

**NC State Student Media Board of Directors  
March 2020 meeting minutes**

**Tuesday, March 3, 2020 \* 7 p.m.  
356 Witherspoon Student Center  
(African American Cultural Center Conference Room)**

Members present: Jacob Trubey, Abi Hearn, Sarah Hartsell, Daniela Patino-Zabaleta, Josh Hyatt, Tania Allen, Julia Harrison, Yesenia Jones, Dan Gilliam, Xenna Smith, Laura Mooney, Patrick Neal

Absent: Dean Phillips, Robbie Williams, Tyler Dukes

Others present: Jamie Lynn Gilbert, Ellen Meder, Martha Collins, Zanna Swann, Cameron Motsinger, Lucas Martin, Rachael Davis, Alicia Thomas (remotely), Clifford Maske, Katie Tart, Aditya Penumarti, Camden Speight, Jake Caccavaro, Rafael Zingle, Jaylan Harrington, Nicholas Schnittker, Coleman Simpson

**CALL TO ORDER, APPOINTMENT OF RECORDING SECRETARY AND CHANGES TO AGENDA**

Board chair Jacob Trubey established that a quorum was present and called the meeting to order at 7:08 p.m. Yesenia Jones volunteered to serve as recording secretary for the meeting. At Patrick Neal's suggestion, all of the advisory board recommendations and votes for the 2020-2021 academic year were moved to the top of the agenda so that students could excuse themselves as needed during the meeting to work on coverage of both the Student Government and Super Tuesday elections. Patrick also asked Jacob to add an item entitled "Constitution update" to the end of the New Business agenda.

**RECOMMENDATIONS FROM ADVISORY BOARDS FOR 2020-2021 SENIOR LEADERS**

The advisory boards made the following recommendations and the full board took the following actions regarding senior leaders for the 2020-2021 academic year:

- On behalf of the Newspapers Advisory Board, Yesenia recommended that Elikem Dodor be named Editor-In-Chief of the Nubian Message for 2020-2021. Sarah Hartsell made a motion to that effect and Abi Hearn seconded it. The board voted unanimously to approve.
- Also on behalf of the Newspapers Advisory Board, Jacob recommended that Rachael Davis be named Editor-In-Chief of Technician for 2020-2021. Laura Mooney made a motion to that effect and Josh Hyatt seconded it. The board voted unanimously to approve.
- On behalf of the Roundabout Advisory Board, Dan Gilliam recommended that Clifford Maske be named Editor-In-Chief of Roundabout for 2020-2021 with two recommendations: 1) That Cliff complete copy-editing training with Technician, and 2) that he take some writing assignments prior to the end of the spring semester. Daniela Patino-Zabaleta made a motion to that effect and Laura seconded it. The board voted unanimously to approve.
- On behalf of the Annual Publications Advisory Board, Julia Harrison recommended that Cameron Motsinger be named Editor-In-Chief of Agromeck for 2020-2021. Laura made a motion to that effect and Xenna Smith seconded it. The board voted unanimously to approve.
- Also on behalf of the Annual Publications Advisory Board, Julia recommended that Xenna be named Editor-In-Chief of Windhover for 2020-2021. Daniela made a motion to that effect and Tania Allen seconded it. The board voted unanimously to approve.
- On behalf of the Business Office Advisory Board, Zanna Swann recommended that Lucas Martin be named General Manager of the Student Business and Marketing Office. Laura made a motion to that effect and Xenna seconded it. The board voted unanimously to approve. Noting that the position was currently vacant, Jamie Lynn Gilbert asked Lucas if he was interested in stepping into the role immediately or whether he wished to wait until the end of the semester. Lucas said he preferred to wait until the end of the semester.

- On behalf of the Broadcast Advisory Board, Jamie recommended that Laura Mooney be named General Manager of WKNC 88.1 FM HD-1/HD-2. Xenna made a motion to that effect and Abi seconded it. The board voted unanimously to approve.

## **APPROVAL OF JANUARY 2020 MINUTES**

Laura moved that the minutes from the Jan. 14, 2020 meeting be approved, and Abi seconded the motion, which passed unanimously. The minutes were included with the meeting package and are made part of these minutes by reference.

