

Agenda

Tuesday, Sept. 10, 2013 • 7 p.m.
Room 201, Witherspoon Student Center

CALL TO ORDER

NEW BUSINESS

1. Approval of minutes from March 2013 and April 2013 meetings
2. Election of Board officers
 - Election of a chair - In accordance with the Student Media Constitution, "The board will elect, by majority vote, a chair and vice chair at the board's first meeting. The chair of the board will be an elected or appointed student, not an ex-officio, non-voting member. In the absence of the chair, the vice chair will serve as the chair."
 - Election of a vice chair - Any board member may serve in this role.
 - Election of secretary - Any board member may serve in this role, and a secretary may be appointed at each meeting.
3. Review of Recruitment & Retention Report
4. Review of 2012-2013 year-end budget
5. Budget update
6. Fee request update
7. Consideration of request from Wolfbytes/Wolfpack Sports Television re: Wolf TV name
8. Consideration of request to change compensation policy from *Technician* re: copy editors

REPORTS

- *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

TEXT OF REPORTS

Agromeck
submitted by Chelsea Brown, editor

Personnel – I hired five section editors in May and one copy editor. The editors are:

- Blythe Reinhard, co-design editor
- Chelsea Rawson, co-design editor
- Liz Moomey, assignments editor
- Joannah Irvin, summer photo editor
- Chris Rupert, photo editor
- Jennifer Badger, copy editor

Joannah and Chris made the photo editor transition during Wolfpack Welcome Week.

I returned eight core staff members from the 2013 staff:

Blythe Reinhard, co-design editor
 Chelsea Rawson, co-design editor
 Liz Moomey, assignments editor
 Jennifer Badger, copy editor
 Blaise Boleman, designer
 Nicole Barry, designer
 Nikki Stoudt, writer
 Kaitlin Montgomery, writer

Coverage has not been an issue so far. Over the summer, if a writer couldn't pick up a story I took on the assignment. We have also been able to collaborate with *Technician*.

Section editors are paid \$100/month, co-design editors are each paid \$60/month, copy editor is paid \$20/night, pay for designers has been increased to \$20/spread.

Recruitment –At New Student Orientation and Student Media open house, 73 students expressed interest in working for *Agromeck*. Of those students, we had 14 attend our first meeting on Aug. 25. Our second meeting, five new members were present but three notified me of their absence beforehand.

Each new member filled out an application as a formality.

Training – We will be holding a training/bonding day Sept. 8 from noon until 4 p.m. Each editor will give a short presentation on their section of the *Agromeck* (design, photography, writing, etc.). We will also play ice-breaker games and get to know each other better. Once staff members begin to make headway on their assignments, we will be holding weekly work nights Tuesday through Thursday so that everyone can work together.

Revenue – n/a

Marketing – I have not kept up with *Agromeck's* Facebook presence as much as I would like to. One of my goals is to continue last year's success with social media.

We will also be continuing the "You're in the Book" posts on the *Agromeck* website.

We also ran a full-page house ad in *Technician's* New Student Orientation tabloid.

We are working with our publisher, Balfour, to do direct marketing to freshmen. We are waiting to hear back from them.

We will have a table at the Parents and Families tailgate on Sept. 28 with information about the book and photos with the Mr. and Ms. Wuf cutouts.

Deadlines – So far, we have submitted two deadlines and are on schedule for our third. We submitted six extra pages on our June 24 deadline and submitted enough pages on our Aug. 14 deadline to still be two spreads ahead on our deadline schedule. We will submit 64 pages on Oct. 9.

Business Office

submitted by Sarah Buddo, business office manager

Revenue:

Technician – This summer we had two special sections that ran and did very well in terms of revenue for us. Those sections were the Orientation guide and the Move-In issue. With those two special sections we had a profit of about \$11,352. The first couple of weeks of school with the *Technician* running regularly again, has brought in a good amount of revenue, and I am confident that sales will continue to grow as everyone gets back into the swing of things

WKNC – Over the summer we sold about \$3,930 of WKNC ads. The month of August was a slow month, but again I am confident that as everyone gets back from their summer vacations, these sales will continue to rise as well.

Nubian Message – Sales with the *Nubian Message* have been slow. We are still trying to enforce our package deals that include *Nubian* and WKNC, in addition to *Technician*.

Agromeck – We would like to work on a plan to sell "Senior Ads" this year. The idea stemmed from what parents would buy their seniors in their high school yearbooks. This is the same idea. Duke and UNC Chapel Hill both sell these ads in their newspapers and make a lot of profit from it. We believe this would be a great way to make the yearbook very personal for seniors and increase profits.

Wolfpack Sports – We started working with this campaign last year, but we plan to have it take off this year. We will be working closely with Wolfpack Sports helping them sell advertisements for their shows that air on the Wolfpack Sports channel. Some of these include coaches shows, the homecoming parade live, and live sporting events.

Personnel:

We mostly have returning staff members, but there are a few new faces in the business office. Joining us this year we have Jen Armour and Megan Walker. They are both

additions to our sales representative team. Also, Sarah Quesenberry has taken over the Marketing Team Leader position and has already done some very exciting work including the newsletters, social media campaigns and partnering with local shops (such as Which Wich) to promote Student Media.

Training- Matt Keller of Curtis Media came on Tuesday, Aug. 20 to train our sales staff members on prospecting and selling to customers.

Social Media

Facebook Fans - Pack Premiums page

Aug. 16 - 196

Sept. 4 - 198

Number of posts during this time period: 2

Number of likes during this time period: 0

Twitter Followers

* Twitter was just created at the end of August.

Sept. 4 - 13 followers

of tweets during this time period: 4

of retweets during this time period: 3

Instagram Followers

August 16 - 33

Sept. 4 - 36

of posts during this time period: 1

of likes during this time period: 1

This month, we have been working on creating these social media outlets. We are now working on promoting these outlets and gaining followers. We will be using these sites for promotions and contests in the coming months and hope to increase follower involvement.

As of right now, Pack Premiums is not on the mobile app. It will be present on app on Sept. 16.

Nubian Message

submitted by Kierra Leggett, editor

Personnel – We have seen a drastic increase in the number of people on staff this year in comparison to the number of people who were on staff last year. There are currently 21 members of the *Nubian* staff and several more people who have expressed interest in joining. This year we have broken staff into four different teams: Copy, Design, Photography and Web. DeErricka Green has rejoined staff as our managing editor and Kelly Darden is currently filling the position of photo editor of the *Nubian Message*.

Recruitment – Many of our new staff members were recruited during African American Symposium. I would encourage future editors to apply to be African American

Symposium counselors as it is a great way to make early contact with students and get them interested in the *Nubian*. We recruited several students during New Student Orientation as well. I cannot speak much of the impact this had at New Student Orientation, but I know having a tangible copy of the *Nubian Message* to read at African American Symposium got many students excited about joining staff.

Training – Patrick met with the *Nubian Message* staff on Sep. 4 for a brief session on plagiarism. Our first Journalist in Residence of the semester, Joe Johnson, will be available to offer some trainings to the staff as well during the next two weeks.

Coverage – We have published three issues so far, with our fourth issue hitting newsstands on Sept. 11. The first issue was a Symposium issue which introduced African American students to the purpose of the *Nubian Message* and highlighted the different resources available to African American students on our campus, as well as provided answers to questions that they may have about attending a predominately white institution. Our first official issue of the *Nubian* was a recap of the summer and featured stories about Trayvon Martin, Moral Monday, Twerking and Ashley Love-Mills, who competed in the Miss USA pageant. In recognizing the 50th anniversary of the March on Washington, we included a feature in which we interviewed two North Carolina natives who attended the anniversary march. We are working to begin using video and more photos and graphics in our coverage as well.

Deadline – The Aug. 28 issue of the *Nubian* made it to newsstand a bit later than we would have liked. Page three was mistakenly submitted to the printer twice and they also did not receive the front page. Krystal was able to get the front page to them for me.

Technology – We have made a few minor changes to our website. Thanks to Doug our Twitter stream is now present on the right sidebar of the site. Also, now the Sociable plug-in has been added to site, making it easier for readers to share our stories via their social media accounts. Doug did not have chance to update our Adobe software over the summer, but is scheduled to update it before we begin production again on the Sep. 11 issue.

Ethical/ Legal Issues – We have received two letters to the editor in the past few weeks. One has already been published, in response to the “Welcome Black Pack” heading on the African American Symposium issue of the paper. It was published on Aug. 28. A letter was written in response to this letter from a founding member of the *Nubian Message* staff and will be published in the Sept. 11 edition of the paper.

Revenue – The business office has sold several ads so far this semester; we’ve had ads in every paper so far. Krystal made mention that since the departure of Brooke Wages and Ariel Moore from the Business Office, no one on staff has a special interest in the *Nubian Message*. I would like to find someone to fill this void.

Technician
submitted by Sam DeGrave, editor

NO REPORT

Windhover
submitted by Ajita Banarjea, editor

Personnel – This summer I hired my poetry/prose editor, short story editor and audio editor. They are as follows:

- Lana Chiad – poetry/prose editor
- Austin Mathews—short story editor
- Jonathan Dees—audio editor

Unfortunately, there are no returning designers from last year. I am currently searching for a design editor, and I plan to recruit two junior designers as well. As of right now, I have several students who have actively expressed interest in volunteering for the different committees.

At New Student Orientation and the Student Media Open House this summer, 41 students expressed an interest in volunteering and/or submitting work to *Windhover*. I contacted all the students within one week of them signing up for information, and several followed up with me afterward. Many of those students are currently in the process of signing volunteer papers for the committee they wish to join.

Training – I have met with my poetry/prose, short story and audio editors individually to discuss my expectations from them and to talk about how they plan on running their committees. They all submitted applications, and have a comprehensive background in their individual areas.

I've met with students who are interested in becoming part of the committees, and we discussed the responsibilities of being in a committee and about the guidelines of participating in *Windhover*. I've discussed with them what *Windhover* is about and how they can become more actively involved in events throughout the year.

Marketing – I posted updates on *Windhover's* Facebook and Twitter accounts about Student Media Open House so all the people who have either liked Facebook or are following on Twitter would know about it. I think posting information about the magazine and its events on social media sites will increase interest and response to the magazine. I also plan on posting the deadlines and information about events during the year to the *Windhover* website. We have Fall Open Mic planned for Nov. 7 at the Crafts Center. I plan on most likely having one in the spring as well, the date for which is still to be announced.

WKNC
submitted by Bri Aab, General Manager

NO REPORT

MINUTES

**Tuesday, March 12, 2013 • 7 p.m.
Room 201, Witherspoon Student Center**

Present: Michael Biesecker, Lisa Dickson, Mark Herring, Michael Jones, Kierra Leggett, Jessica Lucas, Victoria Melbourne, Patrick Neal, Dean Phillips, Olivia Pope, Jim Rothschild, Paul Ruddle, Alex Sanchez, Katie Trapp

Absent: Bryan Hum (unexcused), Andy Walsh, Laura Zeff Schuchart (excused)

Others: Bri Aab, Krystal Baker, Ajita Banerjea, Chelsea Brown, Sarah Buddo, Martha Collins, Sam DeGrave, Jamie Lynn Gilbert

Note: Christopher Watts resigned from the board on Feb. 26, 2013.

CALL TO ORDER at 7:00 p.m. by Chair Paul Ruddle. Quorum was established.

NEW BUSINESS

1. Approval of minutes from February 2013 board meeting. Michael Joes moved to accept the February minutes. Dean seconded. The minutes were approved unanimously.
2. Hiring of student leaders for 2013-2014
 - WKNC general manager (Bri Aab and Michael D'Argenio) – On behalf of the broadcast media advisory board, Jim Rotschild recommended Bri Aab be hired as general manager. The board unanimously approved the recommendation.
 - *Windhover* editor (Ajita Banerjea) – On behalf of the annual publications advisory board, Victoria Melbourne recommended Ajita Banerjea be hired as editor. The board unanimously approved the recommendation.
 - *Technician* editor (Sam DeGrave) – On behalf of the newspaper advisory board, Jessica Lucas recommended Sam DGrave be hired as editor. The board unanimously approved the recommendation.
 - *Nubian Message* editor (Kierra Leggett) – On behalf of the newspaper advisory board, Jessica Lucas recommended Kierra Leggett be hired as editor. The board unanimously approved the recommendation.
 - Business manager (Sarah Buddo) – The board voted to waive the requirement that candidates must have been a member of that media for at least two full semesters, as no otherwise qualified candidates for the business manager position were able to meet that requirement. On behalf of the business office advisory board, Katie Trapp announced they selected Sarah Buddo as business manager. Sarah indicated if she becomes unable to hold the position during the summer due to an out-of-town internship, Jane Trunk will assume the role for the summer.
 - *Agromeck* editor (Chelsea Brown) – On behalf of the annual publications advisory board, Victoria Melbourne recommended Chelsea Brown be hired as editor. The board unanimously approve the recommendation.

