

Student Media Board of Directors Agenda

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

CALL TO ORDER

OLD BUSINESS

1. Approval of September, 2013 meeting minutes
2. Approval of change to editor/manager hiring timeline & procedure for 2014-2015
3. Appointments to Annual Publication, Broadcast, Business Office and Newspaper advisory boards for 2013-2014 (see attached for current board members)

NEW BUSINESS

1. Election of recording secretary for meeting
2. Review of October, 2013 meeting notes
3. Discussion of proposed changes to *Agromeck* business model
4. Budget update (Jamie)
5. DASA service fee for 2013-2014 and 2014-2015 (Patrick)
6. Wolf TV update (Patrick)

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.

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 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
Bri Aab
Maddie Lassiter

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

Unassigned as of Oct. 21, 2013: Laura Simis, Kristen Picot, Alli Davidson

NOTES

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

Board members present: Maddie Lassiter, Matthew Donegan, Robbie Williams, Dean Phillips, Chelsea Brown, Kierra Leggett, Sam DeGrave, Alex Parker, Sarah Buddo, Patrick Neal

Board members absent: Michael Biesecker (excused), Paul Ruddle (excused), Laura Simis (excused), Kristen Picot (excused), Alli Davidson (unexcused), Ajita Banarjea (excused), Bri Aab (excused)

Others present: Jamie Lynn Gilbert, Martha Collins, Doug Flowers, Katherine McCuiston, Travis Toth, Ross Gongaware, B.J. Attarian (via Skype and phone)

CALL TO ORDER

Patrick Neal called the meeting to order at about 7:05 p.m. Quorum was NOT met, as only four voting members (Lassiter, Donegan, Williams and Phillips) were present. Student Body President Alex Parker introduced the board's newest member, SBP appointee Maddie Lassiter, and other members and guests briefly introduced themselves for the benefit of those who hadn't attended a board meeting before.

NEW BUSINESS

1. No recording secretary was elected; Patrick Neal agreed to take notes for the meeting.
2. September, 2013 minutes could not be approved absent a quorum.
3. B.J. Attarian of Wolfbytes/Wolfpack Sports Television joined the meeting via Skype and cell phone to discuss Wolf TV. Specifically, he asked the board if the IPTV cable system scheduled for rollout in the spring could share the name "Wolf TV" with the student video group. He also discussed the possibility of the student channel returning to the system lineup. The main points discussed and/or agreed upon were as follows:
 - ~ It was agreed that the Wolf TV name would be shared by both the cable system and the student television channel, though they would not share common logos, and the student channel would likely add an additional tagline to differentiate it from the Wolf TV cable system.
 - ~ B.J. said he was almost certain that if Wolf TV was broadcasting at the time of the IPTV conversion, it could continue to broadcast post-conversion without additional investment on Student Media's part. B.J. was asked to confirm that as a certainty, as no money has been budgeted for Wolf TV equipment this year.
 - ~ It was agreed that Wolf TV channel and Wolf TV system personnel would have to establish solid lines of communication to handle cases of "mistaken identity" (i.e., students with technical difficulties contacting the channel staff and/or students with content-related comments/complaints contacting the system operators.)
 - ~ While Wolf TV would not be legally obligated to abide by FCC content

restrictions as part of a closed-circuit cable system, the students had agreed to observe those guidelines voluntarily.

~ Doug Flowers raised concerns about the unwieldy nature of scheduling content after B.J. confirmed that, absent the acquisition of additional equipment, the procedure for scheduling content would remain unchanged after the IPTV conversion. It was agreed that Doug, Patrick and other members of the Wolf TV staff would meet to establish the most efficient procedure possible. Patrick said that he would serve as the full-time staff member responsible for coordinating content scheduling.

4. Patrick explained the role of Student Media's advisory boards, and the board reviewed the list of current advisory board members. Maddie agreed to serve on the Broadcast Advisory Board. Patrick said that he would reach out to the unassigned board members to inquire as to their advisory board preferences in advance of the November meeting. Otherwise, it was noted that Bri Aab had been omitted from the Broadcast Advisory Board membership list included in the meeting package. An updated list is attached here and included by reference.

