

NOTES

Tuesday, Oct. 8, 2013 • 7 p.m. • Room 201, Witherspoon Student Center

Board members present: Maddie Lassiter, Matthew Donegan, Robbie Williams, Dean Phillips, Chelsea Brown, Kierra Leggett, Sam DeGrave, Alex Parker, Sarah Buddo, Patrick Neal

Board members absent: Michael Biesecker (excused), Paul Ruddle (excused), Laura Simis (excused), Kristen Picot (excused), Alli Davidson (unexcused), Ajita Banarjea (excused), Bri Aab (excused)

Others present: Jamie Lynn Gilbert, Martha Collins, Doug Flowers, Katherine McCuiston, Travis Toth, Ross Gongaware, B.J. Attarian (via Skype and phone)

CALL TO ORDER

Patrick Neal called the meeting to order at about 7:05 p.m. Quorum was NOT met, as only four voting members (Lassiter, Donegan, Williams and Phillips) were present. Student Body President Alex Parker introduced the board's newest member, SBP appointee Maddie Lassiter, and other members and guests briefly introduced themselves for the benefit of those who hadn't attended a board meeting before.

NEW BUSINESS

1. No recording secretary was elected; Patrick Neal agreed to take notes for the meeting.
2. September, 2013 minutes could not be approved absent a quorum.
3. B.J. Attarian of Wolfbytes/Wolfpack Sports Television joined the meeting via Skype and cell phone to discuss Wolf TV. Specifically, he asked the board if the IPTV cable system scheduled for rollout in the spring could share the name "Wolf TV" with the student video group. He also discussed the possibility of the student channel returning to the system lineup. The main points discussed and/or agreed upon were as follows:
 - ~ It was agreed that the Wolf TV name would be shared by both the cable system and the student television channel, though they would not share common logos, and the student channel would likely add an additional tagline to differentiate it from the Wolf TV cable system.
 - ~ B.J. said he was almost certain that if Wolf TV was broadcasting at the time of the IPTV conversion, it could continue to broadcast post-conversion without additional investment on Student Media's part. B.J. was asked to confirm that as a certainty, as no money has been budgeted for Wolf TV equipment this year.
 - ~ It was agreed that Wolf TV channel and Wolf TV system personnel would have to establish solid lines of communication to handle cases of "mistaken identity" (i.e., students with technical difficulties contacting the channel staff and/or students with content-related comments/complaints contacting the system operators.)
 - ~ While Wolf TV would not be legally obligated to abide by FCC content

restrictions as part of a closed-circuit cable system, the students had agreed to observe those guidelines voluntarily.

~ Doug Flowers raised concerns about the unwieldy nature of scheduling content after B.J. confirmed that, absent the acquisition of additional equipment, the procedure for scheduling content would remain unchanged after the IPTV conversion. It was agreed that Doug, Patrick and other members of the Wolf TV staff would meet to establish the most efficient procedure possible. Patrick said that he would serve as the full-time staff member responsible for coordinating content scheduling.

4. Patrick explained the role of Student Media's advisory boards, and the board reviewed the list of current advisory board members. Maddie agreed to serve on the Broadcast Advisory Board. Patrick said that he would reach out to the unassigned board members to inquire as to their advisory board preferences in advance of the November meeting. Otherwise, it was noted that Bri Aab had been omitted from the Broadcast Advisory Board membership list included in the meeting package. An updated list is attached here and included by reference.

5. Jamie Lynn Gilbert reviewed the budget update report. She noted an unbudgeted expense of \$148.58 that appeared under the Tech Support section, apparently for Doug's DASA Tech cell phone expense. Patrick said that he would confer with DASA Tech Director Leslie Dare about that and other expenses that had been charged against that section of the budget. Otherwise, she noted that non-fee income (i.e., sales) were down dramatically for the year, at 5% of projections with 25% of the fiscal year elapsed. While it was noted that some money had been received but was not reflected on the budget update report due to new rules governing deposits, Sarah Buddo confirmed that this did not explain most of the shortfall. Sarah said that sales were indeed down significantly from this point last year, she and her staff were aware of it, and they were working on strategies to make up for the shortfall through the remainder of 2013-2014.

