

# STUDENT MEDIA BOARD OF DIRECTORS AGENDA

Tuesday, Nov. 15, 2016 • 7 p.m.  
Room 356, Witherspoon Student Center

## CALL TO ORDER

## ELECTION OF MEETING SECRETARY

## NEW BUSINESS

1. Approval of minutes from Oct. 11, 2016 board meeting.
2. November budget update (Jamie)
3. Newspaper stand incidents (Patrick)
4. Convention reports
  - ~ ACP
  - ~ CBI
  - ~ SCJ
5. Student Centers Board of Directors update (Gabe DeCaro)
6. Advisory Board appointments

## OLD BUSINESS

1. 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 50<sup>th</sup> anniversary.

**ADJOURN**

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

# STUDENT MEDIA BUDGET VS. ACTUAL

DATE: November 1, 2016  
 PERCENT THROUGH FISCAL YEAR: 33%

| 056 AGROMECK          |              |              |         | 058 WINDHOVER         |              |              |         | 066 TECH SUPPORT      |              |              |         |
|-----------------------|--------------|--------------|---------|-----------------------|--------------|--------------|---------|-----------------------|--------------|--------------|---------|
|                       | Budget       | Actual       | Percent |                       | Budget       | Actual       | Percent |                       | Budget       | Actual       | Percent |
| Payroll               | \$ 16,668.13 | \$ 5,281.78  | 32%     | Payroll               | \$ 5,582.50  | \$ -         | 0%      | Payroll               | \$ 81,935.80 | \$ 27,960.31 | 34%     |
| Supplies              | \$ 900.00    | \$ 97.00     | 11%     | Supplies              | \$ 635.00    | \$ -         | 0%      | Supplies              | \$ 1,876.00  | \$ -         | 0%      |
| Leadership develop.   | \$ 5,275.00  | \$ 238.00    | 5%      | Leadership develop.   | \$ 1,110.00  | \$ 119.00    | 11%     | Leadership develop.   | \$ -         | \$ -         | -       |
| Admin service charges | \$ 2,419.01  | \$ 2,314.19  | 96%     | Admin service charges | \$ 1,055.51  | \$ 1,025.06  | 97%     | Admin service charges | \$ 4,378.79  | \$ 4,368.06  | 100%    |
| Current services      | \$ 27,084.00 | \$ 683.71    | 3%      | Current services      | \$ 15,940.00 | \$ 6.85      | 0%      | Current services      | \$ 1,377.24  | \$ 481.60    | 35%     |
| Fixed charges         | \$ 2,064.00  | \$ 72.00     | 3%      | Fixed charges         | \$ 762.00    | \$ 149.00    | 20%     | Fixed charges         | \$ -         | \$ -         | -       |
| TOTAL                 | \$ 54,410.14 | \$ 8,686.68  | 16%     | TOTAL                 | \$ 25,085.01 | \$ 1,299.91  | 5%      | TOTAL                 | \$ 89,567.83 | \$ 32,809.97 | 37%     |
| 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 | \$ 13,554.28 | 4.09%   | Fee income            | \$ 22,885.01 | \$ 10,995.69 | 3.32%   | Fee income            | \$ 89,567.83 | \$ 43,035.15 | 12.99%  |
| TOTAL                 | \$ 54,410.14 | \$ 22,566.12 | 41%     | TOTAL                 | \$ 25,085.01 | \$ 10,995.69 | 44%     | TOTAL                 | \$ 89,567.83 | \$ 43,035.15 | 48%     |
| 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  | \$ 581.24   | 10%     | Payroll               | \$ 37,615.49 | \$ 11,412.96 | 30%     | Payroll               | \$ 636,647.66 | \$ 194,852.35 | 31%     |
| Supplies              | \$ 50.00     | \$ 426.10   | 852%    | Supplies              | \$ 2,600.00  | \$ 109.53    | 4%      | Supplies              | \$ 19,786.71  | \$ 3,577.00   | 18%     |
| Leadership develop.   | \$ 2,030.00  | \$ 372.80   | 18%     | Leadership develop.   | \$ 3,580.00  | \$ 1,781.00  | 50%     | Leadership develop.   | \$ 28,815.00  | \$ 5,877.19   | 20%     |
| Admin service charges | \$ 722.17    | \$ 696.95   | 97%     | Admin service charges | \$ 3,375.71  | \$ 2,717.65  | 81%     | Admin service charges | \$ 55,000.00  | \$ 53,793.95  | 98%     |
| Current services      | \$ 7,696.00  | \$ 2,319.54 | 30%     | Current services      | \$ 6,420.00  | \$ 1,447.88  | 23%     | Current services      | \$ 140,486.23 | \$ 44,267.64  | 32%     |
| Fixed charges         | \$ 930.00    | \$ 194.00   | 21%     | Fixed charges         | \$ 4,854.00  | \$ 873.00    | 18%     | Fixed charges         | \$ 23,358.00  | \$ 6,836.67   | 29%     |
| TOTAL                 | \$ 17,245.17 | \$ 4,590.63 | 27%     | Contracted services   | \$ 1,000.00  | \$ 500.00    | 50%     | Contracted services   | \$ 5,000.00   | \$ 1,500.00   | 30%     |
| Non-fee income        | \$ 2,200.00  | \$ 236.00   | 11%     | TOTAL                 | \$ 59,445.21 | \$ 18,842.02 | 32%     | Capital outlay        | \$ 27,006.40  | \$ 16,196.29  | 60%     |
| Fee income            | \$ 15,045.17 | \$ 7,228.84 | 2.18%   | Non-fee income        | \$ 50,300.00 | \$ 5,368.86  | 11%     | TOTAL EXPENSES        | \$ 936,100.00 | \$ 326,901.09 | 35%     |
| TOTAL                 | \$ 17,245.17 | \$ 7,464.84 | 43%     | Fee income            | \$ 9,145.21  | \$ 4,394.05  | 1.33%   | Non-fee income        | \$ 246,600.00 | \$ 78,272.37  | 32%     |
| Profit/Loss           | \$ -         | \$ -        | -       | TOTAL                 | \$ 59,445.21 | \$ 9,762.91  | 16%     | Fee income            | \$ 689,500.00 | \$ 331,287.82 | 48%     |
|                       |              |             |         | Profit/Loss           | \$ -         | \$ -         | -       | Food Purchases        | \$ -          | \$ (403.26)   | -       |
|                       |              |             |         |                       |              |              |         | TOTAL INCOME          | \$ 936,100.00 | \$ 409,156.93 | 44%     |

