

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

**Tuesday, March 17, 2015 • 7 p.m.
Room 356 Witherspoon Student Center**

Present: Mark Foley, Tiffany Johnson, Mimi McCarthy, Robbie Williams, Dean Phillips, Michael Biesecker, Marc Russo, Ravi Chittilla, Chris Hart-Williams, Elizabeth Moomey, John Kovalchik, Ajita Banerjea, Patrick Neal

Absent: Maddie Lassiter, Matt Donegan, Daniel Kale, Brandon Tung, Mark Tate

Others present: Jamie Lynn Gilbert, Martha Collins, Ellen Meder, Doug Flowers, Matt Brown, Molly Donovan, Kaitlin Montgomery, Kaanchee Gandhi

CALL TO ORDER

Board vice-chair Mimi McCarthy called the meeting to order at 7 p.m. and a quorum of voting members was established. Ravi Chittilla volunteered to serve as recording secretary.

OLD BUSINESS

The board unanimously approved the minutes from the Jan. 13, 2015 meeting.

MARCH, 2015 BUDGET UPDATE

Jamie Lynn Gilbert presented the March budget report (attached and made a part of these minutes by reference) noting that the *Nubian Message's* non-fee income was still showing on the report as \$0 due to a billing lag. She also noted that the DASA Budget Office had issued an advisory a few days earlier that the administrative services fees reflected in the Wolf Reports system were off slightly, that DASA was aware of the problem, and that DASA expected to have the numbers corrected soon. This, Jamie said, accounted for the slightly higher-than-budgeted administrative service charges reflected in the report.

2015-2016 BUDGET UPDATE

Patrick Neal said Student Media and the DASA Budget Office were in the last stages of finalizing the budget for the 2015-2016 academic year. He said he expected to present that budget to the board for discussion at the board's April meeting.

2015-2016 LEADER RECOMMENDATIONS AND APPOINTMENTS

- On behalf of the Annual Publications Advisory Board, Ajita Banerjea recommended Molly Donovan be hired as Editor In Chief of *Agromeck* for the 2015-2016 academic year with the additional recommendation that she continue with her journalism minor to sharpen her writing and editing skills. The advisory board's recommendation was unanimously approved by the full board.
- On behalf of the Broadcast Advisory Board, Tiffany Johnson recommended Matt Brown be hired as GM for 2015-2016 on the condition that he present a one- to two-page revenue plan to the board at its April meeting. Matt agreed to do so. The advisory board's recommendation was unanimously approved by the full board.

- On behalf of the Business Office Advisory Board, Robbie Williams recommended Student Media Business Office Manager candidate Mark Tate be re-hired for 2015-2016, and further encouraged Mark to avail himself of the advisory board's collective expertise in future staff development initiatives. The advisory board's recommendation was unanimously approved by the full board.

- On behalf of the Newspapers Advisory Board, Ravi Chittilla recommended Kaitlin Montgomery be hired as *Technician* Editor In Chief for 2015-2016. The advisory board's recommendation was unanimously approved by the full board.

- Also on behalf of the Newspapers Advisory Board, Ravi presented a multi-part recommendation with regard to Chris Hart-Williams' application to be re-hired as Editor In Chief of the *Nubian Message* for the 2015 fall semester. First, the advisory board recommended that the full board waive the requirement that Chris be required to serve a full academic year as editor, as Chris is scheduled to graduate in December of 2015. Second, the advisory board recommended he be re-hired under the following conditions:

1. Effective immediately, he will begin meeting with Editorial Adviser Ellen Meder weekly, in the form of either one-on-one meetings and/or staff training sessions.
2. Over the summer, he will undertake a complete review of the *Nubian Message's* mission and operations to include the following:
 - ~ Developing a mission statement for the *Nubian Message*, as well as developing a list of audience issues, interests and concerns. This is to be developed in collaboration with members of that audience as well as members of the advising staff.
 - ~ Undertaking a complete review of the *Nubian Message's* operations -- staff recruitment and retention, story selection, editing, work flow, graphic design, staff training, distribution and digital resources.
 - ~ Production of a Symposium edition representing improvements realized through the processes outlined above.
3. He will make a presentation to the full Student Media Board of Directors at the board's first regular meeting of the 2015-2016 academic year encompassing all of the above. If, at that time, the full board determines he has succeeded in meeting the requirements above, the advisory board recommended that the board reaffirm his appointment at that time.

