

## **MINUTES**

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

Present: Paul Ruddle, Kristen Picot, Laura Simis, Michael Biesecker, Matt Donegan, Robbie Williams, Dean Phillips, Bri Aab, Kierra Leggett, Sam DeGrave, Chelsea Brown, Ajita Banarjea, Patrick Neal, Alex Parker

Absent: Alexandra Davidson (excused), Sarah Buddo (excused)

Others: Krystal Baker, Jamie Lynn Gilbert, Martha Collins, Joe Johnson

**CALL TO ORDER** at 7 p.m. by Paul Ruddle. Quorum was established.

### **NEW BUSINESS**

1. Minutes from March 2013 and notes from April 2013 meetings were approved as submitted by unanimous consent.
2. Election of board officers
  - Paul Ruddle was unanimously re-elected board chair for 2013-2014. (Motion by DeGrave, second by Phillips.)
  - Kristen Picot was unanimously elected board vice chair for 2013-2014. (Motion by Picot, second by Biesecker.)
  - Bri Aab was unanimously elected secretary for the meeting. (Motion by Aab, second by Phillips.)
3. Review of Recruitment & Retention Report

Jamie presented highlights and other items of note from the report, which is included and made part of these minutes by reference. Those highlights and items of note included the following:

  - In all, 378 students expressed an interest in Student Media during a new student/transfer orientation session or during Campus Crawl.
  - The number of transfer students expressing interest was significantly lower than last year, but all other numbers increased.
  - A total of 120 students attended Student Media's Open House, beating the previous record of 90 attendees.
  - One area cited as needing improvement was contacting interested students in a timely fashion. When done correctly, lists from each week's sessions are distributed by the end of business each Friday during Orientation, and the student leaders contact students expressing an interest by the beginning of business the following Monday. According to Jamie, Technician failed to meet that deadline a majority of the time during Orientation, and other leaders were also late in sending their notes of welcome from time to time. According to Sam, all students who expressed an interest were contacted.

4. Review of 2012-2013 year-end budget

Patrick Neal reviewed areas of note, both positive and negative, with the assistance of members of the full-time staff. The year-end budget report is included and made part of these minutes by reference. Those areas of note included the following:

- Student Media had projected to end the year with a \$78,135.20 net loss to be covered by Student Media's Reserve Fund. The actual net loss for the fiscal year was \$93,108.06. Expenses exceeded budget by \$5,440.89. Income fell short of budget by \$9,531.97.

- Agromeck tripled its sales by selling 63 books, as compared to 23 last year. Advertising sales for Agromeck also exceeded budget. In all, Agromeck collected \$15,238.06 in non-fee income, which was 147% of its budgeted goal of \$10,375.

- Nubian Message's non-fee revenue came in at 434% of budget, which allowed the group to exceed its expense budget by 126%. In the end, the Nubian's net profit was \$214.27 for the year.

- Technician exceeded its current services (printing) budget by some \$12,000; that was the cumulative result of special configurations and extra pages/color printed throughout the year that were not justified by ad volume or color demands. This year, Technician will attempt to avoid that by minimizing the number of such requests. Technician also slightly exceeded its payroll budget by about 2 percent, or a little over \$2,000.

- WKNC exceeded its current services budget by nearly \$4,000 due to a required, but unbudgeted, upgrade to the AudioVault system that had been agreed to in 2009, when WKNC first adopted AudioVault. WKNC also exceeded its fixed charges budget by about \$1,500 after it was forced to install a new traffic system midyear.

- General Administration leadership development (travel) costs exceeded budget by about \$1,900 after lodging overages related to Technician and Agromeck sending additional students to the 2012 ACP/CMA convention were charged to General Administration. Travel to a CNBAM convention on the West Coast also contributed to the overage. This year, attendees for the ACP/CMA convention will leave the convention a day earlier than last year, which should help Student Media avoid a similar overage for 2013-2014.

5. Budget update

The September, 2013 budget report is included and made part of these minutes by reference. It was noted that while non-fee income was down early in the year as compared to the same point last year, it was not down as much as reflected on the budget report, as some funds received were not yet reflected in the University's financial system at the time the report was updated.

6. Fee request update

Patrick updated the board on the status of its fee request totaling \$3.10 per student for 2014-2015. Of that request, \$2.20 would reinstate the full-time production assistant's position at Technician and Nubian Message, and 90 cents would be devoted to other inflationary costs. The Fee Request Worksheet is included here and made part of these minutes by reference, as are a number of questions asked by the Fee Review Committee during its initial meeting Sept. 6.