3. Discussion of student leader hiring practices (Patrick)
 - Patrick raised the proposition to change the timing of the hiring of new student leaders in upcoming years. This year the due dates were very close together, and were set during midterm week and the week before spring break. Students seemed to really struggle with the timing this year, and suggestions were made about how changing the due dates for position papers as well as the timeframe for the board meetings could ease the hiring process. Patrick suggested that in future years the meeting could be pushed to April rather than March. Michael countered this by suggesting that we plan the meetings earlier in the semester rather than later to avoid cutting into potential summer plans. This could interfere with students' ability to be there to work during the summer and fall semesters based on deadlines for accepting internships, study abroad, and other opportunities. Michael then asked Sarah about her opinion and experience with the deadlines, and she agreed that earlier would be better.
 - Michael proposed getting rid of the open forum part of the hiring process as well; the advisory board meetings are open to the public, and given the attendance of the open forum in recent years, it may be more beneficial to just publicize the advisory meetings more instead of having another event. Martha, Jamie and Krystal all stated that on years that we have gotten higher attendance at the forum, we were lucky to get a handful of people who were not current or past members of student media. The questions that are asked at this forum are no more serious or involved than those at the initial meeting, so it's really just one more thing to try to schedule.
 - Krystal proposed making the due date for position papers a week or two earlier than they were this year, giving us a longer time frame in which to plan meetings.
 - To make these changes in the hiring process, Jamie stated that we might need to revise or create a new amendment to the top leaders appointment policy. Patrick volunteered to have this prepared by next month's meeting.
4. Budget update (Patrick)
 - The initial cost for the transmitter room came in under the \$30,000 budgeted, but there are additional costs associated with the project still pending.
 - There were two changes to the budget submitted to the board at the last meeting. The first is that we are now budgeted for a deficit of about \$6,000 for FY13-14 due to revised enrollment projections. The second is that the full-time production assistant position was added into the FY14-15 budget. *Technician* is the only daily college newspaper who does not have at least one full time employee working as a production assistant. The position was not able to be filled in FY13-14 because we did not receive the full fee increase requested. Having a full-time production assistant does also not mean we would not continue to have journalists-in-residence.
 - In the past fee increase meetings, we usually try to avoid the topic of our reserve with the fee board and hope that they don't bring it up, but Patrick thinks that it would be a better tactic in the future to go ahead and acknowledge it, explain why this isn't enough money, and work that into the revenue information.

REPORTS

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

REPORT UPDATES

Mark distributed a written update to his board report, copied below in the text of reports. There were no other updates.

EXECUTIVE SESSION

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

ADJOURN at 7:50 p.m.

TEXT OF REPORTS

Agromeck
submitted by Alex Sanchez, editor

Revenue – n/a

Expenditures – We spent approximately \$30 in printing for 8½x11 promotional posters.

Personnel – Chelsea Brown, current managing editor, was the sole applicant for the 2013-2014 *Agromeck* editor-in-chief position. Brown, a sophomore in graphic design, joined the staff in the fall of her freshman year and served as design editor in 2012.

I plan to draft new job descriptions for summer and fall section editor positions and begin accepting applications March 17. I will work with next year's editor to fine-tune the descriptions and interview candidates.

Technology – n/a

Deadlines – We met our Feb. 12 deadline of 52 pages and are on track to meet our final March 12 deadline of 68 pages. Milani Arguelles, our Balfour account executive, also notified us of the possibility of receiving proofs for the final 68 pages, an option typically not available to us. Once I hear back from her as to how this might affect the delivery of our books, I will make a decision as to whether or not we will ask for proofs.

Organization Photos – Our campaign to solicit group photos from clubs and organizations was unsuccessful. We received submissions or requests for a photographer from just four organizations.

I suspect the poor response was due to the Student Media marketing staff's issues with sending an email out on the OrgSync listserv. Business Manager Krystal Baker said they were having problems getting access to it. To my knowledge, an email wasn't sent out.

Just two fellow Student Media organizations took and submitted organization photos: *Windhover* and WKNC. Krystal and I corresponded with all Student Media leaders about the opportunity both via email and in person at our Monday afternoon meetings.

Promotions – As production of the 2013 edition comes to a close, I plan to refocus efforts on revamping *Agromeck's* social media presence. Posts to the Facebook and Twitter pages have become less frequent as a result of the last two deadlines. I plan to resume posting daily to increase awareness and promote yearbook sales over the next few months.

Managing Editor Chelsea Brown designed promotional print and electronic posters encouraging students to buy a book. With the help of the Student Media Marketing team, we were able to get posters in all campus residence halls and on tv bulletin boards across campus. In the coming months, we plan to use these media to get the word out about the book and various distribution events.

Photography Editor Katherine Hoke has teamed with *Technician* photo editors for a photo of the week blog. Hoke and other photo editors choose the best photo from the week's *Technicians* and post them, along with a short critique, on the *Agromeck* website.

Business Office
submitted by Olivia Pope , business office manager

Revenue –

Technician – During February we had three special sections, bringing in over \$15,850 alone. This was a very busy month for our sales reps, but they did a good job handling the many deadlines and making sure all the ads were taken care of.

WKNC – While we are making good quota for our yearly budget with WKNC, \$300 was sold in the past month. But, we already have \$320 scheduled for March, which is a great start considering spring break was all last week. We will continue to try to boost sales for WKNC through the end of the school year. We sold our first Wolfpack Sports commercial to Triangle Transit during Spring Break and they will sponsor the Residence Hall Cup events later this month.

Nubian Message – Last month we had close to \$600 in sales for the *Nubian*. We are still trying to enforce our package deals that include *Nubian* and WKNC, in addition to *Technician*.

Agromeck – It is still on our agenda for Coach Dorean to sign yearbooks at a spring baseball game on April 23. It is our hopes to have access to sale books during this event, to further increase revenues. Now, our marketing team, paired with *Agromeck* and the professional staff, are trying to come up with new ways to further this plan. We have also hit the 51 books sold mark which puts us at break-even with our marketing costs of sending letters out to all freshmen.

University Power Buy – We have been making more of an effort to contact people each week with this opportunity. We have a few interested clients, Zippy U and Brooks Brothers.

Personnel – We have not hired any new staff members since our last meeting, but we held our business office manager meeting. The only candidate is Sarah Buddo, who will be interviewed tonight.

Training – Mike Hartel, Vice President and General Manager of Curtis Media is coming on Wednesday, March 13th to train our sales staff members on prospecting. In addition, we have two sales staff members attending CNBAM conference in San Diego. Jane Trunk, a sophomore, and Mark Tate, a freshman, will represent Student Media at this conference and hopefully bring back some useful sales techniques, while furthering their leadership within the office.

Nubian Message

submitted by Kierra Leggett, editor

(Report submitted at meeting)

Personnel – I have reapplied for the 2013-2014 position of Editor-in-Chief of the *Nubian Message*. DeErricka Green will resume her position as managing editor. Given that both Green and I will be graduating in the spring of 2014, (if I am rehired) our goal and primary focus for next year will be grooming the future leaders of the publication.

Training – The *Nubian Message* staff met with Dr. Reginald Owens on Feb. 27, for a two hour long training session. Owens, the chairman of the Department of Journalism at Louisiana Tech University in Ruston where he holds the F. Jay Taylor Endowed Chair of Journalism, focused on expanding story ideas into full packages as well as ways in which the *Nubian Message* can focus broad news topics into stories that are relevant to its readers.

Coverage – Perhaps the *Nubian Message's* biggest story of the year was featured in our Feb. 20 issue. The story was about a freshman student, Justin Morrison, who was detained by Campus Police in the atrium, after it had been reported that he was wearing stolen sneakers. Morrison and his family accused Campus Police of racial profiling. The article served as a means for Morrison to get his story out, inform the N.C. State community about what took place, generate dialogue about racial profiling and the possibility that it was occurring at N.C. State, as well as an outlet for Campus Police to respond to the accusation.

The story received more than 1,400 views on our website and 352 people saw the story on Facebook. The social media response to the story was also huge, it even spread onto UNC Chapel Hill's campus, with its Black Student Movement tweeting the link to the story. Throughout the day many people tweeted using the hashtag #JusticeForJustin.

Here on campus, the AASAC Organizations, Women Empowering Society Together and the Kappa Xi Chapter of Kappa Alpha Psi partnered with Campus Police and three local lawyers to host the Program "Know Your Rights," on Feb. 27, where students were able to voice questions about their legal rights on campus. Copies of the Feb. 20 issue of the *Nubian Message* were distributed at this event as well.

There are three issues of the *Nubian Message* still to be published this semester. One of these issues will be our annual Pan-Afrikan Festival Issue.

Deadline – We mistakenly published on Jan. 23 and this was not one of our publication dates. To compensate, the *Nubian Message* will not print on April. 3 as was originally slated on the publication calendar.

Ethical/ Legal Issues – A correction must be run in the upcoming issue of the *Nubian Message* from the Feb. 20 issue of the paper. Justin Morrison spoke with David Rainer, the Associate Chancellor of Environmental Health and Public Safety, not Chancellor Randy Woodson.

Technician
submitted by Mark Herring, editor

Personnel – Managing Editor Trey Ferguson promoted two of our top designers to be deputy design editors. Ferguson, the acting design editor, is grooming these designers, Emily Prins and Russ Smith, for leadership positions next semester and to incentivize working efficiently to make deadline.

I have noticed a lot of chatter throughout the newsroom about opening leadership positions for the next school year. I know that Greg Wilson, a photographer and color corrector, is keenly interested in running for photo editor. I have briefed the various staffers considering running for leadership positions the specifics of the application process.

Training – Jim Coulton, the former photo editor for Sports Illustrated and many other magazines, has been working with the student media staffs as of March 10. The shared photography staff of *Technician* and *Agromeck* will work together with Coulton for the next two weeks.

Technology – Student Media launched its mobile app yesterday. *Technician* has uploaded content since February on the app to give it filler.

Coverage – Until the end of my editorship, I will focus my coverage goals on beefing up the news section as much as possible to make sure that whoever takes over the newspaper doesn't have to reinvent the news wheel. I will work with the incoming EIC and I will try to align my goals with his/hers for a smooth transition. I have been working with the news staff already on plans for upcoming investigative packages and the exam issue.

Partnerships – In January, *Technician* covered N.C. State's Institute for Emerging Issues statewide forum, the Emerging Issues Forum, which brought together leaders from the manufacturing industry.

In our editorial, *Technician* criticized the forum for its lack of student engagement and vague goals outlined at the forum. Since then, I have been working with leaders at the Institute for Emerging Issues on organizing an additional student forum to be held March 25, which will focus on manufacturing, but will include requests addressed in our editorial. *Technician's* role, more or less, is the event's media sponsor, but I don't see this as selling my soul, but rather a way to increase *Technician's* visibility and reputation of holding organizations accountable. Here is our editorial:

- http://www.technicianonline.com/opinion/editorials/article_b99e1756-74d2-11e2-9491-001a4bcf6878.html

I am trying to reach out to other student newspapers in the area to cover the event, and I think having friends at the Institute for Emerging Issues will help the paper's news coverage. I would like to produce a PSA with WKNC to get the word out about the event.

(Supplemental report presented at meeting)

The night of Wednesday, Feb. 27, while working for Thursday's print edition, the Features Arts & Entertainment section published a special package on Batman. Designers prepped many photos and cutouts of photos for the package, and as a momentary joke, the lead designer placed a cut out of Batman on an advertisement on the same page.

As I was proofing the pages, I became aware of the cutout on the advertisement. Due to major changes I had to make in the story, I refocused my attention to the copy, and not the advertisement: my first mistake. I should have deleted the cutout immediately. Caught up in the rush of deadline, I forgot about the misprint and redirected my focus on the rest of the newspaper.

Since the misprinting of the advertisement, Patrick Neal courteously reached out to the advertising clients, U Raleigh, and made an agreement to reprint an ad of theirs free of charge. Patrick met with the designers and me to discuss the gravity of the misprint.

I regret not deleting the cutout immediately, and will exercise better and prompter judgment while on deadline. I was not involved in cutout ending up on the ad, but swifter action on my part could have avoided this error.

I take my work seriously and regret this error. I will make sure not to let a newsroom joke turn into a bad accident in the future, and I have briefed my designers on the sanctity of advertisements.

I would like to take the opportunity to publicly apologize to our client, Patrick Neal, Krystal Baker and the business office staff of Student Media. I have drafted an apology to U Raleigh, and will contact them in the near future to rectify our working relationship.

Windhover

submitted by Lisa Dickson, editor

Personnel and training – Each committee has selected the visual and literary submissions after voting with their committee, and the chosen selections for the book are currently being copy edited by Martha and myself.

Marketing – I posted a total of 3 posts on *Windhover's* Facebook page promoting the Open Mic Night that was hosted last week. Each post encouraged students to perform or attend the event, and was posted both on the general Facebook page as well as on the Event Page that I created. The Event Page successfully tracked a portion of the students who attended the event, and provided more detailed information regarding the Open Mic Night as a whole.

I posted a special thank you to those who attended the open mic night the following day, and on both *Windhover's* Facebook and the page dedicated to the event. This thank you included a

reference to more upcoming information on the book's release party in April, and announced the upcoming sign up for summer classes at the Craft Center to help promote them. A link to the Craft Center's website was included at the end of this post.

Two of the musicians who performed at open mic night posted on the event page thanking us for hosting the event, and both commented that they would like to attend this kind of event more often, and a large portion of those who attended told me by the end of the evening that they have been trying to find more events like this at or near NC State. This shows me that there is enough interest in Open Mic Nights and events for *Windhover* to do more than one in upcoming years, as Alanna did last year. This is a fantastic way to promote the book, allow musicians to take a bigger part in *Windhover*, and encourage students to reach out to others in their field of interest.

