

MINUTES

Sept. 23 , 2004 • 7 – 9 p.m.
Witherspoon Student Center Student Senate Chambers

CALL TO ORDER

NEW BUSINESS

1. Appointment of chair
2. Appointment of vice chair

From the Statutes: 2.17 Board officers

- a. The board will elect, by majority vote, a chair and vice chair at the board's first meeting in May.
- b. The chair of the board will be a student body representative.
- c. In the absence of the chair, the vice chair will serve as the chair.

3. Approval of the budget

Motion 1 made to accept the budget. Motion failed 3-5.

Motion 2 made by Portia Overton: "I move that we vote to accept the budget after clarification of each item is closely reviewed after proper documentation has been provided, which is not to exceed 30 days after the next scheduled meeting." Motion passed 8-0.

EXECUTIVE SESSION

The Student Media Advisory Board may adjourn into executive session to discuss matters of litigation, potential litigation or personnel.

ADJOURN

REPORTS

Reports have been mailed to all board members. Copies will be available at the meeting or may be requested in advance from the Student Media office.

1. *Agromeck*
2. *Americana*
3. *Nubian Message*
4. *Technician*
5. *Windhover*
6. WKNC
7. Assessment Plan

Agromeck • Josh Bassett, editor

The 2004 *Agromeck* came out on time making it one of the only books to do so in many years. With help from Taylor Publishing Company and their Milestones program, we sold about 1,200 books.

Over the summer the editorial staff, including myself, Jaime Trivette, Austin Dowd and Adam Dunn attended a workshop in New Orleans to begin work on the theme of this year's book. The four of us also attended classes to strengthen our abilities in the areas of photography, writing, design and staff management.

Also over the summer, I set up templates for the design of the 2005 book. Each section: student life, portraits/academics, organizations and sports each have two unique designs. Other summer projects included the partnership with Pan-Hellenic Council to produce this year's Welcome Wolfpack freshman directory. We sold 579 copies of the directory and sold 239 copies of the 2005 *Agromeck*.

This year's staff includes the editorial staff from last year including me, Austin, Jaime and Adam. We added about 15 photographers and four dedicated writers to makes the staff a strong group.

The photography staff has become a much more cohesive group thanks to the help of Austin Dowd, yearbook photography editor, and Taylor Templeton, *Technician* photography editor. These guys have trained all the new photographers in using the equipment, understanding photo policies and picking up assignments. The photographers thus far have turned out some beautiful photos, and it excites me to see them working so well together.

This year's goals include: increased coverage and a 100 percent increase in sales. Last year's book included quotes or pictured 1,400 people. The goal for the 2005 book is to quote or picture at least 2,800 students. I am confident through organization group shots and sports media photos we can easily accomplish this goal. This 2005 book is expected to sale 2,400 copies, a 100 percent increase in sales.

Americana • Nathaniel Horner, editor

(Provided at meeting in written form, not available here)

Nubian Message • Robert White, editor

- *Budget:* We moved \$200 from the photocopies and \$300 from postage to obtain delivery service from our printer, Triangle Web.
- *Personnel:* *The Nubian Message* had a staff retreat on August 21, 2004. We also had training session on Sept. 2, with Cat Warren, PhD. I got good feedback from the staff about both of those events. We will continue to provide that training for staff in the future. I am in the process of hiring photographers, writers, and an assistant to help the copy editor, Ivory Harris. I hired Jarred Legrand as the design editor to help with editing photographs, layout , and original graphics. My Mind, Body & Soul editor Jonathan Webb recently left. I am looking for a replacement for him.

