

Student Media Board of Directors Agenda

**Tuesday, April 14, 2015 • 7 p.m.
Room 356 Witherspoon Student Center**

CALL TO ORDER

APPOINTMENT OF MEETING SECRETARY

OLD BUSINESS

1. Approval of March 17, 2015 minutes

NEW BUSINESS

1. April 2015 Budget update (Jamie)
2. 2015-2016 Budget (Patrick and Jamie)
3. Recommendation from Annual Publications Advisory Board for 2015-2016
Windhover Editor (Liz Moomey)
4. 2015-2016 Student Media goals
5. Board membership for 2015-2016

REPORTS & ADDENDA

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

EXECUTIVE SESSION

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

ADJOURN

**N.C. State Student Media Board of Directors
March, 2015 meeting minutes**

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

Present: Mark Foley, Tiffany Johnson, Mimi McCarthy, Robbie Williams, Dean Phillips, Michael Biesecker, Marc Russo, Ravi Chittilla, Chris Hart-Williams, Elizabeth Moomey, John Kovalchik, Ajita Banerjea, Patrick Neal

Absent: Maddie Lassiter, Matt Donegan, Daniel Kale, Brandon Tung, Mark Tate

Others present: Jamie Lynn Gilbert, Martha Collins, Ellen Meder, Doug Flowers, Matt Brown, Molly Donovan, Kaitlin Montgomery, Kaanchee Gandhi

CALL TO ORDER

Board vice-chair Mimi McCarthy called the meeting to order at 7 p.m. and a quorum of voting members was established. Ravi Chittilla volunteered to serve as recording secretary.

OLD BUSINESS

The board unanimously approved the minutes from the Jan. 13, 2015 meeting.

MARCH, 2015 BUDGET UPDATE

Jamie Lynn Gilbert presented the March budget report (attached and made a part of these minutes by reference) noting that the *Nubian Message's* non-fee income was still showing on the report as \$0 due to a billing lag. She also noted that the DASA Budget Office had issued an advisory a few days earlier that the administrative services fees reflected in the Wolf Reports system were off slightly, that DASA was aware of the problem, and that DASA expected to have the numbers corrected soon. This, Jamie said, accounted for the slightly higher-than-budgeted administrative service charges reflected in the report.

2015-2016 BUDGET UPDATE

Patrick Neal said Student Media and the DASA Budget Office were in the last stages of finalizing the budget for the 2015-2016 academic year. He said he expected to present that budget to the board for discussion at the board's April meeting.

2015-2016 LEADER RECOMMENDATIONS AND APPOINTMENTS

- On behalf of the Annual Publications Advisory Board, Ajita Banerjea recommended Molly Donovan be hired as Editor In Chief of *Agromeck* for the 2015-2016 academic year with the additional recommendation that she continue with her journalism minor to sharpen her writing and editing skills. The advisory board's recommendation was unanimously approved by the full board.
- On behalf of the Broadcast Advisory Board, Tiffany Johnson recommended Matt Brown be hired as GM for 2015-2016 on the condition that he present a one- to two-page revenue plan to the board at its April meeting. Matt agreed to do so. The advisory board's recommendation was unanimously approved by the full board.

- On behalf of the Business Office Advisory Board, Robbie Williams recommended Student Media Business Office Manager candidate Mark Tate be re-hired for 2015-2016, and further encouraged Mark to avail himself of the advisory board's collective expertise in future staff development initiatives. The advisory board's recommendation was unanimously approved by the full board.

- On behalf of the Newspapers Advisory Board, Ravi Chittilla recommended Kaitlin Montgomery be hired as *Technician* Editor In Chief for 2015-2016. The advisory board's recommendation was unanimously approved by the full board.

- Also on behalf of the Newspapers Advisory Board, Ravi presented a multi-part recommendation with regard to Chris Hart-Williams' application to be re-hired as Editor In Chief of the *Nubian Message* for the 2015 fall semester. First, the advisory board recommended that the full board waive the requirement that Chris be required to serve a full academic year as editor, as Chris is scheduled to graduate in December of 2015. Second, the advisory board recommended he be re-hired under the following conditions:

1. Effective immediately, he will begin meeting with Editorial Adviser Ellen Meder weekly, in the form of either one-on-one meetings and/or staff training sessions.
2. Over the summer, he will undertake a complete review of the *Nubian Message's* mission and operations to include the following:
 - ~ Developing a mission statement for the *Nubian Message*, as well as developing a list of audience issues, interests and concerns. This is to be developed in collaboration with members of that audience as well as members of the advising staff.
 - ~ Undertaking a complete review of the *Nubian Message's* operations -- staff recruitment and retention, story selection, editing, work flow, graphic design, staff training, distribution and digital resources.
 - ~ Production of a Symposium edition representing improvements realized through the processes outlined above.
3. He will make a presentation to the full Student Media Board of Directors at the board's first regular meeting of the 2015-2016 academic year encompassing all of the above. If, at that time, the full board determines he has succeeded in meeting the requirements above, the advisory board recommended that the board reaffirm his appointment at that time.

A point-by-point discussion followed. Chris acknowledged that he had been less prepared for the *Nubian* editorship than he had realized, and he said that lack of readiness had shown in the issues published thus far in 2014-2015. Both Chris and members of the advisory board recounted the position interview, where the issues noted in the hiring recommendations were discussed at length, and Chris said he was committed to satisfying the conditions of his re-hire. Ultimately, both the waiver and the hiring recommendation put forth by the advisory board were unanimously approved by the full board.

ORGANIZATION REPORTS AND WINDHOVER DISCUSSION

Written reports are attached and made a part of these minutes by reference. Otherwise, the discussion turned to the fact that no one had submitted an application for the *Windhover* editorship by the initial deadline, leaving the position vacant for 2015-2016. Martha Collins said that at the Annual Publication Advisory Board's Feb. 23 meeting, meeting attendee Kaanchee Gandhi expressed an interest in serving as editor of the magazine. The advisory board

subsequently recommended that the position be re-opened for applications immediately and left open until noon on Thursday, March 12. Martha said Kaanchee had submitted an application for the position and that the advisory board intended to interview her in advance of the full board's April meeting so the full board could consider the advisory board's recommendation at that time. Kaanchee, a freshman design major who has been active with both WKNC and Agromeck since her arrival at NC State, introduced herself to the full board and said she looked forward to the interview.

ADJOURN

The meeting adjourned at 7:50 p.m.

STUDENT MEDIA BUDGET VS. ACTUAL

DATE: April 1, 2015
 PERCENT THROUGH FISCAL YEAR: 75%

056 AGROMECK			
	Budget	Actual	Percent
Payroll	\$ 15,020.04	\$ 12,642.75	84%
Supplies	\$ 850.00	\$ 128.74	15%
Leadership develop.	\$ 1,860.00	\$ 955.41	51%
Admin service charges	\$ 4,070.00	\$ 4,121.69	101%
Current services	\$ 28,558.24	\$ 1,047.00	4%
Fixed charges	\$ 943.00	\$ 913.00	97%
TOTAL	\$ 51,301.28	\$ 19,808.59	39%
Non-fee income	\$ 30,000.00	\$ 11,943.77	40%
Fee income	\$ 21,301.28	\$ 20,377.91	3.34%
TOTAL	\$ 51,301.28	\$ 32,321.68	63%
Profit/Loss	\$ -		

058 WINDHOVER			
	Budget	Actual	Percent
Payroll	\$ 4,400.00	\$ 912.60	21%
Supplies	\$ 450.00	\$ 150.37	33%
Leadership develop.	\$ 100.00	\$ -	0%
Admin service charges	\$ 989.00	\$ 1,012.69	102%
Current services	\$ 14,940.00	\$ -	0%
Fixed charges	\$ 343.00	\$ 374.00	109%
TOTAL	\$ 21,222.00	\$ 2,449.66	12%
Non-fee income	\$ 14,390.00	\$ -	0%
Fee income	\$ 6,832.00	\$ 6,535.85	1.07%
TOTAL	\$ 21,222.00	\$ 6,535.85	31%
Profit/Loss	\$ -		

066 TECH SUPPORT			
	Budget	Actual	Percent
Payroll	\$ 75,390.52	\$ 56,101.44	74%
Supplies	\$ 2,500.00	\$ 452.66	18%
Leadership develop.	\$ -	\$ -	
Admin service charges	\$ 4,020.00	\$ 4,793.12	119%
Current services	\$ -	\$ 496.37	
Fixed charges	\$ -	\$ -	
TOTAL	\$ 81,910.52	\$ 61,843.59	76%
Non-fee income	\$ -	\$ -	
Fee income	\$ 81,910.52	\$ 78,359.86	12.83%
TOTAL	\$ 81,910.52	\$ 78,359.86	96%
Profit/Loss	\$ -		

061 NUBIAN MESSAGE			
	Budget	Actual	Percent
Payroll	\$ 3,850.37	\$ 2,376.77	62%
Supplies	\$ 150.00	\$ -	0%
Leadership develop.	\$ 1,920.00	\$ 1,113.41	58%
Admin service charges	\$ 790.00	\$ 801.90	102%
Current services	\$ 6,854.93	\$ 4,938.76	72%
Fixed charges	\$ 174.00	\$ 149.00	86%
TOTAL	\$ 13,739.30	\$ 9,379.84	68%
Non-fee income	\$ 2,000.00	\$ -	0%
Fee income	\$ 11,739.30	\$ 11,230.42	1.84%
TOTAL	\$ 13,739.30	\$ 11,230.42	82%
Profit/Loss	\$ -		

