

MINUTES

Tuesday, April 13, 2010 • 7 p.m.
Riddick 461

CALL TO ORDER

OLD BUSINESS

- **Approval of minutes** —Denise Gonzales Crisp moved that the minutes be approved. Laura Frey seconded. The minutes were approved by unanimous consent.
- **Hiring of *Technician* editor** — The *Technician/Nubian Message* Advisory board met April 12 to interview candidates Ben Zhou, Biko Tushinde, Maxwell Strickland, Amanda Wilkins and Nathan Hardin for the 2010 – 2011 *Technician* editor-in-chief. As read by Kelley Brackett, member of the Board and the advisory board. "The advisory board unanimously approved a motion to recommend the hiring of Amanda Wilkins for editor-in-chief and strongly urged that she make efforts to get Nathan Hardin into a *Technician* leadership position. The advisory board also recommended that Wilkins continue working towards completion of the Visionary Leaders Certificate and attend the Management Seminar for College News Editors, July 25-30, 2010 at Grady College at The University of Georgia. "Present at the advisory board meeting last night were: Kelly Brackett, senior and Student Media Board of Directors member; Andrew Williams, a junior; Spencer Williams, junior; Patrick Clarke, former *Technician* managing editor; Ben McNeely, former *Technician* managing editor; John Clark, general manager of wral.com; Bob Ashley, editor of the Durham Herald-Sun; Nancy Wykle, managing editor of the Durham Herald-Sun; Martha Collins, Student Media office manager; Bradley Wilson, Student Media adviser; and *Technician* staff editors: Kate Shefte, Lauren Blakely, Russell Witham; *Technician* staff members: Matt Moore, David Mabe, Lauren Blakely, Caitlin Cauley; and other Student Media students: Michele Chandler, Susannah Brinkley, Saja Hindi) Tyler Everett said he thought the *Technician* editor needed more experience and that experience would provide a better transition. He said he thought it would be difficult for an entry-level photographer to jump to be editor. Kate Shefte said in a couple years Amanda would be a great leader. She said she didn't think the senior staff would take to this well. Tyler Everett said he didn't think that he and Kate were in the minority. Michele Chandler said the majority of the time the editor is a writer and that she was just kind of speechless.

Russell Witham said this position is really a leadership position. He said he was a little surprised that one of the more experienced leaders wasn't selected. He said the person in the position is going to have to get to know the process of putting out a paper. He said some of the staff members are confused by the recommendation, not upset, just confused.

Lauren Blakely said she thought Amanda needed to serve in a leadership position on staff before she could become editor.

Bob Ashley said he thought the student leaders from the *Technician* staff were "a great group of folks." He said there were five candidates all of whom had strengths but no

one who brought clear senior leadership that would have made this an easier decision. "I'm reasonably confident that a few months from now this will prove to be a good decision." He said the senior staff members were all sufficiently committed to the paper, that was clear and that the group made what it thought was the best choice. "Youth is not necessarily a deterrent." He said he really respected what the leaders on the staff had done this semester.

Michele asked if it would be possible to consider co-editors.

Bob said the advisory board discussed that possibility.

Jim Ceresnak, outgoing student body president, said he applauded the five candidates for stepping up but questioned why a board with no staff members voting on it could make this recommendation.

Bob said this was the same process that had been followed for all of the other media. And Bradley reminded the Board that it could choose to follow the advisory board's recommendation or not but if not would probably would want to interview the candidates.

After the discussion ended, Al called for a vote and the recommendation of the advisory board was approved unanimously.

NEW BUSINESS

- **2010-2011 Budget** — The budget was approved unanimously. (ATTACHED)
- **Annual Report and the future of college media summary** — Bradley presented some findings presented earlier in the spring at the College Media Advisers convention in New York City. The findings showed that the top problems college media outlets across the nation face are financial and expectations of the student leaders that exceed their ability to perform.

ADJOURN

EXECUTIVE SESSION

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

REPORTS

AGROMECK

Submitted by Michele Chandler, editor

Deadlines — Our March 12 deadline was successful. We sent all of the pages other than March content, ads and index, and the closing, which we left for the final deadline. On March 26 we went the final pages of the *Agromeck*, making a total of 344 pages in this year's book. We are very proud of the publication and look forward to seeing the final product.

Susannah Brinkley, the next editor, plans on having one more deadline before she leaves to study abroad at Prague in May. The date is TBA.

Distribution- Final copies of the *Agromeck* will be delivered on April 21. Bryant Robbins and I are planning distribution for the book, especially for the seniors who qualify to receive a free copy. We are planning on having a meet-the-staff reception on April 22. There will be several opportunities for seniors, and other students who are interested in purchasing or picking up their copy during Dead Week at a variety of locations. Bryant and I are considering a Brickyard pickup, late night D.H. Hill distribution, and other pick up stations at various locations on campus.

To market the event, we will send e-mails out to students to remind them to pick up their copy of the *Agromeck*, create a Facebook event, and work with *Technician* to place house ads in the paper. Our goal is to give 1,000 seniors free yearbooks.

Technology — We received a new iMac, which replaced one of the slower computers in the office that had issues with staying connected to the server and InDesign crashing.

Staff and Training — Since the last meeting, there have been no changes to the staff. Applications have been opened for next year's senior staff positions and are due on April 14. Positions include assignments editor, photo editor, sports editor, design editor and promotions manager.

There have been no efforts made towards training, which could be a problem for retaining valuable staff members. I hope that the new editors will be present for their first deadline in May to gain some experience with managing deadlines before the beginning of the 2010-2011 school year.

Book Sales — As of now, we have sold 26 copies of this year's book. Although this is significantly less than last year's sales, this year we have put a stronger focus on our marketing initiative to reach out to seniors.

NUBIAN MESSAGE

Submitted by Demi Olubanwo, editor

- The *Nubian Message* is getting ready to wrap up the semester successfully. With three more issues left, we are gradually transitioning to the next year.
- Mario Terry, the candidate for editor-in-chief is in the process of learning the ropes: production schedule, staffing, deadlines and everything else that goes into making the paper. I'm trying to make sure that when his tenure begins in August, he is ready and knowledgeable of the paper.
- He will also be sitting in on my weekly meetings with Bradley as soon as possible so that he can get used to these meetings.
- Our next issue is the Pan-Afrikan issue, our biggest issue of the year. I asked Bradley if it was okay for this issue to be in full color as it was last year and he has approved the request. The issue would cover all the events during the week.

- As far as personnel goes, I have about 3-4 dedicated writers who I can rely on to stick it out to the end of the year. I anticipate that the rest of the staff will be involved for the next issue because it's our biggest one but just to be safe, I am trying to get contributing writers to cover the week.
- Equipment: We received two new computers in the office last week and so far, everything is running fine without any issues.

TECHNICIAN

Submitted by Russell Witham, Kate Shefte, Lauren Blakely, co-editors

Technician has stabilized during the course of the past month and has seen significant gains in recruitment. Likewise, staff cohesion has developed as a result of the media hailstorm surrounding the Save the *Technician* campaign.

Staff, alumni and the campus community have rallied around the mission of the paper and ensured its continued service to the campus — this was evidenced by the five applications *Technician* received for the editor-in-chief position.

Corrections have been a serious concern for the paper this year and the executive editors have recognized their importance in developing and maintaining credibility. Corrections, including those resulting from several significant blunders, have been effectively dealt with during the past month and the Web site has been updated accordingly.

One of the blunders involved an erroneous story about the College of Education, which inappropriately painted its placement efforts in a negative light. After Russell consulted with several administrators in the COE office, the story was rewritten for clarity and factual correctness, rebuilding relations with the college and providing students with accurate information.

Likewise, the paper had several instances of name misspellings this month. After analyzing the problem, Russell held a mini copyeditor-training session for the six staff copyeditors, reinforcing the importance of name checking. Russell, Lauren and Kate will keep track of the effectiveness of this strategy during the remainder of the semester to see if it is effective or needs to be revised by the future editor-in-chief – we will keep that individual aware of our findings.

Apart from individual staff trainings, the executive editors have not, as of yet, organized an entire-staff training for April. Bradley Wilson, Student Media coordinator, will work with them during the remainder of this week to develop a session for one of the last weekends of the semester. Our hope is that the training can be reflective, reinforcing the things the staff has done well and reviewing elements that need work moving forward.

Additionally, we would like to thank the Board of Directors for their direction this semester and assistance in maintaining N.C. State's daily student newspaper.

WINDHOVER

Submitted by Helen Dear, editor

Windhover's at the press, y'all!

The *Windhover* staff have most recently been focusing their efforts on ensuring the book will be printed correctly, coordinating the production of the audio component, planning for the reception, and discussing how the book will be distributed on campus.

We took *Windhover* to press on Thursday, March 11, and recently went to Theo Davis printers in Zebulon for a press check. Theo Davis kindly let us watch the cover and one spread be printed so we could make sure they were printed according to our specifications, hopes, and dreams. We caught one mistake — a folio was printed in registration black instead of black black — which the press manager fixed free of charge. It was really exciting to watch the cover be printed and see how whole printing system works. It was overwhelming to see how much paper is actually used in all 2500 books, so it was nice to know we used environmentally-friendly paper. The books were printed on that Thursday and were shipped to a binding facility where the 2500 books will be perfect-bound with PUR binding, a strong glue. Theo Davis will deliver the books to Witherspoon Student Center on the morning of Wednesday, April 14.

