

## **Agenda**

**Tuesday, Oct. 8, 2013 • 7 p.m.  
Room 201, Witherspoon Student Center**

### **CALL TO ORDER**

### **NEW BUSINESS**

1. Election of recording secretary for meeting
2. Approval of September, 2013 meeting minutes
3. Consideration of request from Wolfbytes/Wolfpack Sports Television re: Wolf TV (discussion with B.J. Attarian via Skype)
4. Appointments to Annual Publication, Broadcast, Business Office and Newspaper advisory boards for 2013-2014 (see attached for current board members)
5. Budget update (Jamie)
6. Fee request update (Patrick)
7. *Agromeck* business model (Patrick)

### **OLD BUSINESS**

1. Approval of change to editor/manager hiring timeline & procedure for 2014-2015

### **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**

## **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.

STUDENT MEDIA BOARD OF DIRECTORS  
Advisory Board membership as of Oct. 8, 2013

Annual Publications

John Cooper Elias  
Michele Chandler  
Courtney Johnson  
Ajita Banarjea  
Chelsea Brown  
Martha Collins

Broadcast

Joe Ovies  
Kelly McCullen  
Dean Phillips  
Jamie Lynn Gilbert

Business Office

Robbie Williams  
Matt Donegan  
Mike Hartel  
Kelly Brys  
Lauren Sundberg  
Chanon Smith  
Amy Callahan  
Sarah Buddo  
Krystal Baker

Newspaper

Paul Ruddle  
Michael Biesecker  
Dick Reavis  
Toni Thorpe  
Nancy Wykle  
Ben McNeely  
Tyler Dukes  
Sam DeGrave  
Kierra Leggett  
Patrick Neal

## STUDENT MEDIA BUDGET VS. ACTUAL

DATE: October 1, 2013  
 PERCENT THROUGH FISCAL YEAR: 25%

056 AGROMECK			
	Budget	Actual	Percent
Payroll	\$ 15,348.04	\$ 3,859.51	25%
Supplies	\$ 750.00	\$ -	0%
Leadership develop.	\$ 2,660.00	\$ 90.00	3%
Admin service charge	\$ 3,118.33	\$ -	0%
Current services	\$ 60,868.00	\$ 221.82	0%
Fixed charges	\$ 843.00	\$ 368.00	44%
<b>TOTAL</b>	<b>\$ 83,587.37</b>	<b>\$ 4,539.33</b>	<b>5%</b>
Non-fee income	\$ 14,650.00	\$ -	0%
Fee income	\$ 68,937.37	\$ 31,093.32	45%
<b>TOTAL</b>	<b>\$ 83,587.37</b>	<b>\$ 31,093.32</b>	<b>37%</b>
Profit/Loss	\$ 0.00		

061 NUBIAN MESSAGE			
	Budget	Actual	Percent
Payroll	\$ 4,833.78	\$ 930.67	19%
Supplies	\$ 150.00	\$ -	0%
Leadership develop.	\$ 955.64	\$ 195.40	20%
Admin service charge	\$ 462.07	\$ -	0%
Current services	\$ 7,616.67	\$ 2,705.49	36%
Fixed charges	\$ 174.00	\$ -	0%
<b>TOTAL</b>	<b>\$ 14,192.16</b>	<b>\$ 3,831.56</b>	<b>27%</b>
Non-fee income	\$ 2,000.00	\$ -	0%
Fee income	\$ 12,192.16	\$ 5,499.12	45%
<b>TOTAL</b>	<b>\$ 14,192.16</b>	<b>\$ 5,499.12</b>	<b>39%</b>
Profit/Loss	\$ 0.00		

057 TECHNICIAN			
	Budget	Actual	Percent
Payroll	\$ 106,092.66	\$ 11,386.93	11%
Supplies	\$ 3,500.00	\$ 850.61	24%
Leadership develop.	\$ 8,500.00	\$ 943.50	11%
Admin service charge	\$ 12,330.64	\$ -	0%
Current services	\$ 180,439.22	\$ 21,170.66	12%
Fixed charges	\$ 12,078.00	\$ 5,183.73	43%
Student financial aid	\$ -	\$ -	0%
<b>TOTAL</b>	<b>\$ 322,940.52</b>	<b>\$ 39,535.43</b>	<b>12%</b>
Non-fee income	\$ 337,443.38	\$ 17,292.61	5%
Fee income	\$ -	\$ -	0%
<b>TOTAL</b>	<b>\$ 337,443.38</b>	<b>\$ 17,292.61</b>	<b>5%</b>
Profit/Loss	\$ 14,502.86		