059 WKNC			
	Budget	Actual	Percent
Payroll	\$ 35,156.00	\$ 25,714.93	73%
Supplies	\$ 3,500.00	\$ 2,370.85	68%
Leadership develop.	\$ 2,320.00	\$ 2,424.77	105%
Admin service charges	\$ 2,750.00	\$ 2,808.53	102%
Current services	\$ 3,380.60	\$ 2,358.67	70%
Fixed charges	\$ 4,697.00	\$ 3,676.00	78%
Contracted services	\$ 1,000.00	\$ 450.00	45%
TOTAL	\$ 52,803.60	\$ 39,803.75	75%
Non-fee income	\$ 47,100.00	\$ 26,068.16	55%
Fee income	\$ 5,703.60	\$ 5,456.36	0.89%
TOTAL	\$ 52,803.60	\$ 31,524.52	60%
Profit/Loss	\$ -		

OVERALL			
	Budget	Actual	Percent
Payroll	\$ 566,616.42	\$ 387,925.72	68%
Supplies	\$ 23,996.00	\$ 10,404.04	43%
Leadership develop.	\$ 19,550.00	\$ 14,191.35	73%
Admin service charges	\$ 44,044.00	\$ 45,610.41	104%
Current services	\$ 249,999.58	\$ 124,324.49	50%
Fixed charges	\$ 23,000.00	\$ 9,742.30	42%
Contracted services	\$ 6,400.00	\$ 2,450.00	38%
Capital outlay	\$ 32,500.00	\$ 30,232.91	93%
Student financial aid	\$ -	\$ -	0%
TOTAL EXPENSES	\$ 966,106.00	\$ 624,881.22	65%
Non-fee income	\$ 327,856.00	\$ 167,429.57	51%
Fee income	\$ 638,250.00	\$ 610,583.12	96%
TOTAL INCOME	\$ 966,106.00	\$ 778,012.69	81%
Net Profit/Loss	\$ 0.00		

057 TECHNICIAN			
	Budget	Actual	Percent
Payroll	\$ 89,525.86	\$ 59,394.35	66%
Supplies	\$ 3,500.00	\$ 811.24	23%
Leadership develop.	\$ 7,490.00	\$ 3,623.60	48%
Admin service charges	\$ 15,360.00	\$ 15,645.83	102%
Current services	\$ 163,844.06	\$ 107,132.24	65%
Fixed charges	\$ 12,078.00	\$ 4,004.80	33%
Student financial aid	\$ -	\$ -	0%
TOTAL	\$ 291,797.92	\$ 190,612.06	65%
Non-fee income	\$ 234,366.00	\$ 129,313.62	55%
Fee income	\$ 57,431.92	\$ 54,942.36	9.00%
TOTAL	\$ 291,797.92	\$ 184,255.98	63%
Profit/Loss	\$ -		

060 GENERAL ADMIN			
	Budget	Actual	Percent
Payroll	\$ 343,273.64	\$ 230,782.88	67%
Supplies	\$ 13,046.00	\$ 6,490.18	50%
Leadership develop.	\$ 5,860.00	\$ 6,074.16	104%
Admin service charges	\$ 16,065.00	\$ 16,426.65	102%
Current services	\$ 32,421.75	\$ 8,351.45	26%
Fixed charges	\$ 4,765.00	\$ 625.50	13%
Contracted services	\$ 5,400.00	\$ 2,000.00	37%
Capital outlay	\$ 32,500.00	\$ 30,232.91	93%
TOTAL	\$ 453,331.38	\$ 300,983.73	66%
Non-fee income	\$ -	\$ -	
Fee income	\$ 453,331.38	\$ 433,680.36	71.03%
TOTAL	\$ 453,331.38	\$ 433,680.36	96%
Profit/Loss	\$ -		

2015-2016 STUDENT MEDIA BUDGET

	2014-2015 Budget	2015-2016 Budget	Budget Difference
OVERALL			
<i>Income</i>			
Non-fee income	\$ 327,856.00	\$ 308,466.00	94%
Student fees	\$ 638,250.00	\$ 680,200.00	107%
TOTAL	\$ 966,106.00	\$ 988,666.00	102%
<i>Expenditures</i>			
Personnel	\$ 566,616.42	\$ 590,173.79	104%
Supplies	\$ 23,996.00	\$ 45,450.00	189%
Leadership development	\$ 19,550.00	\$ 25,710.00	132%
Admin service charge	\$ 44,044.00	\$ 48,318.96	110%
Current services	\$ 249,999.58	\$ 203,815.56	82%
Fixed charges	\$ 23,000.00	\$ 13,363.00	58%
Contracted services	\$ 6,400.00	\$ 4,000.00	63%
Capital outlay	\$ 32,500.00	\$ 50,000.00	154%
TOTAL	\$ 966,106.00	\$ 980,831.30	102%
Net	\$ 0.00	\$ 7,834.70	

AGROMECK

<i>Income</i>			
Non-fee income	\$ 30,000.00	\$ 24,000.00	80%
Student fees	\$ 21,301.28	\$ 21,106.80	99%
TOTAL	\$ 51,301.28	\$ 45,106.80	88%

<i>Expenditures</i>			
Personnel	\$ 15,020.04	\$ 16,651.71	111%
Supplies	\$ 850.00	\$ 23,450.00	2759%
Leadership development	\$ 1,860.00	\$ 3,220.00	173%
Admin service charge	\$ 4,070.00	\$ 1,712.86	42%
Current services	\$ 28,558.24	\$ 5,958.24	21%
Fixed charges	\$ 943.00	\$ 1,114.00	118%
TOTAL	\$ 51,301.28	\$ 52,106.80	102%

Net \$ - \$ 7,000.00

NUBIAN MESSAGE

<i>Income</i>			
Non-fee income	\$ 2,000.00	\$ 2,000.00	100%
Student fees	\$ 11,739.30	\$ 12,911.14	110%
TOTAL	\$ 13,739.30	\$ 14,911.14	109%

<i>Expenditures</i>			
Personnel	\$ 3,850.37	\$ 4,476.58	116%
Supplies	\$ 150.00	\$ 150.00	100%
Leadership development	\$ 1,920.00	\$ 1,920.00	100%
Admin service charge	\$ 790.00	\$ 714.44	90%
Current services	\$ 6,854.93	\$ 7,436.12	108%
Fixed charges	\$ 174.00	\$ 214.00	123%
TOTAL	\$ 13,739.30	\$ 14,911.14	109%

Net \$ - \$ -

TECHNICIAN

<i>Income</i>			
Non-fee income	\$ 234,366.00	\$ 234,366.00	100%
Student fees	\$ 57,431.92	\$ 16,637.46	29%
TOTAL	\$ 291,797.92	\$ 251,003.46	86%

<i>Expenditures</i>			
Personnel	\$ 89,525.86	\$ 61,933.40	69%
Supplies	\$ 3,500.00	\$ 3,000.00	86%
Leadership development	\$ 7,490.00	\$ 4,840.00	65%
Admin service charge	\$ 15,360.00	\$ 15,230.23	99%
Current services	\$ 163,844.06	\$ 161,121.84	98%
Fixed charges	\$ 12,078.00	\$ 5,878.00	49%
TOTAL	\$ 291,797.92	\$ 252,003.46	86%

Net \$ - \$ (1,000.00)

	2014-2015 Budget	2015-2016 Budget	Budget Difference
MEDIA TECH			
<i>Expenditures</i>			
Personnel	\$ 75,390.52	\$ 76,146.76	101%
Supplies	\$ 2,500.00	\$ 1,900.00	76%
Admin service charge	\$ 4,020.00	\$ 4,286.94	107%
Current services	\$ -	\$ 600.00	
TOTAL	\$ 81,910.52	\$ 82,933.70	101%

WINDHOVER

<i>Income</i>			
Sponsorships	\$ 14,390.00	\$ -	
Student fees	\$ 6,832.00	\$ 7,067.39	103%
TOTAL	\$ 21,222.00	\$ 7,067.39	33%

<i>Expenditures</i>			
Personnel	\$ 4,400.00	\$ 4,461.60	101%
Supplies	\$ 450.00	\$ 450.00	100%
Leadership development	\$ 100.00	\$ 100.00	
Admin service charge	\$ 989.00	\$ 1,112.79	113%
Current services	\$ 14,940.00	\$ 14,940.00	100%
Fixed charges	\$ 343.00	\$ 393.00	115%
TOTAL	\$ 21,222.00	\$ 21,457.39	101%

Net \$ - \$ (14,390.00)

WKNC

<i>Income</i>			
Non-fee income	\$ 47,100.00	\$ 48,100.00	102%
Student fees	\$ 5,703.60	\$ 5,462.36	96%
TOTAL	\$ 52,803.60	\$ 53,562.36	101%