Martha Collins assisted Audio Editor Joe Wright and me in sending off *Windhover's* audio component to be mass-produced on Monday, April 5. Joe had already burned the master CD with all fourteen audio tracks, which we mailed off to DiscMakers that Tuesday. After consulting with DiscMakers, we found we could purchase 2,500 CDs with a two-color on-disc print job delivered by Friday, April 16, at well under our budget. I was pleased that we could afford as many CDs as books. Theo Davis will provide the round sticky tabs that hold the CDs in the books; the staff and volunteers will assist in putting the CDs in the books on Saturday, April 17.

The staff and I are planning the reception/book release party. I confirmed with George Thomas, Crafts Center director, that we can still hold the reception at the Crafts Center on Sunday, April 18, at 8 p.m. We are planning on beginning the reception at 8 p.m. and allowing guests to snack until 9 p.m., when we will hold an informal Open Mic Night. Bobby Graf has offered to DJ and coordinate audio efforts. Everyone who has a literary or audio piece in *Windhover* has been asked to perform; we are waiting to hear what our exact lineup will be. We also asked everyone who participated in the fall Open Mic Night to perform at the reception. What snackies we will serve is still up for debate, but we are planning on serving cupcakes, Neomonde hummus & pita, Morning Times coffee, and soda. We are confident we can stay within the budget and still provide excellent snackies.

The design team has designed and produced 100 posters advertising the reception that will be posted all over campus by Thursday, April 8. We also plan on publicizing the reception through various campus-wide e-mail distribution lists, WKNC PSAs, emailing everyone who submitted to *Windhover* or was involved, and advertisements online (on Student Media and social networking sites). We hope these efforts will reach a broad range of students on campus, but we welcome any suggestions to ensure we reach as many groups as possible. As far as distribution goes, we plan on leaving stacks of books with a small poster explaining what *Windhover* is (and encouraging them to visit the site!) in the following places:

- DH Hill library (East Wing and Erdhayl-Cloyd Wing, more?)
- Design library
- Talley Student Center, first and second floors
- Witherspoon Student Center, all floors
- Caldwell Lounge
- Distributed among select CHASS students that can hand them out in class (both grad and undergrad)

Again, more suggestions for distribution are welcome!

WKNC

Submitted by Thomas Anderson, general manager

Revenue

Non-fee income (money in the bank), as of April 1, 2010: \$36,790.63

Tir Na Nog — \$10,150.00

Regular donor announcements — \$8,889.60

Benefit Concerts — \$6,488.00

Promotions — \$2,350.00

Recording Fees — \$30.00

Live Nation — \$2,093.75

Sports — \$5,700.00

Other — \$1,089.28 (mostly merchandise sales)

Sponsorship Sales, as of April 1, 2010: \$9,222.00

Sponsorship sales for March 2010 totaled just \$390, the lowest figure this fiscal year. Our 2010-2011 budget significantly reduced our expectation for sponsorship sales generated through the business office. Unfortunately, the incoming general manager and incoming business office manager failed to meet before the April board meeting to come up with a strategic plan for the remainder of the fiscal year. We still plan to do this, but we have not at this time.

We have completed the Wolfpack Women's basketball season and have received our final payment from Wolfpack Sports. Baseball is now well underway and will continue to air on 88.1 until May, with the post-season potentially extending into June. Our three-year contract with Wolfpack Sports is up at the end of this year, so the station adviser, General Manager Tommy Anderson and new Personnel Director Nicole Palko are scheduling a meeting with Wolfpack Sports to discuss the upcoming sports season.

We are continuing to explore promotional opportunities with concert promoters like Live Nation and Outback Concerts, which has totaled close to \$4,500 in income so far this fiscal year. These contracts are completed through direct contact with the promoters, with the business office only handling the final invoice. We budgeted to raise \$2,000 in this category for this budget cycle, so we are exceeding our expectations.

We achieved moderate success with our first WKNC Presents show, which featured Benji Hughes and Skullbuckle at The Pour House on March 12. Through our arrangement with the concert promoter, WKNC alumnus Mikey Perros, we received 10 percent of ticket sales. While

this may not represent a significant source of income for WKNC, it is an opportunity we will continue to pursue.

Business Office Manager Krystal Pittman and Station Adviser Jamie Lynn Gilbert are investigating ways to increase WKNC merchandise sales and will complete some meetings before the board meeting.

The idea of staffing a WKNC-oriented sales representative in the business is being investigated. We are planning to run promos on the station for the business office, and we have added and "Advertisement" tab to our home page.

Expenditures — We purchased a new power amplifier to replace one that failed several months ago, and we will be purchasing another one in the near future to replace yet another failure. (A single failure is not necessarily catastrophic, as there are multiple pieces that perform the same collective function.)

Personnel — We have begun the process of filling positions for the summer and fall. (Some positions will be filled for the summer and re-opened in the fall, and some will be filled for the entire year.) Recently filled positions are as follows:

Program Director: Kieran Moreira

Personnel Director: Nicole Palko

Assistant Public Affairs Director: Alison Harman

We have also added several new board operators for sports broadcasts. This has greatly helped the new personnel director in her scheduling. Our music staff continues to improve upon their technical knowledge of scheduling software, and communication between them is better than it has ever been.

For at least the last two years, the paid position of audio resources manager was not included in the official budget. This position was ambiguous in nature; the description was vague, and its duties overlapped with other positions. We decided to terminate the position at the end of the semester. The staff member currently holding the position was very understanding of the change, and will remain on staff.

Training — Our music staff has benefited greatly from the input of Head Music Director Kelly Reid. Training sessions have gone well, and, as mentioned earlier, collective technical knowledge is better than it had been previously. We trained several new board operators fairly quickly and efficiently, as there have been few lapses in procedure.

Technology — Our transmitter was operating at near half power for several weeks due to some equipment failures. Our student engineers, with the help of our consulting engineer, replaced the offending parts, and our transmitter is back to a full 25,000 watts.

We experienced several hours of dead air April 6 due to a problem with the on-air computer. The DJ who noticed the issue contacted our student engineer and was able to reboot the on air computer and resume broadcasting. We have an alert system which is supposed to automatically call and alert several members of the staff in the event of dead air. However, this did not happen. The student engineer inspected this and came to the conclusion that the alert

system is “shot.” The on-air computer crashing and the alert system not working are issues that need immediate attention. The student engineer has spoken with our consulting engineer and both are looking into the problems.

Coverage — We have extended our partnership with the Union Activities Board and the Inter-Residence Council, and we will be presenting a live concert Friday, April 9 on Harris Field. Our weekly public affairs show, *Eye on the Triangle*, continues to cover campus and area news. Our effort to provide promotions in the way of public service announcements to campus organizations, groups, clubs and departments has not yet reached its full potential. We are looking into ways to make this service more known to the entire university community.

Deadlines — Due to extensive communication among the music staff, CD reviews are being turned in well before their add dates (this is a good thing). Because of this, we are able to produce weekly music charts that are compiled monthly and submitted to the College Music Journal. Our charts will likely be featured in the next publication. (By way of interest, our charts are among the best in the nation. Prompt reviews and adds to rotation are at the root of this.)

SOCIETY FOR COLLEGIATE JOURNALISTS

Submitted by Susannah Brinkley, president

NO REPORT

BUSINESS OFFICE

Submitted by Laura Frey

Week	Prospects	Meetings	Contacts	Sales
8 – 3/1-3/5	6		1	18 \$6,545.41
9 – 3/8-3/12	0	0	10	\$10,414.68
10 – 3/22-3/26	3		1 9	\$10,561.48
11– 3/29-3/31	1		1	13 \$8,406.03
12 – 4/5-4/9	0	0	12	\$12,797.31

Revenue — The housing fair was successful this year and we made \$10,448.26 for the *Housing Guide*, which is not included in the sales above for week eight. We had 21 different apartment complexes participate in the housing fair, which is four more than last year. As we come to the end of the year the sales representatives are working hard to reach out to those new and returning clients. Sales this current and past week have really picked up and are expected to remain high as we finish out this semester.

Training & Staff — In preparation for this summer we have been working on training Andrea so that there will be a smooth transition come May. We are also working with her to organize her staff for the summer and fall. For training, we will hold one final training session/end of the year party to celebrate the success of this semester, to say goodbye to graduating staff, and prepare the returning staff for what is to come.

Technician advertising billed: \$266,393.81
Technician projections for collections: \$247,746.24
Technician budgeted income to date: \$319,656.30
Technician actual expenditures to date: \$241,611.68
Nubian Message local advertising sold to date: \$660.00
Agromeck local advertising sold to date: \$1,000.00
Agromeck total advertising sold to date: \$6,325.00
Agromeck book sales to date: 14
WKNC non-fee income to date: \$39,431.35

A PDF version of the update is ATTACHED.

Ad Hoc Committee

A PDF version of recommendations is ATTACHED.

Al McArthur, chair, recognized Saja Hindi who read the recommendations of the ad hoc committee. She said the group met twice but did not have a list of who met or when.

