

STUDENT MEDIA BOARD OF DIRECTORS AGENDA

*Tuesday, January 8, 2019 • 7 p.m.
3223 Talley Student Union*

CALL TO ORDER

ELECTION OF RECORDING SECRETARY

NEW BUSINESS

1. (Re)introduction of board members
2. Approve notes from Nov. 13, 2018
3. January budget update (Jamie)
4. WKNC HD2 update (Jamie)
5. Call for Leaders (Patrick)
6. Windhover/Doug's office (Patrick)
7. Science journalism exploratory committee (Patrick)
8. Archive Room project update (Patrick)
9. Open House (Patrick)

REPORT 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

**NC State Student Media Board of Directors
November 2018 meeting notes**

**Tuesday, November 13, 2018 • 7 p.m.
Room 3222 Talley Student Union**

Members present: Adam Skrecz, Arianna Hinton, Lilly Neal, Tania Allen, Dean Phillips, Keilah Davis, Jonathan Carter, Jules Conlon, Xenna Smith, Katie Tart, Jess Errico, Patrick Neal

Absent: Darian Blakey, Sam McRee, Marie Smith, Robbie Williams, Josh Hyatt, Tyler Dukes, Mersina Boynton, Ellen Meder

Others present: Martha Collins, Zanna Swann, Jamie Lynn Gilbert

CALL TO ORDER, APPOINTMENT OF RECORDING SECRETARY, (RE)INTRODUCTIONS

Board Chair Adam Skrecz called the meeting to order, but with only five voting members present was unable to establish a quorum for the meeting. Jules Conlon volunteered to take notes for the meeting. Given that a number of members present were unable to attend the September meeting, everyone present reintroduced themselves.

OCTOBER, NOVEMBER BUDGET UPDATES

Jamie Lynn Gilbert reviewed the budget updates for October and November.

Jamie said that as of Oct. 1, Technician was about a month ahead of its historic averages with regard to revenue, but that November's revenue figure was lower than the historic average; overall, she said, Technician was still about a half-month ahead for the year as of Nov. 1.

She also noted that the current services figure for Technician was some \$7,000 lower than it should be, as Technician's printer had failed to bill the Technician for printing the issues published thus far this academic year. She said the situation had been rectified and that the December budget update would provide a much more accurate picture of Technician's printing expenses.

CONFERENCE RECAPS

Students who attended the College Broadcasters Inc. and Associated Collegiate Press/College Media Association national conferences last month relayed their experiences to the board. The former conference was held in Seattle, Washington, and the latter was held in Louisville, Kentucky.

Jules said four WKNC staff members attended the 2018 CBI conference. In addition to attending an array of sessions on station operations, programming and best practices, Jules said she helped lead a session on station fundraising and added that the station's promotions director Annelise Thorn had helped lead a session on 'zines as a method of building listenership. Jamie noted that two of the students who attended the conference did so thanks to undergraduate travel grants. Jules said the conference attendees' session summaries were now posted online

Katie Tart, who attended the ACP/CMA conference for the first time this year, said she attended sessions on design, writing and marketing. She said she enjoyed meeting students and professional staffers from other programs, as well as learning about different yearbook structures from other programs. Xenna Smith said Windhover had already started working on a new initiative inspired by what she learned in Louisville, a "behind the art" feature for Windhover's website that would give readers a chance to learn about the contributors to the magazine. Xenna also noted that Windhover brought home Best of Show honors from the convention. Jonathan Carter said it was his third year attending the conference, and that he helped lead two sessions this year, one on covering student government along with Technician Managing Editor Connor Bolinder, and another "tips and tricks" session with a panel of veteran student editors. He said he found the critiques of Technician's print edition and website very helpful. Martha Collins said she and Roundabout editor Sam Griffin helped lead a session on starting a magazine. Keilah Davis

said that while she did not attend this year's conference, she said her managing editor did attend on behalf of Nubian Message and found the critiques especially helpful, particularly when it came to helping less experienced staff members address areas of need. Martha said that she was still waiting for some conference summaries from attendees, and said she would post them to Student Media's website once they were all in hand.

