

**N.C. State Student Media Board of Directors  
April, 2014 meeting notes**

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

Present: Paul Ruddle, Michael Biesecker, Dean Phillips, Kierra Leggett, Sam DeGrave, Sarah Buddo, Patrick Neal

Absent: Maddie Lassiter, Kristen Picot, Alexandra Davidson, Laura Simis, Matt Donegan, Robbie Williams, Alex Parker, Chelsea Brown, Ajita Banerjee, Bri Aab

Others present: Jamie Lynn Gilbert, Matha Collins, Chris Hart-Williams, Mark Tate

**CALL TO ORDER**

Paul Ruddle called the meeting to order at 7:05 p.m., noting that the board lacked a quorum. Patrick agreed to take notes for the meeting.

**OLD BUSINESS**

In the absence of a quorum, the minutes from the March 17, 2014 called meeting were tabled. Tabled minutes are attached and included in these notes by reference.

**NEW BUSINESS**

Jamie presented the April budget update, which is attached here and included by reference. Patrick said that he had spoken with Krystal Baker about her year-end projections, and she said that the adjusted 2013-2014 revenue goal of some \$297K was within reach.

Patrick gave an update on Student Media's 2014-2015 budget submission, which is attached here and included by reference. He did not give an organization-by-organization breakdown of the budget, as he said that the programmatic changes for the individual organizations had remained virtually unchanged as compared to previous iterations of the budget presented to the board. The main changes between this budget and the previous one, he said, were reflected on the General Administration tab -- specifically, capital expenditures of some \$32.5K versus \$50K in the previous budgets, as well as minor adjustments on the temporary wage and benefit lines. He said he was scheduled to meet with the University Budget Office about the budget on May 27. He pledged to notify the board if any further changes were necessary in the wake of that meeting.

Patrick also presented Student Media's Fall 2013 Student Centers Board of Directors report, which is attached here and included by reference.

On the subject of the Student Centers Board of Directors, Patrick said that *Agromeck's* Hannah Field, who had represented Student Media on the SCBOD in the spring, would continue to represent Student Media in 2014-2015. He said that beginning in the fall, Hannah would begin submitting a monthly report similar to those required from the organization heads and attending monthly board of directors' meetings.

Citing a general lack of interest on the part of the organizations impacted, Patrick said that there had been no movement on the photo copyright task force since the board's February meeting. He said that a better plan might be to revisit the question over the summer, when other revisions to the staff and policy manuals were planned.

Looking ahead to the next year, Patrick asked the professional members of the board present whether they would be returning to the board for 2014-2015. Both Michael Biesecker and Dean Phillips indicated that they would be willing to serve another term. Patrick said that he would contact Robbie Williams and Matt Donegan to see if they would be willing and able to return to the board next year. Otherwise, Patrick reported that SG appointee Maddie Lassiter had said she would be willing to return to the board. All other voting student members of the board -- chairman Paul Ruddle, CHASS appointees Kristen Picot and Alexandra Davidson, and PCOM appointee Laura Simis -- would be graduating, Patrick said. Patrick and the other members of the board congratulated Paul on his graduation and thanked him for his long and dedicated service to the board.

Finally, Patrick noted that *Agromeck* had signed an agreement with the Alumni Association that would make *Agromeck* a part of the association's "traditions" marketing packages. A copy of the agreement is attached here and made a part of these minutes by reference.

On a related note, Martha reported that she had had a chance to discuss the new business model and budget with Josh Lovell, Agromeck's Balfour representative, and that he had indicated that the company should be able to work with Agromeck's budget for the 2014-2015 edition.

#### **REPORTS & ADDENDA**

The text of the student leaders' organization reports are attached here and made part of these minutes by reference.

Sarah Buddo and Mark Tate offered a verbal addendum to the Business Office report, reporting that the joint training with the sales and marketing staff of UNC-Charlotte over the weekend had been a great success, with guest speakers from WRAL, the *News & Observer*, the *Triangle Business Journal* and others. Mark said two brand-new sales reps had attended the training, and everyone who attended benefited from it.

On behalf of Bri, Jamie urged the student leaders present to take special note of the portion of Bri's board report concerning a benefit concert in the works that will spotlight women's safety. She said Bri, who had already partnered with *Daily Tar Heel* Diversions Editor Allison Hussey, was seeking additional media partners in the endeavor to help raise awareness of the concert for music lovers and supporters of the cause throughout the Triangle.

