Minutes
The University of North Carolina at Greensboro
Board of Trustees
Student Affairs Committee

February 2, 2006

MEMBERS PRESENT: Karen McNeil-Miller, Chair, Exandra Dempsey, Carolyn Ferree

GUESTS PRESENT: Kate Barrett, Jack Bonney, Kristen Boswell, Hudnall Christopher, Carolyn Coppedge, Karen Core, Jean Davis, Carol Disque, Daniel Fischer, Ann Fitzmaurice-Reese, Steve Gilliam, Stephen Hassenfelt, Alice Hill, Donald Hutchen, Francesca Leinwall, Chris Lowrance, Sharlene O’Neil, William Pratt, Jonathan Rosamond, Jen Palancia Shipp, Phil Richman, Gary Rosenkrantz, Thomas Ross, Yvonne Ross, Patricia Stewart, Patricia Sullivan, Edward Uprichard, Lauren Waymouth

Approval of Minutes of the November 3, 2005 Meeting

Ms. McNeil-Miller asked for any corrections to the minutes of the November 3, 2005 meeting. No corrections were offered and a motion was made and seconded to approve the minutes as submitted.

INFORMATION ITEMS:

Residence Hall Update

Vice Chancellor Disque reported that the masonry walls are complete, the structural steel framing is finished and the parking deck is complete. The brick veneer work is about fifteen percent complete, but there is a considerable amount of brick work remaining to be done in the coming weeks. About half of the windows have been installed and they have started on the roof tile. The plumbing has been roughed in and is over half way complete with the HVAC installation and electrical work not quite as far along. As the outside changes become more evident, there is also a considerable amount of work now being done inside as well. Students started signing up on line yesterday (February 1) for next year’s housing with the Spring Garden Street Apartments as one of their choices. By April we should know how popular that building as well as other options are. The project is still on schedule. Dr. Disque encouraged Board members to take some time over lunch to tour another project recently completed - the connector between EUC and the Library. Renovations to the Gove Student Health Center are also well underway.

UNCG Student Media Organizations

Presentations in the fall centered around the array of student organizations on campus and how those are funded. At that time, however, student media organizations were not discussed. They are in some ways more complex than many other student organizations
and have a mission to serve not only their own membership but the entire campus. They also have funding and accountability mechanisms that are slightly different from many of the other student organizations. Student leaders from the print media and WUAG were invited to talk about their organizations, their missions, accountability and support structure. Vice Chancellor Disque introduced Checka Leinwall, Associate Director of Student Life, who is responsible for supporting students in their activities and organizations, to serve as moderator of the panel. Each member of the panel was asked to introduce himself/herself and describe the purpose of the organization with which he/she is affiliated.

Jack Bonney is the full-time General Manager for the campus radio station, WUAG 103.1 FM, located in the basement of the Taylor Theater Building. The executive board of the station is a paid student staff that holds ten office hours per week. The goal of the radio station is to provide entertainment, public service announcements, news updates and sports for the campus as well as the city of Greensboro. Lauren Waymouth is the Promotions Director at WUAG. She handles the public service announcements and concert updates in the area among other things. There are about 80-85 rotating disc jockeys per semester as well as students from BCN 190 and 490 courses that assist with every day tasks at the station. As well as the sporting events and public service announcements, WUAG Presents invites local as well as national bands in for a show each month. One of the largest events they produce is Style and Stereo, a concert/fashion show they have produced for three years that draws about 600 attendees each year. They also produce promotional items, a music themed magazine, and a CD of local and national acts that have performed at their concerts or in the studio during the year.

Kristen Boswell is the Production Manager for Coraddi, a student run magazine that offers UNCG students an opportunity to have their art and literary works published. All students and faculty are invited to join the staff of approximately 20 which is equally divided between art and literary staff. They meet once a week throughout the year to review students’ submissions and choose the best ones to be published in the magazine. A black and white version is published in the fall containing poems and artwork, and a full color magazine is produced in the spring with short stories and full color artwork. As Production Manager she gets design input from the staff and produces a layout using Adobe software. Addam’s Bookstore or Barnes and Noble provide two or three awards that are presented at the end of each semester for the best pieces of art and literature as judged by staff and faculty members. Chris Lowrance is the Executive Editor of The Carolinian, UNCG’s independent student newspaper founded in 1919. The goals of The Carolinian are to provide clear, honest and unbiased reporting of campus events; to provide an open forum for students to express their opinions and views in print; and to provide experience to aspiring journalists, photographers, illustrators and business people while giving them a chance to earn an income. They print 4,000 copies each Tuesday while school is in session. The carolinianonline.com, an online edition of the print paper, gets between 4,000-6,000 visitors each week and is continued through the summer when the paper is not in print. An editorial staff of seven people includes an executive and a managing editor, section editors, a business manager and an advertising manager. They are funded approximately 60 percent student fees and 40 percent from their own income.
The advertising staff is paid from their advertising revenue. Offices for both *The Carolinian* and *The Coraddi* are located in Elliott University Center.

