

**Notes from a called meeting of the Student Media Board of Directors,  
Newspapers Advisory Board, Business Office Advisory Board and Technician staff  
regarding proposed changes to the Technician's print publication schedule for 2018-2019**

**Tuesday, April 3, 2018 • 6 p.m.  
Room 5101 Talley Student Union**

Present: Patrick Neal, director of student media advising; Connor Fraley, Technician staff writer and copy editor; Missy Furman, chair of the Student Media Board of Directors; Laasya Vulimiri, PCOM representative and vice chair of the SMBOD; Justin Hammond, DASA Communications and Business Office Advisory Board member; Noah Jabusch, Technician assistant opinion editor; Meghan Glova, CHASS representative of the SMBOD; Andrew Schnittker, Technician sports editor; Nick Weaver, Technician design editor; Robbie Williams, SMBOD and Business Office Advisory Board member; Chanon Smith, Business Office Advisory Board member; Tyler Dukes, SMBOD and Newspapers Advisory Board member; Cory Smith, Newspapers Advisory Board member; Casey Johnson, Newspapers Advisory Board member; Adam Skrzecz, 2018-2019 SMBOD member, elected; Anahzsa Jones, Nubian Message editor-in-chief; Ellen Meder, editorial adviser; Jonathan Carter, Technician editor-in-chief; Jamie Lynn Gilbert, associate director of student media; Dean Simpson Phillips, SMBOD faculty representative; Zanna Swann, student media business and marketing manager; Aditi Dholakia, Technician opinion editor

**CALL TO ORDER**

Patrick Neal called the meeting to order shortly after 6 p.m., and Laasya Vulimiri volunteered to serve as recording secretary.

**OVERVIEW AND BACKGROUND**

Patrick gave a brief overview of Technician's non-fee revenues, which have fallen every year for the past 15 years except for one. A line graph plotting Technician's revenues over that span was distributed to attendees and is attached as part of these notes. Also distributed to attendees was a one-page summary of various scenarios representing changes to the Technician's print publication schedule; it is also attached as part of these notes. Finally, a detailed breakdown of Technician's non-fee revenues that was originally distributed to SMBOD members at their regular meeting in March was also made available for review.

Patrick said the Technician's declining revenue had left a projected \$50,000 hole in Student Media's overall budget for the 2017-2018 fiscal year and beyond. He said going from two issues to one issue per week and eliminating the print summer edition (i.e., Scenario 4 on the handout) would make up about half of that shortfall. He said the remaining \$25,000 came from cuts elsewhere in the budget that would have no effect on any student organization's operations.

**EDITOR-IN-CHIEF AND STAFF'S COMMENTS ON PROPOSED CHANGE**

Technician EIC Jonathan Carter said he believed the Technician staff was ready for the change, and he said he believed it was the right move to make regardless of declines in the paper's print revenue. He said the Volume 98 (current) staff was the first staff to truly embrace a web- and social-media-first approach. He gave a brief overview of the Technician's social media initiatives, and Ellen Meder gave a similar overview of Technician's web traffic. (The summary handouts Jonathan and Ellen used at the meeting are attached here and included as part of these meeting notes.) Jonathan noted that he had changed his staffing model to beef up Technician's web and social media efforts.

Following Jonathan's remarks, each section editor and other members of the staff spoke about what the change would mean for their respective sections. Each of them said that the move would benefit their

sections either immediately or in the fullness of time, and that it was time for Technician to face the reality that a clear majority of its student readers preferred getting their information online rather than in the paper edition.

