

**NC State Student Media Board of Directors  
November 2022 meeting minutes**

**Tuesday, November 8, 2022 • 7 p.m.**

*Witherspoon 356 (African American  
Cultural Center Conference Room.)*

Members present: Christa Gala, Dean Phillips, Jake Seaton, Makenna Edgerton, Nate Shorter, Julianna Lopez, Bran Poster, Maddie Jennette, Shilpa Giri, Krishna Patel, Ryley Fallon, McKenzy Heavlin, Patrick Neal

Absent: Robbie Williams (joined by phone for action items), Tim Werner, Jaz Bryant

Others present: Jamie Lynn Gilbert, Martha Collins, Zanna Swann, Ugonna Ezuma-Igwe, Emily Peedin, Radhika Patel

**CALL TO ORDER & APPOINTMENT OF RECORDING SECRETARY**

Board chair Nate Shorter called the meeting to order at 7:01 p.m. After introductions, Patrick Neal volunteered to serve as recording secretary for the meeting. Robbie Williams joined the meeting by phone to establish a quorum to approve the September meeting minutes.

**APPROVAL OF SEPTEMBER 2022 MEETING MINUTES**

Dean Phillips moved that the minutes from the board's Sept. 13 meeting be approved, with Jake Seaton 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.

**NOVEMBER BUDGET UPDATE**

Jamie Lynn Gilbert reviewed the November 2022 budget update, which was included with the meeting package and is made part of these minutes by reference. She noted the following:

- Jamie said that after overbudgeting for Agromeck's printing for several years in a row, she'd reduced it this year to bring it in line with what had actually been spent in previous years. For the most recent book, however, printing costs came in some \$7,000 more than what was budgeted. Martha Collins said Agromeck had originally contracted for 400 books, but when it was time to confirm the press run in April, the yearbook was so close to that number that she increased the order to 450 to cover complimentary books for advertisers, the library, the chancellor, the provost and Dr. Zapata at DASA, as well as any after-the-fact sales. On top of that, Martha said Agromeck had some credits on previous bills from the printer that did not recur for last year's book, which exaggerated the overage. Jamie said she would increase the yearbook's printing budget in next year's budget to bring it back up to where it needed to be.

- Nubian Message has no income booked yet, but insertion orders show about \$1,000 in sales billed, and the 30<sup>th</sup> anniversary issue (see below) should boost sales.
- Technician non-fee income is over \$25,000, about 54% of its goal with just 33% of the year elapsed. Jamie noted that Technician sent six people to the CMA/ACP fall convention in October, three more than what was originally budgeted for. Jamie said once all of the expenses from that trip were booked, the Technician Century Fund would cover any overage, as was discussed at the board's September meeting.
- Jamie said no kiosk revenue had been deposited on behalf of General Administration yet, but she said the Business Office had sold a substantial number of placements and sent invoices to clients for those placements, so that revenue should be deposited in the weeks and months to come.
- The Student Media Enhancement Fund was relatively unchanged at about \$5,500, and the Technician Century Fund was unchanged at about \$46,000.
- Roundabout's payroll stood at 76% with just 33% of the fiscal year elapsed, so it will go well over budget this year in that category and some others, but Jamie and Martha explained that this was the first year Roundabout had actually been fully staffed with staff members working weekly, so the original amount budgeted in several categories was woefully inadequate. Jamie encouraged EIC Bran Poster to keep going full steam ahead, and that she would use this year's expenditures as the new baseline for Roundabout in next year's budget.

## **NUBIAN MESSAGE 30<sup>TH</sup> ANNIVERSARY EDITION**

Nubian Message Managing Editor Ugonna Ezuma-Igwe said the 30<sup>th</sup> anniversary edition had grown significantly larger than what anyone anticipated, and that the staff was currently planning on a 36-page issue to be published on Thursday, Dec. 1. Patrick added that ad sales had been very strong for the issue, with 10.75 pages sold so far; he said the space reservation deadline for the issue was not until Thursday, Nov. 10, so that number would likely grow. Patrick said the Nubian staff was planning a celebration similar to the one held in conjunction with the Nubian's 25<sup>th</sup> anniversary, but added that with the impending holidays, that celebration would likely come in the early part of 2023 rather than at the same time the anniversary issue published. Patrick said that the 30<sup>th</sup> anniversary issue would be on stands for the remainder of 2022 until the Nubian's first issue of the spring semester was published; he also noted that he would request an overrun of 1,000 copies to accommodate additional newsstand demand, as well as copies for distribution at the 30<sup>th</sup> anniversary celebration, info fairs and other events in the spring, and for archival purposes.

## **OCT. 1 TRAINING DAY RECAP & COMMUNITY ISSUES**

Martha Collins provided a recap of Student Media's day-long all-media training day held Saturday, Oct. 1. (A copy of the agenda for the training is included as an addendum to these minutes.) Martha said about 70 students signed up and 50+ students ended up attending, which was a great turnout for a rainy Saturday. Christa Gala, who led two sessions – one on feature writing and ledes and one focused on news ledes – said she was impressed with the students' enthusiasm and attentiveness. Martha added that Tyler Dukes led a session on sourcing and interviewing that was also well-attended, as was a session on social media strategies led by two alumni who now work in social media for University Communications.

As part of the training day, Jamie led a discussion wherein attendees identified broad areas of coverage and specific community issues they planned to address in their publications over the coming school year. (That issues list was included as part of the November meeting package and is made part of these minutes by reference.) As part of Student Media's annual assessment process, she would track how many stories in the various publications addressed one or more of the issues identified.

