

Student Media Board of Directors Agenda

**Tuesday, January 12, 2016 • 7 p.m.
Room 356 Witherspoon Student Center**

CALL TO ORDER

APPOINTMENT OF MEETING SECRETARY

OLD BUSINESS

1. Approval of Nov. 10, 2015 meeting minutes

NEW BUSINESS

1. Budget update & midyear review (Jamie, Patrick and Krystal)
2. Budget process preview (Patrick)
3. 2016-2017 organization leader selection process (Patrick)
4. Board vacancies update & election of vice-chair (Patrick)
5. *Nubian Message* update (Ellen and Patrick)

REPORTS & ADDENDA

- *Agromeck*
- Business Office
- *Nubian Message*
- *Technician*
- *Windhover*
- WKNC

EXECUTIVE SESSION

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

ADJOURN

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

**Tuesday, November 10, 2015 • 7 p.m.
Room 356 Witherspoon Student Center**

Present: Tomesha Murray, Sarah Bowman, Tyler Dukes, Dean Phillips, Mimi McCarthy, Patrick Neal, Kaitlin Montgomery, Molly Donovan, Kaanchee Gandhi, Matt Brown, Chris Hart-Williams, Mark Foley, Robbie Williams

Absent: Maddie Lassiter, Brandon Tung, Marc Russo, Mark Tate

Others present: Martha Collins, Krystal Baker, Ellen Meder, Drew Nantais

CALL TO ORDER

Chairman Mimi McCarthy called the meeting to order at 7:03 p.m. and established a quorum.

APPOINTMENT OF MEETING SECRETARY

Kaanchee Gandhi volunteered to serve as recording secretary for the meeting.

APPROVAL OF OCTOBER MEETING MINUTES

Molly Donovan noted that Kaitlin Montgomery's name was misspelled in the Oct. 13, 2015 minutes and said that should be amended. Otherwise, the board voted unanimously to approve the amended minutes after a motion from Robbie Williams and a second from Dean Phillips.

BUDGET UPDATE

In Jamie's absence, Patrick presented the November budget update, saying he was unaware of any extraordinary items of note therein. The report is attached and made part of these minutes by reference.

REPORT FROM 2015 NATIONAL COLLEGE BROADCASTERS CONVENTION

Matt Brown said that he, four other station staff members, Jamie, Patrick and Doug Flowers all benefited from attending the 2015 CBI Convention in Minneapolis. One idea he said he was adopting was to distribute his board reports to the station staff every month to keep them better informed of "big picture" station matters. Another was to add the position of a multimedia director at WKNC. Finally, he said the station was going to start doing a "DJ of the Fortnight" in which a DJ will be spotlighted every two weeks.

REPORT FROM THE 2015 ACP/CMA CONVENTION

Martha and Ellen said they and five students – three from *Technician* and two from *Agromeck* – attended the 2015 College Media Convention in Austin, Texas. They also distributed some of

the written summaries attendees had put together after their return; those summaries are attached and made part of these minutes by reference. Drew Nantais, the *Technician's* assistant sports editor, said that he primarily attended sports-oriented sessions. He said that he planned to use an idea he heard in one session regarding coverage of controversial sports stories; he said other publications had seen success in covering such stories when reporters from the news and sports sections worked together, and that he wanted to partner with members of the news staff to do the same. As for *Agromeck's* attendees, Molly said they presented what they learned to the full staff at its meeting on Monday, and said she was gratified to hear that in many of the yearbook sessions, *Agromeck* spreads were repeatedly used as examples of yearbook best practices. Finally, Ellen noted that *Technician* brought home awards in the best breaking news and sports column categories, as well as being named the fifth-place finisher in the Best of Show competition.

NUBIAN MESSAGE SPRING RECRUITMENT AND MARKETING PLANS

Chris Hart-Williams presented the *Nubian Message's* recruitment and marketing plans for spring. The written summary of the plan is attached and was submitted in lieu of a standard board report. He said ideas included a winter open house, a spring pizza mixer, and a December deadline for recruitment flier designs. With regard to a winter open house, Matt mentioned that WKNC was planning to participate in Winter Welcome Week and was thus planning something similar. His fellow leaders said they would also like to appreciate in a winter open house, so Krystal said she'd take the lead in finding a date and coordinating organization efforts.

