

Student Media Board of Directors Agenda

**Tuesday, October 13, 2015 • 7 p.m.
Room 356 Witherspoon Student Center**

CALL TO ORDER

APPOINTMENT OF MEETING SECRETARY

OLD BUSINESS

1. Approval of September 8, 2015 meeting minutes

NEW BUSINESS

1. Budget update (Jamie)
2. Report from Newspapers Advisory Board regarding *Nubian Message* goals (Newspapers Advisory Board members)
3. Board vacancy (Patrick)

REPORTS & ADDENDA

- *Agromeck*
- Business Office
- *Nubian Message*
- *Technician*
- *Windhover*
- WKNC

EXECUTIVE SESSION

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

ADJOURN

**N.C. State Student Media Board of Directors
September, 2015 meeting minutes**

**Tuesday, September 8, 2015 • 7 p.m.
Room 356 Witherspoon Student Center**

Present: Mark Foley, Brandon Tung, Sarah Bowman, Tomesha Murray, Tyler Dukes, Matt Donegan, Robbie Williams, Dean Phillips, Patrick Neal, Kaitlyn Montgomery, Molly Donovan, Kaanchede Gandhi, Matt Brown, Chris Hart-Williams, Mark Tate

Absent: Maddie Lassiter, Mimi McCarthy, Marc Russo

Others present: Jamie Lynn Gilbert, Martha Collins, Krystal Baker, Ellen Meder, Doug Flowers

CALL TO ORDER

In the absence of an elected chair, Patrick Neal called the meeting to order and established that a quorum of voting members was present.

APPROVAL OF APRIL 2015 MEETING NOTES AND MINUTES

The board unanimously approved both the April 15, 2015 meeting notes and the minutes from the April 23, 2015 called meeting.

ELECTION OF BOARD OFFICERS

Though she was unable to attend the September meeting due to a schedule conflict, 2014-2015 board vice-chair Mimi McCarthy indicated via email to the board that she would like to serve as chair for 2015-2016. The board unanimously appointed her to the post *in absentia*.

Mark Foley volunteered to serve as the 2015-2016 vice-chair. The board voted unanimously to appoint him to the position and, in the absence of the chair, he led the meeting from that point forward.

Sarah Bowman volunteered to serve as recording secretary for the meeting.

2015-2016 GOAL PROGRESS REPORT

Jamie Lynn Gilbert updated the board on Student Media's progress toward achieving its 2015-2016 overall goals. Her report is attached and made part of these minutes by reference. Jamie said she would be updating the board in a similar fashion periodically throughout the coming year.

BUDGET UPDATE

Jamie and Patrick briefed the board on both the final budget report of 2014-2015 and the September 2015 budget update. Both reports are attached and made part of these minutes by

reference. Jamie and Patrick said that when it became apparent that Student Media would end the year with a budget surplus that was significantly larger than projected, they received the green light from the leadership of Student Leadership & Engagement and the DASA Budget Director to proceed with a number of one-time equipment purchases totaling some \$14,000, including several items that allowed Student Media to “get ahead” on its capital and technology plan. Even with those expenditures, Student Media ended up with a surplus of \$26,563.47 at the end of the 2014-2015 fiscal year, compared to projections of a balanced budget.

Patrick noted that Student Media was able to achieve that even though non-fee income fell some 23 percent for the year. First, he said, payroll costs came in significantly under budget due in large part to Ellen Meder’s late-September 2014 start date; her salary had originally been budgeted for the entire year. He also noted that current services – which primarily represents Student Media’s printing costs – were also significantly under budget.

Patrick said that due to Student Media’s better-than-expected financial condition, the DASA Budget Office had recommended that Student Media go ahead and begin working the \$125,000 antenna/transmitter project that had originally been budgeted for 2016-2017. Patrick said it was possible that part of the project could be done and booked in the current fiscal year, and part of it could conceivably fall in 2016-2017 as originally planned. He said the professional staff had already met with the station’s consulting engineer on starting that project.

With regard to the September 2015 budget update, Jamie said that everything was more or less on track except for fixed charges. That, she said, was due to a delayed one-time, final payment for AdPro, the advertising software formerly used by the Student Business Office. She said despite Student Media’s efforts to settle the account in the 2014-2015 fiscal year, it was not actually paid until after the start of the current fiscal year, skewing fixed charges by a little over \$6,000.

