

## MINUTES

**Feb. 2, 2004 • 8-10 p.m.**  
**(Rescheduled due to inclement weather from Jan. 26, 2004)**

**Witherspoon Student Center**  
Submitted by Carie Windham, Secretary

### CALL TO ORDER

The meeting was called to order at approximately 8 p.m. by the chair. The meeting's start was delayed while the board waited for enough voting members to reach quorum.

### ROLL CALL

MEMBERS AND ADVISERS PRESENT: Thushan Amarasiriwardena, Carie Windham, Faith Leach, Lock Whiteside, Matthew Gaebel, Anjan Kundavaram, Jaime Trivette, Sherry McIntyre, Jerry Blackmon, Birnettiah Killens, Bradley Wilson, Jeff Swain (for Tony Caravano)

MEMBERS ABSENT: Nathaniel Horner, Nick Snell, Joe Constant, Emmaus Smith, Seth Lester, Shawna Jones, Jamie Proctor

GUESTS: Cat Warren, Curtis Hill

### APPROVAL OF MINUTES

The chair called for the approval of the Dec. 2 minutes, which were posted on the Student Media Authority Web site and distributed to board members beforehand. Jerry Blackmon objected to the approval of the minutes, citing that they were based on erroneous and libelous information. The approval of the minutes was then deferred until the end of the agenda.

### NEW BUSINESS

1. Reimbursement Policy, Travel Policy, Payroll Policy, Grades and Full-Time Student Policy, Appointment of Executive Student Media Leadership Policy

The first order of business was to approve five new policy changes for the Student Media Authority. The policies dealt with reimbursements, policies, academic stipulations for student leaders and the appointment process for electing student media heads. After members raised questions about a probation period for a GPA that does not meet the minimum requirements and the release of student grades, Thushan Amarasiriwardena made a motion to pass all five policy changes as written. Locke Whiteside seconded the motion and the motion passed by a majority of members present.

*2. Appropriation from reserve for cable in Witherspoon Student Center*

The next order of business was to appropriate monies from the Student Media Reserve to wire Witherspoon Student Center for cable television. Bradley Wilson, based on conversations with

Don Patty of the university's business office, said that Witherspoon Student Center was wired internally for cable when constructed. However, cable does not currently run to the building. The university estimated that bringing cable into the building would cost up to \$10,000. To meet that goal, the African-American Cultural Center, Student Government and Student Media would each have to set aside funds. A motion was made by Thushan Amarasiriwardena to appropriate up to \$6,000 from the reserve for cable. The project is pending, however, upon approval of funds by Student Government and the African-American Cultural Center. The motion was seconded by Anjan Kundavaram and passed by a majority vote of members present.

## **UPDATES**

### *Student Media Authority Board restructuring*

Anjan Kundavaram updated the board about efforts to look into the Student Media Authority Board restructuring by Student Government. Mr. Kundavaram told board members that a meeting was scheduled of the "Student Government Select Committee on the Student Media Authority" but quorum was not met and no business took place. He told the board he would continue to give reports of their progress.

## **REPORTS**

*[The following reports were delivered to board members in advance of the board meeting.]*

## **REPORTS**

### **Agromeck (Jaime Trivette, editor)**

#### *Successes:*

We sent 67 pages to Taylor Publishing on Dec. 5 and an additional 18 pages to the publisher on Dec. 15.

We have nearly \$13,000 in ad sales thus far. Our ad salesman gets 50 percent of this, leaving us with \$6,500 of our \$11,000 goal.

We have sold more than 1,000 books, more than twice what we sold last year.

#### *Promotions:*

Adam Smith's pictorial history book entitled, *North Carolina State University: A Bridge to the Future*, will be publicized on *Agromeck's* Website. He will also be promoting the yearbook, as many of his pictures were taken from old *Agromecks*, while he promotes his book.

We are distributing cards and placing table tents to promote undergraduate portraits and yearbook sales.

Our publishing company is calling all students to gather personal information which will follow the index.

#### *Portrait Sessions:*

Undergraduate photos will be taken Jan. 26-29 in the third floor lobby of Witherspoon.

More than 500 senior portraits were taken, more than 100 more than last year.

