

# STUDENT MEDIA BOARD OF DIRECTORS AGENDA

*Tuesday, October 8, 2019 • 7 p.m.*  
*356 Witherspoon (African American Cultural Center conference room)*

## **CALL TO ORDER AND INTRODUCTIONS**

## **ELECTION OF MEETING SECRETARY**

## **NEW BUSINESS**

1. Approve minutes from Sept. 10, 2019 meeting
2. October 2019 budget update (Jamie)
3. Photography Department (Ray)
4. Revisions to Student Media Constitution (Patrick)
5. Technician 100<sup>th</sup> update (Patrick, Dan, Ellen, Zanna)
6. Leadership transition in Student Business Office (Mersina, Zanna)

## **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  
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 100<sup>th</sup> 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 100<sup>TH</sup> UPDATE**

Patrick, Ellen Meder, Zanna Swann and Dan Gilliam updated the board on plans for Technician's 100<sup>th</sup> 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.

# STUDENT MEDIA BUDGET V. ACTUAL

DATE: September 1, 2019  
 PERCENT THROUGH FISCAL YEAR: 17%

354056 AGROMECK			
	Budget	Actual	Percent
Payroll	\$ 28,900.00	\$ 2,595.45	9%
Supplies	\$ 700.00	\$ 57.45	8%
Leadership develop.	\$ 5,730.00	\$ 271.23	5%
Admin service charges	\$ 6,200.00	\$ 2,916.45	47%
Current services	\$ 21,000.00	\$ 316.07	2%
Fixed charges	\$ 1,000.00	\$ -	0%
<b>TOTAL</b>	<b>\$ 63,530.00</b>	<b>\$ 6,156.65</b>	<b>10%</b>
Non-fee income	\$ 25,500.00	\$ 223.43	1%
Fee income	\$ 38,030.00	\$ 17,591.09	4.75%
<b>TOTAL</b>	<b>\$ 63,530.00</b>	<b>\$ 17,814.52</b>	<b>28%</b>
Profit/Loss	\$ -		

354061 NUBIAN MESSAGE			
	Budget	Actual	Percent
Payroll	\$ 7,900.00	\$ 1,714.47	22%
Supplies	\$ 200.00	\$ 55.34	28%
Leadership develop.	\$ 2,240.00	\$ 260.10	12%
Admin service charges	\$ 1,800.00	\$ 1,889.35	105%
Current services	\$ 7,385.00	\$ 1,030.05	14%
Fixed charges	\$ 885.00	\$ 70.00	8%
<b>TOTAL</b>	<b>\$ 20,410.00</b>	<b>\$ 5,019.31</b>	<b>25%</b>
Non-fee income	\$ 2,000.00	\$ 324.00	16%
Fee income	\$ 18,410.00	\$ 8,515.70	2.30%
<b>TOTAL</b>	<b>\$ 20,410.00</b>	<b>\$ 8,839.70</b>	<b>43%</b>
Profit/Loss	\$ -		

376322 ROUNDABOUT			
	Budget	Actual	Percent
Payroll	\$ 4,100.00	\$ -	0%
Supplies	\$ 200.00	\$ -	0%
Leadership develop.	\$ 1,220.00	\$ -	0%
Admin service charges	\$ -	\$ -	#DIV/0!
Current services	\$ 15,740.00	\$ -	0%
Fixed charges	\$ 240.00	\$ -	0%
<b>TOTAL</b>	<b>\$ 21,500.00</b>	<b>\$ -</b>	<b>0%</b>
Non-fee income	\$ 36,000.00	\$ -	0%
Fee income	\$ -	\$ -	0.00%
<b>TOTAL</b>	<b>\$ 36,000.00</b>	<b>\$ -</b>	<b>0%</b>
Profit/Loss	\$ 14,500.00		

