

MINUTES

March 1, 2006 • 5 p.m.
Broughton 4211

CALL TO ORDER

Present: Jessica Branson (chair), Patrick Cleary, Heather Warren, Emily Pahel, Josh Bassett, Keitris Weathersbe, Rebecca Heslin, Britt Hayes, Darryl Hardy, David Nourse, Emmanuel Lipscomb

Absent: Whil Piavis (ex-officio), Seneca Toms (ex-officio, non-voting), Ronald Johnson, Anni Sadow

Guests: Bradley Wilson, Krystal Pittman, Martha Collins, others

OLD BUSINESS

Approval of the minutes. The minutes from the Jan. 12, 2006 meeting were reviewed. Cleary made a motion to approve; Nourse seconded the motion. The minutes were approved by consent.

Update on the *Nubian Message*. The board heard a progress report made by Weathersbe. No further action was required.

NEW BUSINESS

- Motion made to shuffle agenda to allow for candidates with class to present first made by Cleary; Hayes seconded the motion.
- Hiring of *Nubian Message* editor. (Keatris Weathersbe and Sadé Graves, applicants)
 - The Board heard a presentation by both candidates, Weathersbe and Graves, adjourned to executive session. Motion to hire Weathersbe made by Pahel; seconded by Heslin. Hiring passed with consent.
- Motion to require editors to attend CSLEPS LDS sessions made. Board decided that these sessions would apply and would be valid for all editors. Motion passed with consent.
- Hiring of *Windhover* editor. (Lauren Gould, applicant)
- Hiring of *Agromeck* editor. (Nabila (Cynthia) Rouf, applicant)
- Hiring of *Americana* editor. (no applicants)
- Hiring of *Technician* editor. (Tyler Dukes, applicant)
- Hiring of WKNC general manager. (Brian Ware, applicant)

The Board heard a presentation by Lauren Gould, adjourned to executive session. Motion to hire Gould made by Warren; seconded by Heslin. Hiring passed with consent.

The Board heard a presentation by Cynthia Rouf, adjourned to executive session. Motion to hire Rouf made by Cleary; seconded by Lipscomb. Hiring passed with consent.

The Board heard a presentation by M. Tyler Dukes, adjourned to executive session. Motion to hire Dukes made by Pahel; seconded by Lipscomb. Hiring passed with consent.

The Board heard a presentation by Brian Ware, adjourned to executive session. Motion to hire Ware made by Pahel; seconded by Branson. Hiring passed with consent.

REPORTS

1. *Agromeck*, Josh Bassett, editor
2. *Americana*, Emmanuel Lipscomb, editor
3. *Nubian Message*, Keitris Weathersbe, editor
4. *Technician*, Rebecca Heslin, editor
5. *Windhover*, Britt Hayes, editor
6. WKNC 88.1fm, David Nourse, general manager

EXECUTIVE SESSION

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

ADJOURN

A motion to adjourn was made by Warren and seconded by Cleary. The motion was approved by consent, and the meeting adjourned at 8 p.m.

AGROMECK

Submitted by Josh Bassett, editor

EDITORIAL STAFF:

- Josh Bassett, editor (editor@agromeck.ncsu.edu)
- Austin Dowd, managing editor (austin@agromeck.ncsu.edu)
- Cynthia Rouf, organizations section editor (nrouf@ncsu.edu)

RECRUITMENT/TRAINING – We have recruited two new designers since the end of the fall semester. Brandon Wright and Lauren Shoher have both begun training in InDesign and page production. A handful of new photographers have also joined the staff. They have begun their training.

PHOTOGRAPHY – Congratulations to Holly Greer for being named the January Photographer of the Month.

DEADLINE PROGRESS – The staff met the first deadline on Oct. 3 as 16 pages were sent to Taylor Publishing. The second deadline was met when 31 pages were sent to Taylor Publishing on Nov. 7. The third deadline didn't pass smoothly. Only 27 of the 60 required pages were sent off Dec. 14. The original deadline for the full 60 pages was Dec. 3. The remaining pages shipped on Jan. 11. The fourth deadline went well. All 40 pages were shipped on Feb. 6. The next deadline is March 3 and requires submission of 16 pages.

AMERICANA

Submitted by Emmanuel Lipscomb, editor

Our publication, *Americana*, is doing what (by definition) it should have been doing all along — publishing. *Americana* is back online and has published its first issue in a long semester of setbacks, mishaps, and letdowns. By the time this report is posted, the second issue of *Americana*, volume seven should be on display at <http://www.americana.ncsu.edu>.