Susannah said she was concerned about equity issues between the media if one media outlet starts paying on one scale and another starts paying on another scale.

Michele said she didn't come up to work on the media for the money. Saja said a lot of people come up there and don't even know they're being paid.

After some discussion on the payroll, Mike Giancola reminded the group that the budget is a plan and usually within line items such as payroll, current services, etc. there is flexibility if things change during the year. Bob said that was normal in most organizations. And Bradley said that's the way Student Media has operated since he's been there. If top leaders need to change things they sit down and go over the budget to examine the consequences and make changes as necessary. If other media are impacted then the leaders get together. The changes are reflected in the Board reports.

After some discussion of the summer publication, Krystal said summer publication is good training and a chance for the staff to get their feet wet. Russell said the summer training issues were great but the section editors need to be there. Saja said it was also important that the Web site is used. The summer could also be used as a time to build up some stock features that could be used during the year if needed. Bob asked if we made money during the summer. Krystal said that we made a little.

Andrew Payne asked if the group talked to anyone about increasing awareness of the paper. Saja said the editor should definitely be "out there." Andrew said the paper plays a very powerful role on campus. Policy can be set for years to come based on what the *Technician* says. It's an instrument of change on campus.

Tyler Everett said before the paper could again be respected on campus, the staff was going to have to fix themselves, fix the product and increase reliability. The paper is for the students. Once we produce a quality product, respect and interest will come back. Russell said, however,

that people do read the paper. He said the chancellor said it was the first thing he read every day. We know we make mistakes.

Amanda Wilkins said she considered the recommendations when writing her position paper and applying for the job. She applauded the current leadership staff for how hard they worked and said the staff did need to fix itself internally.

Saja said the Board of Directors was a great resource and challenged the members to keep up with everything that was going on at the *Technician*.

Jamie Lynn Gilbert reminded the group that hiring process was underway for a full-time production assistant that will replace the current graduate student position serving as a writing coach. The person in this position will serve as a writing/production coach to the staff and will work during production hours. However, he reminded the group that as stated in our Constitution and in University policy as well as in the individual's job description, the students still determine all the content.

Denise asked why the paper hasn't increased its Web presence more. Lauren said the Web becomes an afterthought. David Mabe said sometimes CP5 is difficult because of random errors and freezes.

Al thanked the group for the discussion.

STUDENT MEDIA BUDGET VS. ACTUAL

DATE: April 1, 2010
PERCENT THROUGH FISCAL YEAR: 75%

201 AGROMECK			
Budget	Actual	Percent	
Payroll	\$ 17,821.24	\$ 12,466.01	70%
Supplies	\$ 2,622.12	\$ 75.77	3%
Leadership Developm	\$ 1,712.00	\$ 980.04	57%
Current Services	\$ 57,764.00	\$ 6,527.11	11%
Fixed Charges	\$ 2,178.77	\$ 564.00	26%
TOTAL	\$ 82,098.13	\$ 20,612.93	25%
Non-Fee Income	\$ 25,000.00	\$ 10,509.59	42%
Fee Income	\$ 32,631.13	\$ 14,927.73	39.61%
TOTAL	\$ 57,631.13	\$ 25,437.32	44%

203 WINDHOVER			
Budget	Actual	Percent	
Payroll	\$ 4,850.00	\$ 1,414.72	29%
Supplies	\$ 1,110.00	\$ 574.06	52%
Leadership Development	\$ 75.00	\$ -	0%
Current Services	\$ 18,957.00	\$ 708.38	4%
Fixed Charges	\$ 761.22	\$ 25.00	3%
TOTAL	\$ 25,753.22	\$ 2,722.16	11%
Fee Income	\$ 25,753.23	\$ 27,065.29	6.91%
TOTAL	\$ 25,753.23	\$ 27,065.29	105%

OVERALL			
Budget	Actual	Percent	
Payroll	\$ 488,233.06	\$ 335,734.92	69%
Supplies	\$ 43,679.53	\$ 30,651.91	70%
Leadership Development	\$ 11,087.51	\$ 6,969.04	63%
Current Services	\$ 325,745.08	\$ 181,243.65	56%
Capital Outlays	\$ -	\$ 24,200.00	#DIV/0!
Contracted Services	\$ 6,900.00	\$ 3,600.00	52%
Fixed Charges	\$ 25,928.44	\$ 5,533.55	21%
Grant	\$ 7,000.00	\$ 5,250.00	75%
TOTAL EXPENSES	\$ 908,573.62	\$ 587,933.07	65%
Fee Income	\$ 419,863.87	\$ 391,844.61	93%
Non-Fee Income	\$ 441,062.50	\$ 256,529.71	58%
TOTAL INCOME	\$ 860,926.37	\$ 648,374.32	75%

207 NUBIAN MESSAGE			
Budget	Actual	Percent	
Payroll	\$ 7,588.41	\$ 2,358.12	31%
Supplies	\$ 400.00	\$ -	0%
Leadership Developm	\$ 686.67	\$ -	0%
Current Services	\$ 7,514.08	\$ 5,265.64	70%
Fixed Charges	\$ 629.78	\$ -	0%
TOTAL	\$ 16,818.95	\$ 7,623.76	45%
Non-Fee Income	\$ 528.25	\$ 660.00	125%
Fee Income	\$ 16,290.70	\$ 18,134.62	4.63%
TOTAL	\$ 16,818.95	\$ 18,794.62	112%

204 WKNC			
Budget	Actual	Percent	
Payroll	\$ 44,821.50	\$ 25,522.41	57%
Contracted Services	\$ 6,900.00	\$ -	0%
Supplies	\$ 16,377.85	\$ 6,637.87	41%
Leadership Development	\$ 1,591.92	\$ 941.96	59%
Current Services	\$ 6,730.00	\$ 4,940.97	73%
Fixed Charges	\$ 4,054.23	\$ 2,253.00	56%
Capital Outlays	\$ -	\$ 24,200.00	0%
TOTAL	\$ 80,475.50	\$ 64,496.21	80%
Non-Fee Income	\$ 56,500.00	\$ 36,790.63	65.12%
Fee Income	\$ 14,795.24	\$ 21,085.01	5.38%
TOTAL	\$ 71,295.24	\$ 57,875.64	81.18%

Net Profit/Loss	\$ (47,647.25)	\$ 60,441.25	
Current reserve	\$ 473,607.00		
Budgeted Reserve Transfer	\$ (47,647.25)		

202 TECHNICIAN			
Budget	Actual	Percent	
Payroll	\$ 113,315.79	\$ 70,491.92	62%
Supplies	\$ 18,245.11	\$ 4,972.90	27%
Leadership Developm	\$ 4,021.92	\$ 1,797.06	45%
Current Services	\$ 223,739.00	\$ 155,338.10	69%
Fixed Charges	\$ 11,061.42	\$ 1,681.55	15%
Grant	\$ 7,000.00	\$ 5,250.00	75%
Capital Outlay	\$ -	\$ -	#DIV/0!
TOTAL	\$ 377,383.24	\$ 239,531.53	63%
Non-Fee Income	\$ 359,034.25	\$ 222,460.25	62%
Fee Income	\$ 4,348.98	\$ 5,251.79	1.24%
TOTAL	\$ 363,383.23	\$ 227,712.04	63%

205 GENERAL ADMIN			
Budget	Actual	Percent	
Payroll	\$ 299,836.11	\$ 223,481.74	75%
Contracted Services	\$ -	\$ 3,600.00	#DIV/0!
Supplies	\$ 4,924.45	\$ 18,391.31	373%
Leadership Development	\$ 3,000.00	\$ 3,249.98	108%
Current Services	\$ 11,041.00	\$ 8,463.45	77%
Fixed Charges	\$ 7,243.03	\$ 1,010.00	14%
Capital Outlays	\$ -	\$ -	#DIV/0!
TOTAL	\$ 326,044.59	\$ 258,196.48	79%
Non-Fee Income	\$ -	\$ 1,814.86	#DIV/0!
Fee Income	\$ 326,044.59	\$ 305,021.29	77.84%
TOTAL	\$ 326,044.59	\$ 306,836.15	94%

314 Witherspoon CB 7318
 Raleigh, NC 27695
 919/515-1515
 fax: 919/513-2030

STUDENT MEDIA

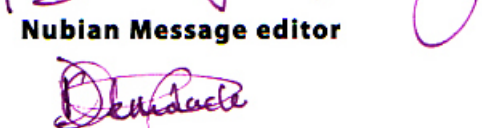
TO: Members, Student Media Board of Directors
FROM: Student leaders, Bradley Wilson, adviser
DATE: April 13, 2010
RE: Budget


The attached copy of the proposed budget for 2010-2011 contains no significant changes from 2009-2010 except for the following:

- A noticeable decline in *Technician* advertising revenue from about \$360,000 to \$316,000. And this is aggressive given that our projections for the end-of-the-year this year reflects income of around \$300,000.
- An increase in Student Fee revenue of 50¢ for the *Agromeck* yearbook. Our request for an additional \$1 to offset increase expenditures was declined. We will need to make a decision soon about whether or not to request additional fees next year.
- An increase in spending for full-time employees given the addition of an additional SPA employee to serve as a print media writing/production coach.
- About a 7,000 percent increase in administrative service fees from \$206 in 2007-2008 (actual) to \$14,845 (budget) in 2010-2011. Although it is hard to determine what this actually gives us, it is an assessment assigned to us by the University budget office.
- The budget reflects expenditures exceeding income with the additional monies for operations coming out of our reserve.

