

# **NC State Student Media Board of Directors**

## **March 2025 meeting minutes**

*Tuesday, March 4, 2025 • 7 p.m.*

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

*Members present: Scarlett Taylor, Tyler Dukes, Jake Seaton, Julianna Lopez, Dean Phillips, Alison Markert, Christa Gala (remote), Robbie Williams (remote), Kate Denning, Bran Poster, Emma Scott, Josie Headley, Allie Gervase, Patrick Neal*

*Members absent: Rose Kelley, Alianna Kendall-Brooks, Caleb Twigg, Madeline Renneker, Sydney Robbins, Garrett Gough*

*Staff and guests present: Jamie Lynn Gilbert, Abi Barefoot, Ray Black III, Ben McNeely (remote), Kaela Belington, Caitlin Muniz, Layla Faith Batts, Sereen Alsalti, Layney Keesee, Isaac Davis, Sarah Hernando, Nevaeh Sturdivant, Matthew Burkhardt, Skye Crawford, Will LaMarche*

### **CALL TO ORDER AND APPOINTMENT OF RECORDING SECRETARY**

Board chair Julianna Lopez called the meeting to order at 7:03 p.m. with a quorum present. Kate Denning agreed to serve as recording secretary for the meeting.

### **APPROVAL OF OCTOBER MEETING MINUTES AND JANUARY MEETING NOTES**

Dean Phillips moved to approve the minutes from the Oct. 8, 2024 meeting minutes, as the board was unable to approve them at the January meeting due to lack of a quorum. Tyler Dukes seconded the motion, which passed unanimously.

Jake Seaton moved to approve the notes from board's Jan. 14, 2025 meeting. Tyler seconded the motion, which passed unanimously.

### **MARCH 2025 BUDGET UPDATE**

Jamie Lynn Gilbert reviewed the March 2025 budget update, which was included in the meeting package and made part of these notes by reference. She noted the following:

- We are 66% through the fiscal year.
- Agromeck's non-fee income is still at \$120 from archive book sales, with no word on ad sales yet. Student payroll is at 55%.
- The Nubian Message's non-fee income is up to 160% of its goal, with payroll at 74%.
- Roundabout's non-fee income remains at 93% and should surpass 100% as spring issue invoices are sent out. Payroll is at 136% but still not at the "Budgeted Payroll" number of \$7,130.
- Technician's non-fee income is at 149%. Student payroll is right at 67%.
- Windhover's student payroll is at 91%.
- WKNC 88.1 FM HD-1/HD-2's non-fee income is up to 64%. Student payroll is at 54%.
- General Administration non-fee income is at 131%, with student payroll at 64%.

- Overall, non-fee income is at 105% of its goal and we have received 98% of our fee income. Student payroll is at 64%, with travel at 94% to allow for some limited travel for the rest of the fiscal year. Capital expenses are at 101%.
- Additional account balances as of January 1, 2025 were as follows:
  - Student Media Enhancement Fund: \$10,861.17
  - WKNC Enhancement Fund: \$8,006.40
  - Technician Century Fund: \$47,280.49
  - NCSMA Conference Fund: \$555.53

## **DEAN PHILLIPS AWARD FOR GENERAL EXCELLENCE VOTING**

Jamie said nominations for the 2025 Phillips Award closed as soon as the board meeting began. She said 45 nominations for 17 nominees had been submitted this year. She said she would synthesize the nominations and send voting forms to the board on Wednesday, and that the voting period would extend for two weeks thereafter; she said a second round of voting, if necessary, would be held thereafter. She reminded the board of who was eligible to vote – all EICs, GMs and voting board members – and said votes from anyone other than eligible voters would be disregarded. The winner, she said, would receive a \$250 honorarium, would have their name placed on the perpetual plaque of past winners, and would have their picture taken with Dean, the namesake of the award. She also noted that up to three finalists for the award would be invited to the April board meeting but that the winner would not be announced until then.