#### **ADJOURN**

The meeting was adjourned at approximately 7:20 p.m.

**N.C. State Student Media Board of Directors  
March 17, 2014 called meeting minutes**

**Monday, March 17, 2014 • 7 p.m.  
Room 1301, Student Health Center**

Present: Paul Ruddle, Maddie Lassiter, Laura Simis, Matt Donegan, Robbie Williams, Dean Phillips, Chelsea Brown, Kierra Leggett, Sam DeGrave, Ajita Banerjea, Bri Aab, Sara Buddo

Absent: Alexandra Davidson, Kristen Picot, Michael Biesecker, Alex Parker

Others present: Elizabeth Moomey, Chris Hart-Williams, Ravi Chittilla, John Kovalchik, Walt Lilly, Mark Tate, Jamie Lynn Gilbert, Martha Collins, Amanda Wilkins, Michael D'Argenio

Paul Ruddle called the meeting to order at 7:03 p.m. Bri Aab was appointed to serve as recording secretary for the meeting.

**OLD BUSINESS**

Minutes from the Jan. 14 meeting and notes from the Feb. 11 and March 3 meetings were unanimously approved as submitted.

**NEW BUSINESS**

The Broadcast Media Advisory Board recommended John Kovalchik as WKNC's General Manager for 2014-2015. The board of directors voted unanimously to accept the advisory board's recommendation.

The Annual Publications Advisory Board recommended Ajita Banerjea as *Windhover* Editor for 2014-2015. The board of directors voted unanimously to accept the advisory board's recommendation.

The Annual Publications Advisory Board recommended Elizabeth Moomey as *Agromeck* Editor for 2014-2015. The board of directors voted unanimously to accept the advisory board's recommendation.

The Newspaper Advisory Board recommended Ravi Chittilla as *Technician* Editor In Chief for 2014-2015. The board of directors voted unanimously to accept the advisory board's recommendation.

The newspaper advisory board recommended Chris Hart-Williams as *Nubian Message* Editor In Chief for 2014-2015. The board of directors voted unanimously to accept the advisory board's recommendation.

The Business Office Advisory Board announced Mark Tate as 2014-2015 Business Office manager.

**ADJOURN**

The meeting was adjourned at approximately 7:20 p.m.

### 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	\$21,082
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	<u>\$21,234.28</u>			
TOTAL	\$51,234.28			

<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	<u>\$393.00</u>	
TOTAL	\$51,234.28	

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

**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	<u>\$650.00</u>	
			\$16,050.00	
				Budgeted Payroll \$16,050.00
				Ad Rep Commission \$0.00
				\$16,050.00
				<u>% generally spent 94%</u>
				\$15,020.04

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

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

<b>Promotions</b>			
Postcards	\$500.00		
Postage	\$1,000.00	phone lines 1	
Posters	\$100.00	Phone charges (\$7 x 2 lines)	\$7.00 \$84.00
Freshmen Marketing	<u>\$3,500.00</u>	Data/infrastructure	<u>\$52.02</u> <u>\$624.24</u>
TOTAL	\$5,100.00		\$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	<u>\$25.00</u>
	\$393.00

MCT Campus (news photos) \$400.00

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

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

**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
<u>Technician ads</u>	<u>\$234,366.00</u>
Total	\$263,866.00

**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
<u>Memberships</u>	<u>\$275.00</u>
	\$51,097.08

**Expenditures**

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

**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%
<u>WKNC sales</u>	<u>\$15,500.00</u>	<u>\$2,790.00</u>	<u>\$12,710.00</u>	<u>18%</u>
<b>Total</b>		<b>\$14,608.30</b>		

**Leadership Development**

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

**Memberships**

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

**Nubian Message 2014-2015**

2.20.14 - pcn/jlg

**Income**

Advertising	\$2,000.00
Student fees	<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
Parking	\$0.00
Telecommunications	\$396.12
Printing	\$6,388.81
Photocopies	\$35.00
Postage	\$35.00
Memberships	<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
Reporters (senior staff)	4 \$10.00	<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
NCCMA	\$30.00	<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
Color	5	<u>\$525.00</u>
		\$6,388.81

