

**NC State Student Media Board of Directors
March 2018 meeting minutes**

**Tuesday, March 13, 2018 • 7 p.m.
Room 4280 Talley Student Union**

Present: Sam McRee, Lilly Neal, Laasya Vulimiri, Josh Hyatt, Tyler Dukes, Robbie Williams, Dean Phillips, Darian Blakey, Jonathan Carter, Deja Richards, Anna Long, Anahzsa Jones, C Phillips, Jackie Gonzales, Patrick Neal

Absent: Missy Furman, Tania Allen, Meghan Glova, Jamie Halla, Ellen Meder

Others present: Adam Skrzecz, Xenna Smith, Katie Tart, Jules Conlon, Keilah Davis, Jamie Lynn Gilbert, Zanna Swann, Martha Collins, Connor Bolinder, Isaac Tolbert

CALL TO ORDER & APPOINTMENT OF RECORDING SECRETARY

Board Vice Chair Laasya Vulimiri called the meeting to order at 7:03 p.m. after establishing a quorum. Lilly Neal volunteered to serve as recording secretary for the meeting.

WELCOME NEW AND INCOMING BOARD MEMBERS

Patrick Neal introduced one new student board member and another student who will officially join the board for the 2018-2019 academic year.

Patrick said Student Body President Jackie Gonzalez had appointed Darian Blakey to fill the last remaining vacancy among the SBP-appointed seats. Patrick said Darian would be a voting member immediately and would serve through the end of the Fall 2018 semester, when she expects to graduate.

Patrick also welcomed Adam Skrzecz, who ran for and won a seat on the board in the February Student Body Elections. Patrick said Adam would not be a voting member of the board until his term officially began in September, but he said Adam planned to attend the board's remaining meetings of 2017-2018 as an observer.

APPROVAL OF JANUARY 2018 MINUTES

Dean Phillips moved that the Jan. 9, 2018 board meeting minutes be approved, with Anna Long seconding the motion. The minutes were unanimously approved.

MARCH BUDGET UPDATE

Jamie Lynn Gilbert presented the March 2018 budget update. The update was included as part of the meeting package and is made a part of these minutes by reference

Jamie noted the following:

- Expenditures are in line with expectations.
- Both Agromeck and WKNC are on track to meet their non-fee revenue goals.
- Nubian Message's non-fee revenue goal was revised upward to \$6,200, which takes into account the unbudgeted revenues realized from its 25th anniversary edition.
- Each media outlet can expect \$2,200 in income from sales of ads in the 2017 Orientation magazine to be credited to their organizations by the end of the fiscal year. Last year, Jamie said, the money was deposited into the individual accounts closer to the start of the fiscal year. This year, she said most of the money was billed and collected in May and June of 2017 – outside the current fiscal year. She said she expected the \$11,000 total to be billed and collected in May and June of this year to be moved from the individual accounts in June, prior to the end of the fiscal year on June 30.
- Technician's original non-fee income goal was \$160,000; based on sales thus far this year, Jamie said she revised it downward by \$50,000 to \$110,000. As of Feb. 28, she said Technician was at almost \$60,000, or 37% of the original goal and 19% behind where we were at this point last year. She said Technician must collect an average of \$12,500 per month for the next four months to

meet the revised goal. She said she believed it was doable and that she was not prepared to revise the revenue projection downward again at present, but she added that the projection may be lowered again for March depending on sales in the interim.

NCCMA RECAP

Staff members involved with the North Carolina College Media Association meeting hosted by NC State Student Media on Saturday, Feb. 24 at Withers Hall gave a brief recap of the event. A copy of the conference agenda was included in the meeting packet and is made a part of these minutes by reference. With 173 students and advisers registered, Patrick said it was one of the most well-attended conferences the NCCMA has ever hosted.

RECOMMENDATIONS FROM ADVISORY BOARDS FOR 2018-2019 STUDENT LEADERS

The various Student Media advisory boards interviewed candidates for all top student leader positions in the month of February and made their recommendations to the full board. Those advisory board recommendations and their outcomes were as follows:

- On behalf of the Newspapers Advisory Board, Anahzsa Jones “enthusiastically” recommended that Jonathan Carter be named Editor In Chief of the Technician and that Keilah Davis be named Editor In Chief of the Nubian Message for 2018-2019. Anahzsa made the motion to hire Jonathan, and Tyler Dukes seconded it. The board voted unanimously to approve it. Anahzsa then made the motion to hire Keilah, and Laasya seconded it. The board unanimously approved that motion as well.
- On behalf of the Broadcast Advisory Board, Sam McRee recommended that Jules Conlon be named General Manager of WKNC for 2018-2019. Lilly moved to accept the advisory board’s recommendation, and Laasya seconded that motion. The board unanimously approved it.
- On behalf of the Annual Publications Advisory Board, Anna recommended that Katie Tart be hired as Editor In Chief of Agromeck for 2018-2019. Anna moved to accept the advisory board’s recommendation, and Lilly seconded the motion. The board unanimously approved it. Also on behalf of the Annual Publications Advisory Board, C Phillips recommended that Xenna Smith be hired as Editor In Chief of Windhover for 2018-2019, and further recommended that the requirement of two full semesters of previous work with the medium be waived. Tyler moved to accept both recommendations and C seconded the motion. The board unanimously approved it.
- With regard to the Student Business Office’s top spot, Patrick said Deja had notified him that she was withdrawing her candidacy in light of new professional opportunities that had opened up for her since the interview, including a corporate internship with Nordstrom. In light of that, Robbie Williams moved that the position be left vacant for the summer, and that the application and interview process begin at the start of the fall semester. Dean seconded that motion. In the brief discussion that followed, Tyler Dukes asked Deja whether anyone currently on staff in the Student Business Office might be ready for the position. Deja said that while she had a good group in the Student Business Office, she didn’t think any of them had enough experience to step up to the top position yet. The board ultimately voted unanimously to leave the position open until the fall.