ARCHIVE ROOM PROJECT

Patrick Neal said Student Media's archive room would undergo a renovation early in the spring semester. He said Student Media had hired the same custom shelving firm that did such work for the NC State Libraries for the project, and that it would cost about \$4,500. Once it was done, he said, the amount of usable space in the room would grow significantly and make the space much more user-friendly for those searching through past volumes. Patrick said that all of the books and other material currently in the room would need to be moved out temporarily and that Student Media lacked a storage space that would hold it all. That being the case, he told the student leaders that they might have to store yearbooks, bound editions or other materials in their offices late this semester and early next semester as the work was being done. He apologized for the inconvenience and said the materials would be returned to the archive room as soon as the work was complete.

ANNUAL REPORT

Patrick said that Student Media's annual report from 2017-2018 was now posted online. He said it was the same information he turned in to the University on behalf of Student Media back in the summer, just reorganized and formatted to conform with the University's branding guidelines. He noted that after he had posted it, he realized that the awards page had omitted a number of awards students and staff had earned over the 2017-2018 academic year, and said that he would be adding those to the report and re-posting it online once that was done.

BOARD REPORTS

Five organizations' board reports were included with the meeting package and are included as part of these notes by reference. The Nubian Message's board report, which was not included with the meeting package, is attached here and made part of these notes by reference. Additional report items offered at the meeting were as follows:

- Katie said Agromeck had sold one more book since she submitted her report. She also said that 328 students had had their senior portraits taken during the recent two-week portrait session, a total well over the number of portraits taken during the same period last year. In a related note, she said Agromeck had sold five more books through the Balfour ring-warranties partnership, bringing the total number of first-round ring warranties to 142. Finally, she confirmed that Agromeck was officially moving to an academic-year coverage schedule, which would allow each edition to include that year's graduation. Martha said this would shift the book's delivery date to August beginning this year.
- Zanna Swann said that the Student Business and Marketing Office had hired seven new consultants and had conducted one office-wide training in August and another earlier this month. Of those new hires, she said all but one had already made a sale. She also said that the group was selling advertising on behalf of Pack TV, the campus cable network, after taking over that responsibility from an outside firm in Charlotte. She said from each sale, Pack TV would receive 80 percent of the proceeds, with the other 20 percent going to Student Media to cover commissions and otherwise provide additional revenue for the unit.
- Xenna said Windhover had officially hired another designer, bringing the total number of designers on staff to three. Otherwise, she said Windhover's staff currently stood at 17, which is quite large compared to past years' staff.
- Jules said that WKNC would not be DJ-ing at the Fall Frolic event Thursday, Nov. 15, as it had been canceled due to weather. (See below.)

VARIOUS & SUNDRY

While the student leaders were all gathered together, Patrick took the opportunity to address a couple of quick housekeeping items:

- He reminded the leaders of Technician, Nubian, WKNC and the Business Office of the "idea

exchange” day trip to the University of South Carolina on Friday, Jan. 25, 2019. He said the group would depart about 6 a.m. and be back in Raleigh by dinner time that same day, and that both breakfast and lunch would be included. He reminded the leaders that he needed the names of all members interested in going on the trip were due to him by noon on Monday, Nov. 19.

- He said the Fall Frolic had been cancelled due to weather, and that he had told Feed the Pack that he would deliver any food items collected in connection with the event to them before Thanksgiving break. To that end, he said anyone wishing to donating food items needed to put them on the collection table in the break room no later than Thursday morning.
- While on the subject of the break room, he urged them to tell their members that everyone needed to remove any of their items from the break room refrigerator before Winter Break, as any remaining items would be disposed of. He also urged them to remind their members that organizations other than Student Media used that space, and that people from those offices were likely repulsed by the state of the refrigerator. With that in mind, he asked them to urge their members to be considerate of others by keeping the refrigerator and microwave clean and sanitary so that everyone could enjoy them.

ADJOURN

There being no other business, Adam adjourned the meeting at 7:34 p.m.