A wide-ranging discussion lasting more than an hour followed, touching on everything from reallocation of student resources to monetization of Technician's various online platforms. Some points of note:

- While there was a strong consensus around the switch to a once-weekly publication schedule, it was not unanimous. Staff writer and copy editor Connor Fraley in particular said he believed reducing the print publication schedule was a “reactionary” mistake, adding that that he believed students and businesses would support an effort to keep the twice-weekly publication schedule if they were made aware of the Technician's financial situation. While several board members were sympathetic to that view, they questioned whether such support could be sustained over time given the paper's non-fee revenue history.
- Board members asked the Technician staff whether they expected their journalists to try and hold stories so that they appear in print rather than submitting it earlier for the web. The editors said that the mentality at Technician had changed such that they didn't believe that would be a big issue.
- Patrick emphasized that while the change in publication schedule did represent a budget cut for Technician, nothing had been cut from Technician's personnel budget.
- Ellen pointed out that the budget did allow the staff leeway to publish two to three “extra” editions a year if the editors felt there was a subject of great import to Technician's readers.
- Tyler asked if Technician had seen a decrease in the number of stories as the publication schedule has moved from five, to four, to two times per week, and if so what effect they anticipated the current reduction would have. Ellen said that the number of stories had decreased somewhat in the year immediately after the Technician moved from four to two days per week in print, but she said that the staff's productivity had bounced back strongly this year, with work done for the website comparing favorably to activity seen when Technician was printing four and five editions per week.

## **PUBLICATION DAY**

The latter part of the meeting was devoted to deciding which day of the week Technician should publish its print edition.

The discussion quickly boiled down to two possibilities, Monday or Wednesday/Thursday, and the pros and cons of each day were discussed at length. Some points of note from that discussion:

- Zanna Swann said the Student Business Office would be OK with either day, and that they did not believe any major clients would be inextricably wed to Monday or Wednesday/Thursday.
- Patrick noted that under Scenario 4 – the scenario upon which Technician's budget next year is based – there would be no print edition at all over the summer, but Jonathan noted that staffing would remain the same as in years past, only devoted to online content versus print production.
- Opinion Editor Aditi Dholakia and others spoke in favor of aligning the Technician's publication schedule with that of the Nubian Message so that they could be distributed together. Patrick said that while that would greatly improve the Nubian's on-campus distribution times, he urged the Technician staff to make the decision that was best for the Technician, as the Nubian's editorial staff would have the final say on any changes to their publication schedule.