057 TECHNICIAN			
	Budget	Actual	Percent
Payroll	\$ 101,700.00	\$ 21,832.40	21%
Supplies	\$ 1,700.00	\$ 401.06	24%
Leadership develop.	\$ 8,430.00	\$ 427.20	5%
Admin service charges	\$ 14,300.00	\$ 15,662.00	110%
Current services	\$ 49,300.00	\$ 3,555.81	7%
Fixed charges	\$ 8,385.00	\$ 1,710.41	20%
<b>TOTAL</b>	<b>\$ 183,815.00</b>	<b>\$ 43,588.88</b>	<b>24%</b>
Non-fee income	\$ 105,000.00	\$ 9,672.92	9%
Fee income	\$ 78,815.00	\$ 36,456.52	9.85%
<b>TOTAL</b>	<b>\$ 183,815.00</b>	<b>\$ 46,129.44</b>	<b>25%</b>
Profit/Loss	\$ -		

058 WINDHOVER			
	Budget	Actual	Percent
Payroll	\$ 7,000.00		0%
Supplies	\$ 750.00		0%
Leadership develop.	\$ 2,150.00	\$ 233.40	11%
Admin service charges	\$ 2,100.00	\$ 1,876.55	89%
Current services	\$ 11,550.00		0%
Fixed charges	\$ 1,225.00		0%
<b>TOTAL</b>	<b>\$ 24,775.00</b>	<b>\$ 2,109.95</b>	<b>9%</b>
Non-fee income	\$ -	\$ -	
Fee income	\$ 24,775.00	\$ 11,459.88	3.10%
<b>TOTAL</b>	<b>\$ 24,775.00</b>	<b>\$ 11,459.88</b>	<b>46%</b>
Profit/Loss	\$ -		

059 WKNC			
	Budget	Actual	Percent
Payroll	\$ 61,100.00	\$ 12,854.87	21%
Supplies	\$ 2,600.00	\$ 861.99	33%
Leadership develop.	\$ 5,100.00	\$ 3,304.08	65%
Admin service charges	\$ 7,600.00	\$ 7,383.47	97%
Current services	\$ 7,450.00	\$ 1,465.71	20%
Fixed charges	\$ 9,365.00	\$ 3,701.00	40%
Contracted services	\$ 1,000.00	\$ 120.00	12%
<b>TOTAL</b>	<b>\$ 94,215.00</b>	<b>\$ 29,691.12</b>	<b>32%</b>
Non-fee income	\$ 42,000.00	\$ 7,635.25	18%
Fee income	\$ 52,215.00	\$ 24,152.48	6.53%
<b>TOTAL</b>	<b>\$ 94,215.00</b>	<b>\$ 31,787.73</b>	<b>34%</b>
Profit/Loss	\$ -		

354060 GENERAL ADMIN			
	Budget	Actual	Percent
FTE salaries + benefits	\$ 377,400.00	\$ 95,466.17	25%
Temp payroll	\$ 50,000.00	\$ 6,634.25	13%
Supplies	\$ 14,050.00	\$ 2,901.92	21%
Leadership develop.	\$ 16,860.00	\$ 859.94	5%
Admin service charges	\$ 55,500.00	\$ 51,652.73	93%
Current services	\$ 19,165.00	\$ 10,027.68	52%
Fixed charges	\$ 6,045.00	\$ 435.00	7%
Contracted services	\$ 5,000.00	\$ 750.00	15%
Capital outlay	\$ 84,000.00	\$ 31,016.84	37%
<b>TOTAL</b>	<b>\$ 628,020.00</b>	<b>\$ 199,744.53</b>	<b>32%</b>
Non-fee income	\$ -	\$ 3,762.00	#DIV/0!
Fee income	\$ 587,755.00	\$ 271,870.89	73.47%
<b>TOTAL</b>	<b>\$ 587,755.00</b>	<b>\$ 275,632.89</b>	<b>47%</b>
Profit/Loss	\$ (40,265.00)		