STUDENT MEDIA BUDGET V. ACTUAL

DATE: January 1, 2019
 PERCENT THROUGH FISCAL YEAR: 50%

056 AGROMECK				058 WINDHOVER				OVERALL			
	Budget	Actual	Percent		Budget	Actual	Percent		Budget	Actual	Percent
Payroll	\$ 28,000.00	\$ 12,559.15	45%	Payroll	\$ 5,700.00	\$ 1,430.16	25%	Payroll	\$ 660,500.00	\$ 299,653.02	45%
Supplies	\$ 700.00	\$ -	0%	Supplies	\$ 750.00	\$ 40.30	5%	Supplies	\$ 20,714.00	\$ 6,855.90	33%
Leadership develop.	\$ 4,750.00	\$ 2,104.73	44%	Leadership develop.	\$ 1,170.00	\$ 1,243.65	106%	Leadership develop.	\$ 33,490.00	\$ 21,915.97	65%
Admin service charges	\$ 4,000.00	\$ 3,338.00	83%	Admin service charges	\$ 1,300.00	\$ 991.00	76%	Admin service charges	\$ 59,900.00	\$ 49,951.00	83%
Current services	\$ 27,096.00	\$ 109.28	0%	Current services	\$ 12,350.00	\$ 8.89	0%	Current services	\$ 121,911.00	\$ 36,679.59	30%
Fixed charges	\$ 955.00	\$ 308.00	32%	Fixed charges	\$ 425.00	\$ 25.00	6%	Fixed charges	\$ 20,685.00	\$ 8,957.07	43%
TOTAL	\$ 65,501.00	\$ 18,419.16	28%	TOTAL	\$ 21,695.00	\$ 3,739.00	17%	Contracted services	\$ 5,000.00	\$ 1,000.00	20%
Non-fee income	\$ 24,000.00	\$ 267.00	1%	Non-fee income	\$ -	\$ -	-	Capital outlay	\$ 42,000.00	\$ 32,870.15	78%
Fee income	\$ 41,501.00	\$ 28,770.57	5.34%	Fee income	\$ 21,695.00	\$ 15,040.06	2.79%	TOTAL EXPENSES	\$ 964,200.00	\$ 457,882.70	47%
TOTAL	\$ 65,501.00	\$ 29,037.57	44%	TOTAL	\$ 21,695.00	\$ 15,040.06	69%	Non-fee income	\$ 187,100.00	\$ 73,880.48	39%
Profit/Loss	\$ -	\$ -	-	Profit/Loss	\$ -	\$ -	-	Fee income	\$ 777,100.00	\$ 538,724.61	69%
061 NUBIAN MESSAGE				059 WKNC				Interest income			
	Budget	Actual	Percent		Budget	Actual	Percent		\$ -	\$ 935.58	-
Payroll	\$ 6,800.00	\$ 3,363.06	49%	Payroll	\$ 54,000.00	\$ 24,870.44	46%	Food purchases	\$ -	\$ 415.95	-
Supplies	\$ 200.00	\$ 66.95	33%	Supplies	\$ 2,600.00	\$ 192.11	7%	TOTAL INCOME	\$ 964,200.00	\$ 613,124.72	64%
Leadership develop.	\$ 2,175.00	\$ 1,692.75	78%	Leadership develop.	\$ 5,290.00	\$ 2,745.66	52%	Net Profit/Loss	\$ -	\$ -	-
Admin service charges	\$ 1,200.00	\$ 996.00	83%	Admin service charges	\$ 5,100.00	\$ 3,884.00	76%	Enhancement Fund	\$ 315.51	\$ -	-
Current services	\$ 8,091.00	\$ 4,959.39	61%	Current services	\$ 7,430.00	\$ 1,346.78	18%				
Fixed charges	\$ 640.00	\$ 309.00	48%	Fixed charges	\$ 4,850.00	\$ 4,379.00	90%				
TOTAL	\$ 19,106.00	\$ 11,387.15	60%	Contracted services	\$ 1,000.00	\$ -	0%				
Non-fee income	\$ 1,000.00	\$ 894.28	89%	TOTAL	\$ 80,270.00	\$ 37,417.99	47%				
Fee income	\$ 18,106.00	\$ 12,551.99	2.33%	Non-fee income	\$ 43,300.00	\$ 9,993.21	23%				
TOTAL	\$ 19,106.00	\$ 13,446.27	70%	Fee income	\$ 36,970.00	\$ 25,629.45	4.76%				
Profit/Loss	\$ -	\$ -	-	TOTAL	\$ 80,270.00	\$ 35,622.66	44%				
Profit/Loss	\$ -	\$ -	-	Profit/Loss	\$ -	\$ -	-				
057 TECHNICIAN				060 GENERAL ADMIN							
	Budget	Actual	Percent		Budget	Actual	Percent				
Payroll	\$ 92,700.00	\$ 50,937.62	55%	Payroll	\$ 473,300.00	\$ 206,492.59	44%				
Supplies	\$ 700.00	\$ 238.14	34%	Supplies	\$ 15,764.00	\$ 6,318.40	40%				
Leadership develop.	\$ 6,215.00	\$ 5,435.73	87%	Leadership develop.	\$ 13,890.00	\$ 8,693.45	63%				
Admin service charges	\$ 12,600.00	\$ 10,414.00	83%	Admin service charges	\$ 35,700.00	\$ 30,328.00	85%				
Current services	\$ 35,220.00	\$ 17,776.14	50%	Current services	\$ 31,724.00	\$ 12,479.11	39%				
Fixed charges	\$ 7,470.00	\$ 3,451.07	46%	Fixed charges	\$ 6,345.00	\$ 485.00	8%				
TOTAL	\$ 154,905.00	\$ 88,252.70	57%	Contracted services	\$ 4,000.00	\$ 1,000.00	25%				
Non-fee income	\$ 97,800.00	\$ 51,541.60	53%	Capital outlay	\$ 42,000.00	\$ 32,870.15	78%				
Fee income	\$ 57,105.00	\$ 39,588.04	7.35%	TOTAL	\$ 622,723.00	\$ 298,666.70	48%				
TOTAL	\$ 154,905.00	\$ 91,129.64	59%	Non-fee income	\$ 21,000.00	\$ 11,184.39	53%				
Profit/Loss	\$ -	\$ -	-	Fee income	\$ 601,723.00	\$ 417,144.50	77.43%				
				TOTAL	\$ 622,723.00	\$ 428,328.89	69%				
				Profit/Loss	\$ -	\$ -	-				

