

**N.C. State Student Media Board of Directors
November, 2013 minutes**

**Tuesday, Nov. 12, 2013 • 7 p.m.
Room 201, Witherspoon Student Center**

Present: Paul Ruddle, Laura Simis, Michael Biesecker (arrived 7:08 p.m.), Matt Donegan, Dean Phillips, Bri Aab, Kierra Leggett, Sam DeGrave, Chelsea Brown, Ajita Banarjea, Patrick Neal

Absent: Alexandra Davidson (excused), Robbie Williams (excused), Kristen Picot

Others present: Jamie Lynn Gilbert, Martha Collins, *Agromeck* staff members Liz Moomey, Austin Bowman, Mumta Esarani, Jennifer Badger, and Hannah Field, and former *Agromeck* editor-in-chief (2012-2013) Alex Sanchez

Paul Ruddle called the meeting to order, but without a quorum, no old business could be moved upon immediately; business items approved below were acted upon after a quorum was achieved with the arrival of Michael Biesecker.

1. Ajita Banerjea was appointed to serve as recording secretary for the meeting, and the meeting opened with a review of Patrick's proposed changes to the *Agromeck* business model.

2. Quorum was reached at 7:08 p.m. when board member Michael Biesecker arrived.

3. *Agromeck* business model discussion

- 2012-2013 *Agromeck* editor-in-chief Alex Sanchez handed out copies of emails from previous editors in support of the *Agromeck*'s current business model of providing free yearbooks to seniors who have their portraits made, and a 2009 email from the previous coordinator, Bradley Wilson, that explained the origin of the \$.50 fee received to help subsidize the free yearbooks.

- Martha noted that the \$.50 fee only provides between \$14– 15,000 to support the yearbook, which is far less than the total cost of the publication, almost \$90,000. Alex said that he did not believe that the current model is sustainable but indicated he thought further discussion with members of the Advisory Board would be in order before any decision(s) were made.

- The Advisory Board is scheduled to meet Wednesday, Nov. 20.

- Previous attempts to get Registration and Records to put a check box to buy a yearbook on the tuition interface were met with opposition, but based on his previous experience at Clemson, Patrick said he believed that getting the option in front of parents would be the most effective way to improve sales. Dean Phillips concurred.

- There were questions about what other schools do, and Martha referred to a spreadsheet included in the board meeting package she compiled listing the top 10 yearbooks in the country (based on Pacemaker and Crown awards since 2004) and how they handle sales, funding and distribution.

- Hannah Field, *Agromeck* staff member, suggested partnering with the Alumni Association to promote book as a tradition to "legacy" families. Dean Phillips said that

the Alumni Association was a great resource and that they had lists available and are usually receptive to partnerships and good to work with. It was agreed that this avenue would be pursued.

- Dean Phillips asked if there was anyone who truly wanted the book to go away and no one said yes.

- Martha suggested that moving forward, Patrick approach Registration & Records again about the yearbook checkbox, and that the Advisory Board be allowed to have further discussion at their meeting next week.

- There were no objections, and the Advisory Board's goal will be to come up with a proposal for the BOD at the next meeting, Jan. 14.

NEW BUSINESS

1. Minutes from September 2013 were approved as submitted by unanimous consent.

2. Changes to the editor-manager hiring timeline and procedure for 2014-2015 were approved unanimously.

3. Laura Simis was appointed to the Annual Publications Advisory Board.

4. Budget update:

- Jamie said the deposit problems previously reported have finally been resolved and income figures are current.

- Patrick reported that we received notice that DASA will charge us a service fee of 0.5 percent of our current year's budget and 1 percent of next year's. Jamie noted that this fee is in addition to the \$36,000 we already pay for administrative services.

5. Wolf TV Update:

- No additional costs will be incurred to get Wolf TV back up and running on the campus cable system via WolfBytes.

- Wolf TV currently has five hours of content for the channel.

- Two deadlines moving forward: Dec. 18 for the lineup and the first day of the spring semester for promotion and launch.

ORGANIZATION REPORT ADDENDA

Agromeck

Chelsea and staff are working on postcards for marketing.

Business Office

Krystal, Sarah, Chelsea and Martha met to talk about senior ads.

Nubian Message

Last issue published next week.

Technican

Sam reported that a reader accused a cartoonist of plagiarism and showed the cartoon to the board and also gave the original joke referenced in the accusation. Michael Biesecker, Dean Phillips and Patrick Neal said the cartoon wasn't plagiarism and everyone agreed. Sam also said he googled all the cartoonist's other work published in *Technican* to ensure there weren't any other potential instances.

Windhover

A new junior designer was hired.

WKNC

Planning is underway for the annual Double Barrel Benefit concert. They are working on a sponsorship proposal.

ADJOURN

The meeting was adjourned at approximately 8:15 p.m.