017412 OVERALL			
	Budget	Actual	Percent
FTE salaries + benefits	\$ 377,400.00	\$ 95,466.17	25%
Payroll	\$ 260,700.00	\$ 45,631.44	18%
Supplies	\$ 20,200.00	\$ 4,277.76	21%
Leadership develop.	\$ 41,730.00	\$ 5,355.95	13%
Admin service charges	\$ 87,500.00	\$ 81,380.55	93%
Current services	\$ 131,590.00	\$ 16,395.32	12%
Fixed charges	\$ 27,145.00	\$ 5,916.41	22%
Contracted services	\$ 6,000.00	\$ 870.00	15%
Capital outlay	\$ 84,000.00	\$ 31,016.84	37%
<b>TOTAL EXPENSES</b>	<b>\$ 1,036,265.00</b>	<b>\$ 286,310.44</b>	<b>28%</b>
Non-fee income	\$ 210,500.00	\$ 21,617.60	10%
Fee income	\$ 800,000.00	\$ 370,046.55	46%
Interest income	\$ -	\$ 477.77	
Food purchases	\$ -	\$ (677.49)	
<b>TOTAL INCOME</b>	<b>\$ 1,010,500.00</b>	<b>\$ 391,464.43</b>	<b>39%</b>
Net Profit/Loss	\$ (25,765.00)		
Enhancement Fund	\$ 594.34		

# CONSTITUTION

## PREAMBLE

The student media are valuable in establishing and preserving an atmosphere of free and responsible discussion and intellectual exploration within the University community. As public forums for student expression, the students determine the content of all student media without prior review. To that end, the North Carolina State University Student Media and its board of directors exist to ensure that a free and responsible student media are maintained at North Carolina State University.

## 1.0 PURPOSE AND SCOPE

The Student Media Statutes are the by-laws of the North Carolina State University Student Media.

## 2.0 THE STUDENT MEDIA BOARD OF DIRECTORS

The board will serve to assist the official student media at North Carolina State University in their efforts to provide on-time, quality publications. In addition, board members will serve to maximize the educational experiences for members of the student media. Students who work on official student media determine the content of those media and are responsible for that content.

### 2.1 Composition

Representation of the Student Media Board of Directors shall be:

1. Three student body representatives elected at-large in a student body election;
2. Three student college representatives, appointed by the dean of the college, as apportioned to the colleges in the Media policies;
3. Two faculty representatives, serving on staggered two-year terms, as apportioned to the colleges in the Media policies;
4. Three individuals not under the employ of the University providing expertise on media management qualified and selected as provided by the Media policies;
5. One representative from each media outlet chosen as provided by the Media policies, **nonvoting**; (Should the student leaders be made voting members or not?)
6. The president of the Student Body, ex-officio, non-voting;
7. The senior-most professional employee of the Student Media, ex-officio, non-voting.
8. Elected student members shall not be members of the Student Senate, of a Student Body Medium or any other campus-wide advisory or governance body as defined in the Documents of Policy.

## 2.2 Term of office

The term for all members of the Student Media Board of Directors begin May 1 and end April 30.

## 2.3 Elections

Elections for the Student Media Board of Directors will be held in conjunction with the spring Student Body elections and governed by the Student Government Board of Elections and the Student Media Election Code contained in the Student Media Documents of Policy.

## 2.4 Vacancies

- All vacancies shall be filled in a manner similar to the manner in which the individual was originally appointed.
- Student body representative vacancies shall be filled by appointment of the student body president.
- Appointees who fill vacancies shall serve until the original position was set to expire.

## 2.5 Officers

- The board will elect, by majority vote, a chair and vice chair at the board's first meeting.
- The chair of the board will be an elected or appointed student, not an ex-officio, non-voting member.
- In the absence of the chair, the vice chair will serve as the chair.

## 2.6 Powers and Duties

Members of the board, in general, are responsible for the vision and direction of the Student Media. Board members are not charged with day-to-day operational issues that are left up to student staff or professional staff members. The board is charged with

- Approving the mission statement for each student body medium.
- Selecting each media outlet's senior leader, provided that all such appointments be made in sessions open to the Student Body.
- Oversight of Student Media's budget.
- Determining and updating when necessary, the Student Media Documents of Policy.

## 2.7 Meetings

1. The board shall meet at least once a month during the months of September, October, November, January, March and April.
2. During the months when no regular meeting is scheduled, the chair of the board or a majority of the board members may call a special meeting.



3. The chair of the board or a majority of the board members may call a special meeting at any time to deal with emergency matters.
4. The board will follow all applicable laws generally applied to governmental entities for open meetings including posting notice for any meeting at least 72 hours in advance.
5. A majority of the voting members present shall constitute a quorum. No official business, including the appointment of editors/manager, will take place if a quorum is not present.
6. The senior-most professional employee of the Student Media will set the agenda for each meeting in consultation with the board and appoint a member to maintain the minutes which will be distributed to all board members and posted in public within 72 hours of the conclusion of the meeting.
7. All members of the board may vote on all issues. No proxy votes are allowed.
8. Meetings will be governed by Robert's Rules of Order.
9. Email votes or any other asynchronous communication methods are not allowed, though members may join meetings telephonically or via other synchronous communication methods.

