

Student Media Board of Directors Agenda

**Tuesday, January 13, 2015 • 7 p.m.
Room 356 Witherspoon Student Center**

CALL TO ORDER

APPOINTMENT OF MEETING SECRETARY

OLD BUSINESS

1. Approval of Nov. 11, 2014 minutes

NEW BUSINESS

1. Budget update (Jamie)
2. Business and Marketing Manager update (Patrick)
3. Call for 2015-2016 Student Leader applications/appointment to advisory boards (Patrick)
4. Recruitment and retention report (Jamie)

REPORTS & ADDENDA

- *Agromeck*
- Business Office
- *Nubian Message*
- *Technician*
- *Windhover*
- WKNC

EXECUTIVE SESSION

The Student Media Board of Directors may adjourn into executive session to discuss matters of litigation, potential litigation or personnel.

ADJOURN

**N.C. State Student Media Board of Directors
November, 2014 meeting minutes**

**Tuesday, November 11, 2014 • 7 p.m.
Room 356 Witherspoon Student Center**

Present: Brandon Tung, Daniel Kale, Mimi McCarthy, Dean Phillips, Robbie Williams, Mark Foley, Maddie Lassiter, Matt Donegan, Michael Biesecker, Liz Moomey, Ravi Chittilla, Mark Tate, Chris Hart-Williams, John Kovalchik, Patrick Neal

Absent: Marc Russo, Tiffany Johnson, Ajita Banerjea

Others present: Jamie Lynn Gilbert, Martha Collins, Ellen Meder

CALL TO ORDER

Board chair Daniel Kale called the meeting to order at 7 p.m. and all members introduced themselves. A quorum of voting members was established. John Kovalchik volunteered to serve as recording secretary for the meeting.

OLD BUSINESS

The board unanimously approved the minutes from the Oct. 14, 2014 meeting.

BUDGET UPDATE

Jamie Lynn Gilbert and Patrick Neal presented the October budget report (attached and made a part of these minutes by reference) noting that the non-fee revenue for WKNC appeared artificially low due to a billing lag. Also on the subject of non-fee revenue, Student Business Office Manager Mark Tate said that non-fee revenues to date were running about even with non-fee revenues recorded this time last year. He said that his sales team had seen success with the *Technician's* Fall Living Guide, exceeding the goal of \$6,000 in revenue by some \$2,000. Otherwise, he said that a non-productive *Nubian Message* sales representative had been terminated, and that the Business Office was considering lowering the *Nubian's* ad rates to reflect the publication's 500-issue circulation. Finally, he said that he and his staff were discussing ways to capitalize on the *Nubian's* upcoming 22nd anniversary edition.

BUSINESS AND MARKETING MANAGER SEARCH UPDATE

Patrick said that the search committee charged with identifying finalists for the Business and Marketing Manager conducted phone interviews with two finalists earlier today (Nov. 11) and that an additional phone interview was scheduled for Thursday (Nov. 13.) He said that the committee had originally identified seven semifinalists, but four had removed themselves from consideration – one citing the advertised salary, two saying they had accepted other positions, and one offering no specific reason. Patrick said that following Thursday's conference call, the committee would discuss whether or not to elevate any of the second-tier candidates to finalist status. Regardless of that decision, Patrick said he anticipated that the process would remain on track for an end-of-semester hire date for the successful candidate.

ONE-TIME FUNDING FOR BUSINESS OFFICE, WKNC

Patrick said Student Media had applied for and received one-time funding from Student Leadership & Engagement for two substantial expenditures. One would be a redesigned media kit

that would incorporate "stacked" rate cards for each organization in a custom-designed folder displaying the newspapers' publication dates along with other information. He said Chelsea Brown, the 2013-2014 *Agromeck* editor and a senior design major, had agreed to do the design work for the project. He said he hoped to send the project to the printer over the winter break so that the sales staff could have them in hand at the beginning of the busy spring semester. The total cost of the project is estimated at \$3,200 for 1,000 copies, with the calendar extending to the end of the 2015-2016 academic year to ensure a long shelf life for the kits. WKNC received a one-time award of \$846 to buy five Adobe Premiere video-editing software licenses to strengthen WKNC's popular web-based "The Lounge" multimedia project.

CMA AND CBI CONVENTION RECAPS

WKNC General Manager John Kovalchik and *Nubian Message* Editor In Chief Chris Hart-Williams gave brief recaps of their experiences attending the 2014 College Broadcasters, Inc. convention in Seattle and the Fall 2014 National College Media Convention in Philadelphia. Both said they and other members of their staffs who attended got a lot out of the convention sessions. In particular, Chris said that he had attended some design sessions that had prompted him to redesign the *Nubian Message's* flag. Otherwise, several NCSU Student Media organizations brought home awards from the National College Media Convention. *Agromeck* brought home a Best In Show award for the 2014 edition and a Pacemaker award for the 2013 edition. *Technician* came in seventh in the Best In Show competition. And WKNC brought home two third-place Pinnacle awards, one each for Best Entertainment Program and Best Radio Station overall.

MIDYEAR SOURCE SURVEY REVIEW

Patrick presented a summary of the *Technician* source survey responses he'd collected over the fall semester. The written summary distributed to the board is attached and included as part of these minutes by reference. Patrick said that the numbers were excellent in the aggregate, and slightly improved over last year's aggregate results at the midpoint of the year, but he noted that some problem areas still remained (see written summary.) Michael Biesecker offered advice on various problem areas identified through the surveys. Notably, he said reporters should always strive to interview sources in person. If that was not possible, he said, a phone interview could suffice. He cautioned strongly against email interviews, saying that such interviews were seldom candid or truly informative; in cases where sources insisted on receiving and answering questions in writing, he said it could be done as a last resort, though the story should note that the source insisted on such an arrangement as a precondition for comment. Finally, he said that the Associated Press had a strict policy against pre-publication review by sources, and he explained the rationale behind that policy. As for the *Nubian Message*, Patrick said he had only been able to identify 16 truly "local" sources in the *Nubian's* fall issues, and of those only three had responded. That being the case, he said the data he had would likely not be representative of sources' experiences with the *Nubian* overall. In the end, Patrick advised Chris to encourage his staff to beef up their campus sources and focus their efforts more toward "home" and less toward commentary and national news.