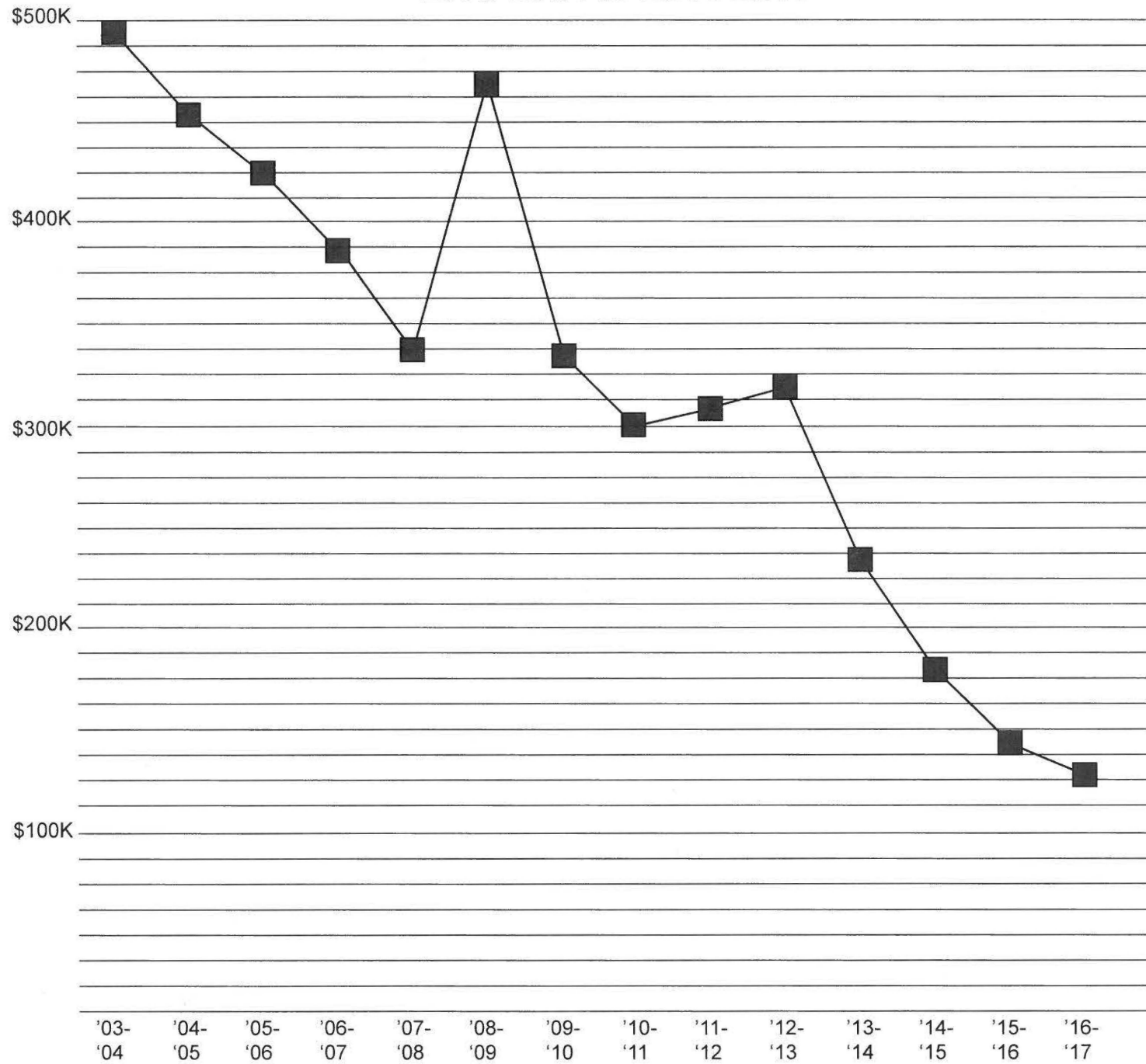
In the end, those gathered settled on Thursdays as Technician's publication day, as it was a good day for sections like Sports and Arts & Entertainment to preview weekend events, while at the same time giving writers with News three days at the beginning of the week to contact sources and work on their stories.

## **CONCLUSION**

Patrick thanked everyone for attending and offering their ideas, and said the next step would be for the Technician and the Student Business Office to work together on a publication schedule for 2018-2019 that would work well with the academic calendar.

The meeting adjourned at about 7:45 p.m.

## Technician non-fee revenues 2003-2004 to 2016-2017



**Scenario 0: Leave everything the same**

	Per Issue	Issues	
Printing - fall	\$ 475.00	30	\$ 14,250.00
Printing - spring	\$ 475.00	28	\$ 13,300.00
Printing - summer	\$ 405.00	11	\$ 4,455.00
Printing - extra			\$ -
Additional printing			\$ 2,500.00
Delivery	\$ 180.00	69	\$ 12,420.00
Magazines	\$ 3,000.00	3	\$ 9,000.00
			\$ 55,925.00

**Scenario 3: Reduce circulation from 5,000 to 4,000. Print one issue per week during all semesters.**

	Per Issue	Issues	
Printing - fall	\$ 450.00	14	\$ 6,300.00
Printing - spring	\$ 450.00	15	\$ 6,750.00
Printing - summer	\$ 380.00	11	\$ 4,180.00
Printing - extra	\$ 450.00	3	\$ 1,350.00
Additional printing			\$ 2,500.00
Delivery	\$ 180.00	43	\$ 7,740.00
Magazines	\$ 3,000.00	3	\$ 9,000.00
			\$ 37,820.00