I am currently working on updating the website with the most recent announced deadlines (to have on record), details about upcoming media from the Spring Open Mic Night, as well as links to the Facebook page and information about the upcoming *Windhover* release party. As soon as I have received access to the video footage that was taken during open mic night as well as photos from the event, they will be posted on the website as well.

Designers are finishing up the layout of the book during their spring break and are going to have the final book design sent to Frank Pulley at Theo Davis by their March 14th deadline. Theo Davis will have the books delivered to us by April 14th, and we will then apply stickers to the covers as part of the designers final touch to the book before the release party on the 21st. After we have sent off the final details in terms of printing the book, the designers will begin working on fliers promoting the *Windhover* Release Party that will take place on the 21st in the Crafts Center. Digital and website ads for the campus-wide slideshows, Student Media's website and in the *Technician* will be created as well.

Events – The Spring Open Mic Night was a success, bringing around 63 guests from the rough headcount. Many students expressed interest in the event, including students from Meredith, and those no longer in college. I think that we could expand our audience by including students from Meredith, and was contacted directly by the Editor in Chief of their literary and arts magazine inquiring about possibly allowing students from Meredith to perform and participate. I am open to this in the future, but that decision will be up to the next Editor in Chief.

WKNC

submitted by Michael Jones, general manager

Outreach – I am in the process of completing our partnership with Hopscotch Music Festival for this upcoming year. This year our deal will streamline the process of donor announcements as well as target particular recordings specific to what Hopscotch desired. I also have plans to meet with SparkCon and evaluate the components of the agreement that we had with them last year and see how we can approve it for the upcoming year. This is the earliest that we have made arrangements with these two massive partners in the past couple of years. We have established our partnership with this year's Redress Raleigh event.

Administrative – I have been noted by Patrick that business agreements will need to go through the university's approval process, instead of being approved and signed off by Jamie. I plan this

to create a hiccup in those agreements that need to be set up faster, particularly those around Double Barrel Benefit next year, however, I would highly recommend that the next General Manager ensures that all agreements are set up well over a month in advance instead of 4 to 3 weeks in advance.

Promotion – I polled the WKNC staff regarding the Independent Weekly's 2013 Best Of poll. After receiving submissions from the staff, we elected Adam Kincaid to be the station's representative of the Best Radio DJ category. We plan on starting an online campaign and an on-air campaign with the assistance of Bri Aab. We presented a show at Kings featuring February artist of the month, Baobab. Turnout was less than stellar, as to be expected from a show that was scheduled by Kings on a Wednesday. However, we did not lose any money from this event.

Training – We have completed the spring training class of 2013. The students are going to return from their spring breaks having signed up for a time to take their board tests. The majority of the class has taken their written test.

Programming – We are deep in the heart of women's basketball season while simultaneously airing games from Wolfpack baseball as well. With the exceptions of last second changes to schedule in the game times (primarily for weather purposes), they have been covered according to plan. There have been only isolated incidents of words being aired inappropriately. We are looking to take further action against a non-student that made insensitive remarks during their show since this individual has not responded to my first inquiry.

Technical –The wire has arrived at D.H Hill library as a part of the transmitter move. Patrick and Will have teamed up to wait on the necessary supplies in preparation for the move. They are also exploring options as to when the station will have to go off air for this move to take place. Jamie and I, as well as several other listeners are hoping to look at the possibility of a WKNC twitter account that would be dedicated to tweeting artists and song titles as they are played. Currently, Doug is looking into how this may be made possible.

Budget Update

As of March 12, 2013 – PDF version of monthly budget update is ATTACHED.

Technician Advertising Billed To Date: \$218,844.19

Technician Projections for Collections: \$203,525.10

Technician Budgeted Income To Date: \$251,914.14

Technician Actual Expenditures: \$257,874.05

Nubian Message Advertising Sold To Date: \$3,872.00

Agromeck Advertising Sold To Date: \$13,125.00

Agromeck Book Sales To Date: \$3,151.80 – 60 books @ \$52.53

WKNC Non-Fee Income To Date: \$23,765.73

March 2013 Activity Report
Compiled by Patrick Neal, Director

(Note: Report includes items and events from Feb. 7 through March 7, 2013 report date.)



CORRECTION to February report – The previous report significantly understated the number of seniors who had their portraits taken during the fall and spring portrait sections for *Agromeck* this year. This year, LifeTouch photographed 691, not 591 as I previously reported. That represents a year-over-year increase of more than 17.4%.

New Student Media website – N.C. State Student Media has a new, vastly improved website which incorporates the new logos and other service marks developed and adopted in 2012. Jamie Lynn Gilbert spearheaded the project with the assistance of Student Media Technology Support Analyst Doug Flowers. It can be found at <http://ncsu.edu/sma>.

Agromeck to partner with Athletics in autograph-signing event – *Agromeck* is working with Athletics to host an autograph-signing event with football Head Coach David Doeren on Tuesday, April 23 at the Davidson baseball game, which begins at 6 p.m. This will be one of many distribution events for the 2013 edition of *Agromeck* wherein seniors with portraits and other students featured in the book may pick up their free copies, and others may purchase them for \$65 each. The *Agromeck* and Business & Marketing staffs are currently working on other special events to be held in conjunction with this year's distribution days. A complete schedule will be finalized and publicized in late March once the exact delivery date for the book is known.

Mobile App release date on track for release March 11 - Student Media's mobile app will "go live" on March 11, the first day of class after Spring Break. With both Apple and Android versions available, Student Media's app is actually more like five apps in one, with one section devoted to each of Student Media's five organizations. With it, app users will be able to view text and photos, receive alerts for breaking news, stream WKNC's programming and request songs on the go, among other things. We will begin marketing it heavily through a variety of channels - newspaper ads, radio PSAs, outdoor displays, e-mail ListServes, advertising exchanges with off-campus publications and the campus e-billboard system, among others - on the go-live date.

Colton journalism residency to begin March 11 – Jim Colton, who served as *Sports Illustrated's* photography editor for some 15 years before his recent retirement to North Carolina, will begin his two-week residency Monday, March 11 and conclude Thursday, March 21. Colton follows 35-year newspaper veteran Frank DeLoache, who concluded his residency Feb. 7. In addition to working with individual photographers currently working for *Agromeck* and *Technician*, Colton has expressed an interest in hosting one

or more digital photography seminars open to all NCSU students, faculty and staff. Posting and interviews for the Fall 2013 Journalist-In-Residence positions are planned for late March/early April, though they may be delayed until the summer if both the *Technician* and *Nubian Message* editors or their assigns are available to serve on the search committee. (*Nubian Message* editor Kierra Leggett is currently awaiting word on a summer internship application and should know her availability by the end of March.)

WKNC transmitter room construction comes in under budget; move-in on track for March 18 – The final cost for construction of WKNC's transmitter room on the 10th floor of D.H. Hill library came in at \$27,780.87, which is \$2,219.13 under the \$30,000 allotted for the construction. However, the final, total cost of the project will still slightly exceed the \$30,000 originally budgeted for it, as there are some additional costs still outstanding for installation materials and hiring a firm that specializes on moving broadcast equipment. Even so, the total cost should not exceed the revised cost estimate of \$33,000 noted in February's Student Centers Board of Directors report.

Work continues on Hunt Library Immersion Theater presentation - Student Media continues to work with staff at the Hunt Library on a recruitment presentation for its "Immersion Theater," an ultra-large-screen, high-definition installation at the new library. The designer delivered a rough cut of the presentation in January, which was subsequently viewed and critiqued by the full-time staff. Members of the design team at Hunt subsequently made additional suggestions of their own as to possible ways to improve it, and all five members of the full-time staff visited Hunt Library to view, discuss and approve those proposed revisions on-site Monday, Feb. 25. We now await a "second-draft" version of the presentation for review.

New newspaper distribution racks to be installed March 13-16 – AdCamp, the firm providing eight new distribution bins for joint use by *Nubian Message* and *Technician*, will install the racks at eight locations on campus beginning Wednesday, March 13. Five of the racks will be used to replace bins stolen from high-traffic areas on Central Campus over the past two years, and a new one will be installed in the courtyard of the SAS Building. The remaining two will be placed at high-traffic spots on Centennial Campus – one at Hunt Library and one at the bus stop in front of Engineering I/II. Each rack will be architectural bronze in color to match the University's other permanent architectural fixtures and will carry the new Student Media logo. Equipped with two shelves, the racks will allow *Technician* and *Nubian Message* to share distribution spots on campus for the first time. Not only is AdCamp building and installing the racks at no cost to Student Media, the racks will also represent a new revenue stream for Student Media from June of 2013 forward, as AdCamp will post national advertisements on two sides of the racks and remit a portion of those advertising proceeds back to Student Media monthly.

Print publications fare well at NCCMA's 2013 conference and awards luncheon held Feb. 16 - Eight students - five from *Nubian Message* and three from *Technician* -

attended the North Carolina College Media Association's 2013 Conference and Awards event on Saturday, Feb. 16 at N.C. A&T University in Greensboro. Despite the snowy weather, the daylong event drew more than 60 students and advisers from across the state. It included a panel discussion on science journalism, publication critiques and breakout sessions covering varying topics throughout the day. In all, our publications earned 28 awards. The winners were as follows:

Technician

Best of Show - Newspaper
First Place - Single or Two-Page Design - staff
Third Place - Illustration/Graphic/Cartoon - Natalie Claunch
Honorable Mention - Illustration/Graphic/Cartoon - Derrick Freeland
Honorable Mention - News Writing - Jessie Halpern
First Place - Feature Writing - Andrew Branch
Honorable Mention - Feature Writing - Josh Hyatt
First Place - Opinion Writing - Ishan Raval

Nubian Message

Best of Show - Newspaper
Best of Show - Online News
Honorable Mention - Opinion Writing - DeErricka Green

Windhover

Best of Show - Literary Magazine
Third Place - Nonfiction - Ariel Fugate
Second Place - Fiction - Scott Reintgen
Third Place - Fiction - Amanda Mordecai
Third Place - Photography/Art - Saul Flores
First Place - Two-Page Spread - Ian Thomas
Third Place - Two-Page Spread - Chelsea Amato

Agromeck

Best of Show - Yearbook
First Place - Student Life Copy - Jordan Moore
Third Place - Student Life Copy - Brooke Wallig
First Place - Sports Copy - Jeniece Jamison
Second Place - Sports Copy - Chris Boucher
First Place - Photography - Brent Kitchen
Second Place - Photography - Jordan Moore
Honorable Mention - Photography - Alex Sanchez
First Place - Inside Spread Design - Sarah Stadler
Second Place - Inside Spread Design - Susannah Brinkley
Third Place - Inside Spread Design - Kathryn Glaser and Sarah Stadler

Student Media to cosponsor 2013 Sunshine Day event – Sunshine Day will be observed Monday, March 11 from noon to 4 p.m. at the McKimmon Center. This year's event is sponsored by the Sunshine Center of the North Carolina Open Government Coalition and N.C. State Student Media. Speakers will include veteran journalists and government officials from across North Carolina, as well as more than a dozen experts and advocates for open government. Attendees will hear from panelists, highlight governments who "do it right," and roll out new open-government initiatives. Three members of the full-time staff – myself, Jamie Lynn Gilbert and Martha Collins – as well as *Technician* editor-in-chief Mark Herring will be serving as volunteers at the event to assist in everything from manning information tables to tweeting and recording the proceedings on behalf of the Open Government Coalition.

Applicants for 2013-14 editor and manager position interviewed; board to consider nominations March 12 - Seven students applied for the six top positions at Student Media for 2013-14. *Nubian Message* editor Kierra Leggett applied to serve a second term next year. *Technician* news editor Sam DeGrave applied for the EIC position at *Technician*. *Agromeck* managing editor Chelsea Brown applied for the top position at the yearbook. Ajita Banerjea, who currently chairs *Windhover's* Poetry & Prose Committee, applied for the editor's position there. Business & Marketing sales representative Sarah Buddo applied to lead the Student Business & Marketing office. The GM position at WKNC drew two candidates, current production director Bri Aab and blog editor (and former operations manager) Michael D'Argenio. All of the candidates have been interviewed by Student Media's advisory boards (i.e., Newspaper, Annual Publications, Radio and Business Office) and participated in a forum open to the public on Thursday, Feb. 28. The advisory boards will put forth their recommendations at the full Student Media Board of Directors meeting on Tuesday, March 12, and the full board will take those recommendations into consideration before making the final decision as to the leadership of our organizations next year.

