

# STUDENT MEDIA BOARD OF DIRECTORS AGENDA

Tuesday, March 14, 2017 • 7 p.m.  
Room 356, Witherspoon Student Center

## CALL TO ORDER

## APPOINTMENT OF MEETING SECRETARY

## OLD BUSINESS

1. Proposed change to Student Media policy regarding conflicts of interest

## NEW BUSINESS

1. Approval of Jan. 10, 2017 meeting minutes
2. Recommendations from advisory boards for 2017-2018 student leaders
  - Annual Publications
  - Business Office
  - Broadcast
  - Newspapers (*Nubian Message*)
3. Interview finalists for *Technician* Editor In Chief
  - Candidate #1
    - ~ Introduction: 3 minutes
    - ~ Board Q&A: 20 minutes
  - Candidate #2
    - ~ Introduction: 3 minutes
    - ~ Board Q&A: 20 minutes

## EXECUTIVE SESSION (personnel)

4. Selection of 2017-2018 *Technician* Editor In Chief
5. March 2017 budget update (Jamie)
6. 2017-2018 budget update (Patrick and Jamie)

## REPORTS

- *Agromeck*
- Business Office
- *Nubian Message*
- *Technician*
- *Windhover*
- WKNC

## ADJOURN

**N.C. State Student Media Board of Directors  
January, 2017 meeting minutes**

**Tuesday, January 10, 2017 • 7 p.m.  
Room 356 Witherspoon Student Center**

Present: Missy Furman, Jackie Gonzalez, Meghan Glova, Dante Genua, Robbie Williams, Laasya Vilimiri, Rachel Smith, Amanda Pearlszig, Stephanie Tate, Ashley Darrisaw (representing *Windhover* on behalf of Nikita Chintalapudi), Patrick Neal

Absent: Justin Hall, Josh Hyatt, Tania Allen, Chloe Anderson, Dean Phillips, Emily Ehling, Mary McPhatter

Others present: Jamie Lynn Gilbert, Martha Collins, Ellen Meder

**CALL TO ORDER & ELECTION OF MEETING SECRETARY**

Board vice-chair Jackie Gonzalez called the meeting to order at 7:01 p.m. with a quorum established. She asked that everyone introduce themselves for the benefit of the board's newest member, Laasya Vilimiri, who was appointed by the Poole College of Management to replace Mimi McCarthy. Stephanie Tate then volunteered to serve as secretary for the meeting.

**ELECTION OF VICE CHAIR**

With the resignation of board chair Mimi McCarthy due to a spring class-scheduling conflict, Jackie Gonzalez formally assumed the role of board chair. Rachel Smith volunteered to serve as board vice-chair for the remainder of the year, and the board approved that change unanimously.

**APPROVAL OF NOVEMBER 2016 MEETING MINUTES**

Stephanie Tate motioned to approve the minutes from the November 15, 2016 meeting, with Rachel Smith seconding the motion; the board approved them unanimously. (Those minutes were included with the meeting packet and are incorporated here by reference.)

**BUDGET UPDATE**

Jamie Lynn Gilbert reviewed the January, 2017 budget update, which was included in the meeting packet and incorporated into these minutes by reference. She noted that revenues from the 2016 Orientation magazine had been distributed among the various organizations and were now reflected on the budget report.

**2017-2018 BUDGET PREVIEW**

Patrick Neal spoke briefly about the upcoming budget process. He said he expected to see budget guidance from the DASA Budget & Planning Office soon. He said that other than applying most of the approved \$3-per-student fee increase toward student compensation, he did not anticipate any drastic changes in the upcoming budget. He encouraged the student leaders to confer with their advisers as soon as possible about the budget and to let him know if they wanted any significant changes.

## **2017-2018 LEADERSHIP SELECTION CYCLE**

Patrick reminded student leaders that the selection process for the groups' 2017-2018 leaders was officially under way. He asked those gathered to encourage anyone interested in applying to do so. He also reminded everyone that while some top-leader requirements could be waived by the board in making their selections, three of them – the requirement that applicants be full-time students, the requirement that applicants have a cumulative GPA no lower than a 2.5 and the requirement that applicants be free of active actions from the Office of Student Conduct – could not be waived. Rachel asked if students who could only serve one semester were allowed to apply. Patrick said they could apply, though he said such a circumstance might put them at a disadvantage in the eyes of the advisory and/or full boards when considering the application.