One of those questions, which focused on the sustainability of Agromeck, prompted an extended discussion about the need to arrive at long-term solutions *vis a vis* Agromeck and Windhover.

In response to queries by Michael, Patrick and the staff discussed the efforts being undertaken to shore up Agromeck financially. These included continued focus on single-copy sales and advertising, as well as reaching out to freshmen as a target audience for increased sales.

Michael expressed skepticism that either source would ever be enough to make Agromeck truly self-sufficient as long as we were giving away the vast majority of the books, which cost about \$85 each to produce once all printing and labor expenses are taken into account. He asked about the possibility of revisiting the idea of a "check-off box" on the university's tuition payment interface that would allow parents to order a copy of Agromeck with a student's tuition payment. Patrick said that he and Krystal had approached University Registrar Louis Hunt shortly after Patrick's arrival at N.C. State about the possibility of including such a box, and Dr. Hunt seemed enthusiastic about the idea. However, he said, a subsequent meeting with the director of the University Cashier's Office and his staff was unsuccessful, as the Cashier's Office was unwilling to take on the responsibility of billing for yearbooks from the standpoint of collections. Patrick said that he would be willing to ask about the possibility again, in a more formal manner, if it was the will of the board that he do so. If that was impossible, Michael said, Student Media would either need to ask for a fee dedicated solely to Agromeck or consider discontinuing the book or moving to a digital-only format, as many other large universities had done. Martha Collins interjected that Agromeck was a very old tradition at N.C. State and asked that the initiatives already on the table be thoroughly explored before making any drastic decisions.

In the end, Patrick asked the board to table the discussion until a future meeting pending the outcome of the current fee review process, and to allow the staff to gather additional information.

7. Consideration of request from Wolfbytes/Wolfpack Sports Television re: Wolf TV name

Patrick said that late in the spring semester, B.J. Attarian from Wolfbytes/Wolfpack Sports Television had written asking if Wolfbytes/WST (which was the parent organization of Wolf TV prior to 2009) could have the Wolf TV name. Patrick told B.J. at that time that he could not unilaterally relinquish the name without consulting the board and agreed to put B.J. on the board agenda for its first meeting of 2013-2014 so that he and his staff could make their case. Since no representative from Wolfbytes/WST was present for the meeting, however, Patrick recommended that the board table that request until such a representative could attend, and the board agreed to do so.

8. Consideration of request to change compensation policy from Technician re: copy editors

On behalf of Technician, Patrick asked that the board change Student Media's compensation policy to allow deputy editors to serve as copy editors on their off nights, as employing copy editors who had no reporting experience had yielded poor results both last year and the early part of this year.

Jamie asked what the deputy editors were doing during their regular shifts if they weren't copy editing. Patrick and Sam explained that while copy editing was indeed part of those deputy editors' responsibilities, separate copy editors were built into the process to act as an additional safeguard against mistakes. Patrick noted that the positions were already accounted for, so the change should not have any negative budgetary impact.

In the end, the board unanimously approved a change to the compensation policy's wording that would allow deputy editors to serve as copy editors. (Motion by Biesecker, second by Phillips.)

The original phrase of the compensation policy read as follows:

"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."

The change added the word "leadership" to the policy as indicated in bold below:

"Senior Leaders may hold no other paid position within the Student Media. Mid-Management student employees may hold only one **leadership** position at a time within one medium."

The full compensation policy, including the proposed change indicated as a handwritten note thereon, is included here and made part of these minutes by reference.

#### **REPORTS**

- Agromeck
- Nubian Message
- Windhover
- Business Office
- Technician
- 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 approximately 8:20 p.m.



## **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**

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### **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 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 Moone 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**



## Personnel

For the first time last summer the Technician opened its retreat to all new staff members. After an active and highly successful recruiting effort that started lasted the entire summer, I thought this would be a good way to get aspiring reporters interested. I think I was right because at the first news meeting of the year we had between 30-40 people show up. Since then, however, numbers have begun to dwindle, but I don't see this as a problem yet. I am keeping close watch on the number of people coming and going from our office, and so far, the decline doesn't seem to be reason for panic. It seems only the usual amount of people have left due to the usual excuses, which include homework, other clubs, lack of time, etc.

One thing that has been different, however, is how we are starting the new writers. This year we are requiring that all new writers start in the news section. This is because we have seen a decline in the ability of writers from other sections to write news stories in addition to sports, features or columns, which I understand did not used to be the case at the Technician. Since this policy has taken effect, we have seen lower numbers in the other sections, but it isn't yet possible to tell if that is the result of this policy or of a lack of interest. This is also an issue that I will be monitoring closely in the coming weeks.