## **CONFERENCE TRAVEL RECAPS**

Students and professional staff who attended the College Media Business Advisors and Managers (CMBAM), Associated Collegiate Press/College Media Association (ACP/CMA) and College Broadcasters, Inc. (CBI) meetings in October gave brief reports about their respective trips.

- Zanna Swann said she, Student Business and Marketing Office GM Tim Werner and sales associate Abi Barefoot attended the CMBAM conference in Minneapolis. (A summary of those sessions was included in the meeting package and are made part of these minutes by reference.) In addition to attending sessions, Zanna noted that Tim was also a presenter for one session on how to position one's staff members for success.
- Martha, Christa, Ryley Fallon, Emily Peedin, Krishna Patel and Radhika Patel spoke about their experiences at the ACP/CMA conference, which was held in Washington, D.C. Martha noted that 12 students representing Nubian Message, Agromeck, Roundabout and Technician attended, as did two professional staff members (Martha and photo mentor Ray Black) and one board member (Christa.) Martha noted that all of the publications signed up for critiques in addition to the various sessions, keynote speakers and other activities. Those who attended all agreed that it was a valuable experience that would help them in their various roles at their publications, and they all said they enjoyed meeting their counterparts from other colleges and universities.
- Jamie and Maddie Jennette spoke about the CBI conference, which was held in Baltimore. In addition to Jamie and Maddie, WKNC's delegation included three other members of the station's leadership. In addition to attending sessions, Jamie and Maddie helped co-present a session entitled "I'm In Charge – Now What?" Maddie also noted that she landed an internship with Spintron after speaking with their vendor reps.

## **PICKUP RATE AUDIT RESULTS**

Patrick said that he and Tim had undertaken a pickup rate audit in late October for Technician, noting that it had been several years since the last such audit, and that it was a good time to do an audit now that the publications were back in print after COVID. (A summary of the audit was included with the meeting package and is included as part of these minutes by reference.)

Patrick said the overall pickup rate observed was just shy of 60%, which was better than anyone in the Business Office expected. Patrick noted, however, that while the pickup rate was much higher than the last audit in 2016, the number of papers getting picked up during any given week was very close to the same. He explained that the previous audit was done when Technician was coming out twice weekly, and that the press run for each issue at that time was 5,000 copies, as compared to 3,000 copies today. Patrick said that a pickup rate of 60% told him that Technician's press run was about right.

Jake Seaton asked if there were plans to move any boxes based on this audit. Patrick said that he'd like to do at least one more audit before making those decisions, as pickup rate audits like these could vary significantly from one audit to the next due to changes in traffic patterns, road closures and the like. He said his more immediate priority/concern were those boxes that were unattractive and in states of disrepair, as some of the boxes in place were very old.

#### **EDITORIAL ADVISER SEARCH UPDATE**

Jamie said that a total of 24 candidates had applied for the editorial adviser position, and that the eight-student search committee had identified five applicants who they wished to invite for second-round interviews. Of those five, Jamie said, one candidate had removed herself from consideration, and the search committee had interviewed the remaining four candidates. Of those, the committee interviewed had interviewed three of the four, with the remaining candidate scheduled for Thursday, Oct. 10. Jamie said she believed the four finalists were all very strong and that she believed the process had identified the strongest candidates out of the original pool. She said the committee would identify two finalists out of the four semifinalists currently under consideration, and that the finalists' visits to campus would be scheduled around the Thanksgiving holidays. Jamie said the goal of having someone in place by Jan. 3, 2023, the first day the university was open in the new year, remained doable.

#### **2023-2024 EDITOR-IN-CHIEF/GENERAL MANAGER APPLICATION PREVIEW**

Patrick said it would soon be time to send out the call for applications for next year's EICs and GMs. He said he planned to send out the call by Dec. 1 so that potential applicants could submit their applications before the Winter Break if they wished. He said the deadline for applications would be the first Thursday in February. He said the various advisory boards would interview the candidates during the month of February and then make their recommendations at the board's March meeting. He asked the student leaders to remind any potential applicants that they must have a minimum cumulative GPA of 2.5, that they must be free of any active sanctions at the Office of Student Conduct, and that they must be a full-time student for both semesters of their tenure unless they were a graduating senior in their last semester of study.

#### **ADJOURN**

There being no need for an executive session, Dean moved to adjourn with Jake seconding. The meeting adjourned at 7:57 p.m.

# Training Day 2022

*Saturday, October 1*  
*Room 126 (Washington-Sankofa Room)*  
*Witherspoon Student Center*

## **9-9:30 a.m.**

- Welcome/Continental Breakfast

## **9:30-10 a.m.**

- Team Building Activity: Sneak Peek (Martha Collins, NC State Annual Publications Adviser)

## **10:10-11: a.m.**

- Photo Shoot Part I (Ray Black, NC State Photography Mentor)
- Sourcing and Interviewing (Tyler Dukes, *News & Observer* Investigative Reporter)

## **11:10 a.m.-Noon**

- Visual Storytelling (Sylvia Adcock, Editor, NC State Magazine)
- Social Media Strategies (Megan Elisor and Molly Donovan, NC State University Communications)
- Feature Writing/Ledes (Christa Gala, Lecturer of Journalism, NC State Department of English)

## **Noon-1 p.m.**

- Lunch

## **1:10-2 p.m.**

- Media Law Basics (Patrick Neal, NC State Director of Student Media Advising)
- Defining Leadership (Martha Collins, NC State Annual Publications Adviser)
- Writing News Ledes (Christa Gala, Lecturer of Journalism, NC State Department of English)

## **2:10-3p.m.**

- Photo Shoot Part II (Ray Black, NC State Photography Mentor)
- Design Inspiration (instructor tbd)

## **3:10-4 p.m.**

- Team Building Activity on Harris Field (weather permitting) Wrap-Up and Final Remarks