

# STUDENT MEDIA BOARD OF DIRECTORS AGENDA

*Tuesday, March 19, 2019 • 7 p.m.  
Witherspoon 201*

## **CALL TO ORDER**

## **ELECTION OF RECORDING SECRETARY**

## **NEW BUSINESS**

1. Approve minutes from Jan. 8, 2019 meeting
2. March budget update (Jamie)
3. CMBAM conference recap (Zanna, Mersina)
4. CMA NYC conference recap (Martha, Xenna, Julia)
5. Recommendations from advisory boards for 2019-2020 student leaders
  - a. Annual Publications
  - b. Broadcast
  - c. Business Office
  - d. Newspapers
6. End-of-year celebration (Ellen)

## **REPORT ADDENDA**

- *Agromeck*
- Business Office
- *Nubian Message*
- *Technician*
- *Windhover*
- WKNC

## **EXECUTIVE SESSION**

The Student Media Board of Directors may adjourn into executive session to discuss matters of litigation, potential litigation or personnel.

## **ADJOURN**

**NC State Student Media Board of Directors**  
**January 2019 meeting minutes**

**Tuesday, January 8, 2019 • 7 p.m.**  
**Room 3222 Talley Student Union**

Members present: Dean Phillips, Arianna Hinton, Sam McRee, Marie Smith, Robbie Williams, Tyler Dukes, Patrick Neal, Katie Tart, Xenna Smith, Keilah Davis, Jonathan Carter, Jules Conlon, Mersina Boynton

Staff and others present: Martha Collins, Ellen Meder, Jamie Lynn Gilbert

Absent: Tania Allen, Adam Skrecz, Lilly Neal, Zanna Swann

**CALL TO ORDER, APPOINTMENT OF RECORDING SECRETARY, ELECTION OF VICE-CHAIR**

Patrick Neal called the meeting to order at 7:03 p.m. in the absence of board chair Adam Skrecz, and Mersina Boynton volunteered to serve as recording secretary. Patrick noted that board vice-chair Darian Blakey had graduated in December. That being the case, he opened the floor for nominations for the post, and Xenna Smith offered to serve. There being no other nominations, Dean Phillips moved to close the nominations, with Tyler Dukes seconding the motion. The board unanimously approved Xenna's appointment as vice-chair, and she immediately assumed control of the meeting.

**APPROVAL OF NOVEMBER MEETING NOTES**

Xenna moved that the notes from the Nov. 13, 2018 be approved. Tyler seconded the motion, which passed unanimously.

**JANUARY BUDGET UPDATE**

Jamie Lynn Gilbert gave the January budget update, noting that it represented the halfway point in the year. She noted the following:

- Overall payroll is on target at 45 percent.
- Agromeck had not yet received word about its advertising revenue from the outside vendor who sells for the yearbook, so that revenue is not reflected in the January budget update. Payroll for the yearbook is on target at 45 percent.
- The Nubian hasn't booked any additional income since the last budget report, though at 89 percent, it is still looking good for the year. Payroll at the Nubian is on target at 45 percent.
- Technician is at 53% of its income goal for the year, which is excellent. Payroll is at 55 percent, a bit above where it should be, but Jamie said it was not a matter of serious concern at this point in the year. She also noted that travel had decreased by \$500 in December, apparently from an extra room charge getting reversed.
- At WKNC, Jamie noted that payroll is looking good at 46 percent. She also noted that the station would go slightly over budget in fixed charges due to unforeseen expenses related to the rollout of the HD-2 channel, but she also noted that the overage would likely be offset by underspending on travel.
- In General Administration, Jamie said Student Media had booked about \$1,000 in revenue from photo booth rentals. Otherwise, she said, expenditures looked to be in line with expectations.

**WKNC HD-2 UPDATE**

Jamie said that WKNC HD-2 was up and running, though at the moment it was playing the same programming as the HD-1 channel, making it something of a "soft launch." She said that the station would begin opening it to DJs once WKNC's consulting engineer reconfigured the system to allow different programming than HD-1. Once that happened, Jamie said the schedules of WKNC HD-1 and HD-2 would essentially be flipped – HD-1 would play indie rock during the day and chainsaw/hip-hop/electronic music at night, and HD-2 would play chainsaw/hip-hop/electronic music during the day and indie rock at night.

## **CALL FOR LEADERS AND ADVISORY BOARD APPOINTMENTS**

Patrick said he sent out calls for 2019-2020 leaders shortly before Winter Break and that copies of the call for leaders and a memo concerning applications were included in the meeting package. He reminded the student leaders that applicants who had below a 2.5 GPA and/or had active actions against them at the Office of Student Conduct would not be eligible to serve as organization heads. He urged them to remind potential applicants of those points, as non-compliant applicants created an awkward situation for everyone involved.

