

MINUTES

Nov. 11, 2008 • 7 p.m.
Board room, Talley Student Center, fourth floor

CALL TO ORDER

Present: Ryland Clark, Melissa Patzwaldt, Laura Lauren, Scott Richardson, Bob Ashley, John Clark, Dean Phillips, Phil Zachary, Kisha Phillips, Saja Hindi, Joe Wright, Kyle Robb, David Mason, Bradley Wilson

Others Present: Jamie Lynn Gilbert, Martha Collins, Fred Eaker, Krystal Pittman, Robert Earle, Derek Medlin, Xander Dale

Not Present: Phil Zachary, Crystal Clark, Vincent Sheehan, Jay Dawkins

OLD BUSINESS

1. Approval of minutes of Oct. 14, 2008. Bob Ashley moved that the minutes be approved, Dean Phillips seconded. Approved unanimously.

NEW BUSINESS

1. **CMA/ACP/CBI convention review** — John Cooper Elias reviewed the highlights of the trip to Kansas City including the awards won by the *Agromeck* and WKNC.
2. **Review financial situation** — Bradley, David and Krystal reviewed the financial documents. Krystal said that as of today, the *Technician* was 46 percent of the way toward reaching its goal and WKNC was 31 percent. The *Technician* staff in particular has done a good job of keeping expenses under control.
3. **Student Media Reform committee** — Bob Ashley moved and John Clark seconded that the chair of the Board appoint a committee consisting of students, alumni and professionals to look at the mission of each of the media to determine if they are still viable, to look at their structure, financial model and delivery model. Further, the group would look at the need and interest for each media. The group would begin by examining past documents and would hold an open forum. The group would report back to the Board in January. Board members acknowledged this was proactive and a good place to start, but there is not a lot of time to work with. Some small changes may be made in the spring with further examination into next year. The motion passed unanimously.
4. **Wolf TV update** — Xander Dale, president of the Wolf TV club, presented a draft of the mission for Wolf TV. He said Bradley and BJ Attarian, student services manager/WolfBytes and Wolf TV program director, are working on a memo of understanding that will have to be approved through administrative channels. The mission statement is a work in progress. No final timeline has been set, but we are shooting for the spring semester for Wolf TV to come under Student Media as an arm of the *Technician*.

DRAFT: Wolf TV will provide a variety of high-quality programming primarily by and for the students at North Carolina State University and will supplement the newspaper with instantaneous, broadcast coverage. Wolf TV will give students interested in broadcast media hands-on experience in creating new, informative and entertaining programming online and through a campus cable outlet. Students will have the final say over content and will uphold the highest standards of journalistic ethics.

REPORTS

1. *Agromeck*
2. *Americana*
3. *The Nubian Message*
4. *Technician*
5. *Windhover*
6. WKNC 88.1fm
7. Society for Collegiate Journalists
8. Budget update
9. Technology update

EXECUTIVE SESSION

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

ADJOURN

REPORTS

Due by Nov. 4 at noon

AGROMECK

(submitted by John Cooper Elias, editor)

Revenue – As of Nov. 3 we had sold 37 books (25 online plus the 12 from the Parents and Families Weekend event). However, we have sold at least one book each of the last four days which would be an indication that sending out the “In the Book” postcards is having a positive effect on sales since we sent them out Wednesday of last week. [Sold 42 as of Board meeting. Senior portraits are next week.]

Training – Michele Chandler, photo editor, and I went to Kansas City for the ACP/CMA national convention. We both attended several sessions each day related to writing, design and photography. Many of the things learned in sessions at the conference have been shown already or will be used in future training. The 2007 *Agromeck* received a Pacemaker award, the highest award given by the Associated Collegiate Press, the equivalent of a national championship. The 2008 *Agromeck* was named Best of Show for books at the conference with fewer than 300 pages. This is the second Pacemaker for the *Agromeck* and the second time it has been named Best of Show.

Deadlines – 38 pages were sent to the plant at the last deadline putting us with 138 pages submitted. Those proofs were returned just before the Kansas City trip and we are working to get corrections made and return them as soon as possible.

Our next page deadline is Nov. 25 when 48 pages are due to the plant. It is the goal of the staff that by Nov. 9 half of the pages will be completed so that the other two weeks of the deadline can be devoted to the remaining pages.

AMERICANA

NO REPORT

NUBIAN MESSAGE

(Submitted by Kishea Phillips, editor)

Revenue — We have not sold any ads or sponsorships.

Expenditures – There have been no out-of-the-ordinary expenditures, or any that are out of line with the budget.

