

**NC State Student Media Board of Directors  
January 2020 meeting minutes**

**Tuesday, January 14, 2020 • 7 p.m.  
126 Witherspoon Student Center  
(Washington-Sankofa Room)**

Members present: Jacob Trubey, Abi Hearn, Sarah Hartsell, Dean Phillips, Robbie Williams, Arianna Hinton, Daniela Patino-Zabaleta, Tyler Dukes, Josh Hyatt, Julia Harrison, Yesenia Jones, Dan Gilliam, Xenna Smith, Patrick Neal

Absent: Tania Allen, Emma Carter

Others present: Jamie Lynn Gilbert, Ellen Meder, Martha Collins, Zanna Swann, Ray Black III, Kathryn Asad, Derek Ring, Susan Bullers, Swagata Pathak, Vincent Haoran Guo, Connor Irwin, John Derek Parsons

**CALL TO ORDER, CHANGES TO AGENDA AND INTRODUCTIONS**

In the absence of the chair (who was delayed) and the vice-chair (who had sent notification in advance that she would be unable to attend), Patrick called the meeting to order at 7:01 p.m., noting that a quorum was present. He asked if Xenna Smith, who had served as vice-chair last spring, could serve as chair for the evening, and Xenna agreed to do so. (Jacob did arrive shortly thereafter but ceded the chair to Xenna for the meeting since it was already under way.) Patrick further requested that the order of the agenda items be changed and that one item be added. Specifically, he asked that the "Outdoor advertising program update" be moved from the fifth to the first item under New Business in deference to the board's guests from Industrial Design and that an item entitled "Constitution dissolution" be added as the eighth item of New Business. Tyler Dukes moved that the agenda be so changed, with Dean Phillips seconding the motion. Following its unanimous passage, both members and guests of the board briefly introduced themselves.

**OUTDOOR ADVERTISING PROGRAM UPDATE**

Patrick updated the board on the design of newspaper kiosks to be deployed as part of Student Media's outdoor advertising program, which is set to launch Sept. 1, 2020. He said Student Media had partnered with a graduate class from Industrial Design for the design phase and had met with class members for a preliminary meeting the previous Thursday, Jan. 9. (The project notes Patrick had sent the class in advance of that meeting are attached here and included as part of these minutes.) At that meeting, Patrick said he was able to answer most, but not all, of the group's questions. That being the case, he said he had invited instructor Kathryn Asad and members of her class to the January meeting so that they might speak directly with student leaders and board members.

A wide-ranging Q&A/discussion ensued, and included the following topics:

- When asked to describe the "spirit" of their publications, Yesenia Jones said the Nubian Message was born of protest and still retained that same spirit today. She also said the Nubian promoted resilience and sought to give a voice to under-served communities on campus. Dan Gilliam said Technician's core values included holding the university administration accountable, providing a voice for the student body, providing a forum for student expression, and covering issues and events important to students that wouldn't otherwise be covered. Ellen said that as the newest publication at Student Media, Roundabout was still in its formative stages in terms of finding its own spirit and personality.
- When asked about the relative importance of the print edition of each publication relative to their online presences, Dan said Technician had transitioned to a "digital first" mindset and thus focused primarily on its website for breaking news. Yesenia said the Nubian was more print-oriented than Technician, especially in its focus on visual arts, but did say all of the articles in the print edition were also published on the website. As for Roundabout, Ellen said that it currently existed only in print, so it was obviously the most

print-oriented of the three.

- Xenna said she'd like to see a way for Windhover and other print products like WKNC's Double Barrel magazine to be included in the kiosks when they are published each year. To that end, she said there might be a way to incorporate interchangeable signage to accommodate those annual pieces.
- Several senior leaders and professional staff members said vandalism and defacement (i.e., paint and stickers) was a persistent issue for all of the print publications, and that there had been instances historically where the newspaper boxes (particularly the Nubian's) had been targeted by anonymous white supremacists who placed racist flyers in the racks. Commercial flyers from various companies were also said to be a persistent issue. In response to a question about interaction and engagement, Ellen said that, ideally, the only interaction people should be having with the kiosks would be opening it and retrieving a paper.
- Patrick said that while the display spaces would be open to both on- and off-campus organizations, he said the pricing structure would heavily favor campus organizations and departments, just as the print pricing structure favored them currently.
- The staff provided the class with a variety of specific information about the publications and their operations, including publication sizes, publication schedules, how ads were packaged and sold, etc.

