

Student Media Board of Directors Agenda

**Tuesday, March 17, 2015 • 7 p.m.
Room 356 Witherspoon Student Center**

CALL TO ORDER

APPOINTMENT OF MEETING SECRETARY

OLD BUSINESS

1. Approval of Jan. 13, 2015 minutes

NEW BUSINESS

1. March 2015 Budget update (Jamie)
2. 2015-2016 Budget update (Patrick)
3. Recommendations from advisory boards for 2015-2016 student leaders
 - Annual Publications
 - Broadcast
 - Business Office
 - Newspapers

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
January, 2015 meeting minutes**

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

Present: Maddie Lassiter, Mark Foley, Tiffany Johnson, Mimi McCarthy, Matt Donegan, Robbie Williams, Dean Phillips, Liz Moomey, Ravi Chittilla, Ajita Banerjea, John Kovalchik, Mark Tate, Brandon Tung, Patrick Neal

Absent: Daniel Kale, Michael Biesecker, Marc Russo, Chris Hart-Williams

Others present: Jamie Lynn Gilbert, Martha Collins, Ellen Meder, Doug Flowers, Louis Bailey

CALL TO ORDER

Board vice-chair Mimi McCarthy called the meeting to order at 7 p.m. A quorum of voting members was established. Patrick Neal volunteered to serve as recording secretary for the meeting.

OLD BUSINESS

The board unanimously approved the minutes from the Nov. 11, 2011 meeting with one correction: *Technician* Managing Editor Austin Bryan was incorrectly identified as Austin Bowman in the "Reports and Addenda" section. The corrected minutes are attached and made part of these minutes by reference.

BUDGET UPDATE

Jamie Lynn Gilbert presented the budget update, which is attached and made part of these minutes by reference. She noted that as of the midpoint of the fiscal year, all of the organizations were doing well in terms of controlling spending. She did note, however, that non-fee revenue was still an area of potential concern, as the *Technician* was just at 20 percent of its annual non-fee income goal.

BUSINESS AND MARKETING MANAGER SEARCH UPDATE

Patrick said that Krystal Baker was returning to Student Media as its Business and Marketing Manager. He said that her original return date had been set for Jan. 6, but he said that had been delayed after Krystal's mother-in-law unexpectedly passed away. He said her new return date was Tuesday, Jan. 20, the day after the MLK Day holiday.

**CALL FOR 2015-2016 STUDENT LEADER APPLICATION
AND APPOINTMENTS TO ADVISORY BOARDS**

Patrick reviewed the memoranda and timeline for the leader selection period. He confirmed that the due date was Thursday, Feb. 5, and not Feb. 21, as was incorrectly noted on the memorandum with the subject line "The Position Package." The student leaders confirmed that they had sent notices to their staffs about the opportunity, and Patrick said the memoranda had been posted at various spots throughout the organizations' offices. Otherwise, Patrick said none of the new members of the board had been assigned to an advisory board yet. Both Tiffany Johnson and Mark Foley volunteered to serve on the Broadcast Advisory Board. Mimi McCarthy volunteered for the Annual Publications Advisory Board. Patrick said he would reach out to the

other unassigned board members to inquire about their preferences and update the membership list accordingly.

RECRUITMENT AND RETENTION REPORT

Jamie reviewed Student Media's Fall 2014 Recruitment and Retention Report, which is attached here and made a part of these minutes by reference. A discussion of possible strategies to shore up the lagging numbers followed. Ellen Meder said the *Technician* had planned a midyear recruitment push in advance of the paper's spring mini-retreat Feb. 7. She said three interest meetings had been scheduled and that the staff was promoting it on campus via posters, e-signboards and social media. She said the staff was also planning to set up tables at both Talley and the Brickyard. Tiffany Johnson asked if the strategy included any outreach on Centennial Campus. Ellen said a copy editor in engineering had agreed to handle postering and advertising on Centennial and that she had reached out to Hunt Library with regard to posting advertising on Hunt's digital signboards. Mark Foley said he believed that any display or table on campus would get more traffic and visibility near the arch at EBI/EBII. Louis Bailey from the Inter-Residence Council said Student Media might consider reserving a page in the IRC's nascent welcome magazine that would be targeted at incoming freshmen and transfer students. John Kovalchik encouraged the *Technician* to record a PSA to air on WKNC. Dean Phillips said he'd be willing to set aside 10 minutes in his classes to allow a member of the staff to speak to potential recruits. Mark Foley said that Greek Life, which included 11 percent of all students as members, might be another good avenue for recruitment, as Greek Life and chapter presidents sent emails to the membership regularly; Ellen said that method of publicizing the *Technician's* opportunities would be especially beneficial, as Greek Life was currently underrepresented on the staff.

REPORTS & ADDENDA

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

- *Agromeck* Editor Liz Moomey noted that some 90 books had been sold to date. She said she hoped those numbers would grow in the coming week during senior portraits on campus. Otherwise, she said Chancellor Woodson had agreed to participate in a promotional video for the 2015 book, and that filming for that was scheduled for Friday, Jan. 23.
- Student Business Office Manager Mark Tate said that the sales office had started out the semester strong and that sales traffic was up substantially over last semester. He also said that he had sent out an email to everyone who had advertised in the past year to try and generate new sales.
- *Technician* Editor In Chief Ravi Chittilla said that a website refresh was in the works for technicianonline.com, and that he, Ellen and Managing Editor Austin Bryan had been working with TownNews on that.
- *Windhover* Editor Ajita Banerjea said that her design team had been working on the magazine's website and that some of the changes had already been implemented. Otherwise, she said the magazine's submission deadline was Jan. 20.

ADJOURN

The meeting adjourned at 7:30 p.m.

**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 Bryan 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 a 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.

STUDENT MEDIA BUDGET VS. ACTUAL

DATE: January 1, 2015
 PERCENT THROUGH FISCAL YEAR: 50%

056 AGROMECK				058 WINDHOVER				066 TECH SUPPORT			
	Budget	Actual	Percent		Budget	Actual	Percent		Budget	Actual	Percent
Payroll	\$ 15,020.04	\$ 7,964.15	53%	Payroll	\$ 4,400.00	\$ -	0%	Payroll	\$ 75,390.52	\$ 37,400.98	50%
Supplies	\$ 850.00	\$ -	0%	Supplies	\$ 450.00	\$ -	0%	Supplies	\$ 2,500.00	\$ 426.81	17%
Leadership develop.	\$ 1,860.00	\$ 955.41	51%	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	\$ 557.53	2%	Current services	\$ 14,940.00	\$ -	0%	Current services	\$ -	\$ 547.78	-
Fixed charges	\$ 943.00	\$ 364.00	39%	Fixed charges	\$ 343.00	\$ 225.00	66%	Fixed charges	\$ -	\$ -	-
TOTAL	\$ 51,301.28	\$ 13,011.98	25%	TOTAL	\$ 21,222.00	\$ 1,006.72	5%	TOTAL	\$ 81,910.52	\$ 41,518.87	51%
Non-fee income	\$ 30,000.00	\$ 11,075.73	37%	Non-fee income	\$ 14,390.00	\$ -	0%	Non-fee income	\$ -	\$ -	-
Fee income	\$ 21,301.28	\$ 14,278.68	3.34%	Fee income	\$ 6,832.00	\$ 4,579.63	1.07%	Fee income	\$ 81,910.52	\$ 54,906.27	12.83%
TOTAL	\$ 51,301.28	\$ 25,354.41	49%	TOTAL	\$ 21,222.00	\$ 4,579.63	22%	TOTAL	\$ 81,910.52	\$ 54,906.27	67%
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	\$ 1,574.70	41%	Payroll	\$ 35,156.00	\$ 16,842.15	48%	Payroll	\$ 566,616.42	\$ 248,819.80	44%
Supplies	\$ 150.00	\$ -	0%	Supplies	\$ 3,500.00	\$ 983.73	28%	Supplies	\$ 23,996.00	\$ 8,350.80	35%
Leadership develop.	\$ 1,920.00	\$ 1,113.41	58%	Leadership develop.	\$ 2,320.00	\$ 2,924.77	126%	Leadership develop.	\$ 19,550.00	\$ 12,342.85	63%
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	\$ 3,317.68	48%	Current services	\$ 3,380.60	\$ 1,428.18	42%	Current services	\$ 249,999.58	\$ 76,782.05	31%
Fixed charges	\$ 174.00	\$ 149.00	86%	Fixed charges	\$ 4,697.00	\$ 846.00	18%	Fixed charges	\$ 23,000.00	\$ 4,261.15	19%
TOTAL	\$ 13,739.30	\$ 6,772.05	49%	TOTAL	\$ 52,803.60	\$ 26,037.13	49%	Contracted services	\$ 6,400.00	\$ 1,953.20	31%
Non-fee income	\$ 2,000.00	\$ -	0%	Non-fee income	\$ 47,100.00	\$ 11,160.25	24%	Capital outlay	\$ 32,500.00	\$ 30,232.91	93%
Fee income	\$ 11,739.30	\$ 7,869.09	1.84%	Fee income	\$ 5,703.60	\$ 3,823.24	0.89%	Student financial aid	\$ -	\$ -	0%
TOTAL	\$ 13,739.30	\$ 7,869.09	57%	TOTAL	\$ 52,803.60	\$ 14,983.49	28%	TOTAL EXPENSES	\$ 966,106.00	\$ 417,288.76	43%
Profit/Loss	\$ -	\$ -	-	Profit/Loss	\$ -	\$ -	-	Non-fee income	\$ 327,856.00	\$ 69,832.00	21%
								Fee income	\$ 638,250.00	\$ 427,831.88	67%
								TOTAL INCOME	\$ 966,106.00	\$ 497,663.88	52%
057 TECHNICIAN				060 GENERAL ADMIN							
	Budget	Actual	Percent		Budget	Actual	Percent				
Payroll	\$ 89,525.86	\$ 38,542.10	43%	Payroll	\$ 343,273.64	\$ 146,495.72	43%	Net Profit/Loss	\$ 0.00		
Supplies	\$ 3,500.00	\$ 599.52	17%	Supplies	\$ 13,046.00	\$ 6,340.74	49%				
Leadership develop.	\$ 7,490.00	\$ 2,717.20	36%	Leadership develop.	\$ 5,860.00	\$ 4,632.06	79%				
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	\$ 64,822.13	40%	Current services	\$ 32,421.75	\$ 6,108.75	19%				
Fixed charges	\$ 12,078.00	\$ 2,219.65	18%	Fixed charges	\$ 4,765.00	\$ 457.50	10%				
Student financial aid	\$ -	\$ -	0%	Contracted services	\$ 5,400.00	\$ 1,103.20	20%				
TOTAL	\$ 291,797.92	\$ 120,957.95	41%	Capital outlay	\$ 32,500.00	\$ 30,232.91	93%				
				TOTAL	\$ 453,331.38	\$ 207,984.06	46%				
Non-fee income	\$ 234,366.00	\$ 47,503.19	20%	Non-fee income	\$ -	\$ -	-				
Fee income	\$ 57,431.92	\$ 38,497.78	9.00%	Fee income	\$ 453,331.38	\$ 303,877.19	71.03%				
TOTAL	\$ 291,797.92	\$ 86,000.97	29%	TOTAL	\$ 453,331.38	\$ 303,877.19	67%				
Profit/Loss	\$ -	\$ -	-	Profit/Loss	\$ -	\$ -	-				

