

**NC State Student Media Board of Directors
March 2019 meeting notes**

**Tuesday, March 19, 2019 • 7 p.m.
Room 201 Witherspoon Student Center**

Members present: Adam Skrecz, Arianna Hinton, Marie Smith, Tyler Dukes, Josh Hyatt, Keilah Davis, Jonathan Carter, Jules Conlon, Xenna Smith, Katie Tart, Patrick Neal

Absent: Dean Phillips, Robbie Williams, Tania Allen, Sam McRee, Lilly Neal, Mersina Boynton

Others present: Martha Collins, Zanna Swann, Jamie Lynn Gilbert, Ellen Meder, Julia Harrison, Laura Mooney, Daniel Gilliam, Yesenia Jones, Dora Gonzalez

CALL TO ORDER, APPOINTMENT OF RECORDING SECRETARY

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. Patrick Neal agreed to take notes for the meeting.

OCTOBER, NOVEMBER BUDGET UPDATES

Jamie Lynn Gilbert reviewed the budget update for March, which was included in the meeting package and is made part of these notes by reference. She noted the following:

- Agromeck still has no income on the books for the year. Martha Collins said that Agromeck had extended the outside sales firm's deadline since the book was coming out later in the year than previously. Martha said the firm had indicated that it had sold 18 pages of ads, which was comparable to years past, so she said Agromeck could safely count on generating at least as much ad revenue as last year.
- Nubian Message's ad sales are up to \$1,400 for the year compared to its \$1,000 sales goal.
- Technician ad revenues now stand at \$65,400, which is 67 percent of its goal. She said Technician remains a month ahead of our average revenue percentage at this point in the fiscal year, and thus should be able to meet our sales goal. With regard to expenditures, she said Technician payroll is at 76 percent, which means they are likely to go over budget on payroll. Leadership development is now \$500 over budget and will continue to grow as we send the incoming editor to MSCNE and possibly reporters to cover the ACC and NCAA basketball tournaments.
- Windhover is now over budget on travel, which we knew would happen with the CMA/ACP spring convention.
- WKNC income is at \$18,900, which is 44% percent through the year. While the station came in under budget for Double Barrel, Jamie said she still believes WKNC will meet its income goal. Payroll is at 56 percent, so the station is good there; there is more board op pay in the spring, so it should continue to rise but not exceed 100 percent. Finally, Jamie said the station will continue to go over budget in fixed charges because of some unanticipated charges and changes accommodated for in the 2019-2020 budget.
- In General Administration, temp wages are at 45 percent through the year so we will have some extra money there to absorb any Technician payroll overages. She said we are also reaching near the top of our supply budget as our final capital expenses are booked.

With regard to Technician's payroll budget, Patrick said he didn't see the overage as a cause for alarm. He said this year's payroll budget for Technician had been an educated guess in light of the paper's print publication schedule change, and that Technician should continue to staff itself as it has up to this point in the year so as to provide better baseline data for use in formulating future budgets.

CMBAM AND CMA-NYC CONFERENCE RECAPS

Students and staff who attended the College Media Business and Advertising Managers' national conference in LaJolla, California, and the College Media Association's spring conference in New York, New York recounted their experiences to the board.

Mersina Boynton, Dora Gonzalez and Zanna Swann attended the CMBAM conference. Dora shared highlights from both her own convention notes and Mersina's, as both attended sessions on topics ranging from special event marketing and enhanced distribution strategies to social media trends and creating a productive workplace culture.

Xenna Smith, Julia Harrison and Martha Collins attended the CMA NYC event. Xenna said she was pleased with the attendance at the literary magazine session she and Martha led, noting that many in attendance had requested copies of this year's Windhover once it's published in April, and that a number of attendees had connected with Windhover via social media since the conference. Julia said she attended sessions that touched on topics ranging from leadership styles to design, Associated Press Style and other best practices for yearbooks.

RECOMMENDATIONS FROM ADVISORY BOARD FOR 2019-2020 STUDENT LEADERS

Although the board was one voting member short of a quorum for the meeting, Patrick recommended that the advisory boards proceed with their recommendations so that the incoming student leaders could move forward in their respective transitions. He said that since there were no contested positions in this selection cycle, the board could safely wait until its April meeting to officially confirm the 2019-2020 leaders without the necessity of a called meeting in the interim. The recommendations were as follows:

On behalf of the Annual Publications Advisory Board, Katie Tart recommended that Julia Harrison be appointed Agromeck's Editor-In-Chief for 2019-2020 with the following recommendations:

- Julia should take at least two writing assignments before the end of the semester;
- attend a photo meeting and photo shadow session;
- watch Agromeck's Assignments Editor edit an assignment; and
- have a theme concept ready to present at retreat.