## **PROPOSED CHANGE TO CONFLICT-OF-INTEREST POLICY**

Patrick suggested that the board again table its consideration of further amending the Student Media Conflict of Interest Policy regarding top leaders' service as top leaders in Student Government as well as Student Media. He said that Newspapers Advisory Board's meeting Monday had been canceled due to inclement weather, and that board had thus had no opportunity to discuss the question. Laasya made a motion to table the item, with Meghan Glova seconding the motion. It passed unanimously.

## **REPORTS**

Written reports from all organizations were included in the meeting packet and are made a part of these minutes by reference. Otherwise:

- Amanda Pearlszig reported that *Agromeck* had sold 62 books as of Friday, Jan. 6.
- Rachel reported that *Technician* was in the midst of significant turnover on the senior staff; she anticipated that the *Technician* would have 10 or 11 new senior staffers in the spring.
- On behalf of Emily Ehling and WKNC, Jamie encouraged everyone to buy tickets to the 2017 Double Barrel Benefit.

## **ADJOURN**

The meeting was adjourned at 7:20 p.m.

# STUDENT MEDIA BUDGET VS. ACTUAL

DATE: March 1, 2017  
 PERCENT THROUGH FISCAL YEAR: 67%

056 AGROMECK			
	Budget	Actual	Percent
Payroll	\$ 16,668.13	\$ 9,222.12	55%
Supplies	\$ 900.00	\$ 97.00	11%
Leadership develop.	\$ 5,275.00	\$ 1,529.34	29%
Admin service charges	\$ 2,419.01	\$ 2,314.19	96%
Current services	\$ 27,084.00	\$ 740.57	3%
Fixed charges	\$ 2,064.00	\$ 562.00	27%
<b>TOTAL</b>	<b>\$ 54,410.14</b>	<b>\$ 14,465.22</b>	<b>27%</b>
Non-fee income	\$ 26,200.00	\$ 26,269.84	100%
Fee income	\$ 28,210.14	\$ 25,973.64	4.09%
<b>TOTAL</b>	<b>\$ 54,410.14</b>	<b>\$ 52,243.48</b>	<b>96%</b>
Profit/Loss	\$ -	\$ -	

058 WINDHOVER			
	Budget	Actual	Percent
Payroll	\$ 5,582.50	\$ -	0%
Supplies	\$ 635.00	\$ 95.57	15%
Leadership develop.	\$ 1,110.00	\$ 763.91	69%
Admin service charges	\$ 1,055.51	\$ 1,025.06	97%
Current services	\$ 15,940.00	\$ 6.85	0%
Fixed charges	\$ 762.00	\$ 189.00	25%
<b>TOTAL</b>	<b>\$ 25,085.01</b>	<b>\$ 2,080.39</b>	<b>8%</b>
Non-fee income	\$ 2,200.00	\$ 2,200.00	100%
Fee income	\$ 22,885.01	\$ 21,070.70	3.32%
<b>TOTAL</b>	<b>\$ 25,085.01</b>	<b>\$ 23,270.70</b>	<b>93%</b>
Profit/Loss	\$ -	\$ -	

066 TECH SUPPORT			
	Budget	Actual	Percent
Payroll	\$ 81,935.80	\$ 55,165.62	67%
Supplies	\$ 1,876.00	\$ -	0%
Leadership develop.	\$ -	\$ -	
Admin service charges	\$ 4,378.79	\$ 4,368.06	100%
Current services	\$ 1,377.24	\$ 964.21	70%
Fixed charges	\$ -	\$ -	
<b>TOTAL</b>	<b>\$ 89,567.83</b>	<b>\$ 60,497.89</b>	<b>68%</b>
Non-fee income	\$ -	\$ -	
Fee income	\$ 89,567.83	\$ 82,466.92	12.99%
<b>TOTAL</b>	<b>\$ 89,567.83</b>	<b>\$ 82,466.92</b>	<b>92%</b>
Profit/Loss	\$ -	\$ -	