*Freshman Directory.*

For next year's freshman directory, we will be partnering with Greek Life to produce a single directory for N.C. State. This year, neither *Agromeck* nor Greek Life knew the other was producing a directory. This caused much confusion with incoming freshmen concerning which one they should buy. Both groups sold about the same number of directories. *Agromeck* needs the publicity while the National Pan-Hellenic Council, an organization under Greek Life, needs fundraising opportunities. For the directory that will come out in the fall of 2004, *Agromeck* will produce a quality directory while Greek Life will publicize it. The directory will include the history of N.C. State, information about Greek Life on campus, and portraits. The directory will be sold as a stand-alone product or a package with the yearbook. Mug shots of freshmen will be submitted directly to Taylor Publishing.

Student Media will pay the National Pan-Hellenic Council approximately \$10 per book. The directories will be printed and mailed to the student's home address by July 23. If there are any questions or concerns regarding this partnership, please contact me or bring the issue up during the board meeting.

**AMERICANA (Nathaniel Horner, editor)** (attached)

**TECHNICIAN (Thushan Amarasiriwardena and Carie Windham, editors)** (attached)

**WKNC (Jamie Proctor, general manager)**

*Benefit*

The most current news for KNC is definitely the Double Barrel Benefit Bash this past weekend. Friday and Saturday night, we got 10 of the best bands of the area, and more than 300 people came out to show their support. This was a great opportunity for the KNC staff to interact with listeners. It also worked towards bridging a gap that seems to exist between the NC State community and the Raleigh community, specifically when it comes to music. We exposed ourselves (in a good way) to a new crowd and got very good feedback on everything. We got some good press, including a nice ditty in the *Independent*, and I've seen nothing but good reviews on the Web forums and such. WKNC had been talking with Kings about regularly working together on events like this one, but we wanted to see if we could actually make something work. Obviously we can, so hopefully this is just the beginning of something good and lasting.

*Webcast*

WKNC is finally Webcasting (again). On Jan 1, WKNC.org began streaming the music of WKNC FM onto the Internet making us worldwide. I'm in the process of finishing paperwork, but this is something that everyone (staff, listeners, musicians, faculty, complete strangers) are excited about. Between this and the upgrade in the fall, WKNC's range has blown up.

*Sales*

The WKNC sales staff is doing very well with its efforts. In the fall, WKNC hired Bullseye Media to train a new staff, which has proven very successful. Previously, WKNC sales figures were negligible; now, we have about a dozen contracted clients. We're looking to break \$5,000 for January and February and are on track to potentially exceed our projections for the year.

*Other stuff*

- KNC's DJ/on-air schedule is as full as I can ever remember it being. This will make it more difficult for us to bring in new people, but it's still great news to me.
- Chancellor Fox was in the studio Jan. 21 for an interview with Ben and Kelly (also of the *Technician*) that seemed to go very well.
- WKNC.org has been redesigned. The theme has been revamped and there are a few new features including a photo gallery ([wknc.org/gallery](http://wknc.org/gallery)) and of course the web stream. A few companies have expressed interest in advertising on the Website, which is under consideration.
- WKNC will be the feature story in the first issue of a new local arts and entertainment magazine coming out in the spring.

*[The following reports were delivered to board members verbally at the board meeting.]*

*Nubian Message*

Jerry Blackmon, editor of the *Nubian Message*, spoke about actions taken and information given at the last meeting of the Student Media Authority. He said that information used in a motion passed at the meeting violated the Family Educational Rights and Privacy Act which protects the privacy of student education records. Bradley Wilson agreed, stating that he e-mailed an apology to members of the board after the meeting and after Mr. Blackmon raised concerns. Board members discussed ways to check student grades without violating FERPA.

On behalf of the *Nubian Message*, Cat Warren, a professor in the English department spoke about allegations made at the December meeting that Mr. Blackmon and the *Nubian Message* had committed intellectual property violations. Dr. Warren said she spoke with her colleague, Robert Kochersberger, and lawyers with the North Carolina Press Association about the issues mentioned. She said she also spoke with Mr. Blackmon and reporters. After providing background, she addressed each issue.

