NC State Student Media Board of Directors
November 2019 meeting minutes

Tuesday, November 12, 2019 • 7 p.m.
356 Witherspoon Student Center

Members present: Jacob Trubey, Abi Hearn, Sarah Hartsell, Tania Allen, Dean Phillips, Robbie Williams, Emma Carter, Julia Harrison, Yesenia Jones, Dan Gilliam, Xenna Smith, Laura Mooney, Mersina Boynton, Patrick Neal

Absent: Arianna Hinton, Daniela Patino-Zabaleta, Tyler Dukes, Josh Hyatt

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

CALL TO ORDER, INTRODUCTIONS AND APPROVAL OF SEPTEMBER MINUTES

A quorum was established at 7:03 p.m. and board chair Jacob Trubey called the meeting to order. After introductions, Dora Gonzalez volunteered to serve as recording secretary for the meeting.

APPROVAL OF MINUTES FROM SEPTEMBER 2019 MEETING

Dean Phillips moved that the minutes from the board's Sept. 10, 2019 meeting be approved, with Jacob seconding. The minutes were unanimously approved. Those minutes were included with the meeting package and are made part of these minutes by reference.

OCTOBER AND NOVEMBER 2019 BUDGET UPDATE

Jamie Lynn Gilbert reviewed the October and November budget updates. She noted that Technician had deposited some $10,000 in the past month, more than the previous several months combined. She also noted that Roundabout had received its own project number so that all of its revenues and expenditures can be tracked independently of the other groups.

NOV. 1 FLYER INCIDENT AND BIRT REPORT

Patrick Neal told the board that a colleague alerted him early on the morning of Friday, Nov. 1 that someone had placed flyers saying "IT'S OKAY TO BE WHITE" in the display windows of both the Nubian and Technician at the two-sided distribution box near the entrance of Reynolds Coliseum. Patrick said he undertook an inspection of all the other outdoor newsstands on campus and found a second box similarly victimized, the one at the Dan Deck crosswalk. Patrick said he reported the incidents to the university's Bias Impact Response Team once the inspections were complete.

Yesenia Jones said the Nubian was planning coverage of the incident, as well as similar previous incidents that have occurred in recent years. Laura Mooney asked Patrick if he could share the photos of the flyers for use by the other media organizations in their reporting, and Patrick said he would. A brief discussion followed as to whether publicizing the flyers might be exactly what the perpetrators were after, however.

ACP/CMA AND CBI NATIONAL CONFERENCE UPDATES

Dan Gilliam, Xenna Smith, Laura, Yesenia and other staff members briefly recounted their and their staff members' experiences at the Associated Collegiate Press/College Media Association convention held in Washington, D.C., and the College Broadcasters, Inc. National Student Electronic Media Convention held in St. Louis. Both conventions were held Oct. 30-Nov. 3. Xenna distributed copies of her written notes to the board, and Julia Harrison distributed notes from Mandy Stacy, Agromeck's assignments editor. Those notes are attached and included as part of these minutes. Others attending said they were in the process of compiling their notes and would post them online once they were complete.

PHOTO DEPARTMENT OVERVIEW

Ray Black III, who was hired as Student Media's photo mentor at the beginning of the semester, briefly updated the board on the photo department, which is shared by all of the print publications. He said the department was strong overall, and that he and other senior photographers had focused on getting new staffers trained and through their correspondency period so that they could become full-fledged staff photographers. Ray said that while the department had a number of rising stars, one area of focus moving forward would be retention of trained photographers over multiple semesters. Ray is an alum of Student Media's photography program, having worked for both Agromeck and Technician from 2002 through 2005, including two years as Technician's assistant photo editor.

REVISIONS TO STUDENT MEDIA CONSTITUTION

Patrick led the discussion regarding changes to the Student Media Constitution. The third iteration, which included initial changes recommended by the Constitution Working Group as well as descriptions and other suggestions offered by senior leaders, was included in the meeting packet and is made part of these minutes by reference. Other than minor copy edits, substantive decisions included the following:

- The board's composition will remain unchanged, and senior leaders will remain ex-officio members, and will not vote except for Motions for Reconsideration (see below.)
- At Dan's suggestion, language was added that would allow senior leaders to temporarily block any action decided by a student-minority quorum of voting members. If senior leaders found an action objectionable, and that action was enacted by a quorum consisting of mostly non-students, any senior leader could make a Motion for Reconsideration. If that motion receives a second and a majority of affirmative votes from the senior leaders present, the original motion in question would be considered tabled until a student-majority quorum was present.
- The Student Media Business and Marketing Office was formally approved as an entity equal to the other organizations.
- It was decided that Roundabout would not be formally recognized in the constitution at this time.
- All organization descriptions were tightened and refined, and language about allowing students to expand on their creative endeavors, gaining professional experience and having access to their organizations' platforms and resources was moved from WKNC's organization description to the preamble, as it applies to all groups.