Also on behalf of the Annual Publications Advisory Board, Arianna Hinton recommended that Xenna Smith be re-appointed Editor of Windhover for 2019-2020 without recommendations or conditions.

On behalf of the Broadcast Advisory Board, Jamie Lynn Gilbert recommended that Laura Mooney be appointed General Manager of WKNC for 2019-2020 without recommendations or conditions. Jamie noted that this would be the first time in the station's history that two female students had served as GM in back-to-back years.

On behalf of the Business Office Advisory Board, Zanna Swann recommended that Mersina Boynton be re-appointed General Manager for the Student Business Office for 2019-2020 without recommendations or conditions.

On behalf of the Newspapers Advisory Board, Keilah Davis recommended that Yesenia Jones be appointed Editor-In-Chief of Nubian Message for 2019-2020 with the following recommendations:

- Yesenia should take the rest of this semester to have meetings with student leaders or staff members at several key stakeholder organizations — Afrikan American Student Advisory Council, NPHC Executive Board, Society of Afrikan American Culture, Black Students Board, African American Cultural Center and Multicultural Student Affairs — in order to strengthen those connections and learn how she and Nubian Message might best stay plugged into the various facets of the black community.
- By the end of this semester, write a comprehensive plan with concrete steps on how she will keep Nubian Message well connected to the black community in the 2019-2020 academic year.

Also on behalf of the Newspapers Advisory Board, Jonathan Carter recommended that Daniel Gilliam be appointed Editor-In-Chief of Technician for 2019-2020 with the following recommendations:

- Daniel should attend the next meeting of the Technician 100th Anniversary Committee to get familiarized with the planning process and elements of the celebration. Talk to other stakeholders, including current staff, to hear their views on the anniversary.
- Write a brief plan outlining the ways the Technician's editorial staff will mark the anniversary and any ways the staff might collaborate with the committee and share the plan with the committee.

END OF YEAR CELEBRATION

Patrick said Student Media would host an end-of-year celebration on Thursday, April 11, with food in Witherspoon followed by kickball on Harris Field. He said Ellen would send out an RSVP link with additional details later in the week.

BOARD REPORT ADDENDA

Five organizations' board reports were included with the meeting package and are included as part of these notes by reference. Technician'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 three more books since she submitted her report. She also noted that seven Agromeck staff members had attended the North Carolina College Media Association's 2019 conference and awards at North Carolina A&T in Greensboro on Saturday, Feb. 23.
- Zanna noted that in NC State Student Media's first foray into CMBAM's annual competition, Dora brought home first place honors for Best Sales Representative, Mersina received an honorable mention as Best Advertising Manager, and Student Media as a whole received third place in the Best Digital Self-Promotion for its campaign publicizing the Fall Frolic event. She also noted that the Business Office was working with Ellen on Technician's portion of a readership survey, working with Pack TV on selling spots for its ACC Hockey Championship broadcasts, and extending the deadline for the Diversions issue of Roundabout. Finally, she noted that the Business Office had hired two new media consultants for the spring semester.
- Keilah said a former photo editor found plagiarizing photo captions from various organizations' websites had been terminated and replaced after showing no remorse for doing so. She also noted that the Nubian had won a Best of Show honor among other awards for writing, photo illustrations and graphic design at the NCCMA conference Feb. 23. Finally, she reiterated the technology issues in her board report.
- Jonathan noted that Technician sent nine staff members to the NCCMA conference. He also noted a typo in his written report, saying that "XLK to 3.5mm converters" should read "XLR to 3.5mm converters" instead. Finally, he noted that for the first time he was aware of, all 23 senior staff positions had remained constant from the fall semester to the spring semester.
- Xenna said Windhover's spring Open Mic Night would be Thursday, March 21 in the Caldwell Lounge beginning at 7 p.m. She also noted that Windhover sent three staff members to the NCCMA conference.
- Jules Conlon said a few more DJs had passed their board tests and were now certified, and that WKNC had broadcast its first-ever live shows on its HD-2 channel earlier this month.

ADJOURNMENT

There being no other business, Adam adjourned the meeting at 7:39 p.m.

Technician

Submitted by Jonathan Carter, editor-in-chief

Expenditures

We have spent money on video equipment, which is itemized under Technology.

Personnel

Our editorial staff has stayed the same since January, which is truly an awesome feat.

Training

Ellen Meder is conducting the regular trainings required for people to complete their correspondencies. Section editors are continuing to conduct their own trainings as they come up.

Technology

We have purchased new video equipment including:

- An audio recorder
- A stick mic and cord
- XLK to 3.5mm converters
- Tripod and head
- 3 LED panel lights
- New camera/lens caps
- Batteries
- Electric Gimbal

Coverage

We have prioritized coverage of Student Government over the past two months.

Deadlines

We are regularly making deadlines for both our web and print nights.