058 WINDHOVER			
	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	\$ 5.49	0%
Fixed charges	\$ 343.00	\$ 219.00	64%
<b>TOTAL</b>	<b>\$ 25,506.68</b>	<b>\$ 224.49</b>	<b>1%</b>
Non-fee income	\$ 500.00	\$ -	0%
Fee income	\$ 25,006.68	\$ 11,278.94	45%
<b>TOTAL</b>	<b>\$ 25,506.68</b>	<b>\$ 11,278.94</b>	<b>44%</b>
Profit/Loss	\$ 0.00		

059 WKNC			
	Budget	Actual	Percent
Payroll	\$ 37,178.80	\$ 9,596.61	26%
Supplies	\$ 8,682.00	\$ 2,310.59	27%
Leadership develop.	\$ 2,451.92	\$ 1,717.90	70%
Admin service charge	\$ 2,228.93	\$ -	0%
Current services	\$ 3,488.00	\$ 992.28	28%
Fixed charges	\$ 4,224.00	\$ 846.00	20%
Contracted services	\$ 1,000.00	\$ 13.00	1%
<b>TOTAL</b>	<b>\$ 59,253.65</b>	<b>\$ 15,476.38</b>	<b>26%</b>
Non-fee income	\$ 53,529.62	\$ 2,109.50	4%
Fee income	\$ 5,724.03	\$ 2,581.75	45%
<b>TOTAL</b>	<b>\$ 59,253.65</b>	<b>\$ 4,691.25</b>	<b>8%</b>
Profit/Loss	\$ 0.00		

060 GENERAL ADMIN			
	Budget	Actual	Percent
Payroll	\$ 282,923.21	\$ 68,121.42	24%
Supplies	\$ 11,405.00	\$ 5,020.04	44%
Leadership develop.	\$ 4,000.00	\$ 621.10	16%
Admin service charge	\$ 13,502.34	\$ -	0%
Current services	\$ 7,210.04	\$ 719.25	10%
Fixed charges	\$ 873.00	\$ 200.00	23%
Contracted services	\$ 5,400.00	\$ 450.00	8%
Capital outlay	\$ 50,000.00	\$ -	0%
<b>TOTAL</b>	<b>\$ 375,313.59</b>	<b>\$ 75,131.81</b>	<b>20%</b>
Non-fee income	\$ -	\$ -	0%
Fee income	\$ 354,739.22	\$ 160,000.56	45%
<b>TOTAL</b>	<b>\$ 354,739.22</b>	<b>\$ 160,000.56</b>	<b>45%</b>
Profit/Loss	\$ (20,574.37)		

066 TECH SUPPORT			
	Budget	Actual	Percent
Payroll	\$ 73,207.00	\$ 18,347.54	25%
Supplies	\$ 2,500.00	\$ -	0%
Leadership develop.	\$ -	\$ -	0%
Admin service charge	\$ 3,028.53	\$ -	0%
Current services	\$ -	\$ 148.58	0%
Fixed charges	\$ -	\$ 44.10	0%
<b>TOTAL</b>	<b>\$ 78,735.53</b>	<b>\$ 18,540.22</b>	<b>24%</b>
Non-fee income	\$ -	\$ -	0%
Fee income	\$ 78,735.53	\$ -	0%
<b>TOTAL</b>	<b>\$ 78,735.53</b>	<b>\$ -</b>	<b>0%</b>
Profit/Loss	\$ 0.00		

