

NOTES

Tuesday, Jan. 18, 2011 • 7 p.m.
SAS Hall Room 1108

CALL TO ORDER

Present: Paul McCauley, John Bryan Bullard, Henry Allen, Kristen Paese, Dean Phillips, Susannah Brinkley, Mario Terry, Amanda Wilkins, Mollie Mohr, Tommy Anderson, Caleb Van Voorhis, Kelly Hook, Bradley Wilson, Martha Collins, Tyler Dukes, Jamie Lynn Gilbert

Absent: Jim Rothschild, Michael Biesecker, Stephanie Edwards, Dao Xuan Nguyen

- Appointment of a secretary. Bryan Bullard agreed to be the secretary for this meeting. Quorum did not exist. Tyler took yearbook group shot.

OLD BUSINESS

- Approval of minutes The *Agromeck* report from the last meeting was not submitted and would be included when it was submitted. No other changes were noted.

NEW BUSINESS

- Academic Progress (Jamie Lynn Gilbert) Jamie discussed how a grade point average improvement was made across all of student media. This year the average cumulative GPA improved from last years and stands at 3.28. 75% of student media holds a GPA of 3.00 or above while 10% had a 4.0. Full report is ATTACHED.
- Amendments to University Policy 11.00.2 regarding WKNC (Tommy Anderson and Jamie Lynn Gilbert) Proposed revisions refine the language to reflect current practice. Addition of the word "broadcast." Many schools are losing their frequencies and the staff sees it as important to note the word "broadcast." Other changes are semantics and changes to update the document with current policies being followed. Changes would have to be approved by the Board of Trustees after going through four administrative levels of approval.
- Amendment to [Corrections Policy](#) regarding removal of online information. We are working on an addition to the policy to clearly state student media's policy on the removal of online multimedia. Information is not to be taken down unless factually inaccurate. Only a few instances have occurred so far but the staff would like a clear written policy to direct any instances.
- The future of Witherspoon, an update (Bradley Wilson) Student Conduct may be moving into the third floor Student Government office. Student Media is worried that this may not be the best location for Student Conduct due to the proximity to Student Media. The privacy of students could potentially be put at risk. Bradley Wilson has presented to the university architect about gaining the third-floor space or space on the second floor. Board recommended that the *Technician* report on students' perspective on the matter. There are three stages of renovation in the works, a short-term plan just to fix things, a longer-term plan involving back fill when SG moves out and major additions to the building many years down the road.

- Hiring of an executive producer for technicianonline.com (discussion only, no action required) (Tyler Dukes and Amanda Wilkins) Tyler Dukes and Amanda Wilkins led discussion. Talking points.
 - There is no set model for online content of this nature and nothing constant across media outlets
 - How can student media as a whole, stop thinking about online as a part of the Technician
 - Position may consolidate and be responsible for the use of information from all student media outlets to produce content
 - A service-oriented product for student media
 - Valuable content could lead to revenue
 - New product should not take away from other productions or production staffs.
 - More discussion to come
- [Top Leaders Appointment Policy](#) amendment (Tommy Anderson, Jamie Lynn Gilbert) Tabled until next meeting due to lack of quorum.

REPORT UPDATES

Wolf TV – Caleb said WolfTV is co-sponsoring Campus Movie Fest. Posters are up around campus. This is a great opportunity to gain some visibility across campus. Wolf TV will be covering men's and women's basketball. Wolf TV has created a house ad to run randomly as a space filler in the *Technician*. Wolf TV is also trying to get word out on the CHASS e-mail distribution list to recruit new members. Caleb has hired a new news editor to help with content production.

ADJOURN

EXECUTIVE SESSION

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

REPORTS

Agromeck

Submitted by Susannah Brinkley

Personnel and recruitment — In November, I hired Sarah Stadler as the new design editor and Stephanie Doss as the assistant design editor. Earlier this month, I hired Jordan Moore as the assistant design editor. In lieu of hiring a features/assignments editor, which was to receive \$50 per month + piecework, the assistant photo and assistant design editors will receive half that much per month. So far, these have been assets to the staff and the extra bodies are helping contribute to content decisions as well as lighten deadline loads.