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STUDENT MEDIA

SEEKING APPLICATIONS for Student Media Leaders

To: Prospective applicants for 2019-2020 editors of the *Agromeck* yearbook, *Nubian Message*, *Technician*, *Windhover* literary and arts magazine, and general managers of the business office and WKNC.

Date: Dec. 6, 2018

Re: Vacancies in leadership positions

QUALIFICATIONS

- The candidate must have been a member of that media for at least two full semesters.*
- The candidate must have at least two semesters remaining as an NC State University student.*
- The candidate must have at least a 2.50 cumulative grade point average and must maintain a 2.50 semester and cumulative GPA.
- The candidate must be a full-time NC State University student.
- The candidate must be free of active disciplinary sanctions, subject to the review of the Office of Student Conduct.
- The candidate must agree to attend all required training.**
- For the University regulation for undergraduate student leadership, consult regulation 11.55.6.

** The board may decide to waive this requirement.*

*** For the Technician and Nubian Message editors, this includes the Management Seminar for College News Editors in Georgia in July as well as retreats to be scheduled at the beginning of the fall and spring semesters.*

*** For the Agromeck editor and senior staff, this includes a summer workshop TBD.*

*** For the WKNC and Student Business Office general managers, this includes the CMA/ACP/CMBAM/CBI College Media Mega Workshop, typically held in July every year*

STEP ONE: The position package — due Thursday, Jan. 31, 2019 at noon, 307A Witherspoon

The position package is due by noon to Patrick Neal in 307A Witherspoon Student Center. As we are a deadline-driven organization, packages won't be accepted, copied or distributed late. The position package should consist of a cover letter, a resume, up to five pages (one-sided, black-and-white) of narrative, and an unofficial copy of your transcript. For more detailed instructions, please review the "Position Package" memorandum accompanying this one. For more suggestions on what you might include in your position package, contact any of the Student Media professional staff members.

STEP TWO: Interview with advisory board — dates, times, locations to be announced

The four advisory boards - Newspapers, Broadcast, Annual Publications and Business Office - will meet at times and locations to be determined to interview the candidates for top leaders. Each advisory board will make a recommendation to the Student Media Board of Directors. Those meetings will be held between Friday, Feb. 1, and Monday, March 18. The question-and-answer portions of the meeting will be open to the public; the advisory board members will deliberate in executive (closed) session in arriving at their recommendations.

STEP THREE: The hiring — Tuesday, March 19, 2019 at 7 p.m., 201 Witherspoon

The members of the Student Media Board of Directors hire the top editors and managers after hearing recommendations from each advisory board. Candidates may contact members of the Board and may answer questions prior to the meeting. During the meeting, each candidate may be given time to answer questions, ask questions and/or give a statement, so all applicants should plan to attend this meeting.

