

MINUTES

March 1, 2005 • 6 p.m.
Witherspoon Student Center Student Senate Chambers

CALL TO ORDER

OLD BUSINESS

- Approval of minutes from Nov. 22, 2004 special meeting Approved
- Approval of minutes from Nov. 15, 2004 meeting Approved
- Approval of minutes from Sept. 23, 2004 meeting Approval tabled until next meeting.

NEW BUSINESS

- Hiring of *Americana* editor (Emmanuel Davis Lipscomb, only applicant)
- Hiring of *Nubian Message* editor (A. Michelle McLean and Tahnia L. Davis, only applicants as co-editors)
- Hiring of WKNC general manager (David Nourse, only applicant)
- Hiring of *Agromeck* editor (Austin Dowd and Josh Bassett)
- Hiring of *Technician* editor (Jason Eder and Rebecca Heslin)
- Hiring of *Windhover* editor (no applicants)

Minimum Requirements

1. The candidate must have been a member of that media for at least two full semesters.
2. The candidate must have at least a 2.25 grade point average.
3. The candidate must have at least two semesters remaining as an N.C. State University student.
4. The candidate must be a full-time N.C. State University student.
5. Any or all these requirements may be waived at the discretion of the student media board.

REPORTS

1. *Agromeck* (no report)
2. *Americana*
3. *Nubian Message*
4. *Technician*
5. *Windhover*
6. WKNC

ADJOURN

Agromeck • Josh Bassett, editor

No Report

Americana • Nathaniel Horner, editor

ATTACHED

Nubian Message • Johnathan Brunson and Aneisha Davis, co-editors

- We are currently meeting revenue projections. We have just recently utilized line monies for an expense that was not previously budgeted for last year.
- We are in the process of conducting our second “boot camp” session for our old and new staff. We intend on conducting this training, retraining session after Spring Break. We have a dedicated core group of writers and with superb recruiting, our staff is becoming more and more developed.
- Our equipment in the *Nubian* office (room 372 in Witherspoon) is up to par. A little more is desired from them, however they are functioning properly.
- The two complaints that we receive about the *Nubian* are persons wanting to have more distribution locations for the paper and for the paper to be in color. *Nubian's* complaints have included having liberties with our budget and raising our editors, business manager, and staff writer's pay.
- Production night for *Nubian* is one of the most fun and stressful nights of the whole week. The stresses of finding where stories will jump to and fitting in all the content has been accompanied by light and serious conversations and the Family Feud online game.
- We are undeniably making progress toward our goals. Our advertising has increased solely and single-handedly because of our business manager Tahnia Davis. Our writing is improving by the issue, our coverage is diverse, and our copyediting is near-perfection. We are very elated at our progress. God Bless.

Technician • Matt Middleton, editor

RED – On Friday we debuted with our first non-sports, non-end-of-the-year RED magazine supplement. Since I'm going to be out of here in a month, I essentially used a hands-off approach and was minimally involved in the process. Ad sales more than broke even for the A&E-themed tab; kudos to Jake Seaton and Patrick Clarke for some extra hours of work in its production.

Deadlines – What had appeared to be an imminent semester-long battle to meet the *N&O's* 1 a.m. deadline is turning into a mere formality. For whatever reason, we seem to be more concerned about trying to hit a midnight deadline, which in turn, is causing us to be out by 1 a.m. with great regularity as of late.

Science & Technology – Our new section debuted last Friday and should be an end-of-the-week staple from here on out. Our goal is to have two stories each week with strong visuals to display one of them. Later, we can start working briefs and more alternative copy into the packages. I want the first two to just concentrate on getting good, well-researched stories in.

Turnover – Hard to believe that this is the meeting to decide our successors. Last year, its divisive repercussions were still being felt in August; this cannot happen again. To assuage the transition period, I started encouraging people to identify successors and start the training process as soon as possible. It's good to see this is already being put into motion, as on Wednesday night we had someone training on sports.

Windhover • Brian Darragh, editor

Budget: Now that our project is well underway, we have a good idea of where we stand in the budget. Our only quote for printing [Theo Davis] we received was slightly high, however we have extra revenue from things we haven't needed.