The staff counts are now as follows:

- four section editors (photo, design, sports, marketing)
- two assistant design editors (photo, design)
- seven designers

- two writers
- one copy editor
- one ad staff member

Training — On Jan. 8, I held a small staff retreat for my senior staff members. We held it in the office and worked together on recruitment, distribution, copyediting, brainstorming and completing our ladder. We also created a “Deadline Manifesto” containing all of our goals for this semester which will hopefully make deadlines run more smoothly. I hope for the next editor that both a fall and spring semester retreat be better planned and with outside speakers.

On Jan. 9, I enlisted the help of friend and campus connoisseur Matt Robbins to give a history tour of East Campus paired with a scavenger hunt. Sixteen people attended and many have mentioned to me afterward that they enjoyed it. Learning about campus history made a nice tie-in to the true purpose of the *Agromeck* — preserving the 2010-2011 school year in one volume.

Revenue — Rick Loper, our national ad sales rep, has sold 10.5 pages of ads, and is aiming for 16 pages. This is up from previous years. Additionally, Promotions Manager Amanda Corbett has sold one eighth-page senior ad. We also did a drawing for senior ads among people who took their portraits.

Promotions — Corbett and I have been working to market senior portraits, which will take place again Jan. 18 to 21. We have utilized e-mail, Facebook and WKNC PSAs to market them. We have asked entry-level staff members to help man a marketing table during portraits, in which we will conduct four drawings (one per day) for a free eighth-page senior ad, distribute information about senior ads and book sales/distribution in April.

The Web — Photo Editor Marisa Akers and *Technician* Photo Editor Sarah Tudor will be continuing the Photo of the Week this semester. We are also utilizing the Web and Facebook heavily for senior portrait advertising. We also ran photo slideshows of the December Bowl Game and graduation.

Coverage — We realized at our retreat that we had filled up approximately 275 pages of our final 352 count, leaving us little room for January, February or March as well as portraits and ads. I am not sure if this oversight came from setting our deadline schedule so early on, but nevertheless, the pages that are sent are sent, and we must make do. Bradley Wilson spoke with our Taylor sales rep and was able to procure us an extra signature (16 pages) bringing us up to 368. All final page counts allow for plus or minus eight pages, so if we utilize the plus-eight, we can have as many as 376 pages in this book.

Through what is left of the book, we are aiming for our traditional monthly coverage of events and sports, as well as a couple of in-depth features spreads. Events coming up include the Krispy Kreme Challenge, Hoops for Hope and Spring Break. Ag Week will be the last story in the book.

Deadlines — The last deadline was tough due to it being at the end of the semester. We missed it by a few days. The teambuilding from our retreat will hopefully allow us to foresee problems we might encounter and help us to work together to make the next three go much more

smoothly. As the staff begins to take shape again, we will work better together to achieve our common goal.

Nubian Message

Submitted by Mario Terry

Revenue — The *Nubian Message* is set to print 750 copies per the production schedule. This semester the *Nubian Message* staff and I plan to host a few fund-raising events in an attempt to raise money for any future events. I will also focus on ads this semester as well. Ads can only help.

Personnel — Staff turnover is extremely low. I lost one staff member, because he graduated. I have interviewed two more. One is an excellent photographer; I've seen his work. The other has potential to be a copyeditor and staff writer, with experience as editor of his high school yearbook. I'm honored to have kept the majority of last semester's staff. This shows commitment and enthusiasm, two vital components of a decent paper

Training — I've taken English 214, as required for the position of editor, and passed the course with a B. The course taught me many things that I plan re-teach the staff, and implement in the paper. I also have a copyeditor who has taken the course as well. The aforementioned is a major advantage. I plan to continue aiding the staff in an effort to always express a message that's able to reach the NCSU community professionally. Furthermore, I have required the staff, as part of their job description, to meet with the writing coach, Tyler Dukes, regularly. In regard, to that requirement all paid staff members are required to write a monthly reflection paper describing their training experience. The *Nubian Message* staff is aware of these conditions and the many training opportunities available. Additionally, all staff members interested in photography are required to meet and train with the Technician photo editor. This semester I'm enrolled in industrial and organizational psychology, I plan on using some of the concepts taught in the course to lead the staff better, in the right direction. I will say that training is the greatest opportunity within to the *Nubian Message*.