  

| 057 TECHNICIAN        |               |              |         | 060 GENERAL ADMIN     |               |               |         |
|-----------------------|---------------|--------------|---------|-----------------------|---------------|---------------|---------|
|                       | Budget        | Actual       | Percent |                       | Budget        | Actual        | Percent |
| Payroll               | \$ 92,424.12  | \$ 18,893.30 | 20%     | Payroll               | \$ 396,604.61 | \$ 130,722.76 | 33%     |
| Supplies              | \$ 1,150.00   | \$ 842.98    | 73%     | Supplies              | \$ 12,575.71  | \$ 2,101.39   | 17%     |
| Leadership develop.   | \$ 4,370.00   | \$ 653.40    | 15%     | Leadership develop.   | \$ 12,450.00  | \$ 2,712.99   | 22%     |
| Admin service charges | \$ 12,592.69  | \$ 11,880.55 | 94%     | Admin service charges | \$ 30,456.11  | \$ 30,791.49  | 101%    |
| Current services      | \$ 61,350.23  | \$ 17,195.02 | 28%     | Current services      | \$ 20,618.76  | \$ 22,133.04  | 107%    |
| Fixed charges         | \$ 11,377.00  | \$ 5,125.21  | 45%     | Fixed charges         | \$ 3,371.00   | \$ 423.46     | 13%     |
| TOTAL                 | \$ 183,264.04 | \$ 54,590.46 | 30%     | Contracted services   | \$ 4,000.00   | \$ 1,000.00   | 25%     |
| Non-fee income        | \$ 160,000.00 | \$ 41,733.11 | 26%     | Capital outlay        | \$ 27,006.40  | \$ 16,196.29  | 60%     |
| Fee income            | \$ 23,264.04  | \$ 11,177.80 | 3.37%   | TOTAL                 | \$ 507,082.59 | \$ 206,081.42 | 41%     |
| TOTAL                 | \$ 183,264.04 | \$ 52,910.91 | 29%     | Non-fee income        | \$ 5,700.00   | \$ 21,922.56  | 385%    |
| Profit/Loss           | \$ -          | \$ -         | -       | Fee income            | \$ 501,382.59 | \$ 21,922.56  | 72.72%  |
|                       |               |              |         | TOTAL                 | \$ 507,082.59 | \$ 21,922.56  | 4%      |
|                       |               |              |         | Profit/Loss           | \$ 0.00       | \$ 0.00       | -       |