Results will be announced immediately following the Board meeting.

THE POSITION PACKAGE for Student Media Leaders

To: Applicants for 2019-2020 editors of the *Agromeck* yearbook, *Nubian Message*, *Technician*, *Windhover* literary and arts magazine, and managers of the business office and WKNC.

Date: Dec. 6, 2018

Re: The Position Package

STEP TWO: The position package — due Thursday, Jan. 31, 2019 at noon, 307A Witherspoon

The position package is a key part of your application. As we are a deadline-driven organization, papers won't be accepted, copied or distributed late.

The position package consists of four parts.

1) *A cover letter (one page maximum)*

The cover letter should be the front page of the package that explains to the Board why the Board members should hire you. It should grab the Board's attention and point out why you, above all other applicants, should be interviewed and hired. In no more than one page, focus on what position you're applying for and why. Be brief and specific.

2) *Your resume (one page maximum)*

The resume should be packaged like your cover letter. Presentation is important.

3) *Position paper (five pages maximum)*

Sample copies of past position papers are available for inspection with your Student Media adviser. The position paper should be **NO MORE THAN FIVE PAGES** and should include (but should not be limited to) the following sections:

- Positive aspects of this medium and things you plan to continue
- Plans for recruitment and retention of staff
- Plans for improving coverage of the campus, students, faculty, staff and alumni
- Plans for improving timeliness and planning aspects of this medium
- Other problems you've identified for the medium and plans for improvement including everything from credibility to copy editing to staff bonding.

4) *Transcript*

An unofficial copy printed off the website is perfectly fine. You may also come by the Student Media office and speak with the Student Media adviser to provide documentation of your student status. This transcript will **NOT** be distributed to the Board of Directors but will only be used to verify that you meet the minimum grade and full-time student status requirements.

All pages should be submitted together with a paper clip, no staples or binding. The pages should be printed on one side only and on white paper. The package will be photocopied in black-and-white, so pages should not rely on any color.

POSSIBLE ISSUES TO DISCUSS AT BOARD MEETING AND/OR IN THE POSITION PAPER

- What is your experience (here at NC State and elsewhere) that makes you the best qualified for the position?
- How will you improve the credibility of our media?
- Why do you want the job? And it is a job. The editors will influence what students at NC 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 plan to increase and improve your medium's online presence?
- How will your medium serve NC State students?
- How do you relate to fellow staff members?
- What will you bring, personally, to the position?
- How will you ensure that your medium 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 medium? What about the content?
- How do you intend to recruit, train, motivate and retain your staff?

Here are the notes I emailed to you all prior to our meeting Tuesday, Nov. 13:

What's the general idea? The working name I use in my head is the NC State Science Journalism Fellows. I envision helping a cohort of six to eight students per year embed themselves with the people behind NC State's most exciting research, and providing them with the training, equipment and working environment needed to produce compelling stories about that research in a variety of media – print, podcasts, video, the web, etc. Their finished pieces should be designed to engage, inform and entertain the general public, and bring that research and its implications down to earth in a language that anyone can easily understand. Ideally, I'd like to have a mix of undergrad and graduate students – say four to five undergrads and two to three grad students per cohort.

How would cohort members be recruited and selected? I really need the group's help with this. While departments like English and Comm might seem to be the most obvious places to recruit the best communicators and storytellers on campus, experience tells me that literally any department at NC State might be home to students perfect for this program. Making sure we cast a wide- and fine-enough net will be one of the primary challenges I see, especially in the first year or two.

What would a program-year look like? Participating students would spend a significant amount of time – particularly at the beginning of the year – looking at examples of the best science journalism out there and learning the craft from the best practitioners we can enlist to help us. While each of the students would pursue their own individual projects, I think it will be very important to promote “cohort cohesion” wherever possible.

What are the incentives for students to participate? Here's another area where I need your help. While I'd like to believe the best potential candidates for this program would recognize the opportunity and jump at it immediately, I realize the students we'll be after will be, almost by definition, students who are already highly engaged and motivated. What will make them choose this opportunity over others? A stipend? Research funds?

