

**N.C. State Student Media Board of Directors  
October, 2014 meeting minutes**

**Tuesday, October 14, 2014 • 7 p.m.  
Room 356 Witherspoon Student Center**

Present: Brandon Tung, Daniel Kale, Mimi McCarthy, Dean Phillips, Robbie Williams, Marc Russo, Mark Foley, Liz Moomey, Mark Tate, Ravi Chittilla, Ajita Banerjea, Nia Doaks, John Kovalchik, Patrick Neal

Absent: Maddie Lassiter, Tiffany Johnson, Matt Donegan, Michael Biesecker

Others present: Jamie Lynn Gilbert, Martha Collins, Ellen Meder, Louis Bailey (IRC)

**CALL TO ORDER**

Board chair Daniel Kale called the meeting to order at 7:05 p.m. and all members introduced themselves. A quorum of voting members was established. Ravi Chittilla volunteered to serve as recording secretary for the meeting.

**OLD BUSINESS**

The board unanimously approved the minutes from the March 17 (called) and Sept. 9, 2014 meetings, as well as the notes from the April 8, 2014 meeting.

**BUDGET UPDATE**

Jamie Lynn Gilbert and Patrick Neal presented the October budget report, noting that the Student Development, Health & Wellness Business Office had adjusted fee revenues upward by some \$14,000 to reflect actual receipts (based on 27,500 students) versus original projections (based on 27,000 students.) At the same time, two expense categories – current services and fixed charges – had been adjusted in such a way as to project a "break even" fiscal year for Student Media. Patrick said he believed that to be a realistic goal.

As for non-fee revenue, Mark Tate said that even though there had been some turnover on his staff, overall non-fee revenue was up some \$4,000 over the same time period last year.

**BUSINESS AND MARKETING MANAGER SEARCH UPDATE**

Patrick said the Business and Marketing Manager position had been posted and that a search committee consisting of Student Media staff, Student Media students and others from outside Student Media had been tapped to sort through the applicants. He said the committee would meet Oct. 28 and hopefully identify six to eight semifinalists at that time. Thereafter, Patrick said he anticipated the committee interviewing the semifinalists via Skype and identifying two to four finalists for half-day, on-campus interviews in late November/early December. Overall, Patrick said his goal was to have someone hired by the end of the semester.

**FEE REQUEST UPDATE**

Patrick said Student Media's two-year fee request – an increase of \$1.10 per student for 2015-2016 and 60 cents per student for 2016-2017 – received a favorable reception from both the Student Senate and the full Student Fee Review Committee. He said both bodies had approved

the requests in full and without question, and that the Chancellor had sent all of the fee requests forward to the Board of Trustees. He said that the Board of Trustees would send its recommendations to the Board of Governors, which would in turn send its recommendations to General Administration. Patrick said the true "final word" on the fee requests should come in February.

### **ELLEN MEDER INTRODUCTION AND REMARKS**

Editorial Adviser Ellen Meder introduced herself and gave a brief overview of what she had observed in her first four weeks working with the *Technician* and the *Nubian Message*. She said that based on her observations and input from the staff, she planned to host weekly training sessions open to all staff. She also said that the Technician wanted to concentrate on recruiting additional staff and that she was helping them develop a plan for doing so.

### **REPORTS AND ADDENDA**

Written reports are below and made a part of these minutes by reference. Otherwise:

- Liz Moomey reported that she and Molly Donovan had traveled to the Balfour plant in Dallas to tour the plant and talk about the cover of the 2015 *Agromeck*, which will not have a dust jacket this year due to budgetary constraints. As for sales, Liz said that 12 books had been sold as of the meeting date, though she hoped to see that number increase with senior portraits coming in November. Finally, she said Kaitlin Montgomery would represent Agromeck at the 2014 College Media Convention in Philadelphia.
- Mark Tate said that the Business Office had hired a new sales rep who would concentrate solely on prospecting. With that in mind, he said that the new person would not have a client base, as has been the norm for new reps in the past.
- Jamie questioned Nia Doaks on her written report, which indicated that the *Nubian Message* had 15 staff members. Jamie said only three *Nubian* staff members currently had paperwork on file. Nia said she would make sure that was addressed.
- Ajita Banerjea said that Windhover had spoken with George Thomas at the Crafts Center and had set a date of Feb. 25 for its Open Mic Night. Otherwise, Jamie questioned Ajita on the "n/a" indicated in the "Revenue" section of her board report. Ajita said she did not realize that generating revenue would be her responsibility, and Martha added that no previous editor had been asked to do so before. After some discussion, it was agreed that Patrick would assist the Windhover staff in identifying potential partners for the printed book and meeting with them prior to budget season.

### **ADJOURN**

The meeting adjourned at 7:35 p.m.