061 NUBIAN MESSAGE			
	Budget	Actual	Percent
Payroll	\$ 5,817.01	\$ 2,968.36	51%
Supplies	\$ 50.00	\$ 477.46	955%
Leadership develop.	\$ 2,030.00	\$ 1,839.36	91%
Admin service charges	\$ 722.17	\$ 696.95	97%
Current services	\$ 7,696.00	\$ 5,814.40	76%
Fixed charges	\$ 930.00	\$ 384.00	41%
<b>TOTAL</b>	<b>\$ 17,245.17</b>	<b>\$ 12,180.53</b>	<b>71%</b>
Non-fee income	\$ 2,200.00	\$ 3,655.47	166%
Fee income	\$ 15,045.17	\$ 13,852.40	2.18%
<b>TOTAL</b>	<b>\$ 17,245.17</b>	<b>\$ 17,507.87</b>	<b>102%</b>
Profit/Loss	\$ -	\$ -	

059 WKNC			
	Budget	Actual	Percent
Payroll	\$ 37,615.49	\$ 24,138.45	64%
Supplies	\$ 2,600.00	\$ 1,898.12	73%
Leadership develop.	\$ 3,580.00	\$ 2,723.59	76%
Admin service charges	\$ 3,375.71	\$ 2,717.65	81%
Current services	\$ 6,420.00	\$ 5,228.39	81%
Fixed charges	\$ 4,854.00	\$ 3,964.00	82%
Contracted services	\$ 1,000.00	\$ 500.00	50%
<b>TOTAL</b>	<b>\$ 59,445.21</b>	<b>\$ 41,170.20</b>	<b>69%</b>
Non-fee income	\$ 50,300.00	\$ 20,639.99	41%
Fee income	\$ 9,145.21	\$ 8,420.18	1.33%
<b>TOTAL</b>	<b>\$ 59,445.21</b>	<b>\$ 29,060.17</b>	<b>49%</b>
Profit/Loss	\$ -	\$ -	

OVERALL			
	Budget	Actual	Percent
Payroll	\$ 636,647.66	\$ 396,512.13	62%
Supplies	\$ 19,786.71	\$ 9,889.13	50%
Leadership develop.	\$ 28,815.00	\$ 18,243.50	63%
Admin service charges	\$ 55,000.00	\$ 53,793.95	98%
Current services	\$ 140,486.23	\$ 76,013.39	54%
Fixed charges	\$ 23,358.00	\$ 14,483.40	62%
Contracted services	\$ 5,000.00	\$ 2,000.00	40%
Capital outlay	\$ 27,006.40	\$ 17,101.09	63%
<b>TOTAL EXPENSES</b>	<b>\$ 936,100.00</b>	<b>\$ 588,036.59</b>	<b>63%</b>
Non-fee income	\$ 246,600.00	\$ 153,018.03	62%
Fee income	\$ 689,500.00	\$ 634,836.59	92%
Interest income	\$ -	\$ 217.24	
Food Purchases	\$ -	\$ (403.26)	
<b>TOTAL INCOME</b>	<b>\$ 936,100.00</b>	<b>\$ 787,668.60</b>	<b>84%</b>
Net Profit/Loss	\$ 0.00	\$ 0.00	

057 TECHNICIAN			
	Budget	Actual	Percent
Payroll	\$ 92,424.12	\$ 50,512.11	55%
Supplies	\$ 1,150.00	\$ 1,180.37	103%
Leadership develop.	\$ 4,370.00	\$ 3,235.36	74%
Admin service charges	\$ 12,592.69	\$ 11,880.55	94%
Current services	\$ 61,350.23	\$ 38,456.06	63%
Fixed charges	\$ 11,377.00	\$ 8,544.48	75%
<b>TOTAL</b>	<b>\$ 183,264.04</b>	<b>\$ 113,808.93</b>	<b>62%</b>
Non-fee income	\$ 160,000.00	\$ 89,131.28	56%
Fee income	\$ 23,264.04	\$ 21,419.68	3.37%
<b>TOTAL</b>	<b>\$ 183,264.04</b>	<b>\$ 110,550.96</b>	<b>60%</b>
Profit/Loss	\$ -	\$ -	