BOARD VACANCY UPDATE

Patrick said the seat formerly held by Matt Donegan was still vacant, and added that some prospective board members Marc Russo had reached out to from the design field hadn't panned out. After some discussion, Tyler recommended that the board reach out to Mandy Locke of the *News & Observer* to join the board. Since he knew Mandy, Tyler said he'd reach out to her and report her response back to the board.

TECHNICIAN CIRCULATION REDUCTION

Patrick told the board that effective with the next day's issue (Wednesday, Nov. 11), the *Technician* would be printing 5,000 issues per day, down from 10,000 one year ago. He said that the press run had already been cut to 6,000 daily in the fall when a circulation audit found that well less than half of the 10,000 press run was being picked up every day. In response to that discovery, Patrick said the existing campus route had been significantly expanded, and a whole new "commercial" route that included most of the businesses on Hillsborough Street and Mission Valley had been added. He said those additions nearly doubled the number of *Technician* distribution points on and near campus to nearly 100 daily. Even so, he said 6,000 papers per day had resulted in more than 1,000 extra papers per day left at Witherspoon, which had been difficult for the office staff to deal with. In terms of cost savings, Patrick said the reduction wouldn't save much, about \$30 per day, but he said that was enough to pay for the addition of the commercial route. In total, Patrick and Krystal estimated that the average daily readership had remained steady at about 10,000 readers per day counting paper copies distributed, strong pass-along readership and an average of 2,500 visitors per day to the *Technician's* website. From an advertising/marketing standpoint, Krystal said Student Media's

rate cards were being updated to reflect the reduction and that prices would be similarly reduced. She said she believed it would not affect overall volume and could even spur additional business from businesses who had previously claimed they'd been priced out of advertising with the *Technician*. Finally, she said it was another wake-up call that *Technician* should continue moving toward a web-first mentality.

ORGANIZATION REPORTS AND ADDENDA

The organization leaders' reports are attached here and included by reference. (Note: While Kaitlin Montgomery had submitted her report in a timely fashion prior to the November meeting, that report was inadvertently omitted from the meeting package. It is included here as part of these minutes.)

Molly said that fall portraits for the 2016 *Agromeck* had been extremely strong, with about 370 sign-ups and at least that many people who sat for portraits. She said that even with modest success in the spring session, the *Agromeck* staff hoped to significantly exceed last year's total of less than 500 seniors with portraits taken.

Though Mark Tate was absent, Krystal noted that revenues were up 33% as compared to this same last year.

Chris said that the *Nubian Message's* final issue of the semester Nov. 18 would be its anniversary issue.

Kaanche said that her lead designer would be filling the position as an internship with the College of Design, so that would help *Windhover's* salary numbers by year's end. She also reminded everyone of *Windhover's* fall Open Mic Night on Thursday, Nov. 19.

Kaitlin reported that there had been considerable backlash to the *Technician's* coverage of the recent off-campus "CMT vs. BET Party," including some personal attacks directed toward Kaitlin on the Wolfpack Students Group online discussion forum, but she said she stood by the paper's coverage of the party.

ADJOURN

The meeting adjourned at 7:50 p.m.

STUDENT MEDIA BUDGET VS. ACTUAL

DATE: January 1, 2016
PERCENT THROUGH FISCAL YEAR: 42%

056	AGROMECK		
	Budget	Actual	Percent
Payroll	\$ 16,651.71	\$ 8,150.16	49%
Supplies	\$ 700.00	\$ -	0%
Leadership develop.	\$ 3,220.00	\$ 2,962.34	92%
Admin service charges	\$ 2,622.86	\$ 2,522.92	96%
Current services	\$ 28,708.24	\$ 162.36	1%
Fixed charges	\$ 1,114.00	\$ 710.97	64%
TOTAL	\$ 53,016.80	\$ 14,508.75	27%
Non-fee income	\$ 24,000.00	\$ (776.43)	-3%
Fee income	\$ 29,016.80	\$ 18,825.93	
TOTAL	\$ 53,016.80	\$ 18,049.50	34%
Profit/Loss	\$ -		

