

**N.C. State Student Media Board of Directors
September, 2015 meeting minutes**

**Tuesday, October 13, 2015 • 7 p.m.
Room 356 Witherspoon Student Center**

Present: Tomesha Murray, Tyler Dukes, Dean Phillips, Maddie Lassiter, Mimi McCarthy, Marc Russo, Patrick Neal, Kaitlyn Montgomery, Molly Donovan, Kaanchee Gandhi, Matt Brown, Chris Hart-Williams, Mark Tate

Absent: Mark Foley, Brandon Tung, Sarah Bowman, Robbie Williams

Others present: Jamie Lynn Gilbert, Martha Collins, Ellen Meder

CALL TO ORDER

Chairman Mimi McCarthy called the meeting to order at 7:05 p.m. without a quorum, though one was subsequently established.

APPOINTMENT OF MEETING SECRETARY

Patrick Neal volunteered to serve as recording secretary for the meeting.

BUDGET UPDATE

Jamie Lynn Gilbert provided a budget update; the update is attached here and included in these minutes by reference. As one item of note, she noted that *Nubian Message* was showing zero percent on its payroll line, with the only expenditure there being \$12.49 for an ad commission. She said that this was because no one on staff had thus far submitted time sheets for work performed this academic year and that very few had completed the requisite paperwork to be on staff. In fact, she said, neither the editor in chief nor the managing editor had current employment paperwork on file. Ellen said she was working with the *Nubian* staff to rectify the situation.

REPORT FROM NEWSPAPER ADVISORY BOARD REGARDING NUBIAN MESSAGE GOALS

Patrick said the Newspaper Advisory Board had a good meeting on Monday, Oct. 5, with all members present. He said that the goals set for the *Nubian* were addressed in a general way in the *Nubian's* October board report, and more specifically in a document compiled by Ellen Meder and provided separately to the board; that document is attached here and included as part of these minutes by reference.

Patrick reviewed the goals listed on Ellen's document, and everyone who had participated in the Oct. 5 meeting agreed that it was an accurate summation of the goals agreed upon at that time. Per the goals, the *Nubian* will create two staff recruitment and outreach plans, both due at the November Board of Directors' meeting.

BOARD VACANCY AND CALL FOR NOMINATIONS

Patrick said that Matt Donegan had notified him the day after the board's September meeting that he was leaving Capitol Broadcasting and thus relinquishing his seat on the board. Patrick said this was one of the "media professional" board seats and encouraged any of the board members with connections to, and board-worthy colleagues in, the local/area media industry to let him know.

APPROVAL OF SEPTEMBER MEETING MINUTES

With a quorum established, the board unanimously approved the minutes from the Sept. 8 meeting

ORGANIZATION REPORTS AND ADDENDA

The editors' and managers' October board reports are attached here and included in these minutes by reference.

Agromeck editor Molly Donovan noted that since filing her report, she had submitted the yearbook cover as an assignment/exercise for the photo staff. Otherwise, she corrected an error in her report, saying that after the most recent deadline, the staff had submitted 136 pages, meaning this year's book was about 40 percent complete.

For WKNC, general manager Matt Brown said WKNC was covering national "Cassette Store Day" locally. Otherwise, Jamie encouraged board members to listen to Eye On the Triangle's special Diversity Week program on 88.1 on their way home from the meeting.

ADJOURN

The meeting adjourned at 7:25 p.m.