What are the costs involved and who will pay those costs? Even if we were to offer stipends and/or research funds to participating students, I still see the program costs being relatively modest – somewhere between \$10,000 and \$20,000 a year depending on the final incentive package and the cost of materials. Student Media already has the equipment to produce virtually anything a student journalist could conceive – photo equipment, video equipment, high-quality studios and microphones, design and editing software, server storage space, etc. – and we have people who know how to use said equipment. Honestly, after this year Student Media might be able to realistically handle all costs associated with the program, though that would have to be done with the blessing of its Board of Directors and student leaders. While that would be the easiest, most expedient path, I'm not sure it would be the best one. A cost-sharing arrangement with other departments would give them “skin in the game” and perhaps keep them more engaged with the program, and keep them (literally) invested in its success. I could also see how we might be able to offset some of the program costs through partnering with non-university entities, just as we do with Student Media as a whole.

When will the program launch? I think the 2020-2021 academic year is the earliest realistic launch date I could foresee. We will need a considerable amount of time to find willing partners, those partners will need to include us in their budgets, and the budget cycle only happens once a year, in the early spring. Beyond that, my first duty is to the our existing Student Media organizations, and it will be at least a year before the budgetary dust settles on some things we're doing there now. Finally, the Technician's 100th anniversary happens right in the middle of the 2019-2020 academic year, that will be a many-headed

monster, and I'm afraid undertaking both this and that at the same time would be like trying to eat an elephant in one sitting.

Who are our most obvious partners? While literally any college on campus could be a great partner, I realistically seeing the engineering, agriculture and other STEM programs being our most fertile ground. For better or worse, that's where most of the research addressing the grand challenges of our time is happening at NC State, and that's where we want to be as well.

Here are the notes that I took at the Nov. 13 meeting. For organization's sake, I grouped them under the same general headings I used above. I hope you all will correct me where I may have erred, backfill any omissions, and use this Google doc to provide additional thoughts and comments as you think of them.

The general idea:

- The central question here was whether the fellowship would be truly journalistic in nature or more of a "Science PR" effort. There was general agreement that the former was preferable, as there are a number of other venues here and elsewhere that can effectively teach students how to write PR about research. That objectivity – i.e., the willingness to present an unvarnished view of the subject matter that captures both its positive and negative points – has ramifications that will likely spill into the points that follow below. For instance, when it comes to funding, potential partners may be reticent to invest in the effort unless it produces positive stories about those partners' research. This needs to be made abundantly clear to potential partners before they make any commitment.
- We need to avoid calling it a "program," as that word could be interpreted as a new group of classes to the academic departments on campus. "Fellowship" is far preferable.

Recruitment and selection:

- Demand for an offering like this should not be an issue if response to similar offerings (and journalism offerings in general) is any indicator. Journalism classes, both science-oriented and otherwise, are filled to capacity with sizable wait lists – the journalism minor classes in the English Department fill faster than any others – so the student desire is out there.
- The selection process should be built in such a way as to identify potential participants' passions, i.e., through an essay component.

Description of a program-year:

- There are other, similar programs (or significant aspects thereof) that could be used as models for this program, including the Capstone program at UNC and the Knight Science Journalism Fellowship at MIT. The Sigma Xi scientific research honor society could also be a valuable resource – and it has the added benefit of being headquartered at Research Triangle Park.
- It was agreed that the program should be a year and not a semester, as a single semester wouldn't be nearly long enough.
- See "next steps" below.

Incentives for participation:

- For some students, the clips/portfolio material will likely be a strong incentive – especially for grad students -- and the group emphasized that finding potential markets and pitching stories should be a significant aspect of the fellowship. Another related aspect would be building relationships between the fellowship coordinators and local outlets for students' finished pieces, i.e., WRAL, WUNC, the News & Observer, etc.
- Other possible incentives include stipends and research funding.

Costs and who will pay:

- Beyond the potential costs of stipends, research funding and any necessary materials, it was generally agreed around the table that a fellowship like this would likely require a dedicated staff member, at least half-time, to be done right, and that staff member would need both journalistic and pedagogical experience to do a good job. There's no way to provide or maintain the programming, mentorship and "peer-group aspect" envisioned for the fellowship without a central coordinator.
- Grant funding is certainly a possibility, as the fellowship would fall well within the purview of a variety of grant-funding organizations.
- As noted above, any potential partners would need to be aware that any funding would have to come without "strings attached."

Tentative launch date:

- As noted in the emailed "preview," the earliest possible launch would have to be the 2020-2021 academic year due to other events happening at Student Media.