061	NUBIAN MESSAGE		
	Budget	Actual	Percent
Payroll	\$ 4,476.58	\$ 1,639.62	37%
Supplies	\$ 150.00	\$ -	0%
Leadership develop.	\$ 1,920.00	\$ -	0%
Admin service charges	\$ 714.44	\$ 571.62	80%
Current services	\$ 7,436.12	\$ 4,095.14	55%
Fixed charges	\$ 214.00	\$ -	0%
TOTAL	\$ 14,911.14	\$ 6,306.38	42%
Non-fee income	\$ 2,000.00	\$ -	0%
Fee income	\$ 12,911.14	\$ 8,376.67	
TOTAL	\$ 14,911.14	\$ 8,376.67	56%
Profit/Loss	\$ -		

057	TECHNICIAN		
	Budget	Actual	Percent
Payroll	\$ 63,061.52	\$ 35,346.21	56%
Supplies	\$ 3,000.00	\$ 35.32	1%
Leadership develop.	\$ 4,840.00	\$ 4,604.67	95%
Admin service charges	\$ 15,230.23	\$ 11,872.42	78%
Current services	\$ 161,121.84	\$ 72,720.26	45%
Fixed charges	\$ 5,878.00	\$ 5,520.77	94%
(Special Marketing)		\$ 100.00	
TOTAL	\$ 253,131.59	\$ 130,199.65	51%
Non-fee income	\$ 234,367.00	\$ 37,097.93	16%
Fee income	\$ 18,764.59	\$ 12,174.35	
TOTAL	\$ 253,131.59	\$ 49,272.28	19%
Profit/Loss	\$ -		

058	WINDHOVER		
	Budget	Actual	Percent
Payroll	\$ 4,461.60	\$ 900.00	20%
Supplies	\$ 450.00	\$ 58.00	13%
Leadership develop.	\$ 100.00	\$ -	0%
Admin service charges	\$ 1,112.79	\$ 1,060.12	95%
Current services	\$ 14,940.00	\$ 233.50	2%
Fixed charges	\$ 393.00	\$ 45.00	11%
TOTAL	\$ 21,457.39	\$ 2,296.62	11%
Non-fee income	\$ -	\$ -	
Fee income	\$ 21,457.39	\$ 13,921.43	
TOTAL	\$ 21,457.39	\$ 13,921.43	65%
Profit/Loss	\$ -		

059	WKNC		
	Budget	Actual	Percent
Payroll	\$ 36,179.11	\$ 17,450.97	48%
Supplies	\$ 2,500.00	\$ 791.11	32%
Leadership develop.	\$ 2,980.00	\$ 2,305.85	77%
Admin service charges	\$ 2,757.24	\$ 2,698.04	98%
Current services	\$ 5,480.60	\$ 627.69	11%
Fixed charges	\$ 4,339.00	\$ 1,026.00	24%
Contracted services	\$ 1,000.00	\$ 280.00	28%
TOTAL	\$ 55,235.95	\$ 25,179.66	46%
Non-fee income	\$ 48,100.00	\$ 14,883.42	31%
Fee income	\$ 7,135.95	\$ 4,629.76	
TOTAL	\$ 55,235.95	\$ 19,513.18	35%
Profit/Loss	\$ -		

060	GENERAL ADMIN		
	Budget	Actual	Percent
Payroll	\$ 386,707.41	\$ 191,657.62	50%
Supplies	\$ 12,593.00	\$ 4,517.62	36%
Leadership develop.	\$ 12,650.00	\$ 5,840.05	46%
Admin service charges	\$ 22,504.45	\$ 20,796.17	92%
Current services	\$ 8,778.76	\$ 6,859.65	78%
Fixed charges	\$ 1,425.00	\$ 7,055.40	495%
Contracted services	\$ 3,000.00	\$ 2,300.00	77%
Capital outlay	\$ 50,000.00	\$ 14,297.04	29%
TOTAL	\$ 497,658.63	\$ 253,323.55	51%
Non-fee income	\$ -	\$ 481.30	
Fee income	\$ 496,280.42	\$ 321,983.71	
TOTAL	\$ 496,280.42	\$ 322,465.01	65%
Profit/Loss	\$ -		

