

## **Student Media Board of Directors Agenda**

**Tuesday, April 8, 2014 • 7 p.m.  
Room 356 Witherspoon Student Center**

### **CALL TO ORDER**

- Appointment of recording secretary for meeting

### **OLD BUSINESS**

- Approval of March 17, 2014 called meeting minutes

### **NEW BUSINESS**

- Budget update (Jamie)
- 2014-2015 budget update (Patrick)
- Student Centers Board of Directors Fall 2013 report (Patrick)
- Student Centers Board of Directors Spring 2014 update (Hannah Field)
- Photo copyright/usage policy update (Patrick)
- Student Media Board of Directors membership for 2014-2015 (Patrick)

### **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**

# **STUDENT MEDIA ORGANIZATION REPORTS - April, 2014**

## ***Agromeck* submitted by Chelsea Brown, editor**

### **Revenue**

We have sold 85 books.

### **Personnel**

Liz Moomey was hired as 2015 *Agromeck* EIC and she has begun the hiring process for next year's staff. Applications for design editor, photo editor, assignments editor and promotions manager are due April 6.

The *Agromeck* staff and the business office have worked together to create a new position, Promotions Manager, to help bridge the gap between the two offices and help promote the yearbook.

### **Training**

I have been working with next year's staff to help develop templates and design styles for next year's book.

### **Marketing and Promotions**

We have begun designing and posting ads for distribution. We have posted on the Facebook pages about distribution events and plan to advertise in the *Technician*. The final index has been posted on the website for people to check to see if they are in the book.

### **Distribution**

Books will arrive April 10 and we are planning distribution events for April 21-25. The Chancellor will be joining us April 15 and Miss North Carolina will be joining us April 23.

### **Office**

Doug has given us a new desk that will put in our office for additional work space and seating.

## **Business Office submitted by Sarah Buddo, business office manager**

### **Revenue**

#### ***Technician***

We are pushing hard to finish out the semester strong! We have seen an increase in sales from apartment complexes in March and first part of April.

#### **WKNC**

Our sales for WKNC were primarily made by our WKNC sales rep, Jane Trunk. But, there has been a small increase in the rest of our sales staff creating revenue for this media outlet by our red, blue, and green package deals. We are trying to keep this interest in WKNC going. We also met with Arts NC State to set up a partnership involving WKNC and possibly *Nubian* and *Technician* as well. We are hoping this will spark some more interest in WKNC

#### ***Nubian Message***

We have seen a decrease from the last month in these sales.

#### ***Agromeck***

Sales of ads for *Agromeck* are handled through College Publications Inc. and have wrapped up for the year with 15 pages sold.

### **Personnel**

Congratulations Mark Tate on becoming the new Business Office Manager. We also lost one sales representative Jane Trunk, she mainly handled our WKNC sales. Mark has already started the interview process for new sales reps and has already hired one rep to replace Jane.

### **Training**

On April 4th and 5th we are hosting a combined sales training with student media at UNC Charlotte. There will be multiple guest speakers present and we are hoping it will be very successful!

***Nubian Message***  
**submitted by Kierra Leggett, editor**

*No report as of April 7, 2014.*

***Technician***  
**submitted by Sam DeGrave, editor**

*No report as of April 7, 2014.*

***Windhover***  
**submitted by Ajita Banerjea, editor**

**Revenue**

n/a

**Marketing**

We are excited to soon begin marketing for our release party for the magazine. I will make Facebook and Twitter statuses regarding this event, and will also make sure to post it on the *Windhover* website.

**Personnel**

The proofs for the book were received last week, and Martha and Monica signed off on the printing of the book at Theo Davis on April 2, and the magazine has gone to press.

The audio submissions in question from last time were promptly handled by the audio editor and Doug Flowers, and the download code went into the book.

**Events**

All we have left is the release party, which was recently scheduled with George at the Crafts Center for Tuesday April 22 at 7 p.m. I feel that this date will work well because it is early in the week before final exams begin.

We are currently considering having a few performers at the release party, namely, a few bands who were unable to attend our Open Mics but were very interested in playing.

**WKNC**  
**Submitted by Bri Aab, General Manager**

*No report as of April 7, 2014.*

### STUDENT MEDIA BUDGET VS. ACTUAL (REVISED)

DATE: April 1, 2014  
 PERCENT THROUGH FISCAL YEAR: 75%

056 AGROMECK			
	Budget	Actual	Percent
Payroll	\$ 15,348.00	\$ 12,289.78	80%
Supplies	\$ 650.00	\$ 54.00	8%
Leadership develop.	\$ 1,760.00	\$ 931.57	53%
Admin service charges	\$ 3,208.00	\$ 3,208.04	100%
Current services	\$ 60,868.00	\$ 2,724.14	4%
Fixed charges	\$ 743.00	\$ 853.00	115%
<b>TOTAL</b>	<b>\$ 82,577.00</b>	<b>\$ 20,060.53</b>	<b>24%</b>
Non-fee income	\$ 16,130.00	\$ 10,720.00	66%
Fee income	\$ 68,937.37	\$ 65,402.70	95%
<b>TOTAL</b>	<b>\$ 85,067.37</b>	<b>\$ 76,122.70</b>	<b>89%</b>
Profit/Loss	\$ 2,490.37		

061 NURIAN MESSAGE			
	Budget	Actual	Percent
Payroll	\$ 4,790.00	\$ 3,524.85	74%
Supplies	\$ 150.00	\$ 401.44	268%
Leadership develop.	\$ 1,680.64	\$ 948.97	56%
Admin service charges	\$ 661.00	\$ 660.66	100%
Current services	\$ 7,617.00	\$ 6,886.09	90%
Fixed charges	\$ 174.00	\$ 41.97	24%
<b>TOTAL</b>	<b>\$ 15,072.64</b>	<b>\$ 12,463.98</b>	<b>83%</b>
Non-fee income	\$ 945.00	\$ 945.00	100%
Fee income	\$ 12,192.16	\$ 11,567.02	95%
<b>TOTAL</b>	<b>\$ 13,137.16</b>	<b>\$ 12,512.02</b>	<b>95%</b>
Profit/Loss	\$ (1,935.48)		

057 TECHNICIAN			
	Budget	Actual	Percent
Payroll	\$ 92,414.00	\$ 68,055.05	74%
Supplies	\$ 3,500.00	\$ 2,327.53	67%
Leadership develop.	\$ 4,200.00	\$ 3,190.34	76%
Admin service charges	\$ 14,355.00	\$ 14,355.06	100%
Current services	\$ 180,439.22	\$ 136,850.07	76%
Fixed charges	\$ 12,078.00	\$ 12,334.64	102%
Student financial aid	\$ -	\$ -	0%
<b>TOTAL</b>	<b>\$ 306,986.22</b>	<b>\$ 237,112.69</b>	<b>77%</b>
Non-fee income	\$ 234,953.00	\$ 137,311.97	58%
Fee income	\$ -	\$ -	0%
<b>TOTAL</b>	<b>\$ 234,953.00</b>	<b>\$ 137,311.97</b>	<b>58%</b>
Profit/Loss	\$ (72,033.22)		

