

## MINUTES

Nov. 15, 2004 • 6 – 7 p.m.

Witherspoon Student Center Student Senate Chambers

**CALL TO ORDER** at 6:10 p.m.

### APPROVAL OF MINUTES

### OLD BUSINESS

None

### NEW BUSINESS

1. Hiring of Nubian Message editor (Qualifications/process ATTACHED)

Applicant, Johnathan Brunson, spoke in summary of his position paper, outlining his goals established for his term come Spring 2005. Johnathan was given 10 minutes to do so, followed by a Q&A session with the board members where he addressed concerns of timeliness and publication neutrality.

The Board deliberated for 45 minutes over the hiring of Brunson. After this debate, he was asked to enter the room where the Board proposed its motion to hire him only if he agreed to share co-editorship of the *Nubian* for his term due to his graduating in May 2005. Also, the Board proposed that the two-semester experience requirement be dropped to 1-semester. Mr. Brunson agreed to those terms. Johnathan left the room and Executive Session continued.

### Open Session

The Board presented the motion and, with Johnathan's support, passed the motion. Out of the 10 voting Board members, 9 agreed, 0 disagreed, and 1 abstained the motion. The Board voted to open the co-editor position for one week (until Monday, Nov. 22) at which point the Board would meet to hire a co-editor.

### ANNOUNCEMENTS

### EXECUTIVE SESSION

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

### ADJOURN

Next meeting TBA.

### REPORTS

Copies will be available at the meeting.

1. **Agromeck**, Josh Bassett, editor (no report)
2. **Americana**, Nathaniel Horner, editor
3. **Nubian Message**, Robert White, editor
4. **Technician**, Matt Middleton, editor
5. **Windhover**, Brian Darragh, editor
6. **WKNC**, Jamie Proctor, general manager (no report)

**Agromeck • Josh Bassett, editor**

No Report

**Americana • Nathaniel Horner, editor**

ATTACHED

**Nubian Message • Robert White, editor**

*Production Status:* I am working on giving the design editor, Jared Legrand and managing editor, Johnathan Brunson more responsibility with the actual layout. Jared usually lays out two pages to four pages and gives me feedback on how the rest of the paper should look for that issue.

*Announcements:* We are looking for writers and photographers to join our staff for next semester.

*Coverage Issues:* The only coverage issues are coordinating interviews and article coverage. We working on increasing our communication amongst the staff to insure we cover all of our stories each week. We will be more stringent on editors in developing their story ideas and keeping contact with their writers.

*Positive difference at N.C. State:* We continue to use the *Nubian Message* as a medium to educate the students, faculty, and staff about the issues and events important to African Americans at N.C. State. We also use the *Nubian* as a tool to educate the students about the facilities and resources available to them at N.C. State. We have also added public service announcements and event announcements to inform students about upcoming events and issues of direct importance to them.

**Technician • Matt Middleton, editor**

*Nashville excursion:* Four members of our newspaper editorial board took part in a four-day trip to Nashville to participate in the annual ACP/CMA Convention. They missed two days of school, as well as two production nights – during the election, no less – and hopefully learned valuable journalistic lessons. In Nashville, they attended seminars geared toward their specific role in the paper and also enjoyed some bonding time, as three of the four people that went are underclassmen – the future of the paper.

At the convention, the Associated Collegiate Press awarded three Student Media members national individual awards.

- Thushan Amarasiriwardena, honorable mention, news spread

- Thushan Amarasiriwardena, first place, infographic
- Taylor Templeton, first place, feature photo
- Rob Bradley, third place, sports photo

*Best of Collegiate Design:* Four *Technician* members were recognized and published in the College Media Advisers' "The Best of Collegiate Design."

- Thushan Amarasiriwardena, fourth place, advertisement
- Win Bassett, third place, feature page
- Thushan Amarasiriwardena and Taylor Templeton for feature page
- Thushan Amarasiriwardena, Taylor Templeton and Carie Windham for editorial/opinion page
- Thushan Amarasiriwardena, second place sports page

*RED:* We will publish our third installment of RED tomorrow; this time, we did our annual basketball preview tabloid, and more important, we made money on it. Kudos to the ad department on that.

*Ad sales:* It's very frustrating that our ad sales continue to fluctuate. Take the first two days of this week as a case study. Monday: more than 40 percent ads. Tuesday: One (1!!) display ad (1/8 page) was sold. I realize this is the byproduct of breaking in almost an entirely new staff, but I hope to see the staff gain some consistencies in its selling and ready to parlay that into a profitable spring.

#### **Windhover • Brian Darragh, editor**

*Budget/Expenses:* Current status of the budget is on-track with our spending schedule. As of Nov. 1, 2004, the only expenditure has been our advertisements/flyers. Because of the publication schedule, the heavy bulk of our budget will not be used until approximately February.

*Personnel:* Kim Tran, our webmaster, has done an outstanding job with the new Web site. Electronic submission has been made monumentally easier because of her hard work. Josh, design editor, and I are working with current submissions to solidify a theme for the magazine. I have approximately 15 literary staff members (voluntary positions – unpaid) interested in helping with literary selections next semester.

*Advertisements:* Windhover is being solicited all over campus, and off campus. Flyers have been posted in "high traffic" areas on campus; presentations have been made to several classes and professors about submissions; off campus – flyers have been handed out and placed in places like Global Village, Cup a' Joe's, Reader's Corner, Bruegger's Bagels, etc. Josh and I have received a significant volume of submissions (ie, both literary and design submissions).