Personnel — I hired four new writers, but four writers that we already had on staff, have either left the staff or told me that they would not be able to contribute on a regular basis, due to other responsibilities. I have continued to receive inquiries about working with the *Nubian Message*, averaging about one every two weeks which keeps me optimistic about maintaining the number of students on staff, 27.

Training – Since the last Board meeting, staff members, underwent a copy editing and article training on October 24th. The training was informal, held by myself to eliminate many of the common mistakes that have been repeated in the paper since the first issue. A few of the mistakes highlighted were: including the name of the University, N.C. State, in an article about an event on campus when it should be understood, commas after quotation marks, names of majors and fact checking to name a few. I feel the training was effective because I have found that students who were able to attend that training, immediately implemented the suggestions I made and did get rid of those common mistakes in issue 7. However, I feel the training could have been a lot more effective if more writers were able to attend. Seven of our 17 writers, both copy editors and three out of four section editors attended the training.

Web site — We're making more of an effort to update the Web site on a regular basis. We've moved up from updating the site from once a week to about three times a week. The goal is to eventually get to a point of updating the Web site every day and we are continuing to work on that by uploading stories or points of information that are not in the printed version of the paper. Thanks to Fred Eaker, now we can add links to the stories and allude to them in the paper which makes it much easier for students to follow up on stories we write that include Web sites.

Coverage — The staff is continuing to keep our eyes and ears open to improve our coverage. We are working to include more articles about topics on campus that are not necessarily

African-American centered, but rather we pick a more mainstream topic and write about it from our perspective. For example, in issue 6, we ran a front page story on a new student group called "The Movement" that educates students about interpersonal violence. In issue 7 we ran an opinions article about GLBT issues and we are continuing to report on topics that appeal to the campus community as a whole while still maintaining an African-American focus and not losing sight of the purpose of the *Nubian Message*. I am encouraging students whenever possible to interview students that we haven't published quotes from before in the paper to make sure that we truly serve as a voice for the minority students on campus and not just the same group of people that are always at every event or are involved in many of the student organizations.

Deadlines — As the year progresses, the staff is continuing to have a difficult time meeting deadlines. In both issue 6 and 7, six of the 13 articles submitted were late. This stems from indecision about topic choices and with better planning, I believe that students will be more prepared to meet deadlines. I have also decided to stop accepting articles on Sundays, to discourage students from submitting articles late.

Ethics, Legal Issues — Since the last Board meeting the staff has not encountered any ethical dilemmas. In issue 7, we had to publish a correction about two incorrectly attributed photos. There was also a misprinted Web site address in issue 7 that we had to publish a correction for in issue 8. To decrease the amount of corrections, we are working to get articles in earlier and double checking photo captions during the layout process to make sure that they are properly attributed.

Progress towards goals — In every news article since the first issue, we have made sure to include at least one student quote. Recently, beginning with the past three issues, we are averaging about two student quotes per news article. I am encouraging writers to include one more so we can have at least three student quotes in each news article.

We have continued to come out on time.

TECHNICIAN

(submitted by Saja Hindi, editor)

Revenue — We're definitely not making as much as we anticipated, and so the number of pages we are producing daily has been fluctuating. We no longer have the special issues, unless they're part of the regular paper, but we've been trying to work with the ad staff to let them know when we need more pages on given days. We have cut back significantly on payroll to compensate for lack of income.

Personnel — Deputy Sports Editor Langdon Morris stepped down to senior staff writer because he is now student teaching and was not able to continue doing both. However, Ty Johnson, has stepped up quickly into the position, has meshed very well with the staff and is doing a good job (the sports staff had been training him even before Langdon made his decision).

Training — The news department held a training for its writers and editors Oct. 26 and discussed issues ranging from the inverted pyramid style of stories to election coverage. All the other sections have two training sessions planned for November.

Technology — We are still working to completely figure out CP5, our online content management system. It works better on some days than others, but we're getting there. We are also preparing to interview a potential candidate for online editor this week.

Coverage — Coverage has been election-dominated these past few weeks whether it was the Sarah Palin visit or N.C.'s importance as a swing state. The news and features departments have been working very hard with design and photo to plan everything out in advance and make sure we cover all angles that will affect students. But the sports section has also been very helpful throughout the process, its editors and writers contributing to any stories we've been working on.

Deadlines — The staff hasn't been doing very well meeting the midnight deadline, but I'm confident that after elections are over and everything has calmed down, we will do a much better job at that. The section editors have all gotten a lot better at planning and delegating, which will definitely help in the long run.