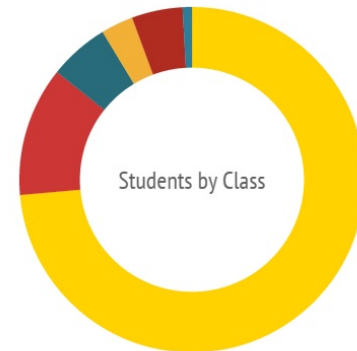
NC STATE **STUDENT MEDIA**

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



Freshmen Sophomore Junior Senior Graduate Unknown

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."

STUDENT MEDIA BUDGET VS. ACTUAL

DATE: March 1, 2015
 PERCENT THROUGH FISCAL YEAR: 67%

056 AGROMECK			
	Budget	Actual	Percent
Payroll	\$ 15,020.04	\$ 12,024.21	80%
Supplies	\$ 850.00	\$ 93.75	11%
Leadership develop.	\$ 1,860.00	\$ 955.41	51%
Admin service charges	\$ 4,070.00	\$ 4,121.69	101%
Current services	\$ 28,558.24	\$ 688.07	2%
Fixed charges	\$ 943.00	\$ 764.00	81%
TOTAL	\$ 51,301.28	\$ 18,647.13	36%
Non-fee income	\$ 30,000.00	\$ 11,943.77	40%
Fee income	\$ 21,301.28	\$ 19,852.39	3.34%
TOTAL	\$ 51,301.28	\$ 31,796.16	62%
Profit/Loss	\$ -		

058 WINDHOVER			
	Budget	Actual	Percent
Payroll	\$ 4,400.00	\$ 912.60	21%
Supplies	\$ 450.00	\$ -	0%
Leadership develop.	\$ 100.00	\$ -	0%
Admin service charges	\$ 989.00	\$ 1,012.69	102%
Current services	\$ 14,940.00	\$ -	0%
Fixed charges	\$ 343.00	\$ 225.00	66%
TOTAL	\$ 21,222.00	\$ 2,150.29	10%
Non-fee income	\$ 14,390.00	\$ -	0%
Fee income	\$ 6,832.00	\$ 6,367.30	1.07%
TOTAL	\$ 21,222.00	\$ 6,367.30	30%
Profit/Loss	\$ -		

066 TECH SUPPORT			
	Budget	Actual	Percent
Payroll	\$ 75,390.52	\$ 49,867.95	66%
Supplies	\$ 2,500.00	\$ 426.81	17%
Leadership develop.	\$ -	\$ -	
Admin service charges	\$ 4,020.00	\$ 4,793.12	119%
Current services	\$ -	\$ 446.84	
Fixed charges	\$ -	\$ -	
TOTAL	\$ 81,910.52	\$ 55,534.72	68%
Non-fee income	\$ -	\$ -	
Fee income	\$ 81,910.52	\$ 76,339.07	12.83%
TOTAL	\$ 81,910.52	\$ 76,339.07	93%
Profit/Loss	\$ -		

061 NUBIAN MESSAGE			
	Budget	Actual	Percent
Payroll	\$ 3,850.37	\$ 1,848.48	48%
Supplies	\$ 150.00	\$ -	0%
Leadership develop.	\$ 1,920.00	\$ 1,113.41	58%
Admin service charges	\$ 790.00	\$ 801.90	102%
Current services	\$ 6,854.93	\$ 4,560.82	67%
Fixed charges	\$ 174.00	\$ 149.00	86%
TOTAL	\$ 13,739.30	\$ 8,473.61	62%
Non-fee income	\$ 2,000.00	\$ -	0%
Fee income	\$ 11,739.30	\$ 10,940.81	1.84%
TOTAL	\$ 13,739.30	\$ 10,940.81	80%
Profit/Loss	\$ -		

059 WKNC			
	Budget	Actual	Percent
Payroll	\$ 35,156.00	\$ 22,926.43	65%
Supplies	\$ 3,500.00	\$ 2,327.56	67%
Leadership develop.	\$ 2,320.00	\$ 2,924.77	126%
Admin service charges	\$ 2,750.00	\$ 2,808.53	102%
Current services	\$ 3,380.60	\$ 2,076.18	61%
Fixed charges	\$ 4,697.00	\$ 3,676.00	78%
Contracted services	\$ 1,000.00	\$ 1,250.00	125%
TOTAL	\$ 52,803.60	\$ 37,989.47	72%
Non-fee income	\$ 47,100.00	\$ 22,750.56	48%
Fee income	\$ 5,703.60	\$ 5,315.65	0.89%
TOTAL	\$ 52,803.60	\$ 28,066.21	53%
Profit/Loss	\$ -		

OVERALL			
	Budget	Actual	Percent
Payroll	\$ 566,616.42	\$ 339,205.82	60%
Supplies	\$ 23,996.00	\$ 10,038.66	42%
Leadership develop.	\$ 19,550.00	\$ 13,702.45	70%
Admin service charges	\$ 44,044.00	\$ 45,610.41	104%
Current services	\$ 249,999.58	\$ 96,696.85	39%
Fixed charges	\$ 23,000.00	\$ 9,444.30	41%
Contracted services	\$ 6,400.00	\$ 3,250.00	51%
Capital outlay	\$ 32,500.00	\$ 30,232.91	93%
Student financial aid	\$ -	\$ -	0%
TOTAL EXPENSES	\$ 966,106.00	\$ 548,181.40	57%
Non-fee income	\$ 327,856.00	\$ 126,783.03	39%
Fee income	\$ 638,250.00	\$ 594,837.05	93%
TOTAL INCOME	\$ 966,106.00	\$ 721,620.08	75%
Net Profit/Loss	\$ 0.00		

057 TECHNICIAN			
	Budget	Actual	Percent
Payroll	\$ 89,525.86	\$ 50,438.41	56%
Supplies	\$ 3,500.00	\$ 739.00	21%
Leadership develop.	\$ 7,490.00	\$ 3,623.60	48%
Admin service charges	\$ 15,360.00	\$ 15,645.83	102%
Current services	\$ 163,844.06	\$ 81,938.82	50%
Fixed charges	\$ 12,078.00	\$ 4,004.80	33%
Student financial aid	\$ -	\$ -	0%
TOTAL	\$ 291,797.92	\$ 156,390.46	54%
Non-fee income	\$ 234,366.00	\$ 91,984.68	39%
Fee income	\$ 57,431.92	\$ 53,525.48	9.00%
TOTAL	\$ 291,797.92	\$ 145,510.16	50%
Profit/Loss	\$ -		

060 GENERAL ADMIN			
	Budget	Actual	Percent
Payroll	\$ 343,273.64	\$ 201,187.74	59%
Supplies	\$ 13,046.00	\$ 6,451.54	49%
Leadership develop.	\$ 5,860.00	\$ 5,085.26	87%
Admin service charges	\$ 16,065.00	\$ 16,426.65	102%
Current services	\$ 32,421.75	\$ 6,986.12	22%
Fixed charges	\$ 4,765.00	\$ 625.50	13%
Contracted services	\$ 5,400.00	\$ 2,000.00	37%
Capital outlay	\$ 32,500.00	\$ 30,232.91	93%
TOTAL	\$ 453,331.38	\$ 268,995.72	59%
Non-fee income	\$ -	\$ -	
Fee income	\$ 453,331.38	\$ 422,496.36	71.03%
TOTAL	\$ 453,331.38	\$ 422,496.36	93%
Profit/Loss	\$ -		

To: N.C. State Student Media Board
From: Patrick Neal, director of student media advising
Date: February 6, 2015
Re: applications

We received an application from **Molly Donovan** declaring interest in the position of **Agromeck editor**. In accordance with N.C. State University Student Media policy, candidates must meet the following qualifications.