5. Jamie Lynn Gilbert reviewed the budget update report. She noted an unbudgeted expense of \$148.58 that appeared under the Tech Support section, apparently for Doug's DASA Tech cell phone expense. Patrick said that he would confer with DASA Tech Director Leslie Dare about that and other expenses that had been charged against that section of the budget. Otherwise, she noted that non-fee income (i.e., sales) were down dramatically for the year, at 5% of projections with 25% of the fiscal year elapsed. While it was noted that some money had been received but was not reflected on the budget update report due to new rules governing deposits, Sarah Buddo confirmed that this did not explain most of the shortfall. Sarah said that sales were indeed down significantly from this point last year, she and her staff were aware of it, and they were working on strategies to make up for the shortfall through the remainder of 2013-2014.

6. Patrick reported that the university's Fee Review Committee had recommended increasing Student Media's fee allocation by \$3.10 per student for the 2014-2015 academic year, which would bring Student Media's total fee allotment to \$22.30 per student per year. That recommendation, which came during the FRC's final meeting on Friday, Oct. 4, followed a resolution from the Student Senate adopted Sept. 25 that also supported Student Media's full request. That increase would restore the full-time production assistant's position in support of *Technician* and *Nubian Message* as well as inflationary increases. The request will now move first to the Chancellor's Office, then to the Board of Trustees and then to the Board of Governors for their approval. Alex, who served as a member of this year's FRC, said that he was confident that the request would remain intact at the Chancellor and Board of Trustees levels, but he said that ongoing budget uncertainties could conceivably weigh on all of the university's requests once they reached the Board of Governors' level. Final approval of the requests is scheduled for early in 2014, and requestors' should receive their final answers from the BOG in February.

7. Patrick briefly discussed a memorandum outlining a proposed change in *Agromeck's* business model, which is attached here and included by reference. He said

that it should be considered a starting point for conversation at the board's November meeting, and he encouraged Chelsea and her staff to discuss it at length and be prepared to bring any ideas of their own to the table at that time.

OLD BUSINESS

1. Approval of a change to the editor/manager hiring timeline and procedure for 2014-2015 was tabled for lack of a quorum.

REPORTS

The student leaders' organization reports are attached here and included by reference.

MEETING ADJOURNED at about 8:15 p.m. The board's next regularly scheduled meeting is Tuesday, Nov. 12 at 7 p.m. in Room 201 of the Witherspoon Student Center.

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.

STUDENT MEDIA BUDGET VS. ACTUAL

DATE: November 1, 2013
 PERCENT THROUGH FISCAL YEAR: 33%

056 AGROMECK			
	Budget	Actual	Percent
Payroll	\$ 15,348.04	\$ 5,259.29	34%
Supplies	\$ 750.00	\$ -	0%
Leadership develop.	\$ 2,660.00	\$ 523.60	20%
Admin service charge	\$ 3,118.33	\$ -	0%
Current services	\$ 60,868.00	\$ 280.84	0%
Fixed charges	\$ 843.00	\$ 368.00	44%
TOTAL	\$ 83,587.37	\$ 6,431.73	8%
Non-fee income	\$ 14,650.00	\$ 2,500.00	17%
Fee income	\$ 68,937.37	\$ 33,645.61	49%
TOTAL	\$ 83,587.37	\$ 36,145.61	43%
Profit/Loss	\$ 0.00		

061 NUBIAN MESSAGE			
	Budget	Actual	Percent
Payroll	\$ 4,833.78	\$ 1,374.89	28%
Supplies	\$ 150.00	\$ -	0%
Leadership develop.	\$ 955.64	\$ 591.00	62%
Admin service charge	\$ 462.07	\$ -	0%
Current services	\$ 7,616.67	\$ 3,508.33	46%
Fixed charges	\$ 174.00	\$ -	0%
TOTAL	\$ 14,192.16	\$ 5,474.22	39%
Non-fee income	\$ 2,000.00	\$ 805.00	40%
Fee income	\$ 12,192.16	\$ 5,950.51	49%
TOTAL	\$ 14,192.16	\$ 6,755.51	48%
Profit/Loss	\$ 0.00		

057 TECHNICIAN			
	Budget	Actual	Percent
Payroll	\$ 106,092.66	\$ 20,694.32	20%
Supplies	\$ 3,500.00	\$ 1,146.93	33%
Leadership develop.	\$ 8,500.00	\$ 2,414.70	28%
Admin service charge	\$ 12,330.64	\$ -	0%
Current services	\$ 180,439.22	\$ 42,308.94	23%
Fixed charges	\$ 12,078.00	\$ 8,457.73	70%
Student financial aid	\$ -	\$ -	0%
TOTAL	\$ 322,940.52	\$ 75,022.62	23%
Non-fee income	\$ 337,443.38	\$ 49,461.29	15%
Fee income	\$ -	\$ -	0%
TOTAL	\$ 337,443.38	\$ 49,461.29	15%
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%
TOTAL	\$ 25,506.68	\$ 224.49	1%
Non-fee income	\$ 500.00	\$ -	0%
Fee income	\$ 25,006.68	\$ 12,204.77	49%
TOTAL	\$ 25,506.68	\$ 12,204.77	48%
Profit/Loss	\$ 0.00		