Ethics/Legal issues — We ran an editorial cartoon Oct. 21 about volleyball coach Charita Stubbs, in which she is holding up two hands portraying that her team is finally winning some games and the caption reads, "So that's what the other hand is for." Stubbs said the cartoon was offensive and racist, and both she and her SID met with me, and then met with Bradley about it. We have been receiving forum letters from fellow coaches about how offensive the cartoon was and even a letter from a minority association (addressed to us and the chancellor) about it. However, every student and administrator we have shown the cartoon has said it was not offensive to them (though the cartoon was poorly drawn), with even some forum letters sent in support of us. Phil Hursey, the cartoonist, said the intent was not racist at all. But for now, the volleyball team is refusing to grant us interviews.

[At the meeting, Board members spent a great deal of time discussing the cartoon. Board members discussed the fact that the cartoon was on the editorial page and within the bounds of editorial freedom. However, they acknowledged that Coach Stubbs also has a right to be upset. Melissa and Bradley will schedule a meeting with Coach Stubbs with Melissa representing the Board.]

[Also at the meeting, Board members were advised to watch closely the discussion of racism on campus in the aftermath of some racist comments being drawn on the Free Expression Tunnel election night. Melissa said that all student leaders had the opportunity to have their names on a public letter denouncing racism and hate speech on campus. All top elected or appointed students should attend, regularly, the President's Roundtable and Chancellor's Liaison meetings.]

The number of corrections has gone down significantly than last month, from 22 to 18, especially in terms of misspelling names and wrong title attributions. We seem to be having the most problems with corrections in photo credits whether it is labeling the photo correctly as file or archive, or running corrections on the actual captions. We've discussed this at the past photo

meeting and now have photographers sit down with a copy editor once their captions are turned in to see what they can improve upon later.

Progress toward goals — After all the election hungama has died down, we are planning to focus a lot more on recruitment. We've done better with retention this month than we have before, holding award ceremonies like the monthly mingle and just having staff writers up here helping out even after they've submitted stories.

WINDHOVER

(submitted by Joe Wright, editors)

We have now designed and printed two posters. At the time of the meeting, the second will be distributed. The deadline for submissions is less than a month away. The Open Mic Night is on schedule for Nov. 23. Also, all staff concerns have been resolved and all is going smoothly.

The one thing I am working on right now is making sure we put forward a quality product this year. Bradley and I are working on developing councils/boards to give second opinions and guidance through the process. I have already gotten a group together for essays/fiction and poetry. I am working on developing one for audio and visual components. These councils should include professors, professionals and students.

I am also now coordinating with the English club for the Open Mic which will hopefully increase participation. At this time, all is well.

WKNC

(submitted by Kyle Robb, general manager)

Personnel— Caitlin Cauley and Robert Earle traveled to Kansas City for the CBI conference.

Coverage — WKNC is presenting the kick-off concert for the Troika Music Festival, which is taking place in venues throughout Durham from Nov. 6-8. Several staff members will be present and WKNC will be broadcasting live from the event between sets.

WKNC has teamed up with the Union Activities Board to be a co-sponsor of 'A Dark Knight', an event being held on Harris Field and in the campus cinema on Nov. 21st from 8pm to midnight.

Technology — Our Engineering team is working on setting up a down-stream remote connection to the comrex mobile device that will allow for direct communication between the studio and the unit while not on the air. Currently in-studio and on-location staff have to communicate by phone between breaks.

We have acquired a 3g universal wireless card on loan for use at the Troika festival. This will allow us to move freely with the unit without connection difficulties. We have already pre-tested all technology on-site.

Awards — WKNC staff members Sam Cox and Kyle Robb placed third for best in show at the CBI conference for their part in producing an 88.1 Seconds of Technician podcast.

Society for Collegiate Journalists

(submitted by Saja Hindi, president)

We've concluded our last two projects for SCJ , the art show and the screening of Gonzo. The art show was not as successful as we would have liked — we only had about six submissions, but they were hung up in the Campus Cinema and looked great. The screening of Gonzo was successful and more than 100 people attended. We will be conducting another meeting soon to discuss our spring semester projects and recruitment of new members.

BUSINESS OFFICE

(submitted by David Mason, manager)

Revenue — Considering how much the sales staff has struggled with local sales for *Technician* so far this year, we are in a relatively good position to meet our projections for the whole year. From July 1, 2008 to Nov. 7, 2008, our advertising revenue is \$147,161.17. I believe we will approach the \$200,000 mark by the end of the semester, which will put us in prime position to reach our overall goals by year's end. WKNC sales continue to be on pace with our goals. Jason McMillan has been assisting us in sales recently as a consultant and has sold \$1,200 worth of ads so far. From July 1, 2008 to Dec. 31, 2008, our advertising revenue is \$8,628.50. We still do not have any sales for *Nubian Message*, but we are still searching for a *Nubian Message* specialist at the moment.

