

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

**Tuesday, September 10, 2019 • 7 p.m.
356 Witherspoon Student Center**

Members present: Abi Hearn, Arianna Hinton, Sarah Hartsell, Daniela Patino-Zabaleta, Tania Allen, Tyler Dukes, Josh Hyatt, Dean Phillips, Julia Harrison, Yesenia Jones, Dan Gilliam, Xenna Smith, Laura Mooney, Mersina Boynton, Patrick Neal

Absent Jacob Trubey, Robbie Williams, Emma Carter

Others present: Martha Collins, Zanna Swann, Jamie Lynn Gilbert, Ellen Meder, Dora Gonzalez, Ray Black III

CALL TO ORDER, INTRODUCTIONS, ELECTION OF BOARD OFFICERS

In the absence of a chair, Patrick called the meeting to order at 7:01 p.m. and established that a quorum of voting members was present. Each member then introduced themselves.

Patrick then opened the floor for nominations for the 2019-2020 board chair. He said that while Jacob Trubey was unable to attend the meeting, Jacob had expressed an interest in the position and asked Patrick to put his name forward for consideration. Jacob also provided a brief bio, which is attached here and made part of these minutes by reference. Dean Phillips moved that Jacob be named board chair for 2019-2020, with Laura Mooney seconding. Jacob was unanimously approved.

Laura then offered to serve as vice chair for 2019-2020. Sarah Hartsell made a motion to that effect, with Tyler Dukes seconding. Laura was unanimously approved, and Patrick ceded the chair's role to her for the remainder of the meeting.

APPROVAL OF MINUTES FROM APRIL 2019 MEETING

Tyler moved that the minutes from the board's April 9, 2019 meeting be approved, with Dean seconding. The minutes were unanimously approved. Those minutes are attached here and made part of these minutes by reference.

2018-2019 BUDGET REVIEW, 2019-2020 BUDGET OVERVIEW AND 2020-2021 FEE REQUEST

Jamie Lynn Gilbert reviewed the 2018-2019 budget, which had originally forecast Student Media breaking even for the year. Instead, the program ended FY2018-2019 with a surplus of almost \$130,000. Jamie explained how that overage happened:

- Agromeck's decision to start publishing the book in August instead of April led to a one-time savings of more than \$26,000, as the printing took place after the close of the fiscal year. There was a corresponding shortfall of about \$7,900 in revenue, as revenues from book sales were also delayed into the following fiscal year.
- Nubian Message exceeded its payroll by about 10% after adding two new senior staff positions for 2018-2019. On the revenue side, Nubian exceeded its income goal by \$800, which more than offset the payroll shortfall.
- Technician exceeded its payroll budget by \$17,000. That was ascribed to the switch from a twice-weekly to a once-weekly schedule and move to hourly wages instead of a flat rate, which made estimating last year's payroll budget something of a challenge. With a year's data in hand, Jamie said forecasting Technician's payroll budget should be much easier moving forward.
- WKNC overspent its supply budget by about \$2,400, but that overage was planned and offset by savings in other categories. On the revenue side, WKNC exceeded its income by about \$2,500.
- General Administration accounted for the vast majority of the budget surplus, about \$110,000 of it. Most of that, in turn, was the result of \$58,000 in unspent payroll. Jamie explained that 50% of IT Manager Doug Flowers' salary and benefits had originally been included in last year's budget, but said that DASA ultimately paid Doug's salary from

other sources. That saved Student Media about \$36,000. The remaining payroll savings came from unspent student salaries. Also, Student Media had budgeted \$5,100 for Adobe software licenses, but Jamie said DASA Tech has never sent the department a bill for them. On the revenue side, General Administration exceeded its goal by about \$15,000 thanks to strong ad sales for Roundabout's Orientation issue.

