

Student Media Board of Directors Agenda

**Special called meeting
Wednesday, April 23, 2015 • 5:45 p.m.
Room 204 Witherspoon Student Center**

CALL TO ORDER

APPOINTMENT OF MEETING SECRETARY

OLD BUSINESS

1. Approval of March 17, 2015 minutes
2. Recommendation from Annual Publications Advisory Board for 2015-2016
Windhover Editor
3. WKNC 2015-2016 revenue plan

EXECUTIVE SESSION

The Student Media Board of Directors may adjourn into executive session to discuss matters of litigation, potential litigation or personnel.

ADJOURN

To: N.C. State Student Media Board
From: Patrick Neal, director of student media advising
Date: March 16, 2015
Re: applications



We received an application from **Kanchee Gandhi** declaring interest in the position of **Windhover editor-in-chief**. In accordance with N.C. State University Student Media policy, candidates must meet the following qualifications.

QUALIFICATIONS

- The candidate must have been a member of that media for at least two full semesters.*
- The candidate must have at least two semesters remaining as an N.C. State University student.*
- The candidate must have at least a 2.50 cumulative grade point average and must maintain a 2.50 semester and cumulative GPA.
- The candidate must be a full-time N.C. State University student unless in final semester of study.
- The candidate must be free of active disciplinary sanctions.
- The candidate must meet the minimum training requirements.

** The board may decide to waive this requirement.*

In accordance with student media policy: "To ensure compliance with the Family Educational Rights and Privacy Act, no student shall be made aware of another student's grades or shall have access to that student's academic record without express written permission. As part of their employment record with Student Media, students will be requested to sign a waiver allowing the appropriate student leaders and Student Media Board members to be made aware when a student is "not in compliance with the Student Media Academic Progress Policy" and, in the case of a student leader, "is no longer eligible to serve in the leadership role."

To the best of my ability, I have researched to ensure that the candidate for employment meets those qualifications.

Kanchee is NOT in full compliance. She has just one full semester of experience with NC State Student Media and no direct experience with Windhover. The board would need to waive this requirement to consider her application. She **does** meet the other requirements as far as I can determine and is making adequate academic progress in accordance with University Regulation 11.55.6 and the Student Media Academic Progress Policy.

WINDHOVER

POSITION PACKET 2015 - 2016

KAANCHEE GANDHI

FRESHMAN / GRAPHIC DESIGN

COVER LETTER

March 6, 2015

Board of Directors
NCSU Student Media
2810 Cates Ave
Raleigh, NC 27606

Dear Board of Directors,

Thank you for your time considering me for the position of *Windhover* editor-in-chief for the 2015-2016 year. Although I was not a member of the *Windhover* this past year, I believe my involvement with other student media - here at NC State and during my high school career - has provided me with the skills I need to excel at this position.

I was involved with the publication of our yearbook and newspaper through all four years of high school. Starting out as a writer on the paper, I advanced to design editor my sophomore year and became editor-in-chief my senior year. Similarly, I joined yearbook my sophomore year and was editor-in-chief for my last two years of high school. Working with these publications has given me an understanding of what it takes to carry out a printed work from start to finish. For both, I worked directly with my adviser and co-editor-in-chief to develop a theme, assign staff positions, and set deadlines. Both publications required a very large amount of time that I was more than willing to give. In addition, they required a strong leader who was able to work with staff who were unfamiliar with programs and had little to know experience in student media. My high school's yearbook and newspaper have taught me time management, patience, and leadership skills which will help me in taking on *Windhover*.

My involvement with WKNC and *Agromeck* this year along with an understanding of how it works will also be very helpful as editor-in-chief of *Windhover*. As graphic designer and on-campus promotions director for WKNC, I have become familiar with ways to promote student media on campus such as posters, chalking, billboards, and social media. It has also given me an outlet to many of the campus' creative individuals in the field of music and audio production. My work with *Agromeck* has given me more insight on budget and promotions for a publication that is only printed once a year. Through the yearbook, I have also built strong connections with the incoming editors-in-chief of *Agromeck* and *Technician*. I believe a strong connection throughout NCSU's student media can only be beneficial for everyone.

As a student in the College of Design, I have a strong graphic design background which will help create unity in the overall design of the book. In addition, I have worked as a Copy and Print expert at Staples for over a year which has given me extensive knowledge on printing prices, quality, and binding methods.