## 3.0 MEDIA

The Board of Directors shall be charged with approving the mission of each media outlet that uses student fees. All media which are supported in whole or in part by funds from University Student Media Fees shall be defined as Student Media.

### 3.1 Agromeck

The Agromeck is an annual publication which serves as a year in review of events that affect NC State students from a student perspective.

### 3.2 Student Business and Marketing Office

The Student Media Business Office raises revenue for all of Student Media's organizations through sales of advertisements, broadcast underwriting, and other goods and services, and also provides marketing support for the entire unit. ( Add the Business and Marketing Office as the equal of the other media?)

### 3.3 Nubian Message

No description provided as of 10/4/19.

### 3.4 Technician

Technician is an editorially independent student news organization that covers issues and events that are of interest to the NC State community, while also serving as an open forum for campus opinion and discussion.

### 3.5 Roundabout

(The full board must determine whether Roundabout is ready to be recognized constitutionally as a full-fledged medium at this time.)

### 3.6 Windhover

Windhover is an annual literary, visual and musical arts magazine representing the creativity of students, faculty, staff and alumni.

### 3.7 WKNC 88.1 FM HD-1 HD-2

WKNC strives to provide entertainment and information to the students of NC State University and the citizens of the Raleigh-Durham area. WKNC also allows NC State students to expand upon their creative endeavors, gain job experience in a variety of departments, and have access to the station's platform and resources.

## 4.0 DOCUMENTS OF POLICY

The Student Media Documents of Policy shall contain listings and descriptions of policies which deal with operational responsibilities common to the Student Media. They may be modified by a majority vote of the Student Media Board of Directors.

## 5.0 AMENDMENTS

All amendments to Student Media Constitution shall require a majority vote of those students voting in the next scheduled campus-wide election following:

1. a majority vote of the Student Media Board of Directors, or
2. a petition signed by 15 percent of all University enfranchised students.

## 6.0 DISSOLUTION

Upon dissolution of any individual Student Media outlet, all assets will be reallocated within Student Media. Upon dissolution of the Student Media department, all debts will be settled and remaining assets be allocated to the Division of Academic and Student Affairs. (The full board may choose to change/expand/amplify on this language to address the conditions under which a medium might be dissolved - which is usually dormancy. The board may also choose to outline the process in more detail.)

## 7.0 EQUAL OPPORTUNITY LANGUAGE

While participation in Student Media is a privilege and not a right, we maintain a policy to provide equality of opportunity in education and employment for all students and employees. Educational

and employment decisions should be based on factors that are germane to academic abilities or job performance. Discrimination is unfavorable treatment with regard to a term or condition of employment, or participation in an academic program or activity based upon age (40 or older), color, disability, gender identity, genetic information, national origin, race, religion, sex (including pregnancy), sexual orientation or veteran status. Discrimination includes the denial of a request for a reasonable accommodation based upon disability or religion. Student Media will follow all University, state and federal procedures, policies and laws regarding equal opportunity employment. OR Discrimination based upon race, color, religion, creed, sex, national origin, age, disability, veteran status, or sexual orientation is in violation of federal and state law and North Carolina State University policy, and will not be tolerated. OR (From NC State's POL 04.25.05) NC State provides equal opportunity and affirmative action efforts, and prohibits all forms of unlawful discrimination, harassment, and retaliation ("Prohibited Conduct") that are based upon a person's race, color, religion, sex (including pregnancy), national origin, age (40 or older), disability, gender identity, genetic information, sexual orientation, or veteran status (individually and collectively, "Protected Status"). Additional information as to each Protected Status is included in NCSU REG 04.25.02 (Discrimination, Harassment and Retaliation Complaint Procedure).