Next steps:

- It was noted that the biggest question mark right now was the "program-year." What, exactly, would a program-year look like, and how would it progress? Until that question is answered, it was agreed that some other questions – most notably, questions about funding – could not be answered. With this in mind, Patrick said that he would try to schedule a follow-up meeting early in the spring semester, and that that meeting would focus almost solely on that sole question.

Student Media organization reports for January 2019

Agromeck

Submitted by Katie Tart, Editor-In-Chief

Revenue:

- As of Jan. 3 we have sold 37 books totaling in \$2,896.
- We had a bit of trouble the week before graduation with our discount code for those who took senior portraits not working, so I'm unsure if that could have affected things.
- Next week (Jan. 14 - 19) we are hosting our second senior portrait session, with the possibility of extending that to the week after if turnout is big.

Expenditures:

- N/A

Personnel:

- Three of our correspondents are beginning to go through the hiring process and should be on payroll soon.
- We are tabling at Winter Campus Connections to broaden our reach and recruit new members.

Training:

- N/A

Coverage:

- We are continuing our coverage of diverse communities across campus.

Technology:

- N/A

Deadlines:

- Our next deadline is Feb. 4 and we are on track to meet it.

Ethics and Legal Issues:

- N/A

Student Business and Marketing Office

Submitted by Mersina Boynton, General Manager

Sales Revenue

OUTLET	TARGET	SOLD YTD	PAID YTD
Technician	\$ 100,000	\$ 32,216.60	\$ 29,095.44
Nubian Message	\$ 2,000	\$ 1,562.00	\$ 894.28
WKNC	\$ 40,000	\$ 10,330.36	\$ 9,993.21
Roundabout	\$ 25,000	\$ 8,875.00	\$ 5,200.00
NC State Channels <small>*Student Media receives 20% of this amount in our budget.</small>	\$ 3,000	\$ 1,300.00	\$ 400.00

Technician

Things are running smoothly for Technician sales so far. The Technician and business office leaders have met and decided on a new way for social ads to be done. The business office will now schedule ads and the Technician team will review every night from 5-7 pm. Ads must be placed two days before they run so the Technician team can review. Technician team will email if there are any problems with the scheduled ads. Any last minute ads that arise the day of or the day before are to be scheduled by the business office and an email sent to technician-editor@ncsu.edu and technician-digitalcontent@ncsu.edu.

Nubian Message

Continuously pushing sales for Nubian Message. Nothing new to present.

WKNC

Gregg Museum will be advertising in the spring and will be scheduled once students are back and the respective media consultant can coordinate. I do wish we sold more for the double barrel magazine, but want to thank Gab for picking up our slack. I will do better relaying information to media consultants early on, so we can sell more next year. The ad deadline has been pushed to January 11th so the sales team will be working hard to try and sell for that when they are back from break.

Pack TV

We have a client interested in being a sponsor for the ACC Hockey tournament for the games Pack TV is covering. We are in the process of scheduling a meeting to start this process.

Roundabout Food and Culture

We have already made one sale for this magazine, and once students are back, will be pushing this consistently until the ad deadline, January 25th. We have some very good leads and I feel confident we will bring in a good amount of ads for this publication.

Personnel

Reviews were done early December before students left for break. All media consultants will be returning with the exception of Elizabeth Abram, who is graduating in May and focusing on her other job. In the spring, I will be working with Dora Gonzalez and Angela Fluett, two of our media consultants, in creating an appropriate marketing manager position for next year. We want this position to be focused on marketing Student Media to the student and faculty population as well as finding ways to collaborate with Raleigh businesses to increase sales.

Deadlines

Roundabout- Food and Culture, January 25th.

Double Barrel Magazine, January 4 (extended to January 11)

Nubian Message

Submitted by Keilah Davis, Editor-In-Chief

Personnel

- I started talking about future leadership at our staff meetings in November with the entire group and a few individuals. I am hopeful that we will have multiple applications for Editor-in-Chief.
- In addition to Student Media Open House, we will have an interest meeting during Winter Welcome Week.
- The Editor-in-Chief and Managing Editor positions have transitioned from flat rate to hourly compensation at \$8/hour, which is consistent with editorial leadership across Student Media.