- *Equipment*: The office equipment is working well. We only had minor problems with the computers. Joel has done a great job with fixing those problems. The only supplies I am thinking about purchasing in the near future are books and small supplies for the office.
- *Public relations*: To increase the *Nubian's* visibility, the staff will be passing the papers out to students on publication dates and making announcements about the paper's publication dates on the African American e-mail distribution list.
- *Production status*: We had a problem meeting as far as distribution in meeting our first deadline. I worked with Bradley on the budget, we will now have the paper delivered to campus on publication dates. The changes to the budget will ensure that we will not miss publication dates in the future.
- *Goals*: I wrote the goals of the *Nubian Message* to parallel the goals in the assessment plan. Those goals are:
 - Adhere to Publication Schedule
 - Create original content that attracts African-American community and general campus community
 - Adhere to the mission and ideals of *Nubian Message* founders
 - Increase advertising
 - Supply quality journalism that uses research and quotes from students, faculty, and staff.
 - Utilize campus and general resources to produce good newspaper.
 - Increase quality of design and photography of the newspaper
 - Be informative source for/about African-American community at N.C. State and N.C. State in general.
 - Ensure that it is a positive learning experience (fun) for all staff members.
- I am working on each of these goals to ensure that the *Nubian* meets these expectations and the goals of the assessment plan.
 - *Coverage*: The only coverage issues are coordinating interviews and teaching new staff members basic article writing. I am in the process of distributing materials and style sheets to help staff members improve their basic writing skills. The *Nubian Message* will also be doing mentoring within the staff to help inexperienced writers develop their skills and ensure quality articles in the future.
 - *Positive difference at N.C. State*: We continue to use *The Nubian Message* as a medium to educate the students, faculty, and staff about the issues and events important to African Americans at N.C. State. We also use the *Nubian* as a tool to educate the students about the facilities and resources available to them at N.C. State.

Technician • Matt Middleton, editor

Summer Recap

We came out every Wednesday during regular summer school sessions (10 times); one of those issues was an 18-page orientation issue. It was quite a challenge, as a vast majority of our staff was out of town, and a great deal of the work fell onto the laps of a group of about four or five people. Nevertheless, we were out on time every week and tweaked with some new designs and story ideas, while forming a good editorial core.

Training update/ Retreat

Technician held its annual staff retreat the weekend of Aug. 13-15. More than 10 staff members

of our editorial board attended, and despite the looming hurricane that nearly had us evacuate the island, the retreat was a positive step in the right direction and a good beginning to the year in terms of bonding and getting everyone on the same page.

Professionals

Already, we've also had productive sessions with professional writers Tim Peeler (Sports), Madalyn Rosenberg (News/Features) and Dan Holley (Viewpoint). We will continue these events as the year progresses, as I feel we've set up a great relationship with some people over at the *News & Observer*, as well as former Technician writers.

New Diversions section

We've divided Diversions into two distinct parts this year: features and A&E. I feel a real emphasis on campus features was something we really lacked last year, and the section's really come on the last couple of weeks. I see it going in exactly the direction I envisioned.

Staff turnover

This seems like a problem that's hit the news department the hardest. I remember our first news department meeting of the year: three editors, four reporters. Now, two of those editors are gone. But I feel the news editorial core we have right now – Thushan Amarasiriwardena, Erin Welch, Tyler Dukes – is a solid one. I'm pleased with the visual emphasis Thushan has placed on P1. Erin seems to be a quick learner with a great nose for news, while Tyler is steadfast in his devotion to *Technician*. In December, one of those two will have to take over for the departed Thushan.

Obstacles – News recruitment

The perpetual problem. I consulted with some Technician editors of the past and they turned to each other and said, "Sound familiar?" It's a challenge to get people on this campus to write about news. A large majority of perspective employees want their picture in the paper or yearn to cover sporting events or do music/movie reviews. I feel like our sheer numbers are not that bad right now, it's just a matter of continual training and reinforcement with aid from the managing editor and editor. Obviously, it's not an overnight task.

Getting out late

We've been in production over a month now and have gotten out of the office by 1 a.m. less than 1/4 of the time. We've decided to re-examine our deadlines and make a concerted effort to come in the office during the morning hours to knock out that hour of work that is otherwise done in the late afternoon, causing deadline to be pushed back.