<i>Expenditures</i>			
Personnel	\$ 35,156.00	\$ 35,165.52	100%
Supplies	\$ 3,500.00	\$ 3,000.00	86%
Leadership development	\$ 2,320.00	\$ 2,980.00	128%
Admin service charge	\$ 2,750.00	\$ 2,757.24	100%
Current services	\$ 3,380.60	\$ 4,980.60	147%
Fixed charges	\$ 4,697.00	\$ 4,339.00	92%
Contracted services	\$ 1,000.00	\$ 1,000.00	100%
TOTAL	\$ 52,803.60	\$ 54,222.36	103%

Net \$ - \$ (660.00)

GENERAL ADMINISTRATION

<i>Income</i>			
Student fees	\$ 453,331.38	\$ 534,081.14	118%
TOTAL	\$ 453,331.38	\$ 534,081.14	118%

<i>Expenditures</i>			
Personnel	\$ 343,273.64	\$ 391,338.23	114%
Supplies	\$ 13,046.00	\$ 13,500.00	103%
Leadership development	\$ 5,860.00	\$ 12,650.00	216%
Admin service charge	\$ 16,065.00	\$ 22,504.45	140%
Current services	\$ 32,421.75	\$ 8,778.76	27%
Fixed charges	\$ 4,765.00	\$ 1,425.00	30%
Contracted services	\$ 5,400.00	\$ 3,000.00	56%
Capital outlay	\$ 32,500.00	\$ 50,000.00	154%
TOTAL	\$ 453,331.38	\$ 503,196.45	111%

Net \$ 0.00 \$ 30,884.70

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	\$ 343,273.64	\$ 75,390.52	\$ 566,616
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	\$ -	\$ 19,550
Admin service charge	\$ 4,070.00	\$ 790.00	\$ 15,360.00	\$ 989.00	\$ 2,750.00	\$ 16,065.00	\$ 4,020.00	\$ 44,044
Current services	\$ 28,558.24	\$ 6,854.93	\$ 163,844.06	\$ 14,940.00	\$ 3,380.60	\$ 32,421.75	\$ -	\$ 250,000
Fixed charges	\$ 943.00	\$ 174.00	\$ 12,078.00	\$ 343.00	\$ 4,697.00	\$ 4,765.00	\$ -	\$ 23,000
Contracted services	\$ -	\$ -	\$ -	\$ -	\$ 1,000.00	\$ 5,400.00	\$ -	\$ 6,400
Capital outlay	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 32,500.00	\$ -	\$ 32,500
TOTAL	\$ 51,301.28	\$ 13,739.30	\$ 291,797.92	\$ 21,222.00	\$ 52,803.60	\$ 453,331.38	\$ 81,910.52	\$ 966,106
Non-fee income	\$ 30,000.00	\$ 2,000.00	\$ 234,366.00	\$ 14,390.00	\$ 47,100.00	\$ -	\$ -	\$ 327,856
Fee income	\$ 21,301.28	\$ 11,739.30	\$ 57,431.92	\$ 6,832.00	\$ 5,703.60	\$ 453,331.38	\$ 81,910.52	\$ 638,250
TOTAL	\$ 51,301.28	\$ 13,739.30	\$ 291,797.92	\$ 21,222.00	\$ 52,803.60	\$ 453,331.38	\$ 81,910.52	\$ 966,106
Income - Expenditures	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 0.00	\$ -	\$ 0

2015-2016	Agromeck	Nubian	Technician	Windhover	WKNC	Gen. Admin.	Tech Support	Subtotals
Personnel	\$ 16,651.71	\$ 4,476.58	\$ 61,933.40	\$ 4,461.60	\$ 35,165.52	\$ 391,338.23	\$ 76,146.76	\$ 590,174
Supplies	\$ 23,450.00	\$ 150.00	\$ 3,000.00	\$ 450.00	\$ 3,000.00	\$ 13,500.00	\$ 1,900.00	\$ 45,450
Leadership development	\$ 3,220.00	\$ 1,920.00	\$ 4,840.00	\$ 100.00	\$ 2,980.00	\$ 12,650.00	\$ -	\$ 25,710
Admin service charge	\$ 1,712.86	\$ 714.44	\$ 15,230.23	\$ 1,112.79	\$ 2,757.24	\$ 22,504.45	\$ 4,286.94	\$ 48,319
Current services	\$ 5,958.24	\$ 7,436.12	\$ 161,121.84	\$ 14,940.00	\$ 4,980.60	\$ 8,778.76	\$ 600.00	\$ 203,816
Fixed charges	\$ 1,114.00	\$ 214.00	\$ 5,878.00	\$ 393.00	\$ 4,339.00	\$ 1,425.00	\$ -	\$ 13,363
Contracted services	\$ -	\$ -	\$ -	\$ -	\$ 1,000.00	\$ 3,000.00	\$ -	\$ 4,000
Capital outlay	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 50,000.00	\$ -	\$ 50,000
TOTAL	\$ 52,106.80	\$ 14,911.14	\$ 252,003.46	\$ 21,457.39	\$ 54,222.36	\$ 503,196.45	\$ 82,933.70	\$ 980,831
Non-fee income	\$ 24,000.00	\$ 2,000.00	\$ 234,366.00	\$ -	\$ 48,100.00	\$ -	\$ -	\$ 308,466
Fee income	\$ 21,106.80	\$ 12,911.14	\$ 16,637.46	\$ 7,067.39	\$ 5,462.36	\$ 534,081.14	\$ 82,933.70	\$ 680,200
TOTAL	\$ 45,106.80	\$ 14,911.14	\$ 251,003.46	\$ 7,067.39	\$ 53,562.36	\$ 534,081.14	\$ 82,933.70	\$ 988,666
Income - Expenditures	\$ (7,000.00)	\$ -	\$ (1,000.00)	\$ (14,390.00)	\$ (660.00)	\$ 30,884.70	\$ 0.00	\$ 7,835

of \$23.40:

Agromeck	3.10%	\$ 21,106.80	\$ 0.73
Nubian	1.90%	\$ 12,911.14	\$ 0.44
Technician	2.45%	\$ 16,637.46	\$ 0.57
Windhover	1.04%	\$ 7,067.39	\$ 0.24
WKNC	0.80%	\$ 5,462.36	\$ 0.19
Tech Support	12.19%	\$ 82,933.70	\$ 2.85
Gen Admin	78.52%	\$ 534,081.14	\$ 18.37
	100.00%	\$ 680,200.00	\$ 23.40

Total Fee Revenue \$ 680,200

Agromeck 2015-2016

02.02.15 jlg/PCN

Income		books	price per copy	
Book sales	\$ 12,000.00	200	\$60	(assumes 50% sales to SAA members at \$55 and 50% regular retail sales at \$65)
Advertising	\$ 12,000.00	\$24,000.00		
Student fees	\$ 21,106.80			
TOTAL	\$ 45,106.80			

Expenditures		
Personnel	\$ 16,421.80	
Temp Benefits	\$ 229.91	
Supplies	\$ 700.00	
Book Printing	\$ 22,750.00	(350 books @ \$65/book)
Leadership development	\$ 3,220.00	
Admin/DASA/Tort charges	\$ 1,712.86	
Telecommunications	\$ 708.24	
Promotions/Current Services	\$ 5,250.00	
Subscriptions	\$ 550.00	
Memberships	\$ 564.00	
TOTAL	\$ 52,106.80	

Expenditures	
Personnel	\$ 16,651.71
Supplies	\$ 23,450.00
Leadership developn	\$ 3,220.00
Admin service charg	\$ 1,712.86
Current services	\$ 5,958.24
Fixed charges	\$ 1,114.00
TOTAL	\$ 52,106.80

Income - Expenditures \$ (7,000.00)

Personnel			
Editor	\$ 410.00	12	\$ 4,920.00
Photo editor	\$ 100.00	10	\$ 1,000.00
Design editor	\$ 100.00	10	\$ 1,000.00
Assignments/Managing editor	\$ 100.00	10	\$ 1,000.00
Copy editor	\$ 100.00	10	\$ 1,000.00
Promotions manager	\$ 100.00	10	\$ 1,000.00
Web manager	\$ 50.00	10	\$ 500.00
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
			\$ 17,470.00

312 pages
156 spreads
8 deadlines

Budgeted Payroll	\$ 17,470.00
Ad Rep Commission	\$ -
	\$ 17,470.00
% generally spent	94%
	\$ 16,421.80

Fall Retreat		2 days/people
Supplies	\$ 50.00	\$ 100.00
Venue Rental	\$ 180.00	\$ 360.00
Meals	\$ 200.00	\$ 400.00
		\$ 860.00

Spring Retreat	\$ 300.00
NCCMA	\$ 60.00

ACP/CMA Convention		2
Registration	\$ 90.00	\$ 180.00
Meals	\$ 160.00	\$ 320.00
Hotel	\$ 350.00	\$ 700.00
Travel	\$ 400.00	\$ 800.00
		\$ 2,000.00

Promotions	
Postcards	\$ 500.00
Postage	\$ 1,000.00
Posters	\$ 100.00
Freshmen Marketing	\$ 3,500.00
Photocopies	\$ 150.00
TOTAL	\$ 5,250.00

