

STUDENT MEDIA BOARD OF DIRECTORS AGENDA

**Tuesday, Oct. 11, 2016 • 7 p.m.
Room 356, Witherspoon Student Center**

CALL TO ORDER

INTRODUCTIONS

ELECTION OF BOARD OFFICERS

- Election of a chair – In accordance with the Student Media Constitution, "The board will elect, by majority vote, a chair and vice chair at the board's first meeting. The chair of the board will be an elected or appointed student, not an ex-officio, non-voting member. In the absence of the chair, the vice chair will serve as the chair.
- Election of a vice chair – Any board member may serve in this role.
- Election of secretary – Any board member may serve in this role and a secretary can be appointed at each meeting.

NEW BUSINESS

1. Approval of minutes from April 2016 board meeting.
2. 2016-2017 budget and budget update (Patrick/Jamie)
3. Fee Request update and related (Patrick)
4. 2016-2017 goals update (Jamie)
5. Fall recruitment update (Ellen)
6. Student Media tech support update (Doug)
7. Appointment of 2016-2017 *Agromeck* editor (Annual Publications Advisory Board)
8. Proposed change to Student Media policy regarding conflicts of interest (Ellen)

REPORTS

- *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
October, 2016 meeting minutes**

**Tuesday, October 11, 2016 • 7 p.m.
Room 356 Witherspoon Student Center**

Present: Justin Hall, Chloe Anderson, Missy Furman, Jacqueline Gonzalez, Meghan Glova, Mimi McCarthy, Josh Hyatt, Dante Genua, Robbie Williams, Dean Phillips, Tania Allen, Amanda Pearlszig, Rachel Smith, Nikita Chintalapudi, Emily Ehling, Mary McPhatter, Stephanie Tate, Patrick Neal, Paul Nolan

Absent: n/a

Others present: Jamie Lynn Gilbert, Martha Collins, Ellen Meder, Luke Perrin, Logan Graham

CALL TO ORDER

Patrick Neal called the meeting to order at 7:05 p.m., and all members introduced themselves. A quorum of voting members was established.

ELECTION OF BOARD MEMBERS

The Board unanimously elected Mimi McCarthy as the 2016-2017 Chairman and Jacqueline Gonzalez as the vice chair. Mary McPhatter volunteered to serve as recording secretary for the meeting.

APPROVAL THE APRIL MEETING MINUTES

Dean Phillips motioned to approve the minutes from the April 26 meeting with Robbie Williams seconding the motion, followed by unanimous approval by the Board.

APPOINTMENT OF 2016-2017 AGROMECK EDITOR

On behalf of the Annual Publications Advisory Board, Mimi McCarthy presented Amanda Pearlszig as the candidate for the 2016-2017 *Agromeck* Editor position. Paul Nolan motioned to appoint Amanda, with Jacqueline Gonzalez providing a second, and the Board unanimously agreed with the motion to appoint.

BUDGET AND FEE REQUEST UPDATE

Jamie Lynn Gilbert and Patrick Neal presented the October budget report, which is attached and made part of these minutes by reference, noting that the Student Government Senate recommended Student Media's requested \$3.00 increase in student fees for 2017-2018 and an additional \$1.00 increase in 2018-2019. These increases will be added to the current fee of \$24/student. This revenue will be targeted at improving pay for senior Student Media staff, providing a greater incentive for our leaders and lifting pay up to minimum wage.

Patrick Neal shared that the orientation magazine was a huge success, bringing in approximately \$24,000. Additionally, he praised the sales staff for an increase in *Nubian* advertising, which is already far exceeding last year's totals.

2016-2017 GOALS UPDATE

Jamie Lynn Gilbert reported on the new Student Media Goals for 2016-2017, sharing that the goals are generally similar to the previous year's goals. Moreover, she added that we have already accomplished several goals, including the new WKNC training manual, an updated style guide, as well as the new digital rate card. The business office was praised for their sales efforts thus far, and urged to continue the great work to boost sales further. The Student Media Goals are posted throughout the offices as well as on the Student Media online website.

RECRUITMENT & RETENTION UPDATE

Ellen Meder presented numbers on Student Media's summer and fall 2016 recruitment and retention report. Her summary is attached and made part of these minutes by reference.

