

## MINUTES

**Tuesday, Nov. 13, 2012 • 7 p.m.  
Room 201, Witherspoon Student Center**

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

Absent: Michael Biesecker (excused), Morjan Rahhal (excused), Katie Trapp (excused), Andy Walsh Christopher Watts (unexcused)

Others: Krystal Baker, Doug Flowers, Jamie Lynn Gilbert, Laura Wilkinson

**CALL TO ORDER** at 7:05 p.m. by Chair Paul Ruddle. Quorum was established.

### NEW BUSINESS

1. Approval of minutes from October 2012 board meeting. The minutes were approved with no objections.
2. October Student Center Board of Directors report
  - o Laura Wilkinson asked the board for input on changing the name of Talley Student Center to Talley Student Union. The board voted to have Laura recommend the name change to the Student Centers Board of Directors.
  - o Talley needs an additional \$19.50 more per student than it currently has to remain operational. Mark proposed Laura recommend on behalf of Student Media they get the \$19.50 from 75% student fees and 25% user fees. Jessica seconded. Motion carried.
  - o There will also be an annual service opportunity to spruce up outside Thompson Theatre with benches and flowers.
3. Budget update
4. Wolf TV discussion – As stated in her board report, current Wolf TV Station Manager Morjan Rahhal is resigning her position. After a lengthy discussion, the board talked about a plan for any remaining Wolf TV staff to be transitioned to the *Technician* photography staff. No formal motions were made.

### REPORTS

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

### REPORT UPDATES

Kierra reported Barry Saunders from the *News & Observer* has committed as the keynote speaker at the Nubian Message 20th anniversary celebration.

Michael reported he will also be filling the position of operations manager for the spring, as the current OM will be on co-op for the semester. WKNC DJ "Uncle" Paul Williams was featured in the Nov. 11 [\*News & Observer\*](#).

## **EXECUTIVE SESSION**

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

**ADJOURN** at 7:50 p.m.

## **TEXT OF REPORTS**

*Agromeck*  
**submitted by Alex Sanchez, editor**

Revenue — We have accrued \$1,966.38 from the Homecoming 12-page insert we produced for *Technician*.

According to business office manager Krystal Pittman, 2013 ad sales will exceed projections by about \$2,000. We also plan to sell senior ads, which we will be begin advertising this month.

The book purchasing portal is active on our website. Getting it set up took longer than expected due to some complications on Balfour's end.

Personnel — We have retained all seven staff designers and five staff writers.

Training — Design editor Chelsea Brown and staff writer Nikki Stoudt attended the Associated Collegiate Press convention in Chicago, Ill. earlier this month. They gave a presentation at our staff meeting about what they learned.

Chelsea has made an effort to work one-on-one with designers by allowing them to set up appointments outside her office hours. We also hold weekly "work nights" for writers and designers to work one-on-one with us.

Technology — no change

Deadlines — We met our second deadline of 64 pages Oct. 16 and sent proofs back to the plant on time. Our next deadline of 72 pages is Dec. 18.

Senior Portraits — Lifetouch photographers took senior portraits Nov. 5-9. We sent an email blast to all seniors and appointments filled up within 24 hours. To accommodate the increased demand, we added an extra day of sessions (Nov. 9) and more appointment times. We will have another week of portrait sessions in January. I expect to have more senior portraits this year than the 2012 edition, which had 591.

Promotions — We plan to spend \$400 on mailing postcards to seniors with information about senior ads and the January senior portrait sessions.

*Agromeck* will have a table at the Parents and Families Weekend Tailgate Nov. 10, where we'll photograph students and their parents with Mr. and Ms. Wuf cutouts, show past editions and hand out information about how to buy a book. We plan to upload the photos to our Facebook page to help promote it.

## **Business Office submitted by Olivia Pope, business office manager**

Revenue —

*Technician* — Since the last board meeting, our sales have slightly increased for this media outlet. A large number of the apartment complexes have committed to advertising weekly until the end of the semester. This is expected to help sales numbers dramatically, as well as other businesses now committing to advertise. Also, our sales team seems to have become more efficient and effective now that our turnover of staff is over with, and it is a more consistent work environment.

WKNC — Our sales for WKNC are primarily made by our WKNC sales rep, Jane Trunk. There has also been an increase in interest in WKNC this semester. We have many new clients that are primarily interested in WKNC.

*Nubian Message* — The *Nubian Message's* 20th Anniversary is coming up soon. Our marketing staff is working hard to plan for the *Nubian's* birthday party. Also, we are trying to target businesses for purchasing advertisements for our birthday edition published on Wednesday, Nov. 28.

*Agromeck* — The *Agromeck* was a huge help to us by taking charge of publishing the homecoming preview. The special edition profited \$1,966, and overall it was a huge success.

Personnel — The week of October 28 we hired three new sales staff employees that will begin in the spring semester. Their focus will be on *Technician* sales, but we will train them to sell for all media outlets. These three students range from freshmen to juniors, and we are excited about hiring students that can potentially stay in the office for years to come.

Training — With the new hires for the sales team, Krystal and I decided it would be a good idea to begin training early. So, we are requiring that each new hire come in the office once a week, in order to get acquainted with our office before they begin work. Also, we are planning to have another office training after holiday break. Mike Hartel, the GM of Radio 96.1, has also offered to have our sales staff do ride alongs with his sales staff just to give them an idea of what it is like for professional sales reps.