STUDENT MEDIA BUDGET VS. ACTUAL

DATE: March 1, 2013

PERCENT THROUGH FISCAL YEAR: 67%

056 AGRICULTURE			
	Budget	Actual	Percent
Payroll	\$ 16,260.01	\$ 8,499.34	52%
Supplies	\$ 600.72	\$ 77.74	13%
Leadership develop.	\$ 2,405.64	\$ 1,512.72	63%
Admin service charge	\$ 3,088.00	\$ 3,013.14	98%
Current services	\$ 57,874.00	\$ 909.54	2%
Fixed charges	\$ 743.00	\$ 634.00	85%
TOTAL	\$ 80,971.37	\$ 14,646.48	18%
Non-fee income	\$ 10,375.00	\$ 8,550.82	82%
Fee income	\$ 70,596.37	\$ 65,416.42	93%
TOTAL	\$ 80,971.37	\$ 73,967.24	91%
Profit/Loss	\$ 0.00		

061 NUBIAN MESSAGE			
	Budget	Actual	Percent
Payroll	\$ 4,464.52	\$ 2,184.86	49%
Supplies	\$ 150.00	\$ 152.35	102%
Leadership develop.	\$ 755.64	\$ 937.40	124%
Admin service charge	\$ 394.00	\$ 384.23	98%
Current services	\$ 5,997.92	\$ 6,555.14	109%
Fixed charges	\$ 174.00	\$ 45.00	26%
TOTAL	\$ 11,936.08	\$ 10,258.98	86%
Non-fee income	\$ 1,000.00	\$ 3,872.00	387%
Fee income	\$ 10,936.08	\$ 10,133.65	93%
TOTAL	\$ 11,936.08	\$ 14,005.65	117%
Profit/Loss	\$ 0.00		

057 TECHNICIAN			
	Budget	Actual	Percent
Payroll	\$ 101,686.59	\$ 64,543.06	63%
Supplies	\$ 3,500.00	\$ 1,425.14	41%
Leadership develop.	\$ 9,227.78	\$ 5,842.86	63%
Admin service charge	\$ 12,085.00	\$ 11,789.71	98%
Current services	\$ 182,497.22	\$ 128,319.24	70%
Fixed charges	\$ 5,059.00	\$ 3,782.03	75%
Student financial aid	\$ 6,000.00	\$ 4,000.00	67%
TOTAL	\$ 320,055.59	\$ 219,702.04	69%
Non-fee income	\$ 335,270.40	\$ 203,616.08	61%
Fee income	\$ -	\$ -	-
TOTAL	\$ 335,270.40	\$ 203,616.08	61%
Profit/Loss	\$ 15,214.81		

058 WINDHOPE			
	Budget	Actual	Percent
Payroll	\$ 4,850.00	\$ 1,019.50	21%
Supplies	\$ 300.00	\$ -	0%
Leadership develop.	\$ -	\$ -	-
Admin service charge	\$ 910.00	\$ 883.02	97%
Current services	\$ 19,121.94	\$ 356.44	2%
Fixed charges	\$ 343.00	\$ 383.00	112%
TOTAL	\$ 25,524.94	\$ 2,641.96	10%
Non-fee income	\$ -	\$ -	-
Fee income	\$ 25,524.94	\$ 23,652.07	93%
TOTAL	\$ 25,524.94	\$ 23,652.07	93%
Profit/Loss	\$ 0.00		

059 WKNC			
	Budget	Actual	Percent
Payroll	\$ 36,836.39	\$ 20,377.81	55%
Supplies	\$ 5,824.00	\$ 3,904.75	67%
Leadership develop.	\$ 1,751.92	\$ 1,578.46	90%
Admin service charge	\$ 2,530.00	\$ 2,461.58	97%
Current services	\$ 5,986.47	\$ 2,782.20	46%
Fixed charges	\$ 4,647.00	\$ 3,471.97	75%
Contracted services	\$ 1,000.00	\$ 15.00	2%
TOTAL	\$ 58,575.78	\$ 34,591.77	59%
Non-fee income	\$ 52,624.60	\$ 23,515.73	45%
Fee income	\$ 5,951.18	\$ 5,514.52	93%
TOTAL	\$ 58,575.78	\$ 29,030.25	50%
Profit/Loss	\$ 0.00		

060 GENERAL ADMIN			
	Budget	Actual	Percent
Payroll	\$ 275,607.08	\$ 184,930.01	67%
Supplies	\$ 9,893.87	\$ 10,098.59	102%
Leadership develop.	\$ 3,500.00	\$ 5,247.77	150%
Admin service charge	\$ 12,380.00	\$ 12,078.51	98%
Current services	\$ 6,206.05	\$ 4,864.79	78%
Fixed charges	\$ 6,650.00	\$ 415.00	6%
Contracted services	\$ 5,400.00	\$ 4,050.00	75%
Capital outlay	\$ 30,000.00	\$ 27,780.87	93%
TOTAL	\$ 349,637.00	\$ 249,465.54	71%
Non-fee income	\$ -	\$ -	-
Fee income	\$ 332,985.43	\$ 308,552.91	93%
TOTAL	\$ 332,985.43	\$ 308,552.91	93%
Profit/Loss	\$ (16,651.57)		

066 TECH SUPPORT			
	Budget	Actual	Percent
Payroll	\$ 73,188.44	\$ 48,758.68	67%
Supplies	\$ 2,500.00	\$ 54.97	2%
Leadership develop.	\$ -	\$ -	-
Admin service charge	\$ 1,010.00	\$ 985.29	98%
Current services	\$ -	\$ -	-
Fixed charges	\$ -	\$ -	-
TOTAL	\$ 76,698.44	\$ 49,798.94	65%
Non-fee income	\$ -	\$ -	-
Fee income	\$ -	\$ -	-
TOTAL	\$ -	\$ -	-
Profit/Loss	\$ (76,698.44)		

OVERALL			
	Budget	Actual	Percent
Payroll	\$ 512,893.03	\$ 330,313.26	64%
Supplies	\$ 22,768.59	\$ 15,713.54	69%
Leadership develop.	\$ 17,640.98	\$ 15,119.21	86%
Admin service charge	\$ 32,397.00	\$ 31,595.48	98%
Current services	\$ 277,683.60	\$ 143,787.35	52%
Fixed charges	\$ 17,616.00	\$ 8,731.00	50%
Contracted services	\$ 6,400.00	\$ 4,065.00	64%
Capital outlay	\$ 30,000.00	\$ 27,780.87	93%
Student financial aid	\$ 6,000.00	\$ 4,000.00	67%
TOTAL EXPENSES	\$ 923,399.20	\$ 581,105.71	63%
Non-fee income	\$ 399,270.00	\$ 239,554.63	60%
Fee income	\$ 445,994.00	\$ 413,269.57	93%
TOTAL INCOME	\$ 845,264.00	\$ 652,824.20	77%

Net Profit/Loss	\$ (78,135.20)	\$ 71,718.49	
Current reserve			
Reserve Transfer			

NOTES

Tuesday, April 9, 2013 • 7 p.m.
Room 201, Witherspoon Student Center

Present: Lisa Dickson, Mark Herring, Michael Jones, Kierra Leggett, Jessica Lucas, Victoria Melbourne, Patrick Neal, Olivia Pope, Paul Ruddle, Alex Sanchez, Laura Zeff Schuchart

Absent: Michael Biesecker (excused), Bryan Hum (unexcused), Dean Phillips (unexcused), Jim Rothschild (excused), Katie Trapp (excused), Andy Walsh

Others: Krystal Baker, Chelsea Brown, Sarah Buddo, Martha Collins, Jamie Lynn Gilbert

CALL TO ORDER at 7:09 by Chair Paul Ruddle. Quorum was NOT met.

OLD BUSINESS

1. Discussion of student leader hiring practices (Jamie Lynn) – Jamie Lynn outlined a new procedure for the hiring of student leaders, which would begin the process in January but still have hiring at the March board meeting. The candidate forum will be discontinued. Instead, the individual advisory board meetings will be more highly publicized and the time period for questions from the audience at those meetings will be increased. This new process would technically necessitate a change of the word February to January in the Top Leaders Appointment Policy. An additional bullet point outlining the February application due date and time frames for the advisory boards may also be added. As there was no quorum, no action was taken by the board. See ATTACHED.

NEW BUSINESS

1. Approval of minutes from March 2013 board meeting – Minutes could not be approved because there was not quorum.
2. Budget update (Patrick) – Patrick noted that *Technician* was now at 86% of its payroll budget, but it was not predicated to be an issue. All media are on track to meet their income expectations.

REPORTS

- *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 at 7:28 p.m.

TEXT OF REPORTS

Agromeck **submitted by Alex Sanchez, editor**

Revenue – We will accrue \$3,356.64 from the pre-sale of 63 copies. These copies will be shipped directly from Balfour to customers. After April 5, the price of books will drop from \$68.25 to \$65, but will no longer include shipping. People who purchase a book after the shipping deadline must pick up their copies from the business office or at one of our distribution events.

Expenditures – We plan to spend about \$100-200 on food for one of our distribution events later this month.

Beginning the 2013-2014 fiscal year, designers will earn \$20 per spread. The Editor-in-Chief will earn \$500 per month.

Personnel – Chelsea Brown, a sophomore in graphic design and *Agromeck* editor-elect, is accepting applications for the following 2013-2014 section editor positions:

Assignments Editor at a rate of \$100 per month.

- We have not received any applications, but two staff members have told Brown they intend to apply.

Design Editor at a rate of \$100 per month.

- We have received two applications for this position.
- This is the first time the position has been contested since 2010-2011.

Features Editor at a rate of \$100 per month.

- We have not received any applications.

Photography Editor at a rate of \$100 per month.

- We have not received any applications, but two staff photographers have told Brown they intend to apply.

Brown has decided not to hire a sports editor.

Retention – Design Editor Chelsea Brown, Designer Morgan Holcomb and Staff Writer Liz Moomey were the only 2011-2012 *Agromeck* staff members to return for 2012-2013. By the Sept. 11 board meeting, we recruited and hired 8 new designers and five new staff writers. Since then, we've retained about 75 percent of these staff members. Current staff counts are as follows:

- Editors: 4
- Designers: 6
- Writers: 6

Several of writers and designers have expressed an interest in continuing their involvement and applying for 2013-2014 section editor positions. We hope to keep the staff involved through the end of the Spring semester and Summer to improve on poor retention from last year.

Technology – n/a

Deadlines – We need to meet with Josh Lovell, our Balfour sales representative, in the coming weeks to set deadlines for the 2014 edition.

Promotions – Daily posts to the *Agromeck* Facebook page have resumed. We're trying to introduce some variety -- rather than just photos, we're doing weekly giveaways and sneak peeks at the 2013 edition.

Distribution – According to Balfour, the 2013 books will arrive the week of April 15. Because 63 pre-sold copies will ship directly to readers, we will receive 937 copies of our 1,000-book run. Books pre-ordered after the April 5 shipping deadline will be set aside for those customers. Books will go on sale for \$65 (\$30 for *Agromeck* staff) in the business office immediately after their arrival.

Students pictured or quoted in the book can pick up one free copy. Free books will be reserved for seniors who had their portrait taken until April 24. From the 24th on, anyone pictured or quoted may pick up their free copy. After delivery, books will be distributed on a first-come, first-served basis, so the only way for someone to guarantee they receive a copy is to pre-order one.

Events –

- **Distribution Party**
126 Witherspoon Student Center, April 22, 4 p.m. - 6 p.m.
Chancellor Randy Woodson and Senior Class President John O' Daniel will sign books and help celebrate the arrival of the 2013 edition. The staff will sell and distribute books at the event. Taylor Howell and the marketing team will order food and are working on arranging an appearance by Mr. and Ms. Wuf. Krystal Pittman will send out an email to all seniors who had their portraits taken.
- **Dave Doeren Book Signing**
Doak Field. April 23, 5 p.m. - 6 p.m.
From 5 p.m. - 6 p.m., fans will have a chance to get their books signed by football head coach Dave Doeren. The staff will sell and distribute books during the game.

We're also working with the marketing team to sell and distribute books at Hunt and D.H. Hill Libraries during dead week. No dates or times have been set yet.

Business Office
submitted by Olivia Pope , business office manager

Revenue –

Technician – Considering we only had three weeks of the paper in this month, sales were substantial. During the month of March, there were no special sections. We had a huge pick-up in sales coming back from Easter break, and we are hoping that the trend will continue throughout the remaining weeks of the semester. We have also added a new goal board for the end of the year to make sure we hit our income goal for the year. This way all the sales reps can see how we are doing as a group.

WKNC – We sold \$915 for WKNC in March alone and have almost \$2,000 scheduled already for the month of April. This is a great start to the month, and I am excited to see how much more we can sell. Also, we started training the sales rep for Wolfpack Sports. We have sold two Wolfpack Sports TV commercials and possible have a few more coming this month.

Nubian Message – Right now we have \$420 scheduled already for the month of March, in regards to the *Nubian*. We are still trying to enforce our package deals that include *Nubian* and WKNC, in addition to *Technician*.

Agromeck – We will have a Traditions book signing on April 22 with Chancellor Woodson and the senior class president. We are still working to get the student body president at this event. It is still on our agenda for Coach Dorean to sign yearbooks at a spring baseball game on April 23. It is our hopes to have access to sale books during this event, to further increase revenues. Now, our marketing team, paired with *Agromeck* and the professional staff, are trying to come up with new ways to further this plan. We have sold 63 books so far and we needed 51 books sold to break even with our marketing costs of sending letters out to all freshmen.

University Power Buy – We have been making more of an effort to contact people each week with this opportunity. We have a few interested clients such as Brooks Brothers. The *Duke Chronicle* has hired a new sales representative especially for the Power Buy Program and their Alumni Magazine.

Personnel – We have not hired anyone this past month, but Sarah Buddo will officially become the new business office manager for the 2013-2014 school year.