Telecommunications	
Lines / Charge per line	1 \$ 7.00
Phone charges	\$ 7.00 \$ 84.00
Data/infrastructure	\$ 52.02 \$ 624.24
	\$ 59.02 \$ 708.24
	per month per year

Subscriptions	
Magazines, Newspapers	\$ 150.00
MCT Campus (news photos)	\$ 400.00
TOTAL	\$ 550.00

Memberships/Award Entries	
Associated Collegiate Press	\$ 149.00
Columbia Scholastic Press Association	\$ 225.00
NCCMA entry fee	\$ 25.00
ACP Best of Show entry fee	\$ 15.00
CSPA Gold Circle entry fee	\$ 75.00
CMA Pinnacle award entry fee	\$ 75.00
	\$ 564.00

Supplies	
Design, Writing Books	\$ 200.00
Fonts	\$ 400.00
Other	\$ 100.00
TOTAL	\$ 700.00

Nubian Message 2015-2016

02.02.15 jlg/PCN

Income

Advertising	\$ 2,000.00
Student fees	\$ 12,911.14
Total	\$ 14,911.14

Expenditures

Personnel	\$ 4,414.77
Temp Benefits	\$ 61.81
Hardware and software	\$ -
Office supplies	\$ 150.00
Leadership development	\$ 1,920.00
DASA/Admin/Tort charges	\$ 714.44
Telecommunications	\$ 396.12
Printing	\$ 6,970.00
Photocopies	\$ 35.00
Postage	\$ 35.00
Memberships	\$ 214.00
Total	\$ 14,911.14

Income - Expenditures \$ -

Monthly payroll

	Per issue	Total
Editor	1 \$ 147.00	\$ 2,499.00
Managing Editor	1 \$ 50.00	\$ 850.00
Layout editor	1 \$ 30.00	\$ 510.00
Photos (per photo)	4 \$ 10.00	\$ 680.00
Reporters (senior staff)	4 \$ 10.00	\$ 680.00
		\$ 5,219.00

Per photo
Per article

Expenditures

Personnel	\$ 4,476.58
Supplies	\$ 150.00
Leadership development	\$ 1,920.00
Admin service charge	\$ 714.44
Current services	\$ 7,436.12
Fixed charges	\$ 214.00
Total	\$ 14,911.14

17 issues
500 circulation

\$259.69 per issue payroll cost
\$0.52 per copy payroll cost

Telecommunications

Lines / Charge per line	1 \$ 7.00	\$ 7.00
Phone charge	\$ 7.00	\$ 84.00
Data/Infrastructure	\$ 26.01	\$ 312.12
	\$ 33.01	\$ 396.12
	per month	per year

Budgeted Payroll \$ 5,219.00
Ad Rep Commission \$ 100.00
\$ 5,319.00
% generally spent 83%
\$ 4,414.77

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	\$ 120.00
		(\$ students @ \$30/student registration)
		\$ 1,920.00

Printing

8-page "true tab"	\$ 235.00	\$ 3,995.00
Delivery	\$ 70.00	\$ 1,190.00
Color	17 \$ 1,785.00	
		\$ 6,970.00

Memberships

Associated Collegiate Press	\$ 149.00
NCCMA entry fee	\$ 25.00
CMA Pinnacle award entry fee	\$ 25.00
ACP Best of Show entry fee	\$ 15.00
Total	\$ 214.00

Technician 2015-2016

02.02.15 jtg/PCN

Income

Student Fees	\$	16,637.46
Advertising	\$	234,366.00
Total	\$	251,003.46

Expenditures

Personnel	\$	61,078.30
Temp Benefits	\$	855.10
Office supplies	\$	1,000.00
WolfCopy	\$	2,000.00
Leadership development	\$	4,840.00
Admin/DASA/Tort charges	\$	15,230.23
Promotions	\$	750.00
Postage	\$	-
Printing	\$	156,807.00
Telecommunications	\$	3,564.84
Memberships	\$	418.00
TownNews, AdPro	\$	5,460.00
Total	\$	252,003.46

Income - Expenditures \$ (1,000.00)

Personnel

Editor**	1	\$	45.00	131.0	\$	5,895.00
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\$45/issue worked; \$40/issue missed deadline; per night; 4/4 nights

Issue staff

	Number	Amount	Days paid		
Managing editor**	1.0	\$ 35.00	131.0	\$	4,585.00
News editor**	1.0	\$ 20.00	65.5	\$	1,310.00
Opinion editor**	1.0	\$ 20.00	65.5	\$	1,310.00
Sports editor**	1.0	\$ 20.00	65.5	\$	1,310.00
Features editor**	1.0	\$ 20.00	65.5	\$	1,310.00
Design editor**	1.0	\$ 20.00	65.5	\$	1,310.00
Designer	2.0	\$ 15.00	131.0	\$	3,930.00
Nightly photo color correction	1.0	\$ 15.00	131.0	\$	1,965.00
Assistant news editor	1.0	\$ 20.00	65.5	\$	1,310.00
Assistant features editor	1.0	\$ 20.00	65.5	\$	1,310.00
Assistant sports editor	1.0	\$ 20.00	65.5	\$	1,310.00
Opinion writers	1.0	\$ 10.00	131.0	\$	1,310.00
Stories	5.0	\$ 10.00	131.0	\$	6,550.00
Multimedia editor	1.0	\$ 10.00	131.0	\$	1,310.00
Copy editor	3.0	\$ 15.00	131.0	\$	5,895.00
Photos	4.0	\$ 10.00	131.0	\$	5,240.00
Other contributors	1.0	\$ 20.00	50.0	\$	1,000.00
Cartoonist	1.0	\$ 10.00	120.0	\$	1,200.00
					\$49,360.00

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
 \$40 per week

Ad rep comission	\$	11,718.30
Budgeted personnel	\$	61,078.30
% generally spent		100%
	\$	61,078.30

Staff development

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

Telecommunications

Lines / Charges per li	15	7
Phone charges	\$ 105.00	\$ 1,260.00
Voicemail	\$ 10.00	\$ 120.00
Data/Infrastructure	\$ 182.07	\$ 2,184.84
	\$ 297.07	\$ 3,564.84
	per month	per year

ACP/CMA convention

Registration	\$	90.00	\$	270.00
Meals	\$	160.00	\$	480.00
Hotel	\$	350.00	\$	1,050.00
Travel	\$	400.00	\$	1,200.00
			\$	4,840.00

Printing

Regular printing	\$	1,197.00	\$	140,049.00	117 regular issues
Summer issues	\$	1,197.00	\$	13,167.00	11 summer issues
Exam Week Extra	\$	1,197.00	\$	3,591.00	3 orientation/exam
Tabloid issues	\$	2,604.00	\$	-	0 special issues
			\$	156,807.00	131

Memberships

CSPA	\$	169.00
ACP	\$	149.00
NCCMA entry fee	\$	25.00
CMA Pinnacle award entry fee	\$	75.00
	\$	418.00

Web hosting

TownNews fees	\$	5,460.00	\$	455.00	Months	12
	\$	5,460.00				

Income

Wolfpack sports	\$ 14,100.00	
Benefit concerts	\$ 7,500.00	
Tir Na nOg contract	\$ 5,000.00	
Sponsorship sales	\$ 16,000.00	
Merch/promotion fees	\$ 5,500.00	\$ 48,100.00
<u>Student fees</u>	<u>\$ 5,462.36</u>	
TOTAL	\$ 53,562.36	

Expenditures

Personnel	\$ 34,680.00
Temp benefits	\$ 485.52
Engineering supplies	\$ 2,000.00
Office supplies	\$ 500.00
Promotion supplies	\$ 500.00
Leadership development	\$ 2,980.00
Admin/DASA/Tort charges	\$ 2,757.24
Promotions advertising	\$ 1,000.00
Zine printing	\$ 200.00
Printing	\$ 200.00
Postage & freight	\$ 200.00
Engineering repair	\$ 1,000.00
Telecommunications	\$ 1,980.60
NCAB inspection	\$ 400.00
Transmitter Insurance	\$ 291.00
Association memberships	\$ 422.00
Copyright fees/licensing	\$ 3,626.00
<u>Legal fees</u>	<u>\$ 1,000.00</u>
TOTAL	\$ 54,222.36

Income - Expenditures \$ (660.00)

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
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 music director	\$ 50.00	\$ 1,300.00	\$ 108.33
LBLB coordinator	\$ 25.00	\$ 650.00	\$ 54.17
Blog editor	\$ 25.00	\$ 650.00	\$ 54.17
Sports DJ	\$30 per game	\$ 2,820.00	\$ 235.00
<u>Design/Photo/Web</u>	<u>per project</u>	<u>\$ 1,300.00</u>	<u>\$ 108.33</u>
TOTAL	\$ 1,300.00	\$ 37,920.00	\$ 3,160.00

Engineering

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

Promotions

Promotions - supplies	\$ 500.00
<u>Promotions - advertising</u>	<u>\$ 1,000.00</u>
TOTAL	\$ 1,500.00