# CONSTITUTION

## INTRODUCTION

All student-produced media which are supported in whole or in part by funds from University Student Media Fees shall be defined as Student Body Media and shall be under the jurisdiction of the Student Media Board of Directors. The Student Media Board of Directors exists to maintain popular control over student fee funds. This article shall cease to be in force should use of student fee monies to support student media be entirely discontinued. (Deemed unnecessary by the working group.)

## PREAMBLE

The student media are valuable in establishing and preserving an atmosphere of free and responsible discussion and intellectual exploration within the University community. As public forums for student expression, the students determine the content of all student media without prior review. To that end, the North Carolina State University Student Media and its board of directors exist to ensure that a free and responsible student media are maintained at North Carolina State University.

## 1.0 PURPOSE AND SCOPE

The Student Media Statutes are the by-laws of the North Carolina State University Student Media.

## 2.0 THE STUDENT MEDIA BOARD OF DIRECTORS

The board will serve to assist the official student media at North Carolina State University in their efforts to provide on-time, quality publications. In addition, board members will serve to maximize the educational experiences for members of the student media. Students who work on official student media determine the content of those media and are responsible for that content. (Here and throughout, "publications" changes to "media.")

### 2.1 Composition

Representation of the Student Media Board of Directors shall be:

1. Three student body representatives elected at-large in a student body election;
2. Three student college representatives, appointed by the dean of the college, as apportioned to the colleges in the Media policies;
3. Two faculty representatives, serving on staggered two-year terms, as apportioned to the colleges in the Media policies;

4. Three individuals not under the employ of the University providing expertise on media management qualified and selected as provided by the Media policies;
5. One representative from each media outlet chosen as provided by the Media policies, nonvoting; (Should the student leaders be made voting members or not?)
6. The president of the Student Body, ex-officio, non-voting;
7. The senior-most professional employee of the Student Media, ex-officio, non-voting.
8. Elected student members shall not be members of the Student Senate, of a Student Body Medium or any other campus-wide advisory or governance body as defined in the Documents of Policy.

## 2.2 Term of office

The term for all members of the Student Media Board of Directors begin May 1 and end April 30.

## 2.3 Elections

Elections for the Student Media Board of Directors will be held in conjunction with the spring Student Body elections and governed by the Student Government Board of Elections and the Student Media Election Code contained in the Student Media Documents of Policy.

## 2.4 Vacancies

- All vacancies shall be filled in a manner similar to the manner in which the individual was originally appointed.
- Student body representative vacancies shall be filled by appointment of the student body president.
- Appointees who fill vacancies shall serve until the original position was set to expire.

## 2.5 Officers

- The board will elect, by majority vote, a chair and vice chair at the board's first meeting.
- The chair of the board will be an elected or appointed student, not an ex-officio, non-voting member.
- In the absence of the chair, the vice chair will serve as the chair.

## 2.6 Powers and Duties

Members of the board, in general, are responsible for the vision and direction of the Student Media. Board members are not charged with day-to-day operational issues that are left up to student staff or professional staff members. The board is charged with

- ~~Updating and determining~~ Approving the mission statement for each student body medium. (Would allow each medium to formulate their own mission statements and forward them to the board for approval.)

- Selecting each media outlet's senior leader, provided that all such appointments be made in sessions open to the Student Body.
- ~~Determining an annual media budget for the Student Media.~~ Oversight of Student Media's budget. (This is one for full-board discussion, but as a point of fact, the board hasn't SET the department's budget in a good many years, and I'm not sure how it would work. We have mechanisms in place to get the senior leaders' input as we put the budget together each year, but as far as the board actually formulating and approving the budget, I'm not sure how that would work.)
- Determining and updating when necessary, the Student Media Documents of Policy.