Some discussion and debate continued after members of the class had left the meeting; that centered primarily around the value (to both staff and readers) of the print edition versus the publications' online efforts, and where each fit into the publications' long-term strategies. There was also some discussion about how the editors might best explain those philosophies to those outside of Student Media. Patrick also told the board that Student Media was paying Industrial Design \$6,000 for the design work and confirmed that this did not cover fabrication. As for fabrication, Patrick said that work would commence after July 1 (i.e., the 2020-2021 fiscal year) as the \$24,000 -- \$30,000 total budgeted for the project minus the \$6,000 for a buildable design - available for fabrication this year had been re-allocated to purchase 86 office chairs for all of Student Media's offices in advance of Technician's 100<sup>th</sup> anniversary open house on Saturday, Feb. 1. Finally, Patrick said that given the aggressive schedule the class had set for the project -- the target date for a final design is Feb. 6 -- the full board likely wouldn't have an opportunity to review the final design before delivery. Even so, Patrick did say he would do his best to keep board members apprised of the project's status via email between now and the board's March meeting.

## **APPROVAL OF MINUTES FROM NOVEMBER 2019 MEETING**

Dean Phillips moved that the minutes from the board's Nov. 12, 2019 meeting be approved, with Robbie Williams seconding. The minutes were unanimously approved. Those minutes were included with the meeting package and are made part of these minutes by reference.

## **JANUARY 2020 BUDGET UPDATE & 2020-2021 BUDGET PROCESS**

Jamie Lynn Gilbert presented the budget update for January, the halfway point (50%) of the 2019-2020 fiscal year. She noted the following:

- Nubian Message's income is up to 69% of its goal, which is good, as well as \$720 in ads billed but not yet collected, which should bring them to their 2019-2020 ad goal.
- Nubian Message's payroll, however is at 77% at just 50% of the fiscal year, so they are on track to overspend. Jamie said she and Ellen discussed it in early December and would talk again with regard to budgeting for payroll in 2020-2021.
- Technician income stood at \$34,500, or just 33% of its annual goal. This means it is about a month behind. Jamie said that while Technician's 100<sup>th</sup> Anniversary income should partially fill that gap, income from print advertising was still declining overall.
- Technician was at 60% of payroll spent, so they are also on track to overspend in that category. Again, Jamie said she would be talking with Ellen about budgeting for 2020-2021.
- Windhover sold \$97.33 worth of T-shirts so it has some non-fee income now.
- WKNC has maxed out its leadership development budget, as the station ended up sending an extra person to the National Student Electronic Media Convention.

Tyler asked how much the board should be worried about the decline in Technician's sales revenue. Patrick replied that with the one-time 100<sup>th</sup> anniversary income, Technician should be OK this year, but he said he was definitely worried about 2020-2021 and beyond.

Patrick then asked the student leaders to start talking with their primary advisers about their budget requests for the coming year. As a general rule, Patrick said, budget requests that shifted existing resources around within the overall contours of the groups' current budgets would be much easier to accommodate than requests for outright increases for new initiatives. For example, he said that if a group wanted to create a new staff position, they should look at any under-utilized positions currently on their payrolls to fund it rather than asking for new funding. Patrick said that as in years past he would try to honor the leaders' requests as much as possible, but that resources were obviously finite.

Jamie said that budgets were generally due to the DASA Business Office in mid-February, so she asked that any budget requests be submitted no later than 9 a.m. on Jan. 27.

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

Dan, Patrick, Ellen and Zanna updated the board on both the Technician 100<sup>th</sup> special publication and plans for the actual celebration weekend Jan. 31-Feb. 2.

Patrick noted that the book was complete and was sent to the printer in time for it to be printed and shipped back ahead of the celebration weekend, adding that sales for it had come to more than \$27,000 as compared to a printing cost of about \$20,000. Otherwise, he said response to the weekend events had far exceeded anyone's expectations, with well over 300 people indicating they planned to attend at least one of them. He urged members of the board to RSVP for the event if they had not done so already, and welcomed them to bring a "plus one" if they wished.

### **CALL FOR 2020-2021 LEADERSHIP APPLICATIONS & ADVISORY BOARD MEMBERSHIP**

Patrick said he sent out the official call for 2020-2021 senior leader applications on Jan. 6 and confirmed with all of the student leaders that they had forwarded that call out to their full staff lists. Patrick said the deadline for applications would be a week later than usual this year, as he opted to delay the deadline until after the Technician 100<sup>th</sup> celebration had passed. He said this would, in turn, compress the time window for advisory board interviews to just three weeks instead of the full month of February.