- Overall, Jamie said, Student Media's total income exceeded its budgeted amount by about \$28,400. She said the vast majority of that came from an unexpected windfall of about \$27,000 in extra student fee income. On the expense side of the ledger, Student Media spent a little over \$101,000 less than it budgeted once Agromeck, Nubian, Technician, Windhover WKNC and General Administration were added together.

Jamie then outlined all the notable changes to the current budget as compared to the 2018-2019 budget:

- Technician's printing budget was increased by \$20,000 to account for the printing of its special 100th anniversary edition. She said that was offset by a \$20,000 increase in Technician's revenue goal in anticipation of additional ad sales for that piece.
- One-time additions to the capital/technology budget included an additional \$7,000 for photo equipment, \$11,000 for the installation of card access readers on the four main Student Media suite doors, \$30,000 for the construction of newspaper kiosks (see below) and \$5,000 to complete WKNC's HD upgrade.
- Technician's payroll was increased and General Administration's student payroll was decreased in light of results from the 2018-2019 fiscal year.
- Some \$4,000 was added to the General Administration budget to cover expenses associated with Student Media's five-year program review, which will happen in April of 2020.

Patrick noted that the department had run large surpluses for three years in a row – including a surplus of nearly \$90,000 in 2017-2018 and about \$45,000 the year before that. He also noted that WKNC's infrastructure upgrades were nearly complete, which would free up a great deal of money moving forward, and that Technician's switch from a twice-weekly to a once-weekly schedule would also provide significant ongoing savings for the department. Finally, he said the outdoor advertising initiative (see below) would begin bringing in significant new revenue starting in 2020-2021.

At the same time, he said, over the past five years the department had been able to raise hourly wages for senior leaders. All of the groups have been able to send bigger delegations to conventions than ever before. All of the groups were adequately resourced in terms of technology and other operational costs. And Student Media's reserve fund was more than adequate to cover any conceivable shortfall or emergency.

In light of all this, and in consultation with Holly Durham, who oversees the budgeting and forecasting process for all DASA departments, Patrick said Student Media would decrease its student fee request by \$1 per student, from \$27.25 per student currently to \$26.25 per student starting in 2020-2021. He said the department had an ethical obligation to the student body to only ask for what was needed, and that he was happy to be part of an effort to decrease the fee burden on all students (including all of the students associated with Student Media), especially since the decrease should have no noticeable effect on any group's operations.

Finally, Jamie reviewed the budget update for September, which reflects all of the department's income and expenditures since the current fiscal year began July 1. Of note:

- Agromeck's admin service fee is about half of what was originally budgeted. Jamie said admin service fees are based on the previous year's expenditures, and since Agromeck's expenditures were so much lower than budgeted last year due to the printing schedule shift (see above), the admin service fee was commensurately low.
- Technician income is down for the year, but Jamie said the budget update only reflected realized income, and more than \$12,000 had been sold but not billed yet.
- Finally, she said WKNC's payroll was at 14% with 17% of the fiscal year complete. She said that was not over budget, but she said it was something that the station needed to keep an eye on moving forward.

OUTDOOR ADVERTISING PLAN

Patrick briefed the board about a plan to begin selling outdoor ad space on the sides of eight kiosks currently located at Witherspoon, Bostian Hall, Hunt Library, Pullen Hall, Engineering I, Carmichael, outside Talley and SAS Hall. By way of introduction, he briefly reviewed the proposal he presented to the University Architect's office and, subsequently, the head of University Communications in late June. (The proposal was included in the meeting package and are made part of these minutes by reference.)

Patrick said that while the University Architect raised no objections to the plan, the head of UComm initially rejected the proposal, though he cited no current university rule or regulation that would prohibit it.

Patrick said that he had spoken with a number of board members about the proposal both before and after he had presented it, and that following its rejection, many of those board members had a number of questions as to why that happened. Eventually, Patrick said, those board members had all agreed that, if necessary, they would go to UComm to demand additional answers and advocate on Student Media's behalf.