060 GENERAL ADMIN			
	Budget	Actual	Percent
Payroll	\$ 396,604.61	\$ 254,505.47	64%
Supplies	\$ 12,575.71	\$ 6,140.61	49%
Leadership develop.	\$ 12,450.00	\$ 8,151.94	65%
Admin service charges	\$ 30,456.11	\$ 30,791.49	101%
Current services	\$ 20,618.76	\$ 24,802.91	120%
Fixed charges	\$ 3,371.00	\$ 839.92	25%
Contracted services	\$ 4,000.00	\$ 1,500.00	38%
Capital outlay	\$ 27,006.40	\$ 17,101.09	63%
<b>TOTAL</b>	<b>\$ 507,082.59</b>	<b>\$ 343,833.43</b>	<b>68%</b>
Non-fee income	\$ 5,700.00	\$ 11,121.45	195%
Fee income	\$ 501,382.59	\$ 461,633.09	72.72%
<b>TOTAL</b>	<b>\$ 507,082.59</b>	<b>\$ 472,754.54</b>	<b>93%</b>
Profit/Loss	\$ 0.00	\$ 0.00	

<b>As of December 31, 2016</b>	(308,108)	(253,062)	(212,717)	(246,600)	(125,849)	(246,600)	(247,100)	(248,000)	(248,000)	(248,000)	(248,000)
<b>Auxiliary: 0089 Student Media</b>							(500)	(900)	-	-	-
							0.20%	0.36%	0.00%	0.00%	0.00%