In the end, Jacob moved that the constitution be approved once all changes discussed by the board were incorporated. Dean seconded the motion, and the board voted unanimously to approve it.

A copy of the constitution with all substantive changes outlined is attached here and included as part of these minutes by reference.

TECHNICIAN 100TH UPDATE

Patrick, Ellen, Dan, Rachael and Zanna briefly updated the board on the Technician's 100th anniversary celebration the weekend of Jan. 31-Feb. 2, 2020. That update included the following:
- RSVPs thus far showed that more than 180 people were planning to attend, a number which does not include many friends of the Technician and other non-alumni invitees. Patrick said the group was planning on a final head count of 300 based on the initial response. Patrick also confirmed that all board members had received their RSVP links.
- The sales team has raised almost all of the estimated $20,000 to print Technician's "100 years in 100 pages" special edition from campus departments. The Business and Marketing Office will now turn its attention to off-campus clients.
- The group said they would be meeting with the printer on Thursday, Nov. 14 to discuss deadlines, paper choices and other matters related to the production of the piece.

LEADERSHIP TRANSITION IN STUDENT BUSINESS AND MARKETING OFFICE

Mersina Boynton announced that she would be stepping down at the end of the fall semester to pursue other internships and professional opportunities both at Poole College of Management and off-campus organizations. Patrick said the Business and Marketing Office had sent out a call for applications, but said no one had applied. That being the case, and with the regular leadership application and appointment process set to begin in January, the board decided that the position should be kept vacant for the time being and filled as Student Media's other positions were filled.

REPORT ADDENDA
October and November board reports from each organization were included in the meeting packet and are made part of these minutes by reference. In addition:
- Julia said Agromeck had sold 23 yearbooks thus far.
- Xenna said Windhover would soon meet with Arts NC State and the NCSU Libraries to discuss a possible collaboration/partnership centered on students' creative work.
- Yesenia said Nubian Message was excited about the addition of a new photo editor.

ADJOURN
There being no need for an executive session, Tania Allen moved to adjourn the meeting with Jacob seconding. The board voted unanimously to adjourn at 8:17 p.m.

Notes from ACP/CMA National College Media Convention
Washington, DC Oct 30th-Nov 3th
Xenna Smith--Windhover

Design Leadership, Creative Thinking for a Visual Storyteller
- Innovation, creative thinking, and collaboration
- Brainstorming without bruises: getting everyone to come to consensus
  - No judgement
  - Physical lists/pen & paper
  - critiques/feedback
  - Making time to talk about ideas
  - Building off each other's ideas
  - Bad ideas board
  - Present your ideas last
  - Go for large quantities of ideas
  - Encourage wild/big ideas
- Design thinking--a creative way to solve problems
  - Fully understand the problem--visualize it
  - Explore a wide range of possible solutions--sketch options
  - Iterate, prototype, and test--try it a few times, tweak it
  - Implement through the customary deployment mechanisms--implement it
- The ability to see patterns, relationships, connections, and relative scale helps us to understand and remember

Design Inspiration: Borrow from the Best
Randy Stano!!!!!!
www.spd.org
- Be creative
- Whitespace is okay!
- Grids
- Make a statement with color
- Think unconventionally but consider important design rules
- Be brave

Building your Student Media Brand
Speaker from CMBAM
- Your brand is what other people say about you when you're not in the room
- You are as strong as your brand
- Brand process map
  - The market
  - Find your focus
  - Stake claim
  - Take it further
  - Make them care
- Make it stick, make them consistent
  - Your brand should be on everything they have
  - Create a style guide
  - Everyone in your organization needs to be on the same page
  - You must believe in your brand
- Make your brand memorable

- - Marketing plan
  - Get all teams on board

Rethinking Content x Creativity x Community on Campus
- Streetsense
- Content trends
  - Visual identity
  - Tone and voice
  - Social media
  - Paid social
  - Representing diversity and culture
  - Trying new things
- Produce content
  - Set goals
  - Editorial calendar
  - Creating campaigns
  - Creative evolution
  - Content calendar
- Getting content
  - Investigative and proactive mindset
  - Integrated content
  - Differentiation across mediums and platforms
  - Event coverage
    - Pre
    - Live
    - Post

How to Price your Products and Services
Flytedesk
- Base your rate off your reach circulation x (pass along rate, 3.1) / 1000 x 50 (cpm, cost per thousand)
- Don't sell off of column inches to businesses--meaningless term outside the paper
- Good to sell for special editions
- Digital Advertising is not as effective as people would think
  - Don't price by CPM, just do flat rate
  - Can offer a homepage takeover
- OOH: Out of Home
  - Ads you would see out on the street
- E-Newsletter
- Sponsored social media--reach
  - Less than 1k followers:
    - IG: $20
    - FB: $10
    - T: $10