ORGANIZATION REPORTS AND ADDENDA

The student leaders touched upon the highlights of their respective board reports, which are attached here and included by reference.

Several items prompted brief discussions:

- Tyler Dukes asked for a further explanation of the Oval chef/Hell’s Kitchen item noted on the *Technician’s* board report. After an explanation of the fairly complicated turn of events that led to the piece’s publication in error, Tyler cautioned the *Technician* staff to never base its editorial decisions on potential “loss of access” with organizations like Campus Enterprises and to ensure in the future that new reporters know how to handle requests like that one from sources in the future.
- With regard to the Back to School Jam piece noted in the *Technician’s* board report, Dean Phillips asked how the reporter mistook Stuart Scott for an NC State student. Kaitlin clarified that while the reporter knew that Scott was affiliated with UNC-Chapel Hill, she said the piece was written in such a way that Scott’s affiliation wasn’t clear.

- Finally, Tyler asked if the Talley Grand Opening section in the Sept. 8 *Technician* was an advertising supplement, and Kaitlin and Patrick both said that it was. Tyler recommended that in the future such sections be more clearly marked so that the content therein wasn't confused with actual *Technician* content.

CONFIRMATION OF *NUBIAN MESSAGE* EDITOR

Per the Newspaper Advisory Board's recommendations from March 2015, Chris Hart-Williams presented an update on the work he'd done with Editorial Adviser Ellen Meder and others over the summer with regard to improving the *Nubian's* overall content and operations. As part of that presentation, he presented a draft of the *Nubian's* staff manual. He also confirmed that his prospective graduation date had changed from December of 2015 to May of 2016, which meant he was available to serve as editor for the entire year.

After the board asked a variety of questions on topics ranging from the paper's online presence to his recruitment/retention efforts, Tyler moved that the board and the professional staff go into executive session to discuss Chris's candidacy. Brandon Tung seconded the motion, and the board voted unanimously to approve it.

After an hour-long discussion, the board voted to come out of executive session, and Tyler made a motion that Chris be reaffirmed as editor of the *Nubian Message* with the condition that he work with the Newspaper Advisory Board to develop specific, measurable goals with regard to recruitment, training and content, and that he present his progress toward these goals at the full board's January 2015 meeting. The motion was approved unanimously.

ADJOURN

The meeting adjourned at about 9:15 p.m.

STUDENT MEDIA BUDGET VS. ACTUAL

DATE: October 1, 2015
 PERCENT THROUGH FISCAL YEAR: 25%

056 AGROMECK			
	Budget	Actual	Percent
Payroll	\$ 16,651.71	\$ 4,480.11	27%
Supplies	\$ 700.00	\$ -	0%
Leadership develop.	\$ 3,220.00	\$ -	0%
Admin service charges	\$ 2,622.86	\$ 1,857.06	71%
Current services	\$ 28,708.24	\$ 122.46	0%
Fixed charges	\$ 1,114.00	\$ 11.97	1%
TOTAL	\$ 53,016.80	\$ 6,471.60	12%
Non-fee income	\$ 24,000.00	\$ (776.43)	-3%
Fee income	\$ 29,016.80	\$ 12,855.80	4.34%
TOTAL	\$ 53,016.80	\$ 12,079.37	23%
Profit/Loss	\$ -		

058 WINDHOVER			
	Budget	Actual	Percent
Payroll	\$ 4,461.60	\$ -	0%
Supplies	\$ 450.00	\$ -	0%
Leadership develop.	\$ 100.00	\$ -	0%
Admin service charges	\$ 1,112.79	\$ 780.94	70%
Current services	\$ 14,940.00	\$ -	0%
Fixed charges	\$ 393.00	\$ -	0%
TOTAL	\$ 21,457.39	\$ 780.94	4%
Non-fee income	\$ -	\$ -	
Fee income	\$ 21,457.39	\$ 9,506.63	3.21%
TOTAL	\$ 21,457.39	\$ 9,506.63	44%
Profit/Loss	\$ -		

