

**N.C. State Student Media Board of Directors
September, 2014 meeting notes**

**Tuesday, September 9, 2014 • 7 p.m.
Room 356 Witherspoon Student Center**

Present: Maddie Lassiter, Brandon Tung, Tiffany Johnson, Daniel Kale, Mimi McCarthy, Matt Donegan, Dean Phillips, Robbie Williams, Marc Russo, Liz Moomey, Mark Tate, Chris Hart-Williams, Ravi Chittilla, Ajita Banerjea, John Kovalchik

Absent: Mark Foley, Michael Biesecker, Rusty Mau

Others present: Jamie Lynn Gilbert, Martha Collins

CALL TO ORDER

In the absence of a chairperson, Patrick Neal called the meeting to order at 7:05 p.m. All members introduced themselves.

ELECTION OF BOARD OFFICERS AND RECORDING SECRETARY

The board elected Daniel Kale as its chair and Mimi McCarthy as vice-chair for 2014-2015. Liz Moomey volunteered to serve as recording secretary for the meeting.

REVIEW OF 2013-2014 AND 2014-2015 BUDGETS, AND SEPTEMBER 2014 BUDGET UPDATE

Patrick reviewed last year's budget, presenting it as a "good news, bad news" situation. On the positive side of the ledger, Patrick said that Student Media as a whole finished the year some \$4,000 in the red, as opposed to original projections that Student Media's expenditures might exceed revenues by almost \$90,000. The bad news, confirmed by Jamie, was that last year's overall non-fee revenue total was the lowest since at least 1999-2000, which is as far back as Student Media's records go.

For 2014-2015, Patrick quickly reviewed the cost-cutting measures implemented at all four print publications. To wit:

- *Technician's* weekly schedule has transitioned to a Monday-through-Thursday publication schedule, for a savings of some 17 percent on both printing and payroll.
- *Nubian Message's* publication schedule was reduced by a similar amount, from 20 to 17 issues budgeted per year, for a similar savings.
- *Agromeck*, which had in the past printed 1,000 books and given away about 90 percent of them, has a target of printing 350 books and selling 300 of them this year at an average of \$60 each.
- *Windhover*, which had in the past relied on student fees for its entire printing budget, is seeking outside sponsorship to cover that cost beginning this year. Patrick said the goal was either to find a private-sector benefactor or put together a consortium of campus departments that might be willing and able to split the cost among themselves.

With regard to the September budget report, Patrick and Jamie said that expenditures were thus far in line with projections. Patrick noted that 93 percent of the capital outlay budget under General Administration. He said that represented computer purchases for all of the organizations outlined in Student Media's five-year capital and technology plan, and that the board members probably would not see much more activity on that line for the remainder of the year.

FEE REQUEST UPDATE

Patrick said that in a change from years past, the Student Activity Fee Committee had begun soliciting fee requests for two years instead of annually, as had been the practice in the past. He said Student Media was requesting an increase of \$1.10 per student for 2015-2016 and an increase of 60 cents per student for 2016-2017. He said that he was scheduled to present the rationale for the request and answer questions about it at the Student Activity Fee Committee's meeting on Friday, Sept. 12. After that, he said, the Student Senate would make its official recommendations to the committee at its Wednesday, Oct. 1 meeting. Patrick said that he would attend that meeting on behalf of Student Media and be available to answer senators' questions as needed. He said that he should know both the Student Senate and final Student Activity Fee Committee decisions by the board's October meeting and would update them then.

NEW STAFF MEMBER

Patrick said that Ellen Meder had been hired as Student Media's Editorial Adviser to both the *Technician* and the *Nubian Message*. He said Ellen's first official day at the office would be Monday, Sept. 22, though she had agreed to come and join both newspaper staffs at their daylong retreat on Saturday, Sept. 13.

A graduate of the University of South Carolina's school of journalism, Patrick said that she was coming to Student Media from the *Morning News* in Florence, S.C., where she worked as a digital journalist. He also noted her prior experience in broadcast journalism as an intern at WSPA-TV in Spartanburg, S.C., and her leadership positions at *The Daily Gamecock* at University of South Carolina. He said that her digital experience would help both the *Technician* and the *Nubian Message* bring their online efforts into the 21st century, and that both the staff and Ellen were excited to begin their work together.

UPDATE ON BUSINESS AND MARKETING POSITION

Patrick said he was still working with Human Resources to finalize the details of the job description for Krystal Baker's successor in the Student Business and Marketing Office. The updated job description would be more narrowly focused on sales, marketing and non-fee revenue generation overall. He said that the process was taking longer than expected, but that he was hopeful that the position would be posted soon.

