

NC State Student Media Board of Directors November 2021 meeting minutes

Tuesday, November 9, 2021 • 7 p.m.

Witherspoon 356 (African American Cultural Center Conference Room)

Members present: Christa Gala, Dean Phillips, Jake Seaton, Tyler Dukes, Sarah Gagner, Nate Shorter, Fatima Baloch, Madissen Keys, Maddie Jennette, Don Bui, Charles Smalls, Camilla Keil, Patrick Neal

Absent: Robbie Williams, Abi Hearn, Jonny Zemola, Andrea Alford, Jaylan Harrington, McKenzy Heavlin

Others present: Jamie Lynn Gilbert, Ellen Meder, Martha Collins, Garrett Gunter

CALL TO ORDER AND ELECTION OF MEETING SECRETARY

With a quorum of voting members present, board chair Nate Shorter called the meeting to order. Patrick Neal volunteered to serve as recording secretary for the meeting.

APPROVAL OF OCTOBER 2021 MEETING MINUTES

Tyler Dukes moved that the minutes from the board's Oct. 12, 2021 meeting be approved, with Dean Phillips providing a second; the board voted unanimously to approve them. Those minutes were included in the meeting package and are made part of these minutes by reference.

NOVEMBER 2021 BUDGET UPDATE

Jamie Lynn Gilbert presented the budget update through Nov. 1, 2021. The update was included in the meeting package and included as part of these minutes by reference. Jamie noted the following:

- Non-fee income for the Nubian Message is at \$510, which is a third of Nubian's total print/social sales goal at a third of the way through the fiscal year.
- Technician's non-fee income had about doubled from Oct. 1 to \$5,000 and 13% of the annual goal.
- WKNC's non-fee income is now up to \$7,200 or 20% of the goal.
- Under General Administration, Jamie said WKNC's \$8,500 NC State Foundation Grant had been deposited to the Student Media Enhancement Fund so that amount is now almost \$11,900. The grant money will be used for tower painting and repair, so it's just there temporarily.

REMINDER: PROGRAM REVIEW LUNCHEON NOVEMBER 18

Patrick and Jamie reminded those gathered of the upcoming program review Nov. 18-19. In particular, they reminded members of the board about their designated luncheon with the review team on Thursday, Nov. 18 to be held in the board's regular meeting space, Witherspoon 356. They also encouraged the senior leaders to sign up for their sessions with the reviewers if they hadn't already done so and to encourage everyone on their respective staffs to sign up for one of the student sessions.

FOLLOW-UP: STUDENT MEDIA ENHANCEMENT FUND VS. STUDENT FEE SPENDING RULES

In a follow-up to the board's October discussion of how money from the Student Media Enhancement Fund could be spent as compared to fee funds, Patrick presented a set of guidelines and other information he received from the DASA Business Office. (That information was included in the meeting package and is made part of these minutes by reference.)

Patrick noted that when the fund was originally established, the justification language for spending was left exceptionally broad – "Funds should be used to support the Student Media program" – so there were relatively few restrictions on the money. He contrasted this with the Technician Century Fund endowment, whose proceeds can only be used for travel and other professional development activities.

UPDATE: OUTDOOR ADVERTISING SALES ROLLOUT

Zanna Swann gave the board an update on how the first full semester of outdoor advertising sales was going. (Zanna's one-page summary of sales as of Nov. 8, 2021 is included as part of these minutes.)

By any measure, Zanna said, kiosk sales were exceeding first-year expectations, with \$16,475 billed to date for the outdoor panels and an additional \$2,790 for one indoor rack panel sold to a local apartment complex.

Patrick noted that those proceeds were already twice what had been budgeted for the first-year rollout (\$9,000) and that the units, which cost about \$15,000 to build, were already paid for less than six months into the rollout year.

In response to a question from Ellen Meder, Patrick noted that these were billed amounts and thus were not yet reflected in the budgets of either Technician or Nubian Message. He assured her that all proceeds from the initiative would ultimately be divided as originally conceived: one third to the Nubian, one third to Technician and one third to General Administration.

HALLOWEEN VANDALISM INCIDENTS

Patrick said two of the outdoor kiosks had been vandalized some time over Homecoming weekend, and that Technician EIC Jaylan Harrington had alerted him to the damaged kiosk at Witherspoon via text early Halloween morning. Patrick said he went to campus at about 6 a.m. and called it in, whereupon he learned from campus police that it had been already been reported at about 3 a.m. (The incident report filed in the case was included with the meeting package and is made part of these minutes by reference.)

The following day, Patrick said he inspected the other kiosks and found that someone had pushed in the top door of the Pullen/Harris Hall kiosk, rendering it inoperable. That same day, he said Facilities came to pick up the damaged box at Witherspoon to deliver for repairs; he and the Facilities technician were together able to repair the damaged door at

Harris/Pullen without taking it offline.