Travel - CBI conference

	Per student	3
Plane fare	\$ 400.00	\$ 1,200.00
Hotel	\$ 350.00	\$ 700.00
Food	\$ 160.00	\$ 480.00
<u>Registration</u>	<u>\$ 100.00</u>	<u>\$ 300.00</u>
TOTAL		\$ 2,680.00

Staff development

Fall retreat	\$ 150.00
Spring retreat	\$ 150.00

Memberships

Colleqe Broadcasters, Inc.	\$ 125.00
Colleqe Music Journal*	
NC Association of Broadcasters	\$ 222.00
<u>CMA Pinnacle award entries</u>	<u>\$ 75.00</u>
TOTAL	\$ 422.00

*Two year subscription paid 1415

Copyright Fees and Licensing

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

Wolfpack Sports		Per Game	Games
Women's basketball	\$ 4,500.00	\$ 150.00	30
Women's post	\$ -	\$ 150.00	0
Men's baseball	\$ 8,250.00	\$ 150.00	55
<u>Men's baseball post</u>	<u>\$ 1,350.00</u>	<u>\$ 150.00</u>	<u>9</u>
	\$ 14,100.00	\$ 150.00	94

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

Expenditures

Personnel	\$ 35,165.52
Supplies	\$ 3,000.00
Leadership development	\$ 2,980.00
Admin service charge	\$ 2,757.24
Current services	\$ 4,980.60
Fixed charges	\$ 4,339.00
<u>Contracted services</u>	<u>\$ 1,000.00</u>
TOTAL	\$ 54,222.36

Budgeted Personnel	\$ 37,920.00
Ad rep commission	\$ 2,880.00
	\$ 40,800.00
Percent generally spent	85%
	\$ 34,680.00

Telecommunications

Phone charges (\$7 x 5 lines)	\$ 35.00	\$ 420.00
<u>Data/Infrastructure</u>	<u>\$ 130.05</u>	<u>\$ 1,560.60</u>
	\$ 165.05	\$ 1,980.60
	per month	per year

Windhover 2015-2016

02.02.15 jlg/PCN

Income

Sponsorships	\$	-
Student fees	\$	7,067.39
Total	\$	7,067.39

Expenditures

Personnel	\$	4,400.00	
Temp Benefits	\$	61.60	
Hardware and software	\$	400.00	(fonts)
Office supplies	\$	50.00	
Leadership development	\$	100.00	
Admin service charge	\$	1,112.79	
Reception	\$	300.00	
Postage	\$	100.00	
Photocopies	\$	50.00	
Printing	\$	14,490.00	
Telecommunications	\$	-	
Memberships (CSPA, ACP)	\$	393.00	
Total	\$	21,457.39	

Income - Expenditures \$ (14,390.00)

Payroll

		7	
Editor	\$	257.14	\$ 1,800.00
Design Editor			\$ 1,200.00
Designer			\$ 500.00
Designer			\$ 500.00
Designer			\$ 400.00
			\$ 4,400.00

Printing

Printing	\$	14,390.00
CD master	\$	-
Publicity	\$	100.00
TOTAL	\$	14,490.00

Memberships

Associated Collegiate Press	\$	149.00
Columbia Scholastic Press Association	\$	219.00
NCCMA entry fee	\$	25.00
	\$	393.00

Expenditures

Personnel	\$	4,461.60
Supplies	\$	450.00
Leadership development	\$	100.00
Admin service charge	\$	1,112.79
Current services	\$	14,940.00
Fixed charges	\$	393.00
	\$	21,457.39

\$ 21,457.39 per issue total expenses
 \$ 4,400.00 per issue payroll cost
 \$ 628.57 per month payroll cost
 1500 circulation
 \$ 14.30 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 2015-2016

02.04.15 jlg/PCN

Income

Student fees	\$ 534,081.14
TOTAL	\$ 534,081.14

Expenditures

EPA salaries	\$ 136,198.50
SPA salaries	\$ 130,774.80
Staff benefits	\$ 92,242.87
Temporary wages	\$ 31,678.56
Temp benefits	\$ 443.50
Photo consumables	\$ 1,000.00
Supplies and materials	\$ 12,500.00
Leadership development	\$ 12,650.00
Admin/DASA/Tort charges	\$ 22,504.45
Server hosting fee	\$ 1,400.00
Telecommunications	\$ 2,208.72
Computer/data Process Sys	\$ 1,220.04
Printing	\$ 2,400.00
Postage	\$ 1,250.00
SCJ	\$ 300.00
Membership fees	\$ 625.00
CCTDI Testing for assessment	\$ 800.00
Contracted services	\$ 3,000.00
Capital outlay	\$ 50,000.00
	\$ 503,196.45

Expenditures

Personnel	\$ 391,338.23
Supplies	\$ 13,500.00
Leadership development	\$ 12,650.00
Admin service charge	\$ 22,504.45
Current services	\$ 8,778.76
Fixed charges	\$ 1,425.00
Contracted services	\$ 3,000.00
Capital outlay	\$ 50,000.00
	\$ 503,196.45

Income-Expenses \$ 30,884.70

Business Office (Temporary) Staff

	Monthly	# months		
Business manager	1 \$ 400.00	10	\$ 5,640.56	(\$400 Aug.-Nov. and Jan.-April, \$200 May-July and December)
Marketing Manager	1 \$ 300.00	10	\$ 3,000.00	(Technician and overall)(\$200 Aug.-Nov. and Jan.-April, \$100 May-July and December)
Circulation manager	1 \$ 320.00	8	\$ 1,280.00	(1 person, 2 hours/day, 16 days, \$10/hour)
Office Assistants	1 \$ 1,120.00	8	\$ 8,960.00	(1 person, 35 hours/week, four weeks, \$8/hour)
Ad designer	1 \$ 480.00	8	\$ 3,840.00	(1 person, 15 hours/ week, four weeks, \$8/hour)
Summer Office Assistants	1 \$ 1,020.00	3	\$ 4,044.00	(40 hours/week * \$8/hour * 12 weeks + Orientation 1.5 hours/day for 17 Sessions, \$8/hour)
Senior AE Base Pay	4 \$ 100.00	10	\$ 4,000.00	(\$100 Aug.-Nov. and Jan.-April, \$50 May-July and December)
Bonus Money	1 \$ 91.40	10	\$ 914.00	(\$90.00 for Sales Team)
TOTAL			\$ 31,678.56	

Society for Collegiate Journalists

New membership fees	\$ 150.00
Publicity	\$ 150.00
Staff development	\$ -
	\$ 300.00

Contracted Services

WKNC Engineer	\$ 250.00	\$ 3,000.00
	per month	per year

Memberships

Southern University Newspapers	\$ 125.00
Colleqe Media Business & Advertising Man	\$ 150.00
College Media Association	\$ 200.00 (4 people)
	\$ 475.00

Telecommunications

Lines / Charges Per	4	\$ 7.00
Phone charges	\$ 28.00	\$ 336.00
Data/Infrastructure	\$ 156.06	\$ 1,872.72
	per month	per year

Leadership Development

	Per FTE
Annual Convention	\$ 1,500.00 \$ 9,000.00
	\$ 9,000.00

Business Office Leadership Development

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

Tech Support 2015-2016**01.27.15 jlg*****Expenditures***

SPA salaries	\$	56,470.11
Staff benefits	\$	19,676.65
	\$	76,146.76
Student Media Tech supplies	\$	1,900.00
Admin service charge	\$	4,286.94
Telecommunications	\$	600.00

Capital Plan 2015-2016			02.09.15
<i>Expenditures</i>		Budgeted	Spent Difference
Photo Equipment	\$	3,075.00	
Skimmer Server	\$	3,071.00	
SM Desktops	\$	16,255.50	
SMA-Winserv-1	\$	4,532.00	
WKNC HD-2 Studio	\$	23,066.50	
	\$	50,000.00	
Capital Plan 2016-2017			
<i>Expenditures</i>		Budgeted	Spent Difference
Photo Equipment	\$	3,005.00	
SM Desktops	\$	14,922.40	
Power Amplifiers	\$	1,476.00	
WKNC Server	\$	4,532.00	
DarkIce Server	\$	3,071.00	
WKNC Antenna	\$	37,725.00	
WKNC Transmitter	\$	86,695.00	
	\$	151,426.40	
Capital Plan 2017-2018			
<i>Expenditures</i>		Budgeted	Spent Difference
Photo Equipment	\$	3,060.00	
SM Desktops	\$	16,840.40	
SMA-Linserv-1	\$	4,532.00	
SMA-Linserv-2	\$	3,071.00	
WKNC HD Upgrade	\$	32,000.00	
	\$	59,503.40	
Capital Plan 2018-2019			
<i>Expenditures</i>		Budgeted	Spent Difference
Photo Equipment	\$	3,030.00	
SM Desktops	\$	14,922.40	
Power Amplifiers	\$	1,476.00	
AVA Server	\$	4,532.00	
SMA-Linserv-3	\$	3,071.00	
Video Infrastructure	\$	22,968.60	
	\$	50,000.00	
Capital Plan 2019-2020			
<i>Expenditures</i>		Budgeted	Spent Difference
Photo Equipment	\$	3,075.00	
SM Desktops	\$	16,840.40	
PhotoSlush Server	\$	4,532.00	
DarkIce Server	\$	3,071.00	
	\$	27,518.40	
Capital Plan 2020-2021			
<i>Expenditures</i>		Budgeted	Spent Difference
Photo Equipment	\$	3,075.00	
SM Desktops	\$	16,255.50	
Skimmer Server	\$	3,071.00	
Power Amplifiers	\$	1,476.00	
SMA-Winserv-1	\$	4,532.00	
	\$	28,409.50	
Capital Plan 2021-2022			
<i>Expenditures</i>		Budgeted	Spent Difference
Photo Equipment	\$	3,005.00	
SM Desktops	\$	14,922.40	
WKNC Server	\$	4,532.00	
DarkIce2 Server	\$	3,071.00	
	\$	25,530.40	
Capital Plan 2022-2023			
<i>Expenditures</i>		Budgeted	Spent Difference
Photo Equipment	\$	3,060.00	
SM Desktops	\$	16,840.40	
Power amplifiers	\$	1,476.00	
SMA-Linserv	\$	4,532.00	
SMA-Linserv2	\$	3,071.00	
	\$	28,979.40	
Capital Plan 2023-2024			
<i>Expenditures</i>		Budgeted	Spent Difference
Photo Equipment	\$	3,030.00	
SM Desktops	\$	14,922.40	
AVA Server	\$	4,532.00	
SMA-Linserv3	\$	3,071.00	
WKNC Battery Backup	\$	10,000.00	
	\$	35,555.40	