058 WINDHOVER			
	Budget	Actual	Percent
Payroll	\$ 4,850.00	\$ 1,019.50	21%
Supplies	\$ 450.00	\$ -	0%
Leadership develop.	\$ 100.00	\$ -	0%
Admin service charges	\$ 1,066.00	\$ 1,065.66	100%
Current services	\$ 14,320.00	\$ 5.49	0%
Fixed charges	\$ 343.00	\$ 368.00	107%
<b>TOTAL</b>	<b>\$ 21,129.00</b>	<b>\$ 2,458.65</b>	<b>12%</b>
Non-fee income	\$ 500.00	\$ -	0%
Fee income	\$ 25,006.68	\$ 23,724.50	95%
<b>TOTAL</b>	<b>\$ 25,506.68</b>	<b>\$ 23,724.50</b>	<b>93%</b>
Profit/Loss	\$ 4,377.68		

059 WKNC			
	Budget	Actual	Percent
Payroll	\$ 37,529.76	\$ 26,262.72	70%
Supplies	\$ 3,832.00	\$ 4,468.12	117%
Leadership develop.	\$ 3,139.10	\$ 3,139.10	100%
Admin service charges	\$ 2,621.00	\$ 2,621.42	100%
Current services	\$ 2,488.00	\$ 2,114.00	85%
Fixed charges	\$ 4,002.00	\$ 3,854.00	96%
Contracted services	\$ 1,338.00	\$ 1,338.00	100%
<b>TOTAL</b>	<b>\$ 54,949.86</b>	<b>\$ 43,797.36</b>	<b>80%</b>
Non-fee income	\$ 45,330.00	\$ 31,265.40	69%
Fee income	\$ 5,724.03	\$ 5,430.54	95%
<b>TOTAL</b>	<b>\$ 51,054.03</b>	<b>\$ 36,695.94</b>	<b>72%</b>
Profit/Loss	\$ (3,895.83)		

060 GENERAL ADMIN			
	Budget	Actual	Percent
Payroll	\$ 279,390.21	\$ 208,097.54	74%
Supplies	\$ 10,000.00	\$ 7,056.23	71%
Leadership develop.	\$ 4,000.00	\$ 3,786.05	95%
Admin service charges	\$ 15,052.00	\$ 15,052.14	100%
Current services	\$ 7,210.04	\$ 4,083.39	57%
Fixed charges	\$ 300.00	\$ 528.00	176%
Contracted services	\$ 5,400.00	\$ 3,150.00	58%
Capital outlay	\$ 50,000.00	\$ -	0%
<b>TOTAL</b>	<b>\$ 371,352.25</b>	<b>\$ 241,753.35</b>	<b>65%</b>
Non-fee income	\$ -	\$ (1.58)	0%
Fee income	\$ 354,739.22	\$ 336,550.43	95%
<b>TOTAL</b>	<b>\$ 354,739.22</b>	<b>\$ 336,548.85</b>	<b>95%</b>
Profit/Loss	\$ (16,613.03)		

066 TECH SUPPORT			
	Budget	Actual	Percent
Payroll	\$ 73,207.00	\$ 55,104.59	75%
Supplies	\$ 2,500.00	\$ -	0%
Leadership develop.	\$ -	\$ -	0%
Admin service charges	\$ 3,397.00	\$ 3,396.78	100%
Current services	\$ -	\$ 664.77	0%
Fixed charges	\$ -	\$ 291.60	0%
<b>TOTAL</b>	<b>\$ 79,104.00</b>	<b>\$ 59,457.74</b>	<b>75%</b>
Non-fee income	\$ -	\$ -	0%
Fee income	\$ 78,735.53	\$ -	0%
<b>TOTAL</b>	<b>\$ 78,735.53</b>	<b>\$ -</b>	<b>0%</b>
Profit/Loss	\$ (368.47)		

OVERALL			
	Budget	Actual	Percent
Payroll	\$ 507,528.97	\$ 374,354.03	74%
Supplies	\$ 21,082.00	\$ 14,307.32	68%
Leadership develop.	\$ 14,879.74	\$ 11,996.03	81%
Admin service charges	\$ 40,360.00	\$ 40,359.76	100%
Current services	\$ 272,942.26	\$ 153,327.95	56%
Fixed charges	\$ 17,640.00	\$ 18,271.21	104%
Contracted services	\$ 6,738.00	\$ 4,488.00	67%
Capital outlay	\$ 50,000.00	\$ -	0%
Student financial aid	\$ -	\$ -	0%
<b>TOTAL EXPENSES</b>	<b>\$ 931,170.97</b>	<b>\$ 617,104.30</b>	<b>66%</b>
Non-fee income	\$ 297,358.00	\$ 180,408.22	61%
Fee income	\$ 545,335.00	\$ 517,373.66	95%
<b>TOTAL INCOME</b>	<b>\$ 842,693.00</b>	<b>\$ 697,781.88</b>	<b>83%</b>

CashBalanceAdjust1314		\$ 156,120.65	
Net Profit/Loss	\$ (88,477.97)		

2013-2014 revised	Agromeck	Nubian	Technician	Windhover	WKNC	Gen. Admin.	Tech Support	Subtotals
Personnel	\$15,348.00	\$4,790.00	\$92,414.00	\$4,850.00	\$37,529.76	\$279,390.21	\$73,207.00	\$507,529
Supplies	\$650.00	\$150.00	\$3,500.00	\$450.00	\$3,832.00	\$10,000.00	\$2,500.00	\$21,092
Leadership development	\$1,760.00	\$1,680.64	\$4,200.00	\$100.00	\$3,139.10	\$4,000.00	\$0.00	\$14,880
Admin service charge	\$3,208.00	\$661.00	\$14,355.00	\$1,066.00	\$2,621.00	\$15,052.00	\$3,397.00	\$40,360
Current services	\$60,868.00	\$7,617.00	\$180,439.22	\$14,320.00	\$2,488.00	\$7,210.04	\$0.00	\$272,942
Fixed charges	\$743.00	\$174.00	\$12,078.00	\$343.00	\$4,002.00	\$300.00	\$0.00	\$17,640
Contracted services	\$0.00	\$0.00	\$0.00	\$0.00	\$1,338.00	\$5,400.00	\$0.00	\$6,738
Capital outlay	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$50,000.00	\$0.00	\$50,000
Student financial aid	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0
<b>TOTAL</b>	<b>\$82,577.00</b>	<b>\$15,072.64</b>	<b>\$306,986.22</b>	<b>\$21,129.00</b>	<b>\$54,949.86</b>	<b>\$371,352.25</b>	<b>\$79,104.00</b>	<b>\$931,171</b>