## 2.7 Meetings

1. The board shall meet at least once a month during the months of September, October, November, January, February, March and April.
2. During the months when no regular meeting is scheduled, the chair of the board or a majority of the board members may call a special meeting.
3. The chair of the board or a majority of the board members may call a special meeting at any time to deal with emergency matters.
4. The board will follow all applicable laws generally applied to governmental entities for open meetings including posting notice for any meeting at least 72 hours in advance.
5. A majority of the voting members present shall constitute a quorum. No official business, including the appointment of editors/manager or approval of the budget, will take place if a quorum is not present. ~~Of those voting members present, a majority must be student members who are eligible to vote.~~ (This did not come up with the working group, but I'd recommend striking this sentence. If we have a quorum present, regardless of its exact composition, I think we should still be able to conduct business. - P.)
6. ~~The chair of the board~~ The senior-most professional employee of the Student Media will set the agenda for each meeting in consultation with the board and appoint a voting member to maintain the minutes which will be distributed to all board members and posted in public within 72 hours of the conclusion of the meeting.
7. All members of the board may vote on all issues. No proxy votes are allowed.
8. Meetings will be governed by Robert's Rules of Order.
9. Email votes ~~votes by fax~~ or any other asynchronous communication methods other than at a meeting are not allowed, though members may join meetings telephonically or via other synchronous communication methods.

## 3.0 MEDIA

The Board of Directors shall be charged with approving the mission of each media outlet that uses student fees. All media which are supported in whole or in part by funds from University Student Media Fees shall be defined as Student Media.

### 3.1 Agromeck

The Agromeck yearbook shall present a picture and word record of the year's events utilizing the artistic and journalistic talents of the University community. (Here and below, it was suggested that instead of mission statements, there should be a brief description of each medium.)

### 3.2 Student Business and Marketing Office

(Suggestion: Add the Business and Marketing Office as the equal of the other media.)

### 3.3 Nubian Message

The Nubian Message shall be a media representative of the African-American voice for North Carolina State University. The Nubian Message will be a newspaper publication in which people can learn about different aspects of African-American culture, as well as other cultures. The periodical will be a source of useful information for all students by reporting on events that will appeal to the NC State community. (Replace with description.)

### 3.4 Technician

The newspaper shall report events of interest to the University community with emphasis on those of interest to students, shall function as a meeting place for campus opinions through letters and guest-written material, and shall maintain an unfettered editorial opinion voice. (Replace with description.)

### 3.5 Roundabout

(The full board must determine whether Roundabout is ready to be recognized constitutionally as a full-fledged medium at this time.)

### 3.6 Windhover

Windhover shall present a magazine of written and visual art representing student, faculty, employee, and alumni creativity of North Carolina State University. The content of the magazine will emphasize literary arts, i.e., poetry, fiction, drama, and essays; and the visual arts, i.e., photography, painting, sculpture and line works. (Replace with description.)

### 3.7 WKNC 88.1 FM

The campus student-operated radio station shall present musical and other forms of entertainment, and supplement the newspaper with instantaneous coverage. Whenever appropriate, the station shall engage campus and other figures of student interest for discussion

and debate programs. In short, WKNC-FM shall compliment, through its unique format, the functions of the other student media. (Replace with description.)

## 4.0 DOCUMENTS OF POLICY

The Student Media Documents of Policy shall contain listings and descriptions of policies which deal with operational responsibilities common to the Student Media. They may be modified by a majority vote of the Student Media Board of Directors.

## 5.0 AMENDMENTS

All amendments to Student Media Constitution shall require a majority vote of those students voting in the next scheduled campus-wide election following:

1. a majority vote of the Student Media Board of Directors, or
2. a petition signed by 15 percent of all University enfranchised students.

## 6.0 DISSOLUTION

Upon dissolution of any individual Student Media outlet, all assets will be reallocated within Student Media. Upon dissolution of the Student Media department, all debts will be settled and remaining assets be allocated to the Division of Academic and Student Affairs. (The full board may choose to change/expand/amplify on this language to address the conditions under which a medium might be dissolved - which is usually dormancy. The board may also choose to outline the process in more detail.)

## 7.0 EQUAL OPPORTUNITY LANGUAGE

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**NC STATE UNIVERSITY**

**Main Office:**  
919.515.1685 (phone)  
919.513.2030 (fax)

**Business Office:**  
919.515.2411 (phone)  
919.515.5133 (fax)

October 8, 2019

Dear Student Media Board of Directors,

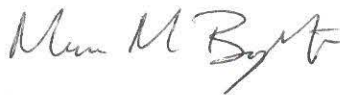
Please accept this letter as notice of my resignation from my position as Business Office general manager. My last day of employment will be December 6, 2019.

I received an offer from my internship at Certitrek to continue working with them during the rest of my senior year as well as working as a marketing research intern for the Poole College of Management. After careful consideration, these opportunities are too exciting for me to decline and must free up time in my schedule.