NEW LIMITATIONS ON HOURS FOR STUDENT STAFF

Martha explained new University guidelines governing the number of hours students may work per week under the Affordable Care Act. Martha said that students could work a maximum of 20 hours total at a University job or any combination of University jobs. Past that threshold, she said, the unit(s) in question would be compelled to offer the students health care coverage. She said that the affected senior staffers had already been advised of the change and were changing their work schedules to comply with the new guidelines. Furthermore, she said all hiring paperwork and time sheets had been updated to reflect the changes.

ORGANIZATION REPORTS & ADDENDA

The organizations' written reports are attached and made part of these minutes by reference. Otherwise, the student leaders offered the following addenda at the meetings:

Agromeck – Liz said that the *Agromeck* had been mentioned in the most recent "Howl" message sent to students. She also said that she, Martha and design editor Molly Donovan would travel to the Balfour press plant in Dallas Sept. 18-19 to tour the plant and meet with company representatives about the 2015 book. The trip was primarily funded by Balfour. She added that during the afternoon of the mini-retreat Saturday, Sept. 13, her staff would be going to SPARKCon as a "live" training exercise.

Business Office – Mark said that publication of the *Technician's* first-ever Dining Guide had been postponed from Sept. 4 until Sept. 11 due to slow sales. He also said he had hired two new sales representatives. Finally, he said that he and three members of his staff would be attending the Southern University Newspapers 2014 fall conference at UNC-Wilmington Sept. 22-23.

Nubian Message – Chris said he had hired Nia Doaks as his managing editor, and that they were looking for a dedicated staff member to design and lay out pages.

Windhover – Ajita said she would soon meet with her design team to develop a regular work schedule and otherwise try to address anticipated challenges with the design schedule and process.

WKNC – John said that the most recent WKNC interest session drew 30 attendees and generated 20 applications for the next training session. Of those, he said, 11 had been accepted into the class.

ADJOURN

The meeting adjourned at 7:55 p.m.

STUDENT MEDIA ORGANIZATION REPORTS - September, 2014

***Agromeck* submitted by Liz Moomey, editor**

Personnel

In May, I hired five section editors, which include:

- Kaitlin Montgomery, assignments editor
- Austin Bowman, co-design editor
- Molly Donovan, co-design editor
- John Joyner, photo editor
- Nikki Stoudt, promotions manager

Beside the section editors, three 2013 staff members returned

- Hannah Field, writer
- Eliza Eisenhardt, designer
- Amanda Pearlszig, designer

During the summer coverage was spread amongst the editors, and two new staff members joined.

Section editors are paid \$100/month and co-design editors \$50/month. The promotions manager will get a bonus for reaching goals, but payment will come from the business office.

Recruitment: At the orientation and Student Media Open House, 50 students expressed interest in working for *Agromeck*. With our previous staff included, it totals 21 members.

Applications will be filled out at the training to ensure they are done right.

Training

We will be holding training Sept. 13. In the morning section, the staff will have a bonding time and then go to their group whether it is design, news, features or photography. In the afternoon, we will go out on an assignment in groups of three (one writer, one photographer and one designer) and cover something on campus and then create a spread. We will also start weekly work nights, so the staff can work on their assignments and ask questions.

Revenue

n/a

Marketing and Promotions

Nikki will be working with the business office to ensure our marketing goals are being met. We have or plan on having partnerships with various organizations on campus, like Alumni Association, Greek Life, Parents and Family Services and Student Government, to get the word out about *Agromeck* and how to purchase one. We will have an ad in the *Technician* soon as well.

Deadlines

We have submitted two deadlines, June 27 and Aug. 14. We submitted 10 extra pages for the first deadline, and we submitted 48 pages to remain 5 spreads ahead. For our Oct. 7 deadline, we will be submitting 64 pages.

Business Office

submitted by Mark Tate, business office manager

Revenue

Technician

During this summer we ran two special sections, the Orientation Issue and the Move-In Edition. Between these two issues, we sold \$19,321.89 in advertisements. Also, in addition to this we sold \$1,686.00 of ads in the weekly summer *Technician*. We currently have profited around \$3,580 since July. The first few weeks of the semester have been slow but that was anticipated with a brand new staff. I am confident that we

will begin reaching our sales goal as our staff gets more accustomed to the work environment.

WKNC

Over the summer we sold roughly \$1000 in WKNC ads. To help boost the sales of WKNC we have hired Rebecca Volk as a WKNC account executive. Rebecca has experience as a DJ for WKNC and has done an outstanding job so far in bringing in sales.

Nubian Message

Nubian Message sales have been very slow. To help turn this around, we have hired Dane McMillan as the *Nubian Message* sales rep and marketing person. Dane has experience with the *Nubian* and is passionate about helping it succeed.