A point-by-point discussion followed. Chris acknowledged that he had been less prepared for the *Nubian* editorship than he had realized, and he said that lack of readiness had shown in the issues published thus far in 2014-2015. Both Chris and members of the advisory board recounted the position interview, where the issues noted in the hiring recommendations were discussed at length, and Chris said he was committed to satisfying the conditions of his re-hire. Ultimately, both the waiver and the hiring recommendation put forth by the advisory board were unanimously approved by the full board.

ORGANIZATION REPORTS AND WINDHOVER DISCUSSION

Written reports are attached and made a part of these minutes by reference. Otherwise, the discussion turned to the fact that no one had submitted an application for the *Windhover* editorship by the initial deadline, leaving the position vacant for 2015-2016. Martha Collins said that at the Annual Publication Advisory Board's Feb. 23 meeting, meeting attendee Kaanchee Gandhi expressed an interest in serving as editor of the magazine. The advisory board

subsequently recommended that the position be re-opened for applications immediately and left open until noon on Thursday, March 12. Martha said Kaanchee had submitted an application for the position and that the advisory board intended to interview her in advance of the full board's April meeting so the full board could consider the advisory board's recommendation at that time. Kaanchee, a freshman design major who has been active with both WKNC and Agromeck since her arrival at NC State, introduced herself to the full board and said she looked forward to the interview.

ADJOURN

The meeting adjourned at 7:50 p.m.

STUDENT MEDIA BUDGET VS. ACTUAL

DATE: March 1, 2015
 PERCENT THROUGH FISCAL YEAR: 67%

056 AGROMECK			
	Budget	Actual	Percent
Payroll	\$ 15,020.04	\$ 12,024.21	80%
Supplies	\$ 850.00	\$ 93.75	11%
Leadership develop.	\$ 1,860.00	\$ 955.41	51%
Admin service charges	\$ 4,070.00	\$ 4,121.69	101%
Current services	\$ 28,558.24	\$ 688.07	2%
Fixed charges	\$ 943.00	\$ 764.00	81%
TOTAL	\$ 51,301.28	\$ 18,647.13	36%
Non-fee income	\$ 30,000.00	\$ 11,943.77	40%
Fee income	\$ 21,301.28	\$ 19,852.39	3.34%
TOTAL	\$ 51,301.28	\$ 31,796.16	62%
Profit/Loss	\$ -		

058 WINDHOVER			
	Budget	Actual	Percent
Payroll	\$ 4,400.00	\$ 912.60	21%
Supplies	\$ 450.00	\$ -	0%
Leadership develop.	\$ 100.00	\$ -	0%
Admin service charges	\$ 989.00	\$ 1,012.69	102%
Current services	\$ 14,940.00	\$ -	0%
Fixed charges	\$ 343.00	\$ 225.00	66%
TOTAL	\$ 21,222.00	\$ 2,150.29	10%
Non-fee income	\$ 14,390.00	\$ -	0%
Fee income	\$ 6,832.00	\$ 6,367.30	1.07%
TOTAL	\$ 21,222.00	\$ 6,367.30	30%
Profit/Loss	\$ -		

066 TECH SUPPORT			
	Budget	Actual	Percent
Payroll	\$ 75,390.52	\$ 49,867.95	66%
Supplies	\$ 2,500.00	\$ 426.81	17%
Leadership develop.	\$ -	\$ -	
Admin service charges	\$ 4,020.00	\$ 4,793.12	119%
Current services	\$ -	\$ 446.84	
Fixed charges	\$ -	\$ -	
TOTAL	\$ 81,910.52	\$ 55,534.72	68%
Non-fee income	\$ -	\$ -	
Fee income	\$ 81,910.52	\$ 76,339.07	12.83%
TOTAL	\$ 81,910.52	\$ 76,339.07	93%
Profit/Loss	\$ -		

061 NUBIAN MESSAGE			
	Budget	Actual	Percent
Payroll	\$ 3,850.37	\$ 1,848.48	48%
Supplies	\$ 150.00	\$ -	0%
Leadership develop.	\$ 1,920.00	\$ 1,113.41	58%
Admin service charges	\$ 790.00	\$ 801.90	102%
Current services	\$ 6,854.93	\$ 4,560.82	67%
Fixed charges	\$ 174.00	\$ 149.00	86%
TOTAL	\$ 13,739.30	\$ 8,473.61	62%
Non-fee income	\$ 2,000.00	\$ -	0%
Fee income	\$ 11,739.30	\$ 10,940.81	1.84%
TOTAL	\$ 13,739.30	\$ 10,940.81	80%
Profit/Loss	\$ -		