**Scenario 1: Reduce circulation from 5,000 to 4,000**

	Per Issue	Issues	
Printing - fall	\$ 450.00	30	\$ 13,500.00
Printing - spring	\$ 450.00	28	\$ 12,600.00
Printing - summer	\$ 380.00	11	\$ 4,180.00
Printing - extra			\$ -
Additional printing			\$ 2,500.00
Delivery	\$ 180.00	69	\$ 12,420.00
Magazines	\$ 3,000.00	3	\$ 9,000.00
			\$ 54,200.00

**Scenario 4: Reduce circulation from 5,000 to 4,000. Print one issue per week fall/ spring, no printing summer.**

	Per Issue	Issues	
Printing - fall	\$ 450.00	14	\$ 6,300.00
Printing - spring	\$ 450.00	15	\$ 6,750.00
Printing - summer	\$ 380.00	0	\$ -
Printing - extra	\$ 450.00	3	\$ 1,350.00
Additional printing			\$ 2,500.00
Delivery	\$ 180.00	32	\$ 5,760.00
Magazines	\$ 3,000.00	3	\$ 9,000.00
			\$ 31,660.00

**Scenario 2: Reduce circulation from 5,000 to 4,000. Eliminate summer printing but maintain summer payroll.**

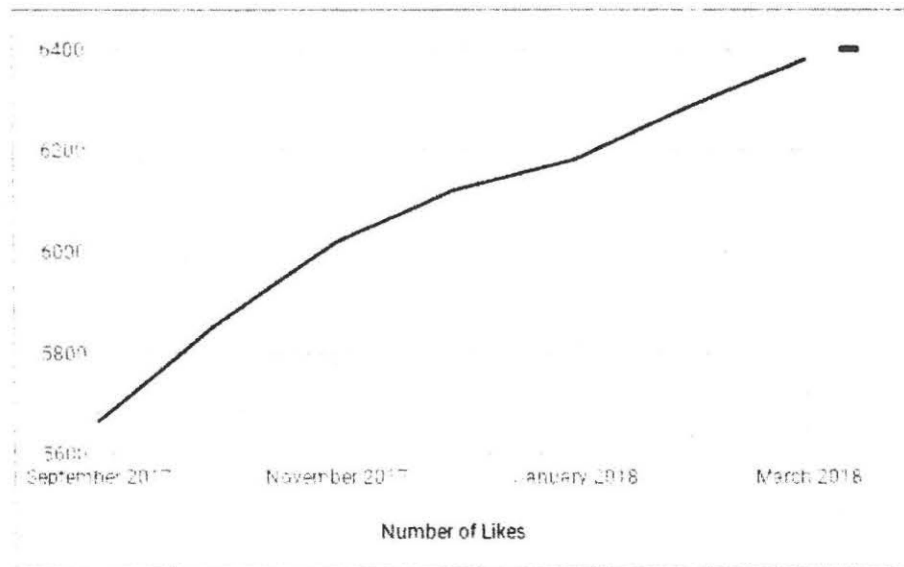
	Per Issue	Issues	
Printing - fall	\$ 450.00	30	\$ 13,500.00
Printing - spring	\$ 450.00	28	\$ 12,600.00
Printing - summer	\$ 380.00	0	\$ -
Printing - extra			\$ -
Additional printing			\$ 2,500.00
Delivery	\$ 180.00	58	\$ 10,440.00
Magazines	\$ 3,000.00	3	\$ 9,000.00
			\$ 48,040.00

**Scenario Savings**

Scenario 0	\$ 55,925.00	\$ -
Scenario 1	\$ 54,200.00	\$ 1,725.00
Scenario 2	\$ 48,040.00	\$ 7,885.00
Scenario 3	\$ 37,820.00	\$ 18,105.00
Scenario 4	\$ 31,660.00	\$ 24,265.00