**Student Media
Fee Revenue**

	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20					
Enrollments													
Regular Term		27,500	27,500	28,000	28,500	28,750	29,000	29,000					
Fees													
Regular Term	15.50	19.20	22.30	23.40	24.00	24.70	25.45	26.20					
\$ Increase		3.70	3.10	1.10	0.60	0.70	0.75	0.75					
% Increase		23.9%	16.1%	4.9%	2.6%	2.9%	3.0%	2.9%					
Fee Revenue													
Regular Term		528,139	613,250	655,200	684,000	710,125	738,050	759,800					
Summer U/G		21,752	22,000	22,000	22,000	22,000	22,000	22,000					
Summer Grad		2,932	3,000	3,000	3,000	3,000	3,000	3,000					
Total Fee Revenue	446,348	552,823	638,250	680,200	709,000	735,125	763,050	784,800					
\$ Increase		106,475	85,427	41,950	28,800	26,125	27,925	21,750					
% Increase		23.9%	15.5%	6.6%	4.2%	3.7%	3.8%	2.9%					
Fee Request Breakdown													
SPA Production Assistant/ Editorial Advisor, 1.0 FTE		\$	3.10	\$	1.10	\$	0.60	\$	0.70	\$	0.75	\$	0.75
Benefits for New Position		\$	0.55										
Annual Cost Increases		\$	0.90	\$	1.10	\$	0.60	\$	0.70	\$	0.75	\$	0.75

690000 696000 696000
715,000 721,000 721,000

Report 14 - Fund Fee to Fund Analysis - 2015

As of September 30, 2024

Account Code: 1000

Description: Student Media
 Projects: 354054, 354055, 354056, 354057,

Account(s)	Description	2012-13 Activity	2013-14 Activity	2014-15 Budget	2014-15 YTD Activity	2014-15 YE Projection	2015-16 Budget	2016-17 Budget	2017-18 Projection	2018-19 Projection	2019-20 Projection
11100-11199	Beginning Cash Balance	415,136	322,104	318,208	318,208	318,208	323,091	330,926	252,510	252,516	255,911
40100-40199	Fees	(446,348)	(552,823)	(638,250)	(428,976)	(638,250)	(680,200)	(709,000)	(715,000)	(721,000)	(721,000)
40200-40299	Gifts	-	-	-	-	-	-	-	-	-	-
40300-40399	Supporting Services Revenue	(50,193)	(40,296)	-	(11,160)	(40,000)	(48,100)	(49,000)	(50,000)	(51,000)	(52,000)
40400-40499		-	-	-	-	-	-	-	-	-	-
40600-40699	Sales and Services Revenue	(315,152)	(232,888)	(327,856)	(49,797)	(230,000)	(260,366)	(265,000)	(270,000)	(275,000)	(280,000)
40500-40599	Workshop/Camp Revenue	-	(10,144)	-	-	(7,000)	-	-	-	-	-
40720-40729	Interest Revenues	-	-	-	-	(93)	-	-	-	-	-
40700-40719		-	-	-	-	-	-	-	-	-	-
40730-40799	Other Revenues	(24,115)	(24,780)	-	(8,875)	(25,000)	-	-	-	-	-
40800-40899	Transfers	-	(156,121)	-	-	-	-	-	-	-	-
40100-40999	Total Revenues	(835,809)	(1,017,052)	(966,106)	(498,808)	(940,343)	(988,666)	(1,023,000)	(1,035,000)	(1,047,000)	(1,053,000)
51000-51199	EPA Non-Teaching Personnel	122,807	122,807	125,263	63,925	127,850	136,199	138,922	140,312	141,715	143,132
51200-51299	SPA Personnel	136,413	137,356	179,471	72,048	161,050	187,245	190,990	192,900	194,247	196,189
51300-51399	EPA Teaching Personnel	-	-	-	-	-	-	-	-	-	-
51400-51499	Temporary Wages	166,394	148,905	150,952	66,572	150,000	152,673	154,500	156,000	158,000	159,000
51500-51899	Staff Benefits	89,674	90,766	110,930	46,275	100,300	114,057	118,942	123,223	127,540	132,211
51900-51999	Contracted Services	5,891	6,288	6,400	1,953	6,400	4,000	4,000	4,000	4,000	4,000
52000-52999	Supplies and Materials	16,072	17,015	23,996	38,622	54,250	45,450	45,000	50,000	55,000	65,000
53100-53199	Travel	19,004	14,075	19,550	12,343	21,000	25,710	26,000	26,500	27,000	27,500
53300-53399	Utilities	-	-	-	-	-	-	-	-	-	-
53000-53099		-	-	-	-	-	-	-	-	-	-
53200-53299		-	-	-	-	-	-	-	-	-	-
53400-53999	Current Services	322,396	260,847	250,000	77,245	250,000	203,816	207,000	211,000	218,000	225,000
53616	Administrative Charges	31,595	43,060	44,044	34,546	45,610	48,319	50,635	57,057	53,102	53,784
54000-54999	Fixed Charges	13,594	23,709	23,000	4,261	19,000	13,363	14,000	14,500	15,000	15,500
55000-55998	Capital Outlays	-	-	32,500	-	-	50,000	151,426	59,503	50,000	27,518
55999	Operating Budget Pool	-	-	-	-	-	-	-	-	-	-
56000-56999	Student Aid/Subcontracts	5,000	-	-	-	-	-	-	-	-	-
57000-57999	Debt Service	-	-	-	-	-	-	-	-	-	-
58000-58999	Transfers/Reserves	-	156,121	-	-	-	-	-	-	-	-
50000-58999	Total Expenditures	928,840	1,020,948	966,106	417,790	935,460	980,831	1,101,416	1,034,995	1,043,604	1,048,835
40100-58999	Total (Net)	93,031	3,896	-	(81,018)	(4,883)	(7,835)	78,416	(5)	(3,396)	(4,165)
11300-11999	Change in Accts Rec/Inventory	-	-	-	-	-	-	-	-	-	-
20000-29999	Change in Accts Payable	-	-	-	(16,394)	-	-	-	-	-	-
30000-39999	Change in Fund Balance	-	-	-	-	-	-	-	-	-	-
11100-11199	Ending Cash Balance	322,104	318,208	318,208	415,620	323,091	330,926	252,510	252,516	255,911	260,077
	Recommended Cash Reserve	-	-	-	-	-	-	-	-	-	-
	25% Total Expenditures	232,210	255,237	241,527	-	233,865	245,208	275,354	258,749	260,901	262,209
	Projected Cash Balance	89,894	62,972	76,682	-	89,226	85,718	(22,843)	(6,233)	(4,990)	(2,132)
	Student Media Fee	\$ 15.50	\$ 19.20	\$ 22.30	-	-	\$ 23.40	\$ 24.00	\$ 24.00	\$ 24.00	\$ 24.00
	\$ Increase	-	3.70	3.10	-	-	1.10	0.60	-	-	-
	% Increase	0.00%	23.87%	16.15%	-	-	4.93%	2.56%	0.00%	0.00%	0.00%

To: N.C. State Student Media Board
From: Patrick Neal, director of student media advising
Date: March 16, 2015
Re: applications



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

QUALIFICATIONS

- The candidate must have been a member of that media for at least two full semesters.*
- The candidate must have at least two semesters remaining as an N.C. State University student.*
- The candidate must have at least a 2.50 cumulative grade point average and must maintain a 2.50 semester and cumulative GPA.
- The candidate must be a full-time N.C. State University student unless in final semester of study.
- The candidate must be free of active disciplinary sanctions.
- The candidate must meet the minimum training requirements.

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

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

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

Kaanchee is NOT in full compliance. She has just one full semester of experience with NC State Student Media and no direct experience with Windhover. The board would need to waive this requirement to consider her application. She **does** meet the other requirements as far as I can determine and is making adequate academic progress in accordance with University Regulation 11.55.6 and the Student Media Academic Progress Policy.