Non-fee income	\$16,130.00	\$945.00	\$234,953.00	\$0.00	\$45,330.00	\$0.00	\$0.00	\$297,358
Fee income	\$68,937.37	\$12,192.16	\$0.00	\$25,006.68	\$5,724.03	\$354,739.22	\$78,735.53	\$545,335
<b>TOTAL</b>	<b>\$85,067.37</b>	<b>\$13,137.16</b>	<b>\$234,953.00</b>	<b>\$25,006.68</b>	<b>\$51,054.03</b>	<b>\$354,739.22</b>	<b>\$78,735.53</b>	<b>\$842,693</b>

Income - Expenditures                    \$(0.00)                    \$0.00                    \$15,214.81                    \$0.00                    \$0.00                    \$(16,651.57)                    \$(76,698.44)                    (\$78,135)

2014-2015	Agromeck	Nubian	Technician	Windhover	WKNC	Gen. Admin.	Tech Support	Subtotals
Personnel	\$15,020.04	\$3,850.37	\$89,525.86	\$4,400.00	\$35,156.00	\$343,273.83	\$75,390.52	\$566,617
Supplies	\$850.00	\$150.00	\$3,500.00	\$450.00	\$3,500.00	\$13,046.00	\$2,500.00	\$23,996
Leadership development	\$1,860.00	\$1,920.00	\$7,490.00	\$100.00	\$2,320.00	\$5,860.00	\$0.00	\$19,550
Admin service charge	\$4,003.00	\$716.00	\$14,831.00	\$1,012.00	\$2,638.00	\$18,043.00	\$3,818.00	\$45,061
Current services	\$28,558.24	\$6,854.93	\$163,844.06	\$14,940.00	\$3,380.60	\$9,218.76	\$0.00	\$226,797
Fixed charges	\$943.00	\$174.00	\$12,078.00	\$343.00	\$4,697.00	\$350.00	\$0.00	\$18,585
Contracted services	\$0.00	\$0.00	\$0.00	\$0.00	\$1,000.00	\$5,400.00	\$0.00	\$6,400
Capital outlay	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$32,500.00	\$0.00	\$32,500
Student financial aid	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0
<b>TOTAL</b>	<b>\$51,234.28</b>	<b>\$13,665.30</b>	<b>\$291,268.92</b>	<b>\$21,245.00</b>	<b>\$52,691.60</b>	<b>\$427,691.59</b>	<b>\$81,708.52</b>	<b>\$939,505</b>

Non-fee income	\$30,000.00	\$2,000.00	\$234,366.00	\$14,390.00	\$47,100.00	\$0.00	\$0.00	\$327,856
Fee income	\$21,234.28	\$11,665.30	\$56,902.92	\$6,855.00	\$5,591.60	\$439,992.38	\$81,708.52	\$623,950
<b>TOTAL</b>	<b>\$51,234.28</b>	<b>\$13,665.30</b>	<b>\$291,268.92</b>	<b>\$21,245.00</b>	<b>\$52,691.60</b>	<b>\$439,992.38</b>	<b>\$81,708.52</b>	<b>\$951,806</b>

Income - Expenditures                    \$0.00                    \$0.00                    \$0.00                    \$0.00                    \$0.00                    \$12,300.80                    \$0.00                    \$12,301

of \$22.30:

<b>Agromeck</b>	3.40%	\$21,234.28	\$0.76
<b>Nubian</b>	1.87%	\$11,665.30	\$0.42
<b>Technician</b>	9.12%	\$56,902.92	\$2.03
<b>Windhover</b>	1.10%	\$6,855.00	\$0.24
<b>WKNC</b>	0.90%	\$5,591.60	\$0.20
<b>Tech Support</b>	13.10%	\$81,708.52	\$2.92
<b>Gen Admin</b>	70.52%	\$439,992.38	\$15.73
	100.00%	\$623,950.00	\$22.30

Total Fee Revenue                    \$623,950.00

**Agromeck 2014-2015**

4.01.14 - pcn/jlg

<b>Income</b>		books	price per copy	
Book sales	\$18,000.00		300	\$60 (assumes 50% sales to SAA members at \$55 and 50% regular retail sales at \$65)
Advertising	\$12,000.00	\$30,000.00		
Student fees	\$21,234.28			
<b>TOTAL</b>	<b>\$51,234.28</b>			

<b>Expenditures</b>	
Personnel	\$15,020.04
Supplies	\$850.00
Leadership development	\$1,860.00
Admin/DASA/Tort charges	\$4,003.00
Parking	\$0.00
Telecommunications	\$708.24
Printing	\$22,750.00 (350 books @ \$65/book)
Promotions	\$5,100.00
Subscriptions	\$550.00
Memberships	\$393.00
<b>TOTAL</b>	<b>\$51,234.28</b>

<b>Expenditures</b>	
Personnel	\$15,020.04
Supplies	\$850.00
Leadership developm	\$1,860.00
Admin service charge	\$4,003.00
Current services	\$28,558.24
Fixed charges	\$943.00
<b>TOTAL</b>	<b>\$51,234.28</b>

**Income - Expenditures** \$0.00

<b>Personnel</b>			
Editor	\$500.00	10	\$5,000.00 Monthly (10)
Photo editor	\$100.00	10	\$1,000.00 Monthly (10)
Design editor	\$100.00	10	\$1,000.00 Monthly (10)
Assignments/Managing Editor	\$100.00	10	\$1,000.00 Monthly (10)
Copy editor	\$100.00	10	\$1,000.00
Photographers (per photo)	\$10.00	400	\$4,000.00
Designers (per spread)	\$20.00	120	\$2,400.00
Reporters (per story)	\$10.00	65	\$650.00
			\$16,050.00

	312 pages
	156 spreads
	8 deadlines
Budgeted Payroll	\$16,050.00
Ad Rep Commission	\$0.00
	\$16,050.00
<b>% generally spent</b>	<b>94%</b>
	\$15,020.04

<b>Training</b>		2 days/people
Supplies	\$50.00	\$100.00
Venue Rental	\$180.00	\$360.00
Meals	\$200.00	\$400.00
		\$860.00