As always, this budget is subject to University review and amendment before implementation on July 1, 2010. However, at this point, we recommend its approval.


Agromeck editor


Nubian Message editor


Technician editor


Windhover editor


WKNC general manager


Coordinator

2010-2011 STUDENT MEDIA BUDGET

	2009-2010 Budget	2010-2011 Budget	Budget difference
OVERALL			
<i>Income</i>			
Non-Fee Income	\$ 441,062.49	\$ 371,075.00	84%
Student fees	\$ 419,864.12	\$ 444,606.69	106%
TOTAL	\$ 860,926.61	\$ 815,681.69	95%
<i>Expenditures</i>			
Personnel	\$ 488,233.05	\$ 492,319.43	101%
Contracted Services	\$ 6,900.00	\$ 4,500.00	65%
Supplies and materials	\$ 43,679.53	\$ 21,078.25	48%
Leadership developmen	\$ 11,087.51	\$ 13,496.84	122%
Current services	\$ 325,745.08	\$ 294,161.54	90%
Fixed charges	\$ 25,928.45	\$ 25,939.24	100%
Capital Outlay	\$ -	\$ -	#DIV/0!
Financial Aid	\$ 7,000.00	\$ 8,000.00	114%
Other	\$ -	\$ -	
	\$ 908,573.62	\$ 859,495.30	95%
Net	(\$47,647.01)	(\$43,813.61)	

DRAFT

Produced

April 8, 2010

	2009-2010 Budget	2010-2011 Budget	Budget difference
AGROMECK			
<i>Income</i>			
Sales	\$ 8,250.00	\$ 1,375.00	17%
Advertising	\$ 16,750.00	\$ 4,500.00	27%
Student fees	\$ 32,631.13	\$ 76,676.00	235%
TOTAL	\$ 57,631.13	\$ 82,551.00	143%
<i>Expenditures</i>			
Personnel	\$ 17,821.24	\$ 16,575.60	93%
Supplies and materials	\$ 2,622.12	\$ 2,122.12	81%
Leadership development	\$ 1,712.00	\$ 1,712.00	100%
Current services	\$ 57,764.00	\$ 67,264.00	116%
Fixed charges	\$ 2,178.77	\$ 2,434.01	112%
Capital Outlay	\$ -	\$ -	0%
Other	\$ -	\$ -	0%
	\$ 82,098.13	\$ 90,107.73	110%

Net \$ (24,467.00) (\$7,556.73)

	2009-2010 Budget	2010-2011 Budget	Budget difference
NUBIAN MESSAGE			
<i>Income</i>			
Advertising	\$ 528.24	\$ 500.00	95%
Student fees	\$ 16,290.70	\$ 11,472.00	70%
TOTAL	\$ 16,818.94	\$ 11,972.00	71%
<i>Expenditures</i>			
Personnel	\$ 7,588.41	\$ 5,297.50	70%
Supplies and materials	\$ 400.00	\$ 400.00	100%
Leadership development	\$ 686.67	\$ 286.67	42%
Current services	\$ 7,514.08	\$ 6,547.54	87%
Fixed charges	\$ 629.78	\$ 571.20	91%
Other	\$ -	\$ -	0%
	\$ 16,818.94	\$ 13,102.91	78%

Net \$ - (\$1,130.91)

	2009-2010 Budget	2010-2011 Budget	Budget difference
TECHNICIAN			
<i>Income</i>			
Advertising	\$ 359,034.25	\$ 316,200.00	88%
Student fees	\$ 4,348.98	\$ -	
TOTAL	\$ 363,383.23	\$ 316,200.00	87%
<i>Expenditures</i>			
Personnel	\$ 113,315.79	\$ 99,073.40	87%
Supplies and materials	\$ 18,245.11	\$ 10,768.36	59%
Leadership development	\$ 4,021.92	\$ 6,831.25	170%
Current services	\$ 223,739.00	\$ 183,859.00	82%
Fixed charges	\$ 11,061.42	\$ 7,667.99	69%
Financial Aid	\$ 7,000.00	\$ 8,000.00	114%
Other	\$ -	\$ -	0%
	\$ 377,383.24	\$ 316,200.00	84%

Net \$ (14,000.01) \$0.00

	2009-2010 Budget	2010-2011 Budget	Budget difference
WINDHOVER			
<i>Income</i>			
Student fees	\$ 25,753.23	\$ 22,770.00	88%
TOTAL	\$ 25,753.23	\$ 22,770.00	88%
<i>Expenditures</i>			
Personnel	\$ 4,850.00	\$ 4,850.00	100%
Supplies and materials	\$ 1,110.00	\$ 810.00	73%
Leadership development	\$ 75.00	\$ 75.00	100%
Current services	\$ 18,957.00	\$ 18,500.00	98%
Fixed charges	\$ 761.22	\$ 779.49	102%
Other	\$ -	\$ -	0%
	\$ 25,753.22	\$ 25,014.49	97%

Net \$ 0.01 (\$2,244.49)

	2009-2010 Budget	2010-2011 Budget	Budget difference
WKNC			
<i>Income</i>			
WolfPack Sports	\$ 14,100.00	\$ 14,100.00	100%
Concerts	\$ 9,000.00	\$ 9,000.00	100%
Sponsorships	\$ 33,400.00	\$ 25,400.00	76%
Student fees	\$ 14,795.24	\$ 10,380.00	70%
TOTAL	\$ 71,295.24	\$ 58,880.00	83%
<i>Expenditures</i>			
Personnel	\$ 44,821.50	\$ 43,381.50	97%
Contracted Services	\$ 6,900.00	\$ -	0%
Leadership development	\$ 1,591.92	\$ 1,591.92	100%
Supplies and materials	\$ 16,377.85	\$ 2,053.32	13%
Current services	\$ 6,730.00	\$ 6,590.00	98%
Fixed charges	\$ 4,054.23	\$ 6,286.41	155%
Other	\$ -	\$ -	0%
	\$ 80,475.50	\$ 59,903.15	74%

Net \$ (9,180.26) (\$1,023.15)

	2009-2010 Budget	2010-2011 Budget	Budget difference
GENERAL ADMINISTRATION			
<i>Income</i>			
Other	\$ -	\$ -	
Student fees	\$ 326,044.59	\$ 323,307.00	99%
TOTAL	\$ 326,044.59	\$ 323,307.00	99%
<i>Expenditures</i>			
Personnel	\$ 299,836.11	\$ 323,141.43	108%
Contracted services	\$ -	\$ 4,500.00	100%
Supplies and materials	\$ 4,924.45	\$ 4,924.45	100%
Leadership development	\$ 3,000.00	\$ 3,000.00	100%
Current services	\$ 11,041.00	\$ 11,401.00	103%
Fixed charges	\$ 7,243.03	\$ 8,200.14	113%
Capital Outlays	\$ -	\$ -	
Other	\$ -	\$ -	0%
	\$ 326,044.59	\$ 355,167.02	109%

Net \$ - (\$31,860.02)

STUDENT MEDIA BUDGET VS. ACTUAL

DATE: July 1, 2010
PERCENT THROUGH FISCAL YEAR: 0%

201 AGROMECK			
Budget	Actual	Percent	
Payroll	\$ 16,575.60	\$ -	0%
Supplies	\$ 2,122.12	\$ -	0%
Leadership Developm	\$ 1,712.00	\$ -	0%
Current Services	\$ 67,264.00	\$ -	0%
Fixed Charges	\$ 2,434.01	\$ -	0%
TOTAL	\$ 90,107.73	\$ -	0%
Non-Fee Income	\$ 5,875.00	\$ -	0%
Fee Income	\$ 76,676.00	\$ -	3.61%
TOTAL	\$ 82,551.00	\$ -	0%

203 WINDHOVER			
Budget	Actual	Percent	
Payroll	\$ 4,850.00	\$ -	0%
Supplies	\$ 810.00	\$ -	0%
Leadership Development	\$ 75.00	\$ -	0%
Current Services	\$ 18,500.00	\$ -	0%
Fixed Charges	\$ 779.49	\$ -	0%
TOTAL	\$ 25,014.49	\$ -	0%
Fee Income	\$ 22,770.00	\$ -	6.91%
TOTAL	\$ 22,770.00	\$ -	0%

OVERALL			
Budget	Actual	Percent	
Payroll	\$ 48,7819.43	\$ -	0%
Supplies	\$ 21,078.25	\$ -	0%
Leadership Development	\$ 13,496.84	\$ -	0%
Current Services	\$ 294,161.54	\$ -	0%
Capital Outlays	\$ -	\$ #DIV/0!	0%
Contracted Services	\$ 6,000.00	\$ -	0%
Fixed Charges	\$ 25,939.24	\$ -	0%
Grant	\$ 8,000.00	\$ -	0%
TOTAL EXPENSES	\$ 856,495.30	\$ -	0%
Fee Income	\$ 444,605.00	\$ -	0%
Non-Fee Income	\$ 371,075.00	\$ -	0%
TOTAL INCOME	\$ 815,680.00	\$ -	0%

