

Student Media Board of Directors Agenda

**Tuesday, November 10, 2015 • 7 p.m.
Room 356 Witherspoon Student Center**

CALL TO ORDER

APPOINTMENT OF MEETING SECRETARY

OLD BUSINESS

1. Approval of Oct. 13, 2015 meeting minutes

NEW BUSINESS

1. Budget update (Jamie)
2. CBI Conference review (Matt, Jamie, et al)
3. CMA/ACP Conference review (Ellen, Martha, et al)
4. *Nubian Message* recruitment and outreach plans (Chris)
5. Board vacancy update (Patrick)
6. *Technician* circulation reduction (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
October, 2015 meeting minutes**

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

Present: Tomesha Murray, Tyler Dukes, Dean Phillips, Maddie Lassiter, Mimi McCarthy, Marc Russo, Patrick Neal, Kaitlyn Montgomery, Molly Donovan, Kaanchee Gandhi, Matt Brown, Chris Hart-Williams, Mark Tate

Absent: Mark Foley, Brandon Tung, Sarah Bowman, Robbie Williams

Others present: Jamie Lynn Gilbert, Martha Collins, Ellen Meder

CALL TO ORDER

Chairman Mimi McCarthy called the meeting to order at 7:05 p.m. without a quorum, though one was subsequently established.

APPOINTMENT OF MEETING SECRETARY

Patrick Neal volunteered to serve as recording secretary for the meeting.

BUDGET UPDATE

Jamie Lynn Gilbert provided a budget update; the update is attached here and included in these minutes by reference. As one item of note, she noted that *Nubian Message* was showing zero percent on its payroll line, with the only expenditure there being \$12.49 for an ad commission. She said that this was because no one on staff had thus far submitted time sheets for work performed this academic year and that very few had completed the requisite paperwork to be on staff. In fact, she said, neither the editor in chief nor the managing editor had current employment paperwork on file. Ellen said she was working with the *Nubian* staff to rectify the situation.

REPORT FROM NEWSPAPER ADVISORY BOARD REGARDING *NUBIAN MESSAGE* GOALS

Patrick said the Newspaper Advisory Board had a good meeting on Monday, Oct. 5, with all members present. He said that the goals set for the *Nubian* were addressed in a general way in the *Nubian's* October board report, and more specifically in a document compiled by Ellen Meder and provided separately to the board; that document is attached here and included as part of these minutes by reference.

Patrick reviewed the goals listed on Ellen's document, and everyone who had participated in the Oct. 5 meeting agreed that it was an accurate summation of the goals agreed upon at that time. Per the goals, the *Nubian* will create two staff recruitment and outreach plans, both due at the November Board of Directors' meeting.

BOARD VACANCY AND CALL FOR NOMINATIONS

Patrick said that Matt Donegan had notified him the day after the board's September meeting that he was leaving Capitol Broadcasting and thus relinquishing his seat on the board. Patrick said this was one of the "media professional" board seats and encouraged any of the board members with connections to, and board-worthy colleagues in, the local/area media industry to let him know.

APPROVAL OF SEPTEMBER MEETING MINUTES

With a quorum established, the board unanimously approved the minutes from the Sept. 8 meeting

ORGANIZATION REPORTS AND ADDENDA

The editors' and managers' October board reports are attached here and included in these minutes by reference.

Agromeck editor Molly Donovan noted that since filing her report, she had submitted the yearbook cover as an assignment/exercise for the photo staff. Otherwise, she corrected an error in her report, saying that after the most recent deadline, the staff had submitted 136 pages, meaning this year's book was about 40 percent complete.

For WKNC, general manager Matt Brown said WKNC was covering national "Cassette Store Day" locally. Otherwise, Jamie encouraged board members to listen to Eye On the Triangle's special Diversity Week program on 88.1 on their way home from the meeting.

ADJOURN

The meeting adjourned at 7:25 p.m.

STUDENT MEDIA ORGANIZATION REPORTS – November, 2015

Agromeck

submitted by Molly Donovan, editor

Revenue

- Last week was the first week of senior portraits, and we are offering a \$10 discount on the book for every senior that gets their photo taken. We had a table set up by the portraits to push book sales.
- *Agromeck* Man has officially returned!! He walks around campus and takes selfies with students for a contest and tells people how they can buy a book.