## **MARCH 2020 BUDGET UPDATE**

Jamie presented the March budget update, and noted the following:

- Nubian Message had spent 88% of its payroll budget at just 67% through the fiscal year.
- Technician deposited about \$19,000 in February, most of that coming from messages purchased in the Technician 100 publication. Jamie said the revised expectation of \$73,000 in regular Technician advertising (down from the original goal of \$85,000) looked increasingly unlikely, and that this was quite worrisome. Also worrisome was the fact that Technician had spent 80% of its payroll budget at just 67% through the fiscal year.
- WKNC was at 69% of its revenue goal at 67% through the fiscal year; Jamie predicted that the station should easily reach its 2019-2020 revenue goal.
- Finally, she said deposits into the Technician Century Fund grew from \$1,580 last month to \$9,590 this month.

## **TECHNICIAN 100<sup>TH</sup> RECAP**

Patrick said that the Technician 100<sup>th</sup> celebration the weekend of Jan. 31-Feb. 2 could scarcely have gone better. He said turnout was overwhelming – the gala alone drew 382 alumni and guests, fully twice the number of people the organizers had expected initially – and that everyone who attended had been talking about how impressed they were with the entire weekend. Patrick added that it was paying off in terms of donations to the Technician Century Fund, which will be used to fund conference travel and other leadership development activities for Technician; so far, he said, alumni and other friends of the program had pledged some \$27,000 to the fund. Patrick also gave the board a summary of all income and expenses from the event, which was included in the meeting package and is included as part of these minutes by reference. He said that while expenses came in at roughly double what was originally budgeted – understandable, he said, given that the number of attendees was twice what was originally expected – the net cost of the event was less than \$10,000 once revenue from the 100<sup>th</sup> anniversary book and a \$6,000 contribution from DASA were taken into account. In the final analysis, Patrick said the event was worth every penny given the quality of the celebration and the goodwill and enthusiasm it generated among Technician’s alumni.

## **DOUBLE BARREL RECAP**

Laura updated the board on WKNC’s 17<sup>th</sup> annual Double Barrel Benefit event held Feb. 7-8 at Kings. She said that attendance was outstanding – so outstanding, in fact, that the number of people who bought tickets actually exceeded the capacity of the venue (278 tickets sold, not including staff and bands, versus a venue capacity of 258.) All told, Laura said the event raised \$5,167 for the station even though no one stepped up as an official sponsor for it. Laura said that securing sponsors would be a primary focus for DBB18 planning. Laura thanked Technician and the other groups for helping to publicize the event and gave Windhover’s Emma Carter special thanks for designing the magazine published in the days leading up to the event.

## **CMBAM RECAP**

Lucas and Zanna Swann recounted their visit to San Francisco Feb. 27-29 for the 2020 College Media Business and Advertising Managers national convention. Dora Gonzalez, Student Media’s Marketing

Manager, also attended, and she presented a session on starting a student media ambassadors program. In addition, she and Lucas were included as part of a “sell-off” competition and received a lot of good feedback from that, and NC State Student Media brought home a second-place award for the Packapalooza campaign. Otherwise, Lucas said they were able to attend sessions on marketing, sales and management, and were able to meet and learn from industry professionals in attendance.

## **NCCMA RECAP**

Martha Collins, Ellen Meder and others briefed the board on the North Carolina College Media Association’s 2020 annual meeting and awards program held Saturday, Feb. 29 at East Carolina University. A total of 20 people, including advisers, attended this year, with all of the print organizations represented. In all, NC State’s organizations brought home 29 awards, including Best In Show awards for Agromeck, Windhover and Technician.

## **PROGRAM REVIEW**

Patrick and Jamie briefed the board on Student Media’s five-year program review scheduled for April 2-3. (A schedule/agenda for those two days was included in the meeting package and is included as part of these minutes by reference.) The once-every-five-years process brings in reviewers from outside the program – two of them from outside the university and one from within it – and they are charged with speaking with all of the program’s various stakeholders and partners to identify both strengths and possible areas for improvement. Patrick said members of the board had a lunch with the review team scheduled for Thursday, April 2 and a meeting with the organizations’ current and incoming senior leaders that same afternoon. Patrick said if the leaders couldn’t make the afternoon session they could attend the luncheon as board members. In any case, he asked members of the board to be on the lookout from an invitation from either himself or Jordan Luzader from DASA; he also asked the student leaders to help maximize turnout for those sessions devoted to non-senior student staff members.