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 unless in final semester of study.
- The candidate must be free of active disciplinary sanctions.
- The candidate must meet the minimum training requirements.

** The board may decide to waive this requirement.*

In accordance with student media policy: "To ensure compliance with the Family Educational Rights and Privacy Act, no student shall be made aware of another student's grades or shall have access to that student's academic record without express written permission. As part of their employment record with Student Media, students will be requested to sign a waiver allowing the appropriate student leaders and Student Media Board members to be made aware when a student is "not in compliance with the Student Media Academic Progress Policy" and, in the case of a student leader, "is no longer eligible to serve in the leadership role."

To the best of my ability, I have researched to ensure that the candidate for employment meets those qualifications.

Molly is in compliance with the minimum academic requirements, **does** meet the other requirements as far as I can determine and is making adequate academic progress in accordance with University Regulation 11.55.6 and the Student Media Academic Progress Policy.

Molly Donovan | 2811 Thurman Drive, Bowen Hall, 402E | Raleigh, NC 27695

February 5, 2015

Student Media Board of Directors
307 Witherspoon, Campus Box 7318
Raleigh, NC 27695

Dear Student Media Board of Directors,

I am interested in holding the position of Editor-in-Chief of the *Agromeck* for the upcoming 2015-2016 school year. Currently, I am studying Communication with a concentration in Public Relations and I have just begun a minor in Journalism.

I believe that I possess the necessary experience and skills needed to be an asset to the book, and the rest of student media. As my resume indicates, I have had five years of experience in the publication field. Within my career with the *Agromeck*, I have held the positions of Design Editor, Photo Editor, Designer, and Photographer.

The positions I have held while working for the *Agromeck* have trained me in the skills necessary to become Editor-in-Chief, and I feel confident in my ability to make the transition into that position. While designing for the book, as a staff designer and then as a design editor, I have become proficient in the Adobe Creative Suite and have been able to create templates and layouts that convey the theme of the book through cohesive and specific design elements. During my time as a staff photographer, and later as a photo editor, I learned how to effectively shoot for different types of assignments and how to color-correct photos to *Agromeck's* specifications and also the *Technician's* specifications. By being both the Photo Editor and Design Editor, I was able to bridge the gap and support more communication between the two departments. My editorial positions also helped me to learn how to train staff and delegate to staff members, which I feel are essential traits for an Editor-in-Chief to possess.

I have been working with Student Media since my first semester at N.C. State, and it has had a great impact on the friends I have made, the academic paths I have chosen, and the person I have become. I hope to have that same impact on the *Agromeck* and the rest of Student Media.

I have attached my resume and position package for your review. If you need any additional information, you can reach me via email at mbdonova@ncsu.edu or via phone at (919) 812-4062. Thank you for your consideration!

Sincerely,

A handwritten signature in black ink, appearing to read 'MD', followed by a long, horizontal, wavy line that extends across the width of the signature.

Molly Donovan

Molly B. Donovan

2811 Thurman Drive, Raleigh, NC 27695 · (919) 812-4062 · mbdonova@ncsu.edu

Education:

North Carolina State University

Major: Communication-Public Relations

Minor: Journalism

anticipated graduation: May 2017

Skills: Leadership, organizational, and multi-tasking skills. Proficient in the Adobe Creative Suite products. Patient and able to effectively teach and communicate information to others.

Relevant Coursework: Variety of courses within communication, News and Article Writing, Social Psychology

Relevant Experience:

3/2014 to present	Design Editor, Agromeck Create templates, and ensure the design elements are cohesive and reflect theme of the book. Train staff and edit spreads.	Raleigh, NC
5/2014 to present	PR Chair, Phi Sigma Pi National Honor Fraternity Update chapter's website and social media accounts, plan events to promote rush every fall and spring semester.	Raleigh, NC
8/2014 to 11/2014	Public Relations Coordinator, Donovan Campaign for NC Court of Appeals Create and update website, run social media accounts, photograph events. Design yard signs, magnets, buttons, and postcards.	Raleigh, NC
1/2014 to 3/2014	Photography Editor, Agromeck Pull photos for spreads, color correct photos before deadlines, Coordinate with other editors for best possible outcome.	Raleigh, NC
8/2013 to 3/2014	Designer, Agromeck Design spreads for layouts that do not use templates. Place photos, stories, and effectively communicate alternative coverage through design.	Raleigh, NC
8/2013 to 8/2014	Photographer, N.C. State Student Media Photograph assigned campus events and color correct photos before published in the Agromeck or the Technician.	Raleigh, NC

Other Leadership Experience:

8/2012 to 6/2013	Editor-in-Chief, Quotannis Yearbook William G. Enloe High School
Fall 2011 to Spring 2013	Captain, Cross Country Team and Track Team William G. Enloe High School

Relevant Honors:

2013 NCSMA-Distinction in Yearbook Division

Since 1903, the *Agromeck* has acted as a student perspective of each academic year. By covering campus events, national news, and world news, the book provides a year in review that is relevant to every student. Our book has served as a way to preserve significant campus memories through award-winning writing, photography, and design. My hope is to continue this tradition in the following ways:

Staff

While I frequently have to write for academic purposes, I have only written one story during my time with Student Media. I have recently begun a minor in Journalism and I am currently enrolled in English 316: News and Article Writing, but I recognize that my writing skills are nowhere near those of the writers on staff. I plan to combat this weakness of mine by hiring a Copy Editor. In addition to a Copy Editor, I will hire an Assignments Editor that is experienced with writing for the *Agromeck*, two Photo Editors, one Design Editor, and a Promotions Manager.

Deadlines

Based on this year, it is clear that rolling deadlines have the best results. When spreads and stories are assigned, the staff will have a week to show significant progress, or the work will be assigned to someone new. This system promotes productivity and communication among the staff because of the frequent status updates. I plan on adding to the rolling deadline system we have already begun by creating a tangible chart that is visible to everyone and shows the status of every page. This is different from the ladder because it will not be digital, but actually posted in the office.

Organization

I am planning to continue updating a binder that reflects the progress of the book. For each deadline, I will continue to post the spreads being submitted on our bulletin board so it is visible to everyone on staff. The main way I plan to keep the book organized is with the ladder. Every spread that will

be in the book will be planned and placed into the ladder before summer ends. A few unplanned spreads will be left for any breaking news or new coverage ideas the staff may have throughout the year, but every month will be planned page by page with those exceptions. My hope by doing this is to eliminate the waiting time that happens at the beginning of each new deadline. When each deadline ends, the staff should ideally be able to immediately start on work for the next deadline.

Recruitment and Retention

In addition to the open house we have at the beginning of fall semester, I want to reach out to students that are participating in Summer Start. Summer Start is the summer school program that is specific for incoming freshman. By recruiting those students during the summer, they are more likely to stay on staff once the school year begins. I would also like to have a table or booth at Packapalooza and Campus Crawl to make our presence more known to the freshman class.

Promotions and Sales/Social Media

When it comes to promotions and sales, I want to continue all of the things that Nikki Stoudt has started as Promotions Manager. There will be a table set up in Talley every Monday and Wednesday to sell books to students, advertisements for the book will run on the televisions in the dorms, a video with Chancellor Woodson, and selling books at football games. The things I would like to add to promote the book and our sales are the same as my plans for recruitment. Keeping the website updated and posting to different social media outlets gives us a greater presence among the student body, which will help us become a more recognized group on campus and will lead to a greater staff and greater sales.

I know that the status of the *Agromeck* has been up in the air this past year, and sales are essential to keeping the book. I have already given the majority of my college career to this publication, and I am committed to making sure the *Agromeck* keeps its place as Student Media's oldest publication.

Training

One thing I have noticed throughout my time at Student Media is that the staff members who eventually end up quitting are those that were never fully trained. They leave because they are not comfortable completing the tasks they are given. Staff members should not have to seek out help from their editors, the editors should always be training their staff and checking in on the work that needs to be done. Not only does that make for a better publication in the end, but also helps to bond the staff and groom them to eventually become editors. Assuming my recruitment plans work, I hope to have a small training session over the summer with students enrolled in Summer Start. Once the fall semester starts and we have a new group of staff members, we will have the training day that all of Student Media participates in too. Throughout the year, I want to have two work nights a week where staff members can come to the office and have their editors present and ready to help them with their work. I want work nights to become a more structured, consistent, and reliable thing instead of the casual thing it has been the past few years.

To: N.C. State Student Media Board
From: Patrick Neal, director of student media advising
Date: February 6, 2015
Re: applications

We received an application from **Matt Brown** declaring interest in the position of **WKNC general manager**. In accordance with N.C. State University Student Media policy, candidates must meet the following qualifications.

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 unless in final semester of study.
- The candidate must be free of active disciplinary sanctions.
- The candidate must meet the minimum training requirements.

** The board may decide to waive this requirement.*

In accordance with student media policy: "To ensure compliance with the Family Educational Rights and Privacy Act, no student shall be made aware of another student's grades or shall have access to that student's academic record without express written permission. As part of their employment record with Student Media, students will be requested to sign a waiver allowing the appropriate student leaders and Student Media Board members to be made aware when a student is "not in compliance with the Student Media Academic Progress Policy" and, in the case of a student leader, "is no longer eligible to serve in the leadership role."