Expenditures

- N/A

Personnel

- No major changes in staff.
- One designer has expressed interest in a Digital Media Coordinator position (originally the Webmaster) and we are beginning the interview process with her.

Training

- More of our staff is completing their correspondence, and we have work nights every Thursday so staff can have the opportunity to sit down with editors and talk about their story/spread/etc.
- Over Halloween weekend, Eliza (our design editor) and Amanda (a senior staff designer) were able to go to the ACP/CMA conference in Austin, Texas. They split up and went to a ton of sessions and have shared what they've learned with our staff, and they also got to accept award on behalf of the *Agromeck*! The 2014 book won a Pacemaker, and the 2015 book won Second Place Best in Show!

Coverage

- We are working on a package regarding mental health on campus, as well as a spread on the CMT vs. BET party.

Technology

- N/A

Deadlines

- We have not had a deadline since the last meeting. Our next deadline will be Dec. 11.

Ethics/Legal Issues

- N/A

Business Office

submitted by Mark Tate, business office manager

Revenue

Technician

October's Technician sales finished well and combined with the revenue from other outlets, it was just enough to exceed our monthly goal. During October, we held a housing fair at Stafford Commons and were able to bring in over \$11,000 in revenue from our Housing Guide special section. Coming up in November is the RED: Basketball Preview special section. We will be dropping our print distribution down from 7,000 to 5,000 per day. Because of this, we are lowering the rates across the board 25% to accommodate for the change.

WKNC

Year to Date (July 1st-October 19th) we have brought in \$4890 from WKNC sales.

Nubian Message

Nothing new to report on Nubian Message sales

Agromeck

We are in the process of doing senior portraits this week. We are on pace to far exceed our senior portrait numbers from last year and possibly hit the 600 mark. We have set up a table during every time slot for senior portraits. At this table, a Student Media representative is always present to discuss with students how to purchase a yearbook. We were able to sell our first book of the year last week.

Expenditures

All expenditures are normal. Due to trademark issues, we were forced to change the name of our dining website from packlife.org to nearncsu.com. Although we did not have to pay to have the site updated with the new name, we did have to pay for a new domain and new promotional memorabilia with the new name.

Personnel

We have hired three new junior media consultants that will be focusing on bringing in new business for the organization. We have also hired three new marketing interns that will help with promotional events and *Agromeck* sales.

Training

No new training events took place in October

Deadlines

The basketball preview deadline passed on November 5th and the preview will run on November 12th.

Nubian Message

Submitted by Chris Hart-Williams, editor

No report by meeting date.

Technician

Submitted by Kaitlin Montgomery, editor

No report by meeting date.

Windhover

submitted by Kaanchee Gandhi, editor-in-chief

Revenue

Ryland has requested to take on his role of design editor as an internship for class credit rather than a paid position. We now have \$1,200 more in our budget for personnel. The money will most likely end up as surplus, however, since most of our positions are volunteer based.

Expenditures

Nothing to report

Personnel

We have hired the following new personnel:

Literary Editor: Threa Almontaser

Visual Editor: Cyrus Homesly

Audio Editor: Julie Smitka

Designer: Sonia Hupfeld-Cousineau:

Designer: Ryan Williams

Social Media Correspondent: Emily Ehling

The section editors will be forming their committees soon.

Training

Our section editors have new email addresses and access to shared Google Drives where we will be organizing submissions. Our new designers have been assigned small tasks to get acclimated with the design theme we have this year and soon we will all meet together to discuss the direction of the book. Our social media correspondent is being delegated a list of coverage to be posted online weekly.

Technology

Nothing to report

Coverage

Promotion of our Open Mic Night is going well! We have a lot of people already signed up to perform or display their artwork. Our Open Mic Night is being held on Thursday, November 19th from 7-10pm 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 Oct. 31, 2015: \$ \$7,929.62
Donor announcements — \$1,235.00
Web Ads — \$205.80
Local Band Local Beer — \$900.00
Concert Promotions — \$2,300.00
Benefit Concerts/Events — \$1,005.00
Merchandise Sales — \$864.82
Other — \$1,419.00 [Donations and FY14 payment from Wolfpack Sports]

Donor announcement sales are at \$4,760.00 for the year, which isn't bad. Unfortunately, 88% of the sales are from one client. We did add one new client this month, though, so hopefully more will continue to purchase DAs with WKNC.

