

**N.C. State Student Media Board of Directors
November, 2016 meeting minutes**

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

Present: Justin Hall, Missy Furman, Jacqueline Gonzalez, Mimi McCarthy, Josh Hyatt, Tania Allen, Amanda Pearlsweig, Stephanie Tate, Mary McPhatter, Rachel Smith, Emily Ehling, Patrick Neal

Absent: Chloe Anderson, Meghan Glova, Dante Genua, Robbie Williams, Dean Phillips, Nikita Chintalapudi

Others present: Jamie Lynn Gilbert, Martha Collins, Gabe DeCaro

CALL TO ORDER & ELECTION OF MEETING SECRETARY

Board chair Mimi McCarthy called the meeting to order at 7:05 p.m., with a quorum established. Justin Hall volunteered to serve as the recording secretary for the meeting

APPROVAL OF THE OCTOBER MEETING MINUTES

Jackie Gonzalez motioned to approve the minutes from the Oct. 11 meeting with Josh Hyatt seconding the motion; the board approved them unanimously.

BUDGET UPDATE

Jamie Lynn Gilbert reviewed the November budget update, which was included with the meeting packet and is made part of these minutes by reference. In her review, she noted the following:

- Revenue from the Orientation magazine has not yet been moved from General Administration to the respective organizations. Once that has been moved, she said, each organization will see some \$2,200 each in additional non-fee revenue.
- All administrative service fees have been paid for the year and total about \$54,000. To put that in perspective, Jamie noted that those fees were more or less equal to the entire budget for the *Agromeck*.
- She noted that both WKNC and *Agromeck* were running above 30% on payroll for the year with 33% of the year elapsed. She said that while it wasn't an issue now and should not be an issue down the road, she said it was a line item to watch.
- General Administration's current services line item is at 107% for the year. Jamie explained that the overrun came primarily from the following unbudgeted expenses: some \$5,000 for the installation of a transformer for WKNC's new transmitter, about \$2,800 for the Business Office's new rate card, and about \$5,000 to install and refurbish various newspaper boxes around campus. On the first item, Jamie said \$5,000 had been budgeted to paint WKNC's tower, and that the transformer cost could be offset by postponing that work until the 2017-2018 fiscal year. As for the last item, Patrick Neal took responsibility, saying that he didn't realize how expensive the work was going to end up being, and that he should have asked for pricing details from Facilities before authorizing the box refurbishments, which turned out to be very labor-intensive. He said he was postponing all additional work on newspaper boxes until the 2017-2018 fiscal year. Otherwise, Jamie said, no additional unbudgeted expenses were anticipated for that category for the rest of the year.

NEWSPAPER STAND INCIDENTS

Patrick, Rachel Smith and Stephanie Tate briefed the board on two separate newspaper stand incidents in recent weeks, one affecting *Technician* and the other affecting the *Nubian Message*.

In the first case, on both the Monday and Thursday before Homecoming weekend, staff members noted a significant number of empty boxes on campus. In all, an estimated 2,250 papers were taken from more than a dozen boxes in the two incidents combined, and the staff reported both thefts to campus police. At first the staff believed that the thefts might be in response to its editorial content, but it was subsequently determined that the papers taken were used as building materials for Homecoming floats. In the end, Rachel worked with the Director of Fraternity and Sorority Life to identify the leaders of the fraternities and sororities involved, and then wrote those organizations to admonish them for the thefts and asking them to work with *Technician* if they needed papers for floats or any other projects in the future. While the Office of Student Conduct was notified of the thefts, Rachel said that she did not pursue Conduct sanctions against the organizations or individuals involved.

The second incident came on Nov. 10, after a Nubian staffer found a white supremacist flyer in the newspaper box at the rear entrance of Caldwell Hall. (A copy of the flyer is included in the meeting packet and is made a part of these minutes by reference.) The flyer was similar to flyers posted on at least 17 other bulletin boards on campus. Patrick said that when he was notified, he immediately checked all other Nubian boxes and determined that the Caldwell box had been the only one victimized. He said that while the First Amendment likely protected the bulletin board postings, he felt that placement of the flyer in a Nubian box crossed the line into intimidation, and with that in mind he notified the university's Bias Incident Response Team. Patrick asked the student leaders to speak with their staffs and ask them to make it a habit to check newspaper racks and boxes they pass when they're on campus. He said that if anyone found any unauthorized materials in the boxes to let Patrick know ASAP.

CONVENTION REPORTS

Students and staff briefly reviewed their recent convention travels to the Associated Collegiate Press convention in Washington, D.C.; the College Broadcasters Inc. convention in Philadelphia; and the Society of Collegiate Journalists' biennial meeting in Atlanta.