REPORTS AND ADDENDA

Written reports are attached and made a part of these minutes by reference. Otherwise:

- *Agromeck* Editor Liz Moomey said 250 seniors sat for yearbook portraits in the fall, adding that the staff was optimistic about reaching its goal of 600 portraits for the fall and spring portrait sessions combined. She said that as of the meeting date, 46 books had been sold against an overall goal of 300 for the year. With regard to personnel, she said that the *Agromeck's* photo editor had been terminated from the staff and that two *Agromeck* photographers, Ryan Parry and Chris Rupert, had agreed to serve as co-editors for the remainder of the academic year. Finally,

she said, the staff had obtained an iPad from the NCSU Bookstores to use as a prize in a drawing once sales conclude with all purchasers entered to win. The problem, she said, was awareness: Few people (including those who had already purchased books) knew that they would be automatically entered in the drawing when they purchased a book. To remedy that, she said the staff would be notifying those who purchased the book that they were entered and redouble their efforts to market the drawing during the spring senior portrait period.

- Student Business Office Manager Mark Tate thanked board member Robbie Williams and other Student Business Office alumni for leading a training session for the student sales staff Nov. 4. Mark said that it was one of the best training sessions he'd been a part of since joining Student Media as a freshman.
- *Technician* Editor In Chief Ravi Chittilla said that he and Managing Editor Austin Bowman had recently met with Editorial Adviser Ellen Meder and Technology Analyst Doug Flowers with regard to refreshing the look of the *Technician's* website.
- *Windhover* adviser Martha Collins said that the magazine staff had designed a great-looking set of flyers/e-boards/etc. soliciting submissions for the 2015 edition and would soon begin posting them on campus.

ADJOURN

The meeting adjourned at 7:50 p.m.

STUDENT MEDIA BUDGET VS. ACTUAL

DATE: November 1, 2014
 PERCENT THROUGH FISCAL YEAR: 33%

056 AGROMECK				058 WINDHOVER				066 TECH SUPPORT			
	Budget	Actual	Percent		Budget	Actual	Percent		Budget	Actual	Percent
Payroll	\$ 15,020.04	\$ 4,605.27	31%	Payroll	\$ 4,400.00	\$ -	0%	Payroll	\$ 75,390.52	\$ 24,934.01	33%
Supplies	\$ 850.00	\$ -	0%	Supplies	\$ 450.00	\$ -	0%	Supplies	\$ 2,500.00	\$ -	0%
Leadership develop.	\$ 1,860.00	\$ 406.20	22%	Leadership develop.	\$ 100.00	\$ -	0%	Leadership develop.	\$ -	\$ -	-
Admin service charges	\$ 4,070.00	\$ 3,170.89	78%	Admin service charges	\$ 989.00	\$ 781.72	79%	Admin service charges	\$ 4,020.00	\$ 3,143.30	78%
Current services	\$ 28,558.24	\$ 420.39	1%	Current services	\$ 14,940.00	\$ -	0%	Current services	\$ -	\$ 248.72	-
Fixed charges	\$ 943.00	\$ 364.00	39%	Fixed charges	\$ 343.00	\$ 225.00	66%	Fixed charges	\$ -	\$ -	-
TOTAL	\$ 51,301.28	\$ 8,966.75	17%	TOTAL	\$ 21,222.00	\$ 1,006.72	5%	TOTAL	\$ 81,910.52	\$ 28,326.03	35%
Non-fee income	\$ 30,000.00	\$ (398.27)	-1%	Non-fee income	\$ 14,390.00	\$ -	0%	Non-fee income	\$ -	\$ -	-
Fee income	\$ 21,301.28	\$ 10,408.96	3.34%	Fee income	\$ 6,832.00	\$ 3,338.49	1.07%	Fee income	\$ 81,910.52	\$ 40,025.92	12.83%
TOTAL	\$ 51,301.28	\$ 10,010.69	20%	TOTAL	\$ 21,222.00	\$ 3,338.49	16%	TOTAL	\$ 81,910.52	\$ 40,025.92	49%
Profit/Loss	\$ -	\$ -	-	Profit/Loss	\$ -	\$ -	-	Profit/Loss	\$ -	\$ -	-

061 NUBIAN MESSAGE				059 WKNC				OVERALL			
	Budget	Actual	Percent		Budget	Actual	Percent		Budget	Actual	Percent
Payroll	\$ 3,850.37	\$ 719.89	19%	Payroll	\$ 35,156.00	\$ 11,056.24	31%	Payroll	\$ 566,616.42	\$ 159,184.98	28%
Supplies	\$ 150.00	\$ -	0%	Supplies	\$ 3,500.00	\$ 121.71	3%	Supplies	\$ 23,996.00	\$ 4,727.82	20%
Leadership develop.	\$ 1,920.00	\$ 561.20	29%	Leadership develop.	\$ 2,320.00	\$ 1,170.80	50%	Leadership develop.	\$ 19,550.00	\$ 6,989.32	36%
Admin service charges	\$ 790.00	\$ 617.26	78%	Admin service charges	\$ 2,750.00	\$ 2,162.30	79%	Admin service charges	\$ 44,044.00	\$ 34,546.00	78%
Current services	\$ 6,854.93	\$ 1,562.92	23%	Current services	\$ 3,380.60	\$ 1,081.82	32%	Current services	\$ 249,999.58	\$ 41,178.94	16%
Fixed charges	\$ 174.00	\$ 149.00	86%	Fixed charges	\$ 4,697.00	\$ 846.00	18%	Fixed charges	\$ 23,000.00	\$ 3,513.65	15%
TOTAL	\$ 13,739.30	\$ 3,610.27	26%	TOTAL	\$ 52,803.60	\$ 17,538.87	33%	Contracted services	\$ 6,400.00	\$ 2,203.20	34%
Non-fee income	\$ 2,000.00	\$ -	0%	Non-fee income	\$ 47,100.00	\$ 5,742.19	12%	Capital outlay	\$ 32,500.00	\$ 30,232.91	93%
Fee income	\$ 11,739.30	\$ 5,736.46	1.84%	Fee income	\$ 5,703.60	\$ 2,787.09	0.89%	Student financial aid	\$ -	\$ -	0%
TOTAL	\$ 13,739.30	\$ 5,736.46	42%	TOTAL	\$ 52,803.60	\$ 8,529.28	16%	TOTAL EXPENSES	\$ 966,106.00	\$ 282,576.82	29%
Profit/Loss	\$ -	\$ -	-	Profit/Loss	\$ -	\$ -	-	Non-fee income	\$ 327,856.00	\$ 30,215.16	9%
								Fee income	\$ 638,250.00	\$ 311,883.60	49%
								TOTAL INCOME	\$ 966,106.00	\$ 342,098.76	35%

