

MINUTES

**Tuesday, March 13, 2012 • 7 p.m.
Room 201, Witherspoon Student Center**

Members Present: Henry Allen, Michael Biesecker, Kathryn Glaser, Cordera Guion, Kenneth Hertling, Alanna Howard, Molly Matty, Victoria Melbourne, Ronilyn Osborne, Dean Phillips, Jim Rothschild, Paul Ruddle, William Stronach, Katherine Trapp

Members Absent: Michael Biesecker (excused), Siddharth Gandra (unexcused), Laura Wilkinson (excused)

Others Present: Martha Collins, Lisa Dickson, Jamie Lynn Gilbert, Allison Hale (via Skype), Mark Herring, Michael Jones (via Skype), Mason Morris, Krystal Pittman, Olivia Pope, Kelley Rathod (via Skype), Alex Sanchez

CALL TO ORDER by Chair Henry Allen.

OLD BUSINESS

Approval of minutes from January 2012 board meeting. The minutes were approved with no objections.

NEW BUSINESS

1. Review of notes from the February 2012 board meeting. The notes were reviewed with no objections.
2. Hiring of student leaders for 2012-2013
 - *Agromeck* editor (Alex Sanchez) — On behalf of the annual publications advisory board, Victoria Melbourne recommended Alex Sanchez be hired as *Agromeck* editor. The board unanimously approved the motion by Molly Matty to hire Alex Sanchez.
 - Business manager (Chelsea Perry and Olivia Pope) — On behalf of the business office advisory board, Katherine Trapp announced they selected Olivia Pope as business manager.
 - *Nubian Message* editor (no applicants) — Applications for *Nubian Message* editor were reopened with a deadline to apply of March 29 at noon. The posting will be distributed to numerous campus listservs, including multicultural student affairs, CHASS and the African American Student Advisory Council. The newspaper advisory board will meet between March 29 and the April board meeting to interview the candidate(s) and then present a recommendation at the April board meeting.
 - *Technician* editor (Mark Herring) — On behalf of the newspaper advisory board, Paul Ruddle recommended Mark Herring be hired as *Technician* editor. The board unanimously approved the motion by Molly Matty to hire Mark Herring.
 - *Windhover* editor (Lisa Dickson and Allison Hale/Kelley Rathod) — On behalf of the annual publications advisory board, Victoria Melbourne recommended Lisa Dickson

be hired as *Windhover* editor with a second recommendation Dickson consider hiring Allison Hale and Kelley Rathod as staff designers. The board unanimously approved the motion by Kenny Hertling to hire Lisa Dickson.

- WKNC general manager (Michael Jones and Mason Morris) — On behalf of the broadcast media advisory board, Henry Allen recommended Michael Jones be hired as WKNC general manager. The board unanimously approved the motion by Molly Matty to hire Michael Jones.
3. Budget update (Patrick) — The 2012-2013 budget is still in development and will be presented at the April board meeting. For 2011-2012, *Technician's* spring housing guide earned \$11,200. The spring exam special issue is still forthcoming and the Business Office is considering a spring fashion edition (special issues typically contain extra advertising). PDF of the budget update is ATTACHED.
 4. Update on hiring of Systems Administrator and Production Assistant (Patrick) — Systems administrator Doug Flowers started on March 1. There was much rejoicing, as the position had been vacant since July 1, 2012. Because of budget limitations, the production assistant position will not be filled with a 1.0 FTE employee for the 2012-2013 fiscal year. We will instead use another journalist-in-residence type position for the fall 2012 and spring 2013 semesters.

REPORTS

- *Agromeck*
- Business Office
- *Nubian Message*
- Society for Collegiate Journalists
- *Technician*
- *Windhover*
- WKNC
- Wolf TV

REPORT UPDATES

C.J. reported thenubianmessage.com was recognized with a Best of Show award for online news at the [North Carolina College Media Association](#).

Martha reported the SCJ panel originally scheduled for Thursday, March 15 was cancelled.

Alanna reported final edits to the 2012 *Windhover* are complete and the book will be shipped to the printer as scheduled on Wednesday, March 14. The CD will be sent the following week.

Molly reported technical difficulties with the temporary STL at WKNC took the station off the air from approximately 9:30 a.m. – 4 p.m. on Wednesday, March 7. The replacement system was already on hand and installed that day, although the new system is causing some audio distortion and may need to be reevaluated.

EXECUTIVE SESSION

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

ADJOURN at 7:47 p.m.