059 WKNC			
	Budget	Actual	Percent
Payroll	\$ 37,178.80	\$ 12,582.78	34%
Supplies	\$ 8,682.00	\$ 3,410.02	39%
Leadership develop.	\$ 2,451.92	\$ 1,717.90	70%
Admin service charge	\$ 2,228.93	\$ -	0%
Current services	\$ 3,488.00	\$ 1,161.94	33%
Fixed charges	\$ 4,224.00	\$ 846.00	20%
Contracted services	\$ 1,000.00	\$ 13.00	1%
TOTAL	\$ 59,253.65	\$ 19,731.64	33%
Non-fee income	\$ 53,529.62	\$ 2,894.24	5%
Fee income	\$ 5,724.03	\$ 2,793.67	49%
TOTAL	\$ 59,253.65	\$ 5,687.91	10%
Profit/Loss	\$ 0.00		

060 GENERAL ADMIN			
	Budget	Actual	Percent
Payroll	\$ 282,923.21	\$ 92,506.80	33%
Supplies	\$ 11,405.00	\$ 5,197.76	46%
Leadership develop.	\$ 4,000.00	\$ 1,490.30	37%
Admin service charge	\$ 13,502.34	\$ -	0%
Current services	\$ 7,210.04	\$ 1,158.26	16%
Fixed charges	\$ 873.00	\$ 200.00	23%
Contracted services	\$ 5,400.00	\$ 1,350.00	25%
Capital outlay	\$ 50,000.00	\$ -	0%
TOTAL	\$ 375,313.59	\$ 101,903.12	27%
Non-fee income	\$ -	\$ -	0%
Fee income	\$ 354,739.22	\$ 173,134.21	49%
TOTAL	\$ 354,739.22	\$ 173,134.21	49%
Profit/Loss	\$ (20,574.37)		

066 TECH SUPPORT			
	Budget	Actual	Percent
Payroll	\$ 73,207.00	\$ 24,463.37	33%
Supplies	\$ 2,500.00	\$ -	0%
Leadership develop.	\$ -	\$ -	0%
Admin service charge	\$ 3,028.53	\$ -	0%
Current services	\$ -	\$ 198.14	0%
Fixed charges	\$ -	\$ 44.10	0%
TOTAL	\$ 78,735.53	\$ 24,705.61	31%
Non-fee income	\$ -	\$ -	0%
Fee income	\$ 78,735.53	\$ -	0%
TOTAL	\$ 78,735.53	\$ -	0%
Profit/Loss	\$ 0.00		

OVERALL			
	Budget	Actual	Percent
Payroll	\$ 524,761.49	\$ 156,881.45	30%
Supplies	\$ 27,437.00	\$ 9,754.71	36%
Leadership develop.	\$ 18,667.56	\$ 6,737.50	36%
Admin service charge	\$ 35,656.52	\$ -	0%
Current services	\$ 278,071.93	\$ 48,621.94	17%
Fixed charges	\$ 18,535.00	\$ 10,134.83	55%
Contracted services	\$ 6,400.00	\$ 1,363.00	21%
Capital outlay	\$ 50,000.00	\$ -	0%
Student financial aid	\$ -	\$ -	0%
TOTAL EXPENSES	\$ 959,529.50	\$ 233,493.43	24%
Non-fee income	\$ 408,123.00	\$ 55,660.53	14%
Fee income	\$ 545,335.00	\$ 266,156.48	49%
TOTAL INCOME	\$ 953,458.00	\$ 321,817.01	34%

CashBalanceAdjust1314 \$ 119,489.10

Net Profit/Loss \$ (6,071.50)

Current reserve
 Reserve Transfer

NC STATE UNIVERSITY

Patrick Neal <pcneal@ncsu.edu>

Fwd: DASA Service Fee

1 message

Mike Giancola <mcgianco@ncsu.edu> Mon, Nov 11, 2013 at 9:07 AM
To: Amanda Itliong <acitliong@ncsu.edu>, Eileen Coombes <emmarin@ncsu.edu>, Patrick Neal <pcneal@ncsu.edu>, Karen Turner <kpturner@ncsu.edu>, Pamarah Gerace <pjgerace@ncsu.edu>

See email below confirming a .5% assessment on our budgets for 13-14 and then a 1% for 14-15.