Expenditures — There will some minimal costs involved with the living expo, coming up in November. Also, Student Media has purchased some advertising items to promote the different media outlets. We are also looking into some additional marketing items such as pint glasses for WKNC.

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

(Report submitted at meeting)

Personnel — I have hired a new managing editor, DeErricka Green. DeErricka is a junior majoring in English and has been very active with the *Nubian* since the beginning of the semester. She was a great staff writer and thus far has proven to be an excellent managing editor.

Training — I traveled to Chicago to attend the Associated Collegiate Press College Media Convention, where I learned an incredible amount. Most of the seminars I attended were in regard to design and layout, an area in which the *Nubian* could most certainly stand to improve. Some of what I learned is reflected in the design of our Nov. 8 paper. I hope to continue displaying and improving upon this in the coming months.

Coverage — Since the last board meeting, the *Nubian* has broken news about local Raleigh church, Upper Room and claims made that the Church's pastor had encouraged members not to vote. This story also appeared in *Indy Weekly* on the same day. Other big stories in the *Nubian* have been *Nuptial Agreement Strikes Controversy*, *Presidential Double-Take* and *N.C. State Drum Major: A Campus Celebrity*. There was also a photo story in the Oct. 17 edition of the *Nubian* surrounding hate speech that was found in the Free Expression Tunnel.

We began our partnership with North Carolina A&T in October as well. On Oct. 10 the *A&T Register* published a *Haute Seat* article by *Nubian Message* staff writer Christopher Lynn. On Oct. 17, we ran the story *Sheila E. Rocks Stage for Aggies* which was contributed by the *Register*. The *Campus Echo* of NCCU has also agreed to contribute stories to the *Nubian* as well.

Following Election Day and the results of the presidential election, we published a *Nubian* devoted solely to the presidential election. All of the articles had some type of connection to this year's election.

Deadline — The *Nubian* was scheduled to publish on Wednesday, Nov. 7 however, I made the decision to push back our publication date until Nov. 8 as I had not received all my content. I ultimately think this was the best decision and the reception to the paper that was published on this day was much better than it would have been had we published on Nov. 7.

Technology — I have created an Instagram page for the *Nubian* (@nubianmessage). We have also began including student's tweets inside the *Nubian Message* so long as they include the hashtag #nubianmessage.

Ethical/ Legal Issues — None at this present time.

Expenditures — The *Nubian Message* 20<sup>th</sup> anniversary celebration will be on Nov. 28. We applied for a mini-grant from the OIED office however, have not been notified as to whether or not we received it. The business office sold more than \$1000 in ads and pizza for the event has been donated by Marco's Pizza.

***Technician***  
**submitted by Mark Herring, editor**

(Report submitted at meeting)

Personnel —

Retention — All things on staff have been going well in terms of staff retention. At this point in the school year, I have a feeling we've weeded out of the duds and we're working with a solid core of writers. Though things can improve in this sense, I know that my folks are dependable.

Leadership — The current news editor, Jessie Halpern, will step down at the end of the semester to focus on her studies. Sam DeGrave, a deputy news editor and eager contributor to *Technician* will take responsibility of the section. I have no doubt that Sam will be capable of leading the section, and he has proven to be a good writer and a dependable leader thus far.

Staff Development — October has been a month of training for many members of our staff. Earlier in the month, Marc Hall, a photographer for the University, led a training session for photographers. In mid-October, the news staff met with reporters from the *News & Observer* and News 14 Carolina to cover news basics. In the past, news writers had been turning in problematic stories, but now the staff has turned around in a way. With the energy from its new leadership, I think the news staff will be able to continue its progress. *Technician* sent three editors to the ACP/CMA convention in Chicago. The attendees focused on workshops in management, design and ethics.

Technology — The switch from website services is on schedule, and we have started designing the layout of the new TownNews site. At the end of the semester, Patrick and I will work on the bulk of the development, and the day before the start of the spring semester, Jan. 6, we will launch the site.

Coverage — *Technician's* coverage has been strong in many aspects. We have added two new sections, a cartoon page called Tech Toons, and a bilingual Spanish-language section called Bienvenidos, which means "welcome." With the help of Spanish-language newspaper *La Conexión* and the enthusiasm of the Bienvenidos staff, the section has been a hit with Spanish professors and Latino students. I have even receive one comment that the Spanish articles are better copy edited than the English stories.

In addition to the extra sections, *Technician* has printed two special tabloid editions since the last board meeting. The *Technician* staff collaborated with the staff to produce Student Media's first Homecoming issue, which was printed the Friday before Homecoming week and distributed throughout that week. Last week, *Technician* came out with the Basketball preview, Red.

In addition to the upcoming exam issue, the features staff is preparing to make a holiday season book review edition.

Deadlines — We've missed deadline seven times since the start of October. The majority of the missed deadlines were due to campaign/election coverage and late soccer games.

Ethics/Legal Issues — Corrections have been continually updated in print.

Additional information — *Technician* has received recognition for its work this semester from various local and national media outlets. ABC-Univision included my comments in a report about college media outlets' coverage of politics in regards to Latino immigration. Friday, Nov. 2, I was interviewed on WUNC's program The State of Things about student involvement in political activism.