Patrick said that after he relayed that message to his superiors, the head of UComm relented, and agreed to let Student Media move forward, albeit only at the eight locations where the kiosks were already in place. He thanked the board for being willing to go to bat for Student Media, and said he was thankful that such a visit never became necessary.

In the discussion that followed, Patrick said that he had formally terminated Student Media's agreement with Gotcha Media, the company that currently owns and operates the kiosks, and that he had given them 13 months to fulfill their existing contracts and remove their kiosks no later than Sept. 1, 2020. Patrick said he asked Gotcha if they were interested in selling the current kiosks to Student Media, but said he hadn't heard back from them on that. Tania Allen said that if Student Media ended up building their own kiosks, and reached out to Art + Design for help with the design per the proposal, Student Media should allow at least six months of lead time and be mindful of the academic and lab schedules at the college.

Tania also asked for clarification on the \$200-per-panel figure used in the proposal's revenue calculations. Patrick said that number was based on the "rock bottom" lowest rate the company offered for long-term contracts with campus entities, and was thus extremely conservative. He said that Gotcha charged commercial entities up to \$450 per panel depending on the length of the contract and the number of panels the client reserved, so actual revenues should be much higher than what's reflected in the proposal.

TECHNICIAN 100TH UPDATE

Patrick, Ellen Meder, Zanna Swann and Dan Gilliam updated the board on plans for Technician's 100th anniversary celebration early in 2020. Patrick said he, Ellen and Zanna had been meeting with a group of Technician alumni from University Communications for several months to plan the event. Patrick said the celebration would be the weekend of Jan. 31-Feb. 2, 2020, with the highlight being an alumni banquet at Talley the evening of Saturday, Feb. 1, which is the exact date of the first Technician published in 1920. In addition to the banquet, Patrick said the weekend would feature a number of panel discussions and a screening of the Chris Hondros documentary, along with informal gatherings like restaurant crawls, golf at Lonnie Poole and Sunday brunch at the Lonnie Poole Club House. Patrick said there would be no charge for alumni to attend the banquet or any of the on-campus events. He said invitations would be going out to the event in the next few days.

Dan and Ellen said the Technician staff planned to publish a 100-page, perfect-bound book commemorating the milestone, as well as a special edition of Technician the week of the celebration. Zanna said the sales staff was shooting for 40-50% advertising for the piece.

While there will be no charge for any of the official events, Patrick said the goal was to raise money for an endowment that would generate income for leadership development – i.e., convention travel and other staff training activities. To that end, he said he, DASA's development officer and Tim Peeler from University Communications met Monday with the executive director of the A.J. Fletcher Foundation, which is associated with Capitol Broadcasting and its owners, the Goodmon family. He

said they had asked the foundation for a \$75,000 lead gift in support of a goal of "\$100,000 for 100 years," with the expectation that alumni and other donors could contribute the remaining \$25,000. He said he would keep the board posted on that effort.

REVISIONS TO STUDENT MEDIA CONSTITUTION

Patrick briefly reviewed the Student Media Constitution Working Group's recommended changes to the Student Media Constitution. (Those changes are included in the meeting package and are made part of these minutes by reference.)

Patrick said the board needed to decide on the final revisions no later than its November meeting so Student Media could get the revised constitution on the Spring 2020 Student Body Elections ballot.

REPORT ADDENDA

Board reports submitted by deadline were included in the meeting package and included in these minutes by reference, and board reports distributed at the meeting are attached to these minutes. Addenda to those reports included the following:

- Yesenia Jones asked about the possibility of procuring another computer work station for the Nubian Message, and a brief discussion followed. Patrick asked Dan how Technician managed production nights with many more staff than available work stations; Dan said his staff often used their own laptops as a work-around. Patrick also asked Jamie if the rolling five-year technology plan could be modified to accommodate Yesenia's request; she said she believed it could. In the end, Patrick said he'd work to get a new computer in the Nubian office over the next two weeks. In the meantime, he said Nubian staff could use any of the computers in the Business Office on production nights. Yesenia also expressed concern about software changes made to the Nubian's computers over the summer – specifically, the removal of the Adobe Creative Suite. Yesenia said the snafu had delayed publication of Nubian's first issue of the semester. In light of the experience, she requested notification any time changes were made to the Nubian's computers. While Patrick acknowledged that the Adobe software rollout had been less than smooth for many people, including himself, he noted that the problem had been compounded by the Nubian staff's late start on that first issue. Had they started a day earlier, he said, they'd have been able to identify the problem and correct it before the production cycle was in full swing. In the end, Patrick said that he'd personally notify Yesenia of any work done on Nubian's computers that Yesenia or her staff had not requested themselves.
- Dan said the Technician staff was working on a refresh of technicianonline.com's home page with an eye toward getting more information in front of the viewer when they first come to the site.
- Xenna said most of her staff had been hired for the 2020 edition. They are:
 - Managing Editor- Aubrey Izurieta
 - Online Editor- Menaka Kumar
 - Visual Editor- Layla Peykamian
 - Design editor- Emma Carter
 - Assistant Design Editor- Molly Mills
 - Promotions Designer- Noah Wilde
 - Literary Editor- Divi Sharma
 - Assistant Literary Editor- Willow Arthur
 - Audio and Video Editor- Malley Nelson
- Laura noted that the header over her board report should be changed to "WKNC 88.1 FM HD-1 HD-2" to reflect the launch of the HD channel in January.

ADJOURN

There being no need for an executive session, Laura made a motion to adjourn the meeting, with Dean seconding. The board voted unanimously to adjourn at 8:37 p.m.

Jacob Trubey is a senior studying Political Science, Statistics, and Russian. He has fulfilled several roles at Technician, including Social Media Editor, where he helped implement Technician's digital strategy. He was also the inaugural Marketing Director, a position created to increase Technician's visibility across campus. He has completed internships at the North Carolina Governor's Office and the National Security Institute, a public policy think tank in the DC area. Jacob is currently working as a research assistant for the School of Public and International Affairs. On campus, he has been involved with several organizations and societies including Model United Nations, which he founded. After college, Jacob is interested in government service, particularly in the national defense field. He thanks you for considering his nomination.

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

**Tuesday, April 9, 2019 • 7 p.m.
3222 Talley Student Union**

Members present: Adam Skrzecz (partial, via telephone), Marie Smith, Tyler Dukes, Josh Hyatt, Robbie Williams, Tania Allen, Keilah Davis, Jonathan Carter, Jules Conlon, Xenna Smith, Katie Tart, Mersina Boynton, Patrick Neal, Emma Carter

Absent: Adam Skrzecz (partial, via telephone), Arianna Hinton, Dean Phillips, Sam McRee, Lilly Neal

Others present: Martha Collins, Zanna Swann, Jamie Lynn Gilbert, Ellen Meder, Julia Harrison, Laura Mooney, Daniel Gilliam, Yesenia Jones

CALL TO ORDER, APPOINTMENT OF RECORDING SECRETARY, NOTES

Board vice chair Xenna Smith called the meeting to order with five voting members present, one short of a quorum. Patrick said that he had made arrangements with board chair Adam Skrzecz for Skrzecz to join the meeting via telephone for the 2019-2020 leader approval agenda item. Otherwise, the board was encouraged to review the notes from the March 2019 meeting.