066	TECH SUPPORT		
	Budget	Actual	Percent
Payroll	\$ 76,146.76	\$ 38,081.47	50%
Supplies	\$ 1,900.00	\$ 1,261.10	66%
Leadership develop.	\$ -	\$ -	
Admin service charges	\$ 4,286.94	\$ 4,148.94	97%
Current services	\$ 600.00	\$ 582.22	
Fixed charges	\$ -	\$ -	
TOTAL	\$ 82,933.70	\$ 44,073.73	53%
Non-fee income	\$ -	\$ -	
Fee income	\$ 82,933.70	\$ 53,806.88	
TOTAL	\$ 82,933.70	\$ 53,806.88	65%
Profit/Loss	\$ -		

	OVERALL		
	Budget	Actual	Percent
Payroll	\$ 587,684.69	\$ 293,226.05	50%
Supplies	\$ 21,293.00	\$ 6,663.15	31%
Leadership develop.	\$ 25,710.00	\$ 15,712.91	61%
Admin service charges	\$ 49,228.96	\$ 43,670.23	89%
Current services	\$ 227,065.56	\$ 85,280.82	38%
Fixed charges	\$ 13,363.00	\$ 14,358.14	107%
Contracted services	\$ 4,000.00	\$ 2,580.00	65%
Capital outlay	\$ 50,000.00	\$ 14,297.04	29%
(Special Marketing)		\$ 100.00	
TOTAL EXPENSES	\$ 978,345.20	\$ 475,888.34	49%
Non-fee income	\$ 308,467.00	\$ 51,686.22	17%
Fee income	\$ 668,500.00	\$ 433,718.72	65%
TOTAL INCOME	\$ 976,967.00	\$ 485,404.94	50%

Net Profit/Loss \$ (1,378.20)

STUDENT MEDIA ORGANIZATION REPORTS – January, 2016

Agromeck

submitted by Molly Donovan, editor

Revenue

- We have sold 65 books. Over break, I sent out an email to every senior that took their senior portrait to explain how to order a book.
- The second round of senior portraits are next week, which should boost sales even more.

Expenditures

- N/A

Personnel

- Meredith Wynn was hired in December as our new Digital Content Editor.
- Our staff is dwindling, but we have recruitment planned for Winter Welcome Week and plans to email professors in the Communication and English Departments.

Training

- We will have new training sessions after recruitment.
- No training was conducted since the last meeting due to deadline.

Coverage

- The current deadline we are working on is the last one with coverage! It will include the Krispy Kreme Challenge, Double Barrel Benefit, Dance Marathon and more.

Technology

- N/A

Deadlines

- We submitted 72 pages on December 18th. Our next deadline is February 5th and will include all of the senior portraits. Our final deadline is March 4th (!!!) and will only be the Ads/Index and the opening and closing spreads of the book.
- Deadlines have been challenging this year overall, purely due to our lack of staff writers. We have been very fortunate that all the editors and myself have the ability to write, and luckily it has not impacted deadlines too much.

Ethics/Legal Issues

- N/A

Business Office

submitted by Mark Tate, business office manager

Revenue

Technician

We were able to finish strong in the last 2 months of the semester. We had a high value purchase order from one of our national clients that helped pull our numbers up but overall we did well in bringing in a wide variety of customers.

WKNC

Year to Date (July 1st-October 19th) we have brought in \$5882.50 from WKNC sales.

Nubian Message

Nothing new to report on *Nubian Message* sales.

Agromeck-

Nothing new to report.

Expenditures

All expenditures are normal. Our nearncsu.com t-shirt designs have been approved so we will be ordering those soon.

Personnel

With the addition 4 new business media consultants, we now have a staff of 9 sales reps. We are still focusing on keeping each of our consultants in their particular sector and will have the new reps focus on bringing in new customers to Student Media.

Training

We have an upcoming training event on Wednesday, January 13th.

Deadlines

No new deadlines.

Nubian Message

No report this month.

Technician

submitted by Kaitlin Montgomery, editor

Personnel

We've had a few changes in staff. Jordan Beck, our sports editor, has stepped down and Daniel Lacy and Drew Nantais have stepped up and will share the title of editor. We also lost

one of our assistant news editors, Rachel Smith. She is studying abroad this semester in Prague.