## **CONSTITUTION UPDATE**

Patrick informed the board that the updated constitution they had been working on throughout the fall semester and at the first part of spring had not been included on the Student Body Elections ballot as expected. Patrick said he was still investigating how the constitution was omitted, as he had written Student Involvement about it on Jan. 15, Jan. 23 and again on Feb. 11, and was assured in every instance that it would be on the ballot. Patrick said he was investigating whether the ballot might be included on the runoff ballot if a runoff proved necessary.

Student Senate President Coleman Simpson, who was present at the meeting, said the reason it hadn’t been included on the ballot was that Student Government hadn’t approved a resolution to put the question on the ballot and that such a resolution would be necessary before the constitution could be put before the student body. Fortunately, he said, Student Senate could take up such a resolution at any time between now and the next election. In fact, he said, Student Media could request a special election for the sole purpose of putting the constitution before the student body on its own, but Patrick said he strongly preferred being on a general SB election ballot to a special election.

In the end, Patrick said that he would work to have the constitution put on the Fall 2020 ballot if being on the runoff ballot was not possible, and that he assumed those in charge of organization registration would be understanding of the circumstances involved when the certification period opened between now and that election.

## **BOARD REPORTS AND ADDENDA**

Board reports for Agromeck and Windhover were included with the meeting package and are made part of these minutes by reference; board reports for the Student Business and Marketing Office, Nubian Message, Technician and WKNC are included here. Additional report items offered at the meeting included the following:

- Julia said Agromeck had finished its fourth deadline yesterday (Monday, March 2) and added that book sales were up to 83 copies.
- Yesenia said the Nubian had hired a photo editor and was in the process of hiring a new design editor. She also said that six members of the Nubian staff had attended the NCCMA meeting Feb. 27 (see above). Finally, she said that the Nubian had covered the SG debate in the days before the election.
- Laura asked if her counterparts at Technician and Nubian Message would be interested in collaborating on a series of “Tiny Desk”-style live sessions. She also spoke about “Free Friday,” wherein the station gave away old CS and records to listeners.
- Xenna said that the student who ran the “NCSU Haikus” Twitter account was graduating, and had thus “bequeathed” it to Windhover to continue. With that addition to its social media portfolio, Xenna said it brought their total social media followership above 3,000.

## **ADJOURN**

There being no need for an executive session, Laura moved that the meeting be adjourned with Tania providing a second. The board unanimously approved, and the meeting was adjourned at 8:12 p.m.

## Business Office

### Sales Revenue

OUTLET	TARGET	SOLD YTD	PAID YTD
Technician	\$ 100,000	\$ 41,527.60	\$ 38,178.60
Technician 100	\$ 20,000	\$ 27,750.00	\$ 1,225.00
Nubian Message	\$ 2,500	\$ 1,776.00	\$ 1,371.50 Payment is from last year sale.
Roundabout	\$ 40,000	\$ 4,601.25	\$ 1,341.25
WKNC	\$ 25,000	\$ 15,505.46 *shared w/sponsorship director	\$ 10,802.50
NC State Channels *Student Media receives 20%.	\$ 3,000		

### Personnel

The Business and Marketing Advisory Board conducted the application process for the 2020-2021 Business and Marketing General Manager. They are recommending Lucas Martin to the NC State Student Media Board for this position.

### College Media Business and Marketing (CMBAM) Conference

Marketing Director Dora Gonzalez, Media Consultant Lucas Martin and Adviser Zanna Swann attended the College Media Business and Advertising Managers Association (CMBAM) from Feb. 26 through Sun. Mar. 1. At the conference, Gonzalez was asked to present on creating a student ambassador program. She also received an Undergraduate Research travel grant to supplement the costs of attending the conference. The students are providing the NC State Student Media board a report on how what they learned will be incorporated into the NC State Student Media Business and Marketing team.