**Memberships**

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

**Expenditures**

Personnel	\$3,850.37	
Supplies	\$150.00	17 issues
Leadership development	\$1,920.00	750 circulation
Admin service charge	\$716.00	
Current services	\$6,854.93	
Fixed charges	<u>\$174.00</u>	
	\$13,665.30	\$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
Data/Infrastructure	<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

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

**Income**

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

**Expenditures**

	Technician	Business Office
Personnel	\$89,525.86	\$45,129.00
Office supplies	\$1,500.00	\$500.00
Wolflogy	\$2,000.00	\$0.00
Leadership development	\$7,490.00	\$3,650.00
Admin/DASA/Tort charges	\$14,831.00	\$0.00
Parking	\$0.00	\$0.00
Postage	\$1,000.00	\$1,000.00
Printing	\$159,279.22	\$1,275.22
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>

**Expenditures**

Personnel	\$89,525.86
Supplies	\$3,500.00
Leadership develop	\$7,490.00
Admin service char	\$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

**Personnel**

Editor**	1	\$43.00	\$43.00	\$5,934.00
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\$43/issue worked; \$38/issue missed deadline; per night; 4/4 nights

**Issue staff**

	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 stories  
 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

**Staff development**

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

**ACP/CMA convention**

Registration	\$90.00	\$180.00
Meals	\$160.00	\$320.00
Hotel	\$350.00	\$700.00
Travel	\$400.00	\$800.00
		\$3,840.00

Editor's parking \$0.00

**Printing**

Regular printing	\$1,197.00	\$142,443.00	119 regular issues
Summer issues	\$1,197.00	\$11,970.00	10 summer issues
Exam Week Extra	\$1,197.00	\$3,591.00	3 orientation/exam
Tabloid issues	\$2,604.00	\$0.00	0 special issues
		\$158,004.00	132

**Memberships**

CSPA	\$169.00
ACP	\$149.00
NCCMA entry fee	\$25.00
	\$343.00

**Web hosting**

	Per Month	Months
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	\$2,638.00
Printing	\$200.00
Postage & freight	\$200.00
Engineering repair	\$1,000.00
Telecommunications	\$1,980.60
Transmitter Insurance	\$291.00
Association memberships	\$780.00
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
Selecter	\$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
	<b>\$14,100.00</b>	<b>\$150.00</b>	<b>94</b>

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	\$2,638.00
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
Data/Infrastructure	\$130.05	\$1,560.60
	\$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>	

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>

*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>

*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>

*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	\$32,500.00
	<b>\$427,691.59</b>

*Contracted Services*

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

*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

## 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 Blonde 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.

March 2014

- Facebook:
  - Total page likes-237
  - Posts-1
  - Likes- 3
    - Post reach- 56

Instagram:

- Followers- 112
- Posts- 0

Twitter:

- Followers-261
- Tweets- 4
- Retweets- 3
- Favorites- 1

Digital App

- Number of App Opens- 787
- Technician Top News- 160
- Technician News- 46
- Technician Sports- 38
- Technician Features- 39
- Technician Viewpoint- 31
- Technician Classifieds- 15
- Nubian Arts and Entertainment- 15
- Nubian Featured- 65
- Nubian News- 27
- Nubian Perspectives- 18
- WKNC Song Requests- 17
- Pack Premiums Deals- 30
- Pack Premiums Events- 20
- Pack Premiums Giveaways- 22



**NC State Alumni Association Dorothy and Roy Park Alumni Center**

NC State Centennial Campus 2450 Alumni Drive Raleigh, NC 27606

MAILING ADDRESS: Campus Box 7503 Raleigh, NC 27695-7503

PHONE: 919-515-3375 800-627-2586 FAX: 919-515-1791

www.alumni.ncsu.edu

**NC STATE ALUMNI ASSOCIATION, INC. SPONSORSHIP AGREEMENT**

**THIS AGREEMENT** ("Agreement") is made and entered into as of the date of the last signature below by and between the NC State Alumni Association, Inc. ("Association") and NC State Student Media ("Sponsor"), with a principal place of business of 307 Witherspoon Student Center, Campus Box 7318, Raleigh, NC 27695.