My experience at Student Media is something that I will always cherish for the lessons I learned and the growth I have seen in myself over these past two years. I cannot thank the Student Media team enough, and most importantly all of the Business Office staff, as well as the students I have had the pleasure of managing during my time here.

I would like to help with the transition of my duties as best I can so there is a smooth transition once I leave. I am available to help train my replacement and I will make sure all clients are in good hands before my last day of work.

Sincerely,



Mersina Boynton

**We Serve:**

*Technician - WKNC 88. 1 FM- Nubian Message - Agromeck - Windhover*

# Student Media organization reports for October 2019

## Agromeck

*Submitted by Julia Harrison, Editor-In-Chief*

### Revenue:

- In September we tabled with the Student Alumni Association and Balfour ring representatives in Talley to raise awareness of the bundle deal with the class ring. This year, due to their new spot in Talley, there has been a steep increase in traffic to the table and ring purchases as well. We are optimistic that this increase in ring purchases will also increase purchases of the bundle deal. We also recently tabled at the Parents and Families Weekend Tailgate.
- Currently, we have no book sales.

### Expenditures:

- Our promotions manager is in the process of deciding on merch for us to purchase.

### Personnel:

- We currently have eight designers and eight writers working through their correspondences. Most of them should be on payroll by the next deadline.

### Training:

- In September we had two introductory writing and design trainings in the business office which were given to anyone who could attend. Those who were unable to attend and have visited during office hours have been given the training individually.
- This week, we will begin setting up one-on-one meetings with staff and correspondents to discuss how their first assignments went.
- We plan on having an interviewing training session for writers in one of the coming weeks.

### Coverage:

- We are planning to switch some of our deadline sizes to accommodate for senior portrait sessions extending closer to spring graduation.

### Technology:

- We are continuing to update our website.

### Deadlines:

- We submitted our first deadline on time (September 30) and have not received proofs back yet.
- We have submitted 42 pages.

**Ethics/Legal Issues:**

- We are having difficulty getting photos back from the packHOWL event as T-Pain and UAB have asked us to have our photos approved by T-Pain's people. This approval process has taken longer than expected but does not impede on our deadlines.

# Student Business and Marketing Office

Submitted by Mersina Boynton, General Manager

**Sales Revenue**

OUTLET	TARGET	SOLD YTD	PAID YTD
Technician	\$ 100,000	\$21, 187.75	\$ 11,632.92
Technician 100	\$ 20,000	\$ 4,500.00	\$ 0.00
Nubian Message	\$ 2,500	\$ 142.50	\$ 405.00 Payment is from last year sale.
Roundabout	\$ 40,000	\$ 1,282.50	\$ 281.25
WKNC	\$ 25,000	\$ 8,565.00	\$ 6,722.85
NC State Channels *Student Media receives 20% of this amount in our budget.	\$ 3,000		

**Technician**

- Nothing new to report.

**Nubian Message**

- Nothing new to report.

**WKNC**

- Nothing new to report.

**Roundabout**

- Nothing new to report.

**Personnel**

- I hired four media consultants to join our sales team. Dora Gonzalez conducted training while I was away for a week. On Tuesday Oct. 8, we will be having Marc Bodner, head

of sales at Certitrek, to speak to the sales staff and offer advice and training. Zanna has been conducting one-on-one training with returning and new media consultants to walk through cold and warm calling. I meet with all media consultants individually, talk through each problem, and resolve issues.

### **Deadlines**

- Winter Roundabout issue – deadline Dec. 6
- Double Barrel Magazine – deadline Dec. 1

## **Nubian Message**

*Submitted by Yesenia Jones, Editor-In-Chief*

### **Personnel**

- We added three new staff writers and one new copy editor to our team.

### **Training**

- Three of our staff members attended trainings with Ellen.

### **Technology**

- We received a new computer.

### **Coverage**

- No updates.

### **Deadline**

- No updates.

### **Ethical Issues**

- No updates.

## **Technician**

*Submitted by Dan Gilliam, Editor-In-Chief*

### **Expenditures**

- Nothing new to report.