Training – Mike Hartel, Vice President and General Manager of Curtis Media, came on Wednesday, March 13 to train our sales staff members on prospecting. Also, the business office trained Jeremy Cooper, a new sales rep for Wolfpack Sports, at the end of March. We are also offering him additional training through the mentoring of a senior sales rep. We have two sales staff members attending CNBAM conference in San Diego. Jane Trunk, a sophomore, and Mark Tate, a freshman, will represent Student Media at this conference and hopefully bring back some useful sales techniques, while furthering their leadership within the office.

Nubian Message
submitted by Kierra Leggett, editor

Personnel – I was rehired for the 2013-2014 position of Editor-in-Chief of the *Nubian Message*. DeErricka Green will resume her position as managing editor. Along with publishing a stellar newspaper on a weekly basis, one of our primary goals for next year will be grooming the future leaders of the publication.

Several staff members have completed their hire packets and have been added to payroll.

Coverage – In our last issue we covered the Student Body President Election, focusing primarily on what the candidates had planned to improve the African American community. Since the last issue of the paper we have published two online exclusive articles - an editorial endorsing Lauryn Collier for Student Body President and an article about the upcoming Pan Afrikan Festival 2013: The Essence of Our Metamorphosis.

The Pan Afrikan Festival is an annual celebration at N.C. State which places special emphasis on the rich culture of African Americans and gives African American organizations on campus the chance to better familiarize the campus with what they do. Each year we publish a Pan Afrikan edition of the *Nubian Message*. This year's Pan Afrikan edition of the *Nubian Message* will include articles about and coverage of the 16th annual Afrikan American Textile Society's Fashion Expose, the Pan Afrikan Step Show as well as Afrika Night and the Pan Afrikan Scholarship Pageant.

Deadline – The next issue of the *Nubian Message* will publish next Wednesday, April 10.

Ethical/Legal Issues – On March 20, an accusation of plagiarism was made by *Ebony* Magazine about an article published in the *Nubian Message*. The article was written by staff writer Aaron Thomas and was an informative piece about *Ebony* magazine's #ENOUGH campaign which is working to bring an end to the gun violence taking place in Chicago.

The accusation came after I tweeted a link to the article, "Ebony Magazine Says #ENOUGH," mentioning the magazine in the tweet. About five minutes after tweeting the link, I received a tweet from *Ebony* magazine that read:

"@NubianMessage if you are going to copy an entire article word for word, you should at least provide a link back to the site."

Completely taken off guard by this tweet, my first action was to remove the article from the website so that I could read it and compare it to the article that *Ebony* was claiming had been plagiarized. In the process of doing this, I received another tweet from *Ebony* which stated:

"@NubianMessage *Practically word for word. You didn't provide your readers info on how to read the series which isn't in the magazine, BTW."

After removing the article from the website and printing both articles to read and compare, I called Patrick to notify him of the situation and also to seek his advice. He came by the *Nubian* office and I gave him a copy of both articles and took copies of both articles to class with me to finish reading.

It was decided by Patrick and I that Aaron had not plagiarized his article as it was not "word for word." Jamie agreed as well. Patrick suggested that I repost the article to the website, either embedding or including a link to the #ENOUGH series on *Ebony.com*.

However, before I reposted the article to the website I called Aaron to tell him everything that had transpired and discussed how to prevent something like this from occurring again in the future.

I reposted the article to the website and after doing so sent a tweet to *Ebony* magazine letting them know that a link had since been included in the article and also to apologize that we had not publicized its work to its satisfaction.

Ebony did not respond to this tweet, and I have heard nothing else surrounding the incident.

I have discussed it with my staff and a joint training session has been proposed for both *Nubian Message* and *Technician* staff to work on issues of paraphrasing and such.

Revenue – The *Nubian Message* has more than quadrupled its non-fee income expectations for the year.

Technician

submitted by Mark Herring, editor

(Report submitted at meeting)

Personnel – This week, Sam DeGrave is interviewing candidates for his staff for next school year.

Training – Jim Colton worked with *Technician* and *Agromeck's* photo staff for two weeks during his stint as Journalist in Residence during March. Colton ran training sessions for photographers and editors and critiqued portfolios of work for Student Media photographers. Within the first week of Jim being in the newsroom, I could tell the quality of our art selection improved.

Upcoming EIC Sam DeGrave and I will travel to New York City on Friday, April 12 to attend a conference with *New York Times* reporters called "Inside the *Times*." Sam and I will cover our own travel and lodging costs. The full day event invites outgoing and incoming editors of college newspapers, and will grant "student newspaper editors the opportunity to work directly with *Times* editors and reporters to explore the role of a newspaper in contemporary society, develop their journalistic skills, and discuss the various aspects of the newspaper from the newsroom and editorial to advertising."

English professor Dick Reavis is offering a summer session of English 316, Principles of News and Article Writing, for students in (and interested in working for) Student Media. This class will be held in Summer Session I, and we've been pushing enrollment in the *Technician* newsroom. I urge other student leaders in Student Media advertise this opportunity among their respective staffs. Last summer, three upcoming editors (*Technician*, *Agromeck* and *Nubian Message*) took this course.

Technology – Sam DeGrave is considering candidates for Multimedia Editor.

Coverage – We have already made our story assignments for our Exam Issue, and I have started helping Sam DeGrave plan out summer coverage.

Deadlines – Due to many reasons — more spot news coverage and upcoming end of the semester — we've been missing deadline two to three times a week. The week after spring break, Managing Editor Trey Ferguson was out of town at an education conference, which impacted production. I am doing my best to try to make deadline more often.

Ethics/Legal Issues – N/A

Expenditures – N/A

Windhover

submitted by Lisa Dickson, editor

Personnel and Marketing – There were some major miscommunications between the design team and myself that were not unearthed until the book had been sent to the printer. My design editor requested a minor deadline extension, which was approved by Frank and myself. In the haste to finish their design, the designers neglected to send the book to me for proofing and did not send me the files until they had already been sent to Theo Davis.

After reviewing the design with Martha and Patrick, I worked on a list of things that needed to be changed about the design and content, and the printer was notified to halt production. Martha and I met with the design staff to work out the details.

After much revision and tweaking and a final meeting with Frank Pulley from Theo Davis, the book was sent to print on April 1. We were notified April 3 that proofs should be ready April 4. We are hopeful that we can still make the April 21 release party as scheduled at the Crafts Center, but delivery date confirmation is still pending.

When we have delivery confirmed the designers will begin working on fliers promoting the event. Digital and website ads for the campus-wide slideshows, Student Media's website and the *Technician* will be created as well.

The design of the book still includes stickers placed on the cover and CDs placed in the rear cover, which will be completed by the *Windhover* staff as well as other volunteers from Student Media.

The website has been updated with the most recent announced deadlines in order to have them recorded, details about upcoming media from the Spring Open Mic Night, as well as links to the Facebook page and information about the upcoming *Windhover* release party.

As soon as I have the video footage and photos that were taken during Open Mic Night, they will be posted on the website as well.

In mid-March, I posted a congratulatory Facebook status on the *Windhover* Facebook page welcoming Ajita Banerjea and Chelsea Brown into their upcoming leadership positions with *Windhover* and *Agromeck*.

Events – We are hoping to keep the date and venue for the release party but a room in Talley is reserved for April 24 in case the book delivery is delayed

Next year's *Windhover* editor, Ajita Banerjea, has secured food donations from Jimmy John's, Hotbox Pizza, and Jasmin for the event and is working with me and Martha on some of the fine tuning of the plans.

Doug Flowers completed the master for the *Windhover* CD and it will be sent to Diskmakers for replication by April 8.

WKNC
submitted by Michael Jones, general manager

Revenue —

Non-fee income (money in the bank), as of March 31, 2012: \$26,515.73

Regular donor announcements — \$9,945.00
Web ad sales — \$62.50
Tir Na nOg — \$7,500.00
Benefit Concerts — \$5,073.00
Promotions/Live Nation — \$2,350.00
Merchandise Sales — \$1,590.00
Other — \$(4.77)

We have about \$10,000 in outstanding invoices that we expect to be paid in April 2013.

We have had four sub-par months of donor announcement sales, with sales from December, January, February and March total equaling less than our monthly average for the previous four months (Aug-Nov). If we continued at this pace we would not meet our sales goal for the 2013-2014 fiscal year, but as Olivia indicates in her report, "We sold \$915 for WKNC in March alone and have almost \$2,000 scheduled already for the month of April."

Outreach — The Chainsaw department hosted one of its first events in a long time. Coordinated by Chainsaw music director Billy Cunningham, the event featured several artists at the Berkley Café. Turnout surpassed my expectations and he is hard at work in forming another one of these shows scheduled for April 15.

WKNC has found itself deep into the Soundtap.com bracket challenge. The challenge is a NCAA basketball bracket style competition that puts two university stations together to see who can have the most amount of listening time over the course of a two-day round. We fully expect to defeat our friends at WXDU in the second round, and we have a good feeling about our chances during the fab four. I hope this will attract more people to the online stream that are either not in the area or have not listened to it yet.

Bri Aab has been hard at work coordinating the April 12 Fridays on the Lawn concert. The artists include Double Barrel Benefit 10 alum Oulipo and Lonnie Walker. Reception has been incredibly positive.

Our Twitter account reached a major milestone as it hit 6000 followers. The number continues to increase, and I would be personally delighted if it were to hit 7000 before the end of 2013.

Personnel — We have expedited the process of combining the positions of operations manager and personnel director. Bri and John Kovalchik (our current operations manager) have worked together on revising the conditions of both and the position will remain called operations manager with an increase in the amount paid to any individual that holds that role at the station.

Technical – After phasing out the 860-0881 vanity line, Doug looked into the possibility of having a N.C. State based 515-0881 number, and that will officially be our second line. I think this is a big help to DJs who would like to do giveaways or take requests while simultaneously someone is doing a phone interview. After listening to the requests of many of our Twitter followers, Doug has also created a WKNC playlist twitter account. The account (@wknc881playlist) updates every three minutes to tweet what song was played on WKNC. Intelligently enough, if the song is over six minutes long it will not tweet the same track twice.

Budget Update

As of April 9, 2013 – PDF version of monthly budget update is ATTACHED.

Technician Advertising Billed To Date: \$253,045.76
Technician Projections for Collections: \$235,332.56
Technician Budgeted Income To Date: \$289,081.80
Technician Actual Expenditures: \$266,951.33
Nubian Message Advertising Sold To Date: \$4,337.00
Agromeck Advertising Sold To Date: \$13,125.00
Agromeck Book Sales To Date: \$3,361.92 – 64 books @ \$52.53
WKNC Non-Fee Income To Date: \$26,515.73

Editor/Manager Hiring 2014-2015

Proposed dates for students considering leadership positions for 2014-2015

- **Job descriptions/qualifications** will be posted by Friday, Jan. 10, 2014.
- **Position papers** for student leader applicants will be due Thursday, Feb. 6, 2014 at noon.
- **The candidate forum** has been canceled.
- **Advisory board meetings** will take place between Feb. 7 and March 3, 2014
- **Board meeting** for official hiring of student leaders is Tuesday, March 4, 2014.
- **Spring break** is Mar 10-14, 2014.

Applications for Student Media leaders for the 2014-2015 academic year will open on or before January 10, 2014. A **POSITION PACKAGE** from each applicant will be due **Thursday, Feb. 6 at noon** to 307 Witherspoon.

ADVISORY BOARD MEETINGS will convene **between Feb. 7 and March 3** for each of the four media groupings - newspaper, broadcast, annual publications, and the business office.

The final step is the full **STUDENT MEDIA BOARD MEETING** on **Tuesday, March 4 at 7 p.m.** During the meeting, a member from each individual advisory board will make a recommendation to the Student Media Board. The Board may then accept the recommendation and hire that candidate, reject the recommendation and interview the candidate(s), or choose to hire no candidate and reopen applications.

N.C. State's spring break is March 10-14, during which no meetings will be scheduled.

To accept this timeline, the following changes would need to be made to the Student Media Top Leaders Appointment Policy. Proposed changes are in **BOLD CAPS**.

1. Timeline

- **JANUARY-February:** Before the second Friday in **JANUARY-February**, all current top editors/managers shall be advised to inform their staffs that appointment of new top editors/managers shall take place at the March meeting.
- **FEBRUARY: APPLICATIONS WILL BE DUE ON THE FIRST THURSDAY IN FEBRUARY, WITH ADVISORY BOARD MEETINGS TO BE HELD BETWEEN THE APPLICATION'S DUE DATE AND THE DAY BEFORE THE MARCH BOARD MEETING.**
- March: The appointment of top editors/manager**S** for the following year shall take place at the March meeting of the Student Media Board of Directors before the second Friday in March.
- The day after the last day of classes in the spring semester: All top editors/managers take over responsibility for the following year's publication/**MEDIA**.

April 2013 Activity Report
Compiled by Patrick Neal, Director

*(Note: Report includes items and events from
March 8 through April 4, 2013 report date.)*



Student Media Board taps media leaders for 2013-14 – The Student Media Board of Directors unanimously approved the recommendations of the Newspaper, Broadcast Media, Annual Publications and Business Office advisory boards in naming the organizations' top leaders for the 2013-14 academic year at its March 12 meeting. *Nubian Message* editor Kierra Leggett will serve a second term next year. *Technician* news editor Sam DeGrave will be next year's EIC. *Agromeck* managing editor Chelsea Brown will fill the top position at the yearbook. Ajita Banerjea, who currently chaired *Windhover's* Poetry & Prose Committee, will be editor of the magazine next year. Business & Marketing sales representative Sarah Buddo will lead the Student Business & Marketing office. And, finally, WKNC program director Bri Aab will serve as GM of the station in 2013-14. (CORRECTION to March report: Last month's report incorrectly listed Bri Aab as WKNC's production director. Also, the Broadcast Media Advisory Board was incorrectly listed as the Radio Advisory Board.)