I am very confident that from all of these skills, I will be able to take *Windhover* to a new level of quality and recognition in the upcoming year.

Thank you,
Kanchee Gandhi

NORTH CAROLINA STATE UNIVERSITY

WKNC 88.1 RALEIGH

Graphic Designer [2014-2015]

- Design posters and other graphics to promote events and brand station
- Produce a multitude of sizes for each event for printing purposes and on screen displays

On-Campus Promotions Director [2015]

- Oversee forms of social media
- Handle ticket giveaways and other miscellaneous promotions items for the radio's on campus presence

AGROMECK

Designer [2014-2015]

- Design spreads and create graphics for the yearbook
- Assist with other miscellaneous tasks typically closer to deadline

ATHENS DRIVE HIGH SCHOOL

THE TORCH - YEARBOOK

Editor-in-Chief [Junior and Senior]

- Developed theme and oversaw the production of the yearbook for my last two years of high school
- Brought the yearbook to win regional awards from NCSMA and national awards from Quill and Scroll
- Taught staff members how to use InDesign and Photoshop

Staff Member [Sophomore]

- Designed, wrote, interviewed, and photographed for spreads in the yearbook

THE ORACLE - NEWSPAPER

Editor-in-Chief [Senior]

- Redesigned old-fashioned paper layout to a more contemporary one
- Implemented a library and system for consistency throughout the paper
- Decided on deadlines, organized budget meetings, and edited entire paper before printing

Design Editor [Sophomore]

- Designed graphics and spreads in paper as well as promotional pieces for paper

Staff Member [Freshman]

- Wrote news articles, features, and editorials for the paper

RELEVANT WORK EXPERIENCE

STAPLES

Copy and Print Expert [2013-2015]

- Assisted customers with copy and print jobs including booklets, presentations, oversized prints, banners, business cards, lamination, binding, and more.
- Quoting customers on the different prices between paper options, color, size, etc.

THE STAFF

A strong staff is essential to any publication. Although the *Windhover* staff does not necessarily have to contribute as much time to the publication as other student media, the publication still would not exist without its committee members and design team. By recruiting qualified applicants, improving the feeling of community, and using servant-leadership, I plan on maintaining a strong staff throughout the year.

RECRUITMENT

Recruiting a strong staff of committee heads and members for *Windhover* next year is one of the most important jobs as Editor-in-Chief. In order to recruit the strongest staff, I plan on beginning recruitment over the summer to allow myself adequate time to hire committee heads during the fall. I believe finding designers will be easier for me because I am in the College of Design and can reach out to other designers easily. I believe the methods in place now for finding other committee heads have been working effectively such as sending emails out to CHASS and the Art's Village as well as getting emails from interested students during orientation and Wolfpack Welcome Week.

COMMUNITY

Because most of the work is done remotely and members only meet with their own committee, there is less of a sense of community among the *Windhover's* staff than there is in other publications like *Technician* and *Agromeck*. I believe a strong sense of connection within the staff is important and would bring with it a more unified final product. To encourage this feeling of community, I will hold staff meetings every month, mandatory for committee heads. During these meetings, we will discuss our progress with the book, modify deadlines if needed, and critique the design direction.

When each committee is only fulfilling their own specific assignments, there is a feeling of detachment from the overall publication of the book. I want the *Windhover* to be a product of the entire staff so as to encourage them to continue with the magazine in future years.

LEADERSHIP

I am a strong believer of servant leadership. As I have learned from being editor-in-chief of my high school's yearbook and newspaper, it is important for leaders to work for their staff, rather than have their staff work for them. My role as editor-in-chief of *Windhover* will have a lot of responsibilities I will need to handle myself; however, there are many things that I must rely on my staff to do. Servant leadership shifts the position of a leader from being a leader-first to being a server-first. Rather than exercising power as the head of the staff, I will work alongside staff to boost encouragement and sense of community. If work is not getting done that needs to be, I will forgo this style of leadership to enforce deadlines harder, but in my experience it has always proven to be much more effective to use servant leadership.

THE PUBLICATION

My main goals for the actual publication of the *Windhover* will first be to ensure that we have enough funding to have at least 1,250 books printed and possibly bring back the audio CD. In addition, I will use my background in graphic design to bring the overall quality of the publication to higher levels.