To the best of my ability, I have researched to ensure that the candidate for employment meets those qualifications.

Matt is in compliance with the minimum academic requirements, **does** meet the other requirements as far as I can determine and is making adequate academic progress in accordance with University Regulation 11.55.6 and the Student Media Academic Progress Policy.

February 5, 2015

Mr. Patrick Neal
Student Media Director
307A Witherspoon Student Center
Raleigh, NC 27695

To the NC State University Student Media Board of Directors,

Firstly, thank you so much for taking the time to review my resume and position paper. Growing up just north of Raleigh, WKNC has been in my life since I first discovered it while flipping stations in middle school. When I first came to NCSU, one of the first things I did was get involved in WKNC. Since then I have been actively involved with almost all aspects of the station. I am greatly looking forward to being able to serve the station, the Triangle music scene, and the student body of NC State by being WKNC General Manager.

An effective General Manager needs to know about the inner workings of WKNC, have experience managing groups of people, and be enthusiastic about all of it. During my time as operations manager at WKNC, I have managed the groups that produce the weather reports, and 88.1 Seconds of Technician podcast as well as the board-operators we have for baseball and women's basketball. I have also kept track of all the DJ volunteer hours and followed up with the DJs who were starting to fall behind. This has given me experience in managing, coordinating, providing training, and giving useful feedback to large and small groups of people. I also worked with the daytime music director to implement a new system for adding music to our automation software. The new way of adding will keep our automation software playing the newest and most relevant songs to our listeners.

This leads me to one of my main goals in the upcoming year: Improving WKNC's on air content. My other goals include creating a social media team, and maintaining a strong on campus presence. I am very excited about this opportunity to serve and contribute to WKNC in an even greater way. Thank you for taking the time to review my application and position paper.

Sincerely,

Matthew Brown

Matthew Brown

mcbrown9@ncsu.edu

(919) 449-8255

School Address

1910 Entrepreneur Dr. Box 3329
Raleigh, NC 27607

Permanent Address:

812 Siena Dr.
Wake Forest, NC 27687

Education

North Carolina State University B.S. Electrical Engineering

Expected graduation of Spring 2016

Work Experience

Operations Manager at WKNC

Sep 2014-Present

- Scheduled day to day automation system
- Oversaw and provided training to sports board operators
- Oversaw and provided training to audio recording teams
- Booked artist for the Lounge video series

Creative Services Director at WKNC

May- Sep 2014

- Became proficient with recording and editing files in Audition
- Ran sound for "The Lounge" video sessions
- Wrote and created original promos, sweepers, and DA's

Electrical Engineering Intern at Schneider Electric

Summer 2012, 2013, 2014

- Assembled and trouble-shot testing electronics
- Developed an automated test to evaluate a predictive algorithm
- Created a large scale temperature control test platform
- Wrote and carried out test plan for software
- Documented software bugs and worked with the programmer to find solutions

Technical Skills

Relevant Computer Applications

Adobe Audition, AVRPS, AV Scheduler, Microsoft Office, Natural Log, Selector/Linker

Operating Systems

Mac OSX, Windows, Linux

Honors, Activities and Projects

Attended 2014 College Broadcasters, Inc. Conference on behalf of WKNC

Building small guitar amplifiers and effects pedals

Rebuilt the WKNC arcade machine

Eagle Scout

WKNC is a force to be reckoned with in the arena of college radio. We are huge champions of the local music scene through Local Band Local Beer night, our off-air content like “The Lounge” videos is some of the best in the country, and Double Barrel Benefit is bigger than ever before. There are, however, some things that we could do better. The main things that I will focus on as WKNC general manager are improving our on-air content, integrating new DJs better, and maintaining a strong on campus presence.

Improve On-air Content

Changes within the music department

Our music directors do a great job at finding fresh new music, but often it isn't heard because of overcrowding in the “heavy” category in the AudioVAULT (AV) automation system. There are currently 948 songs in AV's Daytime Rocks heavy rotation. On a typical weekday of scheduling, 84 heavy rotation songs play. This translates to a 9% chance that a heavy rotation song will play in a given day. After much discussion with the daytime music department we came to the conclusion that this 9% is too low. We would like to increase this to 20% on a given day and 100% for a given week. That way a song in heavy rotation will play about once a week.

To do this I will create a new paid position of “cleaner” within the daytime music department. The money will come from getting rid of one of the assistant daytime music directors. I am confident that the daytime music department will

function with only two assistant music directors because it was able to function with only two assistants for the fall semester of 2014. This person will be responsible for reviewing the music in AV and deleting or reclassifying songs that are old, overplayed or no longer relevant. His or her main goal will be to narrow down the songs in heavy rotation so that this 20% chance is met.

One of the goals of WKNC is to play music that is new and current. I have worked with our daytime music director to implement a new system where instead of adding songs to heavy, medium, and light categories based on personal taste, songs are added to the heavy category and then moved down after a year or the cleaner removes them. This will help keep our automated playlist more dynamic and current.

To help the DJs keep track of what's new in AV, our digital storage system, and the new music box, where CD 3 week or newer are stored, we will use the new white board in the studio to post the 10 most recent adds. This will include a couple word description of the recent add or a RIYL (recommended if you like). The goal of using this white board is to inform the DJs of what the newest music is, and where they can find it.

Emphasizing and utilizing the production department

Right now almost all of the liners and sweepers in rotation are from bands. I think that this shows a lack of creativity and personality. I would like to see many more made during my tenure as General Manager. To accomplish this I would put a much greater emphasis on the production department. One of the chief ways I would do this is by bringing back the position of Creative Services Director. His or

her chief concern would be creating new liners and sweepers. An example of this is Local Lunch specific legal IDs. This could also be expanded to other specialty shows.

Over the past year and a half we have had several recording sessions with artists in the studio as part of our Lounge video series. I would like these recordings to be put into rotation in AV with a quick bumper in front promoting the Lounge. This will increase listener awareness of this off-air content and add personality to the station.

DJ Shift Reviews

I will also implement a system where DJs are required to review one shift's worth of each others air breaks twice a semester. This will be rolled into the current required volunteer credits. DJs will be anonymously paired up with each other based on the genre of music they play. I will use a Google form to accomplish this. This is very similar to the self-evaluations the paid staff has to do every pay period. After talking with the current program director, these are the questions I would like the reviews to include:

DJ Shift Review Questions

Were the air breaks too long or short?

How often were the air breaks?

Were air breaks relevant or entertaining?

Do you have any suggestions for the DJ you are reviewing?

Integrate new DJs

One area that WKNC could improve is getting new DJs involved with the rest of the station. I would propose to change the current “homework” assignment in the training class of reviewing a DJ’s shift to shadowing one of the department heads. The purpose of doing this is so that they can get a better feel for what each department actually does. After the trainees do this they will sign up on an email list for a department of their choosing. The head of the department will then be able to use this list to get help with their ongoing projects. Because the new DJs will feel that they are wanted and needed, the retention rate from the new DJ class will increase.

Maintain a Strong On Campus Presence

One of the changes that current General Manager John Kovalchik made last year that I thought was particularly effective was having an increased presence on campus during Wolfpack Welcome Week. This led to us having 80 applicants and the largest fall training class we have ever had with 30 DJs. More people coming into WKNC is a good thing. It means more ideas, and more help to accomplish those ideas. Specifically DJing the Target run and blood drive last year was a huge success. I have met at least five current DJs who first found out about us from one of those events. The return vs. time commitment of those events is heavily weighed in our favor. I would also like to see WKNC paint the Free Expression Tunnel to advertise for the new DJ training class.

Another way that WKNC can increase our on campus presence without significant work on our part would be to publish our must play CD reviews in the

Technician. Must plays are songs that the music directors pick that DJs have to play during their shift. The music directors write these reviews anyway, so the only extra step would be to get the reviews to the *Technician* to publish. This could be a regularly occurring column.

Closing

In the coming year the main things I plan on focusing on are improving our on air content, integrating the new DJs and maintaining a strong on campus presence.

I am qualified and prepared to take on the responsibility of general manager. I am currently the operations manager at WKNC. In this position I have already started to implement some of the changes I would like to see within the music department. I have trained, managed, and supported the groups that produce 88.1 Seconds of Technician and the NCSU weather reports. I have also been responsible for day-to-day scheduling. This has familiarized me with the software and how the music is scheduled. I also attended the College Broadcasters, Inc. conference on behalf of WKNC and presented on The Lounge. At the conference I was able to talk with and gain the perspective of many other music and program directors from around the country. These things make me an excellent candidate for General Manager of WKNC.

To: N.C. State Student Media Board
From: Patrick Neal, director of student media advising
Date: February 6, 2015
Re: applications

We received an application from **Mark Tate** declaring interest in the position of **Student Media business office manager**. In accordance with N.C. State University Student Media policy, candidates must meet the following qualifications.

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 unless in final semester of study.
- The candidate must be free of active disciplinary sanctions.
- The candidate must meet the minimum training requirements.

** The board may decide to waive this requirement.*

In accordance with student media policy: "To ensure compliance with the Family Educational Rights and Privacy Act, no student shall be made aware of another student's grades or shall have access to that student's academic record without express written permission. As part of their employment record with Student Media, students will be requested to sign a waiver allowing the appropriate student leaders and Student Media Board members to be made aware when a student is "not in compliance with the Student Media Academic Progress Policy" and, in the case of a student leader, "is no longer eligible to serve in the leadership role."

To the best of my ability, I have researched to ensure that the candidate for employment meets those qualifications.