Training

- We scheduled a “Design Thinking” training with Ellen just before winter break. Our layout designers, managing editor, and I met with Ellen just before winter break for a “Design Thinking” training. We discussed the strengths and weaknesses of last semester and talked through how to improve layouts and consistency this semester.
- I’m currently working with Ellen to schedule key trainings immediately before/after weekly staff meetings.

Technology

- No updates.

Coverage/Outreach

- Nubian Message partnered with more than 15 black student organizations to host an event entitled “This Christmas” in the African American Cultural Center. Each organization had the opportunity to speak about their mission and some attendees expressed interest in joining Student Media.
- Before winter break, I met with the director and assistant director of the African American Cultural Center to discuss their events, featured speakers, and art gallery exhibits for spring semester.

Deadlines

- No updates.

Ethical Issues

- No updates.

Technician

Submitted by Jonathan Carter, Editor-In-Chief

Expenditures

- We are in the process of purchasing new video equipment. We have purchased lights so far. An audio recorder, XLR cable, stick microphone, tripod, and stabilizer are in the works.

Personnel

- Since November, we have had one resignation. Mary Dare Martin has resigned her position as news editor. Alicia Thomas has taken her place and I have hired Rachael Davis to take Alicia’s former position as assistant news editor.
- Ben Wolf has been hired as our new copy desk chief.
- Marissa Jerden has been hired as our new assistant arts & entertainment editor.
- As of last month, Technician’s editorial staff is at full capacity, for the first time the entire volume. 23 editorial staff members in all, all highly qualified and all excellent at their jobs. This is so exciting.

Training

- Ellen is regularly conducting trainings for people to complete their correspondency. For the editorial staff, we are continuing our trainings for FB Live and SEO trainings.

Technology

- Still prioritizing technology spending to new video equipment. See expenditures.

Coverage

- This semester, our news department is focusing on better coverage of Title IX and sexual assault on campus. Additionally, we are working to conduct more FOIA and Public Records requests.
- I am still reaching out to leaders of traditionally underrepresented groups on campus in order to be a more representative student newspaper. The relationships built with members of different communities will provide a structure for better reporting and coverage of all campus communities, people, and organizations.

Deadlines

- We are meeting all deadlines.

Ethics/Legal Issues

- Nothing new to report.

Windhover

Submitted by Xenna Smith, Editor-In-Chief

Revenue

No revenue as of right now.

Expenditures

No new expenditures.

Personnel

An additional designer was hired along with new volunteers brought onto the team.

Training

All committee members were briefed on using our Google Drive, what we look for in submissions, and are being held to specific rubrics for their selection processes.

Technology

n/a

Coverage

Still reaching out for last minute literary/visual submissions before the final deadline, Friday, January 11th. Continued outreach until late February for audio/video submissions.

Deadlines

Final deadline for literary/visual submissions is January 11th. We will not accept literary and visual submissions past that deadline. We lengthened the audio/video submission deadline until February 22nd.

Ethics/Legal Issues

n/a

WKNC 88.1 FM HD-1

Submitted by Jamie Lynn Gilbert on behalf of Jules Conlon, General Manager

Revenue

Non-fee income (money in the bank), as of Jan 1, 2019: \$9,993.21

Sponsor Sales	\$4,325.75
Men's Baseball	\$850.00
Event Promotions	\$3,200.00
Merchandise Sales	\$647.46
Other	\$480.00
Event Tickets	\$490.00

Expenditures

As we prepare to launch our HD-2 channel some additional software licenses were needed, which will cause us to go over budget in the fixed charges category.

Personnel

Program Director Jake Mitchell resigned in November and Jack Greene will take his place this semester. We also hired Romir Seth as production manager and Carlie Anderson as social media director. Assistant Promotions Director Becca Fesperman was promoted to Promotions Director while former Promotions Director Annelise Thorn will take over from Becca as Assistant Promotions Director. We lost six DJs to graduation, bringing our spring 2019 staff number to 102.

Training

WKNC's spring DJ training begins Jan. 16. We have advertised it on air, on social media and across campus so we hope to have a good turnout for our interest meeting on Jan. 9.

Technology

We are still planning to launch our HD-2 channel and stream in January. We are also moving to a streaming service provider rather than streaming in-house.

Outreach

WKNC's Double Barrel Benefit 16 is Feb. 1 and 2 at Kings. We are also continuing our partnership with LIVE@Lake Raleigh for the spring semester.