

**NC State Student Media Board of Directors
March 2021 meeting minutes**

Tuesday, March 2, 2021 • 7 p.m.

*Via teleconference – video recording of
meeting to be posted and made part of these
minutes by reference.*

Members present: Joshua Hyatt, Tyler Dukes, Robbie Williams, Dean Phillips, Tania Allen, Sarah Gagner, Laura Mooney, Elikem Dodor, Cameron Motsinger, Rachael Davis, Xenna Smith, Melanie Flowers, Lucas Martin, Cliff Maske, Patrick Neal

Absent: Sarah Hartsell, Arianna Hinton, Abi Hearn

Others present: Jamie Lynn Gilbert, Ellen Meder, Martha Collins, Zanna Swann, Ray Black III, Maddie Jennette, Jaylan Harrington, Caryl Espinoza Jean, Matt Lundell, Mandy Stacy, Andrea Alford, Camilla Keil, Tristan Tucker, Don Bui, Jonny Zemola

CALL TO ORDER AND ELECTION OF MEETING SECRETARY

In the absence of board chair Sarah Hartsell, co-vice-chair Laura Mooney led the meeting. Cliff Maske agreed to serve as recording secretary for the meeting.

APPROVAL OF JANUARY 2021 MEETING MINUTES

Dean Phillips moved that the minutes from the board's Jan. 12, 2021 meeting be approved, with Tyler Dukes providing a second; the board voted unanimously to approve them. Those minutes were included in the meeting package and are made part of these minutes by reference.

MARCH 2021 BUDGET UPDATE

Jamie Lynn Gilbert presented the budget update through March 1, 2021, which is 67% of the fiscal year. The update was included in the meeting package and included as part of these minutes by reference. Jamie noted the following:

- Agromeck payroll is at 45% through 67% of the year.
- Nubian Message payroll is at 60%. Non-fee income is at \$2,300, which is well above Nubian's \$1,500 print/online ad goal. Jamie noted that the number is \$600 less than last month, as a payment intended for General Administration was accidentally deposited to Nubian's account.
- Technician payroll is at 41%. Technician had \$2,100 deposited in February, bringing them to 56% of their non-fee income goal.
- WKNC's payroll is at 55%. Another \$1,200 was deposited, bringing non-fee income to 19%.
- In General Administration, temp payroll is at 26%, and \$5,100 in revenue from the spring housing guide was deposited.
- There was another \$7 donation to the Student Media Enhancement Fund to total \$678.53, and there were \$65 in donations to the Technician Century Fund, to bring that fund total to \$27,960.45.

APPOINTMENTS OF 2021-2022 SENIOR LEADERS

Each of Student Media's advisory boards made their recommendations for the top leaders at each Student Media organization for the 2021-2022 academic year.

- On behalf of the Annual Publications Advisory Board, Cameron Motsinger recommended Don Bui and Mandy Stacy be hired as co-editors-in-chief of Agromeck for 2021-2022. The board unanimously approved the recommendation.
- On behalf of the Annual Publications Advisory Board, Xenna Smith recommended Camilla Keil be hired as editor-in-chief of Windhover for 2021-2022. The board unanimously approved the recommendation.
- On behalf of the Broadcast Advisory Board, Dean Phillips recommended Maddie Jennette be hired as general manager of WKNC 88.1 FM HD-1/HD-2 for 2021-2022 with the recommendation that she learn more about the Student Business and Marketing Office and how it can assist WKNC in its marketing efforts. The board unanimously approved the recommendation.
- On behalf of the Student Business Office Advisory Board, Robbie Williams recommended Jonny Zemola be hired as general manager of the Student Business and Marketing Office for 2021-2022. The board unanimously approved the recommendation.
- On behalf of the Newspapers Advisory Board, Elikem Dodor recommended Andrea Alford be hired as editor-in-chief of Nubian Message for 2021-2022. The board unanimously approved the recommendation.
- On behalf of the Newspapers Advisory Board, Rachael Davis recommended Jaylan Harrington be hired as editor-in-chief of Technician for 2021-2022. The board unanimously approved the recommendation.

ROUNDAABOUT VACANCY

Ellen Meder discussed the 2021-2022 editor-in-chief position, which drew no applicants during the application-and-interview cycle. She said she would be re-working the standard call for applications to include more details about the position. She asked the senior leaders to help her distribute it to their respective staffs, and also said she would be sending it to various campus partners, including the African American Cultural Center, the journalism minor instructors, the English Department, Art + Design and any student clubs which might have members with the interest and skills to apply. She said that she was hesitant to advertise the position in the Technician's weekly newsletter or other, outward-facing methods just yet, but she said that could be a direction we pivot if we need to in the future. In response from a question from Laura about timing, Ellen asked the senior leaders to stand by for the updated flyer and call for applicants before sending out any notices to their respective staffs.

UPDATE: KIOSKS

Patrick Neal said that after a number of parts-related delays that had been exaggerated by pandemic-related supply backlogs, the kiosks were about a week away from installation. He said he had visited the fabrication shop yesterday and that he was pleased with how they had turned out. He said once the kiosks were installed and he had had a chance to take some

photographs he would be publicizing them to departments in DASA and elsewhere who would be the most likely to utilize the outdoor advertising panels. He said he also planned to send out a news release as part of a “soft grand opening” for the service.