### **Personnel**

- Our multimedia manager and social media editor resigned. Application calls have gone out, and interviews will begin soon.
- Current editorial staff count is 20 out of 24.
- We held interest meetings at the end of September. While fairly mild, we did get more people on staff.

### **Training**

- Ellen has been conducting routine trainings with staff.

## **Technology**

- Some issues with server access. They've been resolved.

## **Coverage/Outreach**

- Looking to restart Bienvenidos, and will be working with our A&E editors to reach out to groups on campus that would be willing to contribute to making that happen.

## **Deadlines**

- We continue to push past our print deadline. It has not caused any issues with Triangle Web, but I want my staff to get as much sleep as they can. Continuing to try new ways to speed up print night each week.

## **Ethics/Legal Issues**

- Nothing to report.

# **Windhover**

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

## **Revenue**

- No new revenue.

## **Expenditures**

- No current expenditures.

## **Personnel**

- All staff is currently hired and editors are looking for committee volunteers.

## **Training**

- Nothing new to report.

## **Technology**

- Web editor is looking into meeting with Douglas Flowers in DASA Tech to learn about the backend of Windhover's website and possibly adding Google Analytics for the purpose of learning about our web traffic to hopefully promote patronage on the website.

## **Coverage**

- Managing Editor is looking for artists/events to cover in Windhover's online feature section *Subvolo*.

## **Deadlines**

- Submissions are currently open, the priority deadline is Dec. 6 and the final deadline is Jan. 10. Open Mic Night is expected to be Oct. 17.

## **Ethics/Legal Issues**

- n/a

# WKNC 88.1 FM HD-1

By Laura Mooney, General Manager

## Revenue

As of Oct. 1, 2019

Non-fee income (money in the bank):	\$7,635.25
Sponsor Sales	\$1,295.00
Men's Baseball	\$2,325.00
Event Promotions	\$2,950.00
Merchandise Sales	\$223.75
Studio Rental	\$60.00
Other	\$92.50
Event Tickets	\$689.00

A client paid off a huge bill this month, so we are at 18% of our budget goal at 17% of the year. The majority of our income comes from sports broadcasts in the late fall and spring and Double Barrel Benefit in February so we are well on track to meet and possibly exceed our income goal this year.

## Personnel

- We hired a new Daytime Music Director-- Leann Diaz-- and a new Social Media Director-- Lindsey Shinkle-- as of 10/03. Furthermore, all but 2 of our trainees passed the written exam and are on track to take their board exams and become full-fledged DJs in the very near future. The 2 who failed will be encouraged to try again. With everyone having completed paperwork, our staff is at 72 plus how many completed the DJ training class.
- At time of writing we have a handful of open positions still to be claimed.

## Training

- We have seven folks going to CBI as representatives of WKNC. Three received undergraduate research travel grants. All seven are as follows: Laura Mooney, Henry Boyd, Erika Bass, Annelise Thorn, Shawn Fredericks, Safia Rizwan, and Romir Seth.

## Outreach

- The Verdict live podcast, scheduled again for January due to a lack of attendance to the original showing. This, however, was a no-loss show for us as we were merely the 'Presenter' and not the sponsor. We are also doing another Concert on the Lawn (or Concert in the Cinema) during Winter Wolfpack Welcome Week, scheduled for 01/13. Booking has not begun for this event as post-College Radio Day my immediate attention will be diverted to Double Barrel Benefit. The date for this iteration of DBB has been confirmed as February 7th and 8th at Kings again.
- In regards to College Radio Day, at the time of writing, the event is tomorrow (10/04) and has been promoted heavily. I am hoping for a strong turnout to make this event a potentially annual showcase for WKNC.

- Our next event, later this month, is the annual Radio Ride scavenger hunt. It will be held on 10/26 with Harris Field as the starting point. Gab Scaff has been working diligently to gather sponsors/donors for this event.
- Retroactively, the Hopscotch Wristband City live broadcast went well, though coordination was challenging. We also hosted a Day Party at Legends Club (in partnership with the NCSU GLBT Center) which went very smoothly.

### **Expenditures**

- Four students applied for undergraduate research travel grants, but only three were accepted. This will likely cause us to go over budget in leadership development, but we will try to make additional income to cover the additional expense.

### **Technology**

- The production room is almost fully functional.