057 TECHNICIAN				060 GENERAL ADMIN			
	Budget	Actual	Percent		Budget	Actual	Percent
Payroll	\$ 89,525.86	\$ 20,203.90	23%	Payroll	\$ 343,273.64	\$ 97,665.67	28%
Supplies	\$ 3,500.00	\$ 432.92	12%	Supplies	\$ 13,046.00	\$ 4,173.19	32%
Leadership develop.	\$ 7,490.00	\$ 1,631.10	22%	Leadership develop.	\$ 5,860.00	\$ 3,220.02	55%
Admin service charges	\$ 15,360.00	\$ 12,057.35	78%	Admin service charges	\$ 16,065.00	\$ 12,613.18	79%
Current services	\$ 163,844.06	\$ 34,458.93	21%	Current services	\$ 32,421.75	\$ 3,406.16	11%
Fixed charges	\$ 12,078.00	\$ 1,769.65	15%	Fixed charges	\$ 4,765.00	\$ 160.00	3%
Student financial aid	\$ -	\$ -	0%	Contracted services	\$ 5,400.00	\$ 1,103.20	20%
TOTAL	\$ 291,797.92	\$ 70,553.85	24%	Capital outlay	\$ 32,500.00	\$ 30,232.91	93%
Non-fee income	\$ 234,366.00	\$ 24,871.24	11%	TOTAL	\$ 453,331.38	\$ 152,574.33	34%
Fee income	\$ 57,431.92	\$ 28,064.36	9.00%	Non-fee income	\$ -	\$ -	-
TOTAL	\$ 291,797.92	\$ 52,935.60	18%	Fee income	\$ 453,331.38	\$ 221,522.32	71.03%
Profit/Loss	\$ -	\$ -	-	TOTAL	\$ 453,331.38	\$ 221,522.32	49%
				Profit/Loss	\$ -	\$ -	-

Net Profit/Loss	
	Amount
Net Profit/Loss	\$ 0.00

Source survey summary for the *Technician*

Fall, 2014 semester

**Surveys sent through the
Wednesday, Nov. 5 issue: 462**

**Surveys completed as of Monday,
Nov. 10: 185**

Response rate: 40%

**• Were the facts you
provided the reporter presented
accurately and in context?**

Yes: 89%

No: 11%

**• Were you quoted
accurately and in context?**

Yes: 95%

No: 5%

**• Was the reporter
professional in his or her
interactions with you?**

Yes: 98%

No: 2%

**• Did the reporter follow up
with you after the initial interview
to confirm his or her facts and ask
follow-up questions?**

Yes: 43%

No: 57%

**• With regard to the article's
overall accuracy, clarity and
fairness, if you were giving the final
version of the story a letter grade,
what grade would you give it?**

A: 54%

A-: 26%

B+: 9%

B: 7%

B-: 1%

C+: 2%

C: 1%

C-: n/a

D: 1%

F: 0%

Items of note from comments:

- Some reporters' sole interactions with sources are still email-only – and in one case, a source said that the entire interview was conducted via text message.

- Several sources said reporters were hastily calling for interviews extremely close to deadline. In some cases that lack of preparation led to deficiencies in the final stories, not to mention leaving a poor impression on our sources.

- Misleading or inaccurate headlines continue to be a problem, though that was mentioned less this semester than at this same period last year.

- Every reporter needs to be ready to answer the question: "Can I read the article before it's printed?" Our sources don't understand why we prohibit our reporters from granting such requests.

- Lack of follow-up interviews continues to be an issue. Unless it's absolutely impractical for a "live" event, every reporter needs to build time into their schedule for it.

- Some sources noted typos in stories and cited copy editing as an issue.

STUDENT MEDIA ORGANIZATION REPORTS - November, 2014

Agromeck **submitted by Liz Moomey, editor**

Personnel: Our staff has remained the same. We still have people expressing interest in joining.

New staff members are filling out their paperwork to get paid, since they have met the requirements of being a correspondent. We hope to have everyone's paperwork turned in before next deadline.

John Joyner has been removed as the photo editor. Photo editor applications are due noon Nov. 6. Hoping to hire a new photo editor the week of Nov. 11. Assignments and other work that the photo editor have been completed by Chris Rupert and Ryan Parry during this transition.

Training: We will have work nights once again starting to work on the fourth deadline. For some of the bigger spreads, we are having designers team up, generally a new designer with a returning one. And we promoting collaboration between designers and writers for these spreads as well to make sure the content is similar.

Assignments editor Kaitlin Montgomery attended the CMA/ACP Convention in Philadelphia. She attended classes on leadership and journalism. She brought back valuable information on how to cover sexual assault, which we are doing two spreads on.

Marketing and Promotions: We have gained 13 additional likes on Facebook and six followers on Instagram since last board meeting.

We have sold 40 books. We promoted the sale of our books heavily at senior portraits. We had ads run on TV screens, Facebook and in *Technician*.

Deadline: Proofs will be sent out Nov. 6. We will start jumping into our December deadline right after. We moved the deadline to Dec. 7 for staff, so they can be done with all their content before exam week and the editors will edit during that week for the Dec. 12 deadline. We will also be sending the cover design.

Business Office **submitted by Mark Tate, business office manager**

Revenue

Technician

Revenue for the Technician has picked up tremendously over the last few weeks. We are seeing a consistent inflow of ads in our regular Technician sections as well as special sections.

WKNC

Year to Date (July 1st-November 11th) we have brought in \$4714.96 from WKNC sales. Our WKNC sales rep is working hard to increase these numbers and bring in new business so we are not so reliant on just a handful of clients.

Nubian Message

We are seeing no increase in Nubian Message ads. As mentioned in the last report, we believe this is primarily due to the high rates. Because of this, we are going to lower these rates to better reflect what the value is.

Agromeck

Agromeck is using house ads in the Technician, as well as events and other tactics to sell the yearbook. They have also started the sale of senior ads. We have secured an iPad in a trade with the bookstore as a grand prize for a competition to be run throughout the year.

Expenditures

All expenditures are normal and everything is in line with the budget. We have received a grant in order to pay for new media kits that should be ready by the beginning of next semester.

Personnel

My last report indicated that we had just hired a new prospecting account executive. She started a few weeks ago and has been doing a tremendous job in bringing in new revenue to student media. As a whole, the staff has been working hard and improving every week on their sales.