***Windhover***  
**submitted by Lisa Dickson, editor**

Revenue — Thus far we have not accrued any revenue, but I am continuing to work on raising funds through sponsorship. I have requested access to a list of sponsors and donors of the Gregg Museum from Director Roger Manley, and am awaiting his response. This would increase awareness of *Windhover's* presence, as well as present a new opportunity for donors to support the arts at N.C. State.

Personnel — Staff members have remained the same, and will be completing their paperwork next week. The junior designer has yet to be determined or run by me.

I have sent out a survey of questions for the voluntary positions that will serve as my committee leaders, and am awaiting the responses as a determinant of who I will select to serve on the boards.

Training — I will be sending out an outline to the committee leaders once they are selected of their basic responsibilities, and an outlined time frame of what they should have done by early December. The committee leaders are responsible for deciding how submissions are reviewed and selected, but the outline will serve as a way to keep them on task.

Events — I have officially set the priority submission deadline as Thursday, December 20.

I have been in touch with one of the owners of the Roundabout Art Collective about hosting our open mic night (which I have decided to hold off until next semester), and am going to confirm that venue after meeting with Anna Ball Hodge in the Roundabout to see if the venue is fitting for our equipment and general needs for space.

Marketing — I have continued my efforts to update the student body about deadlines and submissions through the *Windhover* Facebook page, and have begun doing so on Twitter as well. I have continued to give out information on the priority deadline coming up in December, the submissions that we are receiving, and am working with several of my volunteers in regard to dispersing the postcard fliers around campus once they have been printed. The cost of printing postcard-sized posters that will be dispersed throughout campus has yet to be determined, but I have designed the posters and will determine the estimated cost over the weekend.

**WKNC**  
**submitted by Michael Jones, general manager**

Personnel — I recently hired Tom McTernan as our new personnel director. I am really excited to have him on board to help guide current and upcoming board operators into the N.C. State women's basketball season. Several of our current staff have shown interest in helping us board op for the upcoming games and Tom is scheduling a time to train them before the start of the season.

We have released a number of current staff that have not completed their paperwork after several warnings. At this point it is easier to simply release them than pester them about paperwork that they have shown no interest in completing. They have been warned that they are going to be removed from staff. We will be more than happy to welcome them back to staff if they return; however, they will need to complete the board test again.

I have brought on Jess Gulla as our new librarian. I am happy that we will have someone to be librarian. She has since hit the ground running when it comes to helping replenish the library and organize it. It is a continuing effort that we are more than happy to help her with.

At the end of this semester we will need to find a new blog editor and assistant promotions director due to our current staffers graduating in December.

Legal — On Sept. 22 Jamie discovered that KTCV, a high school radio station in Kennewick, Wash., was using part of the WKNC logo in their logo. We went to student legal services, which then referred us to University General Council. We were told from the University General Council that we did not have a case. Patrick Neal then contacted the KTCV advisor, Ed Dailey, on Oct. 22 about the logo to ask them to change it. It was changed the following day, Oct. 23. They redesigned their logo and removed the part of the logo that used our design for 88.1.

Training — Operations manager Michael D'Argenio and program director Brianna Flannery Aab went to the National Student Electronic Media Convention in Atlanta. They have shared with me that they have learned a lot. I am looking forward to seeing the fruits of their visit when they publish all that they have learned. Michael and Bri also participated in the CBI cybercast live from the convention.

All students that were training to become DJs have now passed their board tests and we are happy to stop calling them training monkeys and instead call them DJs. Several of them have already picked up shows that were vacant.

Outreach — On Tuesday, Nov. 6 we worked with *Raleigh Public Record* to air election night coverage live from Morning Times in downtown Raleigh. Coverage was from 7 p.m. until 9 p.m. We also had several members from our public affairs department there to help out with the broadcast and to make sure that it was broadcasted in our studio.

We sponsored the Divine Fits and Cold Cave show at Lincoln Theatre. Not much came from the sponsorship, so I will reevaluate what can be done next time to ensure that our presence is felt more.

We had a table presence at the inaugural Raleigh Living Dead festival in downtown Raleigh. Turnout was great, the bands were excellent, and thankfully it was not too cold. The crowd was

more family-centered and Halloween-focused and unfortunately we were not able to sell much merchandise. However, it did elicit a positive response from the staff that was involved.

We will be once again airing women's basketball starting Friday, Nov. 9, and I am looking to promote this more this year than we have in previous years.

Awards — WKNC legend "Uncle" Paul Williams won best promo in the College Broadcasters, Inc. National Student Production Awards for his "Friday Night Request Rock" new stereo promo. Selma Abdulhai was also a finalist for best feature for her piece American Muslims reflect on 9/11. Additionally, WKNC was a finalist for a Radio Station of the Year in College Media Association's first Pinnacle awards.

## **Wolf TV**

**submitted by Morjan Rahhal, station manager**

Revenue — Fundraising Chair is in the process of being selected. Interviews have been held and decisions will be made as soon as possible. Ideas for revenue will be coming from them. Fundraising chair will be attempting to hold activities that could generate an income and help Wolf TV grow.