Training

We will have our spring senior staff training Jan. 10. We'll be talking about our goals for the new semester, new recruitment tactics and some housekeeping things.

Technology

Everything is pretty much the same.

Coverage

The fall semester wrapped up nicely. We had a really cool cover for our exam issue. We're working this semester to continue to tackle big projects and stories such as sexual assault, Margaret Spellings and the Greek Life review. We're in the works with planning the one year mark of the Chapel Hill shootings and we've begun discussing, as a team, what we want to do about the DTH spoof.

Deadlines

We've been solid so far. We'll just keep working to meet our deadlines.

Ethics/Legal Issues

None at this time.

Windhover

submitted by Kaanchee Gandhi, editor

No report by Thursday, Jan. 7, 2016.

WKNC 88.1 FM

submitted by Matt Brown, general manager

REVENUE

Non-fee income (money in the bank), as of Dec. 31, 2015: \$14,833.42
Donor announcements — \$6,634.00
Web Ads — \$205.80
Local Band Local Beer — \$1,300.00
Concert Promotions — \$2,810.00
Benefit Concerts/Events — \$1,005.00
Merchandise Sales — \$1,159.12
NC State Hockey Broadcasts — \$300.00
Other — \$1,419.00 [Donations and FY14 payment from Wolfpack Sports]

We have about a third of our total non-fee income raised for the year, compared to about a quarter raised by this time in 2015.

TRAINING

We are currently planning a training session for people to learn how to operate the video and audio equipment that we use for our video sessions.

TECHNOLOGY

We have assembled two press kits for EOT reporters to check out for on-site interviews. Each bag contains:

- a Zoom H4n recorder and manual
- a small pair of headphones
- an AudioSpectrum AS-400 handheld microphone
- a cable to connect the external mic
- some extra batteries
- a laminated card that details what each bag should contain
-

In addition we also purchased two lightning bolt to fire-wire converters. These will allow people with newer Mac's to be able to use our 8 track recording interface for our video series The Lounge.

SOCIAL MEDIA

Our total number of social media followers is now 21,028. That is a 24% increase from January 1, 2015 with our biggest growth in Instagram (a 140% increase for 1,000 new followers) and YouTube (a 101% increase for 150 new followers).

OUTREACH

We will be having our DJ interest meetings on January 12 and 16 and our DJ training classes will take place on the following Thursdays from 6:00 to 7:00.

STUDENT MEDIA

SEEKING APPLICATIONS for Student Media Leaders

To: Applicants for 2016-2017 editors of the *Agromeck* yearbook, *Nubian Message*, *Technician*, *Windhover* literary and arts magazine and managers of the business office and WKNC.

Date: Jan. 5, 2016

Re: Vacancies in leadership positions

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.
- The candidate must be free of active disciplinary sanctions, subject to the review of the Office of Student Conduct.
- The candidate must agree to attend all required training.**
- For the University regulation for undergraduate student leadership, consult regulation 11.55.6.

* The board may decide to waive this requirement.

** For the *Technician* and *Nubian Message* editors, this includes the Management Seminar for College News Editors in Georgia in July as well as retreats to be scheduled at the beginning of the fall and spring semesters.

** For the *Agromeck* editor and senior staff, this includes a summer workshop TBD.

STEP ONE: The position package — due Thursday, Feb. 4, noon, 307A Witherspoon

The position package (one-page cover letter, one-page resume and transcript) is due by noon to Patrick Neal in 307A Witherspoon Student Center. As we are a deadline-driven organization, packages won't be accepted, copied or distributed late. The position package should consist of a cover letter, a resume and up to five pages (one-sided, black-and-white) and an unofficial copy of your transcript. For more suggestions on what you might include in your position package, visit with any of the Student Media professional staff members or student leaders.

STEP TWO: Meet with advisory board — date, time, location TBA

The four advisory boards - Newspapers, Broadcast, Annual Publications and Business Office - will meet at times and locations to be determined to interview the candidates for top leaders. Each advisory board will make a recommendation to the Student Media Board of Directors. Those meetings will be held between Friday, Feb. 6, and Monday, Feb. 29. The question-and-answer portions of the meeting will be open to the public; the advisory board members will deliberate in executive session in arriving at their recommendations.