STUDENT MEDIA TECH SUPPORT UPDATE

Patrick Neal reported in Doug Flowers absence, noting the new changes to our Tech support procedures. DASA Tech has changed Doug's role. While his office will remain in the Business Office, he will no longer provide all of Student Media's tech support. For printer, desktop, network issues, etc., we will need to contact the University's HelpDesk. Additionally, Patrick shared that we are in the process of figuring out how to manage web design and apps without Doug.

PROPOSED CHANGE TO THE STUDENT MEDIA POLICY: CONFLICT OF INTEREST

Ellen Meder proposed editing the Student Media Code of Ethics, specifically the Conflict of Interest section. The edits addressed the current policy which prohibits Student Government members from holding any positions at Student Media due to the possibility of conflict of interest.

A lengthy discussion, which included two staff members (Luke Perrin and Logan Graham) who are currently active in both Student Government and Student Media, followed. The following points and questions were raised:

- Does the regulation serve to exclude potential talent?
- Should the regulation remain in place for top student leaders at each organization, or do current Student Government regulations prohibiting its top officers from holding other jobs accomplish the same thing?
- If top student leaders were allowed to participate in Student Government and a conflict of interest became a problem, wouldn't the board be able to step in and serve as a "check" on that leader?
- Other universities' policies vary wildly.

The final decision by the board was to approve Ellen Meder's presented edits with the possibility of further augmenting the policy after additional thought and discussion.

REPORTS

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

- *Nubian Message* Editor Stephanie Tate shared that their press run will be increasing by 100 copies to accommodate five new boxes added to its distribution list. Stephanie also explained their recent considerations in withdrawing from the African American Student Advisory Council due to potential conflict of interest.

- Emily Ehling, WKNC general manager, mentioned their recent upgrade to HD broadcasting, which was in celebration of WKNC 50th anniversary.

ADJOURN

The meeting was adjourned at 8:45 p.m.