207 NUBIAN MESSAGE			
Budget	Actual	Percent	
Payroll	\$ 5,297.50	\$ -	0%
Supplies	\$ 400.00	\$ -	0%
Leadership Developm	\$ 286.67	\$ -	0%
Current Services	\$ 6,547.54	\$ -	0%
Fixed Charges	\$ 571.20	\$ -	0%
TOTAL	\$ 13,102.91	\$ -	0%
Non-Fee Income	\$ 500.00	\$ -	0%
Fee Income	\$ 11,472.00	\$ -	4.63%
TOTAL	\$ 11,972.00	\$ -	0%

204 WKNC			
Budget	Actual	Percent	
Payroll	\$ 43,381.50	\$ -	0%
Contracted Services	\$ 1,500.00	\$ -	0%
Supplies	\$ 2,053.32	\$ -	0%
Leadership Development	\$ 1,591.92	\$ -	0%
Current Services	\$ 6,590.00	\$ -	0%
Fixed Charges	\$ 6,286.41	\$ -	0%
Capital Outlays	\$ -	\$ -	0%
TOTAL	\$ 61,403.15	\$ -	0%
Non-Fee Income	\$ 48,500.00	\$ -	0.00%
Fee Income	\$ 10,380.00	\$ -	5.38%
TOTAL	\$ 58,880.00	\$ -	0.00%

Net Profit/Loss	\$ (40,815.30)	\$ -	
Current reserve	\$ 473,607.00		
Budgeted Reserve Transfer	\$ (40,815.30)		

202 TECHNICIAN			
Budget	Actual	Percent	
Payroll	\$ 99,073.40	\$ -	0%
Supplies	\$ 10,768.36	\$ -	0%
Leadership Developm	\$ 6,831.25	\$ -	0%
Current Services	\$ 183,859.00	\$ -	0%
Fixed Charges	\$ 7,667.99	\$ -	0%
Grant	\$ 8,000.00	\$ -	0%
Capital Outlay	\$ -	\$ #DIV/0!	0%
TOTAL	\$ 316,200.00	\$ -	0%
Non-Fee Income	\$ 316,200.00	\$ -	0%
Fee Income	\$ -	\$ 1.34%	
TOTAL	\$ 316,200.00	\$ -	0%

205 GENERAL ADMIN			
Budget	Actual	Percent	
Payroll	\$ 318,641.43	\$ -	0%
Contracted Services	\$ 4,500.00	\$ -	0%
Supplies	\$ 4,924.45	\$ -	0%
Leadership Development	\$ 3,000.00	\$ -	0%
Current Services	\$ 11,401.00	\$ -	0%
Fixed Charges	\$ 8,200.14	\$ -	0%
Capital Outlays	\$ -	\$ #DIV/0!	0%
TOTAL	\$ 350,667.02	\$ -	0%
Non-Fee Income	\$ -	\$ #DIV/0!	
Fee Income	\$ 323,307.00	\$ 77.84%	
TOTAL	\$ 323,307.00	\$ -	0%

Agromeck 2010-2011

Income

Sales	\$ 1,375.00			25 books x \$55/copy
Advertising	\$ 4,500.00			
Student fees	\$ 76,676.00	\$	13,576.50	Dedicated fee monies
TOTAL	\$ 82,551.00			

Expenses

Payroll	\$ 16,575.60			
Parking	\$ 300.00			
Memberships (ACP, CSPA)	\$ 269.00			
Admin Service Charge	\$ 1,865.01	\$	103.60	payroll per spread
Office Supplies	\$ 522.12	\$	563.17	total expenses per spread
Photocopies	\$ 500.00			
Postage	\$ 1,100.00			
Printing	\$ 66,100.00			
Leadership Development	\$ 1,712.00			
Travel (coverage)	\$ -			
Telecommunications	\$ 1,164.00			
Expenses	\$ 90,107.73			

Income - Expenses \$ (7,556.73)

Expenditures

Personnel	\$ 16,575.60
Supplies and materials	\$ 2,122.12
Current services	\$ 68,976.00
Fixed charges	\$ 2,434.01
Capital Outlay	\$ -
Other	\$ -
Total	\$ 90,107.73

Editor	\$ 450.00	10.0	\$ 4,500.00
Managing editor	\$ -	8.0	\$ -
Photo editor	\$ 100.00	8.0	\$ 800.00
Design editor	\$ 100.00	8.0	\$ 800.00
Copy Editor	\$ 20.00	23.0	\$ 460.00
Photographers (per photo)	\$ 10.00	748.8	\$ 7,488.00
Designers (per spread)	\$ 15.00	120.0	\$ 1,800.00
Reporters (per story)	\$ 10.00	160.0	\$ 1,600.00
			\$ 17,448.00

Not paid in Dec. or June
 Aug. Sept. Oct. Nov. Jan. Feb. March April
 Aug. Sept. Oct. Nov. Jan. Feb. March April
 Aug. Sept. Oct. Nov. Jan. Feb. March April

320 pages
 160 spreads
 6 deadlines

Summer workshop

Airfare	\$ 400.00	\$ 400.00
Hotel	\$ 297.00	\$ 297.00
Meals	\$ 200.00	\$ 200.00
Registration	\$ 235.00	\$ 235.00
		\$ 1,132.00

1 phone lines

1 voicemail

\$ 444.00 Phone charges
 \$ 720.00 Data/Infrastructure

Retreat \$ -

ACP/CMA convention

Registration	\$ 85.00	\$ 85.00
Meals	\$ 145.00	\$ 145.00
Hotel	\$ -	\$ -
Travel	\$ 350.00	\$ 350.00
		\$ 580.00

Memberships (CSPA, ACP) \$ 269.00
 News photos \$ -

Promotions

Postcards	\$ 1,000.00
Postage	\$ 1,000.00
Posters	\$ 100.00
The Brick	\$ 10,000.00
TOTAL	\$ 12,100.00

Editor's parking \$ 300.00

Business Office 2010-2011

Income

Student Fees	\$	-
WKNC sponsorships	\$	10,000.00
Agromeck	\$	4,500.00
Nubian Message ads	\$	500.00
Technician ads	\$	316,200.00
Total	\$	331,200.00

Expenses

Memberships	\$	250.00	SUN/CNBAM
Parking	\$	300.00	
Payroll	\$	50,033.40	
Insurance	\$	-	
Hardware and software	\$	-	
Office Supplies	\$	1,000.00	
Photocopies	\$	-	
Postage	\$	1,000.00	
Printing	\$	1,500.00	
Staff Development	\$	-	
Telecommunications	\$	-	
Leadership Development	\$	3,471.25	
	\$	57,554.65	

Expenditures

Personnel	\$	50,033.40
Supplies and materials	\$	2,000.00
Current services	\$	4,971.25
Fixed charges	\$	550.00
Capital Outlay	\$	-
Other	\$	-
	\$	57,554.65

Income-Expenses \$273,645.35

Staff	Monthly	# months			
Production manager	0 \$	100.00	8 \$	-	
Ad designer	1 \$	960.00	8 \$	7,680.00	(1 person, 40 hours/ week, four weeks, \$8/hour)
Advertising manager	1 \$	400.00	10 \$	6,213.40	(0.7% gross)
Sales manager	0 \$	300.00	8 \$	-	(1.0% gross)
Circulation manager	1 \$	200.00	8 \$	1,600.00	
Classifieds sales	1 \$	1,280.00	8 \$	10,240.00	(1 person, 40 hours/week, four weeks, \$8/hour)
Summer classified	1 \$	1,020.00	3 \$	3,840.00	(40 hours/week * \$8.5/hour * 12 weeks)
Summer base pay	3 \$	50.00	3 \$	450.00	
Display sales reps	3 \$	100.00	8 \$	2,400.00	(base pay only)
Assistant sales reps	0		\$	-	(10 hours/week * \$8.5/hour * 40 weeks)
TOTAL			\$	32,423.40	

	Gross income	Commission	Net income	Commission rate
Agromeck	\$ 4,500.00	\$ -	\$ 4,500.00	0%
Career Center guide	\$ -	\$ -	\$ -	0%
	\$ 4,500.00	\$ -	\$ 4,500.00	

Technician	\$ 316,200.00	\$ 15,810.00	\$ 300,390.00	5%
Nubian Message	\$ 500.00	\$ 25.00	\$ 475.00	5%
WKNC sales	\$ 10,000.00	\$ 1,800.00	\$ 8,200.00	18%

SUN convention

Registration	\$ 70.00	\$ 210.00
Meals	\$ 108.75	\$ 326.25
Hotel	\$ 150.00	\$ 450.00
Travel	\$ 220.00	\$ 660.00
	\$	3,471.25

Summer meeting and two to fall conference

Nubian Message 2010-2011

Income

Advertising	\$ 500.00
Student fees	\$ 11,472.00
Total	\$ 11,972.00

Expenses

Memberships/Parking	\$ 300.00
Admin Ser Charge	\$ 271.20
Hardware and software	\$ -
Office Supplies	\$ 200.00
Photocopies	\$ 200.00
Payroll	\$ 5,297.50
Postage	\$ 250.00
Printing	\$ 5,937.54
Leadership Development	\$ 286.67
Telecommunications	\$ 360.00
	\$ 13,102.91