6. Patrick reported that the university's Fee Review Committee had recommended increasing Student Media's fee allocation by \$3.10 per student for the 2014-2015 academic year, which would bring Student Media's total fee allotment to \$22.30 per student per year. That recommendation, which came during the FRC's final meeting on Friday, Oct. 4, followed a resolution from the Student Senate adopted Sept. 25 that also supported Student Media's full request. That increase would restore the full-time production assistant's position in support of *Technician* and *Nubian Message* as well as inflationary increases. The request will now move first to the Chancellor's Office, then to the Board of Trustees and then to the Board of Governors for their approval. Alex, who served as a member of this year's FRC, said that he was confident that the request would remain intact at the Chancellor and Board of Trustees levels, but he said that ongoing budget uncertainties could conceivably weigh on all of the university's requests once they reached the Board of Governors' level. Final approval of the requests is scheduled for early in 2014, and requestors' should receive their final answers from the BOG in February.

7. Patrick briefly discussed a memorandum outlining a proposed change in *Agromeck's* business model, which is attached here and included by reference. He said

that it should be considered a starting point for conversation at the board's November meeting, and he encouraged Chelsea and her staff to discuss it at length and be prepared to bring any ideas of their own to the table at that time.

OLD BUSINESS

1. Approval of a change to the editor/manager hiring timeline and procedure for 2014-2015 was tabled for lack of a quorum.

REPORTS

The student leaders' organization reports are attached here and included by reference.

MEETING ADJOURNED at about 8:15 p.m. The board's next regularly scheduled meeting is Tuesday, Nov. 12 at 7 p.m. in Room 201 of the Witherspoon Student Center.

STUDENT MEDIA BOARD OF DIRECTORS
Advisory Board membership as of Oct. 8, 2013

Annual Publications

John Cooper Elias
Michele Chandler
Courtney Johnson
Ajita Banarjea
Chelsea Brown
Martha Collins

Broadcast

Joe Ovies
Kelly McCullen
Dean Phillips
Jamie Lynn Gilbert
Bri Aab
Maddie Lassiter

Business Office

Robbie Williams
Matt Donegan
Mike Hartel
Kelly Brys
Lauren Sundberg
Chanon Smith
Amy Callahan
Sarah Buddo
Krystal Baker

Newspaper

Paul Ruddle
Michael Biesecker
Dick Reavis
Toni Thorpe
Nancy Wykle
Ben McNeely
Tyler Dukes
Sam DeGrave
Kierra Leggett
Patrick Neal

Unassigned as of Oct. 21, 2013: Laura Simis, Kristen Picot, Alli Davidson

Friday, October 4, 2013

TO: N.C. State Student Media Board of Directors, Advisory Board members and staff
FROM: Patrick Neal, Director of Student Media Advising
RE: *Agromeck* business model

As you all know, some members raised questions about the long-term viability of *Agromeck* if it continues to follow its current business model. I agree that the current strategy is untenable in the long (or even medium) term.

With that in mind, I submit the following proposal as a starting point for conversation. I would ask you all to review this proposal, think about it between now and our November meeting, and come prepared to discuss it at length.

I would further urge the *Agromeck* staff and the Annual Publications Advisory Board to talk about this plan, compile their thoughts and suggestions, and designate one or more representatives to speak on their behalves at the November meeting.

The proposal I submit to you as a starting point for conversation is as follows:

- For 2014-2015, we retain the current model – 1,000 books printed and distributed free of charge to all pictured seniors and others featured in the book, with expenses partially offset by advertising and single-copy sales.
- For 2015-2016, we switch to a paid book that's open to all classes. We charge enough for each book to cover, at a minimum, all printing and mailing costs. We print only enough books to cover whatever is ordered plus any needed archival/office copies. The books would be mailed straight from the printing facility to the students' homes, eliminating the need for on-campus distribution beginning in the spring of 2016.
- We spend the remainder of this year and all of next year preparing for the switch. Early on in that time frame, we focus on convincing the Cashier's Office to add an optional check box for the yearbook to the tuition interface, collect that money from students and their parents on our behalf, and remit all monies collected to us at the beginning of the fall and spring semesters. If we are unsuccessful in obtaining the Cashier's Office's help, we must develop strategies to market the books directly to students and parents.