066 TECH SUPPORT			
	Budget	Actual	Percent
Payroll	\$ 76,146.76	\$ 15,130.26	20%
Supplies	\$ 1,900.00	\$ 1,261.10	66%
Leadership develop.	\$ -	\$ -	
Admin service charges	\$ 4,286.94	\$ 3,056.31	71%
Current services	\$ 600.00	\$ 239.71	
Fixed charges	\$ -	\$ -	
TOTAL	\$ 82,933.70	\$ 19,687.38	24%
Non-fee income	\$ -	\$ -	
Fee income	\$ 82,933.70	\$ 36,743.51	12.41%
TOTAL	\$ 82,933.70	\$ 36,743.51	44%
Profit/Loss	\$ -		

061 NUBIAN MESSAGE			
	Budget	Actual	Percent
Payroll	\$ 4,476.58	\$ 12.49	0%
Supplies	\$ 150.00	\$ -	0%
Leadership develop.	\$ 1,920.00	\$ -	0%
Admin service charges	\$ 714.44	\$ 421.08	59%
Current services	\$ 7,436.12	\$ 2,618.22	35%
Fixed charges	\$ 214.00	\$ -	0%
TOTAL	\$ 14,911.14	\$ 3,051.79	20%
Non-fee income	\$ 2,000.00	\$ -	0%
Fee income	\$ 12,911.14	\$ 5,720.24	1.93%
TOTAL	\$ 14,911.14	\$ 5,720.24	38%
Profit/Loss	\$ -		

059 WKNC			
	Budget	Actual	Percent
Payroll	\$ 36,179.11	\$ 8,131.93	22%
Supplies	\$ 2,500.00	\$ 98.36	4%
Leadership develop.	\$ 2,980.00	\$ 1,152.00	39%
Admin service charges	\$ 2,757.24	\$ 1,948.83	71%
Current services	\$ 5,480.60	\$ 244.69	4%
Fixed charges	\$ 4,339.00	\$ 596.00	14%
Contracted services	\$ 1,000.00	\$ 400.00	40%
TOTAL	\$ 55,235.95	\$ 12,571.81	23%
Non-fee income	\$ 48,100.00	\$ 6,926.40	14%
Fee income	\$ 7,135.95	\$ 3,161.56	1.07%
TOTAL	\$ 55,235.95	\$ 10,087.96	18%
Profit/Loss	\$ -		

OVERALL			
	Budget	Actual	Percent
Payroll	\$ 587,684.69	\$ 131,260.25	22%
Supplies	\$ 21,293.00	\$ 3,909.81	18%
Leadership develop.	\$ 25,710.00	\$ 2,836.10	11%
Admin service charges	\$ 49,228.96	\$ 32,897.43	67%
Current services	\$ 227,065.56	\$ 23,853.99	11%
Fixed charges	\$ 13,363.00	\$ 11,211.72	84%
Contracted services	\$ 4,000.00	\$ 1,900.00	48%
Capital outlay	\$ 50,000.00	\$ 14,297.04	29%
TOTAL EXPENSES	\$ 978,345.20	\$ 222,166.34	23%
Non-fee income	\$ 308,467.00	\$ 21,226.83	7%
Fee income	\$ 668,500.00	\$ 296,176.82	44%
TOTAL INCOME	\$ 976,967.00	\$ 317,403.65	32%

057 TECHNICIAN			
	Budget	Actual	Percent
Payroll	\$ 63,061.52	\$ 12,152.31	19%
Supplies	\$ 3,000.00	\$ 35.32	1%
Leadership develop.	\$ 4,840.00	\$ 493.70	10%
Admin service charges	\$ 15,230.23	\$ 8,988.51	59%
Current services	\$ 161,121.84	\$ 17,120.23	11%
Fixed charges	\$ 5,878.00	\$ 4,018.35	68%
TOTAL	\$ 253,131.59	\$ 42,808.42	17%
Non-fee income	\$ 234,367.00	\$ 15,076.86	6%
Fee income	\$ 18,764.59	\$ 8,313.59	2.81%
TOTAL	\$ 253,131.59	\$ 23,390.45	9%
Profit/Loss	\$ -		