***Agromeck, Windhover* earn Silver Crown awards from CSPA** - The Columbia Scholastic Press Association presented Silver Crown awards to the 2012 editions of both *Agromeck* and *Windhover* March 10 as part of its annual conference held at Columbia University in New York, N.Y.. The CSPA had announced in December that both publications were Crown award finalists. Kathryn Glaser edited the 2012 *Agromeck*; Alanna Howard edited the 2012 *Windhover*. Since 2004, editions of *Agromeck* have won four CSPA Gold Crowns and three Silver Crowns; *Windhover* has won two Gold Crowns and two Silver Crowns over the same period.

Herring receives Shelton Award for 2012-13 - *Technician* EIC Mark Herring was selected as a winner of the Gen. Henry Hugh Shelton Undergraduate Leadership Award of Excellence for 2012-13. Presented each year by the General Henry Hugh Shelton Center of Leadership Development at N.C. State, the award recognizes students for civic and scholarly engagement, as well as for leadership in building an engaged University community. Mark will accept the award at an awards luncheon scheduled for Monday, April 22 beginning at noon at the McKimmon Center.

Sanchez helps judge NYC photo competition - *Agromeck* editor Alex Sanchez volunteered as a judge for the College Media Association's Spring 2013 Photo Shoot-Out competition held in conjunction with the CMA's spring convention in New York City in March. Student Media alum Susannah Brinkley also served as one of the judges for the competition, which was coordinated by former N.C. State Student Media Coordinator Bradley Wilson.

Baker leads roundtables at 2013 CNBAM convention - Student Media Marketing Coordinator Krystal Baker is leading two workshops this week at the 2013 College Newspapers Business & Advertising Managers conference in San Diego, Calif. Both roundtables are focused on strategies to improve relationships between college newspapers' sales and editorial staffs. Student Business Office sales representatives Mark Tate and Jane Trunk are also attending the conference.

Agromeck delivery expected ahead of schedule; autograph events scheduled in conjunction with unveiling – Josh Lovell, *Agromeck's* Balfour representative, said that as of last week, the 2013 yearbook was a week ahead of schedule and should be delivered next week instead of the week of April 15. This puts the *Agromeck* and Business & Marketing staffs in an excellent position with regard to two autograph-signing events planned in conjunction with the book's public release. On Monday, April 22, Chancellor Randy Woodson will be on hand from 4:15-5:15 p.m. in the Washington Sankofa Room of the Witherspoon Student Center to sign students' yearbooks. That reception, which will begin at 4 p.m., will include light refreshments for attendees. The following afternoon, *Agromeck* will partner with Athletics to host an autograph-signing event with football Head Coach David Doeren prior to the Davidson baseball game, which begins at 6 p.m. at Doak Field. Coach Doeren will be available to sign autographs beginning at 5 p.m. These are just two of many distribution events for the 2013 edition of *Agromeck* wherein seniors with portraits and other students featured in the book may pick up their free copies, and others may purchase them for \$65 each.

Mobile App released on schedule, passes 600-download mark in first three weeks; new Technician website already profitable - Student Media's mobile app "went live" on March 11, the first day of class after Spring Break, and as of April 4, 648 smartphone users had downloaded it. Of those, 436 users, or 67% downloaded the Apple version, while the remaining 212 (33%) had downloaded the Android version. With one section devoted to each of Student Media's five organizations app users can view text and photos, receive alerts for breaking news, and stream WKNC's programming and request songs on the go, among other things. Elsewhere online, Technician's new website, which went live at the beginning of 2013, is already turning a profit. To cover the monthly cost of \$450, Technician must sell at least two ads per month. The Business & Marketing staff has sold 13 online ads to date, for an average of more than four ads a month, including three customers who have taken advantage of the new ad sizes and placements possible with the new site. (One customer even bought three ads of differing sizes to rotate through the site.)

WKNC reaches 6,000 Twitter followers - On March 26, WKNC reached a milestone with its 6,000th Twitter follower. The student-run radio station joined Twitter [@WKNC881](#) and launched a [Facebook](#) fan page in February 2009. The Facebook page currently has more than 5,200 fans. According to [TweetStats](#), [@WKNC881](#) averages 76 tweets per month, tweets more on Friday than any other day, and is most likely to retweet [@WKNCLocalBeat](#).

Fridays on the Lawn scheduled – WKNC 88.1 FM has scheduled its first "Fridays on the Lawn" concert of the spring semester. The free event happens Friday, April 12 from 6-8 p.m. on N.C. State's Harris Field. Raleigh band Lonnie Walker, who returned to the Triangle music at the end of March after a more-than-six-month hiatus, will headline. Fellow DiggUp Tapes band Oulipo will open the show. Rain location is the Wolves Den in the basement of Talley Student Center. More information is at <https://www.facebook.com/events/432714463490059/>. This show is the 12th hosted by WKNC in its "Fridays on the Lawn" series and will be the first event utilizing WKNC's new public address system purchased with a \$2,000 grant from the N.C. State Parents' Fund.

Chainsaw Rock presents show at Berkley Cafe - WKNC's Chainsaw Rock will present its second concert this semester on Monday, April 15 at the Berkley Cafe, 217 W. Martin Street in Raleigh. Hardcore punk band Culo will perform along with Raleigh's Double Negative and Noctomb. Tickets are \$8 (\$10 for under 21) and will be available at the door. More information is at <https://www.facebook.com/events/484868498228658/>

WKNC participating in Soundtap Madness - WKNC was one of 64 college radio stations chosen to participate in Soundtap Madness, a bracket-style tournament in which stations log hours listened to their Internet stream and the one with the most hours over a two-day period advances to the next round. WKNC defeated University of Kentucky's WRFL in the first round with more than triple the number of listening hours. WXDU at Duke University is the station's second round opponent. Soundtap is an online listening platform and users must be logged in to the service to have their time counted. Should WKNC continue to advance, the final round will be April 11 and 12. Listeners can log in to <http://www.soundtap.com/madness> to participate.

WKNC launches "Now Playing" Twitter feed - Borrowing an idea from WLOY at Loyola University in Maryland, WKNC has launched a Twitter feed of its playlist, @WKNC881playlist. The feed automatically updates ever three minutes to provide followers with a complete list of songs played on WKNC.

Colton concludes journalism residency; interviews for fall JIRs set for summer – Jim Colton, who served as *Sports Illustrated's* photography editor for some 15 years before his recent retirement to North Carolina, concluded his two-week residency Thursday, March 21. In addition to working with individual photographers currently working for *Agromeck* and *Technician*, Colton expressed an interest in returning to campus this fall to host at least one photography presentation open to all NCSU students, faculty and staff. Posting and interviews for the Fall 2013 Journalist-In-Residence positions will take place this summer, and both journalists in residence should be known by the first day of fall semester classes.

WKNC transmitter room project now complete – The final cost for WKNC's transmitter room project on the 10th floor of D.H. Hill library totaled \$31,792.98 (\$28,152.37 for construction and post-construction electrical work by University Repairs & Renovation, \$1,673.50 for the professional firm that moved the transmitter Monday, March 18, and \$1,967.11 for transmission line and other parts related to its re-installation.) This is \$1,207.02 under the revised cost estimate of \$33,000 noted in February's Student Centers Board of Directors report and \$1,792.98 more than the \$30,000 originally budgeted for the project in the fall of 2012. This completes all major/planned work related to the transmitter until the 2015-16 school year, when it is scheduled to be replaced by an HD unit. The current transmitter will be converted to an emergency backup unit at that time.

New newspaper distribution racks in place at eight locations – AdCamp, the firm providing eight new distribution bins for joint use by *Nubian Message* and *Technician*, completed installation of the units on Friday, March 15. Five of the racks were used to replace bins stolen from high-traffic areas on Central Campus over the past two years, and a new one was installed in the courtyard of the SAS Building. The remaining two were placed at high-traffic spots on Centennial Campus – one at Hunt Library and one at the bus stop in front of Engineering I/II. Each rack is architectural bronze in color to match the University's other permanent architectural fixtures and carry the new Student Media logo. Equipped with two shelves, the racks will allow *Technician* and *Nubian Message* to share distribution spots on campus for the first time. Not only did AdCamp build and install the racks at no cost to Student Media, they also represent a new revenue stream for Student Media, as AdCamp sells and displays national advertisements on two sides of the racks and remits a portion of those advertising proceeds back to Student Media monthly. Student Media has already received its first monthly payment of \$800 from AdCamp. Revenues from that source should total \$2,400 for this year and \$9,600 for next year and each year thereafter.

Windhover Open Mic event draws 60+ students; 2012 edition unveiling set for April 21 - *Windhover's* Spring 2013 Open Mic Night drew more than 60 students to the Crafts Center on Wednesday, Feb. 27. Student performers included poets, solo musicians (including a didgeridoo player) and various musical ensembles. Proofs for the 2013 book are expected by the end of this week, and the public unveiling is scheduled for Sunday, April 21 at the Crafts Center at 7 p.m.

Technician co-hosts ManufacturingWorks@NCState - *Technician* partnered with the Institute for Emerging Issues to co-host an event focused on the future of manufacturing in North Carolina on March 25 in the Hunt Library Multi-Purpose Room. Guest speakers and panelists for the event, which was emceed by *Technician* EIC Mark Herring, included "How Stuff Works" founder and N.C. State alum Marshall Brain, as well as alumni who now work for IBM, Fuji, GoPro, Gamil Design, GinnDesign Product Development and the North Carolina Technology Association. The event was organized in response to a *Technician* staff editorial that had questioned the Institute for Emerging Issues' fall

manufacturing forum, which included no student representatives. Around 60 people attended the various sessions, which were held from 1-4 p.m.

Neal named to StateCOMM Steering Committee - Director of Student Media Advising has been named a member of StateCOMM's new steering committee. StateCOMM is a group of more than 100 communicators on campus which meets quarterly. The steering committee is a smaller group designed to provide guidance and potential program ideas for the full StateCOMM group. The committee's first meeting is scheduled for Wednesday, April 10.

NC STATE **STUDENT MEDIA**

Recruitment and Retention Report

Early Fall 2013

HIGHLIGHTS

- 378 individual students expressed interest in at least one medium during the recruitment period (up from 333 in 2012 and consistent with previous numbers of 389 in 2010 and 399 in 2009).
 - Reached 212 freshmen during New Student Orientation.
 - Reached 10 new transfer students during transfer orientation (down from 24 in 2012).
 - Reached 156 students at Campus Crawl and the Student Media Open House (up from 71 in 2012). Of the 156, there 90 freshmen, 35 sophomores, 20 juniors, 4 seniors, 3 graduate students and 4 students of indeterminate class status.
- Based on these numbers, we can expect to have around 50 students join a medium's staff and 42 stay through the end of the fall 2013 semester.

NEW STUDENT ORIENTATION

As part of Student Media's departmental objective to actively recruit incoming students and work to retain those students throughout their time at N.C. State, Student Media's student leaders are charged with engaging in recruitment efforts during New Student Orientation and the beginning of the fall semester. This report is an early assessment of that effort.

New student orientation hosted 16 freshman sessions and three transfer sessions. Editors/managers were provided with a list of interested students at the end of each of the five weeks. The contacted field represents the number of individuals contacted by Monday at 9 a.m. following each week's orientation.

During our new student orientation efforts we made 451 contacts with 223 individuals, which was slightly less than the average number of contacts in previous years but the exact average of individuals. This year did, however, mark the lowest contact rate since we began tracking in 2006, with only 43% contacted by the Monday following each week's orientation. All interested students were contacted eventually.

Overall Comparisons for New Student Orientation 2006-2013

	Individuals	Contacts	Contacted	Eventually
2013	223	451	194 (43%)	451 (100%)
2012	229	460	246 (53%)	451 (98%)
2011	238	470	445 (95%)	470 (100%)
2010	254	584	390 (67%)	558 (96%)
2009	253	504	342 (68%)	504 (100%)
2008	198	365	289 (79%)	N/R
2007	165	312	238 (76%)	N/R
2006	230	304	135 (44%)	N/R

POST-ORIENTATION

Student Media participated in two recruitment efforts beyond new student and transfer student orientation. We again hosted an open house on the Tuesday of the first week of classes, from 10 a.m. to 2 p.m. Two hours of open house coincided with Campus Crawl, where we also had a table. Student Media opted not to participate in graduate student orientation this year, as it took place at the same time as the other two recruitment efforts. Interest from both Campus Crawl and Open House increased this year, with 60 additional individuals indicating interest in one or more media. A contact rate of 57% by the Monday following the week’s efforts is higher than in recent year due to the student leaders receiving multiple reminders.