TEXT OF REPORTS

Agromeck

submitted by Kathryn Glaser, editor

Personnel — I hired one more designer. She is slowly learning the ropes because it is the end of the book and there is not a ton to do. She seems very eager and has I think has potential for the upcoming year.

Coverage — We are mainly focusing on seniors right now and finishing the senior section/portraits. I have been scheduling interviews with seniors to do senior spotlights in the senior section, to get a glimpse of individual seniors.

We have had some issues with Media Relations in Athletics scheduling interviews and finding time to interview the athletes. Most of that has been resolved and hopefully everything gets completed on time for the final deadline.

Deadlines — The February deadline went very well. I thought we had it under control and 32 pages were sent off. The requested amount was 36, so we were off by four pages.

There was a 10 page deadline March 2, which was completely missed because we had not had our closing and introduction pages designed yet and it was midterm week so no one was available to come up to the office to help.

The final deadline is March 17. This is a vital deadline; things have to be turned in on time or it affects our delivery date. Things are falling into place and my staff seems to have the right mindset and the willingness to help.

Marketing — After our final deadline, I will begin to spend most of my effort focusing on the distribution of the book and how to market it to students. In the past distribution has been a major issue. Students seem to be too busy, lazy, who knows what to come get their book or come to the brickyard and distribution party to get one. I hope this year to think of more effective ways to get seniors to get the book.

We had 591 seniors take senior portraits, so that's automatically 591 people who need the book. We have 1000 copies to give away or sell. The remaining 409 copies that are not for seniors who got their picture taken will first go to people who are in the book, then to other seniors, then to freshman, sophomore, juniors who want to buy the book.

**Business Office
submitted by Ronilyn Osborne, business office manager**

Revenue — Spring revenue experienced a boost due to the Spring Living Guide, which turned out to be very successful.

Technician — Sales representatives are working on increasing revenue. The sales representatives have been fairly proactive in submitting their progress reports and have been actively promoting specials, such as the Spring Living Guide, which has already taken place. Our special promotions sales representative, Issac Brown, is currently working on promoting St. Patrick's Day through advertising, targeting events at local bars and restaurants.

Agromeck — We will meet with the *Agromeck* staff after spring break and their final deadline on the 15th to start talking about book distribution and ways to promote it.

Nubian Message — With March approaching, the business office should fill the *Nubian* sales representative soon. Sierra Moraven, who is interested in becoming the *Nubian* sales representative, has already come into the office for a training session in the past and should be ready to join the staff in the next month or so. We are working on sales for a Dr. Clark special issue as well as Pan Afrikan week.

Wolf TV — We are thinking of ways that our new marketing this summer can use Wolf TV to generate revenue from campus departments.

WKNC — We are working to increase sales for WKNC and looking for sponsors for baseball.

Personnel — So far, all of the staff has been doing a good job. The office assistants have taken on new responsibilities in helping Martha Collins with hiring paperwork along with other tasks. We have had to put a few reminders in place but hopefully everyone will get use to their new responsibilities soon.

We have two candidates running for the new business office manager: Olivia Pope and Chelsea Perry. They are currently in the application and interview process and the new business manager will start at the end of the academic year.

Training — The sales representatives had a sales training on Friday, Feb. 3. Krystal discussed how to be a "challenger" in sales and how this approach is the best in terms of being an effective salesperson and increasing revenue. We wrapped up the training with a scavenger hunt, which required the sales team to utilize their skill and knowledge of the rate card, general Student Media information, and additional sales comprehension.

Mike Hartel and Ann LuMaye, from Curtis Media, came as guest speakers to a sales training earlier this month on Thursday, Feb. 9. They reviewed sales techniques, obstacles, cold calling, and sales statistics.

I am planning to have another sales training after spring break, in early April.

Updates — The new online method of scheduling classified ads is still proving to be an excellent switch.

I have been working to push the sales team to submit their weekly progress reports consistently and on time.

The business office's AdPro server will soon no longer be supported so we are looking to convert to a new system after spring break. We will likely implement the use of Google Docs and Excel to maintain organization of our clients, corresponding information, and to serve as a temporary method of scheduling advertisements.

Nubian Message
submitted by C.J. Guion, editor

Revenue — There has been no changes in revenue that I am aware of. The business office is working on selling some ads for the special Pan Afrikan Festival edition coming in April.

Expenditures — There are no expenditures out of the ordinary that I am aware of.