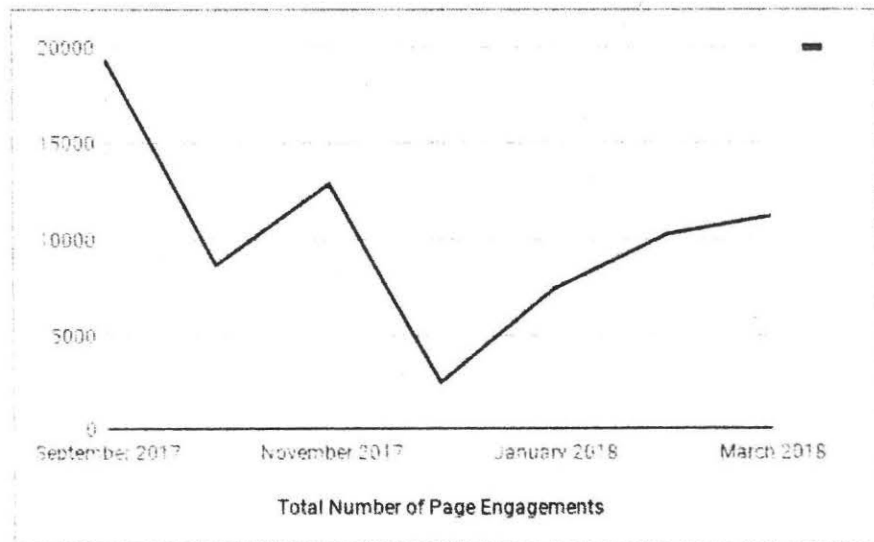
Number of Likes	
September 2017	5663
October 2017	5853
November 2017	6017
December 2017	6119
January 2018	6182
February 2018	6293
March 2018	6380

Number of New Likes:	717
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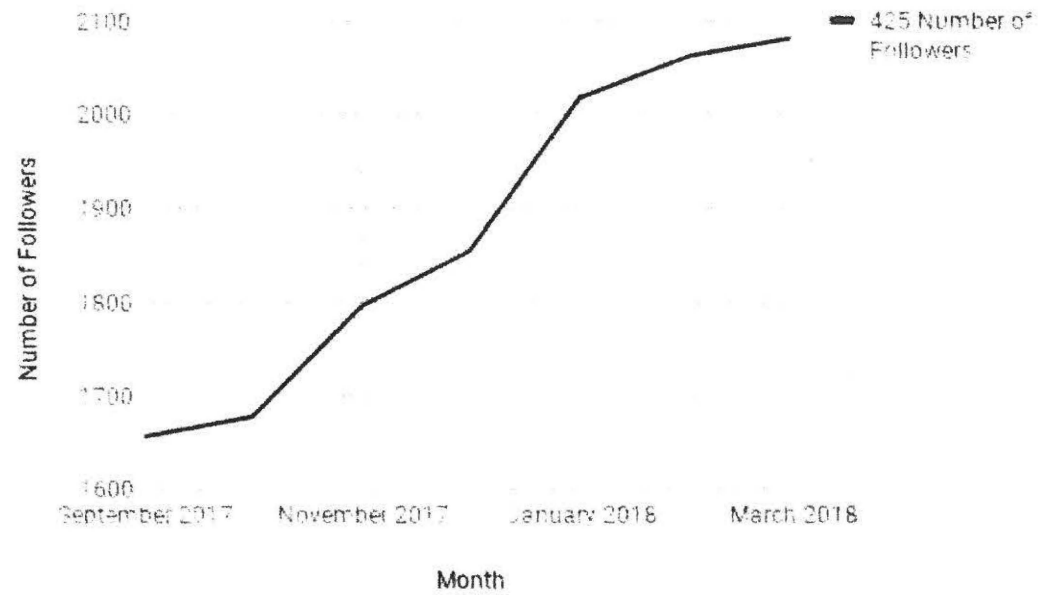
Average Number of Page Engagements	
September 2017	646
October 2017	279
November 2017	428
December 2017	80
January 2018	239
February 2018	366
March 2018	361