<b>ACP/CMA convention</b>		1
Registration	\$90.00	\$90.00
Meals	\$160.00	\$160.00
Hotel	\$350.00	\$350.00
Travel	\$400.00	\$400.00
		\$1,000.00

<b>Promotions</b>		
Postcards	\$500.00	
Postage	\$1,000.00	1
Posters	\$100.00	
Freshmen Marketing	\$3,500.00	
<b>TOTAL</b>	<b>\$5,100.00</b>	
		phone lines
		Phone charges (\$7 x 2 lines)
		Data/infrastructure
		\$7.00
		\$52.02
		\$84.00
		\$624.24
		\$59.02
		\$708.24

Editor's parking \$0.00

<b>Memberships</b>	
Associated Collegiate Press	\$149.00
Columbia Scholastic Press Assn	\$219.00
NCCMA entry fee	\$25.00
	\$393.00

MCT Campus (news photos) \$400.00

<b>Educational Resources</b>	
Magazines, Newspapers	\$150.00
Design, Writing Books	\$200.00
<b>TOTAL</b>	<b>\$350.00</b>

<b>Other Supplies</b>	
Photocopies	\$150.00
Fonts	\$400.00
Other	\$100.00
<b>TOTAL</b>	<b>\$650.00</b>

**Business Office 2014-2015**

2.17.14 - pcn

**Income**

Student fees	\$0.00
WKNC sponsorships	\$15,500.00
Agromeck ads	\$12,000.00
Nubian Message ads	\$2,000.00
Technician ads	\$234,366.00
<b>Total</b>	<b>\$263,866.00</b>

**Expenditures**

Personnel	\$44,396.86
Hardware and software	\$0.00
Office supplies	\$500.00
Leadership development	\$3,650.00
Parking	\$0.00
Photocopies	\$0.00
Postage	\$1,000.00
Printing	\$1,275.22
Telecommunications	\$0.00
Memberships	\$275.00
<b>Total</b>	<b>\$51,097.08</b>

**Expenditures**

Personnel	\$44,396.86
Supplies	\$500.00
Leadership development	\$3,650.00
Admin. service charge	\$0.00
Current services	\$2,275.22
Fixed charges	\$275.00
<b>Total</b>	<b>\$51,097.08</b>

**Income - Expenditures**      \$212,768.92

**Staff**

	Monthly	# months	
Business manager	1    \$400.00	10	\$5,640.56
Marketing team leader	1    \$250.00	10	\$2,500.00
Marketing team	2    \$100.00	8	\$1,600.00
Circulation manager	1    \$320.00	8	\$2,560.00 (1 person, 2 hours/day, 20 days, \$8/hour)
Office Assistants	1    \$960.00	8	\$7,680.00 (1 person, 30 hours/week, four weeks, \$8/hour)
Ad designer	1    \$800.00	10	\$8,000.00 (1 person, 25 hours/ week, four weeks, \$8/hour)
Summer assistant	1    \$1,020.00	3	\$4,248.00 (40 hours/week * \$8/hour * 12 weeks + Orientation 3 hours/day for 17 Sessions, \$8/hour)
Summer base pay	1    \$150.00	3	\$450.00
<b>TOTAL</b>			<b>\$32,678.56</b>

	Gross income	Commission	Net income	Commission rate
Agromeck	\$12,000.00	\$0.00	\$12,000.00	0%
Technician	\$234,366.00	\$11,718.30	\$222,647.70	5%
Nubian Message	\$2,000.00	\$100.00	\$1,900.00	5%
WKNC sales	\$15,500.00	\$2,790.00	\$12,710.00	18%
<b>Total</b>		<b>\$14,608.30</b>		

**Leadership Development**

SUN Fall Conference	\$1,250.00 (5 students at \$250/student)
CNBAM	\$2,400.00 (2 students at \$1,200/student)
<b>Total</b>	<b>\$3,650.00</b>

**Memberships**

Southern University Newspaper	\$125.00
College Newspapers Business	\$150.00
<b>Total</b>	<b>\$275.00</b>



**Nubian Message 2014-2015**

**Income**

Advertising	\$2,000.00
<u>Student fees</u>	<u>\$11,665.30</u>
Total	\$13,665.30

**Expenditures**

Personnel	\$3,850.37
Hardware and software	\$0.00
Office supplies	\$150.00
Leadership development	\$1,920.00
DASA/Admin/Tort charges	\$716.00
Printing	\$0.00
Telecommunications	\$396.12
Printing	\$6,388.81
Photocopies	\$35.00
Postage	\$35.00
<u>Memberships</u>	<u>\$174.00</u>
	\$13,665.30

**Income - Expenditures** \$0.00

**Monthly payroll**

	Per issue	Total
Editor	1 \$147.00	\$2,499.00
Copy editor	1 \$20.00	\$340.00
Layout editor	1 \$20.00	\$340.00
Photos (per photo)	4 \$10.00	\$680.00
<u>Reporters (senior staff)</u>	<u>4 \$10.00</u>	<u>\$680.00</u>
		\$4,539.00

**Leadership development**

ACP/CMA convention		1
Registration	\$90.00	\$90.00
Meals	\$160.00	\$160.00
Hotel	\$350.00	\$350.00
Travel	\$400.00	\$400.00
MSCNE	\$800.00	\$800.00
<u>NCCMA</u>	<u>\$30.00</u>	<u>\$120.00</u>
		(\$4 students @ \$30/student registration)
		\$1,920.00

**Printing**

12-page "true tab"	\$274.93	\$4,673.81
Delivery	\$70.00	\$1,190.00
<u>Color</u>	<u>5</u>	<u>\$525.00</u>
		\$6,388.81

**Memberships**

Associated Collegiate Press	\$149.00
<u>NCCMA entry fee</u>	<u>\$25.00</u>
	\$174.00

**2.20.14 - pcn/jlg**

**Expenditures**

Personnel	\$3,850.37
Supplies	\$150.00
Leadership development	\$1,920.00
Admin service charge	\$716.00
Current services	\$6,854.93
<u>Fixed charges</u>	<u>\$174.00</u>
	\$13,665.30

17 issues  
750 circulation

\$226.49 per issue payroll cost  
\$0.30 per copy payroll cost

phone lines	1	
Phone charges (\$7 x 2 line)	\$7.00	\$84.00
<u>Data/Infrastructure</u>	<u>\$26.01</u>	<u>\$312.12</u>
	\$33.01	\$396.12

Budgeted Payroll	\$4,539.00
Ad Rep Commission	\$100.00
	\$4,639.00
% generally spent	83%
	\$3,850.37

Per photo  
Per article

To maintain senior staff status:

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

Technician 2014-2015

2.17.14 - pcn

<b>Income</b>	
Student Fees	\$56,902.92
Advertising	\$234,366.00
<b>Total</b>	<b>\$291,268.92</b>