On the subject of advisory boards, Patrick included a list of current advisory board members with the meeting package (which is included as part of these minutes by reference) and noted that a number of board members had not yet been assigned to an advisory board. In addition, he said, the board needed to constitute a fifth advisory board to interview prospective editors of Roundabout beginning in 2020-2021.

Daniela Patino-Zabaleta agreed to serve on the Business Office Advisory Board. Jacob Trubey agreed to serve on the Newspapers Advisory Board. Abi Hearn and Sarah Hartsell both agreed to serve on the Roundabout Advisory Board, as did Xenna, Dan, Martha Collins and Julia Harrison. Ellen said she would reach out to Sylvia Adcock to ask her to serve as well. Finally, Ellen noted that John Miller III and Yesenia Jones' names had been inadvertently omitted from the Newspapers Advisory Board's list.

Patrick told everyone to be on the lookout from the organizations' primary advisers with regard to scheduling candidate interviews in advance of the board's March meeting.

### **REVISION OF DISSOLUTION LANGUAGE FOR STUDENT MEDIA CONSTITUTION**

Patrick said the Student Involvement staff member in charge of organization registrations had reviewed the draft constitution the board had approved at its November meeting and said the only remaining area of concern was the section on dissolving an organization. To facilitate discussion, Patrick included a page in the meeting package that included the language the board approved in

November, the questions the revised section needed to address, and a proposed alternative to serve as a starting point for discussion. (Patrick said the matter was brought to his attention after the official meeting package was posted, and thus was not included originally. It is included here and made part of these meetings by reference.)

After some discussion, the board reached consensus on the following replacement language:

**“6.0 DISSOLUTION**

The board may, by majority vote, dissolve any individual Student Media outlet for lack of participation, lack of funding or any combination thereof for a minimum of two full academic years. Once the meeting minutes reflecting that vote are approved, or at the end of spring semester, whichever comes first, the senior-most professional employee of the Student Media shall officially notify the Division of Academic and Student Affairs of the dissolution. The former outlet's remaining assets, if any, shall be re-allocated within Student Media the following fiscal year in consultation with both the board and appropriate administrators in the division. Upon dissolution of the Student Media department, all debts will be settled and remaining assets will be re-allocated by the Division of Academic and Student Affairs.”

Jacob made the motion to adopt the replacement section as written above, and Daniela seconded the motion, which passed unanimously.

**REPORT ADDENDA**

January board reports for Agromeck, Nubian Message, Windhover, the Student Business Office and WKNC were included with the meeting package and are included as part of these minutes by reference. Technician's board report was distributed the evening of the meeting and is included as part of these minutes. Otherwise:

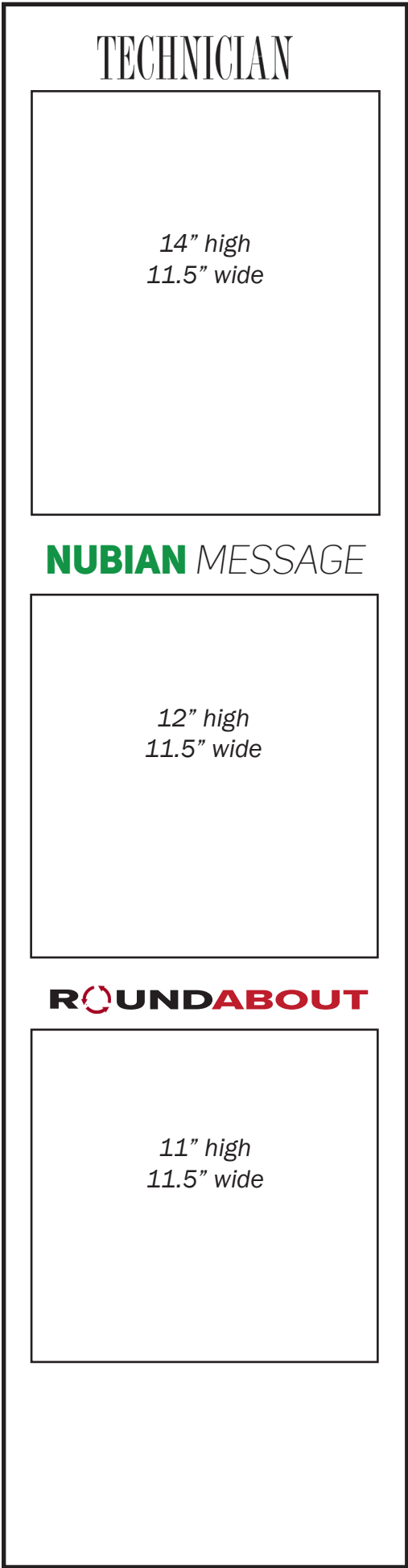
- Julia said Agromeck had sold 60 yearbooks and that spring senior portraits were booked solid.
- Yesenia said the Nubian Message's managing editor position was vacant as of the end of fall semester, but that she intended to fill it over the next few days.
- Xenna said she was continuing to explore the possibility of instituting a features section on the Windhover website, as well as establishing a correspondence period for her staff similar to the ones in place at the other print publications.