In response to a question from Jonathan Carter, Patrick said that he was in possession of many years' worth of past applications and that they were available for review. Some discussion followed as to whether it was appropriate for current leaders to share their application packages from last year with this year's applicants. Martha Collins said that in the past, she had understood that current leaders shouldn't share their application packages with those they supervise now, but both Jamie and Ellen Meder said they didn't see any issue with the practice and encouraged their leaders to share the packages if they wished. In the end, Patrick suggested that the question be left up to the organizations' individual discretion.

Patrick said that the full board would not have a regularly scheduled February meeting to allow the four advisory boards to meet and interview candidates. With that in mind, he distributed a list of current advisory board members and full board members who were not yet assigned to an advisory board. (That list is attached and made part of these minutes by reference.) Marie Smith said that she would serve on the Business Office Advisory Board and Arianna Hinton agreed to serve on the Annual Publications Advisory Board. Patrick said he would reach out to Adam to see which board he would like to be a part of.

## **WINDHOVER/DOUG'S OFFICE**

Patrick said IT Manager Doug Flowers would soon move out of his space in the Student Business Office to Watauga Hall, and that Windhover would be moving into that space. He said a technician from the DASA Tech team would be moving into Windhover's old office. Patrick said Doug would continue to serve as Student Media's Strategic Lead for technology and would still be on call for Student Media's specialized technical needs like the radio station and the photo box. Otherwise, he said students and staff should still submit standard desktop support request via DASA Tech's help desk email address.

## **SCIENCE JOURNALISM EXPLORATORY COMMITTEE**

Patrick said that for some months he had been contemplating a student science journalism fellowship program housed in Student Media. He said that given that NC State was a STEM school, and that most of the school's resources were devoted to the sciences and engineering, it seemed training student journalists to explain that research and its societal implications was a natural fit for the program – especially since no other school in the Southeast has a program exactly like the one being considered. To explore the idea further, Patrick said he had convened a small exploratory committee of faculty, staff and students; membership on the committee includes board member Tyler Dukes, Nubian editor Keilah Davis, Marissa Jerden from WKNC, Jean Goodwin from Communications, Cat Warren from English, Chris Ashwell from Undergraduate Student Research and Julie Casani from Student Health. He said the group had met once on Nov. 13 to discuss the program generally, and that notes from that meeting were included in the board's meeting packet. Patrick said the group had outlined some ambitious plans, and that he didn't know if Student Media would be able to implement all of those ideas, but he said he was seeking to identify what an "ideal" program would look like and then proceed from that point. He said the exploratory group was set to meet again on Jan. 25 at 3:30 p.m. to focus on exactly what a "program year" would entail, and he encouraged any board members or student staff members who were interested to attend if they wished.

Ellen Meder asked where work produced as part of the fellowship program would be published. Patrick and Tyler said that pitching and selling pieces was a central topic of conversation at the Nov. 13 meeting. They told Ellen that the group had primarily discussed pitches geared toward larger, national outlets, but Patrick acknowledged that not giving the outlets at Student Media a right of first refusal did seem counter-intuitive; Tyler said he could see both on-campus and off-

campus publications publishing work produced as part of the initiative.

### **ARCHIVE ROOM PROJECT UPDATE**

Patrick said he had reached out to the firm renovating the archive room, and that he knew that it had been assigned a project manager and a project number, but he hadn't heard a specific date for the project. He asked the student leaders to bear with him a bit longer with regard to storing archive room materials until the work was completed.

### **OPEN HOUSE**

Patrick reminded the students gathered of Student Media's spring open house, which was to be held the day after the meeting (Wednesday, Jan. 9) at the organizations' offices from 4-6 p.m. He said that date was chosen in part to dovetail with WKNC's interest meeting, which would follow the Open House at 6 p.m. He reminded everyone that the beginning of the spring semester was Student Media's second-most-important recruitment period of the year, and he asked everyone to ensure that their offices were clean and ready for visitors, and that outlet staff be on hand to welcome potential members and answer any questions they have.

### **REPORT ADDENDA**

Katie Tart said Agromeck's book sales had increased to 47 books sold so far, or about \$3,600. She said 145 more books had been sold as part of Agromeck's partnership with Balfour's ring division.

### **ADJOURN**

There being no need for an executive session, Dean moved to adjourn, with Tyler seconding the motion, which passed unanimously. The meeting was adjourned at 7:42 p.m.