<b>Expenditures</b>	Technician	Business Office
Personnel	\$89,525.86	\$44,396.86
Office supplies	\$1,500.00	\$500.00
Wolf Copy	\$2,000.00	\$0.00
Leadership development	\$7,490.00	\$3,650.00
Adman DASA/Port charges	\$14,831.00	\$0.00
Parking	\$0.00	\$0.00
Postage	\$1,000.00	\$1,000.00
Printing	\$159,279.22	\$1,279.22
Telecommunications	\$3,564.84	\$0.00
Memberships	\$618.00	\$275.00
TownNews, AdPro	\$11,460.00	\$0.00
Student Grant	\$0.00	\$0.00
<b>Total</b>	<b>\$291,268.92</b>	<b>\$240,171.84</b>

<b>Expenditures</b>	
Personnel	\$89,525.86
Supplies	\$3,500.00
Leadership develop	\$7,490.00
Admin service cha	\$14,831.00
Current services	\$163,844.06
Fixed charges	\$12,078.00
Grant	\$0.00
<b>Total</b>	<b>\$291,268.92</b>

138 issues  
 \$291,268.92 total expenses  
 \$2,110.64 cost per issue  
 \$648.74 per issue payroll cost  
 10,500 circulation  
 \$0.20 per copy cost

Income - Expenditures \$0.00

<b>Personnel</b>			
Editor**	1	\$43.00	\$43.00
			\$5,934.00

\$43/issue worked; \$38/issue missed deadline; per night; 4/4 nights

<b>Issue staff</b>	Number	Amount	Days paid	
Managing editor**	1.0	\$35.00	138.0	\$4,830.00
News editor**	1.0	\$20.00	69.0	\$1,380.00
Opinion editor**	1.0	\$20.00	69.0	\$1,380.00
Sports editor**	1.0	\$20.00	69.0	\$1,380.00
Features editor**	1.0	\$20.00	69.0	\$1,380.00
Design editor**	1.0	\$20.00	69.0	\$1,380.00
Designer	2.0	\$15.00	138.0	\$4,140.00
Nightly photo color correction	1.0	\$15.00	138.0	\$2,070.00
Assistant news editor	1.0	\$15.00	69.0	\$1,035.00
Assistant features editor	1.0	\$15.00	69.0	\$1,035.00
Assistant sports editor	1.0	\$15.00	69.0	\$1,035.00
Opinion writers	1.0	\$10.00	138.0	\$1,380.00
Stories	5.0	\$10.00	138.0	\$6,900.00
Copy editor	1.0	\$15.00	138.0	\$2,070.00
Photos	4.0	\$10.00	138.0	\$5,520.00
Other contributors	1.0	\$20.00	50.0	\$1,000.00
Cartoonist	1.0	\$10.00	128.0	\$1,280.00
				\$45,129.00

Per night; 4/4 nights; not paid for stories  
 Per night; 2/4 nights; not paid for stories  
 Per night; 2/4 nights; not paid for stories  
 Per night; 2/4 nights; not paid for stories  
 Per night; 2/4 nights; not paid for stories  
 Per night; 2/4 nights; not paid for stories  
 Per night; 2/4 nights; not paid for pages  
 Per night; 4/4 nights; not paid for stories  
 Per night; 4/4 nights; also paid for photos  
 Per night; 2/4 nights; paid for stories on off nights  
 Per night; 2/4 nights; paid for stories on off nights  
 Per night; 2/4 nights; paid for stories on off nights  
 1 column per regular issue  
 \$10/original story; column containing at least three rewritten briefs paid \$10

Ad rep comission other sheet  
 Budgeted personnel \$45,129.00  
 % generally spent 100%  
 \$45,129.00

<b>Staff development</b>	
Fall retreat	\$500.00
Spring retreat	\$300.00
EIC conference @ UGA	\$800.00
NCCMA	\$240.00 (8 students at \$30/student registration)

phone lines	15	
Phone charges (\$7	\$105.00	\$1,260.00
Voicemail	\$10.00	\$120.00
<b>Data/Infrastructur</b>	<b>\$182.07</b>	<b>\$2,184.84</b>
	\$297.07	\$3,564.84

<b>ACP/CMA convention</b>	
Registration	\$90.00
Meals	\$160.00
Hotel	\$350.00
Travel	\$400.00
	\$3,840.00

Editor's parking \$0.00

<b>Printing</b>		
Regular printing	\$1,197.00	\$142,443.00
Summer issues	\$1,197.00	\$11,970.00
Exam Week Extra	\$1,197.00	\$3,591.00
Tabloid issues	\$2,604.00	\$0.00
	\$158,004.00	132

<b>Memberships</b>	
CSPA	\$169.00
ACP	\$149.00
NCCMA entry fee	\$25.00
	\$343.00

<b>Web hosting</b>		
TownNews fees	\$5,460.00	455
AdPro	\$6,000.00	500
	\$11,460.00	12

**Income**

Wolfpack sports	\$14,100.00	
Benefit concerts	\$7,500.00	
Tir Na nOg contract	\$5,000.00	
Sponsorship sales	\$15,500.00	
Merch/recording/promotion fees	\$5,000.00	\$47,100.00
Student fees	\$5,591.60	
<b>TOTAL</b>	<b>\$52,691.60</b>	

**Expenditures**

Personnel	\$35,156.00
Engineering supplies	\$2,000.00
Office supplies	\$500.00
Promotions	\$1,000.00
Leadership development	\$2,320.00
Admin/DASA/Tort charges	\$2,678.00
Printing	\$200.00
Postage & freight	\$200.00
Engineering repair	\$1,000.00
Telecommunications	\$1,980.60
Transmitter Insurance	\$291.00
Association memberships	\$790.00
Copyright fees/licensing	\$3,626.00
Legal fees	\$1,000.00
<b>TOTAL</b>	<b>\$52,691.60</b>