Coverage — I plan to continue growth in readership by hosting events, such as: forums, bake sales, "get your free coffee and a *Nubian Message*," etc. We will still be using the Twitter account. We can anecdotally correlate it to an increase in coverage. I plan to assign a staff member the job of tweeting regularly. We've also created a Facebook fan page. I still have a few staff members who are enthusiastic about handing the papers out. I don't know how enthusiastic they'll be considering the weather. Krystal Pittman will continue to receive the past copies of the *Nubian Message*, to archive and document the leftovers.

Deadlines — Last semester the *Nubian Message* staff and I had a few problems with deadlines; however they've been detected and handled. The problems were minimal, and the paper came out the exact number of times it was projected to. Let's hope that the *Nubian Message* continues to put out a decent paper, on time.

Technician

Submitted by Amanda Wilkins

Personnel — The news, design and sports editor positions were posted around the office and sent out to University departments in November. For spring 2011, the news editor is Chelsey Francis, the design editor is Taylor Cashdan and the sports editor is Taylor Barbour. I have not found a Viewpoint editor, but have hired a deputy editor. The news section has two new deputies, the features section has two news deputies and the sports section has one new deputy. We have hired another person to do photo color correction each night.

Due to a recruitment effort during the winter break, there has been new interest in joining the staff. There was an influx of people interested in joining the photography staff, the design staff is close to doubling and there have been a steady trickle of students interested in writing. Viewpoint is recovering slowly, and there are consistent people interested and two columnists have offered to write the editorial one day a week. The number of staff members is fluctuating since it is the beginning of the semester.

As of Jan. 11, three students were ineligible to work for the *Technician* and had not met with Bradley.

There were a lot of issues with timesheets at the end of last year. There were two timesheets due at the end and people were confused, although I provided plenty of warning and reminders. Four timesheets were turned in without reflections (which is an improvement, though not the best), about 13 were late, two were filled out incorrectly in some way, and one was turned in by someone not on payroll. Six warning letters and seven incorrect (all-of-the-above) timesheets went unclaimed from 2010. WolfTV payment has been a problem this year. Many people have not filled out paperwork or claimed their incorrect timesheets, though they have received warnings.

Training — The staff held its retreat on Saturday, Jan. 8. Topics included the importance of corrections, planning packages and working together, team building and communication, creating value online and goal discussions. The session was long, but fruitful and the semester is already looking twice as productive as the fall. Many of the discussions have already had an effect on the various staffs and communication has improved.

Training tapered off at the end of 2010 as we approached final exams. LDS classes and online seminars dominated the offerings, but Production Assistant Tyler Dukes also brought in more relevant speakers. The day after the last Student Media Board Meeting, Tyler lead a panel about the racial hate speech in the Free Expression Tunnel. The event was held prior to a Roundtable meeting of student body leaders and fueled discussion about solutions to the painting. More WKNC/audio training was offered at the end of the fall semester. The first training session of the spring semester was titled "Telling better stories than your editor," and targeted staff writers. Tyler Dukes reported the training seemed valuable to writers and the discussion definitely seemed to make writers see their stories differently. More spring trainings are still in the works and Tyler is still getting feedback from section editors about what trainings they want. There is a demand for more Adobe Illustrator training from the designing staff.

Technology — Brian King has been excellent at getting the computers up-to-date and has been very accessible.

Since the beginning of the new year there have been issues with the older printer in the office, but there is a new one on the way to replace it.

On Jan. 9, the first night of production, a pipe began to leak over the design computers and forced the design staff to work in the back office. The leak has been fixed, but still continues to leak occasionally. Bradley and Tyler have been working with the University to resolve the issue.

The new semester has also marked a new push for taking advantage of social media and section editors will be meeting next week to discuss a plan of action for Twitter and Facebook.

Coverage — The end of the semester was slow, but ended on a high note. The exam issue of fall 2010 was the jewel of the semester and embodied teamwork, dedication, design and creativity. It was a great project that really showed how the staff could work together and the stories were very popular both in print and online. The stories also included some online packages. The provost hiring, the sports report card and 24 hours in D.H. Hill were some of the popular packages.