STUDENT MEDIA BUDGET VS. ACTUAL

DATE: October 1, 2016
PERCENT THROUGH FISCAL YEAR: 25%

056	AGROMECK			058	WINDHOVER			066	TECH SUPPORT		
	Budget	Actual	Percent		Budget	Actual	Percent		Budget	Actual	Percent
Payroll	\$ 16,668.13	\$ 3,732.24	22%	Payroll	\$ 5,582.50	\$ -	0%	Payroll	\$ 81,935.80	\$ 20,336.51	25%
Supplies	\$ 900.00	\$ 97.00	11%	Supplies	\$ 635.00	\$ -	0%	Supplies	\$ 1,876.00	\$ -	0%
Leadership develop.	\$ 5,275.00	\$ -	0%	Leadership develop.	\$ 1,110.00	\$ -	0%	Leadership develop.	\$ -	\$ -	
Admin service charges	\$ 2,419.01	\$ 1,781.89	74%	Admin service charges	\$ 1,055.51	\$ 789.09	75%	Admin service charges	\$ 4,378.79	\$ 3,362.52	77%
Current services	\$ 27,084.00	\$ 675.71	2%	Current services	\$ 15,940.00	\$ -	0%	Current services	\$ 1,377.24	\$ 309.80	22%
Fixed charges	\$ 2,064.00	\$ -	0%	Fixed charges	\$ 762.00	\$ -	0%	Fixed charges	\$ -	\$ -	
TOTAL	\$ 54,410.14	\$ 6,286.84	12%	TOTAL	\$ 25,085.01	\$ 789.09	3%	TOTAL	\$ 89,567.83	\$ 24,008.83	27%
Non-fee income	\$ 26,200.00	\$ 9,011.84	34%	Non-fee income	\$ 2,200.00	\$ -	0%	Non-fee income	\$ -	\$ -	
Fee income	\$ 28,210.14	\$ 12,763.10	4.09%	Fee income	\$ 22,885.01	\$ 10,353.86	3.32%	Fee income	\$ 89,567.83	\$ 40,523.13	12.99%
TOTAL	\$ 54,410.14	\$ 21,774.94	40%	TOTAL	\$ 25,085.01	\$ 10,353.86	41%	TOTAL	\$ 89,567.83	\$ 40,523.13	45%
Profit/Loss	\$ -			Profit/Loss	\$ -			Profit/Loss	\$ -		
061	NUBIAN MESSAGE			059	WKNC				OVERALL		
	Budget	Actual	Percent		Budget	Actual	Percent		Budget	Actual	Percent
Payroll	\$ 5,817.01	\$ 300.43	5%	Payroll	\$ 37,615.49	\$ 8,436.85	22%	Payroll	\$ 636,647.66	\$ 137,272.08	22%
Supplies	\$ 50.00	\$ 426.10	852%	Supplies	\$ 2,600.00	\$ 109.53	4%	Supplies	\$ 19,786.71	\$ 3,530.92	18%
Leadership develop.	\$ 2,030.00	\$ 119.80	6%	Leadership develop.	\$ 3,580.00	\$ 1,481.00	41%	Leadership develop.	\$ 28,815.00	\$ 3,059.30	11%
Admin service charges	\$ 722.17	\$ 536.51	74%	Admin service charges	\$ 3,375.71	\$ 2,092.04	62%	Admin service charges	\$ 55,000.00	\$ 41,074.08	75%
Current services	\$ 7,696.00	\$ 1,571.98	20%	Current services	\$ 6,420.00	\$ 1,018.49	16%	Current services	\$ 140,486.23	\$ 32,457.99	23%
Fixed charges	\$ 930.00	\$ -	0%	Fixed charges	\$ 4,854.00	\$ 861.00	18%	Fixed charges	\$ 23,358.00	\$ 5,841.04	25%
TOTAL	\$ 17,245.17	\$ 2,954.82	17%	Contracted services	\$ 1,000.00	\$ 500.00	50%	Contracted services	\$ 5,000.00	\$ 1,000.00	20%
				TOTAL	\$ 59,445.21	\$ 14,498.91	24%	Capital outlay	\$ 27,006.40	\$ 12,678.29	47%
Non-fee income	\$ 2,200.00	\$ 236.00	11%	Non-fee income	\$ 50,300.00	\$ 4,843.86	10%	TOTAL EXPENSES	\$ 936,100.00	\$ 236,913.70	25%
Fee income	\$ 15,045.17	\$ 6,806.88	2.18%	Fee income	\$ 9,145.21	\$ 4,137.56	1.33%	Non-fee income	\$ 246,600.00	\$ 67,064.68	27%
TOTAL	\$ 17,245.17	\$ 7,042.88	41%	TOTAL	\$ 59,445.21	\$ 8,981.42	15%	Fee income	\$ 689,500.00	\$ 311,950.13	45%
Profit/Loss	\$ -			Profit/Loss	\$ -			TOTAL INCOME	\$ 936,100.00	\$ 379,014.81	40%
057	TECHNICIAN			060	GENERAL ADMIN			Net Profit/Loss	\$ 0.00		
	Budget	Actual	Percent		Budget	Actual	Percent				
Payroll	\$ 92,424.12	\$ 10,924.56	12%	Payroll	\$ 396,604.61	\$ 93,541.49	24%				
Supplies	\$ 1,150.00	\$ 842.98	73%	Supplies	\$ 12,575.71	\$ 2,055.31	16%				
Leadership develop.	\$ 4,370.00	\$ 162.40	4%	Leadership develop.	\$ 12,450.00	\$ 1,296.10	10%				
Admin service charges	\$ 12,592.69	\$ 9,051.85	72%	Admin service charges	\$ 30,456.11	\$ 23,460.18	77%				
Current services	\$ 61,350.23	\$ 12,285.65	20%	Current services	\$ 20,618.76	\$ 16,596.36	80%				
Fixed charges	\$ 11,377.00	\$ 4,610.04	41%	Fixed charges	\$ 3,371.00	\$ 370.00	11%				
TOTAL	\$ 183,264.04	\$ 37,877.48	21%	Contracted services	\$ 4,000.00	\$ 500.00	13%				
				Capital outlay	\$ 27,006.40	\$ 12,678.29	47%				
Non-fee income	\$ 160,000.00	\$ 31,158.42	19%	TOTAL	\$ 507,082.59	\$ 150,497.73	30%				
Fee income	\$ 23,264.04	\$ 10,525.34	3.37%	Non-fee income	\$ 5,700.00	\$ 21,814.56	383%				
TOTAL	\$ 183,264.04	\$ 41,683.76	23%	Fee income	\$ 501,382.59		72.72%				
Profit/Loss	\$ -			TOTAL	\$ 507,082.59	\$ 21,814.56	4%				
				Profit/Loss	\$ 0.00						

STUDENT MEDIA RECRUITMENT NUMBERS TO DATE

Contact during official recruitment

	2016	2015
Individual Students	310	337
Total Contact Points	356	366
New Student Orientation (June 20-July 27)	181	206
Campus Connections I (Aug. 16)	72	43
Student Media Open House (Aug. 16)	89	117
Campus Connections II (Sept. 13)	14	n/a

Interest by Outlet

Agromeck	143
Business Office	58
Nubian Message	94
Technician	182
Windhover	167
WKNC	163

Current Student Media Staff

	2016	2015, through Oct. 11
Total students on staff	261	260
Total staff positions	280	290

Staff by Outlet

Agromeck	18
Business Office	15
Nubian Message	2
Photo Staff	15
Technician	61
Windhover	2
WKNC	150

Student Media organization reports – October, 2016

Agromeck

(No report submitted as of Oct. 7.)