Overall Comparisons for Post-Orientation 2007-2013

	Individuals	Contacts	Contacted	Eventually
2013	210	397	225 (57%)	225 (57%)
2012	150	290	141 (49%)	148 (51%)
2011	154	286	0 (0%)	0 (0%)
2010	190	384	364 (95%)	384 (100%)
2009	190	317	78 (25%)	146 (46%)
2008	236	403	196 (49%)	N/R
2007	127	169	N/R	N/R

Overall Recruitment Comparisons 2006-2013

	Individuals	Contacts	Contacted	Eventually
2013	378	734	354 (48%)	611 (83%)
2012	333	701	371 (53%)	582 (83%)
2011	335	706	445 (63%)	470 (67%)
2010	389	905	691 (76%)	905 (100%)
2009	399	774	412 (53%)	636 (82%)
2008	382	709	507 (72%)	N/R
2007	273	481	346 (72%)	N/R
2006	230	304	135 (44%)	N/R

All duplicate individuals/contacts have been removed from these numbers.

BY MEDIA

Overall interest in Student Media remained relatively consistent. WKNC and *Technician* saw some increase, while interest in video is dwindling. The radio station and daily newspaper (encompassing design and photography) remain the largest draws and maintain the largest staffs.

Interest by Media 2006-2013

Media	2013	2012	2011	2010	2009	2008	2007	2006
<i>Agromeck</i>	65	72	63	74	80	70	62	55
Business Office	33	31	23	46	42	54	9	N/R
Design	70	83	74	93	82	N/R	N/R	7
<i>Nubian Message</i>	21	32	21	44	33	50	22	18
Photography	109	99	138	167	147	125	73	39
<i>Technician</i>	158	110	116	147	143	151	134	75

Video	43	72	99	101	64	N/R	N/R	N/R
<i>Windhover</i>	37	49	50	51	63	36	46	26
WKNC	198	153	122	182	120	149	111	76
	734	701	706	905	774	709	481	296

All duplicate individuals/contacts have been removed from these numbers.

OPEN HOUSE

Open House was again scheduled to coincide with Campus Crawl, held from 10 a.m. to 2 p.m. on Tuesday, Aug. 20. "Previous" indicates the number of people who expressed an interest in that medium during New Student Orientation who then attended the open house. "New" represents those students who had not previously indicated interest in Student Media during the recruitment effort. Slightly more than half the contacts were new, while 64 of the 120 individuals who attended open house had previously indicated interested in Student Media.

Open House Attendance by Media 2013

Media	Total	Previous	New
<i>Agromeck</i>	17	6	11
Business Office	0	0	0
<i>Nubian Message</i>	4	1	3
<i>Technician</i>	74	37	37
Video	3	2	1
<i>Windhover</i>	5	3	2
WKNC	61	35	26
	164	84	80

Duplicate individuals are included in these numbers, as some students visited with multiple media during the open house. *Technician* includes those interested in photography and design.

STUDENT MEDIA BUDGET VS. ACTUAL

DATE: July 1, 2013

PERCENT THROUGH FISCAL YEAR: 100%

056 AGROMECK			
	Budget	Actual	Percent
Payroll	\$ 16,260.01	\$ 14,349.26	88%
Supplies	\$ 600.72	\$ 777.53	129%
Leadership develop.	\$ 2,405.64	\$ 2,305.66	96%
Admin service charge	\$ 3,088.00	\$ 3,013.14	98%
Current services	\$ 57,874.00	\$ 53,223.18	92%
Fixed charges	\$ 743.00	\$ 634.00	85%
TOTAL	\$ 80,971.37	\$ 74,302.77	92%
Non-fee income	\$ 10,375.00	\$ 15,238.06	147%
Fee income	\$ 70,596.37	\$ 70,640.22	
TOTAL	\$ 80,971.37	\$ 85,878.28	106%
Profit/Loss	\$ 0.00	\$ 11,575.51	

058 WINDHOVER			
	Budget	Actual	Percent
Payroll	\$ 4,850.00	\$ 4,944.58	102%
Supplies	\$ 300.00	\$ 559.77	187%
Leadership develop.	\$ -	\$ -	
Admin service charge	\$ 910.00	\$ 883.02	97%
Current services	\$ 19,121.94	\$ 17,793.85	93%
Fixed charges	\$ 343.00	\$ 383.00	112%
TOTAL	\$ 25,524.94	\$ 24,564.22	96%
Non-fee income	\$ -	\$ -	
Fee income	\$ 25,524.94	\$ 25,540.80	
TOTAL	\$ 25,524.94	\$ 25,540.80	100%
Profit/Loss	\$ 0.00	\$ 976.58	

066 TECH SUPPORT			
	Budget	Actual	Percent
Payroll	\$ 73,188.44	\$ 73,138.02	100%
Supplies	\$ 2,500.00	\$ 2,345.86	94%
Leadership develop.	\$ -	\$ -	
Admin service charge	\$ 1,010.00	\$ 985.29	98%
Current services	\$ -	\$ -	
Fixed charges	\$ -	\$ -	
TOTAL	\$ 76,698.44	\$ 76,469.17	100%
Non-fee income	\$ -	\$ -	
Fee income	\$ -	\$ -	
TOTAL	\$ -	\$ -	
Profit/Loss	\$ (76,698.44)	\$ (76,469.17)	

061 NUBIAN MESSAGE			
	Budget	Actual	Percent
Payroll	\$ 4,464.52	\$ 4,211.25	94%
Supplies	\$ 150.00	\$ 197.43	132%
Leadership develop.	\$ 755.64	\$ 1,398.20	185%
Admin service charge	\$ 394.00	\$ 384.23	98%
Current services	\$ 5,997.92	\$ 8,670.54	145%
Fixed charges	\$ 174.00	\$ 203.95	117%
TOTAL	\$ 11,936.08	\$ 15,065.60	126%
Non-fee income	\$ 1,000.00	\$ 4,337.00	434%
Fee income	\$ 10,936.08	\$ 10,942.87	
TOTAL	\$ 11,936.08	\$ 15,279.87	128%
Profit/Loss	\$ 0.00	\$ 214.27	

059 WKNC			
	Budget	Actual	Percent
Payroll	\$ 36,836.39	\$ 35,245.97	96%
Supplies	\$ 5,824.00	\$ 5,698.86	98%
Leadership develop.	\$ 1,751.92	\$ 1,578.46	90%
Admin service charge	\$ 2,530.00	\$ 2,461.58	97%
Current services	\$ 5,986.47	\$ 9,871.47	165%
Fixed charges	\$ 4,647.00	\$ 6,179.47	133%
Contracted services	\$ 1,000.00	\$ 41.00	4%
TOTAL	\$ 58,575.78	\$ 61,076.81	104%
Non-fee income	\$ 52,624.60	\$ 50,202.35	95%
Fee income	\$ 5,951.18	\$ 5,954.88	
TOTAL	\$ 58,575.78	\$ 56,157.23	96%
Profit/Loss	\$ 0.00	\$ (4,919.58)	

OVERALL			
	Budget	Actual	Percent
Payroll	\$ 518,064.95	\$ 515,287.90	99%
Supplies	\$ 17,596.72	\$ 16,072.22	91%
Leadership develop.	\$ 17,640.98	\$ 19,003.83	108%
Admin service charge	\$ 32,397.00	\$ 31,595.48	98%
Current services	\$ 307,683.55	\$ 322,395.73	105%
Fixed charges	\$ 17,616.00	\$ 13,593.93	77%
Contracted services	\$ 6,400.00	\$ 5,891.00	92%
Capital outlay	\$ -	\$ -	
Student financial aid	\$ 6,000.00	\$ 5,000.00	83%
TOTAL EXPENSES	\$ 923,399.20	\$ 928,840.09	101%
Non-fee income	\$ 399,270.00	\$ 389,461.02	98%
Fee income	\$ 445,994.00	\$ 446,271.01	100%
TOTAL INCOME	\$ 845,264.00	\$ 835,732.03	99%

057 TECHNICIAN			
	Budget	Actual	Percent
Payroll	\$ 101,686.59	\$ 103,791.22	102%
Supplies	\$ 3,500.00	\$ 1,758.70	50%
Leadership develop.	\$ 9,227.78	\$ 8,361.56	91%
Admin service charge	\$ 12,085.00	\$ 11,789.71	98%
Current services	\$ 182,497.22	\$ 194,526.19	107%
Fixed charges	\$ 5,059.00	\$ 5,563.51	110%
Student financial aid	\$ 6,000.00	\$ 5,000.00	83%
TOTAL	\$ 320,055.59	\$ 330,790.89	103%
Non-fee income	\$ 335,270.40	\$ 318,863.61	95%
Fee income	\$ -	\$ -	
TOTAL	\$ 335,270.40	\$ 318,863.61	95%
Profit/Loss	\$ 15,214.81	\$ (11,927.28)	

060 GENERAL ADMIN			
	Budget	Actual	Percent
Payroll	\$ 280,779.00	\$ 279,607.60	100%
Supplies	\$ 4,722.00	\$ 4,734.07	100%
Leadership develop.	\$ 3,500.00	\$ 5,359.95	153%
Admin service charge	\$ 12,380.00	\$ 12,078.51	98%
Current services	\$ 36,206.00	\$ 38,310.50	106%
Fixed charges	\$ 6,650.00	\$ 630.00	9%
Contracted services	\$ 5,400.00	\$ 5,850.00	108%
Capital outlay	\$ -	\$ -	
TOTAL	\$ 349,637.00	\$ 346,570.63	99%
Non-fee income	\$ -	\$ 820.00	
Fee income	\$ 332,985.43	\$ 333,192.25	
TOTAL	\$ 332,985.43	\$ 334,012.25	100%
Profit/Loss	\$ (16,651.57)	\$ (12,558.38)	

Net Profit/Loss	\$ (78,135.20)	\$ (93,108.06)	
Expenses Over	\$ 5,440.89		
Income Under	\$ (9,531.97)		

STUDENT MEDIA BUDGET VS. ACTUAL

DATE: September 1, 2013
 PERCENT THROUGH FISCAL YEAR: 17%

056 <u>AGROMECK</u>			
	<i>Budget</i>	<i>Actual</i>	<i>Percent</i>
Payroll	\$ 15,348.04	\$ 3,482.29	23%
Supplies	\$ 750.00	\$ -	0%
Leadership develop.	\$ 2,660.00	\$ -	0%
Admin service charge	\$ 3,118.33	\$ -	0%
Current services	\$ 60,868.00	\$ 148.04	0%
Fixed charges	\$ 843.00	\$ 149.00	18%
TOTAL	\$ 83,587.37	\$ 3,779.33	5%
Non-fee income	\$ 14,650.00	\$ -	0%
Fee income	\$ 68,937.37	\$ 29,466.61	43%
TOTAL	\$ 83,587.37	\$ 29,466.61	35%
Profit/Loss	\$ 0.00	\$ 0.00	

061 <u>NUBAN MESSAGE</u>			
	<i>Budget</i>	<i>Actual</i>	<i>Percent</i>
Payroll	\$ 4,833.78	\$ 436.21	9%
Supplies	\$ 150.00	\$ -	0%
Leadership develop.	\$ 955.64	\$ 105.40	11%
Admin service charge	\$ 462.07	\$ -	0%
Current services	\$ 7,616.67	\$ 1,267.75	17%
Fixed charges	\$ 174.00	\$ -	0%
TOTAL	\$ 14,192.16	\$ 1,809.36	13%
Non-fee income	\$ 2,000.00	\$ -	0%
Fee income	\$ 12,192.16	\$ 5,211.42	43%
TOTAL	\$ 14,192.16	\$ 5,211.42	37%
Profit/Loss	\$ 0.00	\$ 0.00	

057 <u>TECHNICIAN</u>			
	<i>Budget</i>	<i>Actual</i>	<i>Percent</i>
Payroll	\$ 106,092.66	\$ 7,139.00	7%
Supplies	\$ 3,500.00	\$ 549.24	16%
Leadership develop.	\$ 8,500.00	\$ 123.50	1%
Admin service charge	\$ 12,330.64	\$ -	0%
Current services	\$ 180,439.22	\$ 9,209.65	5%
Fixed charges	\$ 12,078.00	\$ 1,014.38	8%
Student financial aid	\$ -	\$ -	0%
TOTAL	\$ 322,940.52	\$ 18,035.77	6%
Non-fee income	\$ 337,443.38	\$ 7,924.13	2%
Fee income	\$ -	\$ -	0%
TOTAL	\$ 337,443.38	\$ 7,924.13	2%
Profit/Loss	\$ 14,502.86	\$ 14,502.86	

058 <u>WINDHOVER</u>			
	<i>Budget</i>	<i>Actual</i>	<i>Percent</i>
Payroll	\$ 5,178.00	\$ -	0%
Supplies	\$ 450.00	\$ -	0%
Leadership develop.	\$ 100.00	\$ -	0%
Admin service charge	\$ 985.68	\$ -	0%
Current services	\$ 18,450.00	\$ -	0%
Fixed charges	\$ 343.00	\$ -	0%
TOTAL	\$ 25,506.68	\$ -	0%
Non-fee income	\$ 500.00	\$ -	0%
Fee income	\$ 25,006.68	\$ 10,688.86	43%
TOTAL	\$ 25,506.68	\$ 10,688.86	42%
Profit/Loss	\$ 0.00	\$ 0.00	

