

Student Media Board of Directors Agenda

Called Meeting

**Monday, March 17, 2014 • 7 p.m.
Room 1301 Student Health Center**

CALL TO ORDER

- Appointment of recording secretary for meeting

OLD BUSINESS

- Approval of Jan. 14, 2014 meeting minutes
- Approval of Feb. 11, 2014 meeting notes
- Approval of March 3, 2014 meeting notes

NEW BUSINESS

- Broadcast Advisory Board recommendation for 2014-2015 WKNC General Manager
- Annual Publications Advisory Board recommendations for 2014-2015 *Agromeck* Editor and 2014-2015 *Windhover* Editor
- Newspaper Advisory Board recommendations for 2014-2015 *Technician* Editor In Chief and 2014-2015 *Nubian Message* Editor In Chief
- Business Office Advisory Board recommendation for 2014-2015 Student Business Office Manager

ADJOURN

Student Media Board of Directors Meeting from March 4 meeting:

Present: Dean Phillips, Patrick Neal, Ajita Banerjea, Chelsea Brown, Sarah Buddo, Kierra Legget, Bri Aab, Paul Ruddle, Matt Donegan, Robbie Williams, Maddie Lassiter, Sam DeGrave, Alex Parker

Absent: Kristen Picot, Laura Simis, Alexandra Davidson, Michael Biesecker

Other: Jamie Lynn Gilbert, Martha Collins, Ravi Chittilla, Chris Hart-Williams, Walt Lilley, Elizabeth Moomey, John Kovalchik, Mark Tate

Call to order: Meeting began at 7:07 p.m.

New Business:

Jamie suggested not announcing the broadcast advisory board's recommendation for the new WKNC general manager without a quorum since the position was contested.

The Annual Publications Advisory Board recommended Elizabeth Moomey for *Agromeck* editor-in-chief and Ajita Banerjea for *Windhover* editor-in-chief with the condition that they both have regular meetings with their adviser.

The Newspaper Advisory Board recommended Ravi Chittilla for editor-in-chief of the *Technician* and Chris Hart-Williams for editor-in-chief of the *Nubian Message*.

Jamie gave the budget update. She said that the fixed charged for the *Technician* would come in high this year because AdPro finally sent the invoice we were waiting for. Martha is in contact with Krystal about the AdPro invoice. AdPro did not send us a bill last year so we had to pay for two bills this year.

Patrick added to the budget update. He had another meeting about next year's budget. For *Agromeck*, the average price of the book went down from \$65 to \$60 and they are working with the Student Alumni Association to give a \$10 discount to student members. A total of \$200 was added back into *Agromeck's* budget for educational resources and fonts. They are planning to print 350 books, which will leave extra books for staff, archives and contests. They will send one student to ACP/CMA convention.

Travel was added back to the business office budget. The *Nubian Message* will send four students to NCCMA and one student to ACP/CMA. Students will also receive the same pay-rate per issue. The *Technician* will send eight students to NCCMA and two

students to ACP/CMA. The budget for the *Technician* includes a built-in inflation increase for printing costs. Six Friday issues were also added back.

There were no changes to the *Windhover* budget.

WKNC's budget: Double Barrel revenue increased \$7,500. Two positions were added back: blog editor and chainsaw director/a third assistant music director. Repair was added back to the budget and the promotions budget increased. Travel and retreat funding were added.

General administration budget: The new staff member's salary is set at a max budget of \$40,000. The Student Media Suite in Witherspoon will be re-keyed next year. One full-time employee will attend ACP/CMA. Two full time employees will attend the business office conferences and two full time employees will attend NCCMA.

Someone asked what would happen if there was a budget emergency. Patrick said the money would come out of capital outlay.

Alex Parker asked about the budget reserve. Patrick said we are required to reserve 3/12 of the budget.

A special meeting was scheduled to hire the new candidates. March 18 was suggested, but March 17 at 7 p.m. was later decided through email.

Board report updates:

The business office rehired a previous desire for help.

The *Nubian Message* ran a full page color ad.

The *Windhover* design team finished a rough copy of the magazine.

Agromeck, the *Technician*, and WKNC had no updates.