Amanda and Eileen - Karen and I will look at the SC Ops budget to determine whether we can cover this year's assessment for CSLEPS/SI from the SL&E budget. (Eileen, note it is my assumption that UAB and SG will have to pay this as well)

Mike

----- Forwarded message -----

From: **Lisa Zapata** <lpzapata@ncsu.edu>
Date: Mon, Nov 11, 2013 at 8:18 AM
Subject: Fwd: DASA Service Fee
To: Arnold Bell <asbell@ncsu.edu>, Douglas Wright <dewrigh2@ncsu.edu>, Eric Hawkes <eahawkes@ncsu.edu>, Holly M Durham <hmdurham@ncsu.edu>, Jayson Allen <jlalle13@ncsu.edu>, Leah Arnett <llarnett@ncsu.edu>, Mark Shellabarger <mwshella@ncsu.edu>, Michael Giancola <mcgianco@ncsu.edu>, Monica Osburn <mzosburn@ncsu.edu>, Paul Cousins <pecousin@ncsu.edu>, Randall Wheeler <rewheele@ncsu.edu>, Suzie Crews <sjleavis@ncsu.edu>, Thomas Roberts <trobert@ncsu.edu>

Team,

See email below, FYI. We knew this was coming, and this will give Dr. Mullen the funding to move the Division forward in several key areas.

Lisa

----- Forwarded message -----

From: **Mike Mullen** <mike.mullen@ncsu.edu>
Date: Mon, Nov 4, 2013 at 8:42 AM
Subject: DASA Service Fee
To: Alex Miller <namiller@ncsu.edu>, Jose Picart <japicart@ncsu.edu>, Lisa Zapata <lpzapata@ncsu.edu>, Tim Luckadoo <trluckad@ncsu.edu>
Cc: Sandy Jones <shjones@ncsu.edu>

Colleagues,

I am writing to let you know where we stand on a DASA Service Fee (DSF) on fee/auxiliary areas. We have been approved to levy this on our units to bring some support into central

DASA. I am proposing a 0.5% DSF this year, with a 1% DSF starting July 1, 2014. This will primarily impact fee areas in SDHW and ANCS (with a minor impact in APS). Given that CL is already providing well over this amount to fund a variety of DASA activities and positions (e.g., Scholars, me), they will not be assessed an additional DSF at this time.. I know times are lean, but we must look for ways to support the division so that the division can support the units.

Sandy is working on details of moving the funds and can answer any questions.

Thanks,

Mike

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DASA: We Support the Success of the Whole Student

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Wolf TV-produced content

1. Fair - 2:35
2. Int'l Students - 6:44
3. Chocolate Festival - 2:38
4. WKNC Visit - 4:10
5. Dog Olympics - 3:00
6. Hopscotch - 4:22
7. April '13 FOTL - 10:10
8. Hunt Library Tour - 39:36
9. State Fair - 2:30
10. Demolition Derby/BMX piece - pending

Total content posted as of 11/11/13: 1:15:45

Windhover Open Mic Night (all posted on YouTube Channel)

1. John Fallon -- poem -- 2:29
2. Ash Gray -- poem -- 1:09
3. Peter Kane -- musical performance -- 11:50
4. Allen Kishpaugh -- musical performance -- 18:20
5. Jackson Buck -- poem -- 3:51
6. Muntazar Monsur -- musical performance -- 5:46
7. Elijah Swenson -- musical performance -- 10:36
8. Chase Colborn -- poem -- 3:09
9. Rajarshi Bhowmik - poems -- 3:28
10. Oren Bailey -- musical performance -- 2:58
11. Yusuf Dar -- poems -- 9:09
12. Dillan Cruse -- musical performance -- 2:35
13. Ajita Banarjea -- reading -- 3:36
14. Elijah Swenson (Part 2) -- musical performance -- 6:02
15. Peter Kane (Part 2) -- musical performance -- 2:41
16. Oren Bailey (Part 2) -- musical performance --- 3:11

Total content as of 11/11/13: 1:30:50

Campus Movie Fest

Winners (need to get years on these)

1. "Int: Lobby" - 5:00
2. "Place Like Home" - 3:26
3. "The Connection" - 5:00
4. "The Strong One" - 4:08