NC State Student Media advisory boards membership and prospective members as of Jan. 8, 2019

**Annual Publications**

Liz Moomey  
Alanna Howard  
Lilly Neal  
Tania Allen  
Katie Tart  
Xenna Smith  
Martha Collins

**Broadcast**

Joe Ovies  
Kelly McCullen  
Kate VanVorst  
Dean Phillips  
Sam McRee  
Haven Penn  
Jules Conlon  
Jamie Lynn Gilbert

**Business Office**

Robbie Williams  
Kellie Brys LeBlanc  
Chanon Smith  
Amy Callahan  
Mark Tate  
Zanna Swann

**Newspapers**

Josh Hyatt  
Cory Smith  
Nancy Wykle  
Ben McNeely  
Tyler Dukes  
Toni Thorpe  
Paul Isom  
Megan Ellisor  
Jonathan Carter  
Keilah Davis  
Ellen Meder

**Unassigned board members:** Adam Skrzecz, Marie Smith, Arianna Hinton

# STUDENT MEDIA BUDGET V. ACTUAL

DATE: March 1, 2019  
 PERCENT THROUGH FISCAL YEAR: 67%

056 AGROMECK				058 WINDHOVER				OVERALL			
	Budget	Actual	Percent		Budget	Actual	Percent		Budget	Actual	Percent
Payroll	\$ 28,000.00	\$ 14,857.91	53%	Payroll	\$ 5,700.00	\$ 1,632.16	29%	Payroll	\$ 660,500.00	\$ 396,114.62	60%
Supplies	\$ 700.00	\$ -	0%	Supplies	\$ 750.00	\$ 391.30	52%	Supplies	\$ 20,714.00	\$ 14,181.22	68%
Leadership develop.	\$ 4,750.00	\$ 2,870.57	60%	Leadership develop.	\$ 1,170.00	\$ 1,899.50	162%	Leadership develop.	\$ 33,490.00	\$ 25,405.68	76%
Admin service charges	\$ 4,000.00	\$ 3,338.00	83%	Admin service charges	\$ 1,300.00	\$ 991.00	76%	Admin service charges	\$ 59,900.00	\$ 49,951.00	83%
Current services	\$ 27,096.00	\$ 120.65	0%	Current services	\$ 12,350.00	\$ 8.89	0%	Current services	\$ 121,911.00	\$ 46,301.61	38%
Fixed charges	\$ 955.00	\$ 782.93	82%	Fixed charges	\$ 425.00	\$ 25.00	6%	Fixed charges	\$ 20,685.00	\$ 12,517.00	61%
<b>TOTAL</b>	<b>\$ 65,501.00</b>	<b>\$ 21,970.06</b>	<b>34%</b>	<b>TOTAL</b>	<b>\$ 21,695.00</b>	<b>\$ 4,947.85</b>	<b>23%</b>	<b>Contracted services</b>	<b>\$ 5,000.00</b>	<b>\$ 1,000.00</b>	<b>20%</b>
Non-fee income	\$ 24,000.00	\$ 469.00	2%	Non-fee income	\$ -	\$ -	-	Capital outlay	\$ 42,000.00	\$ 42,598.63	101%
Fee income	\$ 41,501.00	\$ 40,382.44	5.34%	Fee income	\$ 21,695.00	\$ 21,110.27	2.79%	<b>TOTAL EXPENSES</b>	<b>\$ 964,200.00</b>	<b>\$ 588,069.76</b>	<b>61%</b>
<b>TOTAL</b>	<b>\$ 65,501.00</b>	<b>\$ 40,851.44</b>	<b>62%</b>	<b>TOTAL</b>	<b>\$ 21,695.00</b>	<b>\$ 21,110.27</b>	<b>97%</b>	Non-fee income	\$ 187,100.00	\$ 97,582.19	52%
Profit/Loss	\$ -	\$ -	-	Profit/Loss	\$ -	\$ -	-	Fee income	\$ 777,100.00	\$ 756,155.22	97%
								Interest income	\$ -	\$ 1,599.68	-
								Food purchases	\$ -	\$ 415.95	-
								<b>TOTAL INCOME</b>	<b>\$ 964,200.00</b>	<b>\$ 854,921.14</b>	<b>89%</b>
								Net Profit/Loss	\$ -	\$ -	-
								Enhancement Fund	\$ 315.51	\$ 315.51	100%
061 NUBIAN MESSAGE				059 WKNC							
	Budget	Actual	Percent		Budget	Actual	Percent				
Payroll	\$ 6,800.00	\$ 4,424.32	65%	Payroll	\$ 54,000.00	\$ 30,040.43	56%				