In response to a question from Laura, Patrick said he pitched the “winning design” from the proposals the board saw from the graduate Industrial Design class last spring to the University Architect’s Office, but unfortunately that office would only approve replacement kiosks that were very similar in appearance to the ones currently in place. He did add, however, that the new kiosks will be much improved, from the door mechanisms to the addition of stronger Lexan side panels, and should last for many years.

UPDATE: ELECTED STUDENT BOARD SEATS FOR 2021-2022

Patrick said that despite advertising the positions through various means, no one had run for any of the three at-large student seats on the board for 2021-2022. That being the case, he said he would reach out to whoever was elected Student Body President later this semester and let them know that they were responsible for appointing students to fill those seats. He noted that the appointees could not be active members of Student Government or Student Media, but that any student who did not fall in either category was eligible to serve, regardless of class or major. He once again encouraged the student leaders to let him know if any of them knew a student colleague who would be a good board member, saying that he would prefer to approach the future SBP with possible suggestions in hand. Jamie thanked those outlets who helped publicize the position through their various platforms.

UPDATE: LOSS OF BOARD CHAIR

Patrick said that Sarah Hartsell had notified him that she had a class conflict with the board meetings this semester and would thus be unable to attend any of the spring board meetings. That being the case, he told Laura that they and fellow vice-chair Abi Hearn should be prepared to decide who would chair the board’s final regular meeting of the academic year in April.

REMINDER: DAY OF GIVING

Zanna Swann reminded the student leaders of the Day of Giving set for March 24. She said donors would be able to give to the Student Media Enhancement Fund and the Technician Century Fund. She noted that our groups would be listed and searchable on the main Day of Giving drop-down menu.

QUESTION TO TABLE: DIVISION OF FUNDS FOR STUDENT ORGANIZATIONS

Patrick said Student Media had an opportunity to set up separate donor funds for each group but that he wanted the board to approve such an action before he did so. That means that in addition to the Student Media Enhancement Fund and the Technician Century Fund, donors could give money to a specific organization with the assurance that those funds would be spent on the organization they preferred. Patrick said Jamie had sent an inquiry out to the College Media Association and College Broadcasters, Inc. email lists, and that virtually everyone who replied said that they had specific funds for each of their groups, and that

they'd found alumni far more willing to give money to their specific former organization than to the program as a whole. Tyler asked what the downside would be to such a change, and Patrick replied that some groups, with larger alumni bases, would have an advantage with separate funds, and that in future times of crisis the group with the largest pool of donations might not necessarily be the group that needed help. While Patrick originally proposed that the board table the proposal for a fuller discussion in April, sufficient consensus emerged during the group discussion to call the question and make a decision. Laura asked if such funds could be set up by this year's Day of Giving, and Patrick replied that they would not have enough time. In the end, Tyler made a motion to establish separate donor funds and Dean seconded it. The board unanimously approved the motion.

REPORT ADDENDA

Each organization's written board report was included as part of the meeting package and is included as part of these minutes by reference. Addenda to those reports included the following:

- Cameron said Agromeck was waiting on proofs from their last deadline, as the most recent set was delayed due to winter storm-related power outages in Texas. She said the staff also met with the yearbook company today (March 2) to make some decisions on the cover and set up a timeline for completing it. Otherwise, she said Agromeck did well at this year's NCCMA awards, winning the following awards: Best of Show, first place in Student Life Copy, third place in Student Life Copy, first place in Photography, honorable mention in Photography, first place in Inside Spread Design, second place in Inside Spread Design, first place in Sports Copy and second place in Sports Copy.
- Lucas Martin said the Student Business and Marketing Office had a good meeting with their counterparts at the University of South Carolina's Garnet Media Group, including an after-meeting session with a USC alum who was a sales professional in the field.
- Elikem noted that the Nubian Message had won two awards from the North Carolina College Media Association over the weekend. She said she won a first-place award for Best One- or Two-Page Spread, and Nick Faulkner won a third-place award for a photograph.
- Cliff Maske said that he had been making progress on Roundabout's website until the university IT staffer he was working with left NC State, which had set the project back.
- Rachael said Technician won a number of awards in the NCCMA competition, including Best of Show in the Large Campus Newspaper division, Best of Show for Large Campus Online News, one first place and one honorable mention in Digital Storytelling, a third place award in Feature Writing, a third place award in News Writing, an honorable mention in Sports Writing and third place in Opinion Writing. Rachael also noted that she and Elikem were working together to organize this year's Student Media debate among student body president and vice president candidates.
- Xenna said Windhover also earned a Best of Show award at the NCCMA competition, as well as second place awards in both the Fiction and Poetry categories and third place for Best Two-Page Spread. On a separate note, she said two teachers from Athens Drive High School had reached out to get extra copies of Windhover for use in their yearbook and advertising and design classes. Xenna said that during the course of the conversation she offered to speak to the students, and the instructors jumped

at the chance, so now Xenna and current design editor Emma Carter were planning to speak to them about both college publications and more advanced design techniques.

- Laura said they and the station's public affairs director were working on a piece focusing on the Chadwick Seagraves story. They said they had been working with Jamie and Patrick to make sure they were proceeding on solid legal footing and that they felt good about where they were with the piece. They said interviews would begin this week and continue next week.

ADJOURN

There being no need for an executive session, Dean moved to adjourn and Tyler seconded. The meeting adjourned at 7:40 p.m.