### Technician

Ad invoices for the special publication for Technician 100 have been completed and payments and interdepartmental transfers expected for the more than \$27,750 in sales.

The business and marketing team is focusing on prospecting and incorporating new business opportunities to increase sales. Street teams and out-of-home opportunities have been popular recently, particularly for the election year. The Student Media Ambassador team will be the on-call, go-to staff for these episodic opportunities.

We are entering into a partnership with Parents and Families Services to produce a graduation publication that will feature baby photos of graduating students along with a congratulatory message. The Parents and Families team was so pleased with the idea at the mid-February meeting that they asked if we could begin it this year. They are

including the information in their next three email newsletter blasts and on social media that goes out to more than 30,000 people.

***Nubian Message***

Nubian Message is on target to meet or exceed their non-revenue goal.

***WKNC***

Nothing new to report.

***Roundabout***

The push is now on for the Orientation issue, which leads in advertiser interest of all Roundabout s.

***Deadlines***

Orientation Roundabout issue - ad deadline April 27

Graduation Publication – ad deadline April 23

## **Nubian Message**

Submitted by Yesenia Jones, Editor-in-Chief

## **Personnel**

- We have brought on Swathi Karthik as our Photo Editor
- We are in the process of hiring two new staff writers

## **Training**

- Six of our staff members, including myself, received training at the NCCMA conference

## **Technology**

- No Updates

## **Coverage**

- Student government debate and filmed two tiny desk performances in our office

## **Deadline**

- No Updates

## **Ethical Issues**

- No Updates

# Technician

Submitted by Dan Gilliam, Editor-in-Chief

## Expenditures

Nothing to report.

## Personnel

Hired asst. photo editor.

## Training

4 staff members attended the NCCMA conference at ECU. Awarded Best of Show for print and web, 15 individual awards.

Editorial staff members have been progressing through full copy desk correspondencies. This should improve the quality of live content that misses the copy desk.

## Technology

Nothing to report.

## Coverage/Outreach

In full swing with SG election coverage. Ready for primary coverage. Preparing for COVID-19 coverage. Given the Wake County case, possibility for first campus cases and university response within a couple weeks.

## Deadlines

Nothing to report.

## Ethics/Legal issues

Nothing to report.

# WKNC 88.1 FM HD-1/HD-2

*Submitted by Laura Mooney, General Manager*

## **Revenue**

Non-fee income (money in the bank), as of March 1, 2020: \$28,977.47

Sponsor Sales \$8,245.00

Women's Basketball \$1,920.00

Men's Baseball \$2,325.00

Event Promotions \$6,250.00

Merchandise Sales \$1,548.19

Studio Rental \$60.00

Other \$1,457.50

Event Tickets \$6,181.78

Event Sponsorships \$0.00

## **Personnel**

We recently hired three new Content Creators. Our Blog CC's are now Beau Whiteside and Miranda Owen. Our Video CC is Zach Kalmanson who just completed his I-9 paperwork yesterday. Minh Pham, our Multimedia Director, has filmed two Lounge Sessions at this point and has scheduled more than five in the coming few weeks.

## **Technology**

New skimmer that utilizes Google Drive. It is easier to use and more secure since it doesn't require everyone to use the same account.

## **Training**

DJ Training for the Spring class is now complete and board tests have begun. We had a total of 20 students accepted into the class. 17 of them took the written exam. 15 passed the written exam. The other two have scheduled times to retake the exam, the three who did not take the test have not communicated with me further. All students who have taken the board test thus far have passed.

## **Outreach**

-Double Barrel Benefit 17 was a huge success. With NO outside sponsorship we raised over \$5000 and completely sold out the venue for Night Two (in fact we oversold-- oops!)

-On March 20th we are promoting Against Me!, Stef Chura, and Museum Mouth at Motorco.

-We are currently in talks with another event to promote in April as we would like to do a Presents show every month.

-We now giveaway CDs outside the office on a daily basis to engage with passerby students and individuals.

-We have begun #WKNCFreeFriday to giveaway vinyl records in our offices to social media followers.

## **Expenditures**

We have purchased extra hand sanitizer and clorox wipes to encourage our students to practice positive hygiene in the wake of COVID.