Budget concerns

Our wire service decided to charge a \$1,200 fee for use this year. This means our popular feature "In the Know" is no longer viable. What this does, to put a positive spin on things, is make the paper 100 percent related to campus. But if our goal is to give the paper more depth (12-14 daily pages in the future), I can only look at our other peer papers and wonder how do we appropriately do that with no wire? In other words, let's make sure that's in the budget next year.

Windhover • Brian Darragh, editor

BUDGET:

The *Windhover* is in current-projected status of revenue usage. Publicity looks to be cheaper than projected, in hopes of putting more money towards the printing of the actual book. The only slight deviation from budget is in my hiring a web designer to update the Web site into one that is able to accept entries electronically. This cost is approximately \$500, which will be allocated by garnishing wages from both editors' projected expenses.

PERSONNEL:

New Hires: Josh Gajowski (Head of Design, Design Team Leader), Kim Tran (Web Designer)

Development: *Windhover* is soliciting itself to the student public for design and literary staff members. These staff members will have an "orientation" in early January. This will be in preparation to make decisions on creative entries in the issue.

Teamwork: Josh and I have both agreed in expanding the diversity of entries published in the book. This includes examples such as mathematical proofs, landscape architecture projects, translations, creative experiments, etc.

Diversity: With sights on these types of entries, it is our goal to hire a fully diverse staff in disciplines and cultural/linguistic backgrounds.

Involvement: There currently exist two professors wanting to help in production and workshops this year. In particular, Poet-In-Residence John Balaban, head of the English Graduate Department, has expressed interest in participating in the effort. Currently, the *Windhover* staff stands with 12 graduate students, six undergraduate students and two professors.

GOALS:

The goals for *Windhover* are simple and to the point:

- Produce a functional magazine and distribute it no later than two weeks prior to the end of classes, spring '05.
- Hire a more diverse staff than ever to create a fully functioning and accurate publication.
- Produce a publication that applies to all student groups and identities.

It is with these goals in mind that the staff of *Windhover* creative-arts magazine wish to provide N.C. State University and its respected demographic with a book that represents everything the University, itself, stands for. N.C. State is one of the most diverse schools in the country; it is only right to apply that same concept in a publication that represents such an institution.

WKNC • Jamie Proctor, general manager

Training – WKNC currently has 43 students at some level of training. That list is a combination of trainees from spring semester who did not finish the process, students we met at Freshman Orientation and students recruited in classes early this semester. Historically, WKNC has had a low rate of completion for its training. We are trying a new training system this semester where trainees are assigned a current DJ to shadow through the entire process (rather than sipping

between DJ in the past). Hopefully this new method will improve the quality and completion rate of training.

Sales – WKNC is also training new salespeople to sell Donor Announcements for the station. Those new salespeople, along with director Jared Bissinger are surpassing sales goals on a monthly basis and are looking to surpass WKNC's sales income projections for the year.

Other Updates

- While GM Jamie Proctor was in New York this summer, the station was under the leadership of Program Director Jared Bissinger and Afterhours Director Stephanie Keto. By all reports, everything went well.
- Over the summer, Stephanie oversaw the rebuilding and expansion of WKNC's music library. WKNC was present at Freshman Orientation where it recruited many of its current trainees.
- Currently, WKNC is having a new logo designed by College of Design students in Tony Brock's studio class. This project should be completed by Oct. 1 and possibly earlier.
- WKNC is also working on a number of promotional and community events. We are hosting a benefit concert this Friday at Martin Street Music Hall as well as a benefit for the Cancer Society in October. We're working with student government and a number of other groups to host a non-partisan voter motivation event on Oct. 23 and 24 to coincide with Wake County's "one-stop voting" program.

BUDGET • Submitted by Josh Bassett, Brian Darragh, Nathaniel Horner, Matt Middleton, Jamie Proctor, Robert White, Bradley Wilson