• *Photo Credit*

At the December meeting, concerns were raised about a photo credit listed "Afro-American Web Ring" on a photograph in the *Nubian Message* and whether that was the proper credit. Dr. Warren said that after some investigation, she discovered there were no clear indicators where the photo originated and that it existed with several different credits on the Internet. An attorney with the North Carolina Press Association concluded the photograph would fall under the "fair use doctrine" when used in a news context and therefore, the credit was not an intellectual property violation.

• *Use of Quotes*

At the December meeting, questions were raised the article accompanying the photograph and quotes that were from wire reports. The article mentioned "contributing wire reports" at the bottom. Dr. Warren explained that quotes are not owned by a wire service and cannot, therefore, be subject to copyright. She said she found the quotes used in several contexts,

including the Raleigh News and Observer, and that “contributing wire reports” fulfilled the reporters responsibility.

- *Graphic*

At the December meeting, questions were raised about a graphic from the American Cancer Society and whether the proper permission was granted before publication. The reporter obtained verbal permission before publication and written permission after. After speaking with Amanda Martin at the NC Press Association, Dr. Warren said that verbal permission was sufficient before printing the graphic.

- *Column*

Dr. Warren also addressed concerns that a column by Jonathan Brunson incorrectly identified the source of a Boston Globe column as the News and Observer and quoted from the column. Dr. Warren said the column had run in the News and Observer as a wire. Mr. Brunson wrote “in last Sunday’s News and Observer,” which Dr. Warren said was the correct way to cite the article. She said he did everything he could to carefully quote the article.

- *Fact List*

Concerns were also raised at the December meeting about a list entitled “Little Known Truths” that listed facts about African-Americans. Dr. Warren said the truths were relatively accessible and that facts are not copyrightable. She said they were taken from several different sources. Mr. Wilson said he had been informed they were taken from one source, a book, but Dr. Warren said her conversations with the writer did not convey that. She said it was not an intellectual property rights violation but that the box at the bottom of the column – which Mr. Blackmon said was not supposed to run – was a mistake and should not happen again.

Based on the information provided, board members discussed safeguards in place to prevent problems from occurring. Mr. Wilson said the errors were pointed out before publication but Dr. Warren contested that to others, they did not appear to be errors. Dr. Warren said the fact that the allegations had reached the level of grounds for dismissal was a shame. In light of Dr. Warren’s comments, Mr. Blackmon suggested that the motion drafted at the December meeting be struck. But other board members argued the motion was about more than intellectual property rights. Mr. Blackmon said all the issues were connected to the property rights questions.

### **Motion to Amend Minutes**

The chair made a motion to amend the minutes from the December meeting, striking the word “further” in Section B of the motion passed. The motion was seconded and passed by a majority vote of the board.

The chair made a motion to amend the December minutes to include an apology message from Mr. Wilson about the FERPA violations. The motion was seconded and passed by a majority vote of the board.

### **Motion to Amend Agenda**

A motion was made by Thushan Amarasiriwardena to amend the agenda to include discussion of the lack of publication by the *Nubian Message*. The motion was seconded, passed by a majority vote of the members present and the discussion was added to the agenda.

Locke Whiteside made a motion to bring back the motion from the December meeting and its stipulations for discussion. The motion was seconded and passed by a majority vote of the members present.

### **Motion**

After brief discussion, a motion was made to drop the previous motion and remove its stipulations. The motion was seconded and passed by a majority vote of the board.

### **Discussion**

Board members discussed the problems associated with the *Nubian Message's* production, mainly that it had missed two of three deadlines this semester. Mr. Blackmon said that his executive board had voted not to publish the first week of training since they had just undergone a day of training that they wanted to implement. The other missed date was on account of inclement weather that stranded staff members at home for three days. Some board members raised concerns that there would be no accountability if the *Nubian Message* did not come out and went without penalty. Others worried about the future of the publication if the editor were removed. Board members also brainstormed ways to help the publication and suggested changing the publication days to bi-weekly instead of weekly.

### **Motion**

A motion was made by Thushan Amarasiriwardena that if the *Nubian Message* were not to produce each week, the editor would be terminated. The motion was withdrawn.

A motion was made by Locke Whiteside that set up goals to be met by the *Nubian Message*:

- There must be a planned effort to recruit presented at the next meeting of the board.
- There must be a weekly meeting between editor and adviser.
- The requirements for minimum GPA, full-time student status and working hours will be temporarily waived, to be readdressed at the February meeting.
- Miranda Houston, managing editor of the *Nubian Message*, can be present at all subsequent Student Media Authority meetings.

