

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

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

Present: Justin Hall, Missy Furman, Jackie Gonzalez, Laasya Vilimiri, Dante Genua, Robbie Williams, Dean Phillips, Tania Allen, Rachel Smith, Amanda Pearlszig, Stephanie Tate, Mary McPhatter, Emily Ehling, Patrick Neal

Absent: Chloe Anderson, Meghan Glova, Josh Hyatt, Nikita Chintalapudi

Others present: Jamie Lynn Gilbert, Martha Collins, Ellen Meder, Krystal Baker, C Phillips, Aditi Dholakia, Jonathan Carter, Anna Long, Anahzsa Jones, Keilah Davis, Deja Richards, Kai Anthony, Jamie Halla, Molly Donovan, Kenton Gibbs, Isaac Tolbert, Daniel Lacy, Kelly McNeil, Sara Darwish, Nick Sinopoli and Charlotte Rogus.

CALL TO ORDER & ELECTION OF MEETING SECRETARY

Board vice-chair Rachel Smith called the meeting to order and established a quorum at 7:12 p.m., as board chair Jackie Gonzalez was delayed en route to the meeting. Justin Hall volunteered to serve as the meeting's recording secretary.

PROPOSED CHANGE TO CONFLICT-OF-INTEREST POLICY

Patrick Neal said all four advisory boards had had a chance to discuss proposed changes to Student Media's conflict-of-interest policy. He said all four boards had recommended that the full board make no further changes to the language adopted at the October 2016 meeting.

APPROVAL OF JANUARY 2017 MEETING MINUTES

Robbie Williams motioned to approve the minutes from the January 10, 2017 meeting, with Dean Phillips seconding the motion; the board approved them unanimously. (Those minutes were included with the meeting packet and are incorporated herein by reference.)

RECOMMENDATIONS FROM ADVISORY BOARDS FOR 2017-2018 STUDENT LEADERS

- On behalf of the Annual Publications Advisory Board, Amanda Pearlszig recommended that the full board waive the two-semester requirement for C Phillips and hire them as the 2017-2018 *Windhover* editor. Dean made a motion to waive the two-semester requirement, and Missy Furman seconded it; it passed unanimously. Amanda moved that the full board name C the editor of *Windhover*, which was seconded by Laasya Vilimiri. That motion also passed unanimously.
- Amanda said the Annual Publications Advisory Board also recommended the hiring of Anna Long as the 2017-2018 *Agromeck* editor in chief. She said the board further recommended that Anna immediately begin working with the adviser to define critical supporting leadership roles and begin active recruitment, work with the adviser and current EIC to coordinate one-on-one training sessions in InDesign and AP style, and immediately begin taking some writing assignments. The advisory board also recommended that she take some journalism classes if at all possible. Laasya made a motion to accept the advisory board's recommendation and name Anna editor of the yearbook for next year, and Tania Allen seconded the motion. The board voted unanimously to approve it.

- On behalf of the Business Office Advisory Board, Laasya recommended that the board hire Deja Richards as manager of the Student Business & Marketing Office for 2017-2018. Robbie made a motion to that effect, and Dean seconded it. The board unanimously approved.
- On behalf of the Broadcast Advisory Board, Emily Ehling recommended that Jamie Halla be named general manager of WKNC for 2017-2018 on the condition that he discontinue WKNC's involvement with the Local Band Local Beer concert series. Dean made a motion to accept the advisory board's recommendation, which was seconded by Robbie. The full board's vote was unanimously in favor.
- On behalf of the Newspapers Advisory Board, Ellen Meder said that the board recommended Anahzsa Jones be named editor in chief of the *Nubian Message* for 2017-2018. Tania moved to accept that recommendation, with Missy seconding the motion. The board unanimously approved.

INTERVIEW, SELECTION OF 2017-2018 *TECHNICIAN* EDITOR IN CHIEF

Ellen reported that the Newspapers Advisory Board had been unable to decide on one applicant to recommend for the *Technician's* EIC position. She said that the advisory board had decided to forward the names of two finalists – Kai Anthony and Jonathan Carter – to the full board and let the full board decide who should be named to the post for 2017-2018.