The new semester has marked a new push for a variety of content and more design and online projects. Each section is interested in expanding their stories with more photos, design, videos and audio. A renewed partnership has formed between Eye on the Triangle and the *Technician*, and I am working to improve communication with WolfTV so the section editors have another medium to present their ideas.

Deadlines — The fall semester finished with a 61 percent deadline rate. It was certainly lower than Biko and I wanted it to be. We discussed a lot of things that could have attributed to missing deadline so much and the most outstanding reasons were the viewpoint editorial and the sports section. Both of these weaknesses have been discussed and addressed and seem to be improving exponentially.

The spring semester has started off with a 100 percent deadline rate. The staff has even finished before 11 p.m. two nights during the first week back. The new design editor, Taylor Cashdan, has made deadline and getting the paper done before 11 p.m. some of his goals for the semester. He has done an amazing job inspiring the design staff to drive the paper through production.

Ethics/Legal issues — There have been no legal or ethical issues since the last board report and all corrections and clarifications are updated online.

The last instance of a possible clarification came after the exam issue's publication. The chancellor claimed what he had said seemed to be taken out of context or was not phrased the way he wanted in the provost hiring story. I took notes on our conversation and arranged to talk to the writer. After referring to the writer's notes and discussing the interview with the writer, I determined there was no inconsistency between the notes and the article. I communicated what I found to the chancellor and his secretary. I explained the article was

consistent with the writer's notes, and the *Technician* stands behind the writer. After outlining further actions for a clarification, the chancellor declined to move forward.

Windhover

Submitted by Mollie Mohr

Windhover submissions have been coming regularly and we have extended our deadline to Jan. 17. The staff has also advertised a need for specific submissions such as architecture, fashion, and nonfiction/essays through Facebook and by announcements in classes. The most recent activity has been focused on sorting through submissions and narrowing down for a final selection of what will be in the book. The poetry and prose committees will be meeting next week to discuss the literary portion of the book, and the designers are meeting with their review committees to go through the visual submissions. The other current focus is on developing the theme of the book, making design and printing decisions such as typeface purchases and any manipulations to the book as it fits into our budget.

As of Jan. 10, we have more than 200 literary submissions and around 450 visual submissions. We have 13 audio submissions. I am confident that the publication will have quality work from the NCSU community.

The design staff will be meeting tonight and throughout the next few weeks to finalize plans with the printer, Frank Pulley from Theo Davis Printing. They are deciding on the typeface for the book. There will also be other decisions finalized soon, such as: book size, paper choice, cover stock, and spot colors. Jeremy Purser, a senior designer, and I will be meeting with the printer in mid-January.

I have talked with Chris Cioffi at WKNC about doing a segment on Eye on the Triangle to promote *Windhover* through the spring semester. We have talked briefly about advertising on the website, through classrooms, e-mails, and Facebook as well as housing ads on the WKNC website to find people interesting in reading/recording their literary work on WKNC. We had such a strong interest in reading at the Open Mic night in November that we had to turn away several students and faculty. Having a presence on EOT that has an "open mic" feel may really generate more submissions in the future, as well as add to the effect of the online presence.

WKNC

Submitted by Thomas Anderson

Revenue —

Non-fee income (money in the bank), as of Dec. 30, 2010: \$19,947.31

Tir Na Nog — \$6,600

Regular donor announcements — \$7,564.25

Wolfpack Sports — \$1,050

Benefit Concerts — \$1,411

Promotions — \$800

Live Nation — \$2,285

Merchandise Sales — \$124

Other — \$113.06

Total Budgeted income student fees = \$48,500 to be raised by WKNC/Student Media
\$48,500 – \$19,947.31 (money in the bank) = \$28,552.69 left to be raised by WKNC/Student Media

To meet our income expectations, that \$28,500 will come from (estimated/expected totals):
Wolfpack Sports — \$13,050, with regular payments continuing through May/June
Tir Na Nog — \$8,400, with our current contract running through June 30, 2011
Double Barrel Benefit — \$6,000, to made in February

That leaves a minimum for \$1,050 to come from regular donor announcement sales (the sales goal calls for around \$2,450 more). We have already collected three-fourths of our sales goal for FY1011, and I would estimate about \$700 is in the billing cycle now. Despite no additional clients being added for December 2010, the business staff has done well making WKNC and wknc.org attractive advertising options.