**ADJOURN**

There being no need for an executive session, Jacob moved to adjourn the meeting with Tyler seconding the motion. The board voted unanimously to adjourn at 8:36 p.m.

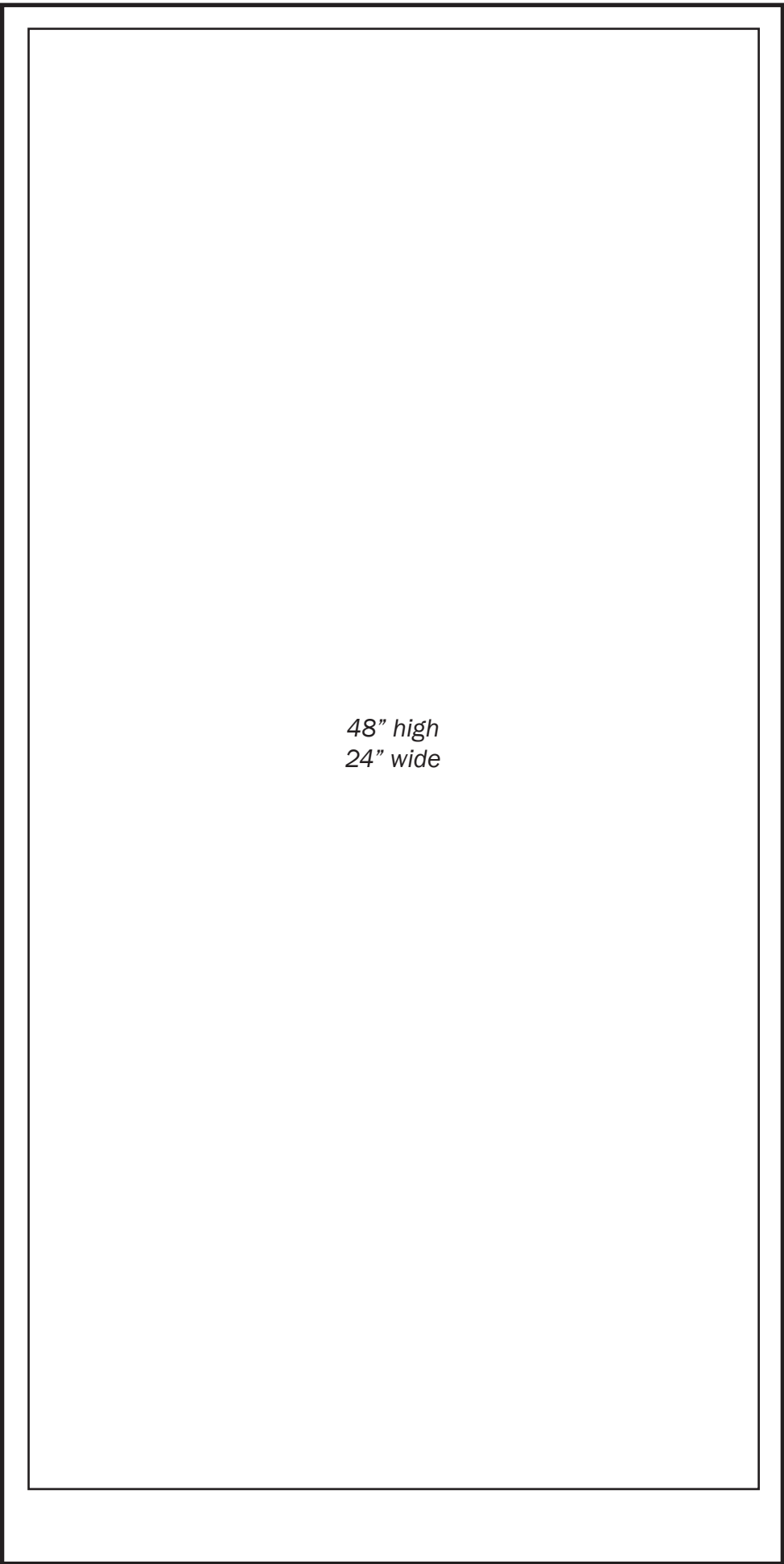
# General project notes

- Seeking to complete the design, fabrication and installation processes no later than Aug. 31, 2020. We will initially be building eight units in all.
- As close as possible, units must retain the same 3D “footprint” as existing units (57.5” high, 18” wide, 30.5” deep).
- Assume overall color to be architectural bronze (per University Architect’s office)
- Display bin depth only needs to be 14” deep -- considerably shallower than the 24”-plus-wide side panels. What is a good use, if any, for that extra space? Perhaps setting bin structure back slightly between the side panels and adding an overhang could help with weather protection? Is there a possibility for a small, lockable storage space in the small space left below the display windows?
- Vandalism and theft are a constant issue. Can it be designed in a modular fashion so that damaged doors, side panels, etc. can be easily replaced, and that all parts are as robust and secure as possible?
- The Office of the University Architect may have additional input on design; the Student Media Director will work as liaison with that office.



## Front panel notes

- Display windows should be at least 11.5” wide. Display window heights are 14” (Technician, top), 11.5” (Nubian, middle) and 11” (Roundabout, bottom) so as to display the full covers in the window.
- Windows should be of transparent material with a clip/holder for display copy.
- Doors should open downward (i.e., hinges at bottom) and be self-closing with spring or similar mechanism.
- Printed materials should be well protected from the elements.
- Bottom must have solid anchor points for long-bolt anchoring system.



## Side panel notes

- Visible display area on sides must be 48” tall and 24” wide (not including extra 1” space on all sides to be hidden by frame.)
- Must have a way to secure side panels by some kind of locking mechanism - perhaps similar to one employed by movie theaters for posters?
- Wherever possible, keep an eye toward ease of installation/replacement of posters. A simple swing-out motion -- again, like a theater movie poster frame -- would be great.
- Should have a space at top for “To advertise in this space, call ...” as well as a space (either on the side or on the front panel) for a brass-plaque acknowledgement that the kiosk was designed and built at NC state, and that all proceeds from display advertising benefit NC State Student Media.