APRIL BUDGET UPDATE

Jamie Lynn Gilbert reviewed the budget update for April, which was included in the meeting package and is made part of these notes by reference. She noted the following:

- Jamie said Agromeck's income was at 2% but that the outside firm which sells advertising for Agromeck has said they have already matched last year's sales of 18 pages of ads sold. Payroll is at 61% at 75% of the year completed. Otherwise, Jamie said 86 books had been sold, well under the goal of 200; she noted that the April 2018 Agromeck board report indicated 188 books sold
- Nubian Message's income is up another \$65 to almost \$1,500 for the year. Payroll looks great at 74%. We are at 87 percent of current services of Nubian, which means the budget should come in at 100% by the end of the year.
- Technician income is at 71 percent. Monthly deposits were the lowest so far this year, but we are still poised to meet our goal. Payroll is at 89 percent.
- Windhover's fixed charges are at 182% due to rental fees for the release party. For future budgets, Jamie said about \$750 will need to be moved from current services to fixed charges to cover for the release party.
- WKNC's income was a about a month behind as of the April 1 report date, but Jamie said a major client had made a large payment that brought WKNC within \$3,000 of its goal for the fiscal year. She said the station's payroll was still light at 64%.
- In General Administration, temp wages are at 54% of budget, and leadership development is at 89%, which means there is enough left in the budget to send someone from the Business Office to the College Media Mega Workshop later this spring.
- Finally, Jamie said Student Media's enhancement fund had grown by \$200, bringing the program's unrestricted fund total to \$515.70.

APPROVAL OF 2019-2020 STUDENT LEADERS

Patrick called Adam, who joined the meeting via phone to establish a quorum. Patrick said that the board could either approve the leaders one by one or that all of them could be approved at once via a blanket motion accepting all of the Advisory Board recommendations presented at the March meeting as reflected in the meeting notes. In the interest of time, Adam recommended that all leaders be approved in a single motion as stipulated. All of the leaders were unanimously approved, with Robbie Williams offering the motion, and Tyler Dukes offering a second.

UPDATE OF STUDENT MEDIA CONSTITUTION

Patrick said that some questions had been raised about Student Media's constitution, and in addressing those questions the board had an opportunity to make any changes it might choose to make.

Patrick said that during Technician and Nubian Message's registration processes, Student Involvement had pointed out that the Student Media constitution contained no equal-opportunity-employer or dissolution language, which SI now requires in all registered groups' constitutions. Patrick said that while the question arose in the context of the two newspapers, he said all of Student Media's groups shared a common constitution, so they all had the same issue. Initially, Student Involvement had encouraged Student Media to quickly amend its constitution to include the required language. However, after the SI administrator responsible met with the professional staff to discuss the process at length, it was agreed that Student Media would undertake a slower, more thorough review of its constitution, with the goal of presenting any amendments to the student body on the Spring 2020 general election ballot.

Patrick said that such a "constitutional convention" was an opportunity for the board to recommend any structural changes or other updates it wished to make. As examples, he said the board might want to consider the following:

- Currently, the student leaders are ex-officio (non-voting) members. Patrick said the board might consider expanding the board to give each student leader an actual vote.
- The Student Business Office general manager is not currently recognized in the same way as the other student leaders in the current constitution. Patrick said that while the board had always treated the position in the same way as the others, including having its own advisory board and its own separate vote of confirmation, he said he'd like to see the constitution make that official.
- Patrick noted that Roundabout was currently a subsidiary of Technician in terms of its budget and operations. He said that if the magazine were to be made its own entity, with its own budget and elected editor, the current constitutional review would be a good time to do it.
- Finally, Patrick said that some of the language needed to be updated, with Jamie adding that both the overall Student Media mission statement and the individual groups' mission statements were all in desperate need of attention.

Tyler asked about the significance of organizations being "registered." Patrick explained that groups at NC State were essentially divided into two tiers: registered organizations and recognized organizations. Patrick said the vast majority of registered organizations were small, mostly member-funded and eligible to ask Student Government for student activity fee awards to help them with their events and operations during the year. Patrick said Student Media (and by extension its component outlets) were recognized groups. These groups, he said, were generally larger, had professional staff members as advisers, and received their own dedicated student fee allotments. He said that unlike small groups, which usually had bank accounts in off-campus financial institutions, the university served as Student Media's "bank" and oversaw the administration of its budget.