**WHEREAS**, Association maintains and provides services and programs for its members; and

**WHEREAS**, Association desires to obtain sponsors to help support its services and programs; and

**WHEREAS**, Sponsor wishes to support the Association's services and programs.

**NOW THEREFORE**, for and in consideration of the mutual covenants, conditions and terms hereinafter set forth, the parties agree as follows:

**SPECIFIC PROVISIONS**

1. **Sponsorship Rights:** During the term of this Agreement, Sponsor shall have the non-exclusive rights to the following:
  - a. Association will send a letter to parents of incoming students (approximately 5,000). Includes sponsor logo and the benefit offered to students (May).
  - b. Association will send a postcard to incoming students (approximately 5,000). Includes sponsor logo and the benefit offered to students (June).
  - c. While selling student Alumni Association memberships, the association will promote the sponsor and benefit to incoming and transfer students during Summer orientation for 5 weeks (June – July).
  - d. Association will sell memberships and push sponsor's offer during the Wolfpack Welcome Week and pep rallies, targeting Freshmen, with approximate exposure of 2,500 students (August – September).
  - e. During 6 BEAT t-shirt giveaways, association will be selling memberships, discussing sponsor's offerings during Football and Basketball season.
  - f. Sponsor logo will be included on the temporary membership cards given to members that sign up to be a student alumni member
  - g. Sponsor logo will be included on the "rip card" for interested students that do not immediately sign-up, we order 5,000 of these cards.

- h. Sponsor logo and information will be included on the student alumni association's website (<http://ncstateaasap.com/student-alumni-association/>). This will also link to the sponsor's website. For 1 year.
- i. Association will send e-newsletters throughout next year to members (estimated 2,500 members). Includes sponsor logo and the benefit offered to students (sponsors will be rotated throughout the year).
- j. Sponsor will be able to set-up a table (provided by the Alumni Association) at Ring Ceremonies (April and December), Legacy Luncheon (August), Beat T-shirt Distributions on campus to promote the Agromeck.

2. **Term:** This Agreement shall have a term of one (1) year, commencing April 1, 2014, and ending March 31<sup>st</sup> 2015.

3. **Payment:** No Money will be exchanged

Student Alumni Association members will receive from Sponsor a Gift-In-Kind of \$10 off the purchase of the Agromeck, as well as waived shipping costs. Gift-In-Kind will be redeemable throughout the duration of the contract, and will be arranged between Meredith Holland and the local representative of the Sponsor. The Student Alumni Association Member must show their membership card in order to redeem the discount.

#### **GENERAL PROVISIONS**

4. **Prohibition of Gratuities.** Sponsor represents and warrants that no director, officer, employee or agent of Association has been or will be employed, retained or paid a fee, or otherwise has received or will receive any personal compensation or consideration or other gratuity from Sponsor or any of its officers, directors, employees or agents in connection with retaining, arranging, negotiating or performing this Agreement.

5. **Approvals.** All copy and graphics or brochures proposed for display by Sponsor are subject to prior approval by Association and shall be submitted for such. Association shall have the right to decline to display any copy or graphics that is in violation of any statute, regulation or ordinance, or which Association reasonably considers to be misleading or offensive or in violation of any Association contract obligation. Association shall not display a message that contains qualitative or comparative language, price information or other indications of savings or value, endorsements or inducements to purchase, sell or use any company, service, facility or product, or any message that causes Sponsor's payments to not be treated as "qualified sponsorship payments" as that term is defined in Internal Revenue Code Section 513(i).

6. **Force Majeure.** Where one party is unable to carry out its obligations under this agreement due to circumstances beyond its control or which it could not have prevented, those obligations are suspended whilst those circumstances continue, provided the other party is

notified and the first party uses its best endeavors to overcome the circumstances preventing its obligations from being carried out.

7. **Termination.** Association and Sponsor reserve the right to terminate this Agreement without cause upon thirty (30) days written notice to each party. If there are unfilled services at the time of termination, the parties agree to a pro rata adjustment of the respective responsibilities, payment and sponsorship rights.

The rights, powers and remedies given to the parties by this Agreement shall be in addition to all rights, powers and remedies granted to the parties by virtue of any statute or rule of law.