Meeting adjourned

- meeting notes compiled by Chelsea Brown

STUDENT MEDIA ORGANIZATION REPORTS - MARCH, 2014

Agromeck

submitted by Chelsea Brown, editor

No report as of March 3, 2014.

Business Office

submitted by Sarah Buddo, business office manager

Revenue

Technician

Spring Housing edition was a great success! We heard many positive comments from it! We are really pushing hard these last few months to lessen the gap made from lack of sales throughout this year.

WKNC

Our sales for WKNC are primarily made by our WKNC sales rep, Jane Trunk. But, there has been a small increase in the rest of our sales staff creating revenue for this media outlet by our red, blue, and green package deals. We are trying to keep this interest in WKNC going. We also met with Arts NC State to set up a partnership involving WKNC and possibly Nubian and Technician as well. We are hoping this will spark some more interest in WKNC

Nubian Message

We had a slight increase this month in Nubian sales. We are hoping to continue this trend!

Agromeck

Sales of ads for Agromeck are handled through Balfour.

Personnel

We are in talks about hiring another office assistant for the available time slots on Monday and Wednesday. We think we have found some great candidates and they will start after Spring Break if everything works out.

Training

In our last bi-weekly training, we had Jim Greene come in to have conversations with us about consultative selling. Everyone learned a lot and we heard very positive feedback. I think everyone took a lot away from the meeting.

Nubian Message

submitted by Kierra Leggett, editor

Personnel: Christopher Hart-Williams applied for the position of Editor-in-Chief of the *Nubian Message* for the 2014-2015 academic year. On Tuesday, Feb. 25 he interviewed with the Newspaper Advisory Board for the position. Hart-Williams has been on Nubian staff since August and was recruited during African-American Symposium. Along with his work as a staff writer at *Nubian Message*, Chris has worked for Student Media as a staff writer and Assistant News Editor at *Technician*.

Training: n/a

Coverage: Much like last year, our staff developed a theme for our Black History Month coverage. This year's theme was Wake Up, to really stress this point and mobilize it, we also created the social media hashtag of #WakeUpNCSU. The Wake Up campaign was targeted at making NCSU students aware of social injustice as well as heightening campus awareness of Black Consciousness. The first issue of the month was titled Wake Up, followed by Don't Sleep and Finally Stay Woke. Within these three issues we had coverage of HK on J, the Jordan Davis Murder Trial, an interview with the first African-American woman to serve as police chief of the Raleigh Police Department and news of a membership application for the KKK found on campus.

Video: In an effort to promote our #WakeUpNCSU theme, we created three videos. The first two are promotional videos encouraging campus to pick up their weekly copy of the Nubian, while the third is more an interview with different members on staff. The videos are all accessible on the Nubian Message YouTube Channel and the reception to them was great.

Deadline: Due to inclement weather during the month of February, the Nubian did not print its Feb. 12 issue.

Technology: n/a

Ethical/ Legal Issues: There are no ethical or legal issues that I am aware of at this time.

Revenue: We ran one black and white ad this month in the Feb. 19 issue of the paper.

Technician

submitted by Sam DeGrave, editor

No report as of March 3, 2014.

Windhover
submitted by Ajita Banerjea, editor

Revenue: n/a

Marketing: As of right now, we are finished with events to market for until the release party in April. I will start making Facebook and Twitter statuses for this event early on, and post it on the website as well.

Personnel: Martha and the design editor met Frank Pulley earlier this week, and everything is on track for our projected deadlines to the publisher. We have made some adjustments based on the revised budget. I have met with the design team and approve of the work that they have so far. The audio editor will be meeting with Doug Flowers sometime next week to discuss the pros and cons of putting the audio submissions online, and how to handle the download codes that will accompany that

Events: Open Mic Night was Tuesday night, and went very well! We are currently in the process of deciding on a date in April with George to hold the magazine release party in the Crafts Center.

Deadlines: Our deadline to submit to the publisher is approximately March 15.

WKNC
Submitted by Bri Aab, General Manager

No report as of March 3, 2014.

**3/4 Board Report
Chelsea Brown
Agromeck**

Revenue:

So far we have sold 79 books. This is 15 more books than last year.