The Role of Student Media on Campus
Panelists
- Editors of different schools facing adversity
  - Not being able to speak about a controversial topic
  - Journalism advisers being fired to save money to be reallocated to vet program
  - Lawsuits from university over attempting to expose professor fired for sexual harassment

- Be persistent! Fight! Try to win!
- Student media alumni networks

Promoting your Social Media Brand
- Muck Rack--targeting platform
  - Gets contacts for important people
  - https://muckrack.com/
  - Send mass emails
  - Can make your own profiles
  - Get alerts when certain things are being talked about
- Podcasts
- Social media
- Linkedin

What it Takes to be a Designer in the Nation's Capital
Art Directors of the Washington Post
- What is art direction?
  - Working with illustrators and photographers
  - Pushing yourself towards what you think is interesting--find your specialty
  - Making styles for certain parts of the publication
- How they got here
  - Always have a "reach" design
    - Better to be big and crazy so people can just narrow it down
  - Never say no
  - Be willing to learn new skills
  - Collaborate
  - Find your people
- Going the extra mile
  - Asking for feedback
  - Portfolio
  - Social media
  - Online resources
  - Big picture goals and next steps
- Motivate your designers by bringing people together, have food prepared
- Is there anything that people who are not designers that are in charge of designers should know on how to direct them
  - Be open minded
  - Understand they need space
  - Be nimble and don't get emotionally attached to designs

Managing the Chaos
Mark Witherspoon
- Philosophical basis: eternal truths, the foundation
- Our job is to serve the community
  - We have to serve ourselves so we can serve our staff and then we serve the community
- It is one of the greatest public services one can do
- Informing and educating so people can make informed decisions on how they can lead their daily lives in the community
- Make my staff take notes
- Fear is natural, you must deal with them

- You will screw up
- You set the example for the whole staff, you have to take responsibility for your fuck ups
- Don't make the same mistake twice
- Understand that fear is good, motivation
- Tell recruits we will teach them two skills that you will need for a lifetime
  - how to gather information
  - how to organize it into a certain form
- Shouldn't feel bad about hurting people's feelings if you tell them what to do when they aren't doing it

Social Media: Not just for Memes and Puppies
- Asking our audience what they want to know, and then answering those questions
- Reacting quickly to key moments
- Giving the audience key information in an easy to digest way
- Planning what you will cover on social media in advance
- Promote your work but have fun too
- Less is more on IG

What is News?
- Timeliness
- Proximity
- Novelty--unique story
- Conflict
- Prominence--well known person involved
- Who, what, when, where, why, and how

Agromeck Report from Washington D.C. ACP/CMA Convention 2019

Our assignments editor, Mandy Stacy, attended convention this year and attended the following sessions:

- Pre-Con: covering elections
- Getting yearbook ideas from professionals
- Generating creative story ideas
- How did that get through: Editing your own work
- Yo, We have a yearbook?
- How to sell your yearbook
- From reporter to editor
- Covering MeToo
- Candy is Dandy: what is news?
- Creating an inclusive newsroom
- Lit Yearbook Stories
- How to make it as a journalist: Fast and Furious

Overall Takeaway:

- The most important part of writing a story is to find an interesting angle, that emphasizes why a story matters to the specific audience
- The best way to edit your own story is to read it aloud
- When it comes to designing spreads, you can get inspiration from anything (powerpoint templates, newsletters, magazines, websites, etc.)
- Photos:
    - It should not seem like people are posing; they should be more candid
    - They should show emotion

*Mandy's notes from Convention have been posted in Agromeck's Google Drive and I (Julia Harrison <agromeck-editor@ncsu.edu>) can send them to anyone who'd like to look over them per request.

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. The student media also allow NC State students to expand upon their creative endeavors, gain professional experience, and have access to their organizations' platforms and resources. 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.
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. All motions approved by a student-majority quorum shall be final. If students comprise the minority of a quorum present, any senior leader may make a Motion for Reconsideration of any decision. If such a motion is duly seconded and approved by a majority vote of the senior leaders present, the original motion in question shall be considered tabled until such time as a student-majority quorum of the board is present to make a final determination.
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 from a student perspective.

3.2 Student Media Business and Marketing Office

The Student Media Business and Marketing 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.

3.3 Nubian Message

Nubian Message serves as the Black student publication at NC State. As stated in its original mission, Nubian Message emphasizes coverage of the African-American community, but also focuses on issues relevant to any underrepresented community at NC State.

3.4 Technician

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

3.5 Windhover

Windhover is a literary, visual and musical arts publication representing the creativity of students, faculty, staff and alumni.

3.6 WKNC 88.1 FM HD-1 HD-2

WKNC is student-run, noncommercial radio operating 24/7 that provides entertainment and information to the students of NC State University and the citizens of the Raleigh-Durham area.

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.

7.0 EQUALITY OF OPPORTUNITY

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.