## **RECOMMENDATIONS FOR 2025-2026 GENERAL MANAGERS AND EDITORS-IN-CHIEF**

The board heard recommendations from each of its advisory boards for the top posts at each organization. Those recommendations, along with the board's actions related thereto, were as follows:

- On behalf of the Visual Media Advisory Board, Scarlett Taylor recommended that Josie Headley be re-appointed Editor-In-Chief of Windhover for 2025–2026. Jake moved to accept the advisory board's recommendation. Dean seconded the motion, which passed unanimously.
- Also on behalf of the Visual Media Advisory Board, Bran Poster recommended that Layney Keesee be appointed Editor-In-Chief of Roundabout for 2025-2026. Tyler moved to accept the advisory board's recommendation. Dean seconded the motion, which passed unanimously.
- On behalf of the Broadcast Advisory Board, Dean recommended that Sarah Hernando be appointed General Manager of WKNC 88.1 FM HD-1/HD-2 for 2025-2026. Jake moved to accept the advisory board's recommendation. Tyler seconded the motion, which passed unanimously.
- On behalf of the Newspapers Advisory Board, Tyler recommended that Nevaeh Sturdivant be appointed Editor-In-Chief of The Nubian Message for 2025-2026. Dean moved to accept the advisory board's recommendation. Jake seconded the motion, which passed unanimously.
- Also on behalf of the Newspapers Advisory Board, Christa Gala recommended that Skye Crawford be appointed Editor-In-Chief of Technician for 2025-2026. Tyler made a motion to accept the advisory board's recommendation. Dean seconded the motion, which passed unanimously.
- On behalf of the Student Business Office Advisory Board, Robbie Williams recommended

that Layla Faith Batts be appointed Student Business Office General Manager for 2025-2026. Jake made a motion to accept the advisory board's recommendation. Dean seconded the motion, which passed unanimously.

### **AGROMECK EDITOR-IN-CHIEF POSITION**

Ray Black III said that while no one had applied for the 2025-2026 Editor-In-Chief's position at Agromeck, he said that it wasn't from a lack of interest. He and Emma said they had spoken to multiple potential candidates in the run-up to the application deadline, but because of timing snafus and other potential opportunities on those students' parts, none had applied by the deadline. That being the case, Patrick recommended that the board vote to re-open applications from Wednesday, March 5 through Friday, March 21. He said that would give the Visual Media Advisory Board time to convene and interview any candidates before the full board's April meeting, when the advisory board could make an official hiring recommendation.

Jake asked what would happen if no one applied by the deadline a second time. Patrick said that he'd spoken with former Agromeck EIC and rising graduate student Jermaine Hudson, and that Jermaine had agreed to serve as the summer EIC if necessary. Patrick said that would give the board time to re-open applications a third time between April and the first day of class in August, which would allow the Visual Media Advisory Board time to convene and interview any candidates before the full board's September 2025 meeting, when the advisory board could make an official hiring recommendation.

In the end, Dean made a motion to re-open the position for applications from March 5-21 as Patrick had recommended. Tyler seconded the motion, which passed unanimously.

### **PREVIEW OF FEE REQUEST DISCUSSION AT APRIL MEETING**

Patrick said the April meeting would include a "dress rehearsal" of Student Media's presentation to Student Government and the Student Activity Fee committee in the fall of 2025. He told the board that it would be different than what the board had previously discussed in October because of a hiring freeze that had recently been put in place; that, he said, would preclude Student Media from asking for funding for a full-time position. That being the case, he said Student Media would simply be asking for funding to continue operating at its current level.

Patrick said that he and Jamie had submitted Student Media's 2025-2026 budget to DASA Finance and had not received any input on it yet. He said that he didn't anticipate any major revisions between now and the April meeting.

### **ORGANIZATION UPDATES**

Board reports for all but one organization were included with the meeting package and are made part of these minutes by reference; one report submitted after the deadline is attached as part of these minutes. Addenda to those written reports included the following:

- Allie Gervase said that the Student Business Office was taking applications for two sales leads, one for analytics and one for digital marketing. She also briefly reviewed the Business Office's progress toward the various organizations' sales goals for the year, including a breakdown of election versus non-election ads.