Personnel and New Hires:

Assignments editor Liz Moomey applied for next year's editor in chief and was interviewed by the board Feb. 26.

Liz and I attended the board interviews for next year's editor in chief of the *Technician* on Feb. 25 to gain more insight on how *Agromeck* and the *Technician* can collaborate in the future.

Marketing and Promotions:

As we approach our final deadline, I will be posting information about when and where students can pick up their books.

I will also begin to plan distribution parties, like the one we did last year with Chancellor Woodson. I will promote these on the Facebook page as well.

I will run ads with distribution information in the *Technician*.

Deadlines:

We just received the dust jacket proof and were surprised to find that it was printed half size. We felt that we could not accurately judge the quality of the proof based on this miniature version so we requested a full size proof.

We are working towards our final deadline March 7. We have most of the content and are in the process of putting it all together and formatting spreads.

Since we do not receive proofs for this deadline, we are trying to finish spreads by Wednesday so that we can come back a day later with fresh eyes and look over print outs one more time. This will be our own way of doing proofs to ensure that we catch all mistakes.

Budget:

We were able to add travel back into next year's budget and will be sending one staff member to the ACP/CMA convention.

The Technician

Submitted by Sam DeGrave

Personnel

We recently promoted three reporters to assistant editor positions. Zack Tanner, previously a sports writer, and Estefania Castro-Vazquez and Katherine Kehoe, both of whom were news writers, have all been promoted in their respective sections.

In the last month, we have also added five new copy editors to our staff. Almost all of them have passed their shadowing period, and all them have done well so far.

Several people have been reaching out to me to join the staff this month, and I am currently following up with all of them.

Training

Patrick and I began our weekly section trainings. We started with the features section and are currently planning to follow up with them soon. I have planned a training session for the news staff during this coming week as well.

Technology

We have nothing new to add here. Our computers are still slow, but we are making due.

Coverage

I have been happy with our coverage this month, but I would like it to be a little more N.C. State centered than it has been lately, I've talked with the news staff, and the training I am leading with them this week is about story prospecting. That being said, I don't foresee this problem continuing.

Deadlines

During the past month, we made deadline fairly consistently, and the times that we missed were usually due, at least in part, to computer problems.

Ethical/Legal Issues

N/A

WKNC- BRI AAB March Board Report

Board Report: WKNC

Revenue:

Non-fee income, as of Feb. 27, 2014: \$25,148.15
Business Office sales - \$7,535.00
Baseball from FY1213 - \$1,050.00
Tir Na nOg - \$2,700.00
Promotions/Live Nation - \$2,000.00
Benefit Concerts - \$10899.55
Merchandise Sales - \$438.00
Other - \$525.60

*NOTE: These numbers are not "money in the bank," but instead also reflects income that is collected and waiting to be deposited/posted.

Our revised non-fee income projection is \$45,330, which contained a very conservative estimate of our potential Double Barrel Benefit revenues. We are currently on track to raise about \$50,000 in non-fee revenue - which assumes the business office will meet its original sales goal of \$15,000.

Personnel:

We have had 7 new applicants for the afterhours director position, but we've get to have an applicant for the chainsaw music director position. This being the 5th consecutive semester without any applicants, I think that this position will continue to go unmanned and that we should consider our lack of DJs and applicants a sign that chainsaw might be on its way out at WKNC. In order to prevent this, I've taken the broadcast media advisory board's advice and have sought out a community member and alumnus to potentially take a shift to spur interest, this candidate being Grayson Currin of Pitchfork and Indy Week.

We have a second deputy of on-campus promotions, Vann Fussell. So far he has been tasked with reaching out to Schoolkids to see what kind of cross promotion we can create there.

Outreach:

The two Post Rock Block presents of last week went very well. We hope the three DJs, Sarah Hager, Joe Wright, and Kate Rafferty, keep up their hard work and put together another show.

Double Barrel is over. We sold about 1,000 tickets altogether, blowing last year's 450 out of the water. We made \$11,400 from the event in ticket sales, raffle tickets, and merchandise sales, which is double the \$5,700 from last year.