Copies of *The Carolinian* and *The Coraddi* had previously been provided to the Committee. Jack Bonney was again introduced to provide the group with a guided tour of the facilities and equipment at WUAG through a slide presentation. WUAG.net can be heard anywhere in the world, but the on-air signal cannot be heard outside the city of Greensboro. He highlighted some of the special promotions the station has throughout the year and noted that the station celebrated its 40th anniversary last September.

The Committee was introduced to Alice Hill, a faculty member and a volunteer Media Board member. The Media Board oversees *The Carolinian* and *The Coraddi*, but is not involved in the daily operations of these two publications. However, they do oversee budget requests and monitor the handling of money as well as insure that the policies set by the University for student groups are adhered to. They also oversee their bylaws. The Board is made up of six student members that include the editor of *The Carolinian* and *The Coraddi*, five faculty or staff members and at least two community members. Board members must sign a confidentiality clause and every effort is made to recruit members with journalist experience. WUAG has board members in all the departments – news, sports, program, production, promotions. They serve May through May each year and must reapply for those positions each year. They come from all different majors.

Ms. Leinwall asked the panel to share some things they were most proud of related to their organization as well as some of the challenges they face. Lauren got involved with WUAG three years ago through a friend who started Style and Stereo. Her personal greatest achievement has been co-producing this event for the last three years. Her frustration is the low frequency level of the station and the short distance that the broadcast extends outside Greensboro. Kristen is proud to be a part of the tradition of *Coraddi*, the University’s oldest publication dating back to 1897. Budget versus creativity is one of the biggest challenges the staff deals with in publishing a quality magazine with limited resources. Even though it is free, distribution seems to be another challenge. Chris is proudest of the dedicated staff that work long hours to produce each issue of *The Carolinian*. Even though they are a diverse staff, they all come together to do what is best for the paper. The biggest challenge is coming to grips with the fact that they are students. They view themselves as professionals and strive to maintain that work ethic, but sometimes class work has to come first.

The panel was asked to share some information about themselves and their plans for the future. Lauren is a Textile Product and Marketing Design major with a minor in Spanish. She is one of the Dean’s Ambassadors for the School of Human Environmental Sciences; founder and alumni liaison for the Consumer Apparel Retail Studies student organization; and works at a law firm as well as WUAG. She studied abroad in Australia and did an internship doing costumes for film in Los Angeles. Her passion is music, culture, travel and clothing. Kristen plans to graduate in May with a degree in design from the Art Department. She hopes to move to Atlanta and pursue a career with a book/magazine publishing house that incorporates travel and art. Chris is also a design major in the Art
Department and hopes to graduate next year. He recently completed an internship with *Yes Weekly* in Greensboro producing a journalism comic from interviews he conducts for the paper. He has continued on a freelance basis since his internship ended and has been offered a full time job there once he graduates.

Ms. Ferree congratulated the panel on their involvement in activities about which they are so passionate. She was interested in finding out how many hours they spent on these activities and about the sources of funding. Jack indicated that about 90 percent of funding for WUAG comes from student fees and about ten percent from underwriting they receive from advertising with their nonprofit radio station. Kristen reported that *The Coraddi* staff members are required to keep at least one hour a week in the office. The paid positions average about ten hours per week. *The Coraddi* is currently funded from student fees, but they have been discussing the idea of selling advertising limited to the literary/art realm to raise additional revenue. Chris spends fewer hours in the office since his position involves more administrative responsibilities. The section editors spend at least ten hours a week in the office with staff meetings, editing and layout. Student fees cover the basic printing costs, but the payroll funding comes from advertising.

Dr. Rosenkrantz wondered how many students who have worked in student media have gone on to careers in those areas. Chris had several personal contacts who have become newspaper journalists and writers for weekly publications. Lauren and Jack felt that radio is different in that many of their disc jockeys are more interested in the part time job aspect than a career. However, many of them go on to careers in the media or arts such as the music industry. Kristen is gratified to hear from students who have had work published in *The Coraddi* and have gone on to publish in other media. There is no formal way of tracking former students specifically involved in the media organizations. A question was raised about the possibility of changing the frequency to cover a larger listening area. Jack has checked with the FCC and learned that it is not only a lengthy but also an expensive process. At this time, all frequencies below 92.1 have been taken.

With no further business to come before the Committee, the meeting was adjourned at 11:00 a.m.