Total Number of Page Engagements	
September 2017	19380
October 2017	8646
November 2017	12865
December 2017	2465
January 2018	7417
February 2018	10258
March 2018	11193



New Followers Since 9/1/2017	425
Month	Number of Followers
September 2017	1656
October 2017	1677
November 2017	1796
December 2017	1854
January 2018	2017
February 2018	2062
March 2018	2081

Number of Followers vs. Month



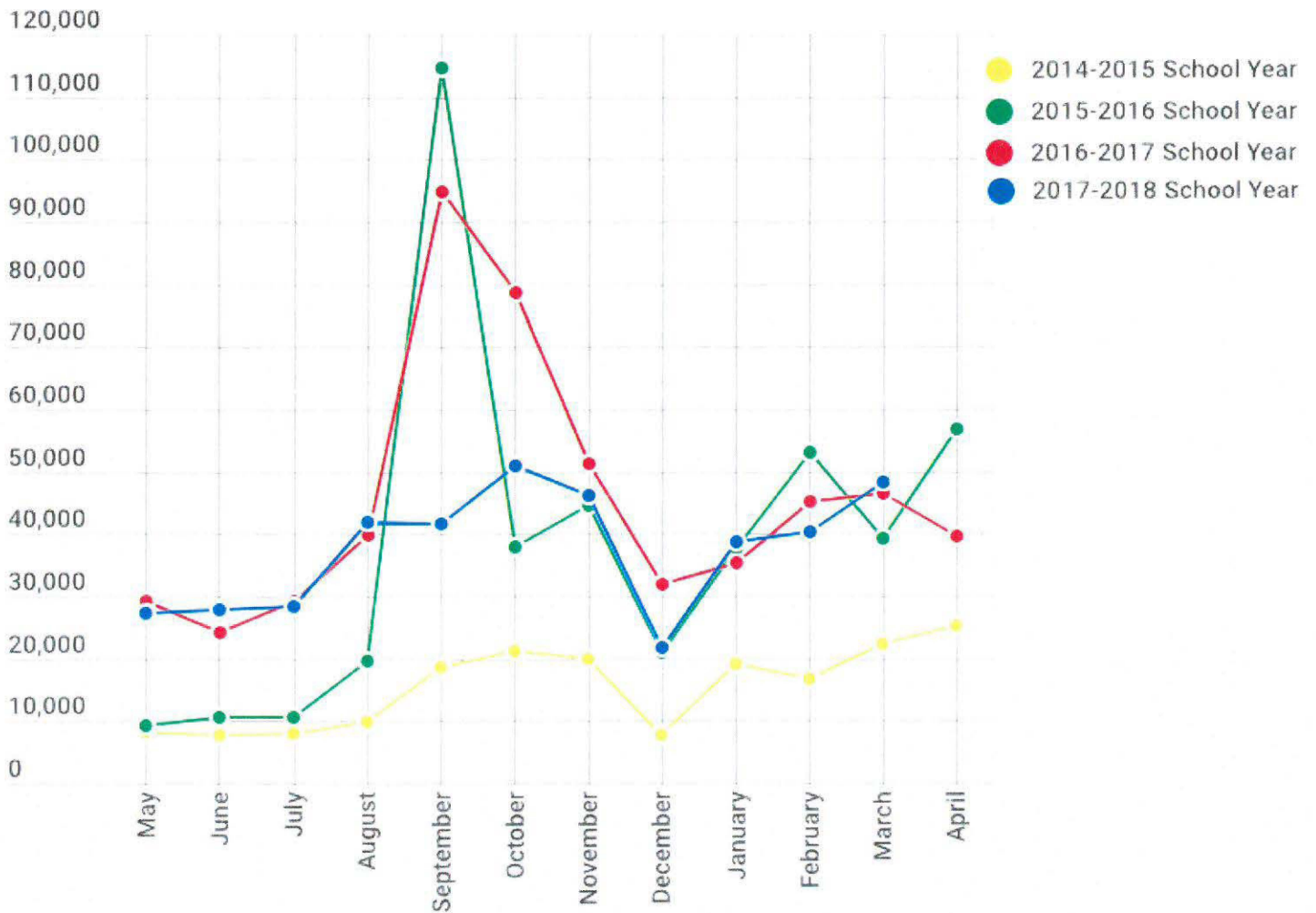
Tweet text	time	impressions	engagement	engagement rate	retweets	replies	likes	user profile clicks	url clicks	hashtag clicks	detail expansions
Should the word "Dixie" be removed from the NC State Alma Mater?	2017-11-06 17:50 +0000	8285	4206	0.507664454	25	25	22	310	0	0	2165
Make sure to pick up a copy of The Daily Tar Hell today at any one of our newsstands. <a href="https://t.co/JOnumXwzbV">https://t.co/JOnumXwzbV</a>	2018-02-08 17:12 +0000	21162	2501	0.118183537	40	3	89	140	91	0	333
NC State students celebrate today;s 95-91 win over UNC. <a href="https://t.co/BPI9I3klcb">https://t.co/BPI9I3klcb</a>	2018-01-27 19:56 +0000	7995	1166	0.145841151	27	0	139	27	37	0	38
The Student Body President/Vice President RUNOFF DEBATE will take place tomorrow, February 28 at 9pm in Talley 4140. #SGWinners <a href="https://t.co/Q1PFUNWC1I">https://t.co/Q1PFUNWC1I</a>	2018-02-28 03:29 +0000	3788	944	0.249208025	1	2	19	58	40	5	233
Technician spoke to all of the student senate presidential candidates about their past experience, platform and why they deserve students' votes.	2018-02-20 18:00 +0000	1918	773	0.403023983	2	0	7	12	59	0	94
Jess Errico and Meredith Spence Beaulieu have been elected the next Student Body President and Vice President	2018-03-02 02:10 +0000	5066	462	0.09119621	26	2	67	58	0	0	309