PROPOSED CHANGE TO TECHNICIAN PUBLICATION SCHEDULE FOR 2018-2019

Patrick said that in light of a precipitous ongoing decline in newspaper print revenues – a nationwide challenge for student and commercial newspapers alike – he recommended that the Technician reduce its print publication schedule from the current twice-weekly schedule to once per week, and further recommended that Technician cut the weekly summer print editions altogether. (A 15-year history of Technician ad revenues and a one-page summary of various scenarios and their concomitant cost savings were included in the meeting package, and are incorporated into these minutes by reference.) Patrick said that he had already briefed the members of the Newspapers and Business Office advisory boards on this recommendation, and he said the final budget submitted to the Division of Academic and Student Affairs assumed a once-per-week print publication schedule. He noted that while the budget reflected the cost savings expected from scaling back the print schedule, he said it left Technician’s personnel untouched, as the budget assumed that the same level of activity would continue to occur, only

redirected into online efforts and away from print. Jonathan said that beyond the financial realities, it was time for Technician to make the change and acknowledge the reality that most students were reading Technician online rather than in its print form. Patrick said that under Jonathan's leadership, the current Technician staff had been the only group in his experience who had truly pursued a "digital first" strategy; in light of that, he said, they would be the perfect group to take the Technician from a print newspaper supported by a website to an online news organization supported by a weekly print edition. In the end, Patrick said he would schedule a called meeting some time before the board's regular April meeting, and that he would invite members of the Newspapers and Business Office advisory boards in addition to members of the full board. He also encouraged Jonathan and Deja to invite any members of their staffs who might want to come and listen or offer their opinions.

REPORT ADDENDA

Organization reports provided by each of the media organizations prior to the meeting were included in the meeting package and are made part of these minutes by reference. Two board reports not submitted by the deadline for the meeting package are attached as part of these minutes.

With regard to addenda offered at the meeting:

- Anna said Agromeck had sold 14 or 15 more books, bringing the total number of books sold to more than 100.
- Anahzsa said she had decided to push the publication of the semester's remaining Nubian Message issues back one week, as the issue published just before Spring Break had only been on the stands for just two or three days when students were actually on campus to pick them up. Furthermore, she said, her staff would be able to produce a stronger paper with a week's lead time as opposed to trying to throw an issue together after being back at school for only a couple of days after Spring Break. She said she and her staff were still discussing what to do about the Nubian's final issue of the year, which would be pushed into finals week if all three remaining issues were published a week later than originally scheduled.

ADJOURN

Laasya adjourned the meeting at 7:35 p.m.

Nubian Message

Submitted by Anahzsa Jones, editor

Revenue

N/A

Expenditures

N/A

Personnel

- Our numbers have stayed fairly constant.

Training

- I will continue meeting with writers to make sure they are attending trainings in areas the writer can improve in.
- Friday office hours have continued and we've pushed up deadlines for opinions specifically to workshop articles with authors.

Technology

N/A

Coverage

- We are working towards coverage that meets our community coverage goals and working on increasing the usefulness of our content.

Deadlines

- The earlier deadline has proved effective for the paper.
- Earlier opinion deadline has been rocky, but helpful to give us more time making the opinions stronger.

Ethics/Legal issues

N/A

Technician

Submitted by Jonathan Carter, Editor-in-Chief

Expenditures

Nothing new to report.

Personnel

Since the last board meeting, two members of our editorial board have resigned. Emily Neville resigned as assistant opinion editor after I was made aware that she had publicly available tweets on her Twitter account containing inappropriate language. Kennedy McCutchen resigned as assistant news editor for personal reasons.

Noah Jabusch is our new assistant opinion editor. He was hired soon after the vacancy was opened. We have candidates for assistant news editor, after talking with a few news reporters who were interested in the position. I look to hire a new assistant within the next week. Both Noah and all of the candidates for assistant news editor come highly recommended from their respective section editors.

Training

No editorial board-wide trainings have been conducted since the last report. Ellen and section editors are continually conducting trainings for staff writers and correspondents.

Technology

Nothing new to report.

Coverage

Student Government coverage, especially with the coverage of the elections cycle, consumed most of the news department's coverage for February. Additionally, in conjunction with *Nubian Message* and WKNC, we hosted the debates for student body president and vice president, which were successful and ran smoothly.

As February, uniformly regarded by the staff as our most exhausting month, has ended, we are entering the part of the volume where it is imperative to look back at the goals we have set and ensure that we are accomplishing them. All sections have individual goals for content and coverage they want to accomplish before the end of the volume.

Deadlines

We have been ahead of schedule nearly every production night, whether web or print, the entire Spring semester.

Ethics/Legal Issues

Nothing new to report.