# **STUDENT MEDIA ORGANIZATION REPORTS - October, 2014**

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

*No report as of Oct. 10, 2014.*

**Business Office**  
**submitted by Mark Tate, business office manager**

## **Revenue**

### Technician

Revenue looks good at this point in time. We are averaging a larger percentage of ads in the paper than we did at this same point last year. We have also profited more YTD than we did at this same point in time last year.

### WKNC

Year to Date (July 1<sup>st</sup>-October 6<sup>th</sup>) we have brought in \$2794.96 from WKNC sales. Sales have picked up substantially since classes started so we have high hopes that with our new focus of having a WKNC account executive, we will be able to bring in a good portion of income from WKNC.

### Nubian Message

Nubian Message sales are still not where we would want them to be. Sales have increased some but not as much as we had hoped. We believe this is primarily due to the high advertising rates for such few papers distributed. Because of this, we are looking into lowering these rates.

### Agromeck

Nikki has been doing a wonderful job raising awareness for the Agromeck and is beginning the process of senior portrait sales. We are working on getting items for giveaways that can be used as incentive for purchasing the yearbook. We are extremely pleased with the status of the Agromeck as of this point in time.

## **Expenditures**

All expenditures are normal and everything is in line with the budget.

## **Personnel**

Our new campus account executive has started and has been doing a great job. In addition to this, our new prospecting account executive is set to start her position very soon. We believe this position will be a great opportunity to bring in new customers and revenue that Student Media does not currently get.

## **Training**

On September 22<sup>nd</sup> and 23<sup>rd</sup>, I took 3 of our account executives down to the Sun Conference in Wilmington, NC. This was a great learning opportunity for all of us. We had the chance to discuss what other schools are doing to increase their sales and took back many great ideas that we are planning on implementing. With guest speakers from businesses such as StarNews, our account executives were able to learn a lot about how to be an effective salesperson.

## **Technology**

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

## **Deadlines**

The deadline for the Homecoming Special Section is October 23<sup>rd</sup>. The section is set to run October 30<sup>th</sup>.

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

*No report as of Oct. 10, 2014.*

## ***Technician*** **submitted by Ravi Chittilla, editor**

*No report as of Oct. 10, 2014.*

## ***Windhover*** **submitted by Ajita Banerjea, editor**

**Revenue – N/A**

## **Personnel**

I have met with the design team, and we discussed their responsibilities for the year, and the requirements for their paperwork. We have had a few new members joining our committees as well, as volunteers. Some of them are still in the process of completing their paperwork.

We realized that we did not have enough money in the budget for a junior designer, although we had already hired one, so the salaries of each staff member were adjusted in order to allow the junior designer to have a salary from the reductions in compensation of the other staff members.

### **Training**

I've talked with students who have recently joined 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.

### **Events**

We have finalized the decision to hold one Open Mic Night in the spring, so it can be advertised for throughout the year. The design team has been notified that they will need to start advertising for this soon. I have been in contact with George Thomas at the Crafts Center, and he has given us some potential dates for the spring open mic night, which are in February. The actual date should be finalized shortly.

### **Technology**

With the help of the web-development savvy design team, we are considering making some modifications to the website to make it more appealing. We would like the information on there to be more organized, and deadlines to be posted clearly. This year, we would really like to put up some submissions that did not make it into the publication online at the end of the year, since unfortunately that did not happen in the past two years. Hopefully the website will be looking better by the end of this year!

## **WKNC**

### **Submitted by John Kovalchik, General Manager**

#### **REVENUE**

Non-fee income as of Sept. 30, 2014: \$5,200.07  
Business Office sales – \$673.13  
Tir Na nOg – \$1,400.00  
Promotions/Live Nation – \$2,800.00  
Merchandise Sales – \$343.00  
Sales Tax on Merchandise – \$(16.06)

Our sales numbers look low, but we actually have between \$3,000 and \$4,000 sold in donor announcements. Almost all DA sales are from our new sales rep (and existing DJ) Rebecca Volk. Aligning with the original intent for her position Rebecca has brought in new clients already (two). She has also been servicing our existing clients. We have about generated about \$140 from Google Ad Sense and are working to get that money deposited. We ordered another 50 unisex Godzilla tshirts for trade with a new vendor that is very interested in servicing us tshirts as much as needed. Thanks to Keyta Kemp in OIT, our WKNC Swag Swap is open at [wknc.org/swag](http://wknc.org/swag). We will be working on a big marketing push. Spotify has offered to sponsor our next Friday's on the Lawn concert in a simple \$200 dollar trade for tabling at the event.

**EXPENDITURES**

Nothing to report.

**PERSONNEL**

Jacob Davis, who just completed the training class, was hired as the volunteer Daytime Music Assistant. We have 88 staff members, with another 31 just completing the fall training class.

**TRAINING**

The written test for our Fall 2014 cohort of DJ trainees was on Monday October 6th. We will be administering the board test individually, based on each trainee's availability over the next three weeks.

**TECHNOLOGY**

Nothing to report.