*Goals:* We look to be on-track for achieving our goal of an earlier publication date. Things are moving along better than expected.

#### **WKNC • Jamie Proctor, general manager**

No report

321 Witherspoon  
 Raleigh, NC 27695  
 919/515-1685  
 fax: 919/513-2030

## STUDENT MEDIA

# SEEKING APPLICATIONS for Student Media Leaders

**To:** Applicants for Nubian Message editors (ONLY)  
**Date:** Nov. 1, 2004  
**Re:** Process

So you want to apply for *Nubian Message* editor. Congratulations. Just for considering the idea, you're putting yourself in an elite class of people at North Carolina State University – a class of people with the power to change the very direction in which this university moves.

### QUALIFICATIONS

- Candidates must have been a member of the staff for at least two full semesters.
- Candidates must have at least a 2.25 grade point average.
- Candidates must have at least two semesters remaining as an N.C. State University student.
- Candidates must be a full-time N.C. State University student unless in final semester of course of study.

### STEP ONE: The position paper

The position paper is due Friday, Nov. 12 by noon. As we are a deadline-driven organization, papers won't be accepted, copied or distributed late. A good position paper is probably 3-5 pages, double-spaced and typed. Presentation is important. In your position paper, you can address anything you like. Consider dealing with the issues noted at the right, but do NOT be limited or restricted to this list. Sample copies of past position papers are available for inspection with the student media adviser. With your position paper, attach a photocopy of your official transcript showing that you meet the academic requirements. (You may also provide a printout of your online record or come by the Student Media office and speak with the Student Media adviser to provide documentation of your student status.)

### STEP TWO: The interview

The members of the Student Media board will pick up your papers. You may contact them by e-mail or phone or talk with them in person to answer questions prior to the board meeting which will be at 6 p.m. on Monday, Nov. 15 in the Student Senate Chambers on the second floor of Witherspoon. During the meeting, each candidate will be given 10 minutes or so to answer questions, ask questions and/or give a statement.

### STEP THREE: The selection

After you make your presentation and answer questions, you'll leave the room. You may not be in the room, nor can any other candidates, during the deliberations. The group will vote for their choice of editor and will be announce their choice immediately.

If you have any questions or concerns, don't hesitate to contact any of the current staff or the student media adviser.

**DEADLINE:** Friday, Nov. 12, 2004 at noon to 321 Witherspoon  
**INTERVIEW:** Monday, Nov. 15 at 6 p.m. in the Student Senate Chambers Witherspoon  
**SELECTION:** Immediately after interview

### POSSIBLE ISSUES TO ADDRESS

- What is your experience (here at N.C. State and elsewhere) that makes you the best qualified for the position?
- Why do you want the job? And it is a job. The editors will influence what students at N.C. State know about their fellow students. They produce what will be an integral part of the history of the university forever. And they are entrusted with the wise spending of student fees to benefit students.
- How do you intend to improve upon the foundation past staffs have built? Or do you just intend to maintain things the way they are?
- How do you relate to fellow staff members?
- What will you bring, personally, to the position?
- How will you ensure that your media best serves students?
- What are your goals? Be specific. Don't have glittering generalities. Address monetary issues. Have a vision. What about the quality of the media? What about the content?
- How do you intend to train your staff?



## **SMA Report, 11-15-2004**

### **Nathaniel Horner, Editor in Chief**

#### **I. Worthy of Note**

We recently completed another round of hiring, and we have a full staff. Visitors to the website are at an all-time high.

#### **II. Recent Accomplishments**

##### *Technical*

We continue to work on refining the editing system and updating our mailing lists.

##### *Design*

Nothing new. Kerry continues to create our issue “cover” pages, and they look great.

##### *Content*

Content has been variable. We’re not at the level of refinement I’d like to see. I think we need longer, more detailed pieces in N&O and Features, and a wider variety in Humor. Part of this problem is lack of writers; we also have several new section editors who are still getting acclimated.

Our special issue on Homecoming, however, was an astounding success. I received lots of positive feedback from various campus entities. Our staff stepped up and produced what I think has been the best issue of the semester.

##### *Publicity*

Mixed news from publicity. We passed out candy and got the word out in the Brickyard around Halloween, and that was successful. We’re also doing a bit better with posting flyers, but more work needs to be done.

#### **III. Progress Toward Goals**

- Staff hiring  
Since the last report, we’ve hired Jeff Horn as General Manager, Kate Sutton for N&O, Curtiss Martin for Features (after the unexpected departure of Holly Bezant), and Ben Smith for publicity. I’ve been particularly impressed with Jeff’s ideas and commitment.
- Readership (and tracking)  
October brought the most number of visitors to *Americana* than any other month in history, with over 3,300 visitors. Keep in mind that visitor tracking is done based on IP address, so all unique visitors using the same computer in a lab may not be counted. This number, therefore, doesn’t mean much outside the context of data from past months; it’s primarily useful as a means of comparison.
- Operations and training manual  
Jeff, the general manager, and I plan to complete this next semester.
- Funding

No changes.

- **Publicity and recruitment**

We had more candidates for our permanent staff positions than I can ever remember having before. Retention of volunteer writers, however, continues to be weak.

- **Personal goals**

I'm encouraged by the increasing popularity of the site. Progress in terms of improving content has been less than I'd like, though we'll continue to work on it.

#### **IV. Potential Problems**

As usual, lack of contributors is the biggest problem. There is also a potential personnel problem in the future, but it's too early to tell.