WINDHOVER

POSITION PACKET 2015 - 2016

KAANCHEE GANDHI

FRESHMAN / GRAPHIC DESIGN

COVER LETTER

March 6, 2015

Board of Directors
NCSU Student Media
2810 Cates Ave
Raleigh, NC 27606

Dear Board of Directors,

Thank you for your time considering me for the position of *Windhover* editor-in-chief for the 2015-2016 year. Although I was not a member of the *Windhover* this past year, I believe my involvement with other student media - here at NC State and during my high school career - has provided me with the skills I need to excel at this position.

I was involved with the publication of our yearbook and newspaper through all four years of high school. Starting out as a writer on the paper, I advanced to design editor my sophomore year and became editor-in-chief my senior year. Similarly, I joined yearbook my sophomore year and was editor-in-chief for my last two years of high school. Working with these publications has given me an understanding of what it takes to carry out a printed work from start to finish. For both, I worked directly with my adviser and co-editor-in-chief to develop a theme, assign staff positions, and set deadlines. Both publications required a very large amount of time that I was more than willing to give. In addition, they required a strong leader who was able to work with staff who were unfamiliar with programs and had little to no experience in student media. My high school's yearbook and newspaper have taught me time management, patience, and leadership skills which will help me in taking on *Windhover*.

My involvement with WKNC and *Agromeck* this year along with an understanding of how it works will also be very helpful as editor-in-chief of *Windhover*. As graphic designer and on-campus promotions director for WKNC, I have become familiar with ways to promote student media on campus such as posters, chalking, billboards, and social media. It has also given me an outlet to many of the campus' creative individuals in the field of music and audio production. My work with *Agromeck* has given me more insight on budget and promotions for a publication that is only printed once a year. Through the yearbook, I have also built strong connections with the incoming editors-in-chief of *Agromeck* and *Technician*. I believe a strong connection throughout NCSU's student media can only be beneficial for everyone.

As a student in the College of Design, I have a strong graphic design background which will help create unity in the overall design of the book. In addition, I have worked as a Copy and Print expert at Staples for over a year which has given me extensive knowledge on printing prices, quality, and binding methods.

I am very confident that from all of these skills, I will be able to take *Windhover* to a new level of quality and recognition in the upcoming year.

Thank you,
Kanchee Gandhi

NORTH CAROLINA STATE UNIVERSITY

WKNC 88.1 RALEIGH

Graphic Designer [2014-2015]

- Design posters and other graphics to promote events and brand station
- Produce a multitude of sizes for each event for printing purposes and on screen displays

On-Campus Promotions Director [2015]

- Oversee forms of social media
- Handle ticket giveaways and other miscellaneous promotions items for the radio's on campus presence

AGROMECK

Designer [2014-2015]

- Design spreads and create graphics for the yearbook
- Assist with other miscellaneous tasks typically closer to deadline

ATHENS DRIVE HIGH SCHOOL

THE TORCH - YEARBOOK

Editor-in-Chief [Junior and Senior]

- Developed theme and oversaw the production of the yearbook for my last two years of high school
- Brought the yearbook to win regional awards from NCSMA and national awards from Quill and Scroll
- Taught staff members how to use InDesign and Photoshop

Staff Member [Sophomore]

- Designed, wrote, interviewed, and photographed for spreads in the yearbook

THE ORACLE - NEWSPAPER

Editor-in-Chief [Senior]

- Redesigned old-fashioned paper layout to a more contemporary one
- Implemented a library and system for consistency throughout the paper
- Decided on deadlines, organized budget meetings, and edited entire paper before printing

Design Editor [Sophomore]

- Designed graphics and spreads in paper as well as promotional pieces for paper

Staff Member [Freshman]

- Wrote news articles, features, and editorials for the paper

RELEVANT WORK EXPERIENCE

STAPLES

Copy and Print Expert [2013-2015]

- Assisted customers with copy and print jobs including booklets, presentations, oversized prints, banners, business cards, lamination, binding, and more.
- Quoting customers on the different prices between paper options, color, size, etc.

THE STAFF

A strong staff is essential to any publication. Although the *Windhover* staff does not necessarily have to contribute as much time to the publication as other student media, the publication still would not exist without its committee members and design team. By recruiting qualified applicants, improving the feeling of community, and using servant-leadership, I plan on maintaining a strong staff throughout the year.

RECRUITMENT

Recruiting a strong staff of committee heads and members for *Windhover* next year is one of the most important jobs as Editor-in-Chief. In order to recruit the strongest staff, I plan on beginning recruitment over the summer to allow myself adequate time to hire committee heads during the fall. I believe finding designers will be easier for me because I am in the College of Design and can reach out to other designers easily. I believe the methods in place now for finding other committee heads have been working effectively such as sending emails out to CHASS and the Art's Village as well as getting emails from interested students during orientation and Wolfpack Welcome Week.

COMMUNITY

Because most of the work is done remotely and members only meet with their own committee, there is less of a sense of community among the *Windhover's* staff than there is in other publications like *Technician* and *Agromeck*. I believe a strong sense of connection within the staff is important and would bring with it a more unified final product. To encourage this feeling of community, I will hold staff meetings every month, mandatory for committee heads. During these meetings, we will discuss our progress with the book, modify deadlines if needed, and critique the design direction.

When each committee is only fulfilling their own specific assignments, there is a feeling of detachment from the overall publication of the book. I want the *Windhover* to be a product of the entire staff so as to encourage them to continue with the magazine in future years.

LEADERSHIP

I am a strong believer of servant leadership. As I have learned from being editor-in-chief of my high school's yearbook and newspaper, it is important for leaders to work for their staff, rather than have their staff work for them. My role as editor-in-chief of *Windhover* will have a lot of responsibilities I will need to handle myself; however, there are many things that I must rely on my staff to do. Servant leadership shifts the position of a leader from being a leader-first to being a server-first. Rather than exercising power as the head of the staff, I will work alongside staff to boost encouragement and sense of community. If work is not getting done that needs to be, I will forgo this style of leadership to enforce deadlines harder, but in my experience it has always proven to be much more effective to use servant leadership.

THE PUBLICATION

My main goals for the actual publication of the *Windhover* will first be to ensure that we have enough funding to have at least 1,250 books printed and possibly bring back the audio CD. In addition, I will use my background in graphic design to bring the overall quality of the publication to higher levels.

FINANCIAL

With increasing budget cuts in NC State's Student Media, I understand *Windhover* will need to seek outside resources for funding next year. Rather than taint the publication with advertisements, I will be seeking sponsorships from businesses and NC State alumni. Many alumni of NC State have a strong connection with *Windhover*, whether they were on a committee or had contributed work to the publication. These graduates would not want to see the publication die and might offer financial support. I would start reaching by reaching out to alumni from the College of Design. These alumni often come back to the college for events and studio critiques. They also often prefer to hire students out of the College of Design or help them find internships. This is the first group I will target for financial help for *Windhover* followed by other NC State alumni from colleges such as CHASS. These alumni along with any business sponsors we are able to find will have a well designed donor page that would not spoil the elegance of the book. I will begin looking for these sponsors very early on in the year so we can work out our budget as soon as possible and figure out how much freedom we will have with the design.

DESIGN

Coming from a graphic design background, I plan on having a significant hand in the direction of the *Windhover's* design. I want to continue the sophisticated design of the book but also draw in inspiration from other school's literary magazines. I will work closely with the Design Editor to develop a strong theme that can be carried out easily by the rest of the design staff. Again, we will meet with the entire staff monthly and discuss the direction of the design.

DEADLINES

Although the design deadline is technically the only crucial deadline to meet, this cannot be met without all other deadlines having been met already. As a designer for *Agromeck*, I understand how frustrating it can be to not have content for the spread I am designing. With *Windhover*, I will make sure the designers have an adequate amount of time to design the publication without feeling rushed.

I will set loose deadlines over the summer and solidify them later in the first semester for submissions and recruiting committee members. As with any publication, I believe deadline should be taken very seriously. I have a lot of experience not only with meeting deadlines, but also with setting them and making sure they are met.

CAMPUS PRESENCE

Recruiting a strong staff of committee heads and members for *Windhover* next year is one of the most important jobs as Editor-in-Chief. In order to recruit the strongest staff, I plan on beginning recruitment over the summer to allow myself adequate time to hire committee heads during the fall.

SOCIAL MEDIA

Right now *Technician* has 3,995 likes on Facebook. *Agromeck* has 635, WKNC has 7,432, and *Windhover* only has 258. We also only have 191 followers on Twitter and no Instagram. I understand the importance of social media in getting information out to people about submission deadlines, Open Mic Nights, and the release party. Social media is also a great way to show sneak-peeks of literary and art work that will be displayed in the book. As stated above, I feel as though *Windhover* has the same disadvantage yearbook has when it comes to promotions because it is only printed once a year. In order to promote the book throughout the year, I think we need to expand on our social media outlets.