**OUTREACH**

We ended Hopscotch with 24 hours of live broadcasting and 26 interviews with Hopscotch artists. 21 of those interviews were podcasted on the WKNC blog among our other general photo and text coverage of the festival. We hosted 2 Fridays on the Lawn, with about 200 in attendance at the first event and 150 at the second event. Our third and final concert for the semester will be held on Nov. 14 with the Tills from Asheville and Lilac Shadows from Raleigh. The first of our monthly music movie nights at Schoolkids Records was on Sept. 24th, there were 14 people in attendance we expect to grow the event by adding a projector and more seating, our next is scheduled for Oct. 29th. We sponsored the Girls Rock NC 10th Anniversary Rally at Cat's Cradle on Oct. 4th. We also DJ'd and sponsored the Hepcat Bicycle Race. We tabled the brickyard on Sept. 10th for Campus Connections II. We have entered Spotify's Soundclash competition, a playlist competition among college organizations across the country based on followers of 15 song Spotify playlist with a \$5,000 grand prize and \$1,000 runner up prizes--we are currently 7th overall.

**Ethics/Legal issues**

Nothing to report.

## Agromeck Board Report: Oct. 14 Meeting

**Personnel:** We have 21 students on staff—the same number as previously. Some people have left, but others have expressed interest in joining staff.

Some correspondent staff members will soon reach their requirements of three spreads, stories or work nights during deadline. We will begin to get them officially hired.

**Training:** We have started work nights twice a week generally on Wednesday or Thursday 7-9 p.m. This is the primary way of training. Also, several staff members have been coming to our office hours to work on their spreads or stories.

We are not sending a future leadership staff member to the CMA/ACP Convention in Philadelphia.

**Marketing and Promotions:** We created an Instagram, which will show followers what events we are covering and some throwbacks to past Agromecks and events. Nikki Stoudt, the promotions manager, has been maintaining the Facebook and posts about twice a week.

Our partnership with the Alumni Association is running smoothly. We have been at BEAT t-shirt distributions and other events, like Legacy Luncheon, getting our name out there.

We are also partnering with University Scholars to promote us at their forums, and we agreed to cover their “Best of 35” events.

We have sold 12 books. Our Facebook has 621 likes, and our Instagram has 46 followers.

We also have started working on getting promotional items.

**Deadlines:** We have submitted three deadlines: June 27, Aug. 14 and Oct. 7. We submitted 60 pages, or 30 spreads. We are 3 spreads ahead.

Proofs should come in later this week.

## ***Nubian Message***

Personnel - Currently the *Nubian Message* has 15 staff members, two correspondents who are working to become staff writers, and one volunteer (an RA).

Training - Training took place on Tuesday and Wednesday of last week. New writers became familiar with layout, web publishing and over all production procedures. Future training will be on basic news writing, such as writing leads, headline creation, quote placement and more will be in the future.

Coverage - On Oct. 28 EIC Chris Hart-Williams and Managing Editor Nia Doaks will moderate the the African American Cultural Center's Living Legends event featuring Irwin Holmes, the first undergraduate student of color at N.C. State. I met with The Department of Multicultural Student Affairs, MSA the week of Sept. 22 concerning the joint \$150 grant from, MSA and the AACCC to host and plan a program this academic year, we are still planning.

Revenue - We've retained one ad in a total of four issues, which appeared in the Sept. 24 issue.



*The Technician*

Submitted by Ravi K. Chittilla

### **Personnel**

These last few weeks have brought on many challenges. As most of our staff are new, and we have still struggled to recruit enough staff to comfortably run a four-day-a-week paper. We have faced challenges both in quantity of content and especially quality of content, but considering the inexperience of the staff, this is by no means shocking. Sports and pinion have been able to sustain themselves fairly well, but news and features are by far undermanned. The photography staff has plenty of new hands, but few returners and experienced staff members.

### **Training**

Ellen will begin holding training sessions twice a week for new reporters and photographers. After speaking with Caide, my photo editor, the photography staff will sit through much more rigorous one-on-one sessions to improve the quality of our product.

### **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**

Due to a young and inexperienced staff, the past month's coverage has seen its fair share of amateur mistakes. We've also struggled to gather enough content for each night's paper. However, Ellen and I have planned an October/Fall recruitment. As our reporters become more seasoned and experienced and we recruit new members, I expect to see an improvement in quality of our product.

### **Deadlines**

We have made deadline the majority of the time, but there are still too many nights where the staff is in the office past 12:30 a.m. Ellen, Austin and I have taken a hard look at this and are working on a more consistent workflow.

### **Ethical/Legal Issues**

We have had a few more corrections to run in the last month than previously. We originally reported that the Health Center would provide free flu shots to students, employees and their family members. This is incorrect. Students with some insurance plans will receive the shot free of charge, but all students can get the immunization and the Health Center will run their insurance. I also retracted an article regarding on-campus living after it was discovered that the source had only spoken to students living in off-campus living. I have reached out to the directors of both the Health Center and University Housing to assure them these kinds of mistakes will not happen again.