## Training

As I mentioned previously, this year's retreat was open to all staff, including new writers. For this reason, the main purpose of the retreat was training. During the three-day session, Patrick and I led various training exercises in which we discussed ethics, AP style, Technician style, reporting and staff expectations. We also had three guest lectures come in to help inspire and train the staff members who attended the retreat. Dick Reavis, a professor of English, Barry Saunders, a columnist for the News & Observer, and Dan Kane, a reporter on the N&O's investigative desk, all spoke at the retreat and answered questions.

Since the retreat, training has become more the responsibility of section editors and is implemented at each weekly staff meeting. I have stopped by at least one of every section's meetings and helped with the trainings. We are currently planning our first monthly training, which will be held at the end of September.

## Technology

So far technology has not given us too many problems. We recently updated our CS software to Adobe CS 6. The new software came with the challenge of getting used to it, but I think my designers have adapted well and are making the most of it. My main complaint when it comes to technology is our printer. It has been more than a year since we have been able to print pages to proof every night. Though we have tried some temporary fixes, this is a problem that is more serious than it may sound and needs to be resolved.

## Coverage

Overall, I have been happy with our coverage since I became editor in April. We are dealing with a new staff, and that comes with its benefits and draw backs. To expound upon ideas mentioned previously, the fact that our staff is young and seems interested is great and gives me hope for the future of the paper. However, a young staff also

means a considerable amount of training must be done. There have been a few more fluffy pieces than I would like to see, but I we have been using these pieces to train new writers, so as the reporting gets better, I'm sure we'll begin to see fewer of these stories. That being said, I think we have done a good relying on those of us who aren't new to report more serious stories. So to repeat myself, I think our coverage has been about as good as it can be given our current situation, and I look forward to seeing how it develops during the course of the year as our writers mature.

#### Deadlines

I will preface this by saying that making deadline has not been a strong suit of ours so far, but I am hopeful. Since the school year started, and we shifted to daily production, we have only made deadline about six to eight times. Thankfully, four of those times have been the past four nights, so it seems we may have found our groove. I think the main reason we have missed deadline is because I don't have a managing editor. I am currently looking for one.

#### Ethical/Legal Issues

So far we have not run into any ethical or legal problems. There have been errors in the paper, but we have run corrections. Unfortunately I have not been as diligent as I should be about updating our online correction page, but our multimedia editor has since taken this responsibility and is keeping up with it.

#### ***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**

REVENUE: Non-fee income (money in the bank), as of Aug. 31, 2013: \$1,859.50

Baseball from FY1213 – \$1,050.00

Tir Na nOg – \$600.00

Promotions/Live Nation – \$200.00

Merchandise Sales – \$20.00

Other – \$(10.50)

Previous years have shown we should be at around \$5,000 in deposited income by this time. I'm not sure how worried I should be, but the deficit is certainly worth noting in the board report. Krystal has been having a dickens of a time getting things deposited which then means she has less time to do other things and some of those things include collecting income for us. There have been about \$2,000 in DA sales in July and August, which is mostly on par with previous years. I am working on creating a sales staff in-house at WKNC to help off-set the Tir Na nOg loss. This staff is made up of myself, David Smith (music director), Zach Dorsett (promotions director), and Michael D'Argenio (operations manager).

## **OUTREACH:**

We had our first Fridays on the Lawn on August 19th (it being a Monday, it's been labeled Concert on the Lawn). It was largely successfully, garnering a crowd of an estimated 400 students to the brickyard. It featured Museum Mouth and Heyrocco. We attracted several students to our interest meetings via this event, as indicated on their new DJ applications due two weeks ago. These applications showed that approximately 75% of applying DJs found out about WKNC through orientation, and approximately 90% attended Concert on the Lawn. We are currently working on planning subsequent Fridays on the Lawns, but we are waiting to hear back from which campus organization will sponsor the bands. We also put magnets that our graphic designer, Lauren Woodard, designed in all of the new freshman's orientation bags. We have 2,000 remaining magnets for promotional use.