Training

On November 4th we had Robbie, Kelly, and Chanon (all 3 were former student media employees who currently work in sales) come and give us sales tips. They spoke about cold calling, prospecting, face-to-face interactions with customer, closing the sale, and raising awareness about student media. My entire sales staff attended and it was a very productive meeting. We took a lot away from it and I believe it will bring some new life into the office.

Technology

There are no problems with the technology, it has been working great.

Deadlines

There are no deadlines to discuss at this point in time

Nubian Message **submitted by Chris Hart-Williams, editor**

Personnel

We are at a better place with regard to staff members past and present filling

out the appropriate paperwork. By the next board meeting we hope to report an official number.

Training

Following production of our Nov. 12 issue we will have another training for staff writers. Until then, training will be one-on-one when writers come into the office. We've implemented mandatory production night attendance, which will be Sundays, Mondays and Tuesdays.

Coverage

More students need to be included in our pieces. There are a slew of student artists and others doing interesting things on campus that I think our readers would enjoy. Because we are getting into the groove of things, I hope our content will improve.

Deadlines

n/a

Ethical/legal issues

n/a

Technician

submitted by Ravi Chittilla, editor

Personnel

We haven't seen too many changes since the last board meeting. Sports, opinion and design are doing well. Our photo staff is larger and mostly comprised of new photographers, but many of them have showed significant improvement since joining. The staff for the News and Features section has been about consistent and with only about 12 issues left as of this writing (11/6/14), I don't imagine we will see a significant drop off or influx of new writers. When we talk recruiting next semester, these are the sections that will especially need new staff members. Copy Desk could also use a few more staff members since adopting a system that has three copy editors per night.

Training

Almost all of our News and Features stories need significant editing and we've especially had trouble with proper sourcing. We continue to stress this in our meetings, but I am hopeful Ellen's weekly training sessions will give our writers more resources to learn. A few of our writers have also worked with Editor-in-Chief Emeritus Sam DeGrave. I hope with all the resources we are offering, not to forget the section editors and myself, we will be able to continue to build on the small progress we have made this semester in the new year.

Technology

Nothing to report.

Coverage

We are still not covering campus affairs as much as I would like. I hope this is something that continues to increase as we put together the last issues of the semester and continue to increase in the new year.

Deadlines

Meeting deadline has been consistent with that of the last few months.

Ethical/Legal Issues

In late October, the *Technician* reported that the University would not adopt new guidelines consistent with the 'Yes means Yes' policy adopted at California state schools and the University of North Carolina at Chapel Hill. This was incorrect. What is true is that the university *has not* yet adopted these policies. To deal with the matter, News Editor Katherine Kehoe and I met with university officials including Lisa Zapata, Justine Hollingshead, Ashley Simons-Rudolph and Paul Cousins from Student Conduct. We corrected the story. Other than this, there have been no major ethical or legal matters which have arisen.

Windhover **submitted by Ajita Banerjea, editor**

Personnel

I met with the design team recently, and we discussed advertisements for submissions. They are currently working on creating flyers and posting them around campus to encourage student submissions. We also had a general discussion about theme/potential layouts for the magazine. They will be discussing that as well in their upcoming meetings to get a head start on design ideas for the magazine this year.

Events

One Open Mic night is going to be held in the spring semester. We finalized the date with George at the Crafts Center and it is set for February 25, 2015 from 7-10 pm.

Marketing

Once the designers have a poster ready, I will post information to the Facebook and Twitter sites, as well as to the Windhover page, about submission deadlines and content accepted to encourage people to submit work. We plan on having some in-house advertising, as well as having the advertisements come up on digital displays around campus. Some of the Windhover staff are also planning on going to different classrooms in CHASS and the Design School to raise awareness about the magazine and submission deadlines.

Deadlines

The priority deadline for submissions has now been set for December 5th.

Technology

Once the primary work for Windhover is taken care of, the designers and I are tentatively planning on updating the Windhover website. The design editor and I both have software programming skills, and we believe we could work with the graphic designers to make the website more aesthetically appealing and give it a better layout.

WKNC

Submitted by John Kovalchik, General Manager

REVENUE

Non-fee income (money in the bank), as of Oct. 31, 2014: \$5,242.19
Regular donor announcements — \$673.13
Tir Na nOg — \$1,700.00
Promotions/Live Nation — \$3,000.00
Merchandise Sales — \$406.00
Other — \$(36.94)

The business office has actually sold more than \$5,000 in donor announcements so far this fiscal year, but we have only deposited one check, which was actually for DAs sold in 2013-2015. We very much look forward to having the Business and Marketing Manager position filled so that invoices can be sent out more regularly and we can more quickly realize money from DA sales.

Merchandise Sales - We have sold more than \$95 on our online store - wknc.org/swag - and the money is depositing properly. We have 42 T-shirts in stock, mostly from previous Double Barrel and will make a big push to sell them all by the end of the year.

Double Barrel Benefit 12 - Promotions Director Yvonne Chazal has started soliciting sponsors for DBB12 in February. We had \$1,250 in cash and \$1,750 in in-kind sponsors for DBB11 and hope to have \$3,000 in cash for DBB12.

WKNC was a runner-up in Spotify's Soundclash competition and won \$1,000. Jamie has been in contact with Spotify to get the money and we plan to use it to purchase some equipment for The Lounge and some promotional items.

EXPENDITURES

Our contracted services line item is temporarily over-budget, as payment for Fridays on the Lawn bands are waiting to be reimbursed by the Union Activities Board.

TECHNOLOGY

We received a grant to purchase Adobe Premiere Pro for five workstations. This will allow us to more evenly distribute the editing work for The Lounge and back up our files.

AWARDS

At CBI's 2014 National Student Electronic Media Convention WKNC gave two presentations, attended over 20 and was nominated three times for two awards bringing home the awards for Best Social Media Presence and Best Vodcast.

OUTREACH

Several students DJ'd the College of Natural Resources' 85th Anniversary event. DJ Diego Cancel served as a "celebrity reader" at the Grove School in Cary during their annual literacy week.

PROGRAMMING

Eye on the Triangle had a special broadcast as a part of Diversity Education Week that included coverage of the Multicultural Student Affairs department, "A Look Into Islam," and the GLBT center as a resource on campus. We restarted 88.1 Seconds of Technician in October, as a daily broadcast and podcast. The podcast received 43 downloads in October.