059 WKNC			
	Budget	Actual	Percent
Payroll	\$ 35,156.00	\$ 22,926.43	65%
Supplies	\$ 3,500.00	\$ 2,327.56	67%
Leadership develop.	\$ 2,320.00	\$ 2,924.77	126%
Admin service charges	\$ 2,750.00	\$ 2,808.53	102%
Current services	\$ 3,380.60	\$ 2,076.18	61%
Fixed charges	\$ 4,697.00	\$ 3,676.00	78%
Contracted services	\$ 1,000.00	\$ 1,250.00	125%
TOTAL	\$ 52,803.60	\$ 37,989.47	72%
Non-fee income	\$ 47,100.00	\$ 22,750.56	48%
Fee income	\$ 5,703.60	\$ 5,315.65	0.89%
TOTAL	\$ 52,803.60	\$ 28,066.21	53%
Profit/Loss	\$ -		

OVERALL			
	Budget	Actual	Percent
Payroll	\$ 566,616.42	\$ 339,205.82	60%
Supplies	\$ 23,996.00	\$ 10,038.66	42%
Leadership develop.	\$ 19,550.00	\$ 13,702.45	70%
Admin service charges	\$ 44,044.00	\$ 45,610.41	104%
Current services	\$ 249,999.58	\$ 96,696.85	39%
Fixed charges	\$ 23,000.00	\$ 9,444.30	41%
Contracted services	\$ 6,400.00	\$ 3,250.00	51%
Capital outlay	\$ 32,500.00	\$ 30,232.91	93%
Student financial aid	\$ -	\$ -	0%
TOTAL EXPENSES	\$ 966,106.00	\$ 548,181.40	57%
Non-fee income	\$ 327,856.00	\$ 126,783.03	39%
Fee income	\$ 638,250.00	\$ 594,837.05	93%
TOTAL INCOME	\$ 966,106.00	\$ 721,620.08	75%
Net Profit/Loss	\$ 0.00		

057 TECHNICIAN			
	Budget	Actual	Percent
Payroll	\$ 89,525.86	\$ 50,438.41	56%
Supplies	\$ 3,500.00	\$ 739.00	21%
Leadership develop.	\$ 7,490.00	\$ 3,623.60	48%
Admin service charges	\$ 15,360.00	\$ 15,645.83	102%
Current services	\$ 163,844.06	\$ 81,938.82	50%
Fixed charges	\$ 12,078.00	\$ 4,004.80	33%
Student financial aid	\$ -	\$ -	0%
TOTAL	\$ 291,797.92	\$ 156,390.46	54%
Non-fee income	\$ 234,366.00	\$ 91,984.68	39%
Fee income	\$ 57,431.92	\$ 53,525.48	9.00%
TOTAL	\$ 291,797.92	\$ 145,510.16	50%
Profit/Loss	\$ -		

060 GENERAL ADMIN			
	Budget	Actual	Percent
Payroll	\$ 343,273.64	\$ 201,187.74	59%
Supplies	\$ 13,046.00	\$ 6,451.54	49%
Leadership develop.	\$ 5,860.00	\$ 5,085.26	87%
Admin service charges	\$ 16,065.00	\$ 16,426.65	102%
Current services	\$ 32,421.75	\$ 6,986.12	22%
Fixed charges	\$ 4,765.00	\$ 625.50	13%
Contracted services	\$ 5,400.00	\$ 2,000.00	37%
Capital outlay	\$ 32,500.00	\$ 30,232.91	93%
TOTAL	\$ 453,331.38	\$ 268,995.72	59%
Non-fee income	\$ -	\$ -	
Fee income	\$ 453,331.38	\$ 422,496.36	71.03%
TOTAL	\$ 453,331.38	\$ 422,496.36	93%
Profit/Loss	\$ -		

STUDENT MEDIA ORGANIZATION REPORTS - February and March, 2015

Agromeck

No report submitted as of March 6, 2015.

Business Office submitted by Mark Tate, business office manager

Revenue

Technician -

Technician revenue has seen an increase in the last few weeks. Even with the numerous cancelations due to weather, we were able to bring in a large amount of advertisement revenue.

WKNC -

Year to Date (July 1st-January 1st) we have brought in \$7,299.96 from WKNC sales. WKNC sales are still far too reliant on a select few customers. We have received many interest emails in advertising with WKNC within the last few weeks.

Nubian Message -

We have not noticed a major change in Nubian sales since the rates have dropped but we have managed to sell a few ads within the last few editions. The new rates were included in our monthly Newsletter blast to all of our customers.