We are working to get our LBLB payments from Tir Na nOg before they close on Nov. 22, 2015. The series will be moved to The Pour House Music Hall and our partnership will remain the same.

PERSONNEL

We are at 120 staff members this semester. In the coming weeks we will be adding a multimedia director, and a deputy promotions assistant.

LEADERSHIP DEVELOPMENT

Matthew B, Cameren D, Julie S, Yvonne C, and Kevin K went to the College Broadcasters, Inc. National Student Electronic Media Convention in Minneapolis. Matthew and Cameren received \$500 undergraduate research travel grants and presented at the conference. When completed, the full convention summary will be at <http://studentmedia.ncsu.edu/web/uploads/cbiminneapolis15.pdf>.

COVERAGE

Eye On the Triangle had an hour long program as part of Diversity Education Week. Our second Fridays on the Lawn will take place on November 6th on Harris Field.

SOCIAL MEDIA

We now have over 20,000 followers between our Twitter, Facebook, Instagram, Spotify, YouTube, and Cymbal accounts. We also have three Lounge video sessions planned for the rest of the month.

AWARDS

"88.1 Second of Technician Jan. 12, 2015," finalist, Best Audio Newscast, CBI National Student Production Awards

WKNC, winner, Best Social Media Presence, CBI National Student Production Awards

WKNC, finalist, Biggest Champion of the Local Scene, CMJ College Radio Awards

WKNC, third place, Four-Year Radio Station of the Year, College Media Association Pinnacle Awards

STUDENT MEDIA BUDGET VS. ACTUAL

DATE: November 1, 2015
 PERCENT THROUGH FISCAL YEAR: 33%

056 AGROMECK				058 WINDHOVER				066 TECH SUPPORT			
	Budget	Actual	Percent		Budget	Actual	Percent		Budget	Actual	Percent
Payroll	\$ 16,651.71	\$ 5,040.11	30%	Payroll	\$ 4,461.60	\$ -	0%	Payroll	\$ 76,146.76	\$ 24,798.33	33%
Supplies	\$ 700.00	\$ 44.16	6%	Supplies	\$ 450.00	\$ -	0%	Supplies	\$ 1,900.00	\$ 1,261.10	66%
Leadership develop.	\$ 3,220.00	\$ 1,779.67	55%	Leadership develop.	\$ 100.00	\$ -	0%	Leadership develop.	\$ -	\$ -	-
Admin service charges	\$ 2,622.86	\$ 2,437.39	93%	Admin service charges	\$ 1,112.79	\$ 1,024.98	92%	Admin service charges	\$ 4,286.94	\$ 4,011.41	94%
Current services	\$ 28,708.24	\$ 148.36	1%	Current services	\$ 14,940.00	\$ -	0%	Current services	\$ 600.00	\$ 302.48	50%
Fixed charges	\$ 1,114.00	\$ 261.97	24%	Fixed charges	\$ 393.00	\$ 20.00	5%	Fixed charges	\$ -	\$ -	-
TOTAL	\$ 53,016.80	\$ 9,711.66	18%	TOTAL	\$ 21,457.39	\$ 1,044.98	5%	TOTAL	\$ 82,933.70	\$ 30,373.32	37%
Non-fee income	\$ 24,000.00	\$ (776.43)	-3%	Non-fee income	\$ -	\$ -	-	Non-fee income	\$ -	\$ -	-
Fee income	\$ 29,016.80	\$ 14,066.93	4.34%	Fee income	\$ 21,457.39	\$ 10,402.24	3.21%	Fee income	\$ 82,933.70	\$ 40,205.07	12.41%
TOTAL	\$ 53,016.80	\$ 13,290.50	25%	TOTAL	\$ 21,457.39	\$ 10,402.24	48%	TOTAL	\$ 82,933.70	\$ 40,205.07	48%
Profit/Loss	\$ -	\$ -	-	Profit/Loss	\$ -	\$ -	-	Profit/Loss	\$ -	\$ -	-