5. "Twenty-six" - 4:21
6. "UMF Staff - Part 1" - 4:57

Total winners' content as of 11/11/13: 26:52

NCSU movies submitted to CMF: 52

Total content (estimated): 3:30:00

A+D-produced animation content (16 submissions as of 11/10/13)

1. Benjamin Denis Martin - "Can't Do It" - 0:35
2. Justin Thornhill Phillips - "Runsongs" - 1:52
3. Amanda Rochelle Otten - "The Beatrice Letters" (excerpt) - 0:30
4. Joshua A. Malchuk - "A Ghostly Tale" (Lemony Snicket) - 1:05
5. Junjie Ji - "Following" - 2:05
6. Daniel Lunk - "Bounce" - 2:17
7. Jaime Andrews - "Best In Show" - 2:13
8. Caroline Ann Wagner - "CottonUnity" - 2:42
9. Brandon Crews - "Moving Walkway" - 1:57
10. Marina Pappas - "Breaking Bad" (kinetic type) - 0:40
11. Stephen James Minervino - "Clam" - 0:30
12. Margo Rae Jordan - "Geometrical" - 1:31
13. Margo Rae Jordan - "Disco Momentum" - 2:11
14. Brandon Bovia - "Kinetic Type" - 0:40
15. Dwayne Martin - "Maiden Flight" - 2:52
16. Kelly Fish - "Kinetic Type" - 0:39

Total content: 24:19

Still coming:

- African-American Cultural Center - "The Lion's Tale" - 51 minutes
- content from University Communications - various lengths
- staff-produced commercials and PSAs - :30 to 1:00

Grand total as of 11/11/13: About 5 hours

STUDENT MEDIA ORGANIZATION REPORTS - NOVEMBER, 2013

Agromeck **submitted by Chelsea Brown, editor**

Revenue

Ad companies are now sending regular payments for the ads they purchased.

Personnel

We have lost two designers since the last board meeting. However this alone more staff designers to take on spreads independently.

New staff members are filling out paperwork to get paid for their work.

There is a change in the photo editor position. Former photo editor, Chris Rupert, has transitioned to *Technician* photo editor. I opened up applications for the position to the entire photo staff. John Joyner and Ryan Parry applied to be co-photo editors with resumes and cover letters. They are now my photo editors.

Training

We have began work nights every Wednesday and Thursday from 9-7 p.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 attended the CMA/ACP Convention in New Orleans and attended classes on leadership and journalism and has shared her insights with the staff.

Marketing and Promotions

We have received 12 likes on our Facebook page since last board meeting, increasing the total to 548. The most recent post advertising senior portraits and senior ads reached 1,829 people.

We have began to necessary planning and designing for sending out "Buy a Book" postcards to students. We are going to order 600. We have more than enough money for this in our promotions budget.

Martha and I met with Sarah Buddo and Krystal Baker about senior ads in the yearbook. We have planned sizes and price, have circulated ads, and found template examples to show possible buyers.

We now have ads running in *Technician* and displaying on the TV screens advertising the book, senior portraits and senior ads.

Deadlines

We successfully submitted all 62 pages of our October deadline early. It was the least stressful deadline during the school year I have ever experienced in Student Media. Our next deadline is Dec. 16 and we will be submitting 72 pages. We have also caught up on all proofs for all deadlines.

Technology

We have a new computer in the office and all computers have been updated to CS6. This has greatly improved our workflow in the office.

Senior Portraits

Senior portraits are currently taking place outside of our office from Nov. 4-8. We have sent out an email blast to all seniors and advertised the portraits through Facebook.

Issues

We have had issues lately with *Agromeck* photos being ran in *Technician* without our knowledge. These are photos in our folder on the server and were assignments that were specifically and solely *Agromeck*. One of our best photos was ran as a feature photo and I have seen at least two other stories where our photos have ran as the visual. I have discussed this issue with the photo editors and they have addressed the staff on the issue. We are still working on solving it and rejuvenating the photo staff. Things have improved with John and Ryan as photo editor.

Business Office

submitted by Sarah Buddo, business office manager

Revenue

Technician - Since the last meeting, sales have been increasing. Hopefully this upward trend will continue as some apartment complexes have started to ramp up their marketing. We have seen increased interest in our special sections by a lot of our customers. We had a good amount of interest in both our homecoming and basketball special sections and we are excited that this trend has continued with our living guide coming out soon. To increase sales for our premium spaces we started a 'Buy 2 get 1 Free' special. This has increased our sale of premium spaces for the rest of the year. Since our last meeting, our sales staff has really been pushed to increase sales and they are generating a lot more sales now than in the beginning of the semester. We are hoping to continue this trend and finish out the year strong.