STUDENT MEDIA BUDGET VS. ACTUAL

DATE: October 1, 2015
 PERCENT THROUGH FISCAL YEAR: 25%

056 AGROMECK				058 WINDHOVER				066 TECH SUPPORT			
	Budget	Actual	Percent		Budget	Actual	Percent		Budget	Actual	Percent
Payroll	\$ 16,651.71	\$ 4,480.11	27%	Payroll	\$ 4,461.60	\$ -	0%	Payroll	\$ 76,146.76	\$ 15,130.26	20%
Supplies	\$ 700.00	\$ -	0%	Supplies	\$ 450.00	\$ -	0%	Supplies	\$ 1,900.00	\$ 1,261.10	66%
Leadership develop.	\$ 3,220.00	\$ -	0%	Leadership develop.	\$ 100.00	\$ -	0%	Leadership develop.	\$ -	\$ -	
Admin service charges	\$ 2,622.86	\$ 1,857.06	71%	Admin service charges	\$ 1,112.79	\$ 780.94	70%	Admin service charges	\$ 4,286.94	\$ 3,056.31	71%
Current services	\$ 28,708.24	\$ 122.46	0%	Current services	\$ 14,940.00	\$ -	0%	Current services	\$ 600.00	\$ 239.71	
Fixed charges	\$ 1,114.00	\$ 11.97	1%	Fixed charges	\$ 393.00	\$ -	0%	Fixed charges	\$ -	\$ -	
TOTAL	\$ 53,016.80	\$ 6,471.60	12%	TOTAL	\$ 21,457.39	\$ 780.94	4%	TOTAL	\$ 82,933.70	\$ 19,687.38	24%
Non-fee income	\$ 24,000.00	\$ (776.43)	-3%	Non-fee income	\$ -	\$ -		Non-fee income	\$ -	\$ -	
Fee income	\$ 29,016.80	\$ 12,855.80	4.34%	Fee income	\$ 21,457.39	\$ 9,506.63	3.21%	Fee income	\$ 82,933.70	\$ 36,743.51	12.41%
TOTAL	\$ 53,016.80	\$ 12,079.37	23%	TOTAL	\$ 21,457.39	\$ 9,506.63	44%	TOTAL	\$ 82,933.70	\$ 36,743.51	44%
Profit/Loss	\$ -	\$ -		Profit/Loss	\$ -	\$ -		Profit/Loss	\$ -	\$ -	

061 NUBIAN MESSAGE				059 WKNC				OVERALL			
	Budget	Actual	Percent		Budget	Actual	Percent		Budget	Actual	Percent
Payroll	\$ 4,476.58	\$ 12.49	0%	Payroll	\$ 36,179.11	\$ 8,131.93	22%	Payroll	\$ 587,684.69	\$ 131,260.25	22%
Supplies	\$ 150.00	\$ -	0%	Supplies	\$ 2,500.00	\$ 98.36	4%	Supplies	\$ 21,293.00	\$ 3,909.81	18%
Leadership develop.	\$ 1,920.00	\$ -	0%	Leadership develop.	\$ 2,980.00	\$ 1,152.00	39%	Leadership develop.	\$ 25,710.00	\$ 2,836.10	11%
Admin service charges	\$ 714.44	\$ 421.08	59%	Admin service charges	\$ 2,757.24	\$ 1,948.83	71%	Admin service charges	\$ 49,228.96	\$ 32,897.43	67%
Current services	\$ 7,436.12	\$ 2,618.22	35%	Current services	\$ 5,480.60	\$ 244.69	4%	Current services	\$ 227,065.56	\$ 23,853.99	11%
Fixed charges	\$ 214.00	\$ -	0%	Fixed charges	\$ 4,339.00	\$ 596.00	14%	Fixed charges	\$ 13,363.00	\$ 11,211.72	84%
TOTAL	\$ 14,911.14	\$ 3,051.79	20%	TOTAL	\$ 55,235.95	\$ 12,571.81	23%	Contracted services	\$ 4,000.00	\$ 1,900.00	48%
Non-fee income	\$ 2,000.00	\$ -	0%	Non-fee income	\$ 48,100.00	\$ 6,926.40	14%	Capital outlay	\$ 50,000.00	\$ 14,297.04	29%
Fee income	\$ 12,911.14	\$ 5,720.24	1.93%	Fee income	\$ 7,135.95	\$ 3,161.56	1.07%	TOTAL EXPENSES	\$ 978,345.20	\$ 222,166.34	23%
TOTAL	\$ 14,911.14	\$ 5,720.24	38%	TOTAL	\$ 55,235.95	\$ 10,087.96	18%	Non-fee income	\$ 308,467.00	\$ 21,226.83	7%
Profit/Loss	\$ -	\$ -		Profit/Loss	\$ -	\$ -		Fee income	\$ 668,500.00	\$ 296,176.82	44%
								TOTAL INCOME	\$ 976,967.00	\$ 317,403.65	32%

057 TECHNICIAN				060 GENERAL ADMIN			
	Budget	Actual	Percent		Budget	Actual	Percent
Payroll	\$ 63,061.52	\$ 12,152.31	19%	Payroll	\$ 386,707.41	\$ 91,353.15	24%
Supplies	\$ 3,000.00	\$ 35.32	1%	Supplies	\$ 12,593.00	\$ 2,515.03	20%
Leadership develop.	\$ 4,840.00	\$ 493.70	10%	Leadership develop.	\$ 12,650.00	\$ 1,190.40	9%
Admin service charges	\$ 15,230.23	\$ 8,988.51	59%	Admin service charges	\$ 22,504.45	\$ 15,844.70	70%
Current services	\$ 161,121.84	\$ 17,120.23	11%	Current services	\$ 8,778.76	\$ 3,508.68	40%
Fixed charges	\$ 5,878.00	\$ 4,018.35	68%	Fixed charges	\$ 1,425.00	\$ 6,585.40	462%
TOTAL	\$ 253,131.59	\$ 42,808.42	17%	Contracted services	\$ 3,000.00	\$ 1,500.00	50%
Non-fee income	\$ 234,367.00	\$ 15,076.86	6%	Capital outlay	\$ 50,000.00	\$ 14,297.04	29%
Fee income	\$ 18,764.59	\$ 8,313.59	2.81%	TOTAL	\$ 497,658.63	\$ 136,794.40	27%
TOTAL	\$ 253,131.59	\$ 23,390.45	9%	Non-fee income	\$ -	\$ -	
Profit/Loss	\$ -	\$ -		Fee income	\$ 496,280.42	\$ 219,875.48	74.24%
				TOTAL	\$ 496,280.42	\$ 219,875.48	44%
				Profit/Loss	\$ -	\$ -	