OVERALL			
	Budget	Actual	Percent
Payroll	\$ 524,761.49	\$ 112,242.68	21%
Supplies	\$ 27,437.00	\$ 8,181.24	30%
Leadership develop.	\$ 18,667.56	\$ 3,567.90	19%
Admin service charge	\$ 35,656.52	\$ -	0%
Current services	\$ 278,071.93	\$ 25,963.57	9%
Fixed charges	\$ 18,535.00	\$ 6,860.83	37%
Contracted services	\$ 6,400.00	\$ 463.00	7%
Capital outlay	\$ 50,000.00	\$ -	0%
Student financial aid	\$ -	\$ -	0%
<b>TOTAL EXPENSES</b>	<b>\$ 959,529.50</b>	<b>\$ 157,279.22</b>	<b>16%</b>
Non-fee income	\$ 408,123.00	\$ 19,402.11	5%
Fee income	\$ 545,335.00	\$ 245,966.34	45%
<b>TOTAL INCOME</b>	<b>\$ 953,458.00</b>	<b>\$ 265,368.45</b>	<b>28%</b>

CashBalanceAdjust1314 \$ 119,489.10

Net Profit/Loss \$ (6,071.50)

Current reserve  
 Reserve Transfer

Resolution 38

A RESOLUTION TO BE ENTITLED AN ACT TO EXPRESS THE NC STATE  
STUDENT SENATE POSITION ON PROPOSED INCREASES TO THE  
STUDENT PUBLICATIONS/MEDIA STUDENT FEE

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**Short Title:** Student Publications/Media Fee

**Sponsors:** Senator Mau (Corresponding)

**Signatories:**

**Referred to:** Tuition & Fees

**Version:** Adopted

**First Reading:** 9/11/2013

**Second Reading:** 9/25/2013

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- 1 **WHEREAS**, the Student Media fee is currently \$19.20; and,  
2  
3 **WHEREAS**, the proposed increase for this fee is \$3.10, for a total of \$22.30 for the 2014-2015  
4 academic school year; and,  
5  
6 **WHEREAS**, \$0.90 of the increase would go to annual cost increases and \$2.20 goes to the  
7 hiring of a Production Assistant/Advisor; and,  
8  
9 **WHEREAS**, Student Media serves the NC State community through the Technician, WKNC,  
10 the Agromeck, the Nubian Message, and Windhover; and,  
11  
12 **WHEREAS**, non-fee, self-generated revenues were under-budget in 2012-2013 and are  
13 projected to be under-budget again in 2013-2014, the Student Senate of North  
14 Carolina State University encourages Student Media to explore new ways to  
15 resume a positive trend in self-generated revenues in response to continued  
16 support from student fees; now therefore be it,  
17  
18 **RESOLVED**, that the Student Senate of North Carolina State University supports the work of  
19 Student Media and believes that Student Media has a unique opportunity to build  
20 relationships between the University community and private industry through  
21 sponsorship opportunities; and be it further,  
22  
23 **RESOLVED**, that the Student Senate of North Carolina State University supports the full \$3.10  
24 increase; and be it further,  
25  
26 **RESOLVED**, that the Student Senate believes the reinstatement of a full time advisor for  
27 Student Media is a worthwhile investment in the interest of increasing Student  
28 Media's self-generated revenues; and be it further,  
29



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NORTH CAROLINA STATE UNIVERSITY STUDENT SENATE

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*93<sup>rd</sup> SESSION, 2013-2014*

30**RESOLVED**, that Student Media is strongly encouraged to include “advertising sales” in the job  
31 description of the recreated advisor position; and be it further,

32

33**RESOLVED**, the Student Senate urges the Chancellor and the Fee Review Committee to give  
34 consideration to these recommendations.

Friday, October 4, 2013

**TO:** N.C. State Student Media Board of Directors, Advisory Board members and staff  
**FROM:** Patrick Neal, Director of Student Media Advising  
**RE:** *Agromeck* business model

As you all know, some members raised questions about the long-term viability of *Agromeck* if it continues to follow its current business model. I agree that the current strategy is untenable in the long (or even medium) term.

With that in mind, I submit the following proposal as a starting point for conversation. I would ask you all to review this proposal, think about it between now and our November meeting, and come prepared to discuss it at length.

I would further urge the *Agromeck* staff and the Annual Publications Advisory Board to talk about this plan, compile their thoughts and suggestions, and designate one or more representatives to speak on their behalves at the November meeting.