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 - Our new *Nubian* sales guy, Delton is primarily in charge of prospecting and trying to gain new clients specifically for the *Nubian*. He has not had much luck in his efforts, but we have discussed a plan and he will increase his efforts in these last few weeks of the semester. The rest of our office has been pushing our red, green, and blue packages, which have helped with our sales for the *Nubian*.

Agromeck - Krystal, Martha, Chelsea, and myself have met to discuss senior ad pages for the *Agromeck*. We have them advertised around Witherspoon and will send out an email blast closer to the holidays when students will be able to discuss this with their families. We are hoping these pages will be successful and increase revenue.

Personnel

One of our office assistants, Mason will no longer be with us. We are looking internally to fill his shift of T/TH 1:30-3.

Training

Our bi-weekly sales meetings have helped to improve sales. We will have mandatory training for every position in the winter before Krystal leaves.

Digital Stats

Pack Premiums Facebook: 231 likes (up 7 likes from last month)

- 12 posts
- Interaction: 10 comments, 1 liked post

Twitter: 30 followers (up 8 from last month)

- 16 tweets
- 1 mention
- 9 retweets
- 2 favorites

Instagram: 45 (up 2 from last month)

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

Personnel

There have been no changes in personnel in the last month.

Training

DeErricka attended the ACP/CMA Convention held in New Orleans where she had the opportunity to attend several seminars and talk with representatives from other college medias. She has returned to the *Nubian* with a plethora of knowledge that we are working to disseminate to the rest of our staff.

Coverage

Coverage within the *Nubian* has been on the upswing. Within the last two issues there was a good balance of news, features and opinions. We have also been keeping a close eye on the historically low acceptance rate of African-American students at N.C. State and it is a story that we will continue to monitor in the coming months.

Deadline

The next issue of the *Nubian Message* will publish on Nov. 13 and the final issue of the semester will publish on Nov. 20.

Technology

n/a

Ethical/ Legal Issues

There are no ethical or legal issues that I am aware of at this time.

Revenue

Ad sales appear to be pretty stagnant. Apparently an ad was sold for the Oct. 30 issue of the *Nubian*, however it was not sent to *Nubian Message* staff so we were unable to run it. The AACC has verbally confirmed with me that it will include an ad for an upcoming program in the Nov. 6 issue of the *Nubian*.

Technician

submitted by Sam DeGrave, editor

Personnel

Not a lot has changed since last month's board meeting regarding personnel, but we are now preparing for some big changes to come. We will be hiring a new features editor and a new design editor for the spring semester, so I have begun vetting some people for the positions. We are also currently working to hire a new deputy features editor for the remaining part of this semester.

Training

The group meetings we started having last month have been successful. In the last two meetings we have started to see a decline in attendance, but I am currently working with the section editors to come up with a way to maximize attendance at these meetings. It is easy to determine which writers continually attend these meetings by simply reading their writing.

Technology

Having the large format printer in our office has been wonderful. We have been able to print proof pages every night, which has helped catch a lot of errors we otherwise probably wouldn't have caught. Unfortunately however, Indesign has crashed every night this month, which has created a number of problems for us, and on some occasions it has even caused us to miss deadline. Until recently we had not been teasing our stories to our Facebook page with any regularity, but since I delegated this task to the multimedia editor, our webpage has seen a substantial increase in traffic. One editorial in particular reached 12,000 page views as a result of social media exposure, making it the most viewed article since we switched to our new website.

Coverage

The coverage, as I've said before, is a work in progress, but it is still getting better. We have been assigning more difficult stories recently, and though they are not often done correctly the first time, our inexperienced writers have been stepping up to the challenge and performing admirably. Because of the increasing difficulty of our assignments, we don't always get to run a story on the night we planned to, as we often have to work with the writer and help develop his or her story. However, this has served as a great learning experience, and the writers who are taking these more difficult assignments are starting to get the hang of them. One unfortunate byproduct of assigning stories that push the writers is that sometimes we have had to run stories that we felt could've been better simply because we needed the content. This is never optimal, but we are working to assign these harder stories with longer deadlines whenever possible.

Deadlines

We have been meeting deadline regularly with the exception of a handful of nights during which we didn't expect to make our midnight deadline anyway. Such instances include: both nights our news editor, viewpoint editor and copy desk chief were all in New Orleans for the NOLA conference, the night we were reporting the sale of the Hofmann Forest, and both nights we produced eight-page tabs in addition to the regular edition.