For DBB coverage, we were in Indy Week four times, Technician several times, The Daily Tarheel, The Stagger, Triangle Rock, and New Raleigh.

We are currently planning our spring Fridays on the Lawn, and we hope to have bands booked by this Friday for the first two of the three part series. IRC and UAB have approved funding for these events, and Michael D'Argenio ran point on getting that funding.

Training:

We've just completed the training class, and we have eight fully certified DJs with the rest taking their tests this week and next. I again will advice the next general manager to host training sessions for the spring well after DBB.

Communicating Across Multiple Platforms:

The WKNC blog, Twitter and YouTube accounts were busy in February in promotion of Double Barrel Benefit 11. There were 42 blog posts in February and we continue to utilize the blog well this year. Eight new videos were posted for WKNC's The Lounge featuring primarily DBB11 artists and views more than doubled over January, with all WKNC videos receiving more than 2,500 views and 95.5 hours of viewing time. Podcast downloads for 88.1 Seconds of Technician are increasing as the program is podcasted more consistently, with 68 downloads in February. Downloads fell for the WKNC Interviews podcast, as no interviews podcasts were done during the month.

Technical:

The skimmer has been working on and off the past two weeks, but Doug is working to find a solution.

**N.C. State Student Media Board of Directors
February, 2014 notes**

**Tuesday, Feb. 11, 2014 • 7 p.m.
Room 201, Witherspoon Student Center**

Present: Dean Phillips, Matt Donegan, Maddie Lassiter, Kristen Picot, Robbie Williams, Patrick Neal, Ajita Banerjea, Martha Collins, Chelsea Brown, Sarah Buddo, Sam DeGrave, Bri Aab

Absent: Michael Biesecker, Paul Ruddle, Laura Simis, Alli Davidson

Others present: Jamie Lynn Gilbert, Martha Collins, *Nubian Message* EIC candidate Christopher Hart Williams, *Technician* EIC candidate Ravi Chittilla, WKNC GM candidate Walt Lilly, WKNC GM candidate John Kovalchik, staff photographer Tyler Andrews

In the absence of the chairman, Patrick called the meeting to order, and in the absence of a quorum, he volunteered to take notes for the meeting. No old business could be acted upon.

Patrick announced the candidates for each organization's top leader positions and introduced those who were present for the meeting. They are: Agromeck Editor, Elizabeth Moomey; Student Business Office Manager, Mark Tate; Nubian Message Editor In Chief Christopher Hart-Williams; WKNC General Manager, Walter Lilly and John Kovalchik; Technician Editor In Chief, Ravi Chittilla; and Windhover Editor, Ajita Banerjea.

Following the February, 2014 budget update, Patrick outlined the changes contained in the revised 2013-2014 and 2014-2015 budgets. (Budgets and narrative attached and made part of these notes by reference.) In the discussion that followed, the primary concern expressed was the absence of funds for conference travel. Patrick said that he expected substantial changes would be coming in subsequent iterations of the budget, and that he would do his best to restore those funds if possible.

As part of that same discussion, Patrick said that his goal was to have someone hired as a full-time advisor for the Technician and the Nubian Message by July 1 so they could begin as soon as funding for their salary and benefits was in place. To that end, he hoped to have the position posted in March, which would leave April through June for the selection process.

The board then discussed Student Media's rules governing ownership of photos taken by student photographers. The discussion was prompted by an initial inquiry from student photographer Tyler Andrews, who had been operating on the policy posted at the Technician's website under the "copyright" tab. This policy, whose origins are unclear, is in conflict with the policy outlined in the Student Media Photojournalist's Contract. (Both policies are attached and made part of these notes by reference.) Tyler's questions revolved around what, exactly, constituted "on assignment." He said that when shooting portraits for Agromeck, subjects often asked him to send a copy of the portraits to

them, but he had always refused in accordance with the policy posted at technicianonline.com. After some discussion, it was recommended that Patrick put together a group of people, to include student editors and photographers, to revisit the policy and recommend one uniform policy for all of Student Media. Patrick said he would do so with the goal of having a recommendation in hand for the March or April meeting.

ORGANIZATION REPORTS

Organization reports submitted for the February meeting are attached and incorporated into these notes by reference

ADJOURNED

The meeting was adjourned at 8:01 p.m.