## Personnel —

- Station Manager: Morjan Rahhal: I am planning to resign my position as station manager due to this semester's craziness. The course load is not the issue but the unexpected difficulty of each course is causing me to get behind on Wolf TV and with our reconstruction, we need a solid manager. I have discussed this with Maurizo Lewis and assured him I would not leave without assuring the stability of Wolf TV. Maurizo IS willing to take over as long as we set the foundation which we are pretty much done doing (i.e. setting meeting times, electing CORE members, etc.). In the end the decision is up to you, the board, (because Wolf TV is the baby of *Technician*), but in my opinion Maurizo is the best thing that can be done for Wolf TV.
- Second in Command: Maurizo Lewis
- CORE Members: Interviews are being held after fall break. People running for CORE positions and have expressed interest
  - Secretary: Marissa Morgan
  - Fundraising: Saba, Evan
  - Publicity-Saba, Greg, Aicha, Victoria, Brandyn
  - Social Networker (under Publicity): Zuhair, Victoria, Greg, Aicha, Josh
  - Website Coordinator (Student expressed their want to hold this position): Josh, Brien
  - Unofficial Historian: Rahma, Greg
- General Staff
  - Sara Awad
  - Josh Beaddles
  - Zuhair Bedwan
  - Glenn Billups
  - Aiesha Burrell
  - Brien Croft
  - Zachary Francis
  - Rahma Hida
  - Saba Khan
  - Maurizo Lewis
  - Jonique Lyles
  - Morjan Rahhal



- o Sean Smith
- o Brayndon Stafford
- o Evan Stone
- o Kendra Stowe
- o Jillian Ward
- o Daniel Wilson
- o Greg Wilson

General staff has been cut down to people who have been attending regularly.

Training — Maurizo is setting up one-on-one times for member to learn Final Cut Pro. In the meantime, members are encouraged to use whichever software they are comfortable with.

Deadlines — Assignments have deadlines of within a week.

Ethics/Legal Issues — No ethical dilemmas or legal issues have occurred thus far and we hope to continue this way.

### **Wolf TV discussion**

Current Wolf TV Station Manager Morjan Rahhal is resigning her position. While the Wolf TV staff has been meeting and completing assignments this fall, nothing has been posted to the Wolf TV website and the majority of work programming content for Channel 79 was done by Jamie and Doug at the start of the semester. Patrick outlined the limitations of Wolf TV as lack of studio space, consumer-grade cameras and no real support structure. Another pending problem is it will cost \$6,000 for equipment to upgrade to IPTV if we want to keep Channel 79. We are missing an opportunity by not having an effective video outlet at a campus of this size, but there are other ways to create a multimedia outlet.

Mark, who in charge of Wolf TV as *Technician* editor, proposed incorporating the multimedia asset alongside photography on the *Technician's* new website with TownNews, set to launch in January. He has been brainstorming the idea of creating a new system in which *Technician* would directly oversee Wolf TV, rather than having a middleman (separate Wolf TV station manager). By including video coverage in the photographer's work description, the point of learning to use video equipment and its importance in the future of media can be pitched to students interested in these positions, as well as bringing new attention to the Website. We can propose the idea of video compilations to the photographers that we already have by presenting it as a new experience for them—if they are going to be photographers, they need to stay up to date with the most recent technologies and be able to use different forms of media. Krystal pointed out that there is no direction within Wolf TV right now, which is the main issue, but if Mark is able to dictate how things should be run, they may stick around and take the job more seriously. Channel 79 won't necessarily go away if we take it down for a semester to experiment with these tactics.

Videos could be compiled as interviews, compilations, and slideshow formats. Mark stated that he will direct the photographers and give them an outline of how to handle the video content. As far as the Wolf TV name is concerned, the only reason to keep it around would be for branding purposes, but we don't really have an attentive audience to the station to bring along with the name. The Wolf TV name could be kept and adapted to a tab on the *Technician's* website, but as pointed out by Alex, this doesn't really benefit either section.

How would/could we pay the photographers who work on the video content if we were to merge Wolf TV into the *Technician*? Current Student Media photographers are paid \$10 per published photo as they run. We don't have to commit to a whole new structure to experiment with this concept.

**October 2012 Report**  
**Compiled by Patrick Neal, Director**

*(Note: Report includes items and events  
from Oct. 1 through Nov. 7 report date.)*



**Student Media fee request yields \$3.70 per-student increase** – The N.C. State Fee Review Committee approved a fee increase of \$3.70 per student for Student Media on Oct. 2. The committee voted 8-1 to approve the increase, which brings Student Media's total fee funding level to \$19.20 per student. Student Media had originally requested a fee increase of \$5.50 to fund improvements to WKNC's transmitter infrastructure and ultimate replacement of its transmitter, restoration of a full-time production assistant for *Technician* and *Nubian Message*, and salary increases related to the reclassification of four full-time staff members. The Student Senate's recommendation to the FRC was \$3.66. In light of the reduced funding award, Student Media will move forward without a full-time production assistant and continue to rely on the Journalist-In-Residence model for newsroom advisement through at least the 2013-2014 fiscal year to account for the shortfall.

**Windhover, Agromeck win Pacemaker, Best of Show awards at CMA/ACP Convention; WKNC a Pinnacle finalist** – The College Media Association and Associated Collegiate Press announced its awards at the 2012 fall National College Media Convention in Chicago Nov. 3-4. Both the 2011 edition of *Agromeck*, edited by Susannah Brinkley, and the 2012 edition of *Windhover*, edited by Alanna Howard, won Pacemaker awards, which are the highest awards ACP presents each year. The 2012 edition of *Windhover* also won first place in the convention's "Best of Show" award for four-year literary magazines, and the 2012 *Agromeck*, edited by Kathryn Glaser, also won a first place "Best of Show" award in the 300-pages or more yearbook category. CMA honored WKNC as a finalist for Radio Station of the Year in its first-ever Pinnacle Award competition.