We are live with the election results. #SGWinners <a href="https://t.co/JMF2b1QvgJ">https://t.co/JMF2b1QvgJ</a>	2018-02-28 03:01 +0000	3454	430	0.124493341	0	3	13	72	25	16	117
The Daily Tar Hell makes a great, between classes read. Pick up a copy today at any of our newsstands, or check out the link below to our online PDF version.	2018-02-08 19:56 +0000	7714	406	0.052631579	10	6	25	28	146	0	96
Who has your vote for Student Body President/Vice President?	2018-02-23 18:10 +0000	2144	341	0.159048507	10	1	3	30	0	0	260
New print papers out today featuring @PackMensBball, pick up a copy at one of our stands <a href="https://t.co/NzoQVCyUJM">https://t.co/NzoQVCyUJM</a>	2018-01-29 21:21 +0000	3083	329	0.106714239	12	0	37	10	6	0	22
Popeyes, a Louisiana kitchen-based franchise, will be taking the former spot of Greek Fiesta on Western Boulevard. <a href="https://t.co/4gFtFGYZI7">https://t.co/4gFtFGYZI7</a>	2017-10-23 22:00 +0000	3308	311	0.09401451	12	3	18	17	65	0	196
Should politics stay out of sports?	2017-09-25 14:37 +0000	2196	291	0.132513661	4	6	2	10	0	0	34
BREAKING: Engineering building 2 is closed and on lockdown. We will update this post as more information becomes available.	2018-03-22 20:29 +0000	3059	282	0.092186989	11	0	11	169	0	0	91
SBT Willis announced his resignation Wednesday morning, ending the two-month long impeachment proceedings. <a href="https://t.co/RbR0Rwj3Qe">https://t.co/RbR0Rwj3Qe</a>	2017-11-01 12:43 +0000	2017	264	0.130887457	9	0	9	13	140	0	93
SBP/VP: RUNOFF between Quiroga/Lewis Errico/Spence Beaulieu #SGWinners	2018-02-28 03:09 +0000	1546	252	0.163001294	2	1	13	5	0	2	229
The Raleigh March for Our Lives is happening now on Fayetteville St. #MarchForOurLives <a href="https://t.co/6gcTlvs3Z5">https://t.co/6gcTlvs3Z5</a>	2018-03-24 14:11 +0000	2942	245	0.083276683	13	1	35	11	2	4	27