Expenditures — I am told by the engineers that new power amplifiers will be needed soon, and that this need will only increase, as their function entails depreciation when working without a full regiment.

CD jackets for the Double Barrel Compilation were purchased and are better than could have been imagined.

Personnel — John Boyer vacated the Public Affairs Director position, as he was awarded a highly prized internship at WRAL. Christopher Cioffi was installed as interim director, and Mark Herring, who is also a deputy editor at Technician, was hired as assistant director. I greatly look forward to the direction the department (and the public affairs show, Eye on the Triangle) will take in the coming semester.

Charlie Burnett, a long-time station employee, was hired as Local Music Director. This position is integral to the station's function in the community, and I also look forward to the direction this department is sure to head in the coming semester.

We have 125 active staff members.

We will be enacting a new policy which requires participation/volunteering, outside of ones DJ shift, to hold a shift. This will greatly improve staff activity, we believe, as well as staff cooperation.

Training — New DJ training will commence very shortly. We expect a large class, again. The WKNC BoD is decidedly in favor of including the training class in, to be redundant, training apart from mere the DJ class and in-studio work. Cioffi has proposed involving the new trainees in simple tasks for the public affairs department, Liz Cervantes (production manager) similarly has expressed ideas for audio production, etc. We are always on the lookout for new engineers, so that will remain a topic of interest surely.

Technology — As mentioned above, power amplifiers for the transmitter remain a point of major concern. Our in-studio web browsing computer was fried for several hours, but Brian King (systems administrator) acted quickly and tactfully, and we were able to replace the CPU in the

engineering room the same day. Production experiences the typical minor flukes, and they are normally addressed in rather short order.

It remains to be determined what we can and will do with the news studio.

Matt Tobia recently found a massive online archive of free, copyright-safe music that can be used by production for numerous projects.

Coverage — Cioffi has progressed greatly in making our public service announcement service known and available to campus entities. This has greatly improved our coverage of campus goings-on. Eye on the Triangle continues to stride, and plans for cooperation with the other branches of Student Media add a new edge and lots of promise to this next edition.

Deadlines — Payroll deadlines, I suppose, is the main issue at the station for this heading. Of our total payroll, 13 percent so far is in late time sheets. There are several repeat offenders, but only one time instance of a time sheet being submitted more than two periods late.

I meant to discuss in the last meeting, but I do not agree, in practice, with the current compensation policy — specifically the stipulation of a meeting and written recognition from those who turn in late time sheets. I would like to discuss the merits and actual practice of this policy.

Ethics/Legal Issues — None to report, besides the perpetual FCC concerns. Should the public affairs department see its goals come to fruition (expanded staff involvement, greater campus coverage, further cooperation with branches of Student Media), a focus on broadcast journalism ethics will be necessary to maintain. (How is it different, if at all, from print ethics? What must we cover? How do we protect ourselves?)

Wolf TV

Submitted by Caleb Van Voorhis

NO REPORT

Business Office

Submitted by Andrea Mason

Revenue — We are striving to boost revenue greatly this semester.

Personnel — We have lost three ad reps and hired one new ad rep. Therefore, there is now only one ad rep assigned to each territory in hopes for motivation and progress. Also, there is one new design team member. In total, there are six ad reps, five design team members and six office assistants.

Training — We have our first meeting of the semester on Friday, Jan. 14. This is to go over the goals for the semester and where everyone should be progressing towards.

Deadlines — I would like to focus the staff more on meeting deadlines for special sections.

Technician end-of-the-semester update —

- *Billed:* \$168,118.98
- *Projected collections:* \$156,350.65
- *Budgeted:* \$165,240 (\$2,040/issue for 81 issues)
- *Projected shortfall:* \$8,889.35

Budget Update is ATTACHED.