Net Profit/Loss	\$ (1,378.20)		
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Nubian Message Goals FALL 2015

As agreed upon by the Newspaper Advisory Board on Oct. 5, 2015

- Increase sourcing such that each issue has an average of two sources per story.
- Focus on developing centerpiece stories, one per issue. Work on creating an incentive system to encourage more in-depth cover stories.
- Create two recruitment and outreach plans, both due at the Nov. 10 board meeting:
 - One to focus on ongoing marketing and visibility around campus, to include partnering with other campus organizations. This plan will be implemented upon creation.
 - One to focus specifically on recruiting additional staff members — writers, photographers and possibly copy editors — to work for the paper and get trained. This plan will go into effect with the laying of groundwork in late November, early December and will hit the ground running when the second semester begins in January.
- Chris will report the number of correspondents and staff members to the board on a monthly basis, as well as with semester totals.
- All Nubian Message staff members will begin attending trainings held by the Editorial Advisor for all newspapers. At least two will be mandatory for the remainder of the semester.

STUDENT MEDIA ORGANIZATION REPORTS – October, 2015

Agromeck

submitted by Molly Donovan, editor

Revenue

We've begun new social media campaigns to promote the book and book sales, including having your picture taken with *Agromeck* Man. We also had a booth at the Parents and Families Weekend tailgate!

Expenditures

N/A

Personnel

All personnel that were recruited before the last meeting are still with us! And, we've gained another writer and designer.

Training

Our first few new staff members completed their correspondency during the last deadline. This is the first year that our writers and designers have had a correspondency period that is set in stone on a literal sheet of paper, and are all responding to it well and see it as an important milestone to reach.

We had an AMAZING staff training session during the afternoon portion of Student Media Training day. The photo staff joined us, which was awesome and has already promoted more communication across the different fields. I separated everyone into small groups -- each group containing a mix of writers, photographers and designers -- and had them plan full spreads start to finish. When they were done, they had to present their work to everyone else and explain why they chose to do what they did.

Coverage

N/A

Technology

N/A

Deadlines

We had another deadline since the last board meeting. We have officially submitted 144 pages of the book! There are only three deadlines left.

Ethics/Legal Issues

N/A

Business Office submitted by Mark Tate, business office manager

Revenue

Technician

Technician revenue has been good over the last month. We have seen sales pick up heavily during special sections. We are running a 31% off campaign for the month of October in order to increase sales. We also have an upcoming housing fair as well as the first annual Pack Life Dining Guide launching this month.

WKNC

Year to Date (July 1st-September 3rd) we have brought in \$2840 from WKNC sales.

Nubian Message

Nubian Message sales have remained sporadic but we have started handing out the *Nubian Message* in the brickyard in order to increase pickup rates and awareness.

Agromeck

Parents and Families Weekend was a complete success. We had many parents talk to us about *Agromeck* and how to purchase a book. We have also seen some great feedback from sending *Agromeck* Man out into the Brickyard to do selfies with *Agromeck* Man.

Expenditures

All expenditures are normal and everything is in line with the budget. We have traded for t-shirts with a local company.

Personnel

No personnel changes to report. We are looking to add a few more junior sales reps as the year goes on so that we have a succession plan for our current reps.

Training

Student Media hosted the SUN conference on September 20th-22nd. In attendance were many schools from the southern region of the United States including, but not limited to, Charlotte, Alabama, ECU, UNCW, UNC, and South Carolina. We had an abundance of guest speakers and were able to bring in some great ideas from the event.

Deadlines

The deadline of our housing fair is October 13th. The deadline for our Pack Life Dining Guide is October 27th.