Alberto Quiroga, the presidential candidate running with Zach Lewis, said he was surprised by the posts that surfaced Tuesday morning. <a href="https://t.co/OvdmRUI7Og">https://t.co/OvdmRUI7Og</a>	2018-03-01 02:29 +0000	1814	239	0.131753032	0	0	2	27	148	0	61
Great morning for running and doughnuts! The 14th annual #KrispyKremeChallenge is underway. {ðŸ™ˆ};Nick Faulkner} #k2c <a href="https://t.co/H5XGjmchaF">https://t.co/H5XGjmchaF</a>	2018-02-03 13:15 +0000	5152	239	0.046389752	5	0	21	1	0	8	5
The debate has begun with an introduction of the candidates for IRC president, student senate president, student body treasurer and chief justice. #QuadDebate <a href="https://t.co/tlEFh6vmW8">https://t.co/tlEFh6vmW8</a>	2018-02-26 01:35 +0000	1150	238	0.206956522	0	1	3	3	2	0	44
BREAKING: Crabtree Valley Mall spokesperson Brian Asbill confirms reports of shots fired this afternoon in a mall parking lot. <a href="https://t.co/BksnymDyPf">https://t.co/BksnymDyPf</a>	2017-10-23 22:00 +0000	9793	219	0.022362912	17	2	8	13	9	0	69
What is your favorite Hillsborough street establishment?	2017-10-12 17:56 +0000	1396	216	0.154727794	3	4	0	10	0	0	42
And I'm married, proud married woman, and that is not a defining quality on whether or not I am capable of doing a job, said candidate Jess Errico. <a href="https://t.co/HM3kgddaVvk">https://t.co/HM3kgddaVvk</a>	2018-03-01 18:00 +0000	2941	212	0.072084325	12	0	18	20	100	0	62
We hope you're having a great #snowday2018 Wolfpack! Stay warm and safe out there. Great photos of State's winter wonderland taken by Amy Gahan and Hannah Shea from the photo team <a href="https://t.co/vz97hgjPFL">https://t.co/vz97hgjPFL</a>	2018-01-17 21:35 +0000	1789	201	0.11235327	3	0	14	10	12	2	16
Protestors gather in Nash Square for today;s Defend DACA March downtown. <a href="https://t.co/XBPzi7EXIN">https://t.co/XBPzi7EXIN</a>	2017-10-01 16:24 +0000	2542	197	0.077498033	7	1	14	5	4	0	14
Jess Errico was sworn in at the 98th Session Student Body Officer Induction in Talley today. <a href="https://t.co/DPHnDxMQmA">https://t.co/DPHnDxMQmA</a>	2018-03-28 20:04 +0000	1706	186	0.109026964	5	0	19	9	1	0	7

## TECHNICIAN WEBSITE ANALYTICS

TechnicianOnline.com users per month, year over year



### Average Sessions Per Day

	Average Sessions Per Day	Average Sessions Per Day: Weekdays Only
Fall 2014	728	896
Spring 2015	882	1,076
Summer 2015	379	
Fall 2015	2,351	2,955
Spring 2016	1,986	2,273
Summer 2016	1,025	1,091
Fall 2016	4,647	5,408
Spring 2017	1,836	2,136
Summer 2017	1,077	1,118
Fall 2017	2,007	2,315
Spring 2018*	1,960	2,194

\*as of April 2, 2018