Business Office

Submitted by Mary McPhatter, GM

Revenue

Technician

We have billed \$16,108.62 to date in advertising. The sales reps are seeing their hard work of cold calls and meetings starting to pay off as sales for October and November have increased. The staff also seems excited to see progress which is keeping them motivated. The staff is currently working on sales for the *Near NC State Living* magazine which we hope will boost *Technician's* revenues numbers for this fall. We have had a few problems with ads being printed with missing links that have caused us to discount the ads and run make-goods. We have talked with our design staff and have done additional training with them. We have also noticed an increase in online and social media advertising. Our Near NC State marketing intern, Kellie Ford, is also working with Krystal to improve the site and add a new polling feature to increase usage of the site. Kellie also has started a weekly food blog of local restaurants.

WKNC-

We have billed \$3,747.50 to date for WKNC. We will begin our sales efforts for the new Double Barrel Benefit magazine mid-October.

Nubian Message

Nubian is on track to have a record year for revenue. We are excited to say that we have \$1,463.35 scheduled for *Nubian* ads through the end of October. We think the increase in distribution and circulation have helped to increase awareness of the publication as well as the great job the editorial staff has done with the paper this year.

Agromeck

Katelyn, the Student Media marketing intern, has made plans with *Agromeck* marketing manager, Molly Donovan, to promote seniors portraits and book sales. They have a plan in place to start promotions after Fall Break that includes prints ads, billboard ads around campus and emailing the senior class.

Personnel

The staff has bonded well this year, working well as a team but still enjoying friendly competition. We hope this will help everyone increase sales and foster a cooperative work environment.

Training

Krystal is working with the advisers at Duke and Carolina to have a regional conference for the sales staff the second week in January. We have done a lot of one-on-one training with reps that have had specific needs.

Technology

Doug was able to launch the new digital rate card. The updated quote cart portion will not be ready until later this fall.

Nubian Message **Submitted by Stephanie Tate, EIC**

Revenue

n/a

Expenditures

n/a

Personnel

We have had two writers finish their correspondence in the last month. We have also had another writer begin his correspondence.

Training

Four members of our staff attended this year's Student Media Fall Retreat. I have already received more quality features stories since our writers attended Sylvia Adcock's training on features writing.

Both myself and my managing editor Anahzsa Jones will be attending this year's National College Media Convention hosted by the Associated Collegiate Press.

Technology

I will be working with Ellen Meder and Doug Flowers to change the theme on our website. This will allow for a more visually appealing interface.

Coverage

NC State's most recent GroupMe scandal provided a unique coverage opportunity for our staff. I was very impressed by my staff's commitment to making sure this story was accurate and thorough. We came in on a night off and really pulled together.

Now that more events are starting to occur we have been able to do more event coverage.

Deadlines

I am still very impressed with how new writers have done a noteworthy job on getting content in before deadline which has in turn made our production nights run more smoothly and efficiently.

Ethics/Legal issues

I did have to have a talk with my staff about their behavior on social media after receiving a number of messages about the conduct of one of my writer's on social media. My managing editor and I will be meeting to discuss a social media policy.

Technician

(No report submitted as of Oct. 7.)

Windhover

Submitted by Nikita Chintalapudi, Editor

Revenue

Looking into possible t-shirt production and sales – would like to have t-shirts by open mic night (November 21st). New staff members have connections to screen printing and have don't previous t shirt designing.

Expenditures

No expenditures thus far.

Personnel

Hired rest of staff: Sarah Alford (literary editor), Alanna Hart (visual editor), Trevor Berreth (design editor), Benjamin Webber (audio editor), C Phillips (promotions head).

Created two new positions this year: managing editor and promotions head. Promotions head is in charge of overseeing the promotions team and communicating with managing editor.

Training

Having a full staff meeting next Wednesday. Will go over all training and new paperwork with the full staff

Technology

The computers in my office aren't connecting to the main printer.
Working on getting email addresses set up for new positions.