As far as the site goes, needless to say is the fact that it exists now which quite an improvement upon the less impressive non-existence of previous days. Michael McAuley, Web developer, continues to add new features and functionality with each passing day. The initial priority was to publish; now comes the addition of desired features and efficiency as well as the troubleshooting that is inherent to virtually any project. In its current state, publishing is done by hard-coding the content into the site structure. In the future, an editing system similar in some ways to the old system created by Nigel Kirby and Martin Davidsson, former *Americana* web developers. The new system will differ in that our writers/artists will submit to a queue which can be approved by the section editors and then placed in a publishing queue. In this way, the site remains the focus instead of e-mailing or handing hard copies of submissions to the editors. Along with this will come a page where sign-ups for our e-mail distribution lists (New Issue, OMN, section editors') can be found. The same idea is in play here: keep all *Americana* stuff on the Web site instead of having things lost in e-mail or scribbled on legal pads. Michael continues to work hard on the Web site, and we're grateful for his continued support.

There have been quite a number of changes to *Americana's* staff. This is understandable in a publication that is having difficulties. Still, we regret the loss of our staff members whether they opt to leave or time constraints force them to. Recently, Kate Sutton, news and opinion editor; Devin O'Rourke, features editor; and Hexing Liu, Web developer, submitted their resignations. The main reasons cited were a better offer and a change in priorities. We have all been frustrated with our lack of productivity, and so this is definitely easy to understand. We're lucky to have the rest of our staff staying on for the long haul.

Publicity-wise we have continued to be more productive. Our first Open Mic Night of the semester went off without major hitches. It was questionable whether or not we would have microphones or cables, but Liesl Clouse, publicity coordinator, came through with some of her band's equipment. Between Liesl and Matt O'Bryant (our other publicity coordinator), the open mics have had great varied acts and lots of attendees. Pictures of the January Open Mic Night, can be found on Matt's Web site, <http://dasandbox.com/mateo/january27-2006>. In the future pictures and AV bytes will be posted to *Americana's* page. The next Open Mic Night is Friday, Feb. 24. Tell all your friends, family, and enemies.

The main issues *Americana* has at the moment are a need of Open Mic Night equipment and lack of a candidate to take over as editor in the fall 2006 term. It was thought that Jeff Horn, general manager and senior staff person after myself, would submit an application, but he has since expressed a desire to leave the publication following this year. There are no staff people that meet the one-year participation requirement and actually want to be editor-in-chief. Other than Jeff, Kate was the only staff person that had been with us for a year and wasn't graduating. The fall semester is beginning to look bleak for *Americana*. The productivity on the

publicity and publication fronts suggest that we're moving in the right direction, but we still have a long way to go, and a lack of an editor and GM will be the opposite of help.

NUBIAN MESSAGE

Submitted by Keitris Weathersbe, editor

Editorial staff

- Editor – Keitris Weathersbe kewe1885@yahoo.com
- Managing editor – Senadzi Kpeglo skkpeglo@ncsu.edu
- Business Manager – Ryan Daniels rdaniel@ncsu.edu

General staff

- Webmaster – Gui Oliveira gtolivei@ncsu.edu
- Five section editors
- One circulation manager
- Production manager
- Layout editor
- Photo editor
- 13 writers
- Three photographers
- Volunteer writers/photographers
- New hires: Photographer and Two writers

Progress

- As of March 1, we have produced our sixth edition, on deadline. All writers continue to meet the deadline. Layouts have been produced by me and Layout Editor Ariana Farquharson.
- With it being post-open house, several students have expressed interest in working for the *Nubian Message*, as a writer or photographer. Interviews for vacant positions will continue on the second week of the semester. The first publication was available on Jan. 18. Job descriptions and expectations have been given to all staff members. There are vacancies for: one copy editor, news writer, photographer, designer, and arts entertainment writer. Arrangements are being made to add color to the *Nubian Message*.
- The staff will participate in a bonding session on Thursday, Feb. 23, in the Merrymonk Lounge of North residence hall.
- We are planning to attend the Journalism Institute at Morehouse College, in Atlanta, April 21-22.
- Ryan Daniels, business manager, is in the process of soliciting Hillsborough St. businesses for advertising and coupons for the *Nubian Message*.

Advisory Board

This group will meet at 7 p.m. March 15 (Wednesday) in the Student Media conference area.

People who have agreed to come give feedback to the publication include:

- Fred Hatchett (glos_havebeenexposed@yahoo.com), an N.C. State alumnus and former *Nubian Message* staff member, and current contributor
- Dan Holly (dholly@newsobserver.com), editor, *North Raleigh News*

TECHNICIAN

Submitted by Rebecca Heslin, editor

Budget · Ads are on the rise! As with every spring, ads are steadily increasing. We've produced a 10+ page paper more than we're used to this semester. Nice work business staff!