On Tuesday, Nov. 9 (the same day of the board meeting), Patrick said he learned that the damage to the Witherspoon kiosk was much worse than it originally appeared, and that repairs would take several weeks. He said the staff at the Biological and Agricultural Engineering Shop planned to reinforce the inside of the box in such a way as to make subsequent structural damage much less likely in the future. Patrick said the cost of the repairs was not yet known but that he did not expect it to be inexpensive, as the kiosks were all custom made for Student Media.

With all of that in mind, Patrick said he'd conferred with both editors-in-chief and that they were willing to run full-page ads in that week's edition of both papers offering a \$500 reward for information leading to the identification of whoever was responsible for the damage. (A draft copy of the proposed advertisement is included as part of these minutes.) To that end, he asked the board to authorize the payment of that amount from the Student Media Enhancement Fund if anyone did come forward and identify the vandal(s).

A brief discussion followed. Tyler noted that running the advertisement might have the opposite of its intended effect and lead to additional vandalism. He also said the inclusion of the photo with the advertisement might provide fuel for mean-spirited memes and did not really show the true extent of the damage in any case. Finally, he said he didn't want either editor to feel unduly pressured to run the ad.

Patrick responded that while it was possible that the ad might incite future vandalism, he felt the newspapers should respond in some way, if only to show the vandal(s) that Student Media was taking it seriously. He agreed about the photo and said he'd remove it from the ad and re-submit it to the editors. With regard to undue pressure on the editors, Patrick said both editors had seemed enthusiastic about running the ads and that he wouldn't have brought it to the board if either had expressed any misgivings. Even so, he assured Tyler that immediately after the meeting he would go see both editors (who were both in production and thus absent from the board meeting), relay the points raised in the discussion, and give them both another opportunity to decide whether they still wished to run the ads.

In the end, the board did authorize the expenditure of \$500 from the Student Media Enhancement Fund if anyone did in fact come forward and provide information leading to the identification of the person or people responsible for damaging the boxes. Dean made the motion, Christa Gala seconded it, and the board voted unanimously to approve it.

SAFETY NOTES

Patrick spoke to the senior leaders about keeping their respective staffs safe, especially in light of several high-profile Wolf Alert safety notices sent out by the university in the days prior to the meeting (including one theft incident that reportedly occurred right outside Witherspoon). Patrick said he worried about the staff because they were often in the building after hours and often carried expensive camera gear in and out of the building. He also said that the card access units on all the main entrances were useless as protection when staff members either left doors open or intentionally propped them open to circumvent the card system. To mitigate that problem, he said he'd requested that a self-

closing door mechanism be installed on the Nubian Message/Agromeck entrance to the print suite. He apologized for the inconvenience but said it should solve the chronic door-left-open problem at that particular entrance. Otherwise Patrick reiterated a list of common-sense safety tips: keeping the suite doors closed at all times after hours, avoidance of solitary travel where possible, not letting people without card access into the building after hours, etc.

REPORT ADDENDA

November 2021 board reports were included with the meeting package and are made part of these minutes by reference. Other items including the following:

- Don Bui said that signups for fall senior portraits were going so well that Agromeck had arranged for an additional week of portraits after the first 300 spots were taken. He encouraged all seniors present at the meeting to sign up for portrait sessions noting that in doing so they'd receive a \$10 discount off their yearbook purchases.
- Charles Smalls said he had almost finished assembling the spring staff for Roundabout and that he was working with Martha to get their paperwork completed and processed.
- Camilla Keil said the priority deadline for submissions to the 2022 edition of Windhover was Nov. 23, and that the final submission deadline was scheduled for Dec. 17.

ADJOURN

Dean moved to adjourn the meeting, with Christa seconding the motion. The meeting was adjourned at 7:49 p.m.

Kiosk Report
As of 11/08/2021

Outdoor

Client	Panels	Months	Net Amount (minus any discounts)
NC by Train	6	6	\$ 7,560
Spectrum	8	2	\$ 4,680
Hillsborough Street Community Service	1	6	\$ 1,785
Pack Recovery	1	5	\$ 1,250
OIED	1	6	\$ 1,200
TOTAL			\$ 16,475

Indoor

Client	Panels	Months	Net Amount (minus any discounts)
Valentine Commons	1	12	\$ 2,790
TOTAL			\$ 2,790



\$500 REWARD

NC State Student Media is offering a \$500 reward for information leading to the identification of the person(s) responsible for damaging two newspaper kiosks near Witherspoon Student Center between sundown Saturday, Oct. 30 and 3 a.m. Sunday, Oct. 31.

If you saw anything suspicious during that time or have any other information regarding either incident, please contact Officer Andrew Shillingburg at arburkes@ncsu.edu and reference Report Number 21P0001112.