FINANCIAL

With increasing budget cuts in NC State's Student Media, I understand *Windhover* will need to seek outside resources for funding next year. Rather than taint the publication with advertisements, I will be seeking sponsorships from businesses and NC State alumni. Many alumni of NC State have a strong connection with *Windhover*, whether they were on a committee or had contributed work to the publication. These graduates would not want to see the publication die and might offer financial support. I would start reaching by reaching out to alumni from the College of Design. These alumni often come back to the college for events and studio critiques. They also often prefer to hire students out of the College of Design or help them find internships. This is the first group I will target for financial help for *Windhover* followed by other NC State alumni from colleges such as CHASS. These alumni along with any business sponsors we are able to find will have a well designed donor page that would not spoil the elegance of the book. I will begin looking for these sponsors very early on in the year so we can work out our budget as soon as possible and figure out how much freedom we will have with the design.

DESIGN

Coming from a graphic design background, I plan on having a significant hand in the direction of the *Windhover's* design. I want to continue the sophisticated design of the book but also draw in inspiration from other school's literary magazines. I will work closely with the Design Editor to develop a strong theme that can be carried out easily by the rest of the design staff. Again, we will meet with the entire staff monthly and discuss the direction of the design.

DEADLINES

Although the design deadline is technically the only crucial deadline to meet, this cannot be met without all other deadlines having been met already. As a designer for *Agromeck*, I understand how frustrating it can be to not have content for the spread I am designing. With *Windhover*, I will make sure the designers have an adequate amount of time to design the publication without feeling rushed.

I will set loose deadlines over the summer and solidify them later in the first semester for submissions and recruiting committee members. As with any publication, I believe deadline should be taken very seriously. I have a lot of experience not only with meeting deadlines, but also with setting them and making sure they are met.

CAMPUS PRESENCE

Recruiting a strong staff of committee heads and members for *Windhover* next year is one of the most important jobs as Editor-in-Chief. In order to recruit the strongest staff, I plan on beginning recruitment over the summer to allow myself adequate time to hire committee heads during the fall.

SOCIAL MEDIA

Right now *Technician* has 3,995 likes on Facebook. *Agromeck* has 635, WKNC has 7,432, and *Windhover* only has 258. We also only have 191 followers on Twitter and no Instagram. I understand the importance of social media in getting information out to people about submission deadlines, Open Mic Nights, and the release party. Social media is also a great way to show sneak-peeks of literary and art work that will be displayed in the book. As stated above, I feel as though *Windhover* has the same disadvantage yearbook has when it comes to promotions because it is only printed once a year. In order to promote the book throughout the year, I think we need to expand on our social media outlets.

STUDENT MEDIA

All student media departments at N.C. State all learn from each other and help one another grow. *Windhover* does not have a strong presence among the rest of student media because of its smaller staff, however, I think I can change that as editor-in-chief. I am already close friends with the editors-in-chief of *Agromeck* and the *Technician* for next year and the general manager of WKNC and am looking forward to getting acquainted with the editor-in-chief of the *Nubian Message* and business office manager next year. I believe these bonds will help elevate *Windhover's* presence and prestige among Student Media. I have also already begun talking with these student leaders about ways to promote *Windhover* next year through their outlets such as literary corners in the *Technician* and bringing back the *Windhover* Poetry Segment on WKNC. In addition, *Windhover* also already has a place on NC State's Student Media app. Since this app is already promoted throughout all Student Media outlets, it already has a presence on campus. I would like to use the app to promote the book's release by posting sneak peaks of work getting published in the upcoming issue.

OPEN MIC NIGHT

Open Mic Night is a great way of promoting the *Windhover* on campus and getting student involvement. It is also a better way of exhibiting more of the audio talent we have. Next year, I would like to move Open Mic Night from the Craft Center to the One Earth Lounge in Talley Student Union. This way, there are more people stumbling across the event who might stay and watch or even perform a piece. People performing and displaying work would also have a larger audience and the *Windhover* would get more acknowledgment from the student body. Talley is also closer to Witherspoon so transporting microphones and speakers from WKNC would not be as difficult.

PERSONAL IMPROVEMENT

I know there are many things I will need to improve on personally to take on the role as editor-in-chief of *Windhover*. Having not worked on the publication at all this year, some of the inner workings for the process are still confusing to me and I am not sure what is expected. When I need guidance, I will turn to Ajita, Martha, Jamie, and Alanna who have all offered to help me with this position.