SEEKING APPLICATIONS for Student Media Leaders

To: Applicants for 2015-2016 editors of the *Agromeck* yearbook, *Nubian Message*, *Technician*, *Windhover* literary and arts magazine and managers of the business office and WKNC.

Date: Jan. 8, 2015

Re: Vacancies in leadership positions

QUALIFICATIONS

- The candidate must have been a member of that media for at least two full semesters.*
- The candidate must have at least two semesters remaining as an N.C. State University student.*
- The candidate must have at least a 2.50 cumulative grade point average and must maintain a 2.50 semester and cumulative GPA.
- The candidate must be a full-time N.C. State University student.
- The candidate must be free of active disciplinary sanctions, subject to the review of the Office of Student Conduct.
- The candidate must agree to attend all required training.**
- For the University regulation for undergraduate student leadership, consult regulation 11.55.6.

*The board may decide to waive this requirement.

**For the *Technician* and *Nubian Message* editors, this includes the Management Seminar for College News Editors in Georgia in July as well as retreats to be scheduled at the beginning of the fall and spring semesters.

**For the *Agromeck* editor and senior staff, this includes a summer workshop TBD.

STEP ONE: The position package — due Thursday, Feb. 5, noon, 307A Witherspoon

The position package (one-page cover letter, one-page resume and transcript) is due by noon to Patrick Neal in 307A Witherspoon Student Center. As we are a deadline-driven organization, packages won't be accepted, copied or distributed late. The position package should consist of a cover letter, a resume and up to five pages (one-sided, black-and-white) and an unofficial copy of your transcript. For more suggestions on what you might include in your position package, visit with any of the Student Media professional staff members or student leaders.

STEP TWO: Meet with advisory board — date, time, location TBA

The four advisory boards - Newspapers, Broadcast, Annual Publications and Business Office - will meet at times and locations to be determined to interview the candidates for top leaders. Each advisory board will make a recommendation to the Student Media Board of Directors. Those meetings will be held between Friday, Feb. 6, and Monday, March 2.

STEP THREE: The interview — Tuesday, March 3, 7 p.m., 356 Witherspoon

The members of the Board of Directors hire the top editors and managers. Candidates may contact members of the Board and may answer questions prior to the meeting. During the meeting, each candidate will be given time to answer questions, ask questions and/or give a statement.

Results will be announced immediately following the Board meeting.

POSSIBLE ISSUES TO DISCUSS AT BOARD MEETING AND/OR IN THE POSITION PAPER

- What is your experience (here at NC State and elsewhere) that makes you the best qualified for the position?
- How will you improve the credibility of our media?
- Why do you want the job? And it is a job. The editors will influence what students at NC State know about their fellow students. They produce what will be an integral part of the history of the university forever. And they are entrusted with the wise spending of student fees to benefit students.
- How do you intend to improve upon the foundation past staffs have built? Or do you just intend to maintain things the way they are?
- How do you plan to increase and improve your medium's online presence?
- How will your medium serve NCSU students?
- How do you relate to fellow staff members?
- What will you bring, personally, to the position?
- How will you ensure that your medium best serves students?
- What are your goals? Be specific. Don't have glittering generalities. Address monetary issues. Have a vision. What about the quality of the medium? What about the content?
- How do you intend to recruit, train, motivate and retain your staff?

THE POSITION PACKAGE for Student Media Leaders

To: Applicants for 2015-2016 editors of the *Agromeck* yearbook, *Nubian Message*, *Technician*, *Windhover* literary and arts magazine and managers of the business office and WKNC.

Date: Jan. 8, 2015

Re: The Position Package

STEP TWO: The position package — due Feb. 21, noon, 307A Witherspoon

The position package is a key part of your application.

As we are a deadline-driven organization, papers won't be accepted, copied or distributed late.

The position package consists of four parts.

1) *A cover letter (one page maximum)*

The cover letter should be the front page of the package that explains to the Board why the Board members should hire you. It should grab the Board's attention and point out why you, above all other applicants, should be interviewed and hired. In no more than one page, focus on what position you're applying for and why. Be brief and specific.

2) *Your resume (one page maximum)*

The resume should be packaged like your cover letter. Presentation is important.

3) *Position paper (five pages maximum)*

Sample copies of past position papers are available for inspection with your Student Media adviser. The position paper should be NO MORE THAN FIVE PAGES and should include (but should not be limited to) the following sections:

- a) Positive aspects of this medium and things you plan to continue
- b) Plans for recruitment and retention of staff
- c) Plans for improving coverage of the campus, students, faculty, staff and alumni
- d) Plans for improving timeliness and planning aspects of this medium
- e) Other problems you've identified for the medium and plans for improvement including everything from credibility to copy editing to staff bonding.

4) *Transcript*

An unofficial copy printed off the website is perfectly fine. You may also come by the Student Media office and speak with the Student Media adviser to provide documentation of your student status. This transcript will NOT be distributed to the Board of Directors but will only be used to verify that you meet the minimum grade and full-time student status requirements.

All pages should be submitted together with a paper clip, no staples or binding. The pages should be printed on one side only and on white paper. The package will be photocopied in black-and-white, so pages should not rely on any color.

POSSIBLE ISSUES TO DISCUSS AT BOARD MEETING AND/OR IN THE POSITION PAPER

- What is your experience (here at NC State and elsewhere) that makes you the best qualified for the position?
- How will you improve the credibility of our media?
- Why do you want the job? And it is a job. The editors will influence what students at NC State know about their fellow students. They produce what will be an integral part of the history of the university forever. And they are entrusted with the wise spending of student fees to benefit students.
- How do you intend to improve upon the foundation past staffs have built? Or do you just intend to maintain things the way they are?
- How do you plan to increase and improve your medium's online presence?
- How will your medium serve NCSU students?
- How do you relate to fellow staff members?
- What will you bring, personally, to the position?
- How will you ensure that your medium best serves students?
- What are your goals? Be specific. Don't have glittering generalities. Address monetary issues. Have a vision. What about the quality of the medium? What about the content?
- How do you intend to recruit, train, motivate and retain your staff?