Staff: Kim has been working on tweaking the Web site. Josh has been working diligently on the book's design and getting it ready to print. I have edited the literary material and will be doing a final edit of a hardcopy print of the entire book throughout the next week. We are still on the lookout for an editor for next year. As of Feb. 23, there have been no applications submitted for *Windhover* 2006. We are still in the process of finding someone, but are open to any and all applicants who are enthusiastic and dedicated to *Windhover's* purpose.

Progress: In terms of our preset schedule, we are very ahead. Our proofed copy is set to go to Theo Davis, our printer, on Tuesday, March 1. After it is sent to them, they will be printing their proof-copy for us to view and approve for mass-printing. We will be meeting with George, at the Craft Center, to organize the reception for April 29. We were disappointed at the lateness of the reception – but feel as though having the books distributed BEFORE the reception will generate more interest.

The book will be different than last year's – requiring little to no assembly on our part. This will hopefully expedite the distribution process.

There are no concerns as of today. The only thing we need to do is keep busy on the proof and get that done with Theo Davis. Once the book is sent, it should not be too long before we receive the copies to be distributed around campus.

WKNC • Jamie Proctor, editor

Budget – As of Jan 31, 58 percent through the fiscal year, WKNC's expenses were at 62 percent of budget. The 4 percent discrepancy is due to an expense of \$13,677 (16 percent of expenses) for capital outlays spent early in the fiscal year. That expense was a leftover bill from WKNC's wattage upgrade that was completed in late 2003.

Personnel – In the fall semester we added 10 new DJs and continue to train many more. We have also begun preliminary training for the potential managers and directors who will take offices along with the new general manager.

Equipment – We have had some equipment break, but nothing outside of the usual wear and tear and nothing outside of budget.

Public Relations – WKNC has presented two benefit concerts, a "get out the vote" concert, and a number of charity events this year. We hope to present at least one more benefit concert before summer.

Complaints – We received a letter from the attorneys of Michael Buffer regarding an alleged misuse of his recording of the phrase, "Let's get ready to rumble." Legal adviser Pam Gerace is looking into the matter; in the meantime, WKNC has ceased any usage of the recording.



americana.ncsu.edu
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Witherspoon Student Center
North Carolina State University
Raleigh, North Carolina 27607

<http://americana.ncsu.edu>

SMA Report, 3-1-2005

Nathaniel Horner, Editor in Chief

I. Worthy of Note

We have benefitted from a full staff this semester and have some great young faces to carry on *Americana's* mission when we lose a lot of our veterans this May.

II. Recent Accomplishments

Technical

Writer mailing lists are now functional and have already yielded results in terms of better writer coordination and increased submissions.

Design

The designer and webmaster have been working on cleaning up some of the design "bugs" in the site and making sure they leave it in good shape.

Content

We've maintained our regular publishing schedule, and I think, after some struggles late last semester, we are slowly headed towards stronger, more thought-provoking, better-edited content.

Publicity

Our monthly Open Mic Night in February was a little rocky due to lack of coordination between the two publicity coordinators, the general manager, and me. I've talked with everyone and the next one will be better planned. Turnout was nonetheless better than we've seen in awhile. We have a banner hanging over the atrium (finally!).

III. Progress Toward Goals

- Staff hiring
We now have a full staff with a second web position currently vacant. Our new general manager, publicity coordinator, and editors are doing a fine job so far. We would like to hire a new arts editor/designer and web programmer ASAP so that they can get some training in before Kerry and Nigel leave.
- Readership
Readership fell off at the end of last semester and over the break. It generally climbs back in the spring, and our number of hits has been increasing.
- Operations and training manual
The general manager is currently working on compilation.
- Funding
We are ok as far as funding. When our publicity expenses and payroll are caught up, we should be on track at the end of the year.
- Publicity and recruitment
Americana's successful recruitment of writers continues to be word-of-mouth. Our new

listservs will provide a more organized and efficient means of using the writers and readers that we have.

- Personal goals

As I come to the end of my tenure at *Americana*, all of a sudden the time seems so short and I enumerate the things I wasn't able to accomplish. However, I think *Americana* is in a much stronger position today than it was three years ago, and that's all an editor can really ask.

We've made great progress in many areas: site design, publicity, publishing schedule. The fact that we still have work to do only means that *Americana* will continue to grow and improve and that the next editor and staff will have fun, exciting challenges ahead.

IV. Potential Problems

Americana is in good shape. The loss of our veteran staff could be a problem, but we've anticipated the change and I think we are leaving the publication in good hands. The transition should be a smooth one.