Expenditures - All expenditures are normal and everything is in line with the budget. Our new media kit has arrived and is an outstanding piece to show to our customers.

Personnel - We have had one office assistant resign from working and were able to fill those hours with the two additional office assistant hires that we made a couple of months ago.

Training - Sabrina Anderson and I will be attending the College Media Business and Advertising Managers conference in Chicago on March 19th. We have already scheduled a training session for the following Monday in which we will share our experiences with the staff and begin working on developing our employees sales capabilities.

Technology - There are no problems with the technology, it has been working great.

Deadlines - There are no deadlines to discuss at this point in time

Nubian Message

submitted by Chris Hart-Williams, editor

Personnel - Layout design has improved greatly since August, but due to the time it takes, it has impacted my ability to more effectively perform other tasks. Ellen has helped draft a message for seeking a designer to join our staff. We placed an ad in our latest issue. We still need to discuss what in our personnel budget would go to who takes the position.

Training - Following our Nov. 20 staff meeting Ellen led reporting training, and covered steps on how to obtain sources for stories and steps to writing a news story.

Coverage - There's consistently been struggle to obtain fair amount of content for each issue, due to low participation and a small amount of writers. I am looking to begin reaching out to specific writers about assignments rather than waiting to introduce all story ideas at our staff meetings in hopes that assignments will be more tailored to specific writers talents.

Technician

No report submitted as of March 6, 2015.

Windhover

submitted by Ajita Banerjea, editor

Personnel - The design team met with Frank from Theo Davis a few weeks ago, and discussed the different aspects of the magazine, such as paper, colors, dividers, etc., as well as the budget. They are currently working on the layout of the book, and sent Martha and me a basic draft of their vision of the book thus far. Martha and I plan on evaluating the draft over spring break.

The committees finished evaluating submissions about two to three weeks ago, and the finalized choices were sent in to the design team to begin the publication layout.

Events - Open Mic Night was rescheduled to March 4th due to the inclement weather, and was still very successful! It ran from 7-10 PM. The release party will be held sometime in April, and the date and venue have not been decided upon at this time.

Marketing - Promotions for the Open Mic were done primarily through social media, and I was also able to send out mass emails to some of the departments that would be interested in the event. Promotions for the release party will begin when the date and venue are finalized. We plan on using social media, mass emails, and posters, along with some help from *Technician* and WKNC for in-house ads or PSAs. Likes on Facebook have skyrocketed over the last few weeks, so we now have access to more students through Facebook posts. One of the posts on the page actually hit a record in terms of number of views on a single post in the history of the page.

Deadlines - The deadline to the publisher is tentatively a week or two after spring break. This will allow three weeks for the books to come in before the release party.

Technology - I added a new banner for a fresher look on the newly designed web site for *Windhover*.

WKNC

Submitted by John Kovalchik, General Manager

Revenue

Non-fee income (money in the bank), as of Feb. 28, 2015: \$22,750.56
Donor announcements — \$7,621.13
Benefit concerts — \$4,018.63
Tir Na nOg — \$3,100.00
Promotions/Live Nation — \$3,200.00
Merchandise Sales — \$1,636.80
Other — \$1,224.00

Donor Announcements - The business office has sold \$7,300 in donor announcements so far this fiscal year, which is not quite halfway toward the goal of \$15,500. Of that \$7,300, however, \$5,280 (72%) is attributed to a single client. We believe this is not a sustainable business model and need to continue to seek new clients or we will not meet our revenue goal for donor announcements.

Web Ads - We are in a holding pattern with the University over how to deposit about \$200 from Google AdSense. Jamie has been working on this since October and has seen little progress. In the meantime, we have dropped Google AdSense and have seen no revenue from its alternative. Jamie continues to investigate a better AdSense alternative.

Benefit Concerts - We did not meet our projected revenue goal for Double Barrel Benefit 12 due to highest costs associated with the venues and artists. We still had about 750 attend both nights and raised \$4,018.63 from ticket sales, raffle tickets and sponsorship income. Strategies to reduce costs need to be taken into account for future years.

Merchandise Sales - Our online store continues to do well and we have sold about \$370 since it opened in September. We have sold more than \$1,200 in merchandise over the last three months, with about half that made at DBB12. We hope to use the extra money made in merchandise sales to cover the deficit from DBB. Another run of Tshirts as trade has already been established and are on the way.