Recruitment · I applaud the editorial board for the massive push this semester to build the staff back up. It seems as though we were able to help the other media as well. We visited as many classes as possible, staffed a table in Caldwell Lounge from 9 a.m. – 5 p.m. for two full days, sent out mass e-mails and had posters put up around campus. In total, we recruited nearly 80 people! That's more than Summer Orientation. We've heard back from many of these students and there's been an interest in copy-editing and column writing. Sometimes people are motivated to change things by what they've seen and that could be what we're seeing here.

Staff · Muchos cambios! Jake Seaton, who has been around since the paper began in 1920 (jk), is the new managing editor. Everyone on staff owes Jake a huge thanks for helping to bring *Technician* back to what it used to be. It's taken a huge load off my back because there's someone actually helping me out with the daily grind. His presence is encouraging to others as well. Jake says jump, everyone says how high. He copyedits everything that goes into the paper and maintains the Web site by single-handedly loading everything online. Greg Behr stepped up to take over the territory formerly known as Jake's in (nineonenine). Saying he has stepped up is a gross understatement. He is working overtime and not complaining. He's also made my life easier by really helping out with the Viewpoint section. He organized some training materials for the staff and has been writing the editorials (*Technician's View*) every day.

Production · Since Jake has been helping out with the editing process, I believe our deadlines are improving. It might not show this month, because it's a short one and we got off to a rocky start, but it is improving. Plus, people are having fun in the office again AND making deadlines. We've definitely stepped up the production cycle on Sundays with earlier meetings and stricter deadlines.

Chancellor's Liaison · Tyler, Greg and Jake will be helping me out Wednesday, Feb. 22, in my presentation at the monthly Chancellor's Liaison meeting. We've created a presentation entailing what a column is and how the Viewpoint section is run. Jeff Gaither's drunken driving column sparked the idea for this presentation, but over time it evolved into a much larger idea. It should educate not only the administration, but the student leaders as well.

WINDHOVER

Submitted by Britt Hayes, editor

Expenses · There have been no deviations from the budget.

Personnel · Two more members have been added to *Windhover* staff. John Federal and Minori Sanchiz were hired as readers this past month to help literary editor, Lauren Gould in the assessment of literary submissions.

- Britt Hayes · behayes@ncsu.edu, editor/web applications
- Lauren Gould · lbgould@ncsu.edu, literary editor
- Carolin Harris · carolin@mac.com, designer

- Caroline Okun · cdokun@ncsu.edu, designer
- John Federal · jafedera@ncsu.edu, literary reader
- Minori Sanchiz · msanchi2@ncsu.edu, literary reader

Progress · Production is on schedule. First cover event was Feb. 15. Attendees completed approximately 1,000 covers. This was a huge success, from 5-9:30 p.m., we had an average of 25-27 people there. People still come up to me daily and tell me how much fun they had and what a wonderful event it was. Final cover event will be March 13 from 5-9 p.m. at the Craft Center. Book will go to printer for a proof on March 3. Book will be sent to the bindery after spring break. Book will be delivered to N.C. State mid-April. Reception for the magazine will be April 26, at the Craft Center

WKNC

Submitted by David Nourse, general manager

WKNC is still on the air! This month WKNC has been working diligently on trying to improve conditions that would foster greater socialization between staff members. We have taken efforts to clean up our lounge and make it a fun place to “hang out,” by personally purchasing or transferring electronics and furniture into the lounge which can be used to create an atmosphere that encourages staff members to come or remain at WKNC at times other than during their shift. In addition to the lounge, WKNC is in the midst of its spring training class. There are 20+ people involved in the class as of this writing and, for the first time in the past several years, WKNC is looking at having a surplus of DJs at the end of the semester. This creates programming and scheduling issues but nothing our current department cannot handle. Our sales team has recruited a number of new individuals who are anxious to start helping the station and will soon be bringing additional monies to the income side of the WKNC budget. WKNC is on the path to success and I am feeling proud to been able to bring it to this point and ready to pass the station on to its future leaders.

UPDATE: DEADLINE PROGRESS MAJOR OBJECTIVE

To produce an annual (school year) calendar of deadlines and publication dates for all media while (1) educating students about the importance of meeting deadlines; (2) establishing consequences for failure to meet those deadline; and (3) learning how to plan so that major deadlines are broken into manageable pieces that can be delegated among staff members.

Technician PLAN: The *Technician* staff will deliver the paper to the *News & Observer* by FTP on or before 1 a.m. 80 percent of the time in the fall and spring semesters as determined by the times logged by the *N&O* staff. If the staff exceeds this goal in any given month, the editor and managing editor will receive a ‘bonus’ which they can distribute as they see fit. If the staff falls below 80 percent of on time delivery in any given month, the editor and managing editor will receive a penalty equal to \$50 for every five percent below goal. Editors may also choose to hold other staff members accountable for missing deadlines.