Ethical/legal issues

There are no ethical or legal problems to report.

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

Revenue

No change.

Personnel

Unfortunately, junior designer Lynn Masters had to resign, due to a heavy work load. Currently, Monica Galletto, the design editor is searching for a new junior designer replacement, who most likely from the applicants who had interviewed for the position initially. The design editor and senior designers have completed their job agreement paperwork.

Coverage

Facebook currently has 183 likes. Twitter has 170 followers. This past month, we have been working on promoting Open Mic Night which is Thursday, November 7th. The designers got together and made a poster theme and a design for an e-board. Posters were put up all around campus, and several department heads were emailed the image of the poster to promote the event to their students. Ads were run through the *Technician*, and the event was placed on WKNC's community calendar.

Events

Open Mic Night is Thursday, November 7th in the Crafts Center from 7PM-10PM and we have made all proper arrangements and have a good amount of performers. Deadlines—The closest deadline for submissions is November 30th, and the submissions have been coming in over time. I will make another update to both Facebook and Twitter about submission deadlines after Open Mic night passes. The second deadline is still set to be on January 10th.

WKNC Submitted by Bri Aab, General Manager

Revenue

Non-fee income (money in the bank), as of Oct. 31, 2013: \$2,894.24
• DA sales for business office – \$525.00

- Baseball from FY1213 – \$1050.00
- Tír Na nOg – \$1100.00
- Promotions/Live Nation – \$200.00
- Merchandise Sales – \$31.00
- Other – \$(11.76)

Revenue remains down. There is money from Cat's Cradle waiting to be transferred into our account (all credit card charges go directly to *Technician* and then need to be transferred to us), so I am not super concerned.

Personnel

We hired on a second graphic designer. Both are paid per project, so there will be no extra money going into personnel. So far, she's been designing posters for our weekly College Music Journal charts to be displayed at School Kid's Records as part of her Deputy of Off-Campus Affairs job, and we decided that we should put her efforts towards designing t-shirts and other promotional items as well.

We have had 24 trainees complete the DJ training class, and more than half are already scheduled to DJ. I would say that this is the most energetic and involved class of new DJs so far, as nineteen of twenty three doubly exceeded the two volunteer credits per month. I named one of the new DJs, Yvonne Chazal, our employee of the month for her efforts in working with our sound engineer, John Mitchell, for Fridays on the Lawn. She's also organized our equipment and implemented a new system for checking out sound equipment to people outside of WKNC, an example being Ajita, Windhover editor, for her open mic night.

Training

The four members of WKNC's staff went to the CBI convention with Jamie and have already met with the staff to discuss new ideas. We had a post-CBI meeting with volunteer and paid staff to discuss what our plans and goals are for the remainder of this school year. Some of the things that we discussed were outside sponsors for our events, generating revenue from DAs with Krystal and Sarah Buddo, creating a "zine" to be distributed around the Triangle, and holding a charity event after Double Barrel in March or April.

John Kovalchik, Walt Lilly, and David Smith are working on compiling their data to hand out to students and publish on the student media website by Tuesday. A summary of the trip will be at studentmedia.ncsu.edu/web when it is completed. I will be writing a research paper based on the conference as part of my agreement with Undergraduate Research.

Technical

Doug Flowers has implemented a new way to handle the sports-free stream during our broadcast of Wolfpack Sports that should greatly increase our online music audience during sports broadcasts. Our blog has moved from WordPress to Tumblr, and we are working on logistics for submitting posts from staff. Thanks to Mason, Doug and Jamie for their hard work. Mason continues to work on our website redesign, which is slated for release next semester.

Outreach

The final Fridays on the Lawn is this Friday, Nov. 8. Thanks to UAB and IRC for their support. I look forward to hosting spring events back on Harris Field! We believe that the turn out will go back to it's general numbers, as we've noticed a slight decrease in attendance for the last one, held on Friday, Oct. 25.