STUDENT MEDIA ORGANIZATION REPORTS - OCTOBER, 2013

Agromeck submitted by Chelsea Brown, editor

Personnel: We have retained 5 staff writers and and 7 staff designers. We lost one staff writer since last board meeting. New staff members are still working in their volunteer period. Staff members are required to complete three assignments before getting paid.

Training: We have began work nights every Wednesday and Thursday from 9-7p.m. This has helped train the writers and designers, as well as bond the staff. The section editors have been working well with the new staff. Assignments editor Liz Moomey will be attending the CMA/ACP Convention in New Orleans at the end of the month.

Marketing and Promotions: We have received 25 likes on our Facebook page since last board meeting, increasing the total to 536. I made a total of four posts on the page last month, reaching a peak of 601 people, according the Facebook page insights. Two other staff members and I worked a table at the Parents and Families tailgate on Sept. 28. We took pictures of students and their families in the Mr. and Ms. Wuf cut-outs and posted the photos on our Facebook page. We talked to parents about the yearbook and handed out about 15 order forms. We are in with conversation with Balfour to market directly to freshman.

Deadlines: We plan to submit 62 pages on October 9th. Since we are two spreads ahead on our deadline schedule, this will still keep us one spread ahead going into the Dec. deadline. Most of the content is in and we should not have a problem making deadline. Proofs just came in from our last deadline and we will complete those next week.

Technology: The computers in the *Agromeck* office have still not been updated to CS6.

Business Office submitted by Sarah Buddo, business office manager

Revenue:

Technician - Since the last meeting, sales dropped dramatically but we are starting to see an increase in the past week. Hopefully this upward trend will continue as some apartment complexes have started to ramp up their marketing. A lot of our local customers are nervous about advertising right now with the current economic climate. We are searching for other ways to bring in additional revenue such as coupon book to go along with our new pack premiums portion of the Student Media app. We have been discussing sales in our bi-weekly meetings and trying to get all hands on deck to bring sales up this semester. We have three special editions coming up, and we are sure that these will bring in the extra revenue that we need during this slump. These specials will be the Homecoming edition, Basketball preview, and Living Guide.

WKNC - Our sales for WKNC are primarily made by our WKNC sales rep, Jane Trunk. But, there has been a small increase in the rest of our sales staff

creating revenue for this media outlet by our red, blue, and green package deals. We are very excited about the spark of interest in WKNC and hope to keep it up. *Nubian Message* - Sales for the *Nubian* have been down. We are doing a *Nubian Message* sales push for the month of November and offering a buy one ad get one free deal. We hope this will encourage some new clients to advertise as well as help existing clients try the *Nubian* as a new media outlet if they have not advertised there before. We have also hired a sales rep just for the *Nubian Message* and he will start next week. More information is in the personnel section of the report.

Agromeck - We are hoping to do Senior pages this year in the *Agromeck* and sell a lot of these advertisements to increase revenue for our office. A lot of other schools do this and it creates a lot of extra revenue.

Personnel: We have hired a new staff member, Delton Greene. He will be assisting us with sales for specifically *The Nubian Message*. We are hoping having one staff member focus on this will help increase sales for the *Nubian*. He is enthusiastic and already has some ideas of new clients so we are excited for Delton to start.

Training: This year's SUN Conference was held here at NC State. Some of our staff got to attend and it was a very good experience for everyone that could go. We learned sales tips and got to hear about advertising ideas that other schools have implemented. Everyone was very enthusiastic and it was a great experience.