STUDENT MEDIA BOARD OF DIRECTORS
Advisory Board membership as of Jan. 11, 2015

Annual Publications

John Cooper Elias
Michele Chandler
Brandon Wright
Liz Moomey
Ajita Banerjea
Alanna Howard
Martha Collins

Broadcast

Joe Ovies
Kelly McCullen
Dean Phillips
John Kovalchik
Maddie Lassiter
Jamie Lynn Gilbert

Business Office

Robbie Williams
Matt Donegan
Kelly Brys
Lauren Sundberg
Chanon Smith
Amy Callahan
Mark Tate
Krystal Baker

Newspaper

Michael Biesecker
Toni Thorpe
Nancy Wykle
Ben McNeely
Tyler Dukes
Sam DeGrave
Ravi Chittilla
Chris Hart-Williams
Ellen Meder

Unassigned: Mark Foley, Brandon Tung, Tiffany Johnson, Daniel Kale, Mimi
McCarthy, Marc Russo

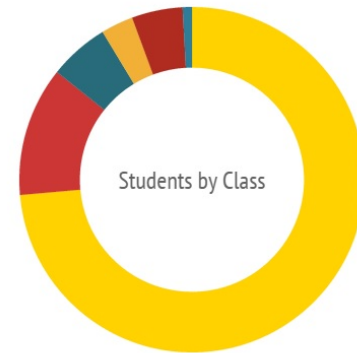
NC STATE **STUDENT MEDIA**

Recruitment and Retention Report Fall 2014

HIGHLIGHTS

- 231 individual students expressed interest in at least one medium during the recruitment period (down significantly from 378 in 2013 and an eight-year average of 340 students).
 - Reached 117 freshmen during New Student Orientation (down from 212 in 2013).
 - Reached 15 new transfer students during transfer orientation (up from 10 in 2013, but still down from 24 in 2012).
 - Reached 129 students at Campus Crawl and the Student Media Open House (down from 156 in 2013, but up from 71 in 2012). Of the 129, there were 72 freshmen, 26 sophomores, 11 juniors, 7 seniors, 11 graduate students and 3 students of indeterminate class status.
 - We also reached 25 students at Packapalooza, although that was not part of the official recruitment effort. We did recruit and retain five students from Packapalooza, who are included in the final numbers.
- 75 individuals attended the Student Media open house, down from 2013's record 120 attendees, but consistent with 74 attendees in 2012.
 - 29 of the 75 individuals who attended the open house expressed interest at a prior recruitment effort (39 percent of open house attendees; down from roughly 50 percent over the past three years).
- 22 of the 75 individuals who attended the open house joined a medium's staff (29 percent of open house attendees, up from 20 percent in 2013 but down from 32 percent in 2012 and 35 percent in 2011).
- 27 of the 31 individuals who expressed an interest in Student Media and joined the staff were retained (12 percent of total, consistent with 2013 levels). Out of 223 students in our records at the end of the fall 2014 semester, those 27 new students represent 12 percent of our entire staff (down from 21 percent in 2013).
- When adding the new 27 students to those recruited and retained from 2010-2013, our staff contains 74 students, or 33 percent, who came to Student Media during one of our official recruitment efforts.

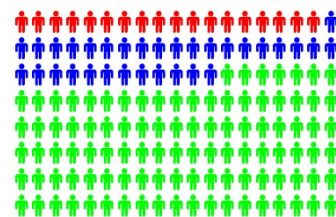
Student Media Recruitment 1415



Almost three-fourths (171 of 232) of students who indicated interest during our recruitment period were freshmen. Of the 27 students recruited and retained, 63% were freshmen.

Create infographics [info gram](#)

Fall 2014 staff



Recruited 2014 Recruited 2010-2013 Rest of staff

Create infographics [info gram](#)

CONCLUSIONS

- According to New Student Orientation, 4,850 students came through the 17 freshman orientation sessions, Summer Start and transfer orientation. We made contact with 132 of those students, or about three percent of orientation attendees. Our 2010-2013 average was five percent of attendees.
- Based on numbers from 2006-2013, Student Media recruits an average of 13% of the students it reaches during our formal efforts of staffing an information table during New Student Orientation, having a presence at Campus Crawl and hosting a Student Media Open House at the start of the fall semester. We retain, on average, 11% of the total students reached.
- While overall numbers were down for 2014, our percentages met our eight-year average. Of all the individuals who expressed interest, we recruited 13% recruited of the total and retained 12%.
- We saw a decline in the number of freshmen who joined the staff, likely due to the very limited time they were present at the information sessions at New Student Orientation.
- Overall, our system works well to recruit and retain high quality students for our operations.
- We still need to develop a formal way to track those who join the staff not through these recruitment efforts, which should be done as part of our 2015-2016 assessment.

NEW STUDENT ORIENTATION

As part of Student Media’s departmental objective to actively recruit incoming students and work to retain those students throughout their time at N.C. State, Student Media’s student leaders are charged with engaging in recruitment efforts during New Student Orientation and the beginning of the fall semester. This report is an assessment of that effort.

New student orientation hosted 17 freshman sessions, summer start orientation and four transfer sessions. Editors/ managers were provided with a list of interested students at the end of each of the five weeks. The contacted field represents the number of individuals contacted by Monday at 9 a.m. following each week’s orientation.

During our new student orientation effort, we made 276 contacts with 132 individuals, which is the lowest number of contacts and individuals since we began tracking recruitment in 2006. The percentage of those contacted by an editor by the Monday following each week increased dramatically this year due to perfect compliance by the *Technician* and *Windhover* editors.

Overall Comparisons for New Student Orientation 2006-2014

	Individuals	Contacts	Contacted	Eventually
2014	132	276	208 (75%)	276 (100%)
2013	223	451	194 (43%)	451 (100%)
2012	229	460	246 (53%)	451 (98%)
2011	238	470	445 (95%)	470 (100%)
2010	254	584	390 (67%)	558 (96%)
2009	253	504	342 (68%)	504 (100%)
2008	198	365	289 (79%)	N/R
2007	165	312	238 (76%)	N/R
2006	230	304	135 (44%)	N/R

POST-ORIENTATION

Student Media participated in two recruitment efforts beyond new student, Summer Start, and transfer student orientation. We again hosted an open house on the Tuesday of the first week of classes, from 10 a.m. to 2 p.m. Two hours of open house coincided with Campus Crawl, where we also had a table. “Previous” indicates the number of people who expressed an interest in that medium during New Student Orientation who then attended the open house. “New” represents those students who had not previously indicated interest in Student Media during the recruitment effort. More than half the contacts were new, while 51 of the 120 individuals who attended open house had previously indicated interested in Student Media. There are typically more “new” students at Open House than “previous” students, which again points to the need to greater develop our recruitment tracking method.