Nubian Message

Submitted by Chris Hart-Williams, editor

Personnel

We have three correspondents currently working toward becoming paid staff. Next week we will be adding one more. A cartoonist reached out to me last week and would like to contribute to our next issue. We've went this year with without an illustrator, his work will be a great contribution. At Monday's Advisory Board meeting it was recommended that we create a recruitment outreach plan for the Spring semester. I will be drafting a plan of how we will recruit, it will include: who we seek to work with on campus, a timeline, and a specific goal.

Training

At Monday's Advisory Board meeting it was suggested that we set a measurable goal for staff training. I will be working with Ellen in the next week to set a specific number of training sessions we need reach as a staff for the rest of this semester and Spring. I will also be implementing a Mandatory policy. Better sourcing remains to be a top goal. We will also be following another recommendation made at the meeting and set an average number of sources we'd like to have in each issue.

Coverage

We are continuing with our goal of featuring more students in the paper and in the Sept. 22 issue we spotlighted our first student. In the Sept. 8 we included a resources page with submitted content from SGA and AASAC. This week we published our first special issue of the semester, "Health." I think this is a good direction for us and I'd like to have most of our upcoming issues have a theme. (Voting, and the Black Lives Matter Movement are potential themes.)

Deadlines

For our Sept. 22 issue all assignments did not come in by the Sunday at 12 midnight deadline. Last week I addressed my concerns with the staff and for the Oct. 7 issue all content was submitted on time.

Technician

Submitted by Kaitlin Montgomery, editor-in-chief

Personnel

Everything has settled down with the changes in senior staff. Photo's new editor is Banu Ganeshan and her assistant is Victoria Crocker. We're still getting the new people caught up on procedure but other than that everything is well.

We've had our first few people finish the new correspondency period, which is exciting because it shows the staff that it's a helpful system that actually works.

Training

We had a big training, our student media retreat, Sept. 26th. From what people have told Megan and I they really liked who came to talk and the sensitivity activity we did. Ben McNeely was a huge hit with all of the staffers.

Ellen has also planned a few more mini-trainings for various things such as copy editing and news writing. I know she and the video team have a few trainings in the works as well.

Technology

Doug installed our new computers and we all have access to Creative Cloud. Our design team is very happy and this new access has allowed us to have a handful of amazing graphics done by our designer Anthony.

Coverage

We're still working on being diverse in our coverage but the staff has made huge efforts to include as many things from as many groups as possible. Our Bienvenidos section is thriving which is incredibly exciting. Megan and I are also very proud of our staff with the two recent tragedies that happened on campus, Joey Banks' death and Maurice Sutton. They handled themselves very well in both cases and I'm happy with how we reported on them.

Deadlines

We've done a good job of getting the paper in on time. Within the sections we're still struggling to get content in on time but the various editors are cracking down on that.

Ethics/Legal Issues

None at this time.

Windhover

submitted by Kaanchee Gandhi, editor-in-chief

Revenue

Nothing to report.

Expenditures

Nothing to report

Personnel

We are advertising to fill the volunteer positions of a Literary Editor, Visual Editor, and Audio Editor by the end of October. The deadline for applications is October 23. Once hired, these editors will begin to form committees for each section. We are also looking to expand our paid design staff by one or two more members. The deadline for this application is also October 23.

Training

Ryland Bishop was hired last month as our Design Editor. He needed little training and has been putting out posters for recruitment and submissions. Together, we're making decisions for the design of this year's publication.

Technology

Nothing to report

Coverage

Our Open Mic Night with the Red Poets Society at Talley's Grand Opening went successfully. I'm looking into pairing up with NC State's Music Industry Club for another open mic at the same location.

Windhover's official Open Mic Night for this semester has been booked for Thursday, November 19 in the Caldwell Lounge.

Deadlines

Nothing to report

Ethics/Legal issues

Nothing to report

WKNC

Submitted by Matt Brown, general manager

Revenue

Non-fee income (money in the bank), as of Sept. 30, 2015: \$6,926.40
Donor announcements — \$675.00 [waiting on a JV for some more]
Web Ads — \$205.80
Tir Na nOg — \$900.00
Concert Promotions — \$1,900.00
Benefit Concerts/Events — \$1,005.00
Merchandise Sales — \$821.60
Other — \$1,419.00 [Donations and FY14 payment from Wolfpack Sports]

Personnel

Cory K was hired for the position of multimedia producer. He will be editing Lounge videos for us in the future.

Training

So far 20 trainees have completed the DJ training class. This represents about 60% of the class. Most of the rest of the trainees are in the process of completing their board test.

Coverage

Eye on the Triangle will be airing an hour-long show as part of Diversity Education Week. The second Fridays on the Lawn was hosted on 10/2. Despite having to move to the rain location, more than 50 people attended the event.