**N.C. State Student Media Board of Directors
January, 2014 Minutes**

**Tuesday, Jan. 14—7 p.m.
Room 356, Witherspoon Student Center**

PRESENT; Paul Ruddle, Dean Phillips, Maddie Lassiter, Alli Davidson, Matthew Donegan, Robbie Williams, Chelsea Brown, Kierra Legget, Ajita Banarjea, Michael D'Argenio, Sarah Buddo, Patrick Neal, Sam DeGrave

ABSENT: Michael Biesecker, Kristen Picot, Laura Simis, Alex Parker

OTHERS: Jamie Lynn Gilbert, Martha Collins, Doug Flowers

CALL TO ORDER at 7:04 p.m. by Paul Ruddle. Quorum was established at 7:14 p.m.

NEW BUSINESS

1. Minutes from November 2013 were approved as submitted by unanimous consent.
2. Budget Update
Jamie provided a mid-year budget update, which is included and made part of these minutes by reference. Patrick said the problem with the budget is non-fee income. Further explanation of budgetary problems included the following:
 - National ads have decreased, and it is unsure whether they will return.
 - Campus departments have cut back due to budget cuts.
3. Review of Recruitment and Retention
Jamie discussed the report, which is included and made part of these minutes by reference. From it, Jamie derived three questions that she presented to the board. The questions, and answers are as follows:
 - Recruiting for the Business Office isn't working. Should we discontinue these efforts?
 - The consensus of the board was to discontinue traditional recruiting efforts for the Business Office and to explore more targeted alternatives.
 - Should we eliminate the check boxes on the recruiting form for people interested in design and photography?
 - The consensus of the board was not to eliminate said check boxes.
 - Should we continue requiring the editors-in-chief and general managers to email interested students?
 - The consensus of the board was to continue to require the editors/GMs to email the interested students as has been customary.
4. Cross-Platform Communication
Jamie discussed the social media performance of the media outlets. This is included and made part of these minutes by reference. Jamie noted that the *Nubian*

Message has done especially well engaging with its readers via social media, especially Twitter.

5. Source-Survey Results

Patrick discussed the results of the source surveys he had sent out during the past semester. These results are included and made part of these minutes by reference. Items of note from this report included the following:

- About two thirds of the sources surveyed graded the article they were featured in with an A or an A-.
- Follow-up interviews were not conducted frequently enough, but during the course of the semester writers got better about this.
- Several board members, including Nubian Message editor Kierra Leggett, favored expanding future survey efforts to include the *Nubian Message*.

6. Annual Advisory Board Committee Report

Martha shared the annual advisory board committee report, which is included and made a part of these minutes by reference. The advisory board met on Jan. 8 to discuss how they would prepare for the paid-model transition. Martha said they discussed talking to the Cashier's Office to obtain the "check box" for students to purchase yearbooks when they pay tuition. They also talked about hiring a marketing position through CHASS or PCOM to help market the Agromeck. The advisory board also discussed rebranding the Agromeck by working with various campus organizations such as Greek Life, Club Sports and Student Government. Board member Dean Phillips recommended they reach out to Susan Katz, a professor of English, to look for a person to fill the marketing position.

7. Capital Plan

Patrick and Doug discussed the capital plan, which is included and made a part of these minutes by reference. Doug and Patrick said the \$50,000/year Student Media receives in fees each year for capital projects plan will be spent in three main categories over the next six years:

- WKNC's transmitter/antenna infrastructure
- desktop units for all Student Media organizations and offices
- new photography equipment

Patrick also said that Jim Colton was able to put Student Media in touch with people at Nikon who will be able to get us almost twice the amount of photo equipment Student Media could have afforded if it purchased the equipment at retail.

8. New business was closed and November's minutes were approved. Also under "Old Business," Alli Davidson was appointed to the Broadcast Advisory Board. An updated list of all advisory boards and their respective members is attached and included in these minutes by reference.

REPORTS

Organization reports are attached and included as part of these minutes by reference. No addenda to those reports were offered at the meeting.

ADJOURNED at 8:22 p.m.