8. **Trademarks and Production Materials.** It is agreed that Sponsor shall retain the exclusive rights in and to all trademarks, photographs, and similar production materials produced by Sponsor under this Sponsorship Agreement. Association retains exclusive rights in and to all its trademarks and logos. Association owns any and all items embodying its name or other trademarks and retains ownership of all production materials produced by it pursuant to this Sponsorship Agreement. No sponsorship material shall incorporate the trademarks or logos of either Association or North Carolina State University without the prior written approval of the Association.

9. **Indemnification.** Sponsor shall indemnify and hold harmless the Association, its directors, officers, agents and employees from any and all loss, damage or liability that may be suffered or incurred by the Association, its directors, officers, agents or employees caused by or arising out of the acts or omissions of Sponsor or Sponsor's invitees or any liability for fraud or misrepresentation in connection with Sponsor's display or activities pursuant to this Agreement.

10. **Assignment.** Sponsor may not assign its rights hereunder to others, without the express written consent of the Association.

11. **Relationship.** The parties are acting as independent contractors, and nothing in this Agreement creates a partnership, joint venture or agency relationship between the parties, and no party has the authority to bind the other in any respect.

12. **Loss or Damage.** Association shall not be liable for any damage or loss to any of Sponsor's display materials.

13. **Binding Effect.** This Agreement shall be binding upon and inure to the benefit of the parties and their respective successors and assigns.

14. **Modifications.** It is further mutually agreed that modifications to the Agreement must be in writing and mutually agreed to by authorized representatives for both parties.

15. **Entire Agreement.** This Agreement constitutes the entire Agreement between the parties with respect to the subject matter hereof and supersedes all prior negotiations and

understandings, whether verbal or written, and all prior agreements and contracts with respect to the subject matter herein. No waiver, modification or amendment of any provision of this Agreement shall be valid or effective unless in writing and signed by a duly authorized representative of the party against whom enforcement is sought.

16. **Governing Law.** This Agreement shall be controlled by the laws of the state of North Carolina and any dispute arising hereunder shall be resolved in a court of competent jurisdiction in the state of North Carolina.

**IN WITNESS WHEREOF**, each of the parties have executed this Sponsorship Agreement by a duly authorized officer or representative as of the date of the last signature below.

**SPONSOR**

**NC STATE ALUMNI ASSOCIATION, INC.**

By: Patrick C. Neal

By: \_\_\_\_\_

Printed Name: Patrick C. Neal

Ralph E. Suggs  
Executive Director

Title: Director of Student Media Advising

Date: \_\_\_\_\_

Date: April 8, 2014

# **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.*

**Personnel**

Christopher Hart-William is the newly elected editor-in-chief of *Nubian Message* for the 2014-2015 academic year. Hart-Williams was hired on March 17, at a special Board of Directors Meeting. Based on qualities I have observed during my current editorship, I have offered to Chris my recommendation for next year's managing editor of *Nubian Message*, but this is ultimately a decision that will be left up to Chris.

**Training**

As we are currently in the production process for the last *Nubian Message* of the semester, I have all but handed over the process to Chris. These trainings are not formal, but rather hands on, learn as you go. Once production of the final paper is completed I will make myself available for the remainder of the semester to go over various processes with Chris, but also other members of staff so that they are as prepared as possible for next year.

**Coverage**

The Pan Afrikan 2014 issue of the *Nubian Message* was perhaps one of the most anticipated issues of the paper. Coverage included in this issue was of all the Pan Afrikan Week festivities that occurred within the first part of the week including the AATS Fashion Expose and Mr. & Ms. Pan Afrikan Pageant. Also, due to the cancellation of the Pan Afrikan Concert just two days prior to the event, we also had news story about that. In this week's issue there will be a follow up story exploring what happened at the Rally at Talley event, that occurred as a way for students to voice their dismay with campus administration.

**Deadline**

Much to my dismay, the Pan Afrikan issue of the *Nubian Message* was released a day late. We did not meet deadline because there was not adequate staff participation on the two production days leading up to its scheduled Wednesday release, to publish a quality paper. Because I would much rather publish something that was of the standards I hold myself to, I pushed back publication until Thursday. My staff was called into the newsroom for a meeting on Wednesday, and after pointed comments from me about their lack of regard in the previous days, we finished production of the paper.