I feel less comfortable with the creative writing and audio aspects of *Windhover* since they are both fairly unfamiliar to me. I plan on hiring a strong Poetry/Prose committee head that I can trust to build a reliable committee of members. While I also plan on doing the same for the Audio committee, I will also try to learn as much as possible about audio recording from the staff of WKNC. The general manager of WKNC for next year, Matt Brown, has promised to help me with any audio problems I have.

MY PLEDGE

I pledge to carry out the publication of the *Windhover* from start to finish and to invest as much time as needed to make the publication as best as it can be. I pledge to actively seek sponsorships from businesses and alumni to fund the printing of the book. I pledge to expand the *Windhover's* campus wide presence through social media events. And I pledge to be a strong, but guiding leader and to promote a feeling of community among the *Windhover's* staff.

Additional Funding Idea for WKNC

WKNC's Radio Ride: Alley Cat Bike Race

What is it?

An alley cat bike race is similar to a giant scavenger hunt where people ride their bikes following clues to reach several checkpoints. Several people from the radio station have participated in these types of races in the past with great success. Hepcat raised \$3000 using an alley cat race last year. John and I have met with Tina and Jared from Hepcat to ask advice for running an event like this and we are continuing the dialogue.

When Will It Be?

I would like to have the race on August 29th. This places the race after Wolfpack Welcome Week, which will be a good time to advertise to incoming students. It will also be a week before Hopscotch to ensure we have an adequate amount of resources at our disposal. It also leaves enough time after the Hepcat race as to avoid conflict.

Logistics of the Course

The course will be 10-15 miles long with about 10 checkpoints, half of which will involve an activity of some sort. Some possible checkpoints include the radio station, Nice Price Books, School Kids Records, Prisma Video, and other places of interest to our audience.

Pricing Information

Tickets will be sold for \$10 in advanced and \$15 on the day of the event. Attendance for Hepcat and other races like it is typically 75-100 people. With ticket sales and sponsorships I believe that we have the potential to make somewhere in the neighborhood of \$1000 through this race.

Obtaining Sponsorships

Prizes for the winners will be provided by sponsoring companies. I have attached the list of sponsorship packages I plan to use. We have also compiled a list of potential sponsors based on the sponsors of similar events.

Benefits/Costs

An alley cat race is something that WKNC has never done before and has the potential to introduce the station to a new audience. Several people on staff are on the cycling team, or use bikes as their day to day transportation and it seems to be something that our main listenership enjoys.

The only real costs are printing flyers to advertise, and printing the list of clues for the racers. It will take time and effort.



WKNC's Radio Ride: Alleycat Bike Race

Sponsorship Inquiry – Packages

On August 29th, 2015 WKNC 88.1 FM will be holding its first ever alleycat style bicycle race and we need your help to make it the biggest success it can be! All proceeds of the event will go to benefit WKNC so it can continue its mission to bring non-corporate, non-commercial radio to the Triangle! WKNC is an official 501(c)3 non-profit, so check with your lawyer about potential tax breaks for sponsoring.

Benefits of sponsorship include:

- Access to the North Carolina State University college market
- Exposure to an audience spanning the Triangle and beyond
- Promotion on WKNC social media, awarded College Broadcasters, Inc., Best Social Media Presence for 2014 with a combined followership of over 17,000 across all platforms
- The chance to support North Carolina's local music scene

Radio Ride "Single Speed" Sponsor (\$25-\$99)

- ♪ Company logo / link to company website on the WKNC website
- ♪ Company logo / link to company website on Facebook event
- ♪ Company logo on official race poster

Radio Ride "Fixed Gear" Sponsor (\$100-\$199)

- ♪ Company logo / link to company website on the WKNC website
- ♪ Company logo on official race poster
- ♪ Company logo / link to company website on Facebook event
- ♪ Live mention of sponsorship at event
- ♪ Web graphic (560x375) on wknc.org homepage for fifteen (15) days

Radio Ride "10-Speed" Sponsor (>\$200)

- ♪ WKNC underwriting credit (on air advertising) for value of your donation, good for up to one year
- ♪ Promotion of sponsorship on /wknc881 Facebook (7,000+ fans)
- ♪ Promotion of sponsorship on /wknc881 Twitter (8,500+ followers)
- ♪ Company logo on official race poster
- ♪ Company logo / link to company website on WKNC website
- ♪ Company logo / link to company website on Facebook event
- ♪ Live mention of sponsorship at event
- ♪ Web graphic (560x375) on wknc.org homepage for thirty (30) days