Open House Attendance by Media 2014

Media	Total	Previous	New
<i>Agromeck</i>	15	3	12
<i>Nubian Message</i>	0	0	0
<i>Technician</i>	45	13	32
<i>Windhover</i>	21	18	3
WKNC	39	17	22
	120	51	69

Duplicate individuals are included in these numbers, as some students visited with multiple media during the open house. *Technician* includes those interested in photography and design.

Overall Comparisons for Post-Orientation 2007-2014

	Individuals	Contacts	Contacted	Eventually
2014	130	273	214 (78%)	214 (78%)
2013	210	397	225 (57%)	225 (57%)
2012	150	290	141 (49%)	148 (51%)
2011	154	286	0 (0%)	0 (0%)
2010	190	384	364 (95%)	384 (100%)
2009	190	317	78 (25%)	146 (46%)
2008	236	403	196 (49%)	N/R
2007	127	169	N/R	N/R

Overall Recruitment Comparisons 2006-2014

	Individuals	Contacts	Contacted	Eventually
2014	231	492	354 (72%)	429 (87%)
2013	378	734	354 (48%)	611 (83%)
2012	333	701	371 (53%)	582 (83%)
2011	335	706	445 (63%)	470 (67%)
2010	389	905	691 (76%)	905 (100%)
2009	399	774	412 (53%)	636 (82%)
2008	382	709	507 (72%)	N/R
2007	273	481	346 (72%)	N/R
2006	230	304	135 (44%)	N/R

All duplicate individuals/contacts have been removed from these numbers.

BY MEDIA

This year marked the first we did not include the business office in our recruitment efforts. There has been no noticeable impact. Overall interest in Student Media dropped due to smaller contact numbers, but no single group saw a significant decline. Interest in *Windhover* and videography actually saw a slight increase in interest. The radio station and daily newspaper (encompassing design, photography and videography) remain the largest draws and maintain the largest staffs.

Interest by Media 2006-2014

Media	2014	2013	2012	2011	2010	2009	2008	2007	2006
<i>Agromeck</i>	39	65	72	63	74	80	70	62	55
Business Office	N/R	33	31	23	46	42	54	9	N/R
Design	52	70	83	74	93	82	N/R	N/R	7
<i>Nubian Message</i>	13	21	32	21	44	33	50	22	18
Photography	75	109	99	138	167	147	125	73	39
<i>Technician</i>	112	158	110	116	147	143	151	134	75
Video	41	43	72	99	101	64	N/R	N/R	N/R
<i>Windhover</i>	39	37	49	50	51	63	36	46	26
WKNC	121	198	153	122	182	120	149	111	76
	492	734	701	706	905	774	709	481	296

All duplicate individuals/contacts have been removed from these numbers.

JOINED STAFF

Of those who expressed an interest during recruitment efforts, below are the numbers of students who actually joined the staff. The percentages are the percentages of people who expressed an interest in that medium who joined the staff. Student Media recruited 31 individuals in 37 positions.

New Staff Recruited by Media 2014

Media	Joined	Percent
<i>Agromeck</i>	5	13%
<i>Nubian Message</i>	1	8%
<i>Technician</i> *	17	10%
<i>Windhover</i>	6	15%
WKNC	8	7%

* *Technician* numbers include staff writers, photographers, designers and videographers. *Technician* percentage is out of the 165 individuals indicating interest in any of those categories.

WKNC's DJ training program pairs incoming students with an experienced DJ, so each semester's DJ training program is limited to around 30 students. In fall 2014, 91 students applied for the training program. About a third of those (29 students) expressed interest during our formal recruitment efforts. Of the 31 students accepted into the training class, about a third (9 students) were from the recruitment list. Those wishing to join the WKNC staff in any non-DJ role (promotions, production, public affairs) are not limited. WKNC also trained three pre-freshmen and one pre-transfer student in its summer training session.

STILL ON STAFF

Some people join the staff, but leave before the end of the fall semester. Below are the number of students who were still on staff in December 2014. The percentages are our “retention” figures, i.e. the percentage of people who joined the staff and remained on it. Student Media retained 27 individuals in 31 positions (four students work for both *Technician* and *Agromeck*).

New Staff Retained by Media 2014

Media	Still	Percent
<i>Agromeck</i>	4	80%
<i>Nubian Message</i>	1	100%
<i>Technician</i>	12	71%
<i>Windhover</i>	6	100%
WKNC	6	100%

New Staff Retained by Class 2007-2014

Class	2014	2013	2012	2011	2010	2009	2008	2007
Freshmen	17	40	25	28	31	28	26	31
Sophomore	6	7	7	6	6	1	8	9
Junior	0	0	3	1	2	2	1	1
Senior	2	0	1	1	0	0	1	3
Grad Student	2	0	2	2	1	2	4	0

New Staff Retained by College 2007-2014

College	2014	2013	2012	2011	2010	2009	2008	2007
Humanities	9	12	15	8	11	8	16	16
Engineering	6	9	5	13	10	8	7	9
Ag/Life Sciences	1	0	4	4	4	4	6	2
Graduate	2	0	2	2	1	2	4	0
Poole Management	1	6	0	3	4	1	2	1
DASA	2	1	1	N/A	N/A	N/A	N/A	N/A
Design	2	3	3	2	4	1	2	2
First Year College	5	6	4	0	4	4	1	6
College of Sciences*	0	8	3	2	0	1	0	3
Textiles	1	1	1	4	1	4	1	3
Transition	0	0	0	0	0	0	1	0
Natural Resources	0	1	0	1	0	0	0	2
Education	0	0	0	0	1	0	0	0

*College of Sciences contains majors in the previous College of Physical and Mathematical Sciences.

STUDENT MEDIA ORGANIZATION REPORTS - January, 2015

Agromeck **submitted by Liz Moomey, editor**

Personnel: We lost one staff member because she didn't meet Student Media requirements. Our former co-design editor may return to help with designing and editing. I receive emails still about people expressing interest in joining *Agromeck*. We will have a writer and designer joining staff. The new photo editors handled deadline well. They completed their job in a timely and effective way.

Training: Martha and I are planning on a mid-semester training session. Also, we will work individually with the staff one-on-one to critique their spreads and stories. We will be starting work nights Jan. 13 and I will encourage the staff to come and work before our Sunday weekly meeting.