STEP THREE: The interview — Tuesday, March 1, 7 p.m., 356 Witherspoon

The members of the Board of Directors hire the top editors and managers. Candidates may contact members of the Board and may answer questions prior to the meeting. During the meeting, each candidate will be given time to answer questions, ask questions and/or give a statement.

Results will be announced immediately following the Board meeting.

POSSIBLE ISSUES TO DISCUSS AT BOARD MEETING AND/OR IN THE POSITION PAPER

- What is your experience (here at NC State and elsewhere) that makes you the best qualified for the position?
- How will you improve the credibility of our media?
- Why do you want the job? And it is a job. The editors will influence what students at NC State know about their fellow students. They produce what will be an integral part of the history of the university forever. And they are entrusted with the wise spending of student fees to benefit students.
- How do you intend to improve upon the foundation past staffs have built? Or do you just intend to maintain things the way they are?
- How do you plan to increase and improve your medium's online presence?
- How will your medium serve NCSU students?
- How do you relate to fellow staff members?
- What will you bring, personally, to the position?
- How will you ensure that your medium best serves students?
- What are your goals? Be specific. Don't have glittering generalities. Address monetary issues. Have a vision. What about the quality of the medium? What about the content?
- How do you intend to recruit, train, motivate and retain your staff?

STUDENT MEDIA

THE POSITION PACKAGE for Student Media Leaders

To: Applicants for 2015-2016 editors of the *Agromeck* yearbook, *Nubian Message*, *Technician*, *Windhover* literary and arts magazine and managers of the business office and WKNC.

Date: Jan. 5, 2016

Re: The Position Package

STEP TWO: The position package — due Thursday, Feb. 4, noon, 307A Witherspoon

The position package is a key part of your application.

As we are a deadline-driven organization, papers won't be accepted, copied or distributed late.

The position package consists of four parts.

1) *A cover letter (one page maximum)*

The cover letter should be the front page of the package that explains to the Board why the Board members should hire you. It should grab the Board's attention and point out why you, above all other applicants, should be interviewed and hired. In no more than one page, focus on what position you're applying for and why. Be brief and specific.

2) *Your resume (one page maximum)*

The resume should be packaged like your cover letter. Presentation is important.

3) *Position paper (five pages maximum)*

Sample copies of past position papers are available for inspection with your Student Media adviser. The position paper should be NO MORE THAN FIVE PAGES and should include (but should not be limited to) the following sections:

- a) Positive aspects of this medium and things you plan to continue
- b) Plans for recruitment and retention of staff
- c) Plans for improving coverage of the campus, students, faculty, staff and alumni
- d) Plans for improving timeliness and planning aspects of this medium
- e) Other problems you've identified for the medium and plans for improvement including everything from credibility to copy editing to staff bonding.

4) *Transcript*

An unofficial copy printed off the website is perfectly fine. You may also come by the Student Media office and speak with the Student Media adviser to provide documentation of your student status. This transcript will NOT be distributed to the Board of Directors but will only be used to verify that you meet the minimum grade and full-time student status requirements.

All pages should be submitted together with a paper clip, no staples or binding. The pages should be printed on one side only and on white paper. The package will be photocopied in black-and-white, so pages should not rely on any color.

POSSIBLE ISSUES TO DISCUSS AT BOARD MEETING AND/OR IN THE POSITION PAPER

- What is your experience (here at NC State and elsewhere) that makes you the best qualified for the position?
- How will you improve the credibility of our media?
- Why do you want the job? And it is a job. The editors will influence what students at NC State know about their fellow students. They produce what will be an integral part of the history of the university forever. And they are entrusted with the wise spending of student fees to benefit students.
- How do you intend to improve upon the foundation past staffs have built? Or do you just intend to maintain things the way they are?
- How do you plan to increase and improve your medium's online presence?
- How will your medium serve NCSU students?
- How do you relate to fellow staff members?
- What will you bring, personally, to the position?
- How will you ensure that your medium best serves students?
- What are your goals? Be specific. Don't have glittering generalities. Address monetary issues. Have a vision. What about the quality of the medium? What about the content?
- How do you intend to recruit, train, motivate and retain your staff?