Society for Collegiate Journalists

Submitted by May Chung, president

At the last meeting of the prior semester, SCJ established new rules for members in light of dwindling participation. The organization has discussed a new attendance policy for the spring semester for new and current members that will include an allotted two unexcused absences. The consequences for further failure in participation may result in requiring individuals to pay back the membership dues that are covered by Student Media.

Spring applications for new members will be due on Wednesday, Jan. 19, with interviews taking place the following Friday, Jan. 21. SCJ has emailed potential candidates and posted fliers, and will attend student media meetings to gather interest.

As per Bradley Wilson's suggestion, SCJ will spearhead a presentation on the First Amendment and FERPA to Associate Vice Chancellor Evelyn Reiman and her staff Feb. 3 at 10:30 a.m.

Additionally, SCJ are putting together a panel discussion on Feb. 15 concentrating on the clash between Freedom of Speech and Freedom of Religion. The group is rounding out possible panelists for the discussion, focusing on experts in Constitutional law.

STUDENT MEDIA BUDGET VS. ACTUAL

DATE: Jan. 1, 2010
 PERCENTTHROUGH FISCAL YEAR: 50%

201 AGROMECK			
Budget	Actual	Percent	
Payroll	\$ 17,821.24	\$ 10,258.07	58%
Supplies	\$ 2,622.12	\$ 75.77	3%
Leadership Developm	\$ 1,712.00	\$ 980.04	57%
Current Services	\$ 577,64.00	\$ 6,161.63	11%
Fixed Charges	\$ 2,178.77	\$ 164.00	8%
TOTAL	\$ 82,098.13	\$ 17,639.51	21%
Non-Fee Income	\$ 25,000.00	\$ 7,729.00	31%
Fee Income	\$ 32,631.13	\$ 10,418.16	32%
TOTAL	\$ 57,631.13	\$ 18,147.16	31%

203 WINDHOVER			
Budget	Actual	Percent	
Payroll	\$ 4,850.00	\$ 1,061.04	22%
Supplies	\$ 1,110.00	\$ 43.41	4%
Leadership Development	\$ 75.00	\$ -	0%
Current Services	\$ 18,957.00	\$ 678.94	4%
Fixed Charges	\$ 761.22	\$ 25.00	3%
TOTAL	\$ 25,753.22	\$ 1,808.39	7%
Fee Income	\$ 25,753.23	\$ 18,889.04	6.91%
TOTAL	\$ 25,753.23	\$ 18,889.04	73%

OVERALL			
Budget	Actual	Percent	
Payroll	\$ 488,233.06	\$ 227,061.89	47%
Supplies	\$ 43,679.53	\$ 20,230.58	46%
Leadership Development	\$ 11,087.51	\$ 6,291.76	57%
Current Services	\$ 325,745.08	\$ 105,841.98	32%
Capital Outlays	\$ -	\$ 24,200.00	#DIV/0!
Contracted Services	\$ 6,900.00	\$ 1,800.00	26%
Fixed Charges	\$ 25,928.44	\$ 2,865.55	11%
Grant	\$ 7,000.00	\$ 3,500.00	50%
TOTAL EXPENSES	\$ 908,573.62	\$ 388,291.76	43%
Fee Income	\$ 419,863.87	\$ 273,470.92	65%
Non-Fee Income	\$ 441,062.50	\$ 165,885.64	38%
TOTAL INCOME	\$ 860,926.37	\$ 439,356.56	51%
Net Profit/Loss	\$ (47,647.25)	\$ 51,064.80	
Current reserve	\$ 473,607.00		
Budgeted Reserve Transfer	\$ (47,647.25)		

207 NUBIAN MESSAGE			
Budget	Actual	Percent	
Payroll	\$ 7,588.41	\$ 1,620.45	21%
Supplies	\$ 400.00	\$ -	0%
Leadership Developm	\$ 686.67	\$ -	0%
Current Services	\$ 7,514.08	\$ 3,870.18	52%
Fixed Charges	\$ 629.78	\$ -	0%
TOTAL	\$ 16,818.95	\$ 5,490.63	33%
Non-Fee Income	\$ 528.25	\$ 660.00	125%
Fee Income	\$ 16,290.70	\$ 12,656.27	4.63%
TOTAL	\$ 16,818.95	\$ 13,316.27	79%