## **PERSONNEL:**

We have about 100 of our 120 staff members finished with their paperwork. This has been a grueling process, as there is never any one time that all 120 of us are ever in one room. We had a staff meeting that helped us tackle down some kids, of which 80 people were in attendance. By September 23, any DJ/volunteer/staff member that has

not completed her paperwork will be terminated. Fall hiring is completed for this semester, with some new BOD members: David Smith (music director), Michael D'Argenio (changed from operations manager to program director), John Kovalchik (changed from program director to operations manager), George Chandler (underground director), and Nick Savage (recently returned public affairs director who studied abroad for the past year). We are currently dealing with the severe injury of our Asst Engineer, who is currently unable to perform his duties. My chainsaw director position is vacant with no applicants, so I have rerouted the money to production assistants. John Kovalchik (operations manager) took over interviews for Hopscotch Music Festival. He did an amazing job, successfully arranging, completing, and scheduling 33 interviews at my current count. I also haven't fired anyone.

#### TRAINING:

We have 28 students in our new DJ training class out of 63. They are all scheduled for their in-studio training. Over the summer, we had 16 students in our training class, and all but one have been successfully tested and certified to DJ. We had a staff retreat in New Bern, hosted by Zach Dorsett (promotions director). We traveled to maintain focus, meaning to keep twelve students' attentions for a full weekend. We came up with a vision and long term goals for all BOD members to consider when handling their events. This was also extremely useful in introducing departments to each other. Last year, the general consensus was that directors did not know each other, thus could not ask each other for help. For this reason, we are having regular staff meetings, BOD meetings, and a semester retreat.

#### TECHNICAL:

We upgraded our AudioVault system to the new AV Flex, which is considerably easier to use. We have also installed the new profanity delay. Michael D'Argenio (program director) worked very hard to set up a remote broadcasting system with Doug Flowers, which we used to remote broadcast over twenty hours at Hopscotch as their main media sponsors. Michael D'Argenio has also been made head of the website redesign project fronted by Mason Morris (webmaster). Mason has been showing proofs to Michael to display his work effort. We are working on podcasting our 33 Hopscotch interviews, which were conducted from Wednesday to Saturday of the festival. Jamie has revisited and revised our Podcast Release Form. Clint Bowman (asst. music director) was the first to successfully complete this process with his interview of Jamaican Queens.

#### AWARDS:

We are finalists for two national awards: Best Student Media Website in College Broadcasters Inc. and Best Newscast in the College Media Assoc. Pinnacle Awards. Awards will be given out in October. I received a grant to attend the College Broadcasters National Conference in October with Walt Lilly (production manager), David Smith (music director), and John Kovalchik (operations manager). Each will be presenting a session or leading a roundtable at this conference, showcasing N.C. State to a national array of broadcast media student leaders.

# 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
	<b>734</b>	<b>701</b>	<b>706</b>	<b>905</b>	<b>774</b>	<b>709</b>	<b>481</b>	<b>296</b>

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
	<b>164</b>	<b>84</b>	<b>80</b>

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	\$ 70,540.22	
TOTAL	\$ 80,971.37	\$ 85,878.28	106%
Profit/Loss	\$ 0.00	\$ 11,575.51	

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	\$ 10,942.67	
TOTAL	\$ 11,936.08	\$ 15,279.67	128%
Profit/Loss	\$ 0.00	\$ 214.27	

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)	

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	

059	WNNC		
	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)	

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)	

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)	

	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%

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 MEMBERS

	Budget	Actual	Percent
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	
TOTAL	\$ 83,587.37	\$ 29,466.61	35%
Profit/Loss	\$ 0.00		

## 061 NUBIAN MESSAGE

	Budget	Actual	Percent
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	
TOTAL	\$ 14,192.16	\$ 5,211.42	37%
Profit/Loss	\$ 0.00		

## 057 TECHNICIAN

	Budget	Actual	Percent
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	\$ -	\$ -	
TOTAL	\$ 337,443.38	\$ 7,924.13	2%
Profit/Loss	\$ 14,502.86		

## 058 WFLA COVER

	Budget	Actual	Percent
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	\$ -	
Fee income	\$ 25,006.68	\$ 10,688.86	
TOTAL	\$ 25,506.68	\$ 10,688.86	42%
Profit/Loss	\$ 0.00		

## 059 WKMG

	Budget	Actual	Percent
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	
TOTAL	\$ 59,253.65	\$ 4,306.18	7%
Profit/Loss	\$ 0.00		

## 060 GENERAL ADMIN

	Budget	Actual	Percent
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	\$ -	\$ -	
Fee income	\$ 354,739.22	\$ 151,629.81	
TOTAL	\$ 354,739.22	\$ 151,629.81	43%
Profit/Loss	\$ (20,574.37)		

## 066 TECH SUPPORT

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

## 067 CAMPUS

	Budget	Actual	Percent
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 &lt;pcneal@ncsu.edu&gt;

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

1 message

Holly Durham &lt;hmdurham@ncsu.edu&gt;

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.

- *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.