Income - expenses (\$1,130.91)

Monthly payroll

	Per month	Total
Editor	1 \$ 350.00	\$ 2,800.00
Webmaster	0 \$ 20.00	\$ -
Copy Editor	1 \$ 20.00	\$ 440.00
Layout editor	1 \$ 20.00	\$ 440.00
Circulation mgr	1 \$ 15.00	\$ 330.00
Photographs	4 \$ 10.00	\$ 880.00
Reporters	3 \$ 10.00	\$ 660.00
		\$ 5,550.00

Staff member of the month 6 \$ 25.00 \$ 150.00

Leadership Development

Open House	\$ 105.00
Retreat snacks	\$ -
Training session snacks	\$ -
Training	\$ -

Printing

8 pages	\$ 263.07	\$ 5,787.54
Delivery	\$ -	\$ -
Color	3 \$ 150.00	
		\$ 5,937.54

Editor's parking \$ 300.00

Expenditures

Personnel	\$ 5,297.50
Supplies and n	\$ 400.00
Current service	\$ 6,834.21
Fixed charges	\$ 571.20
Capital Outlay	\$ -
Other	\$ -
	\$ 13,102.91

8 months
22 issues
750 circulation

\$ 252.27 per issue payroll cost
\$ 0.34 per copy payroll cost
\$ 595.59 per issue total cost
\$ 0.79 per copy total cost

0 phone lines
0 voicemail
\$ - Phone charges
\$ 360.00 Data/Infrastructure

\$20/issue
\$20/issue
\$20/issue
\$15/issue
Per photo
Per article

\$50 bonus for staff member of the month

To maintain senior staff status

- 1) Attend weekly budget meeting
- 2) Hold office hours at least 2 per week on weekdays between 8 a.m. - 5 p.m.
- 3) Attend one monthly training each month
- 4) Visit with writing coach at least twice during month

Technician 2010-2011

Income

Student Fees	\$ -
Advertising	\$ 316,200.00
Total	\$ 316,200.00

Expenses

Payroll	\$ 99,073.40
Memberships	\$ 389.00
Parking	\$ 900.00
Administrative Ser. Chg.	\$ 6,378.99
Hardware and software	\$ 6,248.25
Office Supplies	\$ 1,840.00
Photocopies	\$ 1,680.11
Postage	\$ 1,000.00
Student Grant	\$ 8,000.00
Printing	\$ 178,975.00
Leadership Development	\$ 6,831.25
Telecommunications	\$ 4,884.00
Travel for coverage	\$ -
Total	\$ 316,200.00

Expenditures

Personnel	\$ 99,073.40
Supplies and mate	\$ 10,768.36
Current services	\$ 190,690.25
Fixed charges	\$ 7,667.99
Capital Outlay	\$ -
Grant	\$ 8,000.00
Total	\$ 316,200.00

Income-Expenses \$0.00

155 issues
\$ 316,200.00 total expenses
\$ 2,040.00 cost per issue
\$ 639.18 per issue payroll cost
10,500 circulation
0.19 per copy cost

6 phone lines
1 voicemail
\$ 2,364.00 Phone charges
\$ 2,520.00 Data/Infrastructure

Payroll

Editor**	1	\$ 555.00	\$ 555.00	\$ 6,660.00
			\$ 555.00	\$ 6,660.00

Paid 12 months

Deadline awards	0	\$ 50.00	\$ -
Staff member of the month	1	\$ 50.00	\$ 400.00

** Editorial Board (senior staff)
* Senior staff

Business office total payroll \$ 48,233.40

33% =Commission

Issue staff

Number	Amount	Days paid	
Webmaster**	1.0 \$ 20.00	58.0	\$ 1,160.00
Managing editor**	1.0 \$ 35.00	145.0	\$ 5,075.00
News editor**	1.0 \$ 20.00	87.0	\$ 1,740.00
Opinion editor**	1.0 \$ 15.00	87.0	\$ 1,305.00
Sports editor**	1.0 \$ 20.00	87.0	\$ 1,740.00
Features editor**	1.0 \$ 20.00	87.0	\$ 1,740.00
Design editor**	1.0 \$ 20.00	93.0	\$ 1,860.00
Photo editor**	1.0 \$ 10.00	145.0	\$ 1,000.00
Designer	1.0 \$ 15.00	145.0	\$ 2,175.00
Nightly photo color correction	1.0 \$ 10.00	155.0	\$ 1,550.00
Assistant news editor	1.0 \$ 15.00	31.0	\$ 465.00
Assistant features editor	1.0 \$ 15.00	31.0	\$ 465.00
Assistant sports editor	1.0 \$ 15.00	31.0	\$ 465.00
Opinion writers	1.0 \$ 10.00	145.0	\$ 1,450.00
Stories	5.0 \$ 10.00	155.0	\$ 7,750.00
Copy editor	1.0 \$ 20.00	155.0	\$ 3,100.00
Photos	7.0 \$ 10.00	155.0	\$ 10,850.00
Other contributors	0.0 \$ 10.00	155.0	\$ -
Cartoonist	1.0 \$ 10.00	145.0	\$ 1,450.00
Total			\$ 44,180.00

Per night; 5/5 nights, fall/spring only; nc
Per night; 3/5 nights, fall/spring only; nc
Per night; 3/5 nights, fall/spring only; nc
Per night; 3/5 nights, fall/spring only; nc
Per night; 3/5 nights, fall/spring only; nc
Per night; 3/5 nights, fall/spring only; nc
Per night; 3/5 nights, fall/spring only; nc
Paid \$100/month for 10 months for trai
Per night; 5/5 nights, fall/spring only
Per night; 5/5 nights, fall/spring only; cc
Per night; 1/5 nights, fall/spring only; p
Per night; 1/5 nights, fall/spring only; p
Per night; 1/5 nights, fall/spring only; p
2 columns per regular issue
\$10/original story; column containing at

Staff development

Fall retreat	\$ 1,000.00
Spring retreat	\$ 250.00
EIC conference	\$ 650.00

20 people; Aug. 15-17, 2010
40 people; Jan. 5, 2010

ACP/CMA convention

Registration	\$ 85.00	\$ 170.00
Meals	\$ 145.00	\$ 290.00
Hotel	\$ 220.64	\$ -
Travel	\$ 300.00	\$ 600.00
Total		\$ 2,960.00

Miscellaneous

Travel to out-of-town events	\$ -
Editor's parking/temp passes	\$ 600.00

29
58

Printing

Regular parinting	\$ 1,145.00	\$ 163,735.00
Summer issues	\$ 1,145.00	\$ 11,450.00
Exam Week Extra	\$ 1,145.00	\$ 2,290.00
Tabloid issues	\$ 2,482.00	\$ -
Total		\$ 177,475.00

143 regular issues
10 summer issues
2 exam week issues
0 special issues

Memberships

MCT Campus	\$ -
ACP	\$ 139.00
NC Open Govt Coalition	\$ -
CSPA	\$ -
Total	\$ 139.00

Technician 2010-2011

Income

Student Fees	\$ -
Advertising	\$ 316,200.00
Total	\$ 316,200.00

Expenses

Payroll	\$ 99,073.40
Memberships	\$ 389.00
Parking	\$ 900.00
Administrative Ser. Chg.	\$ 6,378.99
Hardware and software	\$ 6,248.25
Office Supplies	\$ 1,840.00
Photocopies	\$ 1,680.11
Postage	\$ 1,000.00
Student Grant	\$ 8,000.00
Printing	\$ 178,975.00
Leadership Development	\$ 6,831.25
Telecommunications	\$ 4,884.00
Travel for coverage	\$ -
Total	\$ 316,200.00

Expenditures

Personnel	\$ 99,073.40
Supplies and mate	\$ 10,768.36
Current services	\$ 190,690.25
Fixed charges	\$ 7,667.99
Capital Outlay	\$ -
Grant	\$ 8,000.00
Total	\$ 316,200.00

Income-Expenses \$0.00

155 issues
\$ 316,200.00 total expenses
\$ 2,040.00 cost per issue
\$ 639.18 per issue payroll cost
10,500 circulation
0.19 per copy cost

6 phone lines
1 voicemail
\$ 2,364.00 Phone charges
\$ 2,520.00 Data/Infrastructure