060 GENERAL ADMIN			
	Budget	Actual	Percent
Payroll	\$ 386,707.41	\$ 91,353.15	24%
Supplies	\$ 12,593.00	\$ 2,515.03	20%
Leadership develop.	\$ 12,650.00	\$ 1,190.40	9%
Admin service charges	\$ 22,504.45	\$ 15,844.70	70%
Current services	\$ 8,778.76	\$ 3,508.68	40%
Fixed charges	\$ 1,425.00	\$ 6,585.40	462%
Contracted services	\$ 3,000.00	\$ 1,500.00	50%
Capital outlay	\$ 50,000.00	\$ 14,297.04	29%
TOTAL	\$ 497,658.63	\$ 136,794.40	27%
Non-fee income	\$ -	\$ -	
Fee income	\$ 496,280.42	\$ 219,875.48	74.24%
TOTAL	\$ 496,280.42	\$ 219,875.48	44%
Profit/Loss	\$ -		

Net Profit/Loss \$ (1,378.20)

STUDENT MEDIA ORGANIZATION REPORTS – October, 2015

Agromeck

submitted by Molly Donovan, editor

Revenue

We've begun new social media campaigns to promote the book and book sales, including having your picture taken with *Agromeck* Man. We also had a booth at the Parents and Families Weekend tailgate!

Expenditures

N/A

Personnel

All personnel that were recruited before the last meeting are still with us! And, we've gained another writer and designer.

Training

Our first few new staff members completed their correspondency during the last deadline. This is the first year that our writers and designers have had a correspondency period that is set in stone on a literal sheet of paper, and are all responding to it well and see it as an important milestone to reach.

We had an AMAZING staff training session during the afternoon portion of Student Media Training day. The photo staff joined us, which was awesome and has already promoted more communication across the different fields. I separated everyone into small groups -- each group containing a mix of writers, photographers and designers -- and had them plan full spreads start to finish. When they were done, they had to present their work to everyone else and explain why they chose to do what they did.

Coverage

N/A

Technology

N/A

Deadlines

We had another deadline since the last board meeting. We have officially submitted 144 pages of the book! There are only three deadlines left.

Ethics/Legal Issues

N/A

Business Office submitted by Mark Tate, business office manager

Revenue

Technician

Technician revenue has been good over the last month. We have seen sales pick up heavily during special sections. We are running a 31% off campaign for the month of October in order to increase sales. We also have an upcoming housing fair as well as the first annual Pack Life Dining Guide launching this month.

WKNC

Year to Date (July 1st-September 3rd) we have brought in \$2840 from WKNC sales.

Nubian Message

Nubian Message sales have remained sporadic but we have started handed out the *Nubian Message* in the brickyard in order to increase pickup rates and awareness.

Agromeck

Parents and Families Weekend was a complete success. We had many parents talk to us about *Agromeck* and how to purchase a book. We have also seen some great feedback from sending *Agromeck* Man out into the Brickyard to do selfies with *Agromeck* Man.

Expenditures

All expenditures are normal and everything is in line with the budget. We have traded for t-shirts with a local company.

Personnel

No personnel changes to report. We are looking to add a few more junior sales reps as the year goes on so that we have a succession plan for our current reps.

Training

Student Media hosted the SUN conference on September 20th-22nd. In attendance were many schools from the southern region of the United States including, but not limited to, Charlotte, Alabama, ECU, UNCW, UNC, and South Carolina. We had an abundance of guest speakers and were able to bring in some great ideas from the event.

Deadlines

The deadline of our housing fair is October 13th. The deadline for our Pack Life Dining Guide is October 27th.

Nubian Message

Submitted by Chris Hart-Williams, editor

Personnel

We have three correspondents currently working toward becoming paid staff. Next week we will be adding one more. A cartoonist reached out to me last week and would like to contribute to our next issue. We've went this year without an illustrator, his work will be a great contribution. At Monday's Advisory Board meeting it was recommended that we create a recruitment outreach plan for the Spring semester. I will be drafting a plan of how we will recruit, it will include: who we seek to work with on campus, a timeline, and a specific goal.