Personnel — The business office recently underwent a major restructuring effort. All of the sales representatives were given specific geographical territories in the Raleigh-Durham area. Two of our sales representatives will continue to be our on-campus representatives and one of our sales representatives will be in charge of inside sales. Therefore, any client that currently does business with us has a new representative and most have already been contacted and made aware of this transition. We continue to look for new office assistants that have the potential to be sales representatives somewhere down the road. Additionally, all members of the sales team will be expected to fill out weekly contact sheets, so that we can chart what each representative is doing with their geographic territory.

Training — Krystal and I have been doing one-on-one training sessions with each advertising representative following our restructuring. We have made plans for which locations to target, what type of businesses could attract our student body/faculty, and how we want to execute marketing campaigns. Getting out of the office and scheduling meetings have been stressed during these training sessions. Several advertising representatives have already had multiple meetings with possible clients since our recent restructuring.

Goals — Our goal for the rest of the semester is for the sales team to get comfortable with their respective territories and get ahead of other publications when it comes to advertising dollars for businesses in 2009. This means scheduling meetings and planning out 2009 marketing

campaigns for our clients. Our team understands what it's going to take, as we look forward to a successful end to the semester and a productive start to 2009.

BUDGET UPDATE

- *Technician* advertising billed as of Nov. 3: \$130,528.40
- *Technician* projections for collections: \$121,391.41
- *Technician* budgeted income to date: \$135,456
- *Nubian Message* local advertising sold to date: \$0
- *Agromeck* local advertising sold to date: \$0
- *Agromeck* book sales to date: 37
- WKNC non-fee income to date: \$11,588.09

Monthly report (ATTACHED)

TECHNOLOGY

- The *Nubian Message's* Web site has shown the largest percentage increase in total visits (+53%) and average visits (+48%) per day.
- The photos reprints' Web site has shown a 36 percent increase in the average amount of time spent on the site – now averaging 2 minutes.
- More than 9 percent of technicianonline's total visits (3,760) occurred on Oct. 14 as a result of the mock election.

technicianonline.com

Totals: 40,207 visits — More than 9 percent of total visits (3,760) occurred on Oct. 14 as a result of the mock election.

Averages:

- 1,586 visits per weekday
- 1 minute 51 seconds spent on site
- 2.41 pages viewed per visit
- Significant referrals:
- ncstate.rivals.com (1,395)
- mbd.scout.com (1,202)
- facebook.com (485)
- electoral-vote.com (299)

reprints.technicianonline.com

Totals: 173 Visits (+11%)

Averages:

- 5.58 visit per day (+8%)
- 2 minutes spent on site (+36%)

- 7.72 pages viewed per visit (+6%)

wknc.org

Totals: 16,424 visits (+8.75%)

Averages:

- 529 visits per day (+5%)
- 4 minutes 46 seconds spent on site (+7%)
- 2.72 pages viewed per visit (-2.5%)

ncsu.edu/nubian

Totals: 994 visits (+53%)

Averages:

- 32 visits per day (+48%)
- 1 minute 12 seconds spent on site (-47%)
- 1.98 pages view per visit (-26%)

ncsu.edu/windhover

A new design has been implemented and a photo slide show uploaded. Waiting on copy to finish the rest of the site. No significant statistics.

STUDENT MEDIA BUDGET VS. ACTUAL

DATE: November 1, 2008
PERCENT THROUGH FISCAL YEAR: 33%

209 AMERICANA		
Budget	Actual	Percent
Payroll	\$ -	0%
Supplies	\$ -	0%
StaffDvlp./Travel	\$ -	0%
Current Services	\$ -	0%
Fixed Charges	\$ -	0%
TOTAL	\$ -	#DIV/0!
Income	\$ -	#DIV/0!