204 WKNC			
Budget	Actual	Percent	
Payroll	\$ 44,821.50	\$ 16,533.64	37%
Contracted Services	\$ 6,900.00	\$ -	0%
Supplies	\$ 16,377.85	\$ 5,836.83	36%
Leadership Development	\$ 1,591.92	\$ 941.96	59%
Current Services	\$ 6,730.00	\$ 3,880.00	58%
Fixed Charges	\$ 4,054.23	\$ 835.00	21%
Capital Outlays	\$ -	\$ 24,200.00	0%
TOTAL	\$ 80,475.50	\$ 52,227.43	65%
Non-Fee Income	\$ 56,500.00	\$ 16,985.30	30.06%
Fee Income	\$ 14,795.24	\$ 14,715.37	5.39%
TOTAL	\$ 71,295.24	\$ 31,700.67	44.46%

GENERAL ADMIN			
Budget	Actual	Percent	
Payroll	\$ 299,836.11	\$ 149,706.66	50%
Contracted Services	\$ -	\$ 1,800.00	#DIV/0!
Supplies	\$ 4,924.45	\$ 10,538.92	214%
Leadership Development	\$ 3,000.00	\$ 2,570.60	86%
Current Services	\$ 11,041.00	\$ 4,723.10	43%
Fixed Charges	\$ 7,243.03	\$ 620.00	9%
Capital Outlays	\$ -	\$ -	#DIV/0!
TOTAL	\$ 326,044.59	\$ 169,959.28	52%
Non-Fee Income	\$ -	\$ 140.81	#DIV/0!
Fee Income	\$ 326,044.59	\$ 212,876.36	77.84%
TOTAL	\$ 326,044.59	\$ 213,017.17	65%

202 TECHNICIAN			
Budget	Actual	Percent	
Payroll	\$ 113,315.79	\$ 47,882.03	42%
Supplies	\$ 18,245.11	\$ 3,735.65	20%
Leadership Developm	\$ 4,021.92	\$ 1,799.16	45%
Current Services	\$ 223,739.00	\$ 86,528.13	39%
Fixed Charges	\$ 11,061.42	\$ 1,221.55	11%
Grant	\$ 7,000.00	\$ 3,500.00	50%
Capital Outlay	\$ -	\$ -	#DIV/0!
TOTAL	\$ 377,383.24	\$ 144,666.52	38%
Non-Fee Income	\$ 359,034.25	\$ 142,640.46	40%
Fee Income	\$ 4,348.98	\$ 3,665.26	1.34%
TOTAL	\$ 363,383.23	\$ 146,305.72	40%

GENERAL ADMIN			
Budget	Actual	Percent	
Payroll	\$ 299,836.11	\$ 149,706.66	50%
Contracted Services	\$ -	\$ 1,800.00	#DIV/0!
Supplies	\$ 4,924.45	\$ 10,538.92	214%
Leadership Development	\$ 3,000.00	\$ 2,570.60	86%
Current Services	\$ 11,041.00	\$ 4,723.10	43%
Fixed Charges	\$ 7,243.03	\$ 620.00	9%
Capital Outlays	\$ -	\$ -	#DIV/0!
TOTAL	\$ 326,044.59	\$ 169,959.28	52%
Non-Fee Income	\$ -	\$ 140.81	#DIV/0!
Fee Income	\$ 326,044.59	\$ 212,876.36	77.84%
TOTAL	\$ 326,044.59	\$ 213,017.17	65%

To: Student Media board of directors
 From: Bradley Wilson and Jamie Lynn Gilbert
 Date: January 11, 2011
 Re: Academic progress update

The Student Media has a policy regarding grades and full-time status of its employees, last amended January 2011. All students are advised of this policy when they complete their job/volunteer agreement.