**Kitchen, Moore and Stadler earn individual awards from ACP** – Two N.C. State Student Media photographers and one designer were recognized for individual honors during the 2012 National College Media Convention. Brent Kitchen earned first place in ACP's Photo Excellence competition in the Spot News category; Jordan Moore earned fourth place in the same competition in the Feature category. Sarah Stadler earned fifth place in the Design of the Year competition in the Infographic category.

**WKNC wins CBI National Student Production awards** - WKNC's Paul Williams won CBI's top award in its Best Radio Promo category for his "New Stereo" promo for "Friday Night Request Rock." The station was also a finalist in CBI's Best Feature category with a piece titled "American Muslims Reflect on 9/11," produced by Selma Abdulhai. Winners and finalists were honored Saturday, Oct. 27 at the National Student Electronic Media Convention in Atlanta.

**Technician and Windhover earn CSPA Gold Circle awards** – Staffers from *Technician* and *Windhover* also earned organization and individual Gold Circle awards from the Columbia Scholastic Press. For *Technician*, award winners included Sean Fairholm, Certificate of Merit, Sports Commentary; Mark Herring, First Place, Personality Profile; staff, First Place, Headline Writing; Jordan Moore, First Place, Photography Portfolio of Work; Taylor Cashdan, Third Place, Feature Page Design (Broadsheet Format); and Taylor Cashdan, Third Place, Feature Page Design Portfolio of Work. For *Windhover*, award winners included Chelsea Amato, Javan Sutton and Ian Thomas, Second Place, Cover Design; Chelsea Amato, Javan Sutton and Ian Thomas, Certificate of Merit, Table of Contents Page; Chelsea Amato, Javan Sutton and Ian Thomas, First Place, General Use of

Typography Throughout Magazine; Chelsea Amato, Javan Sutton and Ian Thomas, Certificate of Merit, Literary Multi-Page Presentation; and Chelsea Amato, First Place, Literary Portfolio.

**WKNC staffers attend CBI's inaugural National Student Electronic Media Convention, participate in national cybercast** – Two WKNC students – program director Bri Aab and operations manager Michael D'Argenio – attended the National Student Electronic Media Convention Oct. 24-27 in Atlanta hosted by College Broadcasters Inc. They were accompanied by Assistant Coordinator of Student Media Advising Jamie Lynn Gilbert, who also served as one of the principal organizers of the event as secretary for CBI. During the convention, Jamie co-facilitated a "swag swap" with Lydia Ammosow from Loyola Marymount and led the session "Roundtable: Developing a Station Code of Ethics." As part of the event, Bri and Michael broadcast live from the convention via cybercast on Thursday, Oct. 25 from 10 a.m. until noon. WKNC joined stations from Bowling Green State University, Otterbein University, Loyola University Maryland, Seton Hall University, Valdosta State University and Streetsboro High School in the cybercast. While this marked the first year CBI has hosted its own convention separate from the CMA/ACP's national student media convention (see below), more than 300 students, advisers, vendors and professional guests from around the country attended, a total which far exceeded the organizers' expectations—and one that proves the existing demand for specialized staff development opportunities for student radio and TV broadcasters.

**Nubian Message, Technician and Agromeck staffers attend 2012 fall National College Media Convention in Chicago** – Six students – *Nubian Message* editor-in-chief Kierra Leggett, *Technician* managing editor Trey Ferguson, *Technician* deputy news editor Sam DeGrave, *Technician* sports editor Jeniece Jamison, *Agromeck* design editor Chelsea Brown and *Agromeck* features writer Nikki Stoudt – attended the 2012 National College Media Convention in Chicago Oct. 31 through Nov. 2. The Associated Collegiate Press and the College Media Association hosted the convention, which drew upwards of 2,500 student journalists and advisers from across the country.

**Barry Saunders to speak at Nubian Message anniversary celebration; decision on Diversity Mini-Grant applications delayed** – *News & Observer* columnist Barry Saunders has agreed to deliver the keynote address for the *Nubian Message*'s 20th anniversary celebration the evening of Wednesday, Nov. 28. Between 3 p.m. and 4 p.m. that afternoon, *Nubian Message* editor-in-chief Kierra Leggett will speak to a joint meeting of the Chancellor's African American Community Advisory Council and N.C. State's college diversity coordinators about the *Message*'s history, mission and goals for the future. From 4-7 p.m., the *Nubian* will host a multicultural arts and music festival in the Talley Ballroom. Finally, from 7-9 p.m., there will be a reception in honor of former *Nubian Message* editors and staff and their families, with Mr. Saunders delivering the keynote address. On Oct. 5, the *Nubian Message* submitted a Diversity Mini-Grant proposal for \$1,000 to help offset the estimated \$2,000 cost of the celebration. While the application indicated that grant recipients would be notified by Nov. 1, Student Media received an email notification from OIED Diversity Program Assistant Garry Morgan that the grant recipients would not be announced until mid-November. At this writing, the *Nubian Message* has secured \$1,250 in commitments from organizations for advertising in the 10th anniversary edition and other support.