Supplies	\$ 200.00	\$ 66.95	33%	Supplies	\$ 2,600.00	\$ 783.02	30%				
Leadership develop.	\$ 2,175.00	\$ 1,842.75	85%	Leadership develop.	\$ 5,290.00	\$ 2,745.66	52%				
Admin service charges	\$ 1,200.00	\$ 996.00	83%	Admin service charges	\$ 5,100.00	\$ 3,884.00	76%				
Current services	\$ 8,091.00	\$ 6,291.19	78%	Current services	\$ 7,430.00	\$ 4,581.52	62%				
Fixed charges	\$ 640.00	\$ 404.00	63%	Fixed charges	\$ 4,850.00	\$ 6,069.00	125%				
<b>TOTAL</b>	<b>\$ 19,106.00</b>	<b>\$ 14,025.21</b>	<b>73%</b>	<b>Contracted services</b>	<b>\$ 1,000.00</b>	<b>\$ -</b>	<b>0%</b>				
Non-fee income	\$ 1,000.00	\$ 1,414.28	141%	<b>TOTAL</b>	<b>\$ 80,270.00</b>	<b>\$ 48,103.63</b>	<b>60%</b>				
Fee income	\$ 18,106.00	\$ 17,618.00	2.33%	Non-fee income	\$ 43,300.00	\$ 18,860.00	44%				
<b>TOTAL</b>	<b>\$ 19,106.00</b>	<b>\$ 19,032.28</b>	<b>100%</b>	Fee income	\$ 36,970.00	\$ 35,973.57	4.76%				
Profit/Loss	\$ -	\$ -	-	<b>TOTAL</b>	<b>\$ 80,270.00</b>	<b>\$ 54,833.57</b>	<b>68%</b>				
				Profit/Loss	\$ -	\$ -	-				
057 TECHNICIAN				060 GENERAL ADMIN							
	Budget	Actual	Percent		Budget	Actual	Percent				
Payroll	\$ 92,700.00	\$ 70,004.01	76%	Payroll	\$ 473,300.00	\$ 275,155.79	58%				
Supplies	\$ 700.00	\$ 336.71	48%	Supplies	\$ 15,764.00	\$ 12,603.24	80%				
Leadership develop.	\$ 6,215.00	\$ 6,717.90	108%	Leadership develop.	\$ 13,890.00	\$ 9,329.30	67%				
Admin service charges	\$ 12,600.00	\$ 10,414.00	83%	Admin service charges	\$ 35,700.00	\$ 30,328.00	85%				
Current services	\$ 35,220.00	\$ 20,448.02	58%	Current services	\$ 31,724.00	\$ 14,851.34	47%				
Fixed charges	\$ 7,470.00	\$ 4,541.07	61%	Fixed charges	\$ 6,345.00	\$ 695.00	11%				
<b>TOTAL</b>	<b>\$ 154,905.00</b>	<b>\$ 112,461.71</b>	<b>73%</b>	<b>Contracted services</b>	<b>\$ 4,000.00</b>	<b>\$ 1,000.00</b>	<b>25%</b>				
Non-fee income	\$ 97,800.00	\$ 65,431.33	67%	<b>Capital outlay</b>	<b>\$ 42,000.00</b>	<b>\$ 42,598.63</b>	<b>101%</b>				
Fee income	\$ 57,105.00	\$ 55,565.88	7.35%	<b>TOTAL</b>	<b>\$ 622,723.00</b>	<b>\$ 386,561.30</b>	<b>62%</b>				
<b>TOTAL</b>	<b>\$ 154,905.00</b>	<b>\$ 120,997.21</b>	<b>78%</b>	Non-fee income	\$ 21,000.00	\$ 11,407.58	54%				
Profit/Loss	\$ -	\$ -	-	Fee income	\$ 601,723.00	\$ 585,505.07	77.43%				
				<b>TOTAL</b>	<b>\$ 622,723.00</b>	<b>\$ 596,912.65</b>	<b>96%</b>				
				Profit/Loss	\$ -	\$ -	-				

# Student Media organization reports for March 2019

## Agromeck

*Submitted by Katie Tart, Editor-In-Chief*

### Revenue:

- As of March 6, we have sold 75 books totaling \$5,770.
- As of March 6, as part of our deal with the class ring, 65 more books have been sold with the extended protection plan. (Totaling 207).
- We are tabling at Grad Fair March 26-28 to market to seniors.

### Expenditures:

- N/A

### Personnel:

- Five of our correspondents have been hired as staff members.
- Julia Harrison has applied to be the 2019-2020 Editor-in-Chief.