Payroll

Editor**	1	\$ 555.00	\$ 555.00	\$ 6,660.00
			\$ 555.00	\$ 6,660.00

Paid 12 months

Deadline awards	0	\$ 50.00	\$ -
Staff member of the month	1	\$ 50.00	\$ 400.00

** Editorial Board (senior staff)
* Senior staff

Business office total payroll \$ 48,233.40

33% =Commission

Issue staff

Number	Amount	Days paid	
Webmaster**	1.0 \$ 20.00	58.0	\$ 1,160.00
Managing editor**	1.0 \$ 35.00	145.0	\$ 5,075.00
News editor**	1.0 \$ 20.00	87.0	\$ 1,740.00
Opinion editor**	1.0 \$ 15.00	87.0	\$ 1,305.00
Sports editor**	1.0 \$ 20.00	87.0	\$ 1,740.00
Features editor**	1.0 \$ 20.00	87.0	\$ 1,740.00
Design editor**	1.0 \$ 20.00	93.0	\$ 1,860.00
Photo editor**	1.0 \$ 10.00	145.0	\$ 1,000.00
Designer	1.0 \$ 15.00	145.0	\$ 2,175.00
Nightly photo color correction	1.0 \$ 10.00	155.0	\$ 1,550.00
Assistant news editor	1.0 \$ 15.00	31.0	\$ 465.00
Assistant features editor	1.0 \$ 15.00	31.0	\$ 465.00
Assistant sports editor	1.0 \$ 15.00	31.0	\$ 465.00
Opinion writers	1.0 \$ 10.00	145.0	\$ 1,450.00
Stories	5.0 \$ 10.00	155.0	\$ 7,750.00
Copy editor	1.0 \$ 20.00	155.0	\$ 3,100.00
Photos	7.0 \$ 10.00	155.0	\$ 10,850.00
Other contributors	0.0 \$ 10.00	155.0	\$ -
Cartoonist	1.0 \$ 10.00	145.0	\$ 1,450.00
Total			\$ 44,180.00

Per night; 5/5 nights, fall/spring only; nc
Per night; 3/5 nights, fall/spring only; nc
Per night; 3/5 nights, fall/spring only; nc
Per night; 3/5 nights, fall/spring only; nc
Per night; 3/5 nights, fall/spring only; nc
Per night; 3/5 nights, fall/spring only; nc
Per night; 3/5 nights, fall/spring only; nc
Paid \$100/month for 10 months for trai
Per night; 5/5 nights, fall/spring only
Per night; 5/5 nights, fall/spring only; cc
Per night; 1/5 nights, fall/spring only; p
Per night; 1/5 nights, fall/spring only; p
Per night; 1/5 nights, fall/spring only; p
2 columns per regular issue
\$10/original story; column containing at

Staff development

Fall retreat	\$ 1,000.00
Spring retreat	\$ 250.00
EIC conference	\$ 650.00

20 people; Aug. 15-17, 2010
40 people; Jan. 5, 2010

ACP/CMA convention

Registration	\$ 85.00	\$ 170.00
Meals	\$ 145.00	\$ 290.00
Hotel	\$ 220.64	\$ -
Travel	\$ 300.00	\$ 600.00
Total		\$ 2,960.00

Miscellaneous

Travel to out-of-town events	\$ -
Editor's parking/temp passes	\$ 600.00

29
58

Printing

Regular printing	\$ 1,145.00	\$ 163,735.00
Summer issues	\$ 1,145.00	\$ 11,450.00
Exam Week Extra	\$ 1,145.00	\$ 2,290.00
Tabloid issues	\$ 2,482.00	\$ -
Total		\$ 177,475.00

143 regular issues
10 summer issues
2 exam week issues
0 special issues

155

Memberships

MCT Campus	\$ -
ACP	\$ 139.00
NC Open Govt Coalition	\$ -
CSPA	\$ -
Total	\$ 139.00

Windhover 2010-2011

Income

Student fees	\$ 22,770.00
Total	\$ 22,770.00

Expenses

Payroll	\$ 4,850.00
Memberships (CSPA, ACP)	\$ 269.00
Admin Service Charge	\$ 510.49
Postage	\$ 50.00
Printing	\$ 18,450.00
Leadership development	\$ 75.00
Hardware and software	\$ -
Office supplies	\$ 360.00
Photocopies	\$ 100.00
Reception	\$ 350.00
Telecommunications	\$ -
Total	\$ 25,014.49

Income-expenses (\$2,244.49)

Payroll

		7	
Editor	\$ 350.00	\$ 2,450.00	
Web designer		\$ 400.00	
Designer		\$ 1,000.00	
Designer		\$ 1,000.00	
	\$ 350.00	\$ 4,850.00	

Printing

Printing	\$ 16,300.00
CD master	\$ 1,600.00
Publicity	\$ 550.00
TOTAL	\$ 18,450.00

Editor's parking \$ -

Expenditures

Personnel	\$ 4,850.00
Supplies and materials	\$ 810.00
Current services	\$ 18,575.00
Fixed charges	\$ 779.49
Capital Outlay	\$ -
Other	\$ -
	\$ 25,014.49

\$ 4,850.00 per issue payroll cost
 \$ 692.86 per month payroll cost
 \$ 25,014.49 per issue total expenses
 2,500.00 circulation
 \$ 10.01 per copy cost

Paid in Sept., Oct., Nov., Jan., Feb., March, April
 OR paid in lump sum after issue is complete

2500 copies
 96 pages or more

WKNC 2010-2011

Income

Wolfpack sports	\$ 14,100.00
Benefit concerts	\$ 7,000.00
TirNaNog	\$ 15,400.00
Sales	\$ 10,000.00
Student Fees	\$ 10,380.00
Recording/Promotions	\$ 2,000.00
TOTAL	\$ 58,880.00

Expenditures

HD Radio Upgrade	\$ -
Student payroll	\$ 43,381.50
Contracted payroll	\$ -
Legal fees	\$ 1,500.00
Assoc. memberships	\$ 1,002.00
Copyright Fees	\$ 2,292.00
GM parking	\$ 300.00
Administrative Service Charge	\$ 1,192.41
Office Supplies	\$ 730.00
Photocopies	\$ 150.00
Postage & Freight?	\$ 300.00
Engineering	\$ 873.32
Technician TirNaNog ads	\$ -
Repair	\$ 2,000.00
Promotions	\$ 750.00
Leadership development	\$ 1,591.92
Telecommunications	\$ 3,840.00
TOTAL	\$ 59,903.15

Income - Expenses \$ (1,023.15)

Expenditures

Personnel	\$ 43,381.50
Contracted Se	\$ -
Supplies and n	\$ 2,053.32
Current service	\$ 8,181.92
Fixed charges	\$ 6,286.41
Capital Outlay	\$ -
Other	\$ -
	\$ 59,903.15

5 phone lines
2 voicemail
\$ 2,040.00 Phone charges
\$ 1,800.00 Data/Infrastructure

<i>Board of directors</i>		26	monthly equivalent	
General manager	\$ 200.00	\$ 5,200.00	\$ 433.33	same
Program director	\$ 150.00	\$ 3,900.00	\$ 325.00	same
Operations manager	\$ 50.00	\$ 1,300.00	\$ 108.33	dec
Copywriter		\$ 1,300.00	\$ 108.33	same
Student engineer	\$ 100.00	\$ 2,600.00	\$ 216.67	same
Daytime music director	\$ 100.00	\$ 2,600.00	\$ 216.67	same
Assistant music director	\$ 50.00	\$ 1,300.00	\$ 108.33	same
Assistant music director	\$ 50.00	\$ 1,300.00	\$ 108.33	same
Afterhours director	\$ 75.00	\$ 1,950.00	\$ 162.50	same
Underground director	\$ 75.00	\$ 1,950.00	\$ 162.50	same
Chainsaw music director	\$ 50.00	\$ 1,300.00	\$ 108.33	same
Local music director	\$ 50.00	\$ 1,300.00	\$ 108.33	inc
Promotions director	\$ 100.00	\$ 2,600.00	\$ 216.67	same
Assistant promotions director	\$ 50.00	\$ 1,300.00	\$ 108.33	same
Production manager	\$ 75.00	\$ 1,950.00	\$ 162.50	same
Personnel director	\$ 50.00	\$ 1,300.00	\$ 108.33	dec
Public affairs director	\$ 50.00	\$ 1,300.00	\$ 108.33	same
Daytime music assistant	\$ 50.00	\$ 1,300.00	\$ 108.33	inc
Sports DJ (basketball/baseball)	\$ 30.00	\$ 2,820.00	\$ 235.00	same
Librarian	\$ -	\$ -	\$ -	same
Creative services manager	\$ 75.00	\$ 1,950.00	\$ 162.50	same
Blog editor	\$ 50.00	\$ 1,300.00	\$ 108.33	new
Webmaster	\$ 75.00	\$ 1,950.00	\$ 162.50	same
TOTAL	\$ 1,555.00	\$ 43,770.00	\$ 3,647.50	

\$ 43,381.50 Payroll total
355 Days with live DJs
\$ 122.20 Cost per day in payroll
\$ 5.09 Cost per hour in payroll

Only paid for 17 weeks of basketball/baseball
30 basketball + 64 baseball

Award pay	\$ -
Weeks (minus holidays)	50
Days	5
Shifts	1
Per shift	\$ -
Appr. percent of DJ's signing payroll	100%
	\$ -

<i>CMA/ACP/CBI</i>	1	
Plane fare	\$ 300.00	\$ 300.00
Hotel	\$ 220.64	\$ 661.92
Food	\$ 145.00	\$ 145.00
Registration	\$ 85.00	\$ 85.00
	\$ 1,191.92	

<i>Promotions</i>	
T-shirts	\$ 500.00
Koozies	\$ -
Stickers	\$ 250.00
Banners	\$ -
TOTAL	\$ 750.00

<i>Memberships</i>	
CMJ subscription	\$ 655.00 2 years
National Assn. Of Broadcasters	\$ -
NC Association of Broadcasters	\$ 222.00
Collegiate Broadcasters Int'l.	\$ 125.00
TOTAL	\$ 1,002.00