**Technician Editor a guest on WUNC's "The State of Things"** – *Technician* Editor In Chief Mark Herring was a guest on Frank Stasio's "The State of Things" broadcast on North Carolina Public Radio on Friday, Nov. 2. Mark was invited by Mr. Stasio to talk about the political climate on North Carolina's college campuses in the days leading up to the 2012

General Election. An archive of the show is available on the Web at [http://wunc.org/tsot/archive/Campus\\_Politics.mp3/view](http://wunc.org/tsot/archive/Campus_Politics.mp3/view)

**Student Media hosts brown-bag lunch with college communicators** – On Oct. 10, nine college communication directors visited the Witherspoon Student Center for a brown-bag lunch with Director of Student Media Advising Patrick Neal and a tour of Student Media's offices and studios. During lunch, the group discussed ways to ease the flow of information and story ideas between the various colleges and the media organizations. Communicators at the event included David Caldwell (CALs), Angela Brockelsby (Design), Kylie Cafiero (Education), Lauren Kirkpatrick (CHASS), Tilla Fearn (Natural Resources), Steve Townsend (Physical and Mathematical Sciences), Emily Parker (Textiles) and Dave Green (Veterinary Medicine).

**Agromeck produces 2012 Homecoming section** – The yearbook staff produced the 2012 Homecoming edition, which was published in the Oct. 24 issue of *Technician*. In light of the University's ongoing 125th birthday celebration, the staff chose a theme which married coverage of this year's Homecoming activities with notable milestones in N.C. State history. In addition to showcasing the *Agromeck* staff's award-winning work and building awareness for the 2013 edition of the book, the project provided a welcome boost to the yearbook's budget. After all expenses, the Homecoming edition netted *Agromeck* about \$1,900.

**Agromeck senior portraits under way** – The fall senior portraits session for the 2013 edition of *Agromeck* began Monday, Nov. 5 and will end Thursday, Nov. 8. All graduating seniors have been invited to have their free portraits taken for the yearbook, and traffic at this writing has been excellent. *Agromeck* hopes to reach or exceed last year's total of 591 portraits taken for the book. Those seniors who do not have their portraits taken this week will have another chance to do so at the beginning of the spring 2013 semester.

**Agromeck online purchase portal established** – Balfour has established an online purchasing portal for those who would like to purchase a 2013 *Agromeck*, which will celebrate the university's 125th birthday. Books purchased through the portal will be \$65 each, which includes shipping to the purchaser's home. As in years past, graduating seniors whose portraits appear in the book will be eligible to receive free books during spring distribution on campus; the online portal is intended for non-senior students, faculty, staff and alumni.

**WKNC transmitter housing project progressing** – Construction work on a climate-controlled enclosure on the 10th floor of D.H. Hill Library to protect and prolong the life of WKNC's Harris transmitter is under way. Student Media Director Patrick Neal met onsite with Wayne Lynch, a construction shop supervisor with Facilities Operations Repair & Renovation, on Wednesday, Oct. 17 to answer questions about the project, and WKNC consulting engineer Will Patnaud followed up with a second onsite visit on Friday, Oct. 19 to address some final technical and equipment-placement questions. Will submitted an updated construction drawing that answered those questions. Lynch said that barring unforeseen delays, the project should take four to six weeks to complete. The station plans to move into the structure over winter break in December.

**Beale completes journalism residency** – Lewis Beale completed his two-week "tour" as Journalist-In-Residence serving *Technician* and *Nubian Message* on Thursday, Oct. 25. Staff members from both publications said Beale's residency went well and have been positive about the Journalist-In-Residence program generally. Both Lewis and September Journalist-In-Residence have agreed to attend the fall 2012 Newspaper Advisory Board meeting on

Thursday, Nov. 8 (see below) to lend their insight into both publications' strengths and weaknesses.

**Spring 2013 Journalist-In-Residence positions posted** – Both spring 2013 Journalist-In-Residence positions were posted on the University's HR website on Thursday, Oct. 25. The first residency period will begin Monday, Jan. 28 and conclude Thursday, Feb. 7. The second will begin Monday, March 11 and conclude Thursday, March 21. The nightly schedule for those periods will be 6-10 p.m. Monday through Thursday. For this, our residents will earn \$1,500 each. This position will remain posted until Friday, Nov. 9. Our goal is to review all applications, conduct all interviews and select both residents no later than Thursday, Dec. 13.

**Agromeck submits pages for second deadline** – The yearbook staff successfully met its second plant deadline for the 2013 book in October. As of this report date, the staff had submitted about 140 pages out of 312 pages total for the book.

**Business and Marketing Advisory Board gathers for fall meeting** – The Student Media Business and Marketing Advisory Board met with members of the Student Business Office Oct. 24 for the group's fall advisory board meeting. Professional members of the board in attendance included Mike Hartell of Curtis Media Group, Robbie Williams of Schneider Electric, Shannon Smith of Astra-Zeneca, Amy Callahan of John Deere and marketing consultant Lauren Sundberg.

**Wolf TV, WKNC apply for Parents' Fund grants** – Both Student Media broadcast organizations have applied for Parents' Fund grants to purchase needed equipment. Wolf TV submitted a grant request in the amount of \$10,100 for a professional grade camera, an additional editing station, and related accessories and software. WKNC submitted a \$1,000 request for a portable PA system that would enable the station to provide live music (DJ services) for on-campus and community events. Though WKNC receives several such requests each year, it currently has no equipment to fulfill them.