To that end, both candidates were given three minutes to introduce themselves to the board, and the board had a 20-minute question-and-answer period with each candidate. (Voting members of the board were provided copies of both candidates' application packages prior to the meeting, and hard copies of those applications were available at the meeting itself.) Topic areas included each candidate's vision for the paper, areas of strength and weakness (both for the publication and the applicants), staff training, dealing with complaints and criticism, and staff disciplinary policies, among others.

After both candidates' interviews, Robbie made a motion for the full board to go into executive session to discuss the candidates; Dean seconded the motion, which passed unanimously.

After almost an hour of discussion in executive session, Stephanie Tate made a motion to go back into open session at 8:52 p.m. Dean seconded the motion, which was unanimously approved.

The board chair then entertained a motion that Jonathan Carter be named editor in chief of *Technician* for 2017-2018. The final vote was 5-2 in favor of the motion, with one abstention. Justin, Missy, Robbie, Laasya and Dante Genua all voted for the motion. Dean and Jackie voted against it. Tania abstained.

MARCH BUDGET UPDATE

Jamie Lynn Gilbert presented the March budget update, which was included in the meeting packet and is incorporated into these minutes by reference. Items of note included the following:

- *Agromeck* has now met its non-fee income goal of \$26,200, but mostly because an \$8,200 payment meant for FY1516 was deposited this fiscal year. Our *Agromeck* sales rep also sold \$15,000 instead of the budgeted \$12,000.
- *Nubian Message's* non-fee income is now at \$3,600, which is \$1,400 above its goal of \$2,200; much of that is attributable to the Nubian's share of orientation magazine profits. Having a non-fee income goal of between \$1,000 and \$2,000 for *Nubian Message* has fluctuated over the years and this shows that the business office can sell *Nubian*

advertising. A \$1,000 advertising goal is included in the 2017-2018 budget and is entirely feasible, she said.

- *Technician's* non-fee income actually went down from last month, from \$103,000 to \$89,000. That's because the \$15,000 payment for *Agromeck* and \$3,000 for WKNC were moved over to the proper accounts. Student Media has just one point-of-sale credit card machine, so everything charges to *Technician* and then the money has to be moved to the correct account.

2017-2018 BUDGET UPDATE

Patrick updated the board on the 2017-2018 budget submitted to the University on behalf of Student Media. (The summary page for the budget was included in the meeting package, and is made part of these minutes by reference.) He said that the biggest change for the coming year and beyond would be in senior staff pay rates, as the budget included funding to bring all senior staff positions up to an equivalent of \$8 per hour. He said that the original plan was to phase in the compensation increase over two years, but he said it was possible to do the entire increase a year early by changing and extending the schedule for planned upgrades for WKNC's studios from two years to three. He said the only other change that might noticeably affect operations was a reduction in Windhover's print budget from about \$14,000 to \$10,000 per year. He said that this year's bid process showed that to be a reasonable budget, adding that Windhover could augment its print budget with self-generated funds if it chose to do so moving forward. Finally, he noted that Student Media's reserve requirement had changed from 25% of all salaries (full- and part-time) to 25% of all full-time salaries.

In response to a question about magazine revenues – specifically the fairness of *Technician* receiving all proceeds from them despite the Business Office doing all the work involved – Patrick said the board would soon need to decide whether the magazine should remain as an entity under *Technician* or whether it would be better to make it an independent entity with its own staff and budget. If the board chose the latter path, he said, it would mean changing Student Media's constitution through a vote by the student body.

REPORTS

Written reports submitted prior to March 9 were included in the meeting package and are made part of these minutes by reference. Written reports distributed at the meeting are attached here.

ADJOURN

The meeting was adjourned at 9:20 p.m.