Nubian Message **submitted by Kierra Leggett, editor**

Personnel: Numbers have remained pretty high. Two people have had to leave *Nubian* staff as their schedules would not allow them to accommodate the *Nubian*. Also, Kelly has had to take on a lesser role at the *Nubian* in order to help out with an ailing family member.

Training: I have been working with several members of staff to teach them how to use InDesign, many have a basic understanding of the software, but still have not mastered it completely. DeErricka has also been working with staff members on how to maintain the website and update the app as well as how to manage our social media accounts. We would really like to begin the spring semester with staff less dependent on the two of us in the production process.

Coverage: Within the past few months, my staff and I have tried to position the *Nubian Message* as more of a news magazine rather than a newspaper. We have remained consistent in covering news stories such as the racial diversity in the NCSU Pan Hellenic Association and the Randolph County Schools ban of Ellison's Invisible Man, but have also included some lighthearted features, in particular, "Up Cuffed and Personal: The Real Deal Behind Cuffing Season."

Deadline: The next issue of the *Nubian Message* will publish on Oct. 17, 2013.

Technology: All of the computers in our office have been updated with the latest version of Adobe InDesign as well as wiped clean the main computer in the office because it was freezing often and moving very slow.

Ethical/ Legal Issues: An unsigned editorial was published in the Sept. 11 edition of the *Nubian* in response to a freshman student at Appalachian State University, who after the NC A&T vs. App State football game used hate speech in describing NC

A&T fans at the game. I contacted the young lady several days prior to publishing the editorial but heard nothing from her in response. After the editorial was published, she contacted me saying she wanted to publish an apology letter in the *Nubian Message*, but that she only wanted it to be published online. I explained to her that if she wanted to reach the same audience as the original article did, it would be best to publish in both the print version of the *Nubian Message* as well as on the web. Despite me clarifying to her in my first e-mail that I was writing an article for the paper about the incident, as well as her reading the editorial online, the young lady claimed she did not know I had already published something in the "school paper" about her. She went on to say that she did not want her name published in the paper and wanted to know "how much further" I was planning to go with this story. In another e-mail I explained to her that prior to the story being published I contacted her, giving her ample time to respond. I also posed to her that if she had already sent a public letter of apology to both NC A&T as well as App State the letter was public record and I reserved the right to publish it as well as report on it as I saw necessary. She did not respond to this e-mail nor did the Nubian publish her apology, but it can be found on the website of the *A&T Register*.

Revenue: The 2013-2014 publication calendar shows that there are 20 issues of the *Nubian*, however only 19 were budgeted for. I had to omit the Oct. 2 paper from the calendar as a result. Also we are over in color budget. The *Nubian* has run 4 color issues this semester. We are budgeted for 5 issues in color. The color budget was just for one side, but we have been running double color, which is double the cost. Henceforth, the *Nubian* will print in black and white the remainder of the semester, unless we have a color ad. Color ads were present in all but one of the color papers this semester, but it still did not offset the cost of double color printing.

Technician

submitted by Sam DeGrave, editor

Personnel: Shortly after the last board meeting, I fired the Viewpoint editor. He had, on numerous occasions prior to his dismissal, demonstrated unwillingness to follow instructions. In the early hours of Sept. 12, he published a column online without my consent after I told him the night before that the aforementioned column was not to be published until we could discuss it together. This was the proverbial straw that broke the camel's back and cost him his job. Megan Ellisor is the new Viewpoint editor. She served previously as a deputy Viewpoint editor, and I believe she will do a fine job leading the section. She has demonstrated that she has both the skill and editorial vision required for the position. Since the last meeting the diminishing numbers of staff members, which I mentioned in the last board report, has ceased to be a problem. I think the people who are with us now will be with us for at least the rest of the semester. If I notice this is not the case I will make sure to include that in my next report.

