

**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.

ANNUAL REPORT

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.

Nubian Message

Submitted by Keilah Davis, Editor-in-Chief

Personnel

- We've selected a photo editor. Upon completion of correspondency and senior photographer requirements, this person will be hired.
- Currently, we're preparing for a big recruitment push in January.

Training

- Managing Editor Kennysha Woods attended the College Media Association convention. We've dedicated time during staff meetings to share and implement lessons she learned.

Technology

- No updates.

Coverage/Outreach

- I have reached out personally to leaders of organizations across campus to start the conversation on how we can better serve them.

Deadlines

- No updates.

Ethical Issues

- No updates.