<i>Engineering</i>	
Supplies	\$ 873.32
Supplies for repair	\$ -
Repair	\$ 2,000.00
TOTAL	\$ 2,873.32

Engineering Supplies

Gas cylinder rental	\$193.44
Tascam CD-01U pl	\$500.00
Nitrogen refills	\$32.00
VNC license	\$47.88
Annual TT mainten	\$100.00
	\$873.32

<i>Copyright fees</i>	
Sound Exchange	\$ 600.00
AudioVault	\$ 720.00
Selector	\$ 250.00
vBulletin	\$ -
ASCAP	\$ 297.00
BMI	\$ 297.00
SESAC	\$ 128.00
	\$ 2,292.00

GM parking \$ 300.00

<i>Wolfpack sports</i>		
Women's basketball	\$ 4,500.00	30 games * \$150/game
Men's baseball tournament	\$ 1,350.00	9 games * 150/game
Men's baseball	\$ 8,250.00	55 games *\$150/game
	\$ 14,100.00	

General Administration 2010-2011

Income

Student fees	\$	323,307.00
TOTAL	\$	323,307.00

Expenditures

EPA Salaries	\$	104,440.00
SPA Salaries	\$	154,940.00
Temporary Wages	\$	-
Personnel	\$	-
Staff benefits	\$	63,761.43
Contracted Services	\$	4,500.00

Administrative Service	\$	7,333.14
Membership fees	\$	867.00
Technology implementation	\$	-
Photo supplies/hardware	\$	2,924.45
Supplies and materials	\$	2,000.00
Telecommunications	\$	3,876.00
Leadership development	\$	3,000.00
Other current services	\$	7,525.00
Capital outlays	\$	-
Operating budget pool	\$	-
Student aid/subcontracts	\$	-
Debt service	\$	-
Transfers/reserves	\$	-
Budget pool	\$	-
	\$	355,167.02

Income-Expenses \$ (31,860.02)

SCJ

New membership fees	\$	360.00
Venue rental	\$	-
Publicity	\$	200.00
Staff development	\$	200.00
Speaker's fee	\$	-
	\$	760.00

Memberships

SND	\$	105.00
NPPA	\$	110.00
SPJ	\$	72.00
CMA	\$	220.00 (2 people)
	\$	507.00

Expenditures

Personnel	\$	323,141.43
Contracted Services	\$	4,500.00
Supplies and materials	\$	4,924.45
Current services	\$	14,401.00
Fixed charges	\$	8,200.14
Capital Outlay	\$	-
Other	\$	-
	\$	355,167.02

4 phone lines
3 voicemail
\$ 1,716.00 Phone charges
\$ 2,160.00 Data/Infrastructure

The committee tasked with restructuring *Technician*, which I headed, comprised a reader representative: Josh Privette, a staff representative: Tyler Everett; an alumni representative: Tyler Dukes; and a Web/technology representative: Fred Eaker.

The vice chair of the Student Media Board, Mike Alston, the student body president, Jim Ceresnak, and the Student Publications Office Manager Martha Collins were also in attendance, as were other current *Technician* staff members Biko Tushinde and Kate Sheffe.

The committee worked very hard to come up with these recommendations, and there was a lot of great discussion about every issue. We know the recommendations are long, but please bear with us and read them thoroughly because we believe these are very important issues. We would like emphasize student empowerment and flexibility of the editor-in-chief's role. We didn't want to make too many decisions for next year's leaders, and realize the Student Media Board's role is mostly on the EIC's job, but these are issues that we feel need to be addressed in helping the paper become a stronger publication and recruit more qualified individuals.

Recommendations:

Main issue identified: Give students ownership again. A lot of students feel like they don't have that sense of ownership anymore, and when a person loses ownership, s/he loses passion.

-- **Status:** Continue to serve as a daily, student-run newspaper. At a school of 30,000 students, *Technician* serves an integral role in student life, and reducing days will not increase quality. Plans to make it easier for individuals to commit to working there and lower the hurdle of becoming staff members need to be addressed.

-- **Term:** The editor-in-chief position should remain a year-long position. Just as the student body president position is a year-long position, the EIC role is on the same level, and to ensure continuity of vision and training, it should not change per semester. The editor should focus more on long-term vision, investigative pieces and bigger packages, meeting with people on campus, corrections, ethical issues, etc., with the managing editor focusing on day-to-day production. While we say this often, it is important to decrease the hours of EIC in office and increase them outside the office, in the campus community.

-- **Pay:** Stop paying entry-level people. It reduces the hassle with hiring paperwork, timesheets, and staff writers/photographers making more money than editors. Let editors decide how much to pay senior level staff members. (Designers and copy editors who stay until deadline would not be subject to this). Pay editors more, so they don't have to have second jobs. Let editor-in-chief decide specifics. Emphasis on flexibility here, so each staff can adapt it the way they want to. Have section editors write less, so they can focus more on management, editing and planning packages.

-- **Empowerment:** Re-empower the students. Have the editor-in-chief be in charge of training and what is required of staff (i.e. writing coach slips, Time Out for Diversity, etc.), budget, hiring (and interviews), firing, job descriptions, awarding grant recipients, deciding conference attendees, staff awards, etc. The editor should seek the adviser's advice, but ultimately, the editor has final say on every decision whether s/he and the adviser agree. Put the management experience back in the editors' hands. Decrease bureaucracy. While a lot of this seems obvious, it has not been the case in the past and needs to be. When complaints come in about content, EIC should respond, not professional staff, not other students. Not doing this sets a bad precedent from a leadership standpoint. The editor's job should know about problems before they spiral and be able to address them.

Emphasis once again on FLEXIBILITY. At a professional newspaper, the staff doesn't have set hours all the time for the editor. At a college paper, it is no different. Hold office hours, but be flexible. Make sure the editor can be contacted always, but not necessarily require that person to be in the office non-stop every day when s/he is not in class.

-- **Recruitment:** Make recruitment a continuous year-long effort, whether this means hiring a separate recruitment manager or letting the editor focus on recruitment (among vision and long-term goals) while the managing editor focuses on more day-to-day issues. Play up the grant. Recruit in freshmen-level classes of ALL majors, not just CHASS classes. Take advantage of HOWL and other student outreach efforts.

-- **Student Media Board:** While this board is an essential part of Student Media, editors have begun to feel like it is a board of oversight only when something bad happens. We need to change this. Have the editors and general manager work with the board chair to set the agenda for board meetings. Have students run the meetings and get feedback from the professional board members, who are a great asset to the student media.

-- **Incentives vs. punishment:** The more punishments there are and "threats," the less people want to work at the paper. This includes docking the EIC's pay when missing deadline, holding people's educational records. Instead, add more positive reinforcements. If it's positive reinforcement for the EIC, it should come from the Student Media Board. If it is for section editors, it should come from the EIC. Examples: a bonus for consistently making deadline or for great online work and packages.

-- **The Web site:** This is another aspect that should fall under the EIC's jurisdiction, including design, content management site, etc. Increase focus on the Web. The phrase "we've always done things this way at *Technician*, and it's worked," has GOT to go. Newspapers around the country are facing struggles because of that mentality. Don't be afraid to try new things. Sometimes, you may fail. But a lot of the time, you'll learn something and may succeed. Let the editor assess the budget and find a way to pay for online work. More incentives to encourage people. Make the Web a part of the production process. Have writers write their stories in the content management system, and have copy editors come in throughout the day and edit right away to post online. Re-do production schedule to include Web and create "continuous online news organization," not just "newspaper." With this new focus, this could mean the editor would have to completely change jobs and descriptions. S/he should have the authority to do so, and reassess staff structure.

-- **Production Assistant:** Students see this position as a person who will help facilitate and support development. This person needs to have extensive Web experience. The person needs to know that students are ultimately in charge of content, but that person is around to help. Students also see this person as "Bradley buffer." Once again, students MUST have input in this process, though the committee was not offered the opportunity to do so.

-- **Summer production:** Review past finances of summer issues. If we are losing money or only breaking even, cease summer production to focus on revamping the newspaper, including print and Web redesign. Have staff management training for new leaders, focus on new production schedule with the Web, establish new policies and expectations.

-- **Alumni:** Many alumni expressed interest in establishing a support system for current staff, such as an organization under the umbrella organization of the Alumni Association. Another suggestion is to have house ads, spotlighting old *Technician* alumni. Some alumni have also expressed interest in having a dinner for current and former staff.

-- **Journalism professors:** A lot of journalism professors have expressed interest in helping out, but said they have felt their opinions are not wanted. This needs to change. They're a great asset for trainings, recruitment and many times, offer their students credit for working at the paper.

-- **Advertising the position of EIC for next year:** We advertised it on the HOWL, the e-newsletter that goes out to all students, in addition to posting it on savetechnician.com and on WKNC's site. We also produced a PSA to run on KNC and ran house ads in *Technician*. The deadline to apply is Thursday at 5 p.m., and the new editor would take over May 1.

-- **Feedback:** We received a lot of feedback from students, staff, and alumni on SaveTechnician.com, and it's all being compiled in a Google Document to help out the new staff, and will be available for anyone to view.