**Income - Expenditures** \$0.00

**Personnel**

	Per Pay Period	26 pay periods	Monthly Equivalent
General manager	\$200.00	\$5,200.00	\$433.33
Program director	\$150.00	\$3,900.00	\$325.00
Operations manager	\$100.00	\$2,600.00	\$216.67
Student engineer	\$0.00	\$0.00	\$0.00
Daytime music director	\$100.00	\$2,600.00	\$216.67
Promotions director	\$100.00	\$2,600.00	\$216.67
Production manager	\$100.00	\$2,600.00	\$216.67
Public affairs director	\$75.00	\$1,950.00	\$162.50
Local music director	\$75.00	\$1,950.00	\$162.50
Underground music director	\$50.00	\$1,300.00	\$108.33
Afterhours music director	\$50.00	\$1,300.00	\$108.33
Chainsaw music director	\$50.00	\$1,300.00	\$108.33
Assistant promotions director	\$50.00	\$1,300.00	\$108.33
Assistant music director	\$50.00	\$1,300.00	\$108.33
Assistant music director	\$50.00	\$1,300.00	\$108.33
Assistant MD/Creative services	\$50.00	\$1,300.00	\$108.33
LBLB coordinator	\$50.00	\$1,300.00	\$108.33
Blog editor	\$25.00	\$650.00	\$54.17
Sports DJ	\$30 per game	\$2,820.00	\$235.00
Design/Photo/Web	per project	\$1,300.00	\$108.33
<b>TOTAL</b>	<b>\$1,325.00</b>	<b>\$38,570.00</b>	<b>\$3,214.17</b>

**Engineering**

Repair - supplies	\$2,000.00
Repair - repair	\$1,000.00
<b>TOTAL</b>	<b>\$3,000.00</b>

**Promotions** \$1,000.00

**Travel - CBI conference**

	Per student	2
Plane fare	\$400.00	\$800.00
Hotel	\$350.00	\$700.00
Food	\$160.00	\$320.00
Registration	\$100.00	\$200.00
<b>TOTAL</b>		<b>\$2,020.00</b>

**Staff development**

Fall retreat	\$150.00
Spring retreat	\$150.00

**Memberships**

College Broadcasters, Inc.	\$125.00
College Music Journal*	\$655.00
NC Association of Broadcasters	\$0.00
<b>TOTAL</b>	<b>\$780.00</b>

\*Two year subscription

**Copyright Fees and Licensing**

Sound Exchange	\$600.00
AudioVault	\$720.00
Selector	\$250.00
Natural Log	\$200.00
ASCAP	\$855.00
BMI	\$855.00
SESAC	\$146.00
<b>TOTAL</b>	<b>\$3,626.00</b>

**Wolfpack Sports**

		Per Game	Games
Women's basketball	\$4,500.00	\$150.00	30
Women's post	\$0.00	\$150.00	0
Men's baseball	\$8,250.00	\$150.00	55
Men's baseball post	\$1,350.00	\$150.00	9
	\$14,100.00	\$150.00	94

TirNaNog	Per Week	Weeks
\$5,000.00	\$100.00	50
\$10,000.00	\$200.00	50

**Expenditures**

Personnel	\$35,156.00
Supplies	\$3,500.00
Leadership development	\$2,320.00
Admin service charge	\$2,678.00
Current services	\$3,380.60
Fixed charges	\$4,697.00
Contracted services	\$1,000.00
<b>TOTAL</b>	<b>\$52,691.60</b>

Budgeted Personnel	\$38,570.00
Ad rep commission	\$2,790.00
	\$41,360.00
Percent generally spent	85%
	\$35,156.00

phone lines	5	
Phone charges (\$7 x 5 lines)	\$35.00	\$420.00
<b>Data/Infrastructure</b>	<b>\$130.05</b>	<b>\$1,560.60</b>
	\$165.05	\$1,980.60

**Windhover 2014-2015**

**Income**

Sponsorships	\$14,390.00
Student fees	\$6,855.00
<b>Total</b>	<b>\$21,245.00</b>

**Expenditures**

Personnel	\$4,400.00
Hardware and software	\$400.00 (fonts)
Office supplies	\$50.00
Leadership development	\$100.00
Admin service charge	\$1,012.00
Reception	\$300.00
Parking	\$0.00
Postage	\$100.00
Photocopies	\$50.00
Printing	\$14,490.00
Telecommunications	\$0.00
Memberships (CSPA, ACP)	\$343.00
<b>Total</b>	<b>\$21,245.00</b>

**Income - Expenditures** \$0.00

<i>Payroll</i>	7	
Editor	\$285.72	\$2,000.00
Designer		\$1,300.00
Designer		\$550.00
Designer		\$550.00
		<b>\$4,400.00</b>

<i>Printing</i>	
Printing	\$14,390.00
CD master	\$0.00
Publicity	\$100.00
<b>TOTAL</b>	<b>\$14,490.00</b>

Editor's parking \$0.00

*Memberships*

Associated Collegiate Press	\$149.00
Columbia Scholastic Press Assoc	\$169.00
NCCMA entry fee	\$25.00
	<b>\$343.00</b>

**2.17.14 - pcn**

**Expenditures**

Personnel	\$4,400.00
Supplies	\$450.00
Leadership development	\$100.00
Admin service charge	\$1,012.00
Current services	\$14,940.00
Fixed charges	\$343.00
	<b>\$21,245.00</b>

\$21,245.00 per issue total expenses  
 \$4,400.00 per issue payroll cost  
 \$628.57 per month payroll cost  
 1,500.00 circulation  
 \$14.16 per copy cost

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

1500 copies  
 96 pages or more

**General Administration 2014-2015**

**2.17.14 - pcn**

**Income**

Student fees	\$439,992.38
<b>TOTAL</b>	<b>\$439,992.38</b>

**Expenditures**

EPA salaries	\$165,263.14	
SPA salaries	\$83,461.50	
Staff benefits	\$87,233.19	
Temporary wages	\$3,000.00	
Temp benefits	\$4,316.00	
Photo consumables	\$1,000.00	
Supplies and materials	\$12,046.00	(70 keys @\$5/key, 5 lock boxes @ \$25/box)
Leadership development	\$5,860.00	
Admin/DASA/Tort charges	\$18,043.00	
Lock replacement project	\$3,000.00	(\$75/door X 40 doors total)
Photo equipment repair	\$0.00	
Server hosting fee	\$1,040.00	
Telecommunications	\$2,208.72	
Computer/data Process Svs	\$1,220.04	\$101.67/month
Printing	\$1,200.00	
Postage	\$250.00	
SCJ	\$300.00	
Membership fees	\$350.00	
Contracted services	\$5,400.00	
Capital outlay	\$32,500.00	
	<b>\$427,691.59</b>	

**Expenditures**

Personnel	\$343,273.83
Supplies	\$13,046.00
Leadership development	\$5,860.00
Admin service charge	\$18,043.00
Current services	\$9,218.76
Fixed charges	\$350.00
Contracted services	\$5,400.00
Capital outlay	<b>\$32,500.00</b>
	<b>\$427,691.59</b>

Income-Expenses \$12,300.80

**Society for Collegiate Journalists**

New membership fees	\$150.00
Publicity	\$150.00
Staff development	\$0.00
	<b>\$300.00</b>