Updated CBS/HMD 2/8/17

Description	2013-14 Activity	2014-15 Activity	2015-16 Activity	2016-17 Budget	2016-17 YTD Activity	2016-17 YE Proj	2017-18 Budget	2018-19 Projection	2019-20 Projection	2020-21 Projection	2021-22 Projection
<b>Beginning Cash Bal</b>	<b>322,104</b>	<b>318,208</b>	<b>344,835</b>	<b>161,084</b>	<b>161,084</b>	<b>161,084</b>	<b>162,025</b>	<b>142,463</b>	<b>133,450</b>	<b>132,551</b>	<b>137,117</b>
Fees 401XX	(552,823)	(642,574)	(665,788)	(689,500)	(451,786)	(678,700)	(764,200)	(793,000)	(822,250)	(830,800)	(853,600)
Supporting Svcs 403XX	(40,296)	(45,823)	(44,768)	(46,300)	(8,577)	(46,300)	(39,300)	(40,000)	(40,000)	(40,000)	(40,000)
Sales/Service 404/406XX	(232,888)	(191,231)	(159,425)	(196,300)	(82,957)	(196,300)	(203,800)	(204,000)	(204,000)	(204,000)	(204,000)
Workshop Rev 405XX	(10,144)	-	-	(4,000)	(525)	(4,000)	(4,000)	(4,000)	(4,000)	(4,000)	(4,000)
Other Rev 407/408XX	(24,780)	(16,008)	(8,525)	-	(33,790)	-	-	-	-	-	-
Transfers 408XX**	-	-	-	-	-	-	-	-	-	-	-
<b>Total Revenues</b>	<b>(860,931)</b>	<b>(895,636)</b>	<b>(878,506)</b>	<b>(936,100)</b>	<b>(577,635)</b>	<b>(925,300)</b>	<b>(1,011,300)</b>	<b>(1,041,000)</b>	<b>(1,070,250)</b>	<b>(1,078,800)</b>	<b>(1,101,600)</b>
EPA	122,807	128,267	134,350	135,507	69,096	137,800	142,700	145,500	148,400	151,400	154,400
SPA	137,356	161,633	183,788	193,109	93,040	181,800	184,200	187,900	192,400	196,200	200,200
Temp	148,905	140,028	142,284	192,244	89,767	190,000	266,100	270,000	275,000	280,000	285,000
Benefits	90,766	98,797	107,282	115,789	55,337	110,000	120,700	123,800	128,000	132,200	138,600
<b>Personnel</b>	<b>499,834</b>	<b>528,725</b>	<b>567,704</b>	<b>636,649</b>	<b>307,240</b>	<b>619,600</b>	<b>713,700</b>	<b>727,200</b>	<b>743,800</b>	<b>759,800</b>	<b>778,200</b>
Contracted Svcs	6,288	2,050	5,100	5,000	2,000	5,000	5,000	5,000	5,000	5,000	5,000
Supplies/Materials	17,015	67,643	61,236	19,703	22,023	19,703	20,326	20,500	21,000	21,500	22,000
Travel	14,075	16,142	21,855	28,899	16,360	28,899	30,000	30,500	31,000	31,500	32,000
Current Svcs	260,847	197,880	212,182	141,692	63,047	147,000	146,000	148,000	150,000	152,000	154,000
ASC/DSC/Tort***	43,060	43,406	43,543	53,794	53,794	53,794	52,836	52,813	53,849	54,934	55,042
Fixed Charges	23,709	13,226	23,331	23,357	9,766	23,357	24,500	25,000	25,500	26,000	26,500
Capital Outlays	-	-	127,844	27,006	-	27,006	38,500	41,000	41,000	23,500	23,500
Stud Aid/Subcontracts	-	-	100	-	-	-	-	-	-	-	-
Transfers/Reserves	-	-	-	-	-	-	-	-	-	-	-
<b>Operating</b>	<b>364,993</b>	<b>340,347</b>	<b>495,191</b>	<b>299,451</b>	<b>166,989</b>	<b>304,759</b>	<b>317,162</b>	<b>322,813</b>	<b>327,349</b>	<b>314,434</b>	<b>318,042</b>
<b>Total Expenditures</b>	<b>864,827</b>	<b>869,072</b>	<b>1,062,895</b>	<b>936,100</b>	<b>474,230</b>	<b>924,359</b>	<b>1,030,862</b>	<b>1,050,013</b>	<b>1,071,149</b>	<b>1,074,234</b>	<b>1,096,242</b>
<b>Total (Net)</b>	<b>3,896</b>	<b>(26,564)</b>	<b>184,389</b>	<b>-</b>	<b>(103,405)</b>	<b>(941)</b>	<b>19,562</b>	<b>9,013</b>	<b>899</b>	<b>(4,566)</b>	<b>(5,358)</b>
Change in Accts Pay	-	(63)	(638)	-	701	-	-	-	-	-	-
<b>Ending Cash Balance</b>	<b>318,208</b>	<b>344,835</b>	<b>161,084</b>	<b>161,084</b>	<b>263,788</b>	<b>162,025</b>	<b>142,463</b>	<b>133,450</b>	<b>132,551</b>	<b>137,117</b>	<b>142,475</b>
Cash Reserve*	216,207	217,268	141,926	159,162		159,162	111,900	114,300	117,200	119,950	123,300
Capital Reserve											
<b>Projected Cash Balance</b>	<b>102,002</b>	<b>127,567</b>	<b>19,158</b>	<b>1,922</b>		<b>2,863</b>	<b>30,563</b>	<b>19,150</b>	<b>15,351</b>	<b>17,167</b>	<b>19,175</b>
<b>Student Media Fee</b>	<b>\$ 19.20</b>	<b>\$ 22.30</b>	<b>\$ 23.40</b>	<b>\$ 24.00</b>		<b>\$ 24.00</b>	<b>\$ 27.00</b>	<b>\$ 27.75</b>	<b>\$ 28.50</b>	<b>\$ 28.50</b>	<b>\$ 29.00</b>
\$ Increase	3.70	3.10	1.10	0.60		0.60	3.00	0.75	0.75	-	0.50
% Increase	23.87%	16.15%	4.93%	2.56%		2.56%	12.50%	2.78%	2.70%	0.00%	1.75%

# Student Media organization reports – March, 2017

## *Agromeck*

**Submitted by Amanda Pearlswig, Editor**

*No report as of Thursday, March 9, 2017.*

## **Business Office**

**Submitted by Mary McPhatter, GM**

*No report as of Thursday, March 9, 2017.*

## *Nubian Message*

**Submitted by Stephanie Tate, EIC**

### Revenue

n/a

### Expenditures

n/a

### Personnel

Our last two regular contributors will be finishing up their paperwork to become staff writers after this issue.