Martha Collins compiled a written summary of the ACP convention, which is attached and included in these minutes by reference. Stephanie said that the highlights of the convention for her were hearing Edward Snowden and Bob Woodward speak, and Martha said the two sessions she and Agromeck promotions manager Molly Donovan led were both well-attended.

Emily Ehling said six WKNC staffers and two professional staff members attended the meeting in Philadelphia. Jamie compiled session summaries, now available at <https://studentmedia.ncsu.edu/web/uploads/cbphiladelphia16.pdf>

Martha and Rachel then briefly recounted their 36-hour trip to the SCJ Biennium. Martha's written summary is attached and included in these minutes by reference. Rachel said that as a member of the Bylaws Committee, she was able to help update the SCJ's initiation pledge to make it more inclusive and less "cultish."

STUDENT CENTERS BOARD OF DIRECTORS UPDATE

Gabe DeCaro, Student Media's representative on the Student Centers Board of Directors, updated the board on the SCBOD's activities thus far this year. He explained that the SCBOD was formed to give students a voice in the operations of the Student Centers' spaces, which include Talley, Witherspoon and Price. He said that next year the Student Centers would be convening focus groups of its resident organizations to get their input on planned renovation work at Witherspoon. In aid of that, Gabe said he had distributed an email survey of all student media students with the help of the student leaders. He said that he had received several responses thus far and planned to re-send the survey early in the spring semester.

ADVISORY BOARD APPOINTMENTS

In advance of the leadership selection process for the 2017-2018 academic year in the spring semester, Patrick asked the unassigned board members which boards they'd like to serve on. The updated list of the advisory boards and their respective members is attached here and made part of these minutes by reference.

CONFLICT OF INTEREST POLICY

Patrick recommended that further proposed changes to the conflict of interest policy be tabled until the advisory boards had had a chance to meet and discuss the policy in those forums. He further recommended that, if possible, all of the advisory boards that had not already met in the fall attempt to schedule a meeting prior to the full board of directors' meeting in January. The policy was subsequently tabled.

REPORTS

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

- Patrick said that *Agromeck* had sold 38 books thus far via the Balfour website, about twice the number that had been sold to date this time last year. Otherwise, it was reported that the fall senior portrait sessions were ongoing, albeit with lighter traffic than had been seen in years past.
- Mary McPhatter said that 5,000 copies of the Living Guide should be delivered this week, and that the Business Office staff planned to distribute 2,500 copies at the end of the fall semester and another 2,500 copies at the beginning of spring semester. She said the piece generated revenues of some \$14,500, which beat the Business Office's goal.
- Stephanie said the *Nubian* staff was working with IT Manager Doug Flowers to update its website so that they could "go live" with it at the beginning of the calendar year.
- Rachel said she was looking to fill eight vacant senior staff positions in the spring. She also noted that the *Technician's* special drug edition placed seventh in a special section competition at the ACP convention. She said the *Technician's* next special edition, the "STEM issue," would be published this week, and that the exam issue would be devoted entirely to satire.
- Emily said WKNC had sold \$3,000 in new donor announcements since the report was submitted. She also said the station would be filling its Underground, Afterhours and Multimedia directors' positions by the beginning of the spring semester.

ADJOURN

The meeting was adjourned at 7:45 p.m.

ACP DC Summary Oct. 20-23

Adviser Martha Collins and 2016 *Agromeck* Editor-in-Chief and current Promotions Manager Molly Donovan traveled to Washington, DC for the Associated College Press fall convention with Adviser Ellen Meder, Photo Grad Assistant Luis Zapata and students from *Nubian Message*, *Technician* and *Windhover*.

Meder had arranged a Capitol tour through Congressman David Price's office, and the group did the tour Thursday morning before the opening keynote Thursday afternoon. It was amazing!

The opening keynote was Donna Brazile, former chair of the DNC.

Friday morning Collins and Donovan led two sessions:

- Story Busters: Where to Start, Who to Call, What to Ask?

- Team Building: Recruitment, Retention and Relationships

Both sessions were well attended, and the Team Building session was standing room only. There were lots of good questions and discussion in both.

The keynote Friday afternoon was Washington Post Reporter Bob Woodward.

Collins spent Friday afternoon doing yearbook critiques for the *Tower*, Northwest Missouri State University; the *Petit Jean*, Harding University; the *Round Up*, Baylor University; and the *Star*, Henderson State University. Collins returned to Raleigh Friday evening.