**Contracted Services**

WKNC Engineer	\$450.00	\$5,400.00
	per month	per year

**Memberships**

Society for News Design	\$0.00
Apple and Android app fees	\$0.00
Society for Professional Journalists	\$0.00
College Media Association	\$200.00 (4 people)
	<b>\$200.00</b>

**Telecommunications**

phone lines	4	
\$7 per line	\$28.00	\$336.00
Data/Infrastructure	\$156.06	\$1,872.72
	\$184.06	\$2,208.72
	per month	per year

**Leadership Development**

	Per FTE	
CBI	\$1,600.00	\$1,600.00
CMA	\$1,600.00	\$1,600.00
CNBAM	\$1,600.00	\$1,600.00
SUN Summer	\$250.00	\$500.00
SUN Fall	\$250.00	\$500.00
NCCMA	\$30.00	\$60.00
		<b>\$5,860.00</b>

## Tech Support 2014-2015

### *Expenditures*

SPA salaries	\$56,009.22
Staff benefits	\$19,381.30
	\$75,390.52
Student Media Tech supplies	\$2,500.00
Admin service charge	\$3,818.00

# N.C. State Student Media

## Fall 2013 Report

Submitted by Patrick Neal, Director of Student Media Advising

● **Ad sales down dramatically in Fall 2013** – Fall advertising sales for *Technician* were dismal in all categories. For the period spanning July 1, 2013 through January 30, 2014, compared to the same period last year, we were down about 52% in national advertising (\$17,094 to date vs. \$35,362 over same span in FY 1213), about 29% in local advertising (\$70,564 to date vs. \$98,796 over same span in FY1213) and about 41% in campus advertising (\$25,140 to date vs. \$43,194 over same span in FY1213) for a total period-over-period difference of \$64,554. While sales and other non-fee revenues for the other revenue-generating organizations -- WKNC, *Agromeck* and *Nubian Message* -- have not declined as precipitously this year compared to 2012-2013, we are projecting them down across the board. With those year-to-date results in mind, we are projecting our year-end non-fee revenue to total \$297,360, a downward adjustment of 27% (-\$110,763) from our original goal of \$408,123. While our student sales team is responsible for generating local sales, national sales are almost entirely out of our control. We have surveyed many other student media organizations in the Southeast and nationally, and every one of them has reported a similar (or even more dramatic) drop in national advertising. Neither we nor anyone else expected such a sudden decline without warning, and no knowledgeable authority we know of will venture a guess as to when (or if) national advertising will return to the levels seen historically. We are similarly pessimistic about campus advertising moving forward. A substantial number of departments that have historically been our most reliable clients have either drastically cut back on their advertising or curtailed it altogether, presumably because of budget cuts across campus. In the area of local advertising, we are cautiously optimistic about the spring and early summer despite our results in the fall. Our student sales team is aware of the challenge ahead and seems to be responding to the adversity with a positive attitude and the sense of urgency one would hope to see under the circumstances. The advising staff has, of course, redoubled its efforts to motivate, encourage and aid them every way we can.

● **Organizations fare well in state, national student media competitions** – Our student staff members continue to be recognized at the state and national levels for the quality of the products they produce. A list of all awards announced to date is attached as an appendix to this report.

● **Student Media fee request yields \$3.10-per-student increase** – The N.C. State Fee Review Committee approved a fee increase of \$3.10 per student for Student Media in October, 2012, which will bring Student Media's total fee funding level to \$22.30 per student. Most of that fee increase will be used to fund the reinstatement of a full-time production assistant to provide dedicated advisement to the *Technician* and *Nubian Message* staffs, while the remainder of it will cover inflationary increases.

● **WKNC hosts fall concerts** – For the second year WKNC 88.1 FM was asked to host an on-campus concert as part of N.C. State's Wolfpack Welcome Week. The WKNC Concert on the Lawn, sponsored by the Inter-Residence Council and Union Activities Board, was held following Convocation on Monday, Aug. 19 from 5-7 p.m. South Carolina band Heyrocco and

Wilmington's Museum Mouth performed on Tucker Beach. WKNC also hosted three installments of its Fridays of the Lawn concert series. On Friday, Oct. 18 Jonny Alright and Virgins Family Band performed on Tucker Beach. The next concert, Friday, Oct. 25 on Tucker Beach, featured a solo set by Stu McLamb of The Love Language and a performance by The Loamlands. The West Campus Amphitheatre served as the "lawn" for the third concert on Friday, Nov. 8 with music by Ghostt Bllonde and Naked Gods. Inter-Residence Council and Union Activities Board co-sponsored the events.

- **Recruitment and retention numbers steady for fall 2013** – The highlights from Student Media's Fall 2013 Recruitment and Retention Report are attached as an appendix to this report. The full six-page report, which was presented to the Student Media Board of Directors at its January meeting, is available by request.

- **Journalists In Residence assist *Technician*, *Nubian Message*** - Student Media was fortunate to recruit two outstanding journalists to coach our student journalists at both *Technician* and *Nubian Message* in the fall semester. Shelvia Dancy, a veteran television/newspaper journalist, and Joe Johnson, owner and operator of Capital Correspondence (and a former *Technician* Editor In Chief), each spent two weeks in the fall working with both publications. Despite the success and utility of the program last year and this year, we made the difficult decision to put the program on hiatus for the spring semester in light of the revenue concerns noted above.

- **527 seniors sit for 2014 *Agromeck* portraits** – In the two senior portrait sessions held in the late fall and early spring semesters, a total of 527 seniors had their portraits taken for inclusion in the 2014 *Agromeck*. That represents a decrease of 164 students as compared to the number of portraits included in the 2013 book, and a decrease of 61 students for the 2012 book. The *Agromeck* staff is considering expanding eligibility for the portraits to all classes for next year's book to stimulate interest outside just the senior class.

- ***Windhover* hosts Fall 2013 Open Mic Night** – *Windhover* hosted last semester's Open Mic Night on Nov. 4 at the Crafts Center. The event drew more than 60 people, who saw more than a dozen artists perform songs, read poetry or share readings of short fiction. All of the performances were videotaped and are posted at Wolf TV's YouTube channel at [youtube.com/user/WolfTVatNCState](http://youtube.com/user/WolfTVatNCState)

- ***Technician* continues weekly bilingual section** - Bienvenidos, *Technician's* weekly bilingual section featuring stories for, by and about N.C. State's growing Hispanic and Latina communities has continued this year. It remains under the leadership of 2012-13 Bienvenidos editor Miguel Sanchez.