The proposal I submit to you as a starting point for conversation is as follows:

- For 2014-2015, we retain the current model – 1,000 books printed and distributed free of charge to all pictured seniors and others featured in the book, with expenses partially offset by advertising and single-copy sales.
- For 2015-2016, we switch to a paid book that's open to all classes. We charge enough for each book to cover, at a minimum, all printing and mailing costs. We print only enough books to cover whatever is ordered plus any needed archival/office copies. The books would be mailed straight from the printing facility to the students' homes, eliminating the need for on-campus distribution beginning in the spring of 2016.
- We spend the remainder of this year and all of next year preparing for the switch. Early on in that time frame, we focus on convincing the Cashier's Office to add an optional check box for the yearbook to the tuition interface, collect that money from students and their parents on our behalf, and remit all monies collected to us at the beginning of the fall and spring semesters. If we are unsuccessful in obtaining the Cashier's Office's help, we must develop strategies to market the books directly to students and parents.

## 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/managers 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**.

## STUDENT MEDIA ORGANIZATION REPORTS - OCTOBER, 2013

### ***Agromeck***

**submitted by Chelsea Brown, editor**

**Personnel:** We have retained 5 staff writers and and 7 staff designers. We lost one staff writer since last board meeting. New staff members are still working in their volunteer period. Staff members are required to complete three assignments before getting paid.

**Training:** We have began work nights every Wednesday and Thursday from 9-7p.m. This has helped train the writers and designers, as well as bond the staff. The section editors have been working well with the new staff. Assignments editor Liz Moomey will be attending the CMA/ACP Convention in New Orleans at the end of the month.

**Marketing and Promotions:** We have received 25 likes on our Facebook page since last board meeting, increasing the total to 536. I made a total of four posts on the page last month, reaching a peak of 601 people, according the Facebook page insights. Two other staff members and I worked a table at the Parents and Families tailgate on Sept. 28. We took pictures of students and their families in the Mr. and Ms. Wuf cut-outs and posted the photos on our Facebook page. We talked to parents about the yearbook and handed out about 15 order forms. We are in with conversation with Balfour to market directly to freshman.

**Deadlines:** We plan to submit 62 pages on October 9th. Since we are two spreads ahead on our deadline schedule, this will still keep us one spread ahead going into the Dec. deadline. Most of the content is in and we should not have a problem making deadline. Proofs just came in from our last deadline and we will complete those next week.

**Technology:** The computers in the *Agromeck* office have still not been updated to CS6.

### **Business Office**

**submitted by Sarah Buddo, business office manager**

#### **Revenue:**

*Technician* - Since the last meeting, sales dropped dramatically but we are starting to see an increase in the past week. Hopefully this upward trend will continue as some apartment complexes have started to ramp up their marketing. A lot of our local customers are nervous about advertising right now with the current economic climate. We are searching for other ways to bring in additional revenue such as coupon book to go along with our new pack premiums portion of the Student Media app. We have been discussing sales in our bi-weekly meetings and trying to get all hands on deck to bring sales up this semester. We have three special editions coming up, and we are sure that these will bring in the extra revenue that we need during this slump. These specials will be the Homecoming edition, Basketball preview, and Living Guide.

WKNC - Our sales for WKNC are primarily made by our WKNC sales rep, Jane Trunk. But, there has been a small increase in the rest of our sales staff

creating revenue for this media outlet by our red, blue, and green package deals. We are very excited about the spark of interest in WKNC and hope to keep it up. *Nubian Message* - Sales for the *Nubian* have been down. We are doing a *Nubian Message* sales push for the month of November and offering a buy one ad get one free deal. We hope this will encourage some new clients to advertise as well as help existing clients try the *Nubian* as a new media outlet if they have not advertised there before. We have also hired a sales rep just for the *Nubian Message* and he will start next week. More information is in the personnel section of the report.

*Agromeck* - We are hoping to do Senior pages this year in the *Agromeck* and sell a lot of these advertisements to increase revenue for our office. A lot of other schools do this and it creates a lot of extra revenue.