Donovan attended sessions Friday afternoon and Saturday, concentrating on job searching and design. She also attended the keynote Saturday, Edward Snowden, the Freedom of the Press Foundation; the Pacemaker Awards ceremony Saturday; the keynote Sunday, Jose Antonio Vargas, #Emerging USA; and the Best of Show awards ceremony Sunday.

The 2015 *Agromeck*, Liz Moomey, editor-in-chief, won a Pacemaker; the 2016 *Agromeck*, Molly Donovan, editor-in-chief placed second in the Best of Show competition.

The 2016 *Windhover*, Kaanche Gandhi, editor-in-chief, placed seventh in the best of Show competition.

Society for Collegiate Journalists Biennium Convention, Oct. 26-27

Adviser Martha Collins, NCSU Chapter President Inez Nicholson and NCSU Chapter Member Rachel Smith traveled to Atlanta, Georgia to attend the convention, held in conjunction with the College Media Association convention held Oct. 27-30.

Nicholson and Smith attended as delegates and served on the Contest and Bylaws committees respectively.

After the committees finished their business, students and advisers went to a break-out session featuring David Wickert, award-winning reporter for the Atlanta Journal-Constitution.

After dinner, Students also heard from keynote speaker, Mary Beth Tinker, plaintiff in the *Tinker v. Des Moines Independent School District* case in 1969, about young adult's free speech rights.

Thursday morning, Collins and Smith attended the session *At the Schoolhouse Gate: Student Free Speech and the Tinker Ruling*, led by Frank Lomonte, director of the Student Press Law Center, and Mary Beth Tinker, the youngest protagonist in *Tinker vs. Des Moines Independent Community School District* case.

Collins, Nicholson and Smith returned to Raleigh Thursday afternoon.

NC State Student Media advisory boards membership as of Nov. 15, 2016

Annual Publications

John Cooper Elias
Liz Moomey
Amanda Pearlswig
Alanna Howard
Mimi McCarthy
Tania Allen
Jackie Gonzalez
Martha Collins

Broadcast

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

Business Office

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

Newspapers

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

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. 20-23 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 18th. 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 15th, 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.

Technician Report

Submitted by Rachel Smith, editor-in-chief

Personnel

We have recently seen some pretty drastic changes in staff. Gabe DeCaro, our Opinion Editor, has resigned effective immediately. Gabe has decided to leave the Senior Staff for personal reasons, but does plan to still write a weekly column. We also hired a second Social Content Manager, Isaac Tolbert. Isaac already seems to have everything under control, and everyone on Senior Staff is excited to work with him.

We are currently looking to hire people for eight different positions (Applications sent out Tuesday Nov. 15):

Assistant Photo Editor

Video Editor - Two candidates pending

Projects Manager

Design Editor

Assistant Design Editor

Assistant News Editor

Opinion Editor/Interim

Assistant Opinion Editor/Interim

We are continuing to see a steady flow of people finishing up their correspondency periods and becoming staff members.

Training

Ellen Meder held an incremental reporting training for all senior staff members on Nov. 3rd. We also sent five Technician staffers to the ACP Conference at the end of October. They shared their reports/findings/suggestions from the conference with the entire senior staff.

Technology

Doug finished fixing our design computers. Overall, they work much better and faster. The printer is still slow/fussy (as always), but apparently it is unfixable and a product of us using Mac computers.

Coverage

We had our first couple special editions this month! We did a 20 page drug issue (that ended up bringing home 7th place at the ACP Conference) that received high remarks from staff, the community, and Technician alum. We also put out a Voter Guide at the start of the Early Voting and our second installation of RED. Election coverage has proven to be a solid challenge (as expected) but we are currently gearing up for the end of it all. We have also started working on our next two special issues. Our STEM issue should be on stands Thursday Nov. 17 and our Wrecknician/Technishit will be on stands Dec. 1.

Deadlines

Our section editors are having a hard time keeping their staff members accountable for deadlines (as always), but our formal strike system does seem to help editors keep track of who has dropped stories or missed deadlines. The strikes we have given out thus-far have seemed to be effected in terms of correcting the individual situations.

Ethics/Legal issues

Around the time of homecoming we noticed that about 2,300 copies of Technician had been stolen over the course of a week, and we filed two separate reports with the NC State University Police Department. Some of our staff noticed that they appeared on some of the floats of various Fraternity and Sorority Life Organizations. We reached out to Shelly Dobek and Josh Welch who have agreed to help us deter this kind of action in the future, as well as the presidents of the FSL organizations involved. We decided to forgo any kind of student conduct violation since the copies were not stolen maliciously or as a means to censor our content.