STUDENT MEDIA

All student media departments at N.C. State all learn from each other and help one another grow. *Windhover* does not have a strong presence among the rest of student media because of its smaller staff, however, I think I can change that as editor-in-chief. I am already close friends with the editors-in-chief of *Agromeck* and the *Technician* for next year and the general manager of WKNC and am looking forward to getting acquainted with the editor-in-chief of the *Nubian Message* and business office manager next year. I believe these bonds will help elevate *Windhover's* presence and prestige among Student Media. I have also already begun talking with these student leaders about ways to promote *Windhover* next year through their outlets such as literary corners in the *Technician* and bringing back the *Windhover* Poetry Segment on WKNC. In addition, *Windhover* also already has a place on NC State's Student Media app. Since this app is already promoted throughout all Student Media outlets, it already has a presence on campus. I would like to use the app to promote the book's release by posting sneak peaks of work getting published in the upcoming issue.

OPEN MIC NIGHT

Open Mic Night is a great way of promoting the *Windhover* on campus and getting student involvement. It is also a better way of exhibiting more of the audio talent we have. Next year, I would like to move Open Mic Night from the Craft Center to the One Earth Lounge in Talley Student Union. This way, there are more people stumbling across the event who might stay and watch or even perform a piece. People performing and displaying work would also have a larger audience and the *Windhover* would get more acknowledgment from the student body. Talley is also closer to Witherspoon so transporting microphones and speakers from WKNC would not be as difficult.

PERSONAL IMPROVEMENT

I know there are many things I will need to improve on personally to take on the role as editor-in-chief of *Windhover*. Having not worked on the publication at all this year, some of the inner workings for the process are still confusing to me and I am not sure what is expected. When I need guidance, I will turn to Ajita, Martha, Jamie, and Alanna who have all offered to help me with this position.

I feel less comfortable with the creative writing and audio aspects of *Windhover* since they are both fairly unfamiliar to me. I plan on hiring a strong Poetry/Prose committee head that I can trust to build a reliable committee of members. While I also plan on doing the same for the Audio committee, I will also try to learn as much as possible about audio recording from the staff of WKNC. The general manager of WKNC for next year, Matt Brown, has promised to help me with any audio problems I have.

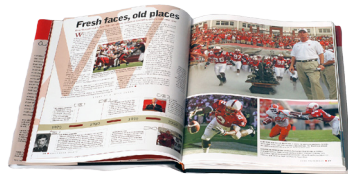
MY PLEDGE

I pledge to carry out the publication of the *Windhover* from start to finish and to invest as much time as needed to make the publication as best as it can be. I pledge to actively seek sponsorships from businesses and alumni to fund the printing of the book. I pledge to expand the *Windhover's* campus wide presence through social media events. And I pledge to be a strong, but guiding leader and to promote a feeling of community among the *Windhover's* staff.

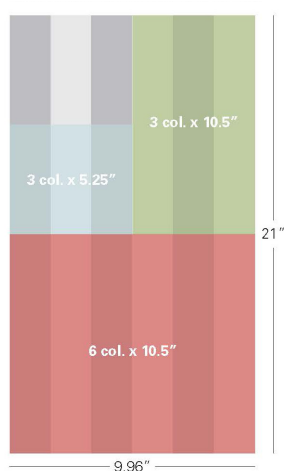


As a **public forum for free expression**, the student media at North Carolina State University exist **to inform and to entertain**, first and foremost, the students followed by members of the surrounding community and peers in the journalism profession. Working in student media gives participants **hands-on experience** in the mass media which will assist them regardless of their career goals. By upholding the **highest standards of journalistic ethics**, the student-run media will help students become competent as **ethical and responsible adults**, who are enthusiastic about their future involvement in human affairs and optimistic about their future.

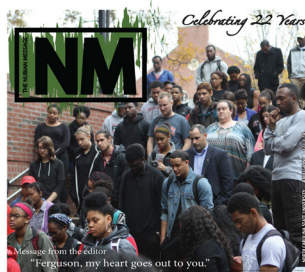
Goals 2015-2016



AGROMECK



BUSINESS OFFICE



NUBIAN MESSAGE



TECHNICIAN



WINDHOVER



Training and Transitions

IN GENERAL: Student Media staff will be knowledgeable of current journalism, broadcasting and marketing practices in print, audio, video and online. To accomplish this, initial and ongoing training must be an integral part of each staff. *This aligns with the University's strategic plan of enhancing the success of our students through educational innovation by provide high-impact educational experiences for undergraduates.*

- **RESOURCE GATHERING** — In-house and external training materials will be published on the Student Media training website (studentmedia.ncsu.edu/web/smatraining). This will include media-specific skills and broader leadership training resources. Each adviser will be responsible for updating his or her section.
- **TRAINING MANUALS** — Staff manuals for *Agromeck*, *Technician*, *WKNC* and the photography staff will be updated at least biennially to reflect new practices and posted to the Student Media training website. Each adviser, with input from his or her editor/manager, will be responsible for updating the training manual. The Student Media styleguide will also be updated at least biennially and published online. Progress will be made toward developing a staff manual, or at least some staff resources, for *Nubian Message*, *Windhover* and the Business Office.
- **TRAINING CALENDAR** — Dates and topics for all regularly scheduled trainings will be posted to Student Media's Google calendar.
- **CONVENTION ATTENDANCE** — Both students and professional staff will attend regional and national conventions to cultivate a culture of learning. This will include but is not limited to conventions sponsored by the Associated Collegiate Press, College Broadcasters Inc., College Media Association, College Media Business and Advertising Managers, North Carolina College Media Association, Society for Collegiate Journalists, and Southern University Newspapers. Following each convention, attendees will either provide written summaries to be published on the Student Media training website or prepare a staff training session.
- **RETREATS** — *Agromeck* leaders will attend a retreat each summer to focus on book planning. *Technician* and *Nubian Message* leaders will also attend a training retreat at the beginning of the fall and spring semesters to focus on planning
- **ONE-ON-ONE MEETINGS** — Each top editor/manager will have a regularly scheduled weekly meeting with his or her adviser to identify any training needs and report progress for the group. Once the next year's editor/manager is selected, he or she will begin attending the weekly meetings to focus on transitioning to the new year.
- **ONBOARDING** — An official checklist will be developed for hiring, promoting and terminating employees and volunteers so that each new student can be assured access to all necessary resources (job agreements, payroll, building access, email lists, server access, etc.). Editors/managers will provide updates on hirings, promotions and terminations to the Administrative and Annual Publications Coordinator at the start of each month to ensure an accurate employee and volunteer database.

Branding

IN GENERAL: Student Media, as a department and as individual media outlets, will begin developing a comprehensive brand strategy to increase awareness of its operations on campus and in the community. *This aligns with the Division of Academic and Student Affairs strategic plan to develop and steward resources for organizational excellence by developing a comprehensive and robust communications capacity to inform, educate, and engage stakeholders.*

- **SOCIAL MEDIA STRATEGIES** — *Technician* and *WKNC* will devise social media strategies to guide content and interaction across social media platforms.
- **AUDIENCE INFORMATION** — *WKNC* will create a survey to gauge listening preferences of N.C. State students to guide programming choices. *Nubian Message* will develop a list of audience interests, issues and concerns to help guide content creation. *Technician* will host at least one reader focus group.
- **CROSS PROMOTION** — All media will make better use of *Technician* and *Nubian Message* house ads and *WKNC* public service announcements to cross-promote their services and events.
- **PROMOTIONAL ITEMS** — The department and individual media will maintain a budget line item for promotional items to use for branding and recruitment.
- **STRATEGIC PARTNERSHIPS** — All media will continue to pursue promotional partnerships with on-campus departments and off-campus entities to increase brand awareness.
- **ALUMNI OUTREACH** — The Marketing Coordinator will initiate formal and informal alumni outreach efforts, including the alumni database, LinkedIn groups and an alumni newsletter.
- **MISSION STATEMENT** — The mission statement (printed at the top of this document) will be evaluated to ensure it is an accurate reflection of departmental operations and goals.

Cultural Literacy

IN GENERAL: Student Media staff will demonstrate a higher level of cultural literacy and competence. *This aligns with the University's strategic plan to enhance organizational excellence by creating a culture of constant improvement by encouraging diversity and inclusion.*

- **DIVERSITY IN RECRUITMENT** — To begin formal diversity recruitment efforts, Student Media will revise its hiring packages to include a supplemental demographic information sheet to gather information on which groups are represented - and not represented - among the Student Media staff. Once hiring is complete in the fall semester, the information will be analyzed to determine where efforts need to be concentrated.
- **DIVERSITY IN CONTENT AND COVERAGE** — *Agromeck*, *Technician*, and *WKNC* staff will be encouraged to include coverage of diverse communities and ideas in their media. This will include the continuation of *Bienvenidos*, a Spanish-language section of *Technician*, and Spanish-language music programming on *WKNC*.
- **DIVERSITY IN TRAINING** — Representatives from the Office for Institutional Equity and Diversity, Multicultural Student Affairs, the GLBT Center, the Women's Center and other groups as needed will be asked to provide training for media staff.
- **EQUAL OPPORTUNITY INSTITUTE** — Students and professional staff will be encouraged to participate in the Equal Opportunity Institute or similar training programs and share information with the staff at regular meetings.