The motion was seconded and passed by a majority vote of the board.

### **EXECUTIVE SESSION**

The Student Media Advisory Board adjourned into executive session to discuss the minutes of December's executive session.

**Motion**

The board resumed open session and a motion was made to strike parts of the executive session minutes that violated FERPA. The motion was seconded and passed by a majority vote of the board.

**ADJOURN**

A motion was made to adjourn at approximately 10:10 p.m. The motion was seconded and passed by a majority vote of members present.



## **Media Report, 1-22-2004**

### **Nathaniel Horner, Editor in Chief**

Please accept my apologies for missing this board meeting. I have an class which I cannot skip that meets from 6:00 to 9:00 on Mondays and Wednesdays. Please feel free to contact me via e-mail with any questions or comments regarding *Americana*.

#### **I. Worthy of Note**

We're excited about building on our progress during the spring!

#### **II. Recent Accomplishments**

##### *Technical*

Our archiving system is well on its way to being improved.

##### *Design*

Our new site design is several issues old, and most of the bugs have been fixed.

##### *Content*

We published 7 issues last semester, including a strong special issue with "The Media" as our focus. We have recruited several new regular contributors.

##### *Publicity*

The publicity staff has plotted out all of our publicity events for the semester in an effort to be better organized and have better participation.

#### **III. Progress Toward Goals**

Briefly, our media-specific goals as outlined in last May's assessment plan, and progress. (Goals which were described in my last media report to the board and have had no change in assessment since that time are not addressed here. Please refer to the November 11 report for a complete listing of all goals):

- Maintaining hit logs, and doubling readership by the end of the fall semester
  - Data continues to be collected, although I have yet to do a detailed analysis of last semester's data. While we did not double our readership last semester, our November readership was the second highest of any month in 2003, behind April of that year, which currently marks our record. The readership numbers for a semester seem to follow a pattern, increasing each month from the beginning to peak in April and November. By being active in publicity early on, I hope we can nudge the entire pattern upward; by starting out with better readership in January and February (setting our "base" high), we should be able to break records again this April.
- Operations and training manual
  - I am discussing a possible job restructuring with the staff, and work on written job descriptions will accompany that process.
- Funding
  - As noted in my last report, "it does not seem to be in the best interests of *Americana* to sell advertisements on our website. Ads would detract from our design and mission, and would

require us to move to off-campus servers. In addition, our readership is such that the benefit from such ads would likely be outweighed by negative reaction” I have begun to draft a letter requesting permission to apply for a grant from the Knight foundation and should have it sent soon. Any suggestions for similar sources of funding are welcome.

- **Publicity and recruitment**

As always, we need more readers and contributors. I have encouraged the publicity staff to come up with a concrete plan this semester, and I believe this plan will help our efforts be more organized and effective.

#### **IV. Potential Problems**

- Our Arts editor is currently studying abroad in Italy. So far, she has been able to work remotely. This situation will be an interesting test of the idea that a publication run mainly through online means can be successful.
- I found out this past week that our Humor editor is no longer a student. While *Americana* does publish contributions by non-students, it is our policy that all paid staff members must be students at N.C. State. His withdrawal from classes was unexpected, and we will need to find a replacement soon.
- Many of our staff positions will come open at the end of the semester. This transition will be crucial to the future success of *Americana*, as what might be loosely termed the “third generation” of editors and staff members take over.



TECHNICIAN

## Technician Media Board Update November 2003

To date, our staff has produced over one hundred issues of Technician, including one special freshmen issue and two tabloid inserts to preview football and basketball season. But in addition to keeping the presses running, we have also made great strides towards reaching the goals we outlined at the start of our term.

In April, we sat down and named four distinct categories for improvement during our term: training, recruitment, staff motivation and coverage. To date, this is our progress towards reaching these goals and the actions we have taken to achieve them.

### Training

Though most of our training was held in the fall, we are going to continue finding ways to train our staff this semester.

In October, a number of our editors went to Dallas, Texas for a national college media conference. They were given the opportunity to participate in workshops and panels with fellow journalists and experts in the field. Each member came back better trained and filled with ideas for the spring semester.