  

| Net Profit/Loss |         |         |         |
|-----------------|---------|---------|---------|
|                 | Budget  | Actual  | Percent |
| Net Profit/Loss | \$ 0.00 | \$ 0.00 | -       |

**The Media Will Call This  
Hate**

Why? Because They Hate White  
People.

Are you sick of the blatant anti-  
white propoganda spread by SJW's  
and the elite?

**WE ARE TOO.**

We need your help fellow White  
comrade. Join us and stand up for  
faith, folk, and family!

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WWW.DAILYSTORMER.COM

HELP FIGHT AGAINST #WHITEGENOCIDE

**Annual Publications**

John Cooper Elias  
Liz Moomey  
Amanda Pearlszig  
Alanna Howard  
Mimi McCarthy  
Tania Allen  
Martha Collins

**Broadcast**

Joe Ovies  
Kelly McCullen  
Dean Phillips  
Adam Kincaid  
Emily Ehling  
Joseph Charles  
Jamie Lynn Gilbert

**Business Office**

Robbie Williams  
Dante Genua  
Kelly Brys  
Chanon Smith  
Amy Callahan  
Mark Tate  
Mimi McCarthy  
Krystal Baker

**Newspaper**

Josh Hyatt  
Cory Smith  
Missy Furman  
Justin Hall  
Nancy Wykle  
Ben McNeely  
Aaron Thompson  
Kaitlin Montgomery  
Ellen Meder

**Unassigned:** Jacqueline Gonzalez, Meghan Glove, Chloe Anderson

# Student Media organization reports – November, 2016

## *Agromeck*

### Revenue

Senior portraits for the fall are November 7-18, and we are still offering the \$10 discount on the book for seniors who get their portrait taken. This year they are adding the option to get a LinkedIn photo as well. We also have the table set up by the portrait area to sell books, like last year.

### Expenditures

n/a

### Personnel

There are no major changes on staff; we have maintained the same staff mentioned in past board reports and have a few members interested in trying a new position.

### Training

Most of our new staff from the fall have now completed their correspondence with the last deadline, and the rest of the new staff will finish correspondence with the next deadline.

The weekend of Oct. 20-2,3 Molly Donovan (promotions editor) and many other student media members attended the ACP National College Media Convention in Washington D.C. The 2016 *Agromeck* won Second Place Best in Show, three individual awards for photographs and one individual award for design. The 2015 *Agromeck* got a Pacemaker.

### Coverage

We are currently focusing our efforts on covering homecoming and the presidential election.

### Technology

n/a

### Deadlines

We have not had a deadline since the last board meeting. Our next deadline is December 12, when 96 pages are due.

### Ethics/Legal Issues

n/a

# Business Office

## Submitted by Mary McPhatter, GM

### Revenue

#### *Technician*

We have billed \$35,888.91 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 Near NC State Magazine was a huge success with total sales at \$14,512.50, far exceeding our \$10,000 goal. We will receive 5000 copies of the magazine from the printers by November 18<sup>th</sup>. The Business Office staff are scheduling distribution times at Talley and the Brickyard. Additionally, the magazine will be distributed to many of our housing advertisers as well as in our multi-shelf newspaper racks. We are planning to distribute 2,500 before the holiday break, and the remaining 2,500 in January.

#### WKNC

We have billed \$4202.50 to date for WKNC. The sales reps have been encouraged to continue the great work in promoting WKNC advertising to their clients. We have seen an increased interest in advertising on the WKNC Twitter feed with our clients.