061 NUBIAN MESSAGE				059 WKNC				OVERALL			
	Budget	Actual	Percent		Budget	Actual	Percent		Budget	Actual	Percent
Payroll	\$ 4,476.58	\$ 521.17	12%	Payroll	\$ 36,179.11	\$ 10,414.75	29%	Payroll	\$ 587,684.69	\$ 183,643.88	31%
Supplies	\$ 150.00	\$ 3.68	2%	Supplies	\$ 2,500.00	\$ 254.36	10%	Supplies	\$ 21,293.00	\$ 4,600.73	22%
Leadership develop.	\$ 1,920.00	\$ -	0%	Leadership develop.	\$ 2,980.00	\$ 1,920.00	64%	Leadership develop.	\$ 25,710.00	\$ 9,680.43	38%
Admin service charges	\$ 714.44	\$ 552.67	77%	Admin service charges	\$ 2,757.24	\$ 2,557.84	93%	Admin service charges	\$ 49,228.96	\$ 43,177.88	88%
Current services	\$ 7,436.12	\$ 3,353.18	45%	Current services	\$ 5,480.60	\$ 297.28	5%	Current services	\$ 227,065.56	\$ 46,184.93	20%
Fixed charges	\$ 214.00	\$ -	0%	Fixed charges	\$ 4,339.00	\$ 596.00	14%	Fixed charges	\$ 13,363.00	\$ 12,220.10	91%
TOTAL	\$ 14,911.14	\$ 4,430.70	30%	TOTAL	\$ 55,235.95	\$ 16,840.23	30%	TOTAL EXPENSES	\$ 978,345.20	\$ 316,154.99	32%
Non-fee income	\$ 2,000.00	\$ -	0%	Non-fee income	\$ 48,100.00	\$ 8,219.62	17%	Non-fee income	\$ 308,467.00	\$ 30,517.87	10%
Fee income	\$ 12,911.14	\$ 6,259.14	1.93%	Fee income	\$ 7,135.95	\$ 3,459.41	1.07%	Fee income	\$ 668,500.00	\$ 324,079.25	48%
TOTAL	\$ 14,911.14	\$ 6,259.14	42%	TOTAL	\$ 55,235.95	\$ 11,679.03	21%	TOTAL INCOME	\$ 976,967.00	\$ 354,597.12	36%
Profit/Loss	\$ -	\$ -	-	Profit/Loss	\$ -	\$ -	-				

057 TECHNICIAN				060 GENERAL ADMIN			
	Budget	Actual	Percent		Budget	Actual	Percent
Payroll	\$ 63,061.52	\$ 18,595.33	29%	Payroll	\$ 386,707.41	\$ 124,274.19	32%
Supplies	\$ 3,000.00	\$ 165.96	6%	Supplies	\$ 12,593.00	\$ 2,871.47	23%
Leadership develop.	\$ 4,840.00	\$ 3,119.10	64%	Leadership develop.	\$ 12,650.00	\$ 2,861.66	23%
Admin service charges	\$ 15,230.23	\$ 11,797.42	77%	Admin service charges	\$ 22,504.45	\$ 20,796.17	92%
Current services	\$ 161,121.84	\$ 35,843.55	22%	Current services	\$ 8,778.76	\$ 6,240.08	71%
Fixed charges	\$ 5,878.00	\$ 4,551.73	77%	Fixed charges	\$ 1,425.00	\$ 6,790.40	477%
TOTAL	\$ 253,131.59	\$ 74,073.09	29%	TOTAL	\$ 497,658.63	\$ 179,681.01	36%
Non-fee income	\$ 234,367.00	\$ 23,074.68	10%	Non-fee income	\$ -	\$ -	-
Fee income	\$ 18,764.59	\$ 9,096.80	2.81%	Fee income	\$ 496,280.42	\$ 240,589.66	74.24%
TOTAL	\$ 253,131.59	\$ 32,171.48	13%	TOTAL	\$ 496,280.42	\$ 240,589.66	48%
Profit/Loss	\$ -	\$ -	-	Profit/Loss	\$ -	\$ -	-

Net Profit/Loss	\$ (1,378.20)
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