Patrick said that the professional staff had encouraged the individual outlets to go through the registration process so that each would have a presence on the Get Involved organization portal for recruiting and informational purposes, adding that registered groups could reserve spaces a semester earlier than departments or unregistered organizations. Even so, he said, if Student Involvement's stance were to change, and it didn't allow the groups to register until the language changes to the constitution were ratified in the spring of 2020, it wouldn't really affect the individual groups' operations in a significant way. Student Media doesn't depend on Student Government for funding, a very small number of students actually use the Get Involved system to contact our groups during recruitment season, and Student Media (the department) could reserve whatever spaces the groups needed until after the Spring 2020 election, when the groups would presumably be registered and able to make their own reservations.

Tyler then questioned the wisdom of making the student leaders voting members of the board, as he said that could present a significant conflict of interest, especially with regard to leadership selection. Jonathan Carter concurred, saying that if editors and general managers were answerable

only to the board, then they shouldn't have a vote on that same board. Martha Collins added that under the previous board structure, when the student leaders constituted a majority, the students were prone to making less-than-wise decisions with regard to their budgets. Laura Mooney said that perhaps student leaders could vote on a sort of "sliding scale" where they were eligible to vote on some questions but precluded from voting on others.

After some further discussion, Patrick said it was clear that a subcommittee of board members and student leaders was warranted. To that end, he said that he would send out links to a Google doc with the current constitution so that members could make suggestions, and he said he'd be soliciting members to serve on a constitutional amendment working group over the summer.

END OF YEAR CELEBRATION

Ellen Meder reminded everyone of Student Media's End of Year event set for Thursday, April 11. She said there would be food suitable for all diets beginning at 4:30 p.m. in Witherspoon 201, with kickball to follow on Harris Field at 6. She said about 70 people had indicated they were coming.

SPECIAL RECOGNITION OF LEADERS AND BOARD MEMBERS

Patrick said two members of the Student Media board – Jonathan and Adam – had both received the Mathews Media, which is the highest honor an undergraduate can earn at NC State. After congratulating them both, Patrick said that while he had worked with many outstanding student leaders in his years at both NC State and his previous institution, he said he had never worked with a group that was stronger collectively than the 2018-2019 group of student leaders, and thanked them all on behalf of the professional staff.

POLL OF CURRENT BOARD MEMBERS FOR 2019-2020 TERM

In polling the members present, Marie Smith said she was graduating, and thus could not return to the board next year. Tyler, Robbie, Josh Hyatt and Tania Allen all said they would return for 2019-2020. Patrick said he knew Adam and Lilly Neal were both graduating and that Sam McRee would not be returning to the board. He said he would reach out to Dean Phillips and Arianna Hinton to inquire about their plans for 2019-2020.

REPORT ADDENDA

Board reports submitted by deadline were included in the meeting package and included in these minutes by reference, and board reports distributed at the meeting are attached to these minutes. For addenda to those written reports:

- Katie Tart clarified that Agromeck was at 90 books sold as of the meeting date, not counting 209 sold through the Balfour class ring insurance agreement. Martha confirmed that 18 pages should translate to \$12,750 in ad revenue, and that Agromeck was hopeful that the extended deadline would translate into additional sales over last year.
- Mersina Boynton said the sales team had sold its third ad for the Orientation magazine ahead of the May 10 deadline for the piece. Tyler asked about magazine staffing; Jonathan said that Roundabout and the orientation piece would be overseen by a staff of three editors, a content editor, a photography editor and a design editor.
- Xenna said Windhover had won an award for its division in OIED's Web Accessibility Challenge for its website. She also reminded everyone of the release party set for Friday at ArtSpace downtown beginning at 7 p.m.
- Jules Conlon said three WKNC staff members had covered the Dreamville festival. Laura added that the station would be sponsoring a live music show at Local 506 on May 22 featuring local bands.

REPORT ADDENDA

The meeting adjourned at 7:53 p.m.