**Personnel:** We have hired a new staff member, Delton Greene. He will be assisting us with sales for specifically *The Nubian Message*. We are hoping having one staff member focus on this will help increase sales for the *Nubian*. He is enthusiastic and already has some ideas of new clients so we are excited for Delton to start.

**Training:** This year's SUN Conference was held here at NC State. Some of our staff got to attend and it was a very good experience for everyone that could go. We learned sales tips and got to hear about advertising ideas that other schools have implemented. Everyone was very enthusiastic and it was a great experience.

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

**Personnel:** Numbers have remained pretty high. Two people have had to leave *Nubian* staff as their schedules would not allow them to accommodate the *Nubian*. Also, Kelly has had to take on a lesser role at the *Nubian* in order to help out with an ailing family member.

**Training:** I have been working with several members of staff to teach them how to use InDesign, many have a basic understanding of the software, but still have not mastered it completely. DeErricka has also been working with staff members on how to maintain the website and update the app as well as how to manage our social media accounts. We would really like to begin the spring semester with staff less dependent on the two of us in the production process.

**Coverage:** Within the past few months, my staff and I have tried to position the *Nubian Message* as more of a news magazine rather than a newspaper. We have remained consistent in covering news stories such as the racial diversity in the NCSU Pan Hellenic Association and the Randolph County Schools ban of Ellison's *Invisible Man*, but have also included some lighthearted features, in particular, "Up Cuffed and Personal: The Real Deal Behind Cuffing Season."

**Deadline:** The next issue of the *Nubian Message* will publish on Oct. 17, 2013.

**Technology:** All of the computers in our office have been updated with the latest version of Adobe InDesign as well as wiped clean the main computer in the office because it was freezing often and moving very slow.

**Ethical/ Legal Issues:** An unsigned editorial was published in the Sept. 11 edition of the *Nubian* in response to a freshman student at Appalachian State University, who after the NC A&T vs. App State football game used hate speech in describing NC

A&T fans at the game. I contacted the young lady several days prior to publishing the editorial but heard nothing from her in response. After the editorial was published, she contacted me saying she wanted to publish an apology letter in the *Nubian Message*, but that she only wanted it to be published online. I explained to her that if she wanted to reach the same audience as the original article did, it would be best to publish in both the print version of the *Nubian Message* as well as on the web. Despite me clarifying to her in my first e-mail that I was writing an article for the paper about the incident, as well as her reading the editorial online, the young lady claimed she did not know I had already published something in the "school paper" about her. She went on to say that she did not want her name published in the paper and wanted to know "how much further" I was planning to go with this story. In another e-mail I explained to her that prior to the story being published I contacted her, giving her ample time to respond. I also posed to her that if she had already sent a public letter of apology to both NC A&T as well as App State the letter was public record and I reserved the right to publish it as well as report on it as I saw necessary. She did not respond to this e-mail nor did the Nubian publish her apology, but it can be found on the website of the *A&T Register*.

**Revenue:** The 2013-2014 publication calendar shows that there are 20 issues of the *Nubian*, however only 19 were budgeted for. I had to omit the Oct. 2 paper from the calendar as a result. Also we are over in color budget. The *Nubian* has run 4 color issues this semester. We are budgeted for 5 issues in color. The color budget was just for one side, but we have been running double color, which is double the cost. Henceforth, the *Nubian* will print in black and white the remainder of the semester, unless we have a color ad. Color ads were present in all but one of the color papers this semester, but it still did not offset the cost of double color printing.

### ***Technician***

**submitted by Sam DeGrave, editor**

**Personnel:** Shortly after the last board meeting, I fired the Viewpoint editor. He had, on numerous occasions prior to his dismissal, demonstrated unwillingness to follow instructions. In the early hours of Sept. 12, he published a column online without my consent after I told him the night before that the aforementioned column was not to be published until we could discuss it together. This was the proverbial straw that broke the camel's back and cost him his job. Megan Ellisor is the new Viewpoint editor. She served previously as a deputy Viewpoint editor, and I believe she will do a fine job leading the section. She has demonstrated that she has both the skill and editorial vision required for the position. Since the last meeting the diminishing numbers of staff members, which I mentioned in the last board report, has ceased to be a problem. I think the people who are with us now will be with us for at least the rest of the semester. If I notice this is not the case I will make sure to include that in my next report.