- Isaac Davis, representing The Nubian Message, said they had sent out their first newsletter via MailChimp. He said that there had been a typo in the title of the first one, but said that it did successfully send. He also said The Nubian had started a number of new committees, including social media and broadcast committees, as well as a banquet committee to coordinate its year-end banquet event. Finally, he said The Nubian Message was looking to start a community Discord.
- Bran Poster said Roundabout's release party would be tomorrow (Wednesday, April 9) at 7 p.m. and open to everyone. It will be at 111 Lampe Drive, Room 218. He said food would be provided thanks to a partial in-kind advertising trade with Chicken Salad Chick.
- Kate Denning noted the 11 awards Technician won at the recent North Carolina College Media Association's annual conference and awards program. She said she was proud of her staff for bouncing back in the spring after a difficult fall semester.
- Sarah Hernando, representing WKNC, thanked the board for hiring her for the coming year.

## **ADJOURN**

There being no other business before the board, Dean moved to adjourn the meeting. The motion was seconded by Tyler and passed unanimously. The meeting was adjourned at 7:35 p.m.

# The Nubian Message

*Alianna Kendall-Brooks, EIC*

## Revenue & Expenditures

- Planning a Banquet

## Personnel & Recruitment

- Current Staff (31 active members)
  - 14 Writers (3 correspondents)
    - Emma Hamrick (Sports Writer)
    - Hail
    - Adriana Hernandez\*
    - Gire Nyara
    - Emilia Rivadeneira
    - Blake Anderson
    - Aiyanna Moore
    - Julia Cox
    - Nevaeh Sturdivant
    - Ross Emelle\*
    - Shaere Delgiudice\*
    - Tess H.
    - Johnathan Lee\*
    - Melanie Sierra
  - 7 Copy Editors (1 correspondent)
    - Will
    - Jerry Nava
    - Adriana Hernandez
    - Jo Miller
    - Ross Emelle
    - Shaere Delgiudice (News Editor)
    - Rebecca Hernandez (Copy Desk Chief)
  - 4 Layout Designers (1 correspondent)
    - Kristopher Porter
    - Lauryn Henderson
    - Olivia Henson
    - Naomi Pagar
  - Photography (Though not a part of budgeted staff, they work with TNM closely in a photoshoot committee)
    - Caleb Williams
    - Jett Buchanan
    - Nevaeh Sturdivant

■ Alex

- Graphic Designer: Henoc Dossou (Commision)
- Social Media Manager: Senait Richmond
- Multimedia Editor: Abigail Harris
- Photo Editor: Kaela Belington
- E-I-C & ME: Alianna KB & Isaac Davis
- What recruitment efforts have you undertaken, and how successful have those efforts been?
  - Consistent tabling and recent interest meeting further expanded our staff

**Metrics**

- Instagram (Feb 1-Mar 2)
  - Accounts Reached: 15,942 (+40.3%)
  - New Followers: 56 (+81;-25)
  - Views: 64, 547 (45% followers; 54.8% non-followers)
- Issuu
  - 02-27-25: 400 impressions, 101 reads, average read time 2:29 minutes
  - 02-13-25: 612 impressions, 69 reads, average read time 5:44 minutes
  - 01-30-25: 627 impressions, 58 reads, average read time 2:43 minutes

**Training & Travel**

- Lack of training among freshman staff

**Outreach**

- TNM x WKNC Collab with Eye on the Triangle and we are now starting our own podcast
- Working in collaboration with Black Artist Coalition to paint freedom expression tunnels and publish more artwork in paper, with two pieces published in print by Black artists
- Communication with LGBTQ+ Center and Women's Center about expanded coverage

**Challenge**

- Lack of training amongst new staff, difficulty establishing the paper organizationally, and lack of funding for projects such as banquet
- Office space is becoming increasingly small due to increase in staff; needs renovation

**Corrections**

- N/A

**Deadlines**

- NABJ 2025 Conference for new EIC is coming up

**Other Notes**

- Alianna is giving a Ted Talk!