**Student Media students join forces with *Raleigh Public Record*, Leeds Student Radio for Election Night coverage** – Five Student Media students—three from *Technician* and two from WKNC—worked with *Raleigh Public Record* to help cover local, state and national races on Election Night. WKNC General Manager Michael Jones and Andrew Eichen provided a remote broadcast of the election returns from 7-9 p.m. They also worked with Leeds Student Radio in England to provide broadcasts on their student station via Skype at 7:45 p.m. and again at 8:45 p.m. on election night. The *Technician* students—Young Lee, Sam DeGrave and Jessie Halpern—undertook the project in part as an extra-credit assignment for Dick Reavis' ENGL 416 Advanced News & Article Writing class.

**Student Media partners with Free Speech Week Oct. 22-28** – N.C. State Student Media was an official Free Speech Week partnering organization for the second consecutive year. Formerly known as National Freedom of Speech Week, Free Speech Week is the country's premier event celebrating free speech and a free press. As a designated public forum for free expression, N.C. State Student Media is dedicated to supporting and celebrating the First Amendment.

**WKNC welcomes Jenny Besetzt, Some Army for "Friday on the Lawn" concert** – WKNC 88.1 FM partnered with Student Government to present its first "Fridays on the Lawn" concert of the fall semester on Friday, Oct. 12 from 6-8 p.m. on N.C. State's Harris Field. Food was provided by Marco's Pizza on Hillsborough St. Greensboro-based band Jenny Besetzt was the headliner with support from Chapel Hill's Some Army. This show was the

11th hosted by WKNC under the "Fridays on the Lawn" moniker and was included as part of the Wolfstock Concert Series calendar. "Fridays on the Lawn" began in fall 2009 with support from the Union Activities Board.

**MacArthur Foundation Grant notification still pending** – Student Media partnered with the African American Cultural Center Library in applying for a MacArthur Foundation grant to establish the International Collaboratory, a library-based learning lab for high school students interested in creating international connections and increasing their global awareness by developing, creating and sharing media with their peers in the local area, in the U.S. and in Ghana, Jamaica and Botswana. If successful, a portion of the grant will be used to convert Student Media's conference room into a fully-equipped multi-media production facility, and student journalists, photographers, videographers and designers will serve as mentors to participating students in the 2013 spring and fall semesters. The AACC and Student Media were originally advised that they would be notified if they were successful in their request earlier this fall, but AACC director Dr. Sheila Smith-McKoy contacted the foundation during fall break and was advised that grant recipients would not be announced until November; Student Media had received no word on the outcome by this report date.

**Newspaper Advisory Board fall meeting set for Nov. 8** – The Student Media Newspaper Advisory Board will gather for its fall meeting on Thursday, Nov. 8 at 6:30 p.m. in Room 356 of the African American Cultural Center for a midyear meeting with the editors of both the *Technician* and the *Nubian Message*. Members of the board who have confirmed that they will be in attendance include Michael Biesecker of the Associated Press, Dick Reavis of the Department of English, Ben McNeely of News 14 Carolina, Student Media Advisory Board chair Paul Ruddle, Toni Thorpe of the African-American Cultural Center, and fall semester Journalists-In-Residence Nancy Wykle and Lewis Beale.

**Basketball, Fall Living Preview/Expo dates set** - *Technician* has two special sections on deck for publication. *Red*, *Technician's* annual basketball preview, will be published Thursday, Nov. 8. The Fall Living Preview section will published Tuesday, Nov. 13, with the Fall Living Expo to follow Thursday, Nov. 15 on Harris Field. So far, 12 apartment complexes and property management companies have committed to advertising in the Living Preview and/or participating in the Living Expo.

# STUDENT MEDIA BUDGET VS. ACTUAL

DATE: November 1, 2012  
 PERCENT THROUGH FISCAL YEAR: 33%

056 AGROMECK			
	Budget	Actual	Percent
Payroll	\$ 16,260.01	\$ 2,709.33	17%
Supplies	\$ 600.72	\$ 77.74	13%
Leadership develop.	\$ 2,405.64	\$ -	0%
Admin service charge	\$ 3,088.00	\$ 3,013.14	98%
Current services	\$ 57,874.00	\$ 550.00	1%
Fixed charges	\$ 743.00	\$ -	0%
TOTAL	\$ 80,971.37	\$ 6,350.21	8%
Non-fee income	\$ 10,375.00	\$ 4,915.82	47%
Fee income	\$ 70,596.37	\$ 34,569.53	15.83%
TOTAL	\$ 80,971.37	\$ 39,485.35	49%
Profit/Loss	\$ 0.00		

  

058 WINDHOVER			
	Budget	Actual	Percent
Payroll	\$ 4,850.00	\$ -	0%
Supplies	\$ 300.00	\$ -	0%
Leadership develop.	\$ -	\$ -	-
Admin service charge	\$ 910.00	\$ 883.02	97%
Current services	\$ 19,121.94	\$ 328.05	2%
Fixed charges	\$ 343.00	\$ 209.00	61%
TOTAL	\$ 25,524.94	\$ 1,420.07	6%
Non-fee income	\$ -	\$ -	-
Fee income	\$ 25,524.94	\$ 12,499.02	5.72%
TOTAL	\$ 25,524.94	\$ 12,499.02	49%
Profit/Loss	\$ 0.00		