#### *Nubian Message*

Nubian is on track to have a record year for revenue, as \$1,463.35 has been billed thus far. 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*

We are helping the Agromeck staff with senior portraits this week and next (November 7-18). Lifetouch is now offering one free professional digital photo to all the seniors in hopes to increase our numbers. Those that take a senior portrait also get \$10 off the cost of their yearbook. Yearbook ad sales through College Publications has already met their sales goal and working on extra ad sales for the book.

### Personnel

The staff continues to foster a great working environment, supporting and encouraging one another to perform at their best. On November 15<sup>th</sup>, current and alumni of the SM Business Office are bowling at the Alley; this networking event is designed as a fun way to bond with current staff members and gain valuable insight from previous staff.

### Training

Krystal is working with the advisers and Duke and Carolina to have a regional conference for the sales staff the second week in January. We continue to train sales reps on an individual needs basis and are planning a refresher training at the next staff meeting.

### Technology

We are working to gain access to Bronto email service from the University Marketing department so we can begin our monthly customer emails as well as alumni newsletter.

# ***Nubian Message***

## **Submitted by Stephanie Tate, EIC**

### **Revenue**

n/a

### **Expenditures**

n/a

### **Personnel**

We have had two writers officially become staff writers.

### **Training**

Both myself and my managing editor Anahzsa Jones attended 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**

I am very impressed by the quality of the event coverage my staff has been doing. We have also been experimenting with live tweeting, which seems to be going well so far.

### **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**

n/a

## ***Technician***

*(No report submitted as of Nov 10.)*

# **Windhover**

## **Submitted by Nikita Chintalapudi, Editor**

### **Revenue**

We are finishing a t-shirt design and hoping to get them printed soon. Will cost \$5 per shirt and we plan on selling them for \$8.

### Expenditures

We are looking into buying t-shirts, banner, table, and keychains. We are also adjusting the budget to include an end-of-year "salary" for promotions director.

### Personnel:

We've hired one more junior designer, Eden Faulkner.

### Training:

n/a

### Technology:

n/a

### Coverage:

We partnered with Fish Market Gallery and had a booth there where we were able to talk to a lot of College of Design students.

We also had a table at Friday on the Lawn and were able to talk to some students that way as well.

We are painting the tunnel on Wednesday to get the word out about submitting and Open Mic Night.

### Deadlines:

Open mic night is November 21. Trying to get everything done by then!

### Ethics:

n/a

## **WKNC**

## **Submitted by Emily Ehling, GM**

### Hi Patrick!

### Revenue

Non-fee income (money in the bank), as of Oct. 31, 2016: \$ \$5,368.86

Benefit Tickets — \$525.00

Benefit Sponsorships — \$225.00

Wolfpack Sports — \$1,200.00

LBLB Contract — \$1,000.00

Sponsor Sales — \$1,100.00

Concert Promotions — \$300.00

Merchandise Sales — \$750.86

Other — \$258.00

Our income looked a little light for October, but we have more than \$1,600 in October income waiting to be deposited. Our sponsorship sales have seen a large increase, with more than \$4,000 billed this fiscal year for about a quarter of our goal.

### **Personnel**

Hired Samantha Piccione as Assistant Promotions Director. We also hired Quinton Moore and Rachel Canning as Deputy Promotions Directors. We will be hiring a new Operations Manager.

### **Expenditures/Technology**

We needed to purchase a new audio console for our closed production studio to maintain functionality. We made the purchase with supply money and are within budget on that line item.

### **Programming**

We celebrated Diversity in Education Week with two diversity-focused editions of our "GenEd" podcast. In the first, podcast manager Coleen Kinen-Ferguson talked about intersectionality and microaggressions with Preston Keith, assistant director of the NC State GLBT Center,. The second edition focused on racism and microaggressions and featured *Nubian Message* editor Stephanie Tate and WKNC underground music director Charles Morse. The podcasts also aired on "Eye on the Triangle." The podcasts received 183 total downloads during the month of October.

Coleen also launched FemRock, a new music-based, punk-minded feminist podcast exploring the NC music scene. The first two episodes centered around the Manifest Music Festival.

### **Outreach/Events**

Sponsored Manifest Music Festival. Hosted Fridays on the Lawn on Nov. 4. Dates for spring 2017 Fridays on the Lawn are set.