059 <u>WKNC</u>			
	<i>Budget</i>	<i>Actual</i>	<i>Percent</i>
Payroll	\$ 37,178.80	\$ 6,501.68	17%
Supplies	\$ 8,682.00	\$ 2,059.84	24%
Leadership develop.	\$ 2,451.92	\$ 1,675.30	68%
Admin service charge	\$ 2,228.93	\$ -	0%
Current services	\$ 3,488.00	\$ 751.53	22%
Fixed charges	\$ 4,224.00	\$ 596.00	14%
Contracted services	\$ 1,000.00	\$ 13.00	1%
TOTAL	\$ 59,253.65	\$ 11,597.35	20%
Non-fee income	\$ 53,529.62	\$ 1,859.50	3%
Fee income	\$ 5,724.03	\$ 2,446.68	43%
TOTAL	\$ 59,253.65	\$ 4,306.18	7%
Profit/Loss	\$ 0.00	\$ 0.00	

060 <u>GENERAL ADMIN</u>			
	<i>Budget</i>	<i>Actual</i>	<i>Percent</i>
Payroll	\$ 282,923.21	\$ 45,384.91	16%
Supplies	\$ 11,405.00	\$ 4,894.55	43%
Leadership develop.	\$ 4,000.00	\$ 401.10	10%
Admin service charge	\$ 13,502.34	\$ -	0%
Current services	\$ 7,210.04	\$ 475.16	7%
Fixed charges	\$ 873.00	\$ 50.00	6%
Contracted services	\$ 5,400.00	\$ 450.00	8%
Capital outlay	\$ 50,000.00	\$ -	0%
TOTAL	\$ 375,313.59	\$ 51,655.72	14%
Non-fee income	\$ -	\$ -	0%
Fee income	\$ 354,739.22	\$ 151,629.81	43%
TOTAL	\$ 354,739.22	\$ 151,629.81	43%
Profit/Loss	\$ (20,574.37)	\$ (20,574.37)	

066 <u>TECH SUPPORT</u>			
	<i>Budget</i>	<i>Actual</i>	<i>Percent</i>
Payroll	\$ 73,207.00	\$ 12,231.71	17%
Supplies	\$ 2,500.00	\$ -	0%
Leadership develop.	\$ -	\$ -	0%
Admin service charge	\$ 3,028.53	\$ -	0%
Current services	\$ -	\$ 99.02	
Fixed charges	\$ -	\$ -	0%
TOTAL	\$ 78,735.53	\$ 12,330.73	16%
Non-fee income	\$ -	\$ -	0%
Fee income	\$ 78,735.53	\$ -	0%
TOTAL	\$ 78,735.53	\$ -	0%
Profit/Loss	\$ 0.00	\$ 0.00	

067 <u>ON CAMPUS</u>			
	<i>Budget</i>	<i>Actual</i>	<i>Percent</i>
Payroll	\$ 524,761.49	\$ 75,175.80	14%
Supplies	\$ 27,437.00	\$ 7,503.63	27%
Leadership develop.	\$ 18,667.56	\$ 2,305.30	12%
Admin service charge	\$ 35,656.52	\$ -	0%
Current services	\$ 278,071.93	\$ 11,951.15	4%
Fixed charges	\$ 18,535.00	\$ 1,809.38	10%
Contracted services	\$ 6,400.00	\$ 463.00	7%
Capital outlay	\$ 50,000.00	\$ -	0%
Student financial aid	\$ -	\$ -	0%
TOTAL EXPENSES	\$ 959,529.50	\$ 99,208.26	10%
Non-fee income	\$ 408,123.00	\$ 9,783.63	2%
Fee income	\$ 545,335.00	\$ 233,098.11	43%
TOTAL INCOME	\$ 953,458.00	\$ 242,881.74	25%

Net Profit/Loss	\$ (6,071.50)		
Current reserve			
Reserve Transfer			

North Carolina State University
 Auxiliary Enterprises Budget Submission
 Student Media
 Fee Requests Worksheet
 Updated 7/22/13 HMD

Department	FY of Request	Amount Requested	FTE (if applicable)	Detailed Description of Request
Media	2014/15	\$ 45,000	1.00	EPA Production Assistant/Editorial Advisor
Media	2014/15	\$ 15,000		Benefits

\$ 60,000 Total Salary/Benefits
 27,250 Enrollment 14/15
 \$ 2.20 Fee Request - Salary/Benefits for Prod Asst
 \$ 0.90 Fee Request - Inflation
 27,250 Enrollment 14/15
 \$ 24,525 Total Inflationary Costs
 \$ 3.10 Total 14/15 Fee Request

NC STATE UNIVERSITY

Patrick Neal <pcneal@ncsu.edu>

Questions/Discussion Items from 9/6/13 Fee Review Committee Meeting

1 message

Holly Durham <hmdurham@ncsu.edu>

Fri, Sep 6, 2013 at 4:22 PM

To: Crystal Szvetitz <cbszveti@ncsu.edu>, Christy Rain <clrain@ncsu.edu>, Denise Joshua <dbjoshua@ncsu.edu>, Eileen Coombes <emmarin@ncsu.edu>, Eric Hawkes <eahawkes@ncsu.edu>, Karen Turner <kpturner@ncsu.edu>, Leah Arnett <llarnett@ncsu.edu>, Lisa Zapata <lpzapata@ncsu.edu>, Michael Giancola <mcgianco@ncsu.edu>, Monica Osburn <cou-mzosburn@ncsu.edu>, N Miller <namiller@ncsu.edu>, Pam Gerace <pjgerace@ncsu.edu>, Patrick Neal <pcneal@ncsu.edu>, Sandy Jones <shjones@ncsu.edu>, Suzie Crews <sjleavis@ncsu.edu>

You all may be hearing directly from the committee on questions, but I took notes on the questions that were raised and the general discussion. Sandy, the budget office staff, and myself were able to answer many of the questions raised.

UAB

- *Request is for new programming, what types of programs? More detail, examples.
- *Late night programming chair...how will late night programs change old Talley versus new Talley?
- *Peer institutions are mentioned but no peer data provided.
- *There was quite a bit of discussion around staffing, advisement, stipends.
- *Discussion about increase in fee versus increase in cinema ticket charge, survey results.
- *Why will shipping costs increase under digital cinema?

MEDIA

- *Question about the sustainability of Agromeck, Tracy Patty reported on notes/discussion from budget meeting earlier in the spring.
- *Any way to "charge" non-students for copy of Technician? We discussed how this wouldn't really be feasible based on current distribution channels.

STUD GOVT

- *Alex (SBP) reiterated the statute governing 30% of student fee monies going to appropriations. If fee not approved, may have to change the statute.

SLS

- *Question re: impact of new state law allowing for student representation in university cases - no impact as SLS can not represent students against students, students against university.
- *Discussed the impact on resources of more time being spent in court cases.

Student Center Operations, Arts & Programs

- *In general, discussion about the impact of Talley, program growth, narrative is general, committee seemed to want more detail. Though, we discussed that we are simply projecting at this point.

Recreation

- *Dr. Mullen wanted more detail on the establishment of \$75k annually for equipment and capital replacement. What would this cover annually?
- *Discussion on the additional \$500k capital reserve. I mentioned the Master Plan study and document.
- *Eric will need to provide more detail should the committee request it.

COMPENSATION POLICY

AMENDED September 2006

REVISED January 2009 | REVISED January 2010

PURPOSE

Student Media employees and volunteers are students first and employees of the Student Media second. However, by virtue of their employment within the Student Media, some individuals are entitled to compensation for the work performed. A salary should never be the primary motivator for obtaining valuable experience within a vibrant group of student organizations. However, when entitled to compensation for work performed in accordance with their job description, students must take responsibility for following University guidelines and state and federal labor laws. While every effort will be made to ensure that payroll is processed in a timely fashion, students are individually responsible for turning in necessary paperwork to get paid completely and on time.

POLICY

- The compensation an individual receives is based on the individual's compensation level as determined by the approval of the annual budget by the Student Media Board of Directors. All students must keep a record of the amount of time spent working for the publication to turn in with payroll.
- SENIOR LEADERS:
 - *Technician's* editor may be paid up to \$650 per month as long as he or she meets the following requirements in addition to requirements documented in University Regulation 11.55.6 and the Student Media policy on Academic Progress.
 - 35 or more hours per week involved in the *Technician* with at least 10 of those documented during regular business hours
 - no other outside employment, paid, part-time or volunteer
 - all requirements posted as part of the job description
 - Other executive editors/managers or others with significant administrative responsibilities may be paid up to \$525 per month as long as they meet the following requirements. This level includes senior editors/managers of media other than the *Technician* and the managing editor and section editors of the *Technician*.
 - 20 or more hours per week involved in the media with approximately half of that being during regular business hours
 - no other paid, part-time job that exceeds 20 hours per week
 - all requirements posted as part of the job description
- MID-MANAGEMENT: Students with significant administrative responsibilities as posted as part of their job description who do not meet all Senior Leader requirements may be compensated up to \$300 per month. This includes any assistant section editors for the *Technician* and non-senior editors/manager of other media.
- ENTRY LEVEL: All other Student Media employees shall be compensated at a rate determined by the Board as part of the regular budget process. This includes reporters, copy editors, designers, disc jockeys, ad sales representatives and photographers.
- GUIDELINES:
 - Students shall be considered uncompensated volunteers until such time as they complete all necessary paperwork for employment.

- All salaries are decided upon by the student medium's editor or manager in conjunction with University policies, applicable laws and the budget approved by the Board.
- No overtime will be awarded except in the form of incentive bonuses approved by the Board as part of the regular budget process.
- Senior Leaders may hold no other paid position within the Student Media. Mid-Management student employees may hold only one position at a time within one medium.
- PAYROLL:
 - It is the responsibility of the editor or general manager to determine the criteria for payment of each employee and to ensure that the specific criteria are explained to each employee in writing when they are hired. The criteria should spell out how much a person is paid and how (per hour, per week, per month, per shift, per item published, per assignment, etc.).
 - Regardless of whether or not they are paid by the project, by the hour or monthly, all students must complete a time sheet.
 - For all student employees, time sheets must reflect hours and days worked. For students paid by the project, the time sheet must reflect the specific project by title, headline or in some other manner that the nature of the project is obvious.
 - Anyone except the individuals appointed directly by the Board will have their time sheets signed and approved by the appropriate editor/manager to ensure that each medium stays within budget for payroll. The media adviser will sign the time sheet of individuals who are appointed directly by the Board and therefore have their salaries set by the Board to ensure they are completed accurately. Pay sheets will not be processed without the proper authorization.
- TIME SHEETS: Time sheets should be completed within the same pay period as the work. It is to the employee's benefit to turn time sheets in a timely fashion. Individuals who do not complete time sheets within the pay period shall be subject to disciplinary action up to and including termination with the following guidelines.
 - *Late time sheets, first offense:* An individual submitting a time sheet late but within a month following the due date will receive a written warning after a meeting with that medium's senior student leader to review the policy and procedure. This individual must document, in writing, that they are aware of their job requirements including the appropriate and timely completion of payroll.
 - *Time sheets more than one month late, subsequent offenses:* An individual submitting a time sheet more than one month late or committing a second offense of being late at all shall receive a written warning after a meeting with the most senior editor and the media adviser. All such instances will be documented in writing to the NCSU Student Media Board of Directors as part of the regular Board report.
 - *Time sheets more than two months late, more than two offenses:* Any individuals submitting time sheets more than two months late or committing a third offense of being late at all shall be put on suspension for at least two weeks during which time they may not receive any compensation from the Student Media for work performed. During that time, they will review the payroll process and procedure with the appropriate personnel. All such instances will be documented in writing to the NCSU Student Media Board of Directors as part of the regular Board report.

- o *Time sheets more than five months late:* Any individuals submitting time sheets more than five months late shall be suspended until the NCSU Student Media Board of Directors can review the time sheets and determine the appropriate action to take.

PROCEDURE

Students will follow the following procedure when hiring other students.

- *Job description and salary:* When a position becomes vacant, the hiring leader will verify the job description and the budgeted salary before declaring the position vacant. If insufficient funds are available, the position shall not be filled.
- *Posting the position:* After determining that funds are available and an adequate job description exists, the student leader shall advertise the vacant position, including the job description, in a manner such that a significant segment of the campus population knows the position is vacant and what qualifications are required and recommended for the position. Advertising the position may include, but should not be limited to, posting notice around campus buildings, announcing the position at meetings, announcing the position at staff meetings, posting notice on the media website, announcing the position on various campus email distribution lists including those of the Student Body President and various college councils. At the very least, written notice of the vacancy will be posted around the Student Media offices.
- *Timeline:* The advertising should be posted for no fewer than seven calendar days and preferably 14.
- *Application requirements:* Students applying for non-entry-level positions should be required to submit at least a cover letter and resume and may be required to submit a portfolio of their work as well. Student leaders may implement other requirements such as a copyediting test as part of the application process at their discretion.
- *Interview:* Students applying for senior management positions one level below that of the senior staff member hired by the board shall interview with both the senior leader of the media and that media's adviser. This includes, for example, all section editors of the *Technician*. During the interview process, the adviser will determine if the senior managers meet the minimum requirements regarding academic progress.
- *Hiring:* The student leader will have final determination over who fills all positions as long as they meet the minimum requirements as outlined in University regulation 11.55.6, all applicable Student Media policies, University regulations as well as state and federal laws. Students will not hire non-students.