Training

At Monday's Advisory Board meeting it was suggested that we set a measurable goal for staff training. I will be working with Ellen in the next week to set a specific number of training sessions we need reach as a staff for the rest of this semester and Spring. I will also be implementing a Mandatory policy. Better sourcing remains to be a top goal. We will also be following another recommendation made at the meeting and set an average number of sources we'd like to have in each issue.

Coverage

We are continuing with our goal of featuring more students in the paper and in the Sept. 22 issue we spotlighted our first student. In the Sept. 8 we included a resources page with submitted content from SGA and AASAC. This week we published our first special issue of the semester, "Health." I think this is a good direction for us and I'd like to have most of our upcoming issues have a theme. (Voting, and the Black Lives Matter Movement are potential themes.)

Deadlines

For our Sept. 22 issue all assignments did not come in by the Sunday at 12 midnight deadline. Last week I addressed my concerns with the staff and for the Oct. 7 issue all content was submitted on time.

Technician

Submitted by Kaitlin Montgomery, editor-in-chief

Personnel

Everything has settled down with the changes in senior staff. Photo's new editor is Banu Ganeshan and her assistant is Victoria Crocker. We're still getting the new people caught up on procedure but other than that everything is well.

We've had our first few people finish the new correspondency period, which is exciting because it shows the staff that it's a helpful system that actually works.

Training

We had a big training, our student media retreat, Sept. 26th. From what people have told Megan and I they really liked who came to talk and the sensitivity activity we did. Ben McNeely was a huge hit with all of the staffers.

Ellen has also planned a few more mini-trainings for various things such as copy editing and news writing. I know she and the video team have a few trainings in the works as well.

Technology

Doug installed our new computers and we all have access to Creative Cloud. Our design team is very happy and this new access has allowed us to have a handful of amazing graphics done by our designer Anthony.

Coverage

We're still working on being diverse in our coverage but the staff has made huge efforts to include as many things from as many groups as possible. Our Bienvenidos section is thriving which is incredibly exciting. Megan and I are also very proud of our staff with the two recent tragedies that happened on campus, Joey Banks' death and Maurice Sutton. They handled themselves very well in both cases and I'm happy with how we reported on them.

Deadlines

We've done a good job of getting the paper in on time. Within the sections we're still struggling to get content in on time but the various editors are cracking down on that.

Ethics/Legal Issues

None at this time.

Windhover

submitted by Kaanchee Gandhi, editor-in-chief

Revenue

Nothing to report.

Expenditures

Nothing to report

Personnel

We are advertising to fill the volunteer positions of a Literary Editor, Visual Editor, and Audio Editor by the end of October. The deadline for applications is October 23. Once hired, these editors will begin to form committees for each section. We are also looking to expand our paid design staff by one or two more members. The deadline for this application is also October 23.

Training

Ryland Bishop was hired last month as our Design Editor. He needed little training and has been putting out posters for recruitment and submissions. Together, we're making decisions for the design of this year's publication.

Technology

Nothing to report

Coverage

Our Open Mic Night with the Red Poets Society at Talley's Grand Opening went successfully. I'm looking into pairing up with NC State's Music Industry Club for another open mic at the same location.

Windhover's official Open Mic Night for this semester has been booked for Thursday, November 19 in the Caldwell Lounge.

Deadlines

Nothing to report

Ethics/Legal issues

Nothing to report

WKNC

Submitted by Matt Brown, general manager

Revenue

Non-fee income (money in the bank), as of Sept. 30, 2015: \$6,926.40
Donor announcements — \$675.00 [waiting on a JV for some more]
Web Ads — \$205.80
Tir Na nOg — \$900.00
Concert Promotions — \$1,900.00
Benefit Concerts/Events — \$1,005.00
Merchandise Sales — \$821.60
Other — \$1,419.00 [Donations and FY14 payment from Wolfpack Sports]

Personnel

Cory K was hired for the position of multimedia producer. He will be editing Lounge videos for us in the future.

Training

So far 20 trainees have completed the DJ training class. This represents about 60% of the class. Most of the rest of the trainees are in the process of completing their board test.

Coverage

Eye on the Triangle will be airing an hour-long show as part of Diversity Education Week. The second Fridays on the Lawn was hosted on 10/2. Despite having to move to the rain location, more than 50 people attended the event.