### Training

Both myself and staff writer Keilah Davis attended the North Carolina College Media Association conference in February. We also received four awards at the conference (yay!).

### Technology

I will be working with Ellen Meder and Doug Flowers to change the theme on our website. This will allow for a more visually appealing interface.

### Coverage

We received great feedback from our Valentine's Day Issue and from our Black History Month Issue.

We have also received great feedback about our live tweeting during the initial student government debate.

### Deadlines

I am still very impressed with how new writers have done a noteworthy job on getting content in before deadline, which has in turn made our production nights run more smoothly and efficiently.

### Ethics/Legal issues

n/a

## ***Technician***

## **Submitted by Rachel Smith, EIC**

### Personnel

Since the last Board Meeting we have hired two assistant sports editors, Nick Sinopoli and Andrew Schnittker.

We are continuing to see a steady flow of people finishing up their correspondency periods and becoming staff members. We have also been holding weekly recruitment pushes in the Brickyard and Wolf Plaza.

### Training

Ellen Meder, Mike Giancola and Stan North Martin held a “How the University Works” training for all senior staff members on Feb. 23. Ellen also is continuing to hold training sessions aimed at new staff members and correspondents.

A few of our staffers also attended the North Carolina College Media Association Conference on Feb. 25 and attended a variety of training sessions.

### Technology

We finally got a new printer! But, the new printer is continuing to have firmware issues. DASA Tech has been notified.

### Coverage

We covered a lot of big things in the past couple of months. At the beginning of February we had the Krispy Kreme Challenge and the second anniversary of the death of Our Three Winners. On the 13th we released our *Daily Tar Hell* which received a lot of great feedback from the Wolfpack community (not so much from *Technician* alums.) On the 16th we released our Baseball RED. And finally, on the 21st we (in collaboration with the *Nubian Message* and WKNC) held the Student Government debate. Overall, the debate, which was open to the public, live tweeted and live-streamed, went very smoothly.

### Deadlines

Our section editors are having a hard time keeping their staff members accountable for deadlines (as always), but our formal strike system does seem to help editors keep track of who has dropped stories or missed deadlines. The strikes we have given out thus far have seemed to be effective in terms of correcting the individual situations.

### Ethics/Legal issues

Nothing out of the ordinary.

# ***Windhover***

## **Submitted by Nikita Chintalapudi, Editor**

### **Revenue**

n/a

### **Expenditures**

We met with two different printers and decided to go with Theo Davis Printing, as this quote was significantly cheaper. The final quote for 1,400 books was \$7,628.00, which is significantly under our budget of about \$14,000.

We will be paying staff members who are on payroll sometime in the next few weeks.

### **Personnel**

C Philips was interviewed for the position of next year's EIC.

### **Training**

n/a

### **Technology**

n/a

### **Coverage**

We are starting to brainstorm about release party ideas and ways to advertise it. Right now we are looking at both Kings Barcade downtown and Fish Market Gallery as possibilities for the release party.

### **Deadlines:**

The deadline to have all the submissions reviewed and editing was February 10th. Both literary and visual were required to select 30 top selection pieces and 10 additional backup pieces.

Trevor and Eden started putting the pages together and we had a first draft of the book by our preliminary deadline of February 27th.

We sent in the book for proofs by our self-imposed deadline of Feb 28th and got the proofs back March 2nd. We approved the book with minor changes and sent it in for printing March 3rd.

### **Ethics:**

n/a

# **WKNC**

## **Submitted by Emily Ehling, GM**

*No report as of Thursday, March 9, 2017.*