During the first weeks in February we will be holding news reporting workshops with Dr. Thomas Lisk in the English department. Two one-hour sessions will teach the fundamentals of reporting and editing.

We are also continuing “mini-training” at each sections weekly meeting to zero in on specific mistakes. Already, these sessions have encouraged news reporters to develop graphics for their stories and have pinpointed mistakes in photos for the week.

### Recruitment

On Sept. 3, Technician held its semester “Open House” to recruit new members. Over 40 students turned up and each section has seen between 3-10 new staff members as a result.

To compensate for semester turnover and keep our doors open, we will be holding another Open House on Jan. 29. To prepare, staff members have visited classrooms, distributed list-serve letters and ran house ads.

### Staff Motivation

Staff motivation is one area where we have dropped the ball. We’ve organized staff contests each month but have not been consistent in generating enthusiasm. We’ve also had a hard time coordinating prizes that will motivate staff members. One of our goals this semester is to improve that process.

On a brighter note, however, we have continued our “Monthly Mingle” tradition that invites the entire staff into the office for pizza once a month. We’ve also organized a staff dinner and party to continue fostering a “family” atmosphere in the office.

### Coverage

During the first semester we focused on expanding our coverage by implementing beats, revamping the “features” section and developing new sports ideas. This semester our focus will be improving that coverage. Quality vs. quantity.

Our first step was to create a “Page Two” design for the news section. National and international

#### Technician

323 Witherspoon  
Student Center,  
Box 8608,  
NCSU Campus,  
Raleigh NC 27695-8608

#### Editors in Chief

Thushan Amarasiriwardena  
Carie Windham

#### Phone

515.2411

#### Fax

515.5133

#### e-Mail

editor@technicianstaff.com



TECHNICIAN

briefs, wire stories, a campus calendar and the police blotter run each day in this section. We've received a great deal of feedback from students that these sections are well read.

The news section has also created a "Technician Investigates" series that will look into major issues across campus. The first story, which focused on book prices, was well-written and received. Sports has also begun focusing on sports issues in addition to sports coverage.

This semester we will be focusing on improving story organizations and ledes, better meetings coverage and more features stories in the Diversions section.

### **Other Significant Actions**

By meeting time we hope to have a new Web site up and rolling. This site will have a new design and include archives, ad rates and staff information. It will also boast a search feature and a daily poll. Plans for online photo galleries are in the works.

Technician has also had a great showing in the nation, taking home a fourth-place finish in an on-site competition in Dallas for a football season preview "Red," and second-place finishes in "The Best of Collegiate Design."

### **Problems Ahead**

As mentioned before, we will be focusing on improving our staff motivation and the quality of our coverage.

A looming problem in sight is April turnover. We are aware that a large deal of our staff is leaving - especially on the design side - so we will be focusing on training and preparing for those changes.

Money, as everyone knows, is always on our mind. We have cut more positions on the editorial side but will still be brainstorming creative ways to raise more money.

Carie Windham  
*Co-Editor in Chief, Technician*

Thushan Amarasiriwardena  
*Co-Editor in Chief, Technician*

# Student Media Advisory Board

## ATTACHMENT TO MINUTES

Dec. 2, 2003 • 7 - 9 p.m.  
Witherspoon Student Center

**To: Jerry Blackmon, II**  
**cc: Student Media Board members**

It has come to my attention that at our last meeting, I unintentionally violated disclosure regulations contained in the Family Educational Rights and Privacy Act ([FERPA](#)).

As we discussed, anything discussed in executive session should remain confidential and should not be disclosed to outside sources.

I was under the impression that because Student Media maintains a grade requirement for editors and because the board is charged with the hiring of editors that the board had a right to know this information. I have now been informed that a student must first give permission for the release of this information.

Since the SMA does not have in place a release procedure, we are working on, and will have for your review at the next meeting, a consent form for all students whose position is dependent on grades asking for their authorization to look up the information and share it with the board. That information would still be confidential within that group.

Jerry, I apologize for the release of the information.

**Bradley Wilson**, coordinator for student media advising  
North Carolina State University Student Media  
314 Witherspoon, Raleigh, NC 27695  
919/515-1515  
fax: 919/513-2030  
bradley\_wilson@ncsu.edu