**Training:** Two weeks ago we changed the way all staff meetings are conducted. Previously, each section met independently, and these meetings took place between 3 p.m. and 9 p.m. on Sundays. This was problematic because it greatly hindered the production process on Sunday nights. We now hold meetings of the entire staff in Witherspoon 201 on Sundays. In these meetings, I cover a weekly training topic, which usually relates to things I've noticed in the paper the previous week.

**Technology:** Our printing situation has not improved since the last meeting, but WolfCopy has given up, so are now free to get our own printer. Hopefully, we will have

our own printer soon, so that we can start printing pages regularly. Also, at the end of the summer, Doug set up the office computers so that each staff member was required to enter a password to sign in every time one of the computers in the office fell asleep. This caused a number of problems for the production process, but as of last week, Doug removed this feature, and we haven't had computer problems during production since then.

**Coverage:** I have been content overall with our coverage since we last met. There have been a few stories that I felt could have been done better, but as I mentioned last month, our staff largely consists of new reporters. I have been working closely with many of them, addressing where they could've done more to make their stories better, so I expect that in my next report I will be able to say that coverage has improved.

**Deadlines:** During the last pay period, we made deadline eight out of 18 nights. This is unacceptable, but it is better than last month. In the span of one month we have decreased the percentage of times we missed deadline from about 75 percent to about 50 percent. Additionally, of the 10 nights we missed deadline during the last pay period, we submitted no later than 10 minutes past midnight on eight nights. So while I recognize we are still nowhere near where we need to be, I think we are on the right track.

**Ethical/Legal Issues:** See "Personnel" above.

### ***Windhover*** **submitted by Ajita Banarjea, editor**

**Revenue:** We have not accrued any revenue thus far, but I have started looking into the possibilities/pros and cons of sponsorship. Gaining sponsorship would not only raise awareness about *Windhover*, but it would also give companies that are interested a chance to participate in *Windhover*. At the same time, there is the worry that sponsorships will conflict with the idea of a literary magazine, but we believe this can be overcome by attributing a simple page to sponsors in the publication.

**Personnel:** I have now confirmed my design team as follows:

- Monica Galletto (Design Editor)
- Mitch Caldwell (Senior Designer)
- Valen Lin (Senior Designer)
- Lynn Masters (Junior Designer)

These new recruits are in the process of filling out their university payroll and job agreement paperwork.

**Marketing:** I posted an update on the *Windhover* website regarding the deadlines for submissions this year. On Facebook, we have earned 14 new likes, with 178 likes total. On Twitter, we have 166 Followers. I will post the *Windhover* deadlines on the social media sites soon. I have started talking to my design editor regarding advertisements for the Open Mic in November. We are brainstorming designs to promote this crucial event.

**Events:** The Open Mic Night is still scheduled for November 7th at the Crafts Center. This is confirmed.

**Deadlines:** We have finalized the priority deadline for November 30th, to avoid a lack of submissions because of finals or winter break. We have decided on a final

deadline of January 10th. We have had several poetry submissions, and some short story submissions thus far, and seem to be doing well for this early in the year.

## **WKNC**

**submitted by Bri Aab, General Manager**

### **Revenue:**

Non-fee income (money in the bank), as of Sept. 30, 2013: \$2,109.50  
DA sales for business office – \$250.00  
Baseball from FY1213 – \$1050.00  
Tir Na nOg – \$600.00  
Promotions/Live Nation – \$200.00  
Merchandise Sales – \$20.00  
Other – \$(10.50)

**Outreach:** We've announced one of the three Fridays on the Lawn dates as October 18 from 5-7 p.m. with The Virgins Family Band and Johnny Alright. It is sponsored by UAB and IRC. We are ordering some items with sponsorship money to give away free at the event. Our off-campus promotions director has begun generating posters out of our CMJ charts to hang both at Schoolkids Records and WKNC. Our Program Director, Michael D'Argenio, is working on a plan to remote broadcast weekly during Friday's Local Lunch segment. This is planned to take place on Harris Field but until the construction there is completed, we are considering the Brickyard with the obvious cons being the amplified sound rules and the large potential for background noise.