Mark is in compliance with the minimum academic requirements, **does** meet the other requirements as far as I can determine and is making adequate academic progress in accordance with University Regulation 11.55.6 and the Student Media Academic Progress Policy.

MARK TATE

3009 ME VALENTINE DRIVE
RALEIGH, NC 27607
919.749.5549
MWTATE2@NCSSU.EDU

February 3, 2015

To Whom It May Concern:

Since the end of the last academic year I have been the business manager at NC State Student Media. This has been a tremendous experience with its highs and lows. I love this job and am grateful for the opportunity that I have received to have it. Although there are many things that I wish I had done differently with this position early on, I cannot dwell on the past but rather look towards the future. This has been a learning experience for me and I have gained so much from it. I believe with my new strategy and new ideas I will be able to make this office successful once again. I would like to express my interest in this position again and would like to further discuss why I know I am the best candidate for this position.

I have been an employee of Student Media since my freshman year. This organization has become a family to me and has provided me with so many wonderful opportunities. Over these few years, especially this one in particular, I have mastered all aspects of the business. I know how to be an effective leader and I understand the art of sales. I am dedicated to this position and have given it my full effort since day one. If provided the opportunity to hold this position again, a lot will change from how I led the office this year. I have learned what works and what doesn't work with my employees. Most importantly, I have learned from my mistakes.

I would like to personally thank you for taking the time to review my application. It would be a privilege to become the Business Manager at NC State Student Media. I hope to hear from you soon and please do not hesitate to contact me with any questions you may have.

Sincerely,

Mark Tate

MARK TATE

3009 ME VALENTINE DRIVE • RALEIGH, NC 27607 • 919.749.5549 • MWTATE2@NCSSU.EDU

EDUCATION

NORTH CAROLINA STATE UNIVERSITY (2012-PRESENT)

Dual Major in Business Administration (Undeclared) and International Studies (International Relations), Class of 2016

Current GPA: 4.0

Dean's List Fall 2012, Spring 2013, Fall 2013, Spring 2014, Fall 2014

HONORS AND ACTIVITIES

- Alexander Hamilton Scholars Program
- North Carolina State University Collegiate DECA 2012-2014
- 2012 DECA Career Leadership Academy International Business and Finance Case Study Winner

EXPERIENCE

LORD CORPORATION (MAY 2014-PRESENT)

- Global AIEA/Business Development Intern
- Develop market research for various industries
- Analyze potential opportunities for existing products in new markets
- Provide expertise in key markets for LORD during product launch
- Formulate supply/value chains for target customers
- Participate in direct customer contact

NORTH CAROLINA STATE UNIVERSITY STUDENT MEDIA GROUP (SPRING 2013- CURRENT)

- Business Manager
- Lead staff in creating revenue streams for NCSU's newspaper, radio station, and other various media outlets
- Control budget, income reports, and handle daily operations
- Maintain satisfaction of hundreds of clients

PEAK POOL MANAGEMENT (APRIL 2013-JANUARY 2014)

- Owner and Operator
- Revenue of over \$20,000 in less than one year of operation
- Maintained contracts on several commercial/ residential pools and facilities

SCOTTISH HILLS RECREATIONAL CLUB (SUMMER 2013)

- Assistant Manager
- Responsible for all opening and closing operations of the facility
- Managed and overlooked staff as well as patrons

SKILLS

Microsoft Word, Excel, PowerPoint, Outlook, Access, and Intermediate Spanish

Positive aspects and things I plan to continue:

Student Media is a wonderful organization and I am so glad to have had the pleasure to be a part of it for the last two and a half academic years now. The business office has become somewhat of a home away from home for me and I believe it has also become that for many of my staff members as well. The teamwork and fun, friendly environment that we have here in the office is what makes it so great and enjoyable to come to work every day. This is something that I do not want to take away from. Another thing I will continue to stress is my availability to my staff. With two jobs and 18 hours of classes I am always very limited on the hours that I can be in the office (typically 2 hours per day), but I have made it clear to everyone that I can be reached at any time, on any day, with any question. I am almost always available through either email or cell phone. I believe this has tremendously helped my staff out this year because it gave them an outlet to look to for answers when they needed them. Sometimes we can't wait 24 hours to respond to a potential client, I recognize that and that is why I have this personal policy of being always available because I never want to miss out on a business opportunity. Now, I could keep going on about positive aspects of this business but I am not going to beat around the bush. If I am re-hired, a lot is going to change. As of now, this has been a disappointing year for sales. In order to turn this around and reach our goals, we are going to have to do things differently than we have been doing. I take responsibility for the faults of my office this year. It has been a year full of learning and improvement for me. I have thought long and hard about what to do to turn this around, many of these things I have already started implementing, but these suggestions are what you will see throughout this paper.

Plan for recruitment and retention of staff:

One of my biggest issues looking back on this year so far has been the sheer lack of commitment by a select few of my staff members. Now with that being said, my retention plan is simple... if I do not see 110% effort from a staff member, I will not be offering them a job again for the following year. I put so much into this organization and if others are not going to do the same, then I do not want them on my team. A chain is only as strong as its weakest link. This holds true for this office and this organization as a whole. For those staff member that have been doing phenomenal, I will continue to praise and recognize them for their hard work, I will stress to them the benefit of continuing this job throughout their college career, and I will reward those who succeed in the best ways that I can (i.e. CMBAM conference for top seller). If at the end of this year I feel as if some of my current staff is not up to par, I will proceed with recruitment and replacement. This year I would like to do things a little bit differently with recruitment. I would like to try to use ePack again because I believe it establishes the position as a more serious "internship" type of opportunity and allows me to reach the entire university.

Although I do still believe marketing and communication majors are the best for the current roles in the office, I do not want to limit myself to these specific demographics because I have seen some great workers over the years from all different academic backgrounds. One area I plan to focus my recruitment on is people who have expressed interest in working here recently. I have received many emails and phone calls from students all over the university asking if we have positions available. I have been actively engaging with these individuals and will pursue interviews with them when positions do open. I believe that if someone is going to take the time and effort to contact me directly about this business as well as show knowledge about what we do, than they would be a good potential candidate for hiring.

Plans for improving coverage of the campus, students, faculty, staff, and alumni:

Coverage starts with interaction with our students, faculty, staff, and alumni. To do this, I will make sure that I hire an enthusiastic, outgoing, eager, marketing manager who is willing to put the time into running promotions in the brickyard, at events, etc. and who will actively engage with the 35,000+ members of the Pack. I will restructure the marketing manager's job description by doing away with the "marketing team" and by leaving one person solely in charge of these aspects of the business. The reason I believe that this is necessary is that there has been a lot of confusion within our current marketing team in regards to who is supposed to do what. I believe that we divided the responsibilities entirely too much to the point where now each individual does not have enough work to keep them occupied. By having one staff member in charge of marketing and interaction (they may use the help of other staff members when necessary, such as when we set up a table for a promotion in the brickyard), their full, and undivided attention can be focused on ensuring that we are connecting to our target audiences. I would also like to improve our coverage by establishing more distribution points for the Technician. The Technician is our most widely read publication and is enjoyed by students, faculty, alumni, and even some local Raleigh residents. For this reason, I am going to set up distribution in local Raleigh businesses such as those on Hillsborough Street, Cameron Village, and Avent Ferry, in order to reach a broader audience. Obviously this will not be an easy task. It is going to require me getting permission from these businesses as well as re-routing our distribution network to cover these new locations. My final way of improving our coverage is to give our readers what they want. And by this I am specifically referring to *The Daily Tar Heel*. DTH has been a tradition at NC State for the last decade and is easily our most anticipated issue by students, staff, and especially our alumni. For the last two years we have not ran a DTH issue, and I understand that each Editor has their own reasons for doing so but I strongly believe that if you are trying to appeal to your audience, you better understand what they are looking for in a publication. To ensure that the DTH runs every year now, and continues as a tradition at NC State, I will make it into a special section. This way there will be no argument about whether it should be included in the issue, and it will give us the

opportunity to appeal to all of our advertisers who will without a doubt want to be included in our most popular issue.

Plans for improving timeliness and planning aspects of the medium

We are now in the process of implementing a new “two-week out” viewpoint. This means that we are going to focus our attention on sales for two weeks from the current date. A lot of what we have been doing in the office this year has been trying to play catch up and push for sales at the last minute in order to keep the papers from being empty. This has been highly ineffective and that is exactly why we are going to start looking towards the future. Two weeks gives us plenty of time to contact customers, find out their needs, design their artwork if necessary, and finalize the run. This also takes off the pressure on the customer to purchase something from us at the last minute just because we are pushing for them too. With my schedule being very different than my staff’s, it has been extremely difficult for me to meet with them each one on one regularly. This is what I had originally intended to do and I believe that being able to sit down and discuss the difficulties they are having, as well as give positive feedback is a critical part to success. Again, I unfortunately was unable to do that as much as I had hoped to this year but I am going to do everything I can to ensure that it becomes a regular occurrence next year. Planning for special sections also needs to take place much more in advance that it has previously. I am going to make it the Marketing Manager’s job to push special section sales and find ways to make these more attractive to our customers (i.e. bundling, frequency discounts, etc.). We have had far too many mistakes in people neglecting to pay attention to the deadline for the sections, even when it had been announced numerous times. By planning far in advance and selling special sections as a package deal, we will be able to ensure that all of these sections are profitable.