Expenditures - Due in part to the absence of a business manager for the fall semester we fell behind in issuing Interdepartmental Transfers to cover expenses for Fridays on the Lawn. The IDTs have all been issued and we are now awaiting payment. Our contracted expenses for the year should actually be \$50 instead of \$1,250 and our leadership development expenses should be \$500 less with the application of John Kovalchik's Undergraduate Research Travel Grant.

Personnel - The spring DJ training class has finished up. We had roughly 30 applicants. All 17 new trainees have taken and passed their written test and 11 have

taken and passed their board tests. We will be testing the remaining trainees and scheduling the new DJs in March.

Training - Our program director Walt Lilly held a Premiere training session for the staff in order to increase the sustainability of our live concert series "The Lounge." Several students should now have a basic grasp of the editing software in relation to WKNC's regular usage. Jamie and Doug Flowers were also in attendance. Lilly plans on hosting another open session, yet to be announced, for those who could attend the first.

Technology - February 2015 was our most-watched month to date on our YouTube channel, with 4138 views and an estimated 228.5 hours watched. The Tweens Lounge we did in June 2014 continues to be our most popular, with 13% of our total Lounge views. Tweens, Spider Bags, Jackson Scott (full set) and Grandma Sparrow had the highest views in February. There are two sessions scheduled to be filmed at this time where we hope to incorporate new staff members in leadership roles. Our instagram account has seen a 25% increase in followers. We have been posting at least 20 images a month since August 2013.

Outreach - Double Barrel Benefit 12 had 750 attendees and spanned two Triangle cities getting reviews and previews in several news outlets including *Indyweek*. The spring Friday's on the Lawn outdoor concert series is planned through the end of the semester. This semesters series includes 3 dates including one on the final day of class that we plan to include a record swap. The events will be a collaboration with the Union Activities Board and Inter Residence Council.

Ethics/Legal issues - Nothing to report.

March 17 Board Report
Agromeck

Revenue: We sold 16.75 pages of ads—an increase over last year. We have sold 139 yearbooks as of March 16. We filled the last quarter page with a house ad.

Personnel: Several photographers have joined *Agromeck* staff as designers. Also, Molly Donovan, the design editor, submitted an application for *Agromeck* editor-in-chief.

We have discussed reaching out to journalism classes and design classes to recruit staff for the 2016 *Agromeck*.

Training: We have started talking about summer retreat. I will also begin training the new editor-in-chief.

Deadlines: We had two deadlines since the last board meeting. We made the Feb. 13 deadline. We had some technical problems for the March 6 deadline, so we submitted all pages except the index, which was submitted last week once the issues were sorted out.

We approved our cover and end pages design.

Senior Portraits: We had some problems with Lifetouch about senior portraits. They put the senior portraits in alphabetical order by first name on the CD. They also told us we would be receiving 353 senior portraits, but we received 438. In good news, we received a better amount of senior portraits. We adjusted our coverage to accommodate this change by deleting a spread.

Marketing and Promotion: With the completion of the yearbook, we will fully concentrate on marketing *Agromeck*. We will be unveiling Agromeck Man fully who will walk around campus. We also are working toward a Brickyard permit to set up a table to give out information about *Agromeck* and how to buy one.

Agromeck pens and stickers came in the mail over break, and we are waiting for the kookies to come in too. We will have this with our table.

We have also sent out an email to all seniors who got a senior portrait about purchasing a book. We will send out emails to others in the book, since the last part of the index is complete.

The *Technician*- February/March Board Report
Submitted by Ravi K. Chittilla

Personnel

My opinion editor, Nicky Vaught, has stepped down from his position. As a result, I've added on another assistant editor. Considering we only have about 20 papers left, I will not formally hire an opinion editor. News and Features have again struggled to maintain consistency and quality of content.

Technology

Ellen and Austin have been working with TownNews to give the website a much needed refresh. I'm not exactly sure when the final product will be deployed, but looking at the demo site, I'm happy to say our new site will be much more functional and aesthetically superior to the current one.

Coverage

I'm haven't been thrilled with our content the past few months. We've had a few stronger stories, especially from our SG beat reporter, Ian Grice. Last month, Ian also traveled to the Board of Governors meeting at UNC-Charlotte. In particular, I thought highly of our coverage following the murder of the three students killed in Chapel Hill directly following the tragedy. Overall, I think we could be doing significantly better, but the yield of our major recruitment cycle did not meet my expectations. We've added positions in both design, copy edit and sports, but did not add as much as needed in news, features and opinion.

Deadlines

Meeting deadline has been consistent with that of the last few months.

Ethical/Legal Issues

Nothing to report.