Personnel — The layout editor had to decrease duties recently due to academic issues. Other than that there have been no significant staff issues. *Nubian Message* however will have to reopen applications for the editor-in-chief position. We have two people that are interested in applying for a co-editor position, but they haven't given a definite answer.

Training — N/A

Technology — There have been no issues with technology, and we have been making great use of our website and social media networks.

Coverage — We have been doing a good job I believe in covering campus events, as well as those in the surrounding community that may come up from time to time.

Deadlines — There have been no significant issues with the staff meeting deadline.

Ethics/Legal issues — N/A

Society for Collegiate Journalists
submitted by Sarah Tudor, president

Revenue — We are still having dues that are \$10 per member, excluding new members. These dues go towards things that host on campus, for instance last semester we used money to pay to screen "A Clockwork Orange."

Personnel — This semester we got one new member, Brett Morris. He is only person that applied to be a part of SCJ.

Training — We don't conduct training, however since all members are a part of Student Media, their training is covered through the outlet of student media that they work for. Although, the events we put every semester are informative and could probably count as a training.

Technology — We have no problems with technology. We mainly only use our own computers and occasionally we use the printers to print off flyers, but they never give us any trouble.

Coverage — On campus we put together events and activities that bring awareness to campus about collegiate journalism. This semester we are putting on a panel discussion about ethics in journalism. Our panel will discuss ethical ways to use FOIA requested information.

Deadlines — Since we are not a publication we don't have deadlines. However we do have to plan things in time for Sunshine and Free Expression Weeks. Overall our members do well getting events planned on time.

Ethics/Legal Issues — We have not had any ethical issues, although we are putting on panel discussion about ethics in journalism.

Technician
submitted by Laura Wilkinson, editor

Personnel — We finally have a very stable staff with enough people in each section to get the job done each day. Trey Ferguson, Mark Herring and I recently visited an opinion writing class to recruit.

Training — Training is required for all employees this month. Patrick and the section editors have been doing a great job in leading trainings for the staff.

Technology — Our design computers have been very, very slow lately and I'm afraid of another server catastrophe happening again in the near future. We really need to get the *Technician* and archive servers cleaned up soon.

Coverage — News has been doing much better this month – covering less random campus events and following up on juicy stories like the death of a bus driver, an incident of LSD overdose, theft, etc. The rest of the sections have been running smoothly as well.

The Fifth, our new humor section, has been receiving a lot of praise lately and I hope the new EIC will continue it next year. However, the brainchild behind the concept is graduating this semester so he will need to find a successor who is as creative and humorous as he is.

Columnists will be the death of me. Between pissing off every single mean scientist on the planet and pissing off the Greek community, I've had my hands full with hate mail.

Deadline — We've been making 11:30 p.m. deadline once or twice a week and have been doing a lot better this month at making midnight deadline.

Ethics/Legal Issues — One of our photographers has been taking photos on his iPhone and sending them to us to be published. Both the *Agromeck* and *Technician* photo editors have spoken to him about why this is wrong. If he screws up again though, I will get rid of him. He may take a lot of assignments but I refuse to allow purposely-sloppy work.

Expenditures — Mo money mo problems. Good thing we don't have mo money.

Windhover
submitted by Alanna Howard, editor

Revenue — No changes. I have a plan to cover the \$1,000 deficit with money from the CD budget. More on that once the CDs are ordered.

Events — The last Open Mic Night was a success given the location and the weather conditions. We filled Irregardless and there was a popular response to the buffet. Though the raffle was a bust we have some of the prizes left so I'll try again at the release party. Anya, the co-owner of Irregardless, said they couldn't afford to host another night based on the revenue from that evening. It was \$5 a plate and they made a little over \$200. I have several ideas to discuss with her for future ways to make it more cost-effective and I'll ensure the new editor has a plan for attempting to continue this event with them.

Expenditures — None.

Personnel — There have been no staff changes. We have two applicants for editor. A pair (co-editorship) and the visual committee leader have applied.

Training — None since the meeting with Britt.

Technology — None. *Windhover* has asked for a new computer next year, but no changes will happen this year.

Coverage — Not currently applicable. We'll put posters up for the release party all over campus and in area coffee shops, on e-boards, social media and listservs.

Deadlines — The designers are on track for delivery of the book to Theo Davis. They'll be finished designing the weekend before spring break and I'm editing a dummy version as is a graduate student in design. All corrections will be made during spring break and they'll send the final version by the Wednesday following spring break. By this meeting Josh and I will have selected tracks and mastered the CD and sent it to Copycat for replication.