Other problems

The biggest problem that I have incurred has been getting the sales staff to prospect. Prospecting is a requirement in order to keep advertising sales up and for the business to grow. Although we have a good amount of loyal customers, we cannot rely on them to bring in all of our revenue. Simply put, if we do not prospect we will not be profitable. Although I have tried a few different tactics including call logs, sending leads to individuals, and offering my services as a ride along, none of these have worked. So now, I am going to implement a new policy. This policy will be a mandatory 2 hours a week minimum in prospecting. I am going to ensure that individuals are following these guidelines in the following ways: first, they are going to be required to clock these hours on a prospecting log that I will double check every week, secondly, they will be required to submit a prospecting report to me every week that details

information regarding the phone calls or visits they have made. This will not be optional and failure to comply with them will be grounds for replacement.

I would also like to start developing more of a partnership with some of our larger clients. I will focus on signing contracts in advance with large purchase orders. The incentive for doing this would be a significant discount as well as promotional opportunities. These promotional opportunities would include (but are not limited to): sponsored events in the brickyard, social media shout outs, and contests. By investing in Student Media, and becoming a partner of Student Media our clients will have opportunities to reach our audience that they may have not had in the past. This will also allow us to build a better relationship of trust with these clients to ensure their continued business in the future.

The last subject that I will like to touch on is my plans for the office over the summer during my absence. I have accepted my internship (again) at LORD Corporation for this upcoming summer. This means that I will be essentially unavailable every day from 8am-5pm. In addition to this, I will be studying abroad in London from June 27th to August 1st. In order to ensure that there is some level of leadership in the office, and someone to temporarily fulfill many of my duties in my absence, I will be hiring a marketing manager that I feel is fit to take over these responsibilities.

I sincerely hope for opportunity to once again be the business manager for NC State Student Media. I have learned so much within the last year and have got a sense for what works as well as what doesn't work. I believe that I am fully qualified for this position and have much to bring to the table in order to make this office successful once again.

To: N.C. State Student Media Board
From: Patrick Neal, director of student media advising
Date: February 6, 2015
Re: applications

We received an application from **Kaitlin Montgomery** declaring interest in the position of *Technician editor*. In accordance with N.C. State University Student Media policy, candidates must meet the following qualifications.

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 unless in final semester of study.
- The candidate must be free of active disciplinary sanctions.
- The candidate must meet the minimum training requirements.

** The board may decide to waive this requirement.*

In accordance with student media policy: "To ensure compliance with the Family Educational Rights and Privacy Act, no student shall be made aware of another student's grades or shall have access to that student's academic record without express written permission. As part of their employment record with Student Media, students will be requested to sign a waiver allowing the appropriate student leaders and Student Media Board members to be made aware when a student is "not in compliance with the Student Media Academic Progress Policy" and, in the case of a student leader, "is no longer eligible to serve in the leadership role."

To the best of my ability, I have researched to ensure that the candidate for employment meets those qualifications.

Kaitlin is in compliance with the minimum academic requirements, **does** meet the other requirements as far as I can determine and is making adequate academic progress in accordance with University Regulation 11.55.6 and the Student Media Academic Progress Policy.

Kaitlin Montgomery
703 Method Townes Ct.
Raleigh, NC 27606
(704) 254-9656

Student Media Board of Directors
NCSU Student Media
321 Witherspoon Center
Raleigh, NC 27606

Dear Student Media Board of Directors,

I am applying for the position of Editor-in-Chief of the *Technician*. I started working at the *Technician* the day I moved into my dorm, freshmen year. During my time within student media I have had the pleasure of also working for the *Agromeck* and WKNC. In the past three years I rose from a staff writer at both publications to the role of assistant feature's editor for the *Technician* from 2013-2014 and assignments editor for the *Agromeck* from 2014-2015.

During the three years I've been a part of the *Technician* and the *Agromeck* I've regularly produced unique story ideas and designs, and I spent time leading a staff of writers. Working for both publications has exposed me to not just feature writing but profile writing, sports writing and news. I began my involvement with WKNC this year as a public affairs assistant, where I regularly produce and edit content for radio.

What I've learned working for all three branches of student media is the reason I can excel as Editor-in-Chief.

Outside of my student media experiences, I've spent time as a photography intern for University Housing, chronicling the many events it holds throughout the year. I also interned at WRAL as a web editor, helping to create online print as well as curating digital content.

Taking up the helm of Editor-in-Chief undoubtedly requires someone who is knowledgeable about more than just print media, and can bring a well-rounded skillset to the team. I think my experiences within student media and outside of it qualify me for the role. I look forward to meeting all of you in person and I thank you for your consideration.

Best,

A handwritten signature in cursive script that reads "Kaitlin Montgomery". The signature is written in black ink and is positioned below the "Best," text.

Kaitlin Montgomery

KAITLIN MONTGOMERY

703 Method Townes Ct. • Raleigh, N.C. 27606 • (704) 254-9656 • kmmontg3@ncsu.edu

EDUCATION

North Carolina State University, Raleigh, N.C. June 2016 (expected)

College of Humanities and Social Sciences

Bachelor of Arts in Communication (B.A.)

Concentration in Media

Minor in Journalism

Coursework: *Media Writing, Arabic, Special Topics in the Middle East, Media Theory, Communication Theory, Editing, Advanced News and Feature Writing, Multimedia Production & Digital Culture, Internet & Society, Media & Family*

Porter Ridge High School, Indian Trail, N.C. June 2012

WORK EXPERIENCE

The Technician, staff writer Aug. 2012-Present

Assistant features editor Aug. 2013-April 2014

- Wrote profiles, reviews, pre- and post-event coverage
- Strong knowledge of AP Style
- Edited the features section as assistant feature's editor
- "Shifting taboos on tattoos" "From cow to cone" "Too much stress to stomach"

The Agromeck, staff writer Aug. 2012-Present

Assignments editor May 2014-Present

- Wrote profile pieces focusing on N.C. State University's students, history and faculty
- Co-designed spreads using Adobe InDesign
- Redesigned the Agromeck website
- "The war at home" "It's on US" "Survivors"

WRAL (Capitol Broadcasting Company INC.), web editor May 2014-July 2014

- Wrote various pieces for web content. Worked with editing video and audio for online sharing. Managed broadcast scripts.
- Shot, edited and organized hundreds of stock photos for the WRAL database.

NCSU Office of Information Technology, IT technician Aug. 2013-Sept. 2014

- Provided one-on-one assistance to students and faculty across several hardware and software platforms
- Troubleshoot malfunctioning software/hardware

WKNC Radio Station, Public Affairs Assistant Aug. 2014-Present

- Created content for the weekly Eye on the Triangle segment
- Recorded, edited and produced various content

Genetic Engineering Society, Technical Communication Assistant Sept. 2014-Jan. 2015

- Created and managed website content
- Recorded, edited and produced various content
- Designed various marketing campaigns

LEADERSHIP OPPORTUNITIES

NCSU Housing, photography intern Aug. 2013-June 2014

- Tasked with photographing the events of seven on-campus living and learning villages
- Edited photographs and created an online look-book reviewing the year

SKILLS, INTERESTS and AWARDS

Dean's List (spring & fall 2014), Published on the Huffington Post COLLEGE (2012), Reading, Photography, Adobe InDesign, Photoshop & Audition, Wordpress, AP ENPS, Diesel, Radiance, HTML, Painting, Documentaries, Bronze and Silver Awards in Girl Scouts of the U.S.A., Proficient in Microsoft Office (Word, PowerPoint & Excel)

Kaitlin Montgomery
703 Method Townes Ct.
Raleigh, NC 27606
(704) 254-9656

Student Media Board of Directors
NCSU Student Media
321 Witherspoon Center
Raleigh, NC 27606

To the Student Media Board of Directors:

After setting down the last of my boxes on move-in day my freshman year, I said goodbye to my parents and then walked to the third floor of Witherspoon to talk to Mark Herring and Alex Sanchez about getting started with *Technician* and *Agromeck*.

I was a first year communication major who had never written anything other than high school English essays and journal entries. I knew, though, that I wanted to be a journalist and that there wasn't a better place for me to get started other than student media.

Since then, I have learned so much. Student media has not only helped me grow as a writer but as a person. Had I become a member of another group on campus, I don't think I would be the same person I am today. The relationships I've found and experiences I've had here are ones I hope to continue fostering long after graduation. I've found some of my best friends here. My experiences here at *Technician*, *Agromeck* and WKNC have taught me patience, confidence and what it's like to work with people who are very proud of themselves and their work.

Nikki Stoudt was one of the first people I met within student media and she is one of the biggest reasons I decided to keep coming back my first year. I remember during one of my first editing nights she said, "you'll hate this place at times. You'll love it more than you hate it, though, and that makes it all worth it."

Three years later, I now know Nikki was right. I've had good and bad times here and I can't help but look forward to more of them.

Our print mentality

Technician has always been a print publication and at the moment it's what it does best. Each year the Editor-in-Chief candidate(s) talk about how it's important for the *Technician* to embrace other mediums. However, it rarely happens effectively. The *Technician* produces content that should be shared as much as possible. However, it is essential for the *Technician* to begin embracing other forms of media.

College students use the Internet and its related devices to consume the information and news they wish on a daily basis. Now more than ever, we have the ability to cherry pick exactly what we want to know and when we want to know it. The *Technician* does a great job of creating content for print but it has yet to embrace other ways of writing and publishing. This will only get us this far. To continue to be a relevant source of information for the student body the *Technician* needs to expand it's reach and become a newspaper of the 21st-century.