  

059 WKNC			
	Budget	Actual	Percent
Payroll	\$ 36,836.39	\$ 11,117.17	30%
Supplies	\$ 5,824.00	\$ 3,374.03	58%
Leadership develop.	\$ 1,751.92	\$ 636.44	36%
Admin service charge	\$ 2,530.00	\$ 2,461.58	97%
Current services	\$ 5,986.47	\$ 1,857.18	31%
Fixed charges	\$ 4,647.00	\$ 956.97	21%
Contracted services	\$ 1,000.00	\$ -	0%
TOTAL	\$ 58,575.78	\$ 20,403.37	35%
Non-fee income	\$ 52,624.60	\$ 9,599.11	18%
Fee income	\$ 5,951.18	\$ 2,914.17	1.33%
TOTAL	\$ 58,575.78	\$ 12,513.28	21%
Profit/Loss	\$ 0.00		

  

066 TECH SUPPORT			
	Budget	Actual	Percent
Payroll	\$ 73,188.44	\$ 24,379.35	33%
Supplies	\$ 2,500.00	\$ -	0%
Leadership develop.	\$ -	\$ -	-
Admin service charge	\$ 1,010.00	\$ 985.29	98%
Current services	\$ -	\$ -	-
Fixed charges	\$ -	\$ -	-
TOTAL	\$ 76,698.44	\$ 25,364.64	33%
Non-fee income	\$ -	\$ -	-
Fee income	\$ -	\$ -	-
TOTAL	\$ -	\$ -	-
Profit/Loss	\$ (76,698.44)		

061 NUBIAN MESSAGE			
	Budget	Actual	Percent
Payroll	\$ 4,464.52	\$ 907.36	20%
Supplies	\$ 150.00	\$ -	0%
Leadership develop.	\$ 755.64	\$ -	0%
Admin service charge	\$ 394.00	\$ 384.23	98%
Current services	\$ 5,997.92	\$ 2,030.68	34%
Fixed charges	\$ 174.00	\$ -	0%
TOTAL	\$ 11,936.08	\$ 3,322.27	28%
Non-fee income	\$ 1,000.00	\$ 1,227.00	123%
Fee income	\$ 10,936.08	\$ 5,355.16	2.45%
TOTAL	\$ 11,936.08	\$ 6,582.16	55%
Profit/Loss	\$ 0.00		

  

060 GENERAL ADMIN			
	Budget	Actual	Percent
Payroll	\$ 275,607.08	\$ 92,306.53	33%
Supplies	\$ 9,893.87	\$ 618.21	6%
Leadership develop.	\$ 3,500.00	\$ 4,269.16	122%
Admin service charge	\$ 12,380.00	\$ 12,078.51	98%
Current services	\$ 6,206.05	\$ 1,904.30	31%
Fixed charges	\$ 6,650.00	\$ 959.00	14%
Contracted services	\$ 5,400.00	\$ 2,250.00	42%
Capital outlay	\$ 30,000.00	\$ -	0%
TOTAL	\$ 349,637.00	\$ 114,385.71	33%
Non-fee income	\$ -	\$ -	-
Fee income	\$ 332,985.43	\$ 163,055.86	74.66%
TOTAL	\$ 332,985.43	\$ 163,055.86	49%
Profit/Loss	\$ (16,651.57)		

  

OVERALL			
	Budget	Actual	Percent
Payroll	\$ 512,893.03	\$ 159,866.26	31%
Supplies	\$ 22,768.59	\$ 4,883.94	21%
Leadership develop.	\$ 17,640.98	\$ 6,302.19	36%
Admin service charge	\$ 32,397.00	\$ 31,595.48	98%
Current services	\$ 277,683.60	\$ 58,673.42	21%
Fixed charges	\$ 17,616.00	\$ 4,654.00	26%
Contracted services	\$ 6,400.00	\$ 2,250.00	35%
Capital outlay	\$ 30,000.00	\$ -	0%
Student financial aid	\$ 6,000.00	\$ 1,250.00	21%
TOTAL EXPENSES	\$ 923,399.20	\$ 269,475.29	29%
Non-fee income	\$ 399,270.00	\$ 124,541.97	31%
Fee income	\$ 445,994.00	\$ 218,393.74	49%
TOTAL INCOME	\$ 845,264.00	\$ 342,935.71	41%
Net Profit/Loss	\$ (78,135.20)	\$ 73,460.42	

057 TECHNICIAN			
	Budget	Actual	Percent
Payroll	\$ 101,686.59	\$ 28,446.52	28%
Supplies	\$ 3,500.00	\$ 813.96	23%
Leadership develop.	\$ 9,227.78	\$ 1,396.59	15%
Admin service charge	\$ 12,085.00	\$ 11,789.71	98%
Current services	\$ 182,497.22	\$ 52,003.21	28%
Fixed charges	\$ 5,059.00	\$ 2,529.03	50%
Student financial aid	\$ 6,000.00	\$ 1,250.00	21%
TOTAL	\$ 320,055.59	\$ 98,229.02	31%
Non-fee income	\$ 335,270.40	\$ 108,800.04	32%
Fee income	\$ -	\$ -	0.00%
TOTAL	\$ 335,270.40	\$ 108,800.04	32%
Profit/Loss	\$ 15,214.81		