**Personnel:** Our second staff meeting of the semester is scheduled for October 14 from 8-9 p.m. We are going to rotate Monday and Tuesday nights to keep those with weekly obligations on a certain night from missing every meeting of the semester. Former DJ, Craig Reed, recently took over the management of the Local Band Local Beer project. This change means a lot of additional work from our end: greater contribution in weekly bill booking, revising the artist contract with Tir Na nOg to reflect a new budget from them that will allow for backend deals and small guarantees, and a changing of all of our media to reflect a new start time (9:30 p.m.), but we think that the work will be worth it in the end.

**Training:** Our training class will have its last meeting Thursday, Oct. 3 from 6-7 p.m. We will be administering a written test on the training manual and class. Following the test, we've begun scheduling board tests to be done by John, Michael, and me. We are projected to have 27 new DJs for the fall semester, which is a number slightly higher than what we've generally allowed. We did this to ensure that this slightly larger graduating class would have replacements.

**Technical:** The WKNC chief engineer, Charlie Townsend, is battling a health issue, and he is thus unable to fulfill his engineering duties for an undetermined amount of time. We are looking at hiring an interim engineer or replacement for him. Our blog is projected to move from the WordPress format to Tumblr on October 10. While I do not believe that this goal will be achieved quite on time, I am positive that it will be completed by the end of fall break. Michael reported an issue with the DJ Skimmer to Doug recently, and they are looking into why it abbreviates the breaks occasionally.

**Awards:** We were nominated for three awards from the College Music Journal, a publication used by most college radio stations in the United States and still many more



abroad. The categories that WKNC was nominated for were: Best Community Resource, Best Champion of the Local Scene, and Best Music Taste. The conference, which David will be attending on leisure with no WKNC funds, will be held in New York October 15-19. After the full schedule was published, it became obvious that WKNC has one of the highest representations of student lecturers at CBI in San Antonio, making it into the top three schools selected to be on the presenting schedule.

**Sharing Information In Multiple Formats:** As part of Student Media's departmental objective to have a staff to be knowledgeable of current journalism, broadcasting and marketing practices in print, audio, video and online, each department is focusing this year on its ability to share information in multiple formats. For WKNC, this means the station's ability to communicate beyond its initial broadcast signal. This encompasses WKNC's blog, podcasts and social media presence.

The WKNC blog had 34 posts during the calendar month of September 2013. There were also 34 blog posts in August. In comparison, there were 32 total posts for May, June and July. Part of jump in posts is due to previews and reviews of the Hopscotch Music Festival. Blog editor Danielle Carozza has also been proactive in her new position. The blog had 15,447 page views during September, which accounted for a quarter of all traffic to wknc.org. The perpetual most-viewed post is the "88.1 Hottest Women in Indie Rock" post from January 2009 with 1,086 views, but "Hopscotch Road Maps: Our Map to Hopscotch by WKNC DJs" had 1,007 page views and General Manager Bri Aab's map had 488 page views. WKNC has a number of podcasts of public affairs and other non-music programming. During the month of September, the podcast from the July 9, 2013 "Eye on the Triangle" was downloaded 120 times.

- @WKNC881 has 5,640 Facebook likes as of Oct. 1, which is 66 more than the 5,574 we had on Sept. 1. There were 48 posts during September, with the 33 being auto-posts from the WKNC blog. Our most viewed posts were status updates, rather than links, with more than 2,000 people seeing a Sept. 17 post about WKNC's nomination for three CMJ awards. That post also had 26 likes.

- @WKNC881 has 6,812 Twitter followers as of Oct. 1, which is 140 more than the 6,672 we had on Sept. 1. There were 61 tweets during September, which includes 24 auto-posts from the WKNC blog and 18 retweets of another user's content. A tweet about the CMJ award nomination also received the most retweets (11).

- @WKNC881playlist has 205 Twitter followers as of Oct. 1, which is 21 more than the 184 followers we had on Sept. 1. The account also received 41 mentions from bands or fans commenting on the playlist.

- There were 132 song requests made via the Student Media app during September (we began tracking requests in mid-September). The playlist page of the app had 9,822 views during September and the schedule page of the app had 72 views.