- Inside display bins should be 14” deep (see General Notes above.)



# Existing unit - three angles



Front view



Side view



Rear view (will be empty/blocked/covered)

# Existing unit locations



Bostian Hall



Engineering I



Pullen Hall



SAS Hall



Witherspoon



Talley

Not pictured:

Hunt Library  
Carmichael



**Current language:**

“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.”

**Questions to address:**

What would initiate the dissolution of an individual outlet? (Insufficient funding, lack of interest/participation?)

How would that be communicated?

What would the reallocation process would look like should an outlet dissolve?

What would the timeline for the above look like?

**Starting point for discussion:**

“The board may, by majority vote, dissolve any individual Student Media outlet for lack of interest, lack of participation, lack of activity, lack of funding or any combination thereof. Once the meeting minutes reflecting that vote are approved, the senior-most professional employee of the Student Media shall officially notify the Division of Academic and Student Affairs of the dissolution. The former outlet’s remaining assets, if any, shall be re-allocated within Student Media the following fiscal year in consultation with both the board and appropriate administrators in the division. Upon dissolution of the Student Media department, all debts will be settled and remaining assets will be re-allocated by the Division of Academic and Student Affairs.”

# Technician

Submitted by Dan Gilliam, Editor-in-Chief

## Expenditures

Printing costs for 100th book, ~\$20,000

## Personnel

Hired asst. opinion editor

Lost 2 of 3 news editors to internship and study abroad, but refilled one position

Influx of new staff from open house

## Training

Beginning of semester trainings underway

Most editorial staff members doing several copy desk shifts to better their editing abilities

## Technology

Minor issues following server migration, nothing catastrophic

## Coverage/Outreach

Fall semester saw expansion of coverage of local/NC State musicians, continuing strong

A lot of historic content made for the book is ready to be posted online for the 100th anniversary

## Deadlines

Initial (mostly self-set) deadlines for 100th book missed, but ultimately sent off in time without issue

## Ethics/Legal Issues

Nothing to report.

## Year-end analytics of note

From calendar year 2018 to 2019...

YouTube views roughly tripled, from 8,800 to 26,100

Website pageviews up 11%, from 1,022,452 to 1,140,251

Total website users up 8.72%, from 469,573 to 510,497

iOS surpassed Windows as most-used platform by our users