- **Student Media adopts six-year capital/technology plan** - In an effort spearheaded by Technology Support Analyst Doug Flowers, Student Media has developed and adopted a six-year capital and technology plan to address longstanding equipment needs in three broad and interrelated categories: desktop units and the servers that both tie them together and provide our gateway to our readers, viewers and listeners; photography equipment; and WKNC's broadcast infrastructure. The plan anticipates expenditures averaging about \$46,300 per year through the end of 2018-2019. A summary of the plan, which was presented to the Student Media Board of Directors at its January meeting, is attached as an appendix to this report; the full 22-page plan is available by request.

- **Student Media hosts 32nd annual SUN Fall Conference in 2013** - N.C. State Student Media hosted the Fall 2013 Southern University Newspapers Conference at the Hunt Library in



September. The two-day conference, which each year focuses on training for student business and marketing managers, drew about 60 students and advisers. SUN's membership includes the 21 largest student newspapers in the Southeast. SUN's member institutions include Auburn University, Duke University, the University of Alabama, the University of South Carolina, Clemson University, East Carolina University, North Carolina A&T, Virginia Tech, the University of Tennessee, UNC-Chapel Hill, UNC-Wilmington, UNC-Charlotte, the University of Georgia and Winston-Salem State University.

● **Student Media mobile app updated** – Student Media released the second version of its mobile app in October 2013 with an updated interface and some added features, including a schedule page for WKNC. The brand-new Pack Premiums section features an event calendar, coupons, promotions and classifieds listings. The Student Media app is available for free download on Android and Apple devices.

● **Student Media takes top honor in IT's "accessibility challenge"** – In honor of World Usability Day November 14, N.C. State's IT Accessibility Office conducted a month-long accessibility challenge to see which university websites could correct the most usability errors. N.C. State Student Media, online at [studentmedia.ncsu.edu](http://studentmedia.ncsu.edu), placed first in the 100-999 pages division by correcting 79.93% of the site's usability errors.

● **WKNC students lead sessions at CBI conference** – WKNC students led five educational sessions at College Broadcasters Inc.'s second annual National Student Electronic Media Convention Oct. 31-Nov. 2, 2013 in San Antonio. #CBITexas featured more than 90 sessions and events and brought more than 400 students, advisers/managers and professionals to San Antonio for the three-day event. WKNC selected Operations Manager John Kovalchik, Production Manager Walt Lilly and Indie Rock Music Director David Smith to attend the convention. General Manager Bri Aab received an undergraduate research grant to attend the convention. WKNC student-led sessions were titled "Interviews: Talking to the People Beyond Your Station Doors", "New Year, New Staff! Pass the Torch", "Show-Stopping Concert Execution", "No Music Venue? No Problem!" and "Music Director's Roundtable." WKNC adviser Jamie Lynn Gilbert also led the session "Developing a Station Code of Ethics" and co-facilitated the swag swap. Summaries of sessions the students attended is available at [http://studentmedia.ncsu.edu/web/training/cbitexas\\_f13.pdf](http://studentmedia.ncsu.edu/web/training/cbitexas_f13.pdf).

● **Five students attend Fall CMA/ACP Conference** – Five N.C. State Student Media students – three from the *Technician*, one from the *Nubian Message* and one from the *Agromeck* yearbook – attended the College Media Association/Associated Collegiate Press's 2013 fall convention in New Orleans Oct. 23-26. At the convention, the students attended a variety of sessions focusing on various aspects of newspaper and yearbook operations, from writing and prospecting for story ideas to maximizing interest and readership on campus. Attendees from *Technician* were Managing Editor Josue' Molina, News Editor Jake Moser and Opinions Editor Megan Ellisor. *Nubian Message* Managing Editor DeErricka Green and *Agromeck* Assignments Editor Elizabeth Moomey also attended. The students were accompanied by Director of Student Media Advising Patrick Neal and Annual Publications Coordinator Martha Collins.

● **"The Lounge" debuts at WKNC** – WKNC added a multimedia aspect to its operation with the launch of a new video project, WKNC's "The Lounge." Created by Production Manager Walt Lilly and Operations Manager John Kovalchik in fall 2013, the idea behind "The Lounge" is to add a level of personal engagement by giving the audience a glimpse into the physicality behind the songs they listen to on the airwaves. Guitarist Daniel Bachman's performance of the

instrumental "Sarah Anne" marked The Lounge's official launch Oct. 25. A three-song set by guitarist Jackson Scott was released in early November. WKNC's The Lounge videos are available at [youtube.com/wknc881fm](http://youtube.com/wknc881fm).

● **Wolf TV produces, curates content for YouTube Channel** – Fall semester saw a resurgence in activity at Wolf TV, the Technician's multimedia unit. Seth Mulliken, a doctoral student and video instructor for the Communications Department, agreed to spend 100 hours with the group in the fall to help them get organized, learn the camera equipment and software, and otherwise glean the fundamentals of videography. In addition to producing original video projects on subjects ranging from the Chocolate Festival to the 2013 Dog Olympics to a demolition derby at the 2013 State Fair, the seven students involved with the organization collected video content from various corners of campus for posting to the YouTube channel and, eventually, to Channel 79 on the campus closed-circuit cable network. These included animations from the College of Art & Design's Spring 2013 Animation Fest, entries in the 2013 Campus Movie Fest, and projects produced as part of Professor Jim Alchediak's Fall 2013 COM 357 (video production) course. In all, the channel went from 10 pieces posted at the end of the Spring 2013 semester to 67 posted by the end of the Fall 2013 semester. Wolf TV's YouTube channel can be found at <http://www.youtube.com/WolfTVatNCState>

● **WKNC broadcasts live from 2013 Hopscotch Festival** – WKNC broadcast live from "Wristband City" during the fourth annual Hopscotch Music Festival. The student crew broadcast live for about 20 hours and conducted more than 30 interviews with local and nationally touring artists. WKNC has been a media sponsor of Hopscotch since its inception. WKNC was also involved with three Hopscotch day parties. We co-presented a College Radio Showcase with WUAG at University of North Carolina-Greensboro and WXYC at University of North Carolina-Chapel Hill at Tir Na nOg Irish Pub, sponsored a show at King's Barcade with Diggup Tapes and sponsored a third day party with Boone band Naked Gods at Slim's Downtown.

● **Technician interviews story sources in assessment effort** – Throughout the fall semester, Director of Student Media Advising Patrick Neal distributed Qualtrics surveys to students, faculty and staff interviewed by members of the *Technician* staff as sources for various stories. Neal distributed three to five surveys per issue and sent a total of 292 surveys in all. Of those, 151 sources responded. Questions focused on reporters' accuracy, fairness, professionalism and clarity. It also asked them to give the pieces a letter grade. Overall, more than two thirds of all respondents gave the students reporters of either an "A" or an "A-." A summary of the fall surveys, which was presented to the Student Media Board of Directors at its January meeting, is included here as an appendix to this report.