Coverage

n/a

Deadlines

n/a

Ethics/Legal Issues

n/a

WKNC

Submitted by Emily Ehling, GM

Revenue

Non-fee income (money in the bank), as of Sept. 30, 2016: \$4,786.86

- Benefit Tickets — \$525.00
- Benefit Sponsorships — \$225.00
- Wolfpack Sports — \$1,200.00
- LBLB Contract — \$1,000.00
- Sponsor Sales — \$610.00
- Concert Promotions — \$300.00
- Merchandise Sales — \$740.86
- Other — \$186.00

We raised \$927 from our Radio Ride, which was a little less than last year. There were 42 registrants.

Personnel

With 28 new DJs finishing up the training class, that brings our total staff number to 150. Everyone has a current job agreement.

Technology

We plan to celebrate our 50th anniversary as an FM station by beginning our HD broadcast on Oct. 9. We have received no update from our consulting engineer on when the new studio console will be installed.

Outreach/Events

We had a Hopscotch Day Party during Hopscotch Music Fest with WXYC, Wolftrax, and promotion company Team Clermont. We had our second annual Radio Ride scavenger hunt / bike ride on the 24th. Our second Fridays on the Lawn of the semester was on the 30th. We will also be at Shakori Hills music festival this upcoming weekend of October 6 -9.

Oct. 13, 2016

AGROMECK BOARD REPORT

Submitted by Amanda Pearlszig, Interim Editor-in-Chief

Revenue:

- We had a table at the Parents and Families Weekend tailgate to advertise book sales to the parents.
- We have been posting on social media about interesting stories/people that we are covering in this year's book.

Expenditures:

- N/A

Personnel:

- Of people that were recruited for at the beginning of the year, half of the designers have stayed on and 3 of the writers.

Training:

- Most of the new designers/writers have completed their correspondence period with the third deadline. The people who did not finish are very close to being done with one spread or story left.
- All the designers have had training sessions for InDesign and the new template for this year. The writers have had editing sessions either in person or via Google Doc with Martha, Eliza or Molly.
- After the Student Media Fall Retreat, the staff got together (except photographers) and talked about the theme and what that meant in terms of the cover. We looked through yearbooks from past years and other schools for inspiration and talked about what we liked/disliked. It was a great bonding experience for everyone to get to know each other on staff.

Coverage:

- N/A

Technology:

- We received a new desktop in the office and are planning to receive one more new one soon.

Deadlines:

- We had our third deadline on October 6. We have submitted 136 pages so far. We have three deadlines left to finish the book.

Ethics/Legal Issues:

- N/A

TECHNICIAN BOARD REPORT

Submitted by Rachel Smith, Editor-in-Chief

Personnel:

- There have been no significant changes to our leadership staff. We are starting to see a steady flow of people finishing their correspondence periods and transition over to becoming staff members.

Training:

- Ellen has been continuously conducting a number of training meetings for correspondents and staff members. Section editors have aided in determining what trainings are needed most. On Sept. 17 we had our Student Media Fall Retreat training. All went well, and the greater majority of feedback that I have received from staff has been positive. The Cultural Competency training with Dr. Tracy Ray and Brittany Hunt was a hit amongst the Technician staff, and I think that it continues to inspire thoughtful questions amongst staff members. The Senior Staff will be undergoing a number of trainings this month including a headlining workshop led by Paul Isom, a training on incremental reporting and a brief update on how to web things appropriately.

Technology:

- Doug has rebooted one of our design-specific computers and it did wonders for the computer's speed. We are still waiting for Doug to work his magic on the two remaining design-specific computers. Also, on Oct. 10 we relaunched our website. It has a completely new redesign and has received a lot of positive remarks.

Coverage:

- Nothing much has changed. We are continuing to push for web-first content and improvement of our deadlines. We have also added a gallery page called "As Seen Around Campus" to our Monday paper. This has allowed us to really take advantage of our color pages, and it seems to be a hit amongst the photo staff.

Deadlines:

- Our new warning/strike system seems to be working well. We have had to give out one strike related to a deadline-related issue thus far. Our entire staff has been made aware that strikes will be given if deadlines are not met continuously.

Ethics/Legal issues:

- We had someone reach out to us about a story that had apparently/potentially been previously removed from our website a number of years ago. We have not been able to confirm whether or not the story was actually removed from the website in the first place. The story is still live, and we have not heard back from the concerned party.