Training: Two weeks ago we changed the way all staff meetings are conducted. Previously, each section met independently, and these meetings took place between 3 p.m. and 9 p.m. on Sundays. This was problematic because it greatly hindered the production process on Sunday nights. We now hold meetings of the entire staff in Witherspoon 201 on Sundays. In these meetings, I cover a weekly training topic, which usually relates to things I've noticed in the paper the previous week.

Technology: Our printing situation has not improved since the last meeting, but WolfCopy has given up, so are now free to get our own printer. Hopefully, we will have

our own printer soon, so that we can start printing pages regularly. Also, at the end of the summer, Doug set up the office computers so that each staff member was required to enter a password to sign in every time one of the computers in the office fell asleep. This caused a number of problems for the production process, but as of last week, Doug removed this feature, and we haven't had computer problems during production since then.

Coverage: I have been content overall with our coverage since we last met. There have been a few stories that I felt could have been done better, but as I mentioned last month, our staff largely consists of new reporters. I have been working closely with many of them, addressing where they could've done more to make their stories better, so I expect that in my next report I will be able to say that coverage has improved.

Deadlines: During the last pay period, we made deadline eight out of 18 nights. This is unacceptable, but it is better than last month. In the span of one month we have decreased the percentage of times we missed deadline from about 75 percent to about 50 percent. Additionally, of the 10 nights we missed deadline during the last pay period, we submitted no later than 10 minutes past midnight on eight nights. So while I recognize we are still nowhere near where we need to be, I think we are on the right track.

Ethical/Legal Issues: See "Personnel" above.

Windhover **submitted by Ajita Banarjea, editor**

Revenue: We have not accrued any revenue thus far, but I have started looking into the possibilities/pros and cons of sponsorship. Gaining sponsorship would not only raise awareness about *Windhover*, but it would also give companies that are interested a chance to participate in *Windhover*. At the same time, there is the worry that sponsorships will conflict with the idea of a literary magazine, but we believe this can be overcome by attributing a simple page to sponsors in the publication.

Personnel: I have now confirmed my design team as follows:

- Monica Galletto (Design Editor)
- Mitch Caldwell (Senior Designer)
- Valen Lin (Senior Designer)
- Lynn Masters (Junior Designer)

These new recruits are in the process of filling out their university payroll and job agreement paperwork.

Marketing: I posted an update on the *Windhover* website regarding the deadlines for submissions this year. On Facebook, we have earned 14 new likes, with 178 likes total. On Twitter, we have 166 Followers. I will post the *Windhover* deadlines on the social media sites soon. I have started talking to my design editor regarding advertisements for the Open Mic in November. We are brainstorming designs to promote this crucial event.

Events: The Open Mic Night is still scheduled for November 7th at the Crafts Center. This is confirmed.

Deadlines: We have finalized the priority deadline for November 30th, to avoid a lack of submissions because of finals or winter break. We have decided on a final

deadline of January 10th. We have had several poetry submissions, and some short story submissions thus far, and seem to be doing well for this early in the year.

WKNC

submitted by Bri Aab, General Manager

Revenue:

Non-fee income (money in the bank), as of Sept. 30, 2013: \$2,109.50
DA sales for business office – \$250.00
Baseball from FY1213 – \$1050.00
Tir Na nOg – \$600.00
Promotions/Live Nation – \$200.00
Merchandise Sales – \$20.00
Other – \$(10.50)

Outreach: We've announced one of the three Fridays on the Lawn dates as October 18 from 5-7 p.m. with The Virgins Family Band and Johnny Alright. It is sponsored by UAB and IRC. We are ordering some items with sponsorship money to give away free at the event. Our off-campus promotions director has begun generating posters out of our CMJ charts to hang both at Schoolkids Records and WKNC. Our Program Director, Michael D'Argenio, is working on a plan to remote broadcast weekly during Friday's Local Lunch segment. This is planned to take place on Harris Field but until the construction there is completed, we are considering the Brickyard with the obvious cons being the amplified sound rules and the large potential for background noise.