### Training:

- We plan to host a training session with writers led by Madison Earp.

### Coverage:

- With this book repeating the months of March, April and May, we are having to come up with new, fresh coverage ideas to not rehash the same events.

### Technology:

- N/A

### Deadlines:

- We missed our last deadline March 4 by 8 spreads because senior portraits were sent to us late.
- The cover and endsheets were successfully submitted on their deadline of March 5.
- Our next deadline is April 8.

### Ethics and Legal Issues:

- N/A

# Student Business and Marketing Office

*Submitted by Mersina Boynton, General Manager*

## Sales Revenue

### *Technician*

We are working with Ellen to create a readership survey for all outlets. It is being sent to students late March, early April. On the business side, we are hoping this information helps us find out who our demographic is so we can show real numbers when we pitch advertising. Will also help in brainstorming what we can do to reach students better on campus. Ad sales are steady.

### *Nubian Message*

Nubian Message sales are steady. Nothing new to report.

### WKNC

Nothing new to report.

### Pack TV

As the NC State hockey team advances to the National Championship, we will be reaching out to clients again to see if they want to advertise with Pack TV. The opportunity sounds strong and we are currently talking with BJ about prices and prospects.

### *Roundabout Diversions*

With the ad deadline approaching soon, we have sold a ¼ page for the diversions magazine. We are still pushing to clients. I had a meeting with the sales staff March 4 and reiterated the importance of us selling for these special sections. I emailed Sam, gave him an update March 5, and will continue to keep him in the loop on ad sales.

## Personnel

After speaking with one media consultant multiple times about not making calls or sending emails when in the office, we decided to part ways. Two weeks ago, I hired two new media consultants, Logan Patterson and Lucas Martin, who have sold 3 advertising spots already. I feel confident they will be strong assets to our team.

Zanna, Dora, and I attended CMBAM from Feb 27-March 2. We brought many ideas back that we are looking forward to sharing and implementing.

## Deadlines

Diversions RoundAbout Magazine – March 8

Readership Surveys – March 25

Pack TV Hockey Tournament advertising – March 21



# Nubian Message

*Submitted by Keilah Davis, Editor-In-Chief*

## Personnel

- We recruited new writers and copy editors during our spring semester recruitment push.
- I also created a social media manager position that will continue into the next academic year.
- Yesenia Jones applied for 2019-2020 Editor-in-Chief.

## Training

- Four members of our staff attended the NC College Media Conference at NC A&T State University in February.

## Technology

- We've had many computer issues within the last month but the DASA Tech Services have been helpful. A hard drive crashed but was replaced within a week of the incident.

## Coverage/Outreach

- Nubian Message is continuing to partner with student organizations to explain our purpose and discuss how we can best serve them.

## Deadlines

- No updates.

## Ethical Issues

- No updates.

# Technician

*No report submitted as of March 7, 2019*

# Windhover

*Submitted by Xenna Smith, Editor-In-Chief*

## Revenue

No additional revenue, but we have sent an interest into DP Dough in Mission Valley to do a fundraiser in late March/early April for additional release party funds.

## Expenditures

A large sum will be leaving the budget to pay for printing the book and half of the literary editor's stipend has been deposited to her.

## Personnel

n/a

## **Training**

Editor in Chief attended CMA 2019 in NYC, taking multiple sessions on media/literary & arts magazines and also leading two sessions with advisor Martha Collins on literary & arts magazines.

## **Technology**

The new web editor has been added onto the website as an admin.

## **Coverage**

n/a

## **Deadlines**

March is Spring Open Mic Night and the release party will be April 12th.

## **Ethics/Legal Issues**

n/a

# **WKNC 88.1 FM HD-1**

*Submitted by Jules Conlon, General Manager*

## **Revenue**

WKNC income (money in the bank) as of Feb. 28, 2019: \$18,860.00

Sponsor Sales	\$5,539.75
Women's Basketball	\$1,920.00
Men's Baseball	\$850.00
Event Promotions	\$3,800.00
Merchandise Sales	\$1,001.05
Other	\$1,219.44
Event Sponsorships	
Event Tickets	\$4,529.76

## **Personnel**

25 new DJs have passed their written tests, and 15 have passed their board tests. Multimedia director position open.

## **Technology**

HD-2 launched on Jan. 9, 2019 and is ready for live DJs. We just have a handful of things left to make it fully operational.

## **Events**

DBB16 raised upwards of \$4,000.

WKNC Presents show will happen at Kaboom Art Gallery on March 7.

Planning DJ showcase/end of year party.

Concert on the Lawn scheduled for late April.