Affairs policy. Marcia suggested giving course credit or treating the position like an independent study and Bob asked if perhaps we are setting too high a standard.

Nancy asked about the possibility of co-editors and Marcia said more people to do the one job might be better. Russell agreed that for the time being, this was the best solution but said that finding the right combination could be problematic. Some discussion touched on *Technician* publishing other than daily. Russell had concerns about the effect this would have on income.

The board concluded with the following recommendations for consideration:

- the Student Media Board should continue to work to waive the fulltime student status (Dick Reavis);
- the *Technician* editor-in-chief position be opened up to students outside Student Media (Bob Ashley – with the hope that if an outsider did apply, someone from within would step up);
- the position be made a co-editor position (Dick Reavis, Marcia Gumpertz);
- the advisory board or a task force hear more from existing Student Media students about what conditions they would be willing to serve under.