The use of multimedia and a stronger web presence

In the past few months the *Technician* has made an effort to update its website as well as its social media presence. Both of these are fantastic advances. However, there is much more to be done. It's time the *Technician* uses its available resources.

Wolf TV is something that is continually neglected by the Editor-in-Chief. They either can't see the need for it or don't know how to accomplish anything with it. Tapping into the group of students that are interested in broadcast, film or digital media the *Technician* could not only begin bringing in new recruits but also stimulate Wolf TV into something great.

Resurrecting Wolf TV will also strengthen the *Technician's* presence on the web. By integrating a type of broadcast news in with the website we would have a fresh way of doing stories. For example, say we're covering Art 2 Wear. This is a visually heavy event and each year our photo staff captures phenomenal moments within the show. What if we could take it to a new level? Along with running the pictures and story online we could have a short video that gave viewers a look into the event they might not have been able to attend. The world is becoming a visually heavy place. Marrying stories with engaging visual content would engage viewers both mentally and visually.

Up until this year not much has ever been done with the website or the app. Both of these things are in desperate need of a little TLC. Something as simple as making sure stories are webbed and displayed on the app correctly is a step in the right direction. Our writers need to learn how to tweak their writing for all kinds of platforms. It will not only help the *Technician* grow as a publication but better prepare them for possible career paths.

Our web and social media presence should also spark debate and collaboration amongst staffers and readers. Our lack of presence fails to engage readers on platforms they are comfortable with and use regularly to express thoughts and ideas. Structuring our website and social media outlets to allow organic conversation by way of forums or online videoconferences, we open up a new avenue of communication.

Photography

I've found photography to be one of the most underappreciated sections within student media. The *Technician* has failed to use the photo staff and all of its potential. I've spoken to several senior staff photographers that have expressed their disappointment with the lack of photo stories. More often than not, a photographer will go and cover a large event, take many great photos but only have one or two run the next day. I understand that within the limitations of the printed-paper there is only so much that can be done. However, this is where a web presence comes in handy. There are all kinds of opportunities available for photo stories and visual design aids.

The photo staff is a great resource and the *Technician* needs to better exercise its capabilities and talents.

Collaboration

One of the biggest problems within student media is the lack of cooperation between its sections. The *Agromeck*, the *Nubian Message* and even WKNC are all possible avenues for future collaboration. I have always written for both the *Agromeck* and the *Technician*. I know that a majority of the *Technician* staff is unaware of what the *Agromeck* does each year. This shouldn't happen. As sibling publications we share resources and staff members. There should be a level of respect for one another that, over the last three years, I feel isn't there. While they produced different written content, the *Agromeck* and the *Technician* have only hurt themselves by not using one another as a resource. The *Agromeck* is known for its award winning designs. This is something the two should be collaborating on.

The *Nubian Message* is another potential partner. Covering a variety of issues social issues, the *Nubian Message* can bring a level of depth, content wise, that the *Technician* has lacked this year.

At the moment the only content WKNC and the *Technician* produce together are the "88.1 Seconds" sound bites. This is an area that should be greatly expanded upon. We are limiting the potential of our staffers by not encouraging them to learn anything other than print media. Staffers should be introduced and taught to work with the other members of different areas of student media. Developing content ideas with WKNC could expand on parts of stories that use a audio element.

NPR made waves with its Serial podcast this fall. It was the most streamed podcast around the world. The *Technician* and WKNC could develop beats in which staffers work together to create a mini podcast that furthers the print content that is published during the week.

Between these three publications there is a great deal of knowledge to be shared.

Content

This year the news and the features sections have lacked depth.

One of the consistencies of the news section this year has been its coverage of the construction happening on and around campus. However, it always seems to be covered the same way. It's a very dry and regurgitated story that doesn't go any more in depth than "there are things being constructed." While it may not be the most riveting topic there are many different ways to cover it. We could talk about changing traffic patterns, how it does to the land, the economic changes, noise complaints/ordinances or the finances of it. This is just one example of the absence of further developed ideas.

The same problem was rampant within features. Due to a lack of content features fell in its ability to tackle in depth stories. There was an excess of arts and entertainment pieces. For example there was a story written about the Ph.D. student Emily Meineke. Meineke is doing amazing research within the entomology department researching how insects respond to urban heat. However this wasn't what features chose to center the profile on. Instead it focused solely on the fact that she was engaged to a member of the Avett Brothers, a popular folk music group. The piece read like a People's magazine article talking about her new house and how she liked to print recipes from the Internet.

The *Technician* is much better than this one-dimensional content. Staffers should be challenged to take detailed stories, create packages and investigate the things they think need to be talked about.

Recruitment

Our campus is full of brilliant students studying computer engineering, communication, filmmaking, design and so many other things. Yet the *Technician* rarely reaches out to these types of students

Many of the problems I talked about could easily be fixed with a stronger and more diverse recruitment pool.

The *Technician* in the past few weeks has recruited a large number of staffers. My fear is that these new recruits will either quit early on or will burn out.

The changes I've already mentioned (implementing more social media, a stronger web presence, radio pieces, etc.) tap into a group of students the *Technician* has not employed in the three years I've been here. The *Technician* would benefit from fresh talent and new ideas.

Closing Thoughts

I think of it like a domino effect. Changing one simple thing leads to many other, better changes.

I know that if I were to become the new Editor-in-Chief I would face challenges. There's the fact that I've worked heavily with the *Agromeck* this year. I would be managing a staff that I haven't worked with much. I'm not Ravi Chittilla's "predecessor." However, I don't think those things should be my defining factor.

Student media is my home. We have the ability to engage our students, faculty and alumni in big ways. There might not be many of us but we spend our nights and days on the third floor of Witherspoon making what we love, our publications.

Thank you for considering my application to be the next Editor-in-Chief of the *Technician*.

Kaitlin Montgomery

To: N.C. State Student Media Board
From: Patrick Neal, director of student media advising
Date: February 6, 2015
Re: applications

We received an application from **Christopher Hart-Williams** declaring interest in the position of **Nubian Message editor-in-chief**. In accordance with N.C. State University Student Media policy, candidates must meet the following qualifications.

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 unless in final semester of study.
- The candidate must be free of active disciplinary sanctions.
- The candidate must meet the minimum training requirements.

** The board may decide to waive this requirement.*

In accordance with student media policy: "To ensure compliance with the Family Educational Rights and Privacy Act, no student shall be made aware of another student's grades or shall have access to that student's academic record without express written permission. As part of their employment record with Student Media, students will be requested to sign a waiver allowing the appropriate student leaders and Student Media Board members to be made aware when a student is "not in compliance with the Student Media Academic Progress Policy" and, in the case of a student leader, "is no longer eligible to serve in the leadership role."

To the best of my ability, I have researched to ensure that the candidate for employment meets those qualifications.

Chris is NOT in full compliance. He has an expected graduation date of December 2015, which means he has less than two semesters remaining as an N.C. State student. The board would need to waive this requirement to consider his application. He **does** meet the other requirements as far as I can determine and is making adequate academic progress in accordance with University Regulation 11.55.6 and the Student Media Academic Progress Policy.

Christopher I. Hart-Williams

4441 Snowcrest Lane | Raleigh, NC 27616 | (919) 244-9404

cihartwi@ncsu.edu

February 5, 2014
Patrick Neal
307 A Witherspoon
Raleigh, NC, 27695

Dear Board:

I am writing to express my interest in the *Nubian Message* Editor-in-Chief position. The knowledge and experience I've attained while in college is relevant to what you are looking for in an Editor. I am a senior majoring in political science I have communications experience in both the public and private sector, working in government and the news media.

Under the communications director of the N.C. Office of State Human Resources I assisted the launch of its social media campaign and drove its messages. I was responsible for drafting a strategy in order to connect to current and prospective state employees for the entire state. As a web contributor intern at WRAL News I worked with the online team to publish and produce content for the website. There I wrote news stories, deciphered press releases, and edited photos and video under deadline.

I currently serve as Editor-in-Chief of the *Nubian Message*. As editor I published valuable stories in efforts to increase cultural awareness and diversity on campus. I've welcomed new students to our team and kept the paper afloat following a wave of key staff members graduating. So far I've succeed in strengthening the newspaper by driving our online presence. During my editorship I've had the opportunity to develop new relationships that have benefited the paper and have began to work with our recently hired designer who will design page layout for our first Febuary issue and the rest of the semester. The position has been vacant since I joined the paper in the Fall of last year and semesters prior. I think there will be a noticeable difference and I'll be able to better carry out other production responsibilities. I have been dedicated to the *Nubian Message* since I joined as a staff writer a year ago, there was and still are aspects of production that need to be improved and I believe that I can best manage the paper while cultivating a staff who can carry on those responsibilities once I leave.

I would appreciate the opportunity to speak with you personally about my qualifications, please call me at 919-244-9404 or e-mail me cihartwi@ncsu.edu. Thank you for your consideration.



