

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

Tuesday, Nov. 10, 2020 • 7 p.m.

*Via teleconference – video recording of meeting to
be posted and made part of these minutes by
reference.*

Members present: Robbie Williams, Tania Allen, Josh Hyatt, Sarah Hartsell, Sarah Gagner, Abi Hearn, Tyler Dukes, Cameron Motsinger, Lucas Martin, Elikem Dodor, Rachael Davis, Xenna Smith, Laura Mooney, Patrick Neal

Absent: Arianna Hinton, Cliff Maske, Melanie Flowers

Others present: Jamie Lynn Gilbert, Ellen Meder, Zanna Swann

CALL TO ORDER AND ELECTION OF MEETING SECRETARY

With a quorum of voting members present board chair Sarah Hartsell called the meeting to order at 7:04 p.m. Lucas Martin agreed to serve as recording secretary for the meeting.

APPROVAL OF SEPTEMBER MEETING MINUTES AND OCTOBER MEETING NOTES

Tyler Dukes moved to approve the minutes from the Sept. 8, 2020 meeting, with a second from Tania Allen. The minutes were approved unanimously. Tania moved to approve the notes from Oct. 13, 2020 meeting, with a second from Abi Hearn. The notes were approved unanimously.

NOVEMBER 2020 BUDGET UPDATE

Jamie Lynn Gilbert reviewed the November budget update, which was included in the meeting package and made part of these minutes by reference. Jamie noted the following:

- Agromeck's payroll is at 27% at 33% through the year.
- Nubian Message booked another \$170 in revenue for November, bringing it to about \$1,250 of its \$1,500 advertising goal. October payroll was about \$730, for 43% through the year; that was slightly more than in September but on pace to even itself out.
- Technician deposited about \$1,000 in October, bringing the total earned to about \$7,000 and 14% of its goal for the year. Technician was at 20% of income by Nov. 1, 2019. Payroll is at 26%, so they are doing well there.
- WKNC's income is at \$4,200, which is 10% of its goal. The station was at 14% of income by Nov. 1, 2018 (2019 isn't a good comparison year). Payroll is at 31%.
- In General Administration, temp payroll is at 19%, which is good. The first part of our card access bill was \$2,246.44 for the electrical work laying the conduit. The Student Media Enhancement Fund received another \$10 donation. Our total in the fund is \$652.49 (in a slight correction from last month's report). The Technician Century Fund received a \$125 donation, which brings that fund total to \$24,649.65 (also in a slight correction from last month).

NOTICE OF ADDITIONAL ADMINISTRATIVE SERVICE FEES

Patrick Neal said that the DASA budget office had notified him Thursday that Student Media's administrative service fee, which the unit pays DASA in lieu of rent, utilities, financial services and the like, would increase to 15% for both the current fiscal year and the 2021-2022 fiscal year. In the current year, he said, that would amount to an additional expense of a little over \$43,000 in the current fiscal year. To put that in perspective, he noted that that \$43,000 would pay for Roundabout and Nubian Message or Roundabout and Windhover, and fell about \$1,000 shy of paying for Windhover and Nubian. He said he expected next year's fee to be substantially lower, as the fees are based on the previous fiscal year's total expenses, so this year's greatly reduced expenses would mean a lower admin service fee next year.

Patrick said this increase was being levied to help fill a funding hole at University Housing, DASA's largest unit, and should allow Housing to avoid employee furloughs like the ones implemented at Dining, Transportation, Athletics and others. He said it would be assessed across the division for all units receiving student activity fee funds and noted that it would likely be a far greater hardship for some of them than for Student Media, which has a relatively large cash reserve. He said units receiving state funding would pay their share through different avenues, most notably the loss of lapsed salary funds. Patrick said that while a large, unbudgeted expense was never welcome news, he applauded DASA for doing what was necessary to protect its employees.

Patrick said that he didn't believe this charge should affect any media organization's current plans. He urged them to continue practicing frugality wherever possible, but beyond that to disregard the charge in making decisions for the future, including whether or not Technician or Nubian Message resumed their print editions in the spring. In the latter case specifically, he encouraged the editors to postpone their print decision as long as possible given the worsening trajectory of the pandemic.

A short discussion ensued. Ellen Meder asked for clarification as to whether the \$43,000 charge was for both this year and next; Patrick and Jamie said that it was just for this year, and that next year's charge was currently projected at a little over \$33,000, though Patrick said that was based on current budgeted expenditures. He said he believed the actual charge would come in at less than that next year.

Tyler asked whether Student Media would be receiving any additional services for this fee; Patrick confirmed that it would not. He followed up by noting that once units were able to ask for fee increases this would likely mean a fee increase for all students; Patrick said he didn't know that to be true but said it was probably a reasonable prediction.

Ellen asked whether this plan assumed a true "worst-case scenario" for Housing. Patrick said that as far as he was aware, Housing was still planning to have 4,700 students return to residence halls for the spring for about half capacity, but he didn't know exactly what scenario DASA had used in arriving at its figure.

NSEMC CONFERENCE RECAP

Laura Mooney and Jamie gave a brief recap of the National Student Electronic Media Convention, which was held virtually Oct. 28-30. Laura said five of their staff as well as Jamie, Patrick and Student Media IT Manager Doug Flowers attended, and all wrote up session summaries. Those summaries were included in the meeting package and are made part of these minutes by reference. Jamie said the virtual conference was \$100 per organization regardless of the number of attendees, so she felt eight attendees for \$100 was a great investment.

Patrick noted that Jamie won College Broadcasters, Inc.'s first-ever Excellence in Advising award.

REPORT ADDENDA

Organization reports were included in the meeting package and are made part of these minutes by reference. Addenda to those written reports included the following:

- Cameron Motsinger said Agromeck had just submitted pages for its second deadline last night (Monday, Nov. 9) and that she expected them to be sent back by Friday, Nov. 13. Otherwise, she said the yearbook staff had decided to schedule a second week of senior portraits on campus, but that they were taking a "wait and see" approach with regard to scheduling portraits for the spring.
- Lucas offered a slight correction to his written report, noting that the \$20,057 sold year to date did, in fact, include recent election ads sold through the Flytedesk agency. He also said his team was in the process of selling for a printed housing guide to be published in January. Tyler asked if there was a contingency plan if the housing guide didn't pan out. Lucas and Patrick responded that the guide wasn't included in the budget, so if it did not "make" it would not put Student Media in any larger financial hole than it would be otherwise. In response to a question from Ellen, Lucas confirmed that the guide would be branded as an NC State Student Media product.
- On behalf of Cliff Maske, Patrick said Cliff had asked him to pass along a word of clarification that the target completion date for Roundabout's website would be late December; Ellen said

it was more likely going to be January.

- Rachael Davis said that after the editorial board's Nov. 5 group counseling session with Daniel Goldberg from the Counseling Center, it was agreed that additional sessions were needed, and that those sessions should be two hours instead of one. Daniel said he would be able to lead such a session once per month.
- Laura said there may be some programming changes in January, including the addition of an ethics committee to its music selection process. They said those plans weren't set in stone, but said they'd update the board about any concrete changes made.
- Finally, Tyler congratulated all of the groups on surviving a very difficult election season.

ADJOURN

There being no need for an executive session, Tyler moved to adjourn, with Robbie Williams offering a second. The motion passed unanimously, and the meeting was adjourned at 7:44 p.m.