201 AGROMECK		
Budget	Actual	Percent
Payroll	\$ 13,468.42	22%
Supplies	\$ 2,900.00	9%
StaffDvlp./Travel	\$ 2,182.00	20%
Current Services	\$ 24,906.00	49%
Fixed Charges	\$ 753.61	54%
TOTAL	\$ 44,210.03	16,158.05
Non-Fee Income	\$ 29,500.00	17,904.87
Fee Income	\$ 14,710.03	7,494.05
TOTAL	\$ 44,210.03	25,398.92

207 NUBIAN MESSAGE		
Budget	Actual	Percent
Payroll	\$ 8,370.00	10%
Supplies	\$ 450.00	0%
StaffDvlp./Travel	\$ 655.00	0%
Current Services	\$ 9,010.61	28%
Fixed Charges	\$ 384.54	0%
TOTAL	\$ 18,870.15	3,359.96
Non-Fee Income	\$ 1,000.00	-
Fee Income	\$ 17,870.15	9,103.98
TOTAL	\$ 18,870.15	9,103.98

202 TECHNICIAN		
Budget	Actual	Percent
Payroll	\$ 136,048.55	25,637.29
Supplies	\$ 5,680.11	3,091.91
StaffDvlp./Travel	\$ 8,593.84	2,958.60
Current Services	\$ 225,998.00	56,339.30
Fixed Charges	\$ 3,500.54	649.00
Grant	\$ 7,000.00	1,250.00
Capital Outlays	\$ -	-
TOTAL	\$ 386,821.04	89,926.10
Non-Fee Income	\$ 381,645.84	164,042.73
Fee Income	\$ 5,175.20	2,636.51
TOTAL	\$ 386,821.04	166,679.24

203 WINDHOVER		
Budget	Actual	Percent
Payroll	\$ 4,850.00	\$ -
Supplies	\$ 1,160.00	\$ -
StaffDvlp./Travel	\$ 75.00	\$ -
Current Services	\$ 20,200.00	\$ -
Fixed Charges	\$ 385.57	\$ -
TOTAL	\$ 26,670.57	\$ -
Fee Income	\$ 26,670.57	\$ 13,587.37
TOTAL	\$ 26,670.57	\$ 13,587.37

204 WKNC		
Budget	Actual	Percent
Payroll	\$ 38,301.00	\$ 9,811.61
Contracted Services	\$ 8,400.00	\$ -
Supplies	\$ 11,085.00	\$ 6,394.32
StaffDvlp./Travel	\$ 2,121.92	\$ 760.64
Current Services	\$ 5,190.92	\$ 1,430.86
Fixed Charges	\$ 4,028.67	\$ 1,515.00
Capital Outlays	\$ -	\$ -
TOTAL	\$ 69,127.51	\$ 19,912.43
Non-Fee Income	\$ 48,350.00	\$ 11,588.09
Fee Income	\$ 20,777.51	\$ 10,585.14
TOTAL	\$ 69,127.51	\$ 22,173.23

OVERALL		
Budget	Actual	Percent
Payroll	\$ 482,480.47	\$ 136,979.76
Supplies	\$ 26,275.11	\$ 10,585.28
StaffDvlp./Travel	\$ 18,627.76	\$ 5,248.54
Current Services	\$ 298,121.53	\$ 75,415.17
Capital Outlays	\$ 19,833.34	\$ 19,833.33
Contracted Services	\$ 9,400.00	\$ -
Fixed Charges	\$ 10,111.84	\$ 3,229.00
Grant	\$ 7,000.00	\$ 1,250.00
TOTAL EXPENSES	\$ 871,850.05	\$ 251,291.08
Net Profit/Loss	\$ (52,796.70)	\$ 137,988.86
Current reserve	\$ 222,415.00	\$ -
Budgeted Reserve Transfer	\$ 52,796.70	\$ -
Fee Income	\$ 386,130.00	\$ 196,714.64
Non-Fee Income	\$ 432,923.35	\$ 192,565.30
TOTAL INCOME	\$ 819,053.35	\$ 389,279.94

205 GENERAL ADMIN		
Budget	Actual	Percent
Payroll	\$ 281,442.50	\$ 97,790.61
Contracted Services	\$ 1,000.00	\$ -
Supplies	\$ 5,000.00	\$ 829.53
StaffDvlp./Travel	\$ 5,000.00	\$ 1,102.96
Current Services	\$ 12,816.00	\$ 2,973.11
Fixed Charges	\$ 1,058.92	\$ 655.00
Capital Outlays	\$ 19,833.34	\$ 19,833.33
TOTAL	\$ 326,150.76	\$ 123,184.54
Non-Fee Income	\$ -	\$ 32.56
Fee Income	\$ 300,572.90	\$ 153,127.42
TOTAL	\$ 300,572.90	\$ 153,159.98

206		
Budget	Actual	Percent
Payroll	\$ -	\$ -
Supplies	\$ -	\$ -
StaffDvlp./Travel	\$ -	\$ -
Current Services	\$ -	\$ -
Fixed Charges	\$ -	\$ -
Capital Outlays	\$ -	\$ -
TOTAL	\$ -	\$ -
Non-Fee Income	\$ -	\$ -
Fee Income	\$ -	\$ -
TOTAL	\$ -	\$ -