

**NC State Student Media Board of Directors
April 2018 meeting minutes**

**Tuesday, April 10, 2018 • 7 p.m.
356 Witherspoon Student Center**

Present: Lilly Neal, Laasya Vulimiri, Tyler Dukes, Dean Phillips, Darian Blakey, Josh Hyatt (via telephone), Jonathan Carter, Jamie Halla, Deja Richards, Anna Long, C Phillips, Patrick Neal

Absent: Sam McRee, Robbie Williams, Tania Allen, Meghan Glova, Anahzsa Jones

Others present: Jamie Lynn Gilbert, Ellen Meder, Zanna Swann, Kaydee Gawlik, Nick Faulkner, Katie Tart, Sam Clendenin, Matt Norris

CALL TO ORDER & APPOINTMENT OF RECORDING SECRETARY

Board Vice Chair Laasya Vulimiri called the meeting to order at 7:06 p.m. after Josh Hyatt joined the meeting by phone to establish a quorum. Jamie Halla volunteered to serve as recording secretary for the meeting.

APPROVAL OF MARCH 2018 MINUTES

Dean Phillips moved that the March 13, 2018 board meeting minutes be approved, with Laasya Vulimiri seconding the motion. The minutes were unanimously approved.

APRIL BUDGET UPDATE

Jamie Lynn Gilbert presented the April 2018 budget update, which was included as part of the meeting package and is made a part of these minutes by reference. She also spoke about a downward revision of Technician's revenue goal for the year. Items Jamie noted are as follows:

- For expenses, we spent \$960 on 40 student registrations for the North Carolina College Media Association conference held at Withers Hall on Saturday, Feb. 24. That's \$270 more than budgeted, but we did not incur any expenses for transportation or lodging since it was on campus. Typically individual outlets pay registration fees but General Administration covers transportation and expenses.
- WKNC will also end up a little over budget in current services due to our microphone refurbishing costing about \$1,000 more than anticipated.
- Agromeck is still expected to meet its non-fee income goal and WKNC is now expected to surpass its non-fee income goal by about \$3,000. This is due to a mixture of additional income from Double Barrel Benefit tickets, the women's basketball team making it to the Sweet Sixteen in the NCAA tournament, high sales for WKNC merchandise, a high volume of promotions with Live Nation and an increase in demand for WKNC DJ services and studio rental.
- As of April 1, Technician had raised 43 percent of its non-fee income goal for just over \$69,000. We've deposited about \$500 more since April 1. Our original income goal for 2017-2018 was \$160,000. That was the same goal we had for the year before, 2016-2017, which we hit 83 percent of for about \$132,000. A few months ago we revised our Technician revenue goal down by \$50,000 to \$110,000. While possible to meet that goal, we would have needed to deposit \$12,500 every month for four months. We deposited \$9,000 in March, making the \$110,000 goal no longer realistic. Jamie said the "revised revised" goal would be \$80,000-\$85,000, which is 50 to 53 percent of our original goal. That gives us \$11,000 to \$16,000 to deposit in three months, or an estimated \$5,500 to \$8,000 for April for March ads and \$5,500 to \$8,000 in May for April ads, as we will not print in May. Based on estimates from Zanna, we have about \$10,000 in outstanding ads. Jamie said that should get us to \$80,000.

CMBAM RECAP

Student leaders and staff who attended the 2018 College Media Business and Advertising Managers Conference in Kansas City, Missouri, March 27-30 spoke to the board about their experiences. Student Business Office General Manager Deja Richards and media consultants Sam Clendenin and Matt Norris gave the board a brief recap of sessions they attended on marketing, sales, relationship management and organizational leadership. The students also had the opportunity to interact with other students and advisers from across the country to exchange ideas

on ways to increase revenue and enhance marketing efforts. One consistent sentiment the group heard was declining newspaper revenues across the country, which had led to many, if not most schools reducing their print schedules and, in some cases, going digital-only. With that in mind, the group said they focused on opportunities in the digital realm, especially social media, as well as building strong relationships with clients instead of one-off transactions.

PROPOSAL FOR TRIAL MODIFICATION OF COPYRIGHT POLICY FOR PHOTOGRAPHERS

Photographers Kaydee Gawlik and Nick Faulkner asked the board to consider changing Student Media's copyright policy to allow photographers to post their work on social media. They said allowing photographers to do so would bring Student Media in line with practices that were already standard for many professional photographers, allow the student photographers another way to showcase their work and drive traffic back to Student Media's publications. The current copyright policy, along with a version that highlighted the proposed changes, were included with the meeting package. Kaydee and Nick asked the board to consider the policy modification over the summer, as a pilot program, and then reconsider it in the fall after seeing if any problems or challenges arose.

The policy put forth would have required the photographers to establish a "professional (or business) account operated independently of the creator's personal account and meet standards outlined in the Code of Ethics." The language went on to forbid the operators of those accounts from posting "biased or potentially inflammatory content" on them.

Tyler Dukes questioned the necessity of forcing the photographers to set up separate accounts just to post their work. He said the publications should already have social media guidelines that would forbid any members from posting content that would bring disrepute to their respective organizations. That consideration, he said, had nothing to do with copyright and more to do with effective social media policies. He said the phrase naming editors as the final judges in such matters should be sufficient to handle any situations where the publications' work might be associated with content detrimental to the publications' reputations.

After some discussion, Tyler moved that Section 3, Subsection b be modified as follows:

~~"b. In regard to photography and cartoons/comics, Student Media grants the creator license to post their intellectual property created on behalf of Student Media to professional social media accounts granted that the following stipulations and constraints are met:~~

~~i. The social media account must be a professional (or business) account operated independently of the creator's person account and meet standards outlined in the Code of Ethics.~~

~~1. The account may not post any biased or potentially inflammatory content. Err on the side of caution for opinionated/controversial things and just don't post them. Editors will be the final arbiters."~~

In the end, Tyler moved to approve the proposed policy change with that amendment, and Lily Neal seconded the motion. It passed unanimously.

PROPOSED CHANGE TO TECHNICIAN PUBLICATION SCHEDULE FOR 2018-2019

Board members and staff who were present at the April 3 called meeting briefly recapped the conversation around proposed changes to Technician's print publication schedule, specifically cutting back to one print edition per week. (Complete notes for that meeting were distributed by email to the board in advance of the regular meeting; they are attached here and made part of these minutes by reference.)

In the end, Jonathan said the consensus among those at the called meeting was that Technician should publish one print edition per week, and that that print edition should be published on Thursdays. After a brief discussion, Tyler moved that the board endorse the change, and Dean seconded the motion. The board voted unanimously to approve it.

ADVISER & PROGRAM SURVEY

Patrick asked the organization leaders to be on the lookout for an email from their advisers with a survey asking each student staff member to assess their advisers, their own organizations and the program generally. Patrick urged them to do everything they could to give all 2017-2018 staff members an opportunity to make their voices heard. Patrick said the professional staff would use that feedback to improve their advising methods moving forward. Patrick said the survey would be live through the end of the semester.

BOARD MEMBERSHIP FOR 2018-2019

Patrick surveyed the voting board members present as to whether they would be returning to the board in 2018-2019. Lilly, Tyler, Dean, Darian Blakey and Josh Hyatt all said they would be returning. Laasya said she would be graduating, and thus not returning, and Patrick said Missy Furman and Meghan Glove had indicated to him prior to the meeting that the board would be losing them both to graduation. Patrick said he would follow up with the remaining board members with regard to their intentions for 2018-2019.

ADJOURN

Laasya adjourned the meeting at 7:58 p.m.