Agromeck

To help push the sale and awareness of the *Agromeck*, we have hired Nikki Stoudt as the *Agromeck* Marketing Manager. This is a new position that will focus entirely on the sale of the *Agromeck* as well as the sale of Senior Ads.

Personnel

We have had very significant staff changes. The only returning sales rep is Megan Walker who is also our marketing manager. We have hired 4 additional sales reps and are in the process of hiring two more, a campus rep as well as a prospecting rep to bring in new business. The marketing team has also been restructured. The marketing team is broken down by publication. We have personnel for WKNC, *Nubian*, and *Agromeck*. Megan is the lead on the Marketing team and oversees the *Technician* marketing. Two new office assistants have also been hired. We will start our biweekly meetings and weekly one-on-ones either next week or the following.

Training

On August 18th we held a two-hour training session for all new sales reps to show them how to use AdPro as well as to train them on client relations. The training was very effective. One-on-one training has also been given in the office while needed. The office assistants were trained directly by Martha and Krystal during the summer.

Technology

There are no problems with the technology, it has been working great.

Deadlines

We have moved the run date for our Dining Guide from September 4th to September 11th due to a lack of ads sold. This is mainly due to there not being adequate time for our sales staff to push this sale of this issue after being hired.

Nubian Message **submitted by Chris Hart-Williams, editor**

Personnel

Currently The *Nubian Message* has 14 returning staff members, two new photographers, and two correspondents who are working to become staff writers.

Training

There is training planned to take place after the Sept. 13 retreat. Training will be on basic news writing, such as writing leads, AP style, quote placement and more.

Technology

I revamped the website this summer, it has a more modern look. I decided to change it after one of the Editorial Advisor candidates criticized our website for being " a little out of date." In the past week we've had trouble with our web host, at times it takes several attempts to upload media to the site and at times the site itself glitches. I plan on setting out time to meet with Doug to go over these issues.

Coverage

We are looking to continue to build relationships with students of organizations and faculty members who head various departments on campus. We've covered three events so far, two of which will appear in our Sept. 10 issue. We received a joint \$150 grant from The Department of Multicultural Student Affairs, MSA and the African American Cultural Center, AACC to host program this Fall. I am scheduled to meet with their respective representatives the week of Sept. 22.

Revenue

Dane McMillian, a former staff writer started in the Business Office this Fall selling ads for the *Nubian Message*, we are looking forward to working with him to improve our ad sales. We've only received an ad for one of our three issues this Fall, and none have come in for our Sept. 10 issue.

Technician

submitted by Ravi Chittilla, editor

No report as of Sept. 4, 2014.

Windhover

submitted by Ajita Banerjea, editor

Personnel

This summer I hired my poetry/prose editor, short story editor, visual editor, audio editor, and the design team. They are as follows:

Committee Heads:

- Akira Romero-Berube—Poetry/Prose Editor
- Erin Holloway—Short Story Editor
- Julie Smitka—Audio Editor
- Abigail Chapman – Visual Editor

Design Team:

- Vikas Piddempally – Design Editor in Chief
- Lauren Lu – Senior Designer
- Vishnu Veeramachaneni – Senior Designer
- Sarah Bowman – Junior Designer

Though none of the designers from the previous year were able to return to work at *Windhover*, the new design team is experienced in web development, InDesign, and advertising, and I look forward to working with them!

At New Student Orientation, Student Media Open House, and Packapalooza this summer, 44 students expressed an interest in volunteering and/or submitting work to *Windhover*. I contacted all the students within one week of them signing up for information, and several followed up with me afterwards. Many of those students are currently in the process of signing up to join the committees.

Training

The committee heads have all submitted applications, and have a comprehensive background in their individual areas. We have discussed their responsibilities for the year, as well as general deadlines and expectations.

I've talked with students who are interested in becoming parts of the committees, and discussed the responsibilities of being in a committee, and about the guidelines of participating in *Windhover*. I've discussed with them what *Windhover* is about, and how they can become more actively involved in events throughout the year.

Deadlines/Events

We are in the process of deciding deadlines for priority submissions, and regular submissions, which will be similar to last year's. Thus far, we have planned to save one Open Mic Night for the spring, so it can be advertised for throughout the year. The design team's advertising experience should definitely help with campus coverage. I am also considering holding the release party at New Talley in the Spring, as per NCSU's request.

WKNC

Submitted by John Kovalchik, General Manager

Revenue

We ordered 50 unisex tshirts for trade. No other extra revenue sources were created.