AGROMECK BOARD REPORT — March 14

Revenue:

- We have sold 168 books
- The period to pre-order books is closed
- Every person that took a senior portrait was notified about how to order a book at a discounted price
- We have 24 pages of ads

Expenditures:

- N/A

Personnel:

- 3 new writers
- 1 new designer
- Anna Long applied to be Editor-in-Chief for the 2017-2018 book

Training:

- N/A

Coverage:

- N/A

Technology:

- N/A

Deadlines:

- We submitted 20 pages on February 27 for senior portraits
- We submitted 48 pages on March 3 for deadline 6, our last deadline!
- We received proofs and will mail them back March 16.

Ethics/Legal Issues:

- N/A

Board Report January and February:

Business Office – Mary McPhatter

Income:

All outlets have seen a decline in revenue this semester. We have billed \$20,003.05 in January and February for the Technician, \$2,685 for WKNC, and \$2,682 for the Nubian. I have seen an increase in people wanting online and social media advertising as opposed to traditional print. We will have 5 online ads running on Technician by next week. We did receive some positive feedback from a recent WKNC client, Duke ADHD study. They were so pleased with their results that they shared our contact information with all other study coordinators at Duke. We have had one referral so far.

Magazines:

We did our first ever Healthy Living Magazine with sales at \$7,125. We partnered with University Recreation, University Dining, Office of Sustainability, Counseling Center and University Transportation to provide the content. University Recreation was so pleased with the magazine that they requested 1500 copies to go in their Wellness Fair bags. They look forward to working with us on future projects.

We did our first Double Barrel magazine for WKNC's DBB event. WKNC staff supplied the content it brought in an extra \$498.05 for the event. We hope to build on this publication for next year.

We just closed our Near NC State Top 40 survey last week and are working on those results to feature in our Near NC State Best Of magazine which will go out to student mid-April. We will also start Orientation magazine sales April 1.

Personnel:

We had 2 sales people quit recently due to conflicts with their school work. We have shifted our territories around so that now retail, services and dining share 3 sales reps. We feel it is too late in the semester to hire and train a sales person and that those 3 can handle the territories. Recruitment will be a big job for the incoming manager. We will be doing the on-campus job fair next week to start recruiting for summer and fall.

Training:

We did a beginning of the semester training night for our sales staff on January 23rd and invited 3 alumni, Chanon Smith, Kellie LeBlanc and Robbie Williams, to come speak, answer any questions, and give tips to our staff. Krystal will be taking 3 students to CMBAM, our national conference, at the end of the month. Deja Richards, Catherine Wetherington and Katlyn Benton will be attending representing NC State Student Media.

Technology:

Nothing to report.

WKNC March Board Report

Non-fee income (money in the bank), as of Feb. 28, 2017: \$20,639.99

Non-fee income (money that will be in the bank) by March 14, 2017: \$29,098.99

Because DBB14 was held so late in February, there was not enough time to deposit it for February, which is why this report includes that money.

Benefit Tickets \$6,426.00
Benefit Sponsorships \$725.00
Women's Basketball \$1,650.00
Men's Baseball Post \$1,200.00
LBLB contract \$3,400.00
Sponsor Sales \$8,258.25
Orientation Magazine \$2,200.00
Event Promotions \$1,400.00
Merchandise Sales \$1,915.74
Other \$1,924.00
Total \$29,098.99

Our total earned from DBB14 was \$8,000. That included \$6,426 in ticket sales, \$360 in cash sponsorships and \$875 in magazine ads. Some of this money is still outstanding, so it is not reflected in the totals above.

We have sold just under \$10,000 in sponsorship sales through the business office (not including DBB14 magazine sales). About \$1,000 is about to be sent to collections because the payments are overdue. Last year the business office sold and collected just over \$12,000 for WKNC. We are likely to need more than \$12,000 from the business office to meet our non-fee income goal for WKNC this fiscal year.

Personnel/Training – A new class of 14 DJ trainees finished up in February and are completing their board tests this week and next.

Outreach – Emily and Jamie G met with Ali Shumar from Duke to discuss our different station operations and infrastructure. WKNC DJ'd the College of Design Fish Market student art gallery as part of First Friday in downtown Raleigh. We also provided coverage for the Student Government election held last month which we later broadcasted on air. We are finishing up booking artists for our spring installment of Fridays on the Lawn – the dates are 3/24, 4/7, and 4/28.