**Technology**

n/a

**Ethical/ Legal Issues**

n/a

**Revenue**

n/a

## *Technician*

Submitted by Sam DeGrave

### **Personnel**

The *Technician's* personnel hasn't experienced any great changes recently. The news staff is slowly dwindling, which is problematic, especially going into next year, but we have taken measures to prevent this from getting out of hand. The sports staff, however, has been growing steadily, which is quite promising. Next year's editor, Ravi Chittilla (pronounced similarly to chinchilla), has begun to put together his senior-leadership team for next year, but he has not finalized it.

### **Training**

I am currently sending stories with my edits back to the writers per their request to help them. Other than that, I don't have much planned for training because we are in our last full week of production right now.

### **Technology**

I have nothing new to report here. Our computers still give us trouble nightly, but they get the job done eventually.

### **Coverage**

I have nothing to update here. I have been happy with our coverage during the past month.

### **Deadlines**

We did not do a good job meeting deadline last month. Between dealing with new staff members and slow computers, we had our share of problems. But this month has been much better so far, at least in terms of staff, so I don't foresee deadline being a problem.

### **Ethical/Legal Issues**

I have nothing to add here.

## Board Report: WKNC

### Revenue:

We doubled our profit for Double Barrel Benefit 11, making \$11,400 (last year's being \$5,700). One thing I will point out to John that can be improved upon is departmental support. I saw very few people from outside WKNC at Double Barrel, and I hope to see that change in the future. I will advise to him to reach out in ways that I did not, and we can brainstorm further incentives.

### Personnel:

John Kovalchik, our new General Manager as of April 24, has sent out hiring emails for the summer, and he has already hired a new afterhours director. I have advised him to hire on co-promotions directors this coming year, as there are two great candidates, and the position will need some rebuilding. It is the most time consuming position apart from general manager in my opinion, and I wish him the best!

As assumed, our off-campus promotions director has not come to his office hours yet. I will advise John to terminate his volunteer position.

Our music department has been doing a poor job this past month. John and I had a meeting with them last week to discuss the lack of New Music Emails, adds to AV, correct charting information, and quality of must plays. I plan to send all of the music department staff an analysis by next week to offer them improvement tips. Additionally, one of our assistant music directors is no longer with us, but we will not be filling the position.

### Outreach:

Our first two Fridays on the Lawn were very successful, despite running into day-of issues with each. Our first event on March 21st was set back slightly because of Holi, an event that muddied the field and covered it in paint. The second event on March 28th was forced inside due to poor weather. Despite the bad circumstances, we still had very nice turnouts and we are expecting an even greater turnout for our final Fridays on the Lawn of the semester coming up on April 11th.

WKNC was the primary media sponsor of Phuzz Phest, a second-year festival based in Winston-Salem over the weekend of April 4th-6th. We conducted interviews, live broadcasted, and reported on the event. Michael was the primary contact for this.

WKNC will be attending Moogfest from April 23rd through 27th. We will be interviewing artists, covering the event, and spreading awareness of our station to the Asheville, NC area. Zach is the primary contact for this.

WKNC will be attending Shakori Hills April 16-18. CJ is the primary contact for this.

### Training:

The final DJ to be board tested will have his test on Thursday. He passed his written test with flying colors. This semester, we've had the best response to volunteers from the new DJs of the training class than in any other semester I've been at WKNC. I feel that this is due to the amount of volunteer activities offered, as well as their diversity.

### Technical:

Charlie Townsend has resigned due to graduation, and the engineering staff will have to select a new engineer.

### Additional News:

It has come to our attention that a local musician that WKNC has interviewed, spotlighted, and given tickets away for was charged with sexual assault several years ago, and has been rumored to have assaulted a woman at Local 506 (a venue in Chapel Hill), as well as other musicians. John Mitchell and I are working with select members of staff to put on a benefit concert to help the movement of safety for women in the music community. Now that we have been made aware of the very egregious acts made by an individual trusted in the community, WKNC is taking a stand against it, and we will do our best to promote the rights of every survivor. If anyone reading this is interested in helping with this benefit concert, that we will be putting on with UNC Daily Tarheel's *Diversions* editor, and future contributor to *Indy Week*, Allison Hussey, please contact me at [gm@wknc.org](mailto:gm@wknc.org). This is the project that will be consuming my time for the duration of my stay at WKNC, and I hope that you will all understand my allegiance to this avenue of activism.