Christopher Hart-Williams

EXPERIENCE:

Editor-in-Chief, *Nubian Message*, Aug. 2014 – Present

N.C. State's bi-weekly student-run newspaper

- Lead a staff of 20 news, perspective and features writers and photographers. Controlled a budget for 18 print issues, revamped the website and drafted the paper's design

Communication Fellow, Ignite NC, Jan. 2015 – Present

- Wrote social justice news, updated web page content, conducted interviews, and managed social media messages

Web Content Intern, *WRAL News*, Aug. 2014 – Dec. 2014

- Wrote online news content, conducted interviews, and edited photos and video under deadline

Communications Intern, N.C. Office of State Human Resources, Jan. 2014 – April 2014

- Produced and coordinated social media content and other branding for the Office of State Human Resources, N.C. in the communications division

Staff Writer, *Technician*, July 2013 – May 2014

N.C. State's daily student-run newspaper

- Covered campus events, interviewed university and community leaders and edited peers news writing

Staff Writer, *Nubian Message*, Aug. 2013 – May 2014

- News, feature, and viewpoint writer, North Carolina State University's weekly student newspaper

Office Assistant, City of Raleigh Solid Waste Services Department Summer 2011 – Summer 2012

- Assisted senior agents: answer calls from residents, organize personnel files, process data reports, and other office related tasks

AWARDS:

Certificate of Appreciation State of North Carolina, Governor Pat McCrory, April 2014

Literary Award North Carolina State University African-American Cultural Center, April 2014

SKILLS:

- Proficient with Adobe InDesign MS Word, Excel, PowerPoint
- Working knowledge of: AP Style, Copy Editing

EDUCATION:

North Carolina State University, Raleigh, NC Fall 2013 – Present

- Major: Political Science

I made a commitment as Editor-in -Chief of the *Nubian Message* to recruit to the best of my ability and to make sure that there is someone on staff ready to lead the paper when I leave. I understand that this position is traditionally a year long commitment, but I would like to propose serving as editor the *Nubian Message* just one more semester, while intensely training another student to take my place in the Spring. Following the loss of key staff members there has been a decrease in experienced staff, but we have freshman and sophomores that write often and are taking on more responsibility as the school year progresses.

I've built social capital with students and supporters of the paper, which I feel is very important for whoever is chosen to lead the *Nubian Message*, both now and in the future. In the beginning of the semester there was almost no one on staff I felt I could contact on any given day to perform a task, but things are better now. The morale of existing staff could still be improved and I am committed to trying new ways to motivate them. Giving more responsibility to certain students has helped and I plan to discuss some other ideas with Student Media Editorial Advisor Ellen Meder.

Recruitment has been an effort the *Nubian Message's* Managing Editor Nia Doaks and I have committed to throughout the semester. Some recruits have been consistent, but as it is often we've at times struggled with retaining enough experienced writers to contribute some weeks throughout the semester. I plan to have students

who are currently involved to play a larger role in the recruitment process such as sharing physical copies of the *Nubian Message* with peers and using their social media accounts to promote the paper each week and having some type of reward for those who go above and beyond.

This is a job and there's many moving parts, I've found that there are often aspects of producing that are more difficult than they appear. I took on this position understanding that the *Nubian Message's* foundation was not the strongest. Learning from mistakes made, I think I can improve the paper. I've produced each issue thus far without a designer. We recently hired a designer, who will control layout design of our upcoming Feb. 11 issue. Designing each issue and editing has been a challenge this semester, having a designer allows me to devote more time to the *Nubian Message's* content. I look forward to working with our designer for the rest of the semester. I expect our layout to be consistent, improved visual appearance, and production nights that are less stressful and hours shorter.

My specific goals are to:

- Continue to build social capital with my staff and supporters of the paper
- Honor that we are a newspaper and work with the new designer to keep our layout consistent, correct and current
- Stay dedicated to keeping a majority of content NC State and Raleigh related
- Use more of staff photographer's images, rather than free use photos. (All cover images and photos have been original this school year.)
- Improve the updated website, and recruit someone to manage online posts and web appearance

STUDENT MEDIA ORGANIZATION REPORTS - February and March, 2015

Agromeck

No report submitted as of March 6, 2015.

Business Office submitted by Mark Tate, business office manager

Revenue

Technician -

Technician revenue has seen an increase in the last few weeks. Even with the numerous cancelations due to weather, we were able to bring in a large amount of advertisement revenue.

WKNC -

Year to Date (July 1st-January 1st) we have brought in \$7,299.96 from WKNC sales. WKNC sales are still far too reliant on a select few customers. We have received many interest emails in advertising with WKNC within the last few weeks.

Nubian Message -

We have not noticed a major change in Nubian sales since the rates have dropped but we have managed to sell a few ads within the last few editions. The new rates were included in our monthly Newsletter blast to all of our customers.

Expenditures - All expenditures are normal and everything is in line with the budget. Our new media kit has arrived and is an outstanding piece to show to our customers.

Personnel - We have had one office assistant resign from working and were able to fill those hours with the two additional office assistant hires that we made a couple of months ago.

Training - Sabrina Anderson and I will be attending the College Media Business and Advertising Managers conference in Chicago on March 19th. We have already scheduled a training session for the following Monday in which we will share our experiences with the staff and begin working on developing our employees sales capabilities.

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

No report submitted as of March 6, 2015.

Windhover

submitted by Ajita Banerjea, editor

Personnel - The design team met with Frank from Theo Davis a few weeks ago, and discussed the different aspects of the magazine, such as paper, colors, dividers, etc., as well as the budget. They are currently working on the layout of the book, and sent Martha and me a basic draft of their vision of the book thus far. Martha and I plan on evaluating the draft over spring break.

The committees finished evaluating submissions about two to three weeks ago, and the finalized choices were sent in to the design team to begin the publication layout.

Events - Open Mic Night was rescheduled to March 4th due to the inclement weather, and was still very successful! It ran from 7-10 PM. The release party will be held sometime in April, and the date and venue have not been decided upon at this time.

Marketing - Promotions for the Open Mic were done primarily through social media, and I was also able to send out mass emails to some of the departments that would be interested in the event. Promotions for the release party will begin when the date and venue are finalized. We plan on using social media, mass emails, and posters, along with some help from *Technician* and WKNC for in-house ads or PSAs. Likes on Facebook have skyrocketed over the last few weeks, so we now have access to more students through Facebook posts. One of the posts on the page actually hit a record in terms of number of views on a single post in the history of the page.

Deadlines - The deadline to the publisher is tentatively a week or two after spring break. This will allow three weeks for the books to come in before the release party.

Technology - I added a new banner for a fresher look on the newly designed web site for *Windhover*.

WKNC

Submitted by John Kovalchik, General Manager

Revenue

Non-fee income (money in the bank), as of Feb. 28, 2015: \$22,750.56
Donor announcements — \$7,621.13
Benefit concerts — \$4,018.63
Tir Na nOg — \$3,100.00
Promotions/Live Nation — \$3,200.00
Merchandise Sales — \$1,636.80
Other — \$1,224.00

Donor Announcements - The business office has sold \$7,300 in donor announcements so far this fiscal year, which is not quite halfway toward the goal of \$15,500. Of that \$7,300, however, \$5,280 (72%) is attributed to a single client. We believe this is not a sustainable business model and need to continue to seek new clients or we will not meet our revenue goal for donor announcements.

Web Ads - We are in a holding pattern with the University over how to deposit about \$200 from Google AdSense. Jamie has been working on this since October and has seen little progress. In the meantime, we have dropped Google AdSense and have seen no revenue from its alternative. Jamie continues to investigate a better AdSense alternative.

Benefit Concerts - We did not meet our projected revenue goal for Double Barrel Benefit 12 due to highest costs associated with the venues and artists. We still had about 750 attend both nights and raised \$4,018.63 from ticket sales, raffle tickets and sponsorship income. Strategies to reduce costs need to be taken into account for future years.

Merchandise Sales - Our online store continues to do well and we have sold about \$370 since it opened in September. We have sold more than \$1,200 in merchandise over the last three months, with about half that made at DBB12. We hope to use the extra money made in merchandise sales to cover the deficit from DBB. Another run of Tshirts as trade has already been established and are on the way.

Expenditures - Due in part to the absence of a business manager for the fall semester we fell behind in issuing Interdepartmental Transfers to cover expenses for Fridays on the Lawn. The IDTs have all been issued and we are now awaiting payment. Our contracted expenses for the year should actually be \$50 instead of \$1,250 and our leadership development expenses should be \$500 less with the application of John Kovalchik's Undergraduate Research Travel Grant.

Personnel - The spring DJ training class has finished up. We had roughly 30 applicants. All 17 new trainees have taken and passed their written test and 11 have

taken and passed their board tests. We will be testing the remaining trainees and scheduling the new DJs in March.

Training - Our program director Walt Lilly held a Premiere training session for the staff in order to increase the sustainability of our live concert series "The Lounge." Several students should now have a basic grasp of the editing software in relation to WKNC's regular usage. Jamie and Doug Flowers were also in attendance. Lilly plans on hosting another open session, yet to be announced, for those who could attend the first.

Technology - February 2015 was our most-watched month to date on our YouTube channel, with 4138 views and an estimated 228.5 hours watched. The Tweens Lounge we did in June 2014 continues to be our most popular, with 13% of our total Lounge views. Tweens, Spider Bags, Jackson Scott (full set) and Grandma Sparrow had the highest views in February. There are two sessions scheduled to be filmed at this time where we hope to incorporate new staff members in leadership roles. Our instagram account has seen a 25% increase in followers. We have been posting at least 20 images a month since August 2013.

Outreach - Double Barrel Benefit 12 had 750 attendees and spanned two Triangle cities getting reviews and previews in several news outlets including *Indyweek*. The spring Friday's on the Lawn outdoor concert series is planned through the end of the semester. This semesters series includes 3 dates including one on the final day of class that we plan to include a record swap. The events will be a collaboration with the Union Activities Board and Inter Residence Council.

Ethics/Legal issues - Nothing to report.