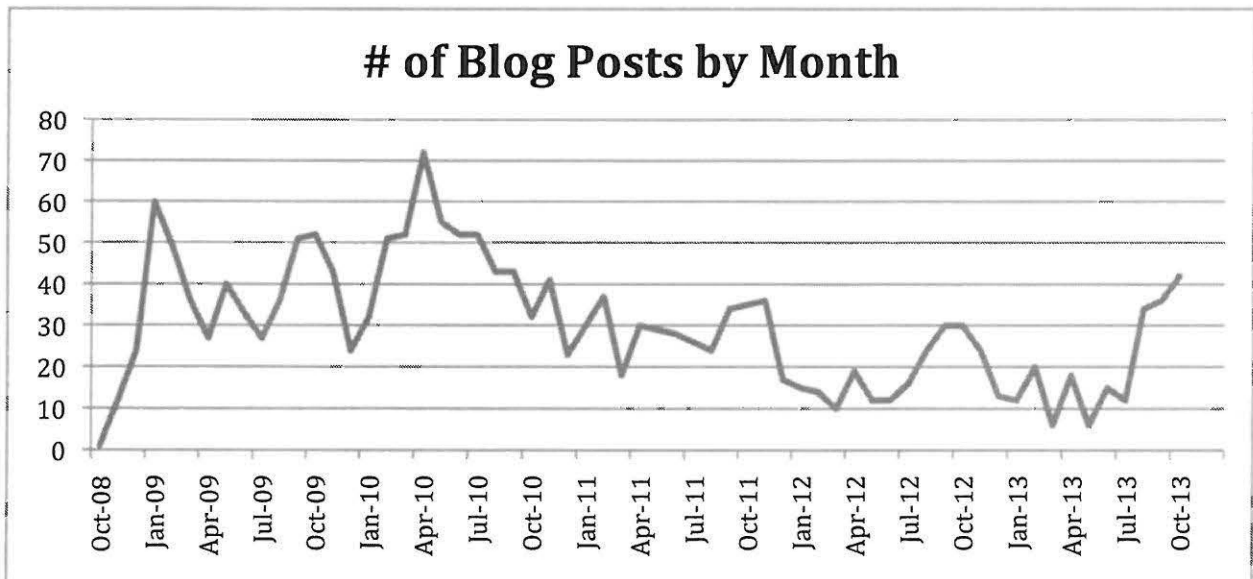
John Kovalchik and Walt Lilly's project, The Lounge, has gained some national media attention from Fat Possum, a leading indie record label out of Mississippi, and Loch Ness Management out of New York. *Indy Week* approached us about doing a write up on The Lounge, and they published it online this morning, Friday Nov. 8. The past two video sessions have featured Daniel Bachman, who played Hopscotch, and Fat Possum's Jackson Scott. There are two currently planned for the next two weeks with Merge Records artists, The Love Language and Saint Rich.

Local Band Local Beer is now 18+ to allow for better interaction with NCSU students. It also moved from its former start time of 10 P.M. to 9:30 P.M. and will feature two bands instead of three or four, for the most part.

Communicating Across Multiple Platforms

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, officially launched Jan. 1, 2009, has more than 1,800 posts. The average number of posts per month is 30, which the WKNC staff exceeded in August (34 posts), September (36 posts) and October 2013 (42 posts). The blog had 11,174 page views during October, which accounted for about a fifth of all traffic to wknc.org. The WKNC blog moved from a WordPress set up to Tumblr at the beginning of November 2013, which will allow for greater engagement with its audience.



WKNC offers podcasts of public affairs and other non-music programming. During the most recent 30 day period (Oct. 6-Nov. 5, 2013), the SoundOff #23 podcast from June 2011 discussing music from Cults and Arctic Monkeys was downloaded 134 times. There were 64 downloads of the podcast from the July 9, 2013 "Eye on the Triangle."

@WKNC881 had 5,734 Facebook likes on Nov.1, which represents an increase of 93 since Oct. 1. There were 49 posts during October, with 29 being auto-posts from the WKNC blog. Our most viewed posts continue to be status updates, rather than links, with close to 3,000 people seeing an Oct. 24 post about changing WKNC and Tir Na nOg's Local Band Local Beer from a 21+ to 18+ event. The post had three comments, 11 likes and two shares.

@WKNC881 had 6,916 Twitter followers as of Nov. 1, which is 104 more than we had on Oct. 1. There were 87 tweets during October (up from 61 tweets during September), which included 37 auto-posts from the WKNC blog and 15 retweets of another user's content.

@WKNC881playlist has 221 Twitter on Nov. 1, which represents a slow but steady increase since the account's launch in March 2013. The account also received 48 mentions from bands or fans commenting on the playlist.

There were 111 song requests made via the Student Media app during four weeks in October, down considerably from 132 songs requests made during the last half of September.

The playlist page of the app had 9,741 views during October (it does refresh often) and the schedule page of the app had 185 views.