WKNC
submitted by Molly Matty, general manager

Revenue — Non-fee income (money in the bank), as of Feb. 29, 2012: \$29,544.07

- Regular donor announcements — \$8,380
- Tir Na nOg — \$8,500
- Promotions/Live Nation — \$1,790
- Benefit Concerts* — \$5,654
- Wolfpack Sports — \$3,300
- Merchandise Sales — \$1,875.86
- Other — \$44.21

**This is not as high as I would like. We made less from ticket sales at DBB than last year. I hope that merchandise from Double Barrel Benefit, which was donated 100% free from Aardvark Screen Printing will sell and make up for some of this.*

Expenditures — After a power outage at the library on Christmas Eve we discovered a problem with our Studio-Transmitter Link (STL), as outlined in the January 2012 board report. We have purchased a replacement and it will be installed this month. We are also purchasing and installing louvers (air vents) for the top and bottom of the engineering room door to help regulate the temperature of our server.

Personnel — The staff member in discussion last time expressed displeasure in the arrangements made (co-hosting) and met with professional staff members. During this meeting a decision was made that she will not be returning to staff this semester. A search has begun for a new Chainsaw Music Director. I believe it may become a co-director position between Billy Cunningham and Margaret Gaines.

Applicants have been interviewed for the 2012-2013 General Manager position. Obviously, that's why a lot of us are here. The two applicants are Michael Jones and Mason Morris. Both are qualified individuals who would do great at the position. Of course, the broadcast advisory board has made a nomination and it is up to this board to make a decision.

Training — The spring training class is closing up and the new DJs are taking their board tests. I'm excited about a lot of the students in this group! I will be sending out a training class critique/survey to provide the next general manager feedback on the changes I made to this class.

I attended "Diversity in the Media" hosted by *Nubian Message*. As a primarily white-male dominated media, some of their advice and struggle stories were inspiring and informative.

Technology — We have a SYSTEMS ADMINISTRATOR! Woo!

No updates on my end on the building of a transmitter house. Patrick may be able to update us.

We are getting a vent in our engineering room. This is VERY exciting, as it will prevent instruments from burning / melting / otherwise being destroyed.

We are adding a "FAQ" page to our webpage. This will help listeners, potential donors, and musicians with finding answers to basic questions like "how can I donate money?" and the more realistic "how can I submit music?"

Legal — No legal issues to discuss, that I am aware of.

Coverage — I received a lot of positive feedback from our day party associated with Double Barrel Benefit. The bands were awesome and a lot of the artists made a fair amount of money.

We did not receive a Top 25 nomination for the win the mtvU College Radio Woodie. I personally don't think this is a great loss because we do not really represent the kind of music MTV plays, and vice versa.

Voting for *Independent Weekly's* "Best of the Triangle" has started. WKNC fairly consistently wins "Best College Radio Station." We are also hoping to place or win: Best Radio Station, Best Non-Profit Organization, and Best DJ (our nominee is La Barba Rossa, host of Mystery Roach).

Deadlines — Being met either by the person who is supposed to, or by me.

**Wolf TV
submitted by Kenny Hertling, station manager**

Revenue — Are we meeting revenue projections? Why or why not? How many books/ads/sponsorships have we sold? N/A

Personnel — No significant staff changes. How many people are on staff? I have had very few people come to the meetings this semester, but I am cracking down on participation. So far my efforts have not made any changes.

Training — What training has the staff undergone since the last Board meeting? No, I have tried scheduling, but so far twice conflicts have arisen between either myself or the presenter. Was the training effective? Why/why not? N/A. Who conducted the training? N/A.

Technology — Are there any problems with technology? None. Is the hardware/software being used adequate? If not, why not? And what would be better? Yes, ALSO Wolf TV just acquired a new camera and it is awesome. How are we working to function in a technologically sophisticated environment? We have Twitter, Facebook, and a website that is updated as often as possible.

Coverage — What is the staff doing to cover campus activities or to maintain its focus on the N.C. State campus? The staff has come up with several ideas on their own and

turned them into me so that they can become stories such as “The J-spot” and “study abroad fair”

Deadlines — What challenges has the staff had meeting deadlines? The staff do not exactly have a challenge meeting deadlines, but I do set responsible deadlines for the amount of work that they have to do. In a quantifiable manner, how is the staff doing meeting deadlines? The staff is meeting their deadlines usually.

Ethics/Legal issues — None.