Marketing and Promotions: We will be unveiling *Agromeck Man* during senior portraits. We also have made great improvements to the website to promote our book and show various things that will be in it. Kaitlin Montgomery and the photographers have been updating it. Our Instagram has 59 followers and our Facebook has 628 likes. We often receive 1,000 views.

Deadline: We submitted 33 spreads on Dec. 17, missing the deadline by five days. I will enforce a rolling deadline, where spreads and stories should be turned in within a week of being assigned. Our next deadline is Feb. 13. We are submitting 72 pages.

Business Office **submitted by Mark Tate, business office manager**

Revenue

Technician -

We have started off the semester strong with a lot of insertion orders placed for ads within the *Technician* including a few large ad campaigns.

WKNC -

Year to date (July 1st-January 1st) we have brought in \$5,794.96 from WKNC sales. We are continuing to push WKNC ads in order to become less reliant on a handful of customers. I received many WKNC interest emails over break that could lead to great partnership opportunities for WKNC.

Nubian Message -

We have reduced the *Nubian Message* rates significantly and they will be reflected in our new media kit. *Nubian Message* ad sales are struggling so we believe the change in rates will help bring in new clients.

Expenditures: All expenditures are normal and everything is in line with the budget. We have created our new media kit and it has been sent to the printer. We expect this to have a shelf life of a few years and will be very attractive when trying to bring in new customers.

Personnel: One of our top account executives Damian has graduated so his customers have been dispersed. I have given most of his client list to the prospecting account executive Beth, because she has proved herself at this job and has thoroughly impressed me over the last few months. I have also hired two new office assistants.

Training: I will be holding a staff meeting shortly just to kick off the new year. The new office assistants will be trained on the job by the professional staff as well as me.

Technology: There are no problems with the technology, it has been working great.

Deadlines: There are no deadlines to discuss at this point in time

Nubian Message
submitted by Chris Hart-Williams, editor

Personnel: Layout design has improved greatly since August, but due to the time it takes, it has impacted my ability to more effectively perform other tasks. Ellen has helped draft a message for seeking a designer to join our staff. We placed an ad in our latest issue. We still need to discuss what in our personnel budget would go to who takes the position.

Training: Following our Nov. 20 staff meeting Ellen led reporting training, and covered steps on how to obtain sources for stories and steps to writing a news story.

Coverage: There's consistently been struggle to obtain fair amount of content for each issue, due to low participation and a small amount of writers. I am looking to begin reaching out to specific writers about assignments rather than waiting to introduce all story ideas at our staff meetings in hopes that assignments will be more tailored to specific writers' talents.

Technician
submitted by Ravi Chittilla, editor

Personnel: Ellen has taken the lead on this and has planned dates for us to have a table in the Brickyard to reach out to more students about joining the paper. At

the end of January, we're planning on having 3 interest meetings to educate and inform those who sign up at the table sessions and hopefully within the next month we will see a much-needed influx of staff members joining the paper. We're also going to be reaching out to professors in the English Department, specifically the journalism classes.

Training: Right now the focus is definitely on recruitment, but Ellen and I are planning to a structured copy edit session during our retreat on Feb. 7.

Technology: Ellen and Austin have been working with TownNews to give the website a much needed refresh. I'm not exactly sure when the final product will be deployed, but looking at the demo site, I'm happy to say our new site will be much more functional and aesthetically superior to the current one.

Coverage: Being that it is still the opening days of the semester, I don't have too much to say about our coverage this month. With the State Legislature coming back into session, we should see some more stories come out of that. We're also looking to increase campus affairs and administrative coverage by looking toward to the activities of the Board of Trustees and the Board of Governors.

Deadlines: Meeting deadline has been consistent with that of the last few months.

Ethical/Legal Issues: Nothing to report.

Windhover **submitted by Ajita Banerjea, editor**

Personnel: The design team and I plan on meeting Frank Pulley at Theo Davis within the next few weeks. We are in the process of setting that up. The committees will be sent the submissions received thus far for evaluation within the next few weeks.

Events: One Open Mic night is going to be held this semester. We finalized the date with George at the Crafts Center and it is set for February 25, 2015 from 7-10 pm.

Marketing: Our priority deadline passed with a good number of submissions, and the final deadline is coming up on January 20th. The design team have advertised the final deadline on our Facebook and Twitter sites, and some fliers should also be up before the deadline. The design team has also created Open mic night posters and will be placing these around campus soon for early advertisement.

Deadlines: The final deadline for submissions is now set to January 20th.

Technology: I have been working on updating the *Windhover* website, so it now has a new look! I will update the Sponsors page shortly with the new rates, and we plan on including *Windhover's* new logo as a banner on the site.

WKNC

Submitted by John Kovalchik, General Manager

Revenue

Non-fee income (money in the bank), as of Dec. 31, 2014: \$11,160.25
Donor announcements — \$4,391.13
Tir Na nOg — \$1,900.00
Promotions/Live Nation — \$3,100.00
Merchandise Sales — \$745.12
Other — \$1,021.00

Donor Announcements - The business office has sold around \$7,000 in donor announcements so far this fiscal year, which is not quite halfway toward the goal of \$15,500. If we continue to add new clients we should be able to meet this goal without difficulty.

Merchandise Sales - We have sold than \$365.10 on our online store - wknc.org/swag - and the money is depositing properly. We have an additional \$400+ in cash sales. We printed almost 100 T-shirts with the Godzilla design and have less than 20 left in stock. We have sold out of "Mystery Roach" Tshirts and have only 3 pint glasses left in stock. Stickers and guitar picks were ordered as promotional items.

Double Barrel Benefit 12 – We are continuing to soliciting sponsors for DBB12 in February. We currently have \$1,600 dollars in in-kind donations and \$1,000 dollars in cash sponsorship. We had \$1,250 in cash and \$1,750 in in-kind sponsors for DBB11 and hope to have \$3,000 in cash for DBB12.

Personnel: New hires include Emma Badorrek as Underground Music Director, Charles Morse as Assistant Underground Music Director, Jacob Davis as Assistant Daytime Music Director, Jamie Halla as Daytime Music Assistant, and Kaanchee Ghandi as off-campus promotions deputy.

Outreach: We were the non-profit showcase at the Raleigh Symphony Orchestra performance at Leesville Road High School on December 6th.

Programming: On Dec. 29 we hosted the 17th annual WKNC Afterhours Reunion show, a six-hour program guest-hosted by three alumni. We have also added a North Carolina focused hardcore show and re-instated our soul/jazz program called "The Crypt."