Personnel: Our second staff meeting of the semester is scheduled for October 14 from 8-9 p.m. We are going to rotate Monday and Tuesday nights to keep those with weekly obligations on a certain night from missing every meeting of the semester. Former DJ, Craig Reed, recently took over the management of the Local Band Local Beer project. This change means a lot of additional work from our end: greater contribution in weekly bill booking, revising the artist contract with Tir Na nOg to reflect a new budget from them that will allow for backend deals and small guarantees, and a changing of all of our media to reflect a new start time (9:30 p.m.), but we think that the work will be worth it in the end.

Training: Our training class will have its last meeting Thursday, Oct. 3 from 6-7 p.m. We will be administering a written test on the training manual and class. Following the test, we've begun scheduling board tests to be done by John, Michael, and me. We are projected to have 27 new DJs for the fall semester, which is a number slightly higher than what we've generally allowed. We did this to ensure that this slightly larger graduating class would have replacements.

Technical: The WKNC chief engineer, Charlie Townsend, is battling a health issue, and he is thus unable to fulfill his engineering duties for an undetermined amount of time. We are looking at hiring an interim engineer or replacement for him. Our blog is projected to move from the WordPress format to Tumblr on October 10. While I do not believe that this goal will be achieved quite on time, I am positive that it will be completed by the end of fall break. Michael reported an issue with the DJ Skimmer to Doug recently, and they are looking into why it abbreviates the breaks occasionally.

Awards: We were nominated for three awards from the College Music Journal, a publication used by most college radio stations in the United States and still many more

abroad. The categories that WKNC was nominated for were: Best Community Resource, Best Champion of the Local Scene, and Best Music Taste. The conference, which David will be attending on leisure with no WKNC funds, will be held in New York October 15-19. After the full schedule was published, it became obvious that WKNC has one of the highest representations of student lecturers at CBI in San Antonio, making it into the top three schools selected to be on the presenting schedule.

Sharing Information In Multiple Formats: As part of Student Media's departmental objective to have a staff to be knowledgeable of current journalism, broadcasting and marketing practices in print, audio, video and online, each department is focusing this year on its ability to share information in multiple formats. For WKNC, this means the station's ability to communicate beyond its initial broadcast signal. This encompasses WKNC's blog, podcasts and social media presence.

The WKNC blog had 34 posts during the calendar month of September 2013. There were also 34 blog posts in August. In comparison, there were 32 total posts for May, June and July. Part of jump in posts is due to previews and reviews of the Hopscotch Music Festival. Blog editor Danielle Carozza has also been proactive in her new position. The blog had 15,447 page views during September, which accounted for a quarter of all traffic to wknc.org. The perpetual most-viewed post is the "88.1 Hottest Women in Indie Rock" post from January 2009 with 1,086 views, but "Hopscotch Road Maps: Our Map to Hopscotch by WKNC DJs" had 1,007 page views and General Manager Bri Aab's map had 488 page views. WKNC has a number of podcasts of public affairs and other non-music programming. During the month of September, the podcast from the July 9, 2013 "Eye on the Triangle" was downloaded 120 times.

- @WKNC881 has 5,640 Facebook likes as of Oct. 1, which is 66 more than the 5,574 we had on Sept. 1. There were 48 posts during September, with the 33 being auto-posts from the WKNC blog. Our most viewed posts were status updates, rather than links, with more than 2,000 people seeing a Sept. 17 post about WKNC's nomination for three CMJ awards. That post also had 26 likes.

- @WKNC881 has 6,812 Twitter followers as of Oct. 1, which is 140 more than the 6,672 we had on Sept. 1. There were 61 tweets during September, which includes 24 auto-posts from the WKNC blog and 18 retweets of another user's content. A tweet about the CMJ award nomination also received the most retweets (11).

- @WKNC881playlist has 205 Twitter followers as of Oct. 1, which is 21 more than the 184 followers we had on Sept. 1. The account also received 41 mentions from bands or fans commenting on the playlist.

- There were 132 song requests made via the Student Media app during September (we began tracking requests in mid-September). The playlist page of the app had 9,822 views during September and the schedule page of the app had 72 views.