We analyzed the grades and status of the current students on payroll and working as volunteers. As we continue to watch the potential impact of a grade policy, here is how Student Media came out for the fall of 2010:

- We had **255 students** in our records, including volunteers. For the first time, Jamie was able to submit a list of student ID numbers to Registration and Records instead of checking each student individually for an estimated time savings of 10 hours. The October 2010 report included 232 students, representing a gain of 23 students throughout the semester.
- There were 182 students (71%) with **greater than a 3.00 cumulative GPA**, fulfilling one of the requirements for membership in the Society for Collegiate Journalists. This is an increase from 67% in fall 2009, 61% in fall 2008 and 62% in fall 2007.
- There were 95 students (37%) with a **greater than a 3.50 GPA** for the semester. This represents a steady increase of two to three percent each year since fall 2007.
- There were 24 students (9%) with a **4.00 cumulative GPA** for the semester and 16 (6%) with a cumulative GPA of 4.00.

Percentages of staff with benchmark GPA, 2007-2010

	Fall 2010	Fall 2009	Fall 2008	Fall 2007
≥ 3.0 cumulative	71%	67%	61%	62%
≥ 3.5 semester	37%	35%	32%	29%
4.0 semester	9%	9%	7%	8%
4.0 cumulative	6%	7%	3%	5%

- There were three students with **below a 2.00 cumulative GPA**. This is the same number as in 2009 and still much lower than the seven students in the falls of 2008 and 2007. All three were first semester freshman. In accordance with our policy, as amended in January 2010, "Such freshmen may, if they desire, be placed on probation for one semester and shall develop a plan in conjunction with their media adviser."

Of the student leaders who are specifically targeted by the **campus-wide policy**:

- Four had below a 2.50 for the semester.
- Five had below a 2.50 cumulative.
- Three had a 4.00 for the semester and two maintain a 4.00 cumulative.

By the Numbers - Fall 2010 semester GPA

	Average	High	Low	# <2.50
<i>Agromeck</i>	3.36	4.00	1.90	1
Business Office	2.95	3.67	2.08	3
<i>Nubian Message</i>	3.33	3.69	2.77	0
<i>Technician</i>	3.31	4.00	1.45	9
WKNC	3.18	4.00	0.19	16
WolfTV	3.16	3.33	3.00	0
Overall	3.24	4.00	0.19	29

By the Numbers - Cumulative GPA

	Average	High	Low	# <2.50
<i>Agromeck</i>	3.39	4.00	1.90	1
Business Office	2.84	3.68	2.08	4
<i>Nubian Message</i>	3.16	3.69	2.63	0
<i>Technician</i>	3.29	4.00	1.45	7
WKNC	3.21	4.00	0.19	11
WolfTV	3.09	3.24	2.58	0
Overall	3.23	4.00	0.19	23

By the Numbers – Hours enrolled in spring 2011

	Average	High	Low	# not full-time
<i>Agromeck</i>	15	18	8	0
Business Office	15	21	10	0
<i>Nubian Message</i>	15	17	13	0
<i>Technician</i>	15	19	6	1
WKNC	14	19	0	1
WolfTV	14	16	12	0
Overall	15	21	0	2

STUDENT LEADERS (all appointed positions)

	Average GPA	# <2.500	<#2.50 semester	# not full-time
Overall	3.28	3	4	0

(Average cumulative GPA was 3.12 in fall 2009, 3.20 in fall 2008, 3.22 in fall 2007 and 3.33 in fall 2006)

Require Work Plan or Other Action: 4

STUDENT LEADERS (only leaders appointed by the board)

	Average GPA	# <2.50	<#2.50 semester	# not full-time
Overall	3.24	0	0	0

Require Work Plan or Other Action: 0

Notes:

- Students who represent more than one media are only counted once, in the medium where they have the most involvement.
- Two students working for *Windhover* are not included in individual averages, but are included in the overall averages.
- A graduating senior is considered full-time regardless of the number of hours taken. We will visit with each individual to determine if this is the case.
- Students taking a co-op or studying abroad may show as 0 credit hours for the semester.

Conclusions/Summary

- The *Agromeck* staff has the highest cumulative and semester GPA average. Every staff except the business office maintains cumulative and semester GPA averages above a 3.00.
- The average cumulative GPA of student leaders was a record low 3.12 in fall 2009. This fall, the average cumulative GPA is 3.28.
- Despite countless requests by both Bradley Wilson and Martha Collins, there remains *Nubian Message* staff who show up with work in the paper but do not have employee or volunteer paperwork.