Expenditures

Nothing to report. Within our promotions budget we purchased more promo items: stickers, koozies, match books. Over the summer purchased the rights to cartoon illustration of WKNC (used for tshirt design).

Personnel

We are currently in the process of gathering paperwork for all staff members, if paperwork has not been completed by September 26th those staff members will be terminated. New hires and old rehires include:

Program Director: W. Lilly
Operations Manager: Matt Brown
Promotions Director: Y. Chazal
Music Director: M. Bryson Assistant
Daytime Music Directors: Kevin Cosio, Maya Eriksen, Nathan Forbes
Afterhours Music Director: C. Dolecheck
Assistant Afterhours Music Director: C. Yeager
Chainsaw Music Director: J. Copus
Underground Music Director: O. Eruchalu
Assistant Underground Music Director: E. Badorrek
Blog Editor: Z. Dorsett
Public Affairs: N. Savage
LBLB Coordinator: P. Tran
Off-Campus Promotions: J. Phillips
On-Campus Promotions: C. Keesee
Production Manager: E. Turner
Photographer: R. Bridges
Business Office Assistant: R. Volk
Librarian: William Austin
Production Assistant: Matt Tobia

Graphic Designer: K. Gandhi

Training

We had one summer training class over the summer beginning shortly after classes had ended, the interest meeting was held on May 20th. We had [...] in attendance [...] turn in applications and [...] were accepted. An adjustment to the curriculum for the training class was made during the summer session with the addition of one homework assignment (critiquing DJs currently on the schedule) to be completed the day of the written exam (points off of no homework). Attendance was used each day to allow DJs to learn more about one another by answering a different question about themselves each class. The fall training class begins Monday Sept. 8th. Our interest meetings were on August 25th and 27th. There were roughly 120 total in attendance at both meetings, 100 turned in applications, we accepted 30.

Technology

All three CD players were replaced as well as the open production and promotions director's through the capital plan.

Coverage

In May WKNC sponsored Artsposure, and sent DJs to Drumstrong music festival in Charlotte for coverage. In June WKNC sponsored PBArt in downtown Raleigh, Redress Raleigh. In August WKNC sponsored Artists Like You concert at the Haw River Ballroom, Transfigurations Fest II in Asheville as well as sent DJs for coverage. In August we also partnered with UAB and IRC to organize Concert on the Lawn as a part of Wolf Pack Welcome Week, DJ'd the "Target Run," Respect the Pack, Packapalooza, and the NC State Blood Drive. We participated in Campus Connections and took part in the student media open house. To advertise the training class and Concert on the Lawn we printed 9000 copies of a double sided half sheet flier to come with the Freshman welcome bags. As a part of Wolf Pack Welcome Week our concert was listed on the official literature that also was included in Freshman welcome bags. Student Body President Rusty Mau briefly included information about our training class in his welcome email to the entire student body. The official NC State Instagram posted photos from Concert on the Lawn. We've had lots of pre-hopscotch coverage on air and on the blog. We've had regular podcasts of LBLB this summer. We were awarded the Indy Week's best in the triangle and the Downtowner award.

Deadlines

Nothing to report.

Ethics/Legal issues

Nothing to report.

The *Technician*

Submitted by Ravi K. Chittilla

Personnel

These first few weeks of production we've have seen an influx of new writers and young section editors step up to the plate. As with any beginning staff, we're still working to find our groove. I can't give a definitive number on new staff members as we're not sure who will stay with us and who will choose not to continue to work at the *Technician*. That being said, I've mostly been pleased with the content new staff members have produced in news. New staff members have begun to join the Features section as well, so I look forward to what they will produce. In photography, I've generally been pleased with how my photo editor, Caide Wooten, has chosen to run things, but we still lack a consistent schedule for color correctors.

Training

We have our new writers work on their stories with corresponding section editors. Photographers, the sports staff and the news staff have been working on training their new members, but as a result of most of our staff being new at this point, there are small problems that will be ironed out with time.

Technology

There are no serious problems to report to the Board regarding technology. Doug and I have spoken more about our mobile app, and we hope to begin to work on improving it to better fit our needs.

Coverage

I've been relatively pleased with our news coverage considering the youth of our staff (We retained a very small number of staff from last year). I originally had all new writers begin in the news section, with the exception of sports, but due to the Features staff having an even smaller returning staff, I have suspended this policy. There have been communication issues with regard to photo assignments made by the features staff to the photo staff, but my managing editor, photo editor and I have spoken to the Features editors, and have started to map out a plan with them to make sure that things run more efficiently.

Deadlines

We have made deadline for the most part, but I hope with Ellen's arrival we will be able to develop a better workflow.

Ethical/Legal Issues

We don't have any ethical or legal issues to report.