

## AGENDA

Tuesday, Jan. 15, 2013 • 7 p.m.  
Room 201, Witherspoon Student Center

### CALL TO ORDER

### NEW BUSINESS

1. Approval of minutes from November 2012 board meeting.
2. November-December Student Center Board of Directors report
3. Recruitment and Retention Report (Jamie Lynn)
4. Budget 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

### TEXT OF REPORTS

*Agromeck*  
submitted by Alex Sanchez, editor

Revenue – We will accrue approximately \$12,000 from ad sales. We have pre-sold 17 copies and will receive a cut of \$905.76 from Balfour. This puts our total non-fee income for this fiscal year at \$14,781, leaving us with a surplus of \$4,496.

Expenditures – We plan to spend about \$100 updating Genuine Fractals, an image resizing program.

Personnel – Sports editor Nolan Evans will retain his title but no longer earn his \$80 monthly salary. He will no longer be required to hold office hours. The \$80 per month previously used to pay the sports editor will fund two new positions:

- Design editor Chelsea Brown has been promoted to managing editor and will earn an additional \$50 per month.

- We've opened applications for the position of assistant photography editor. The deadline to apply is Jan. 8. This position pays \$30 per month.

Training – At our first staff meeting, the staff reviewed their work from the first 208 pages of the book and discussed setting personal goals for the semester.

Technology – Systems administrator Doug Flowers loaded OS 10.7 and Adobe Creative Suite 5.5 on all three *Agromeck* iMacs over winter break. So far, we have had no issues.

Deadlines – We met our third deadline of 72 pages Dec. 18, putting our count of completed pages at 208. Our next deadline is for 72 pages on Feb. 12. Our final deadline is for 40 pages on March 12.

Senior Portraits – Our second and final round of senior portrait sessions will be Jan. 14-17. We sent an email with information on how to sign up to all seniors Jan. 7 and are advertising sessions in *Technician* and on Facebook.

Promotions – N/A

### **Business Office**

**submitted by Olivia Pope, business office manager**

Revenue –

*Technician* – Our sales for the *Technician* for the very first week were \$11,518. This means that we met this week's budget, without a sales team being in place over break to sell and schedule ads. Also, we have had various apartment complexes to place multiple ads every week, running throughout the entire semester. Even though we are down some numbers from the slow streak last semester, I believe that we can make up for it by the projected increase in sales this semester.

WKNC – As discussed in the student leaders meeting on January 8, we are ahead of schedule for selling ads regarding WKNC. Although there is not a tremendous of ads scheduled at this moment, we have various campus departments, our regular WKNC customers and a few new customers looking to advertise this coming semester. We are going to update the sales promo running on WKNC this month in hopes that it will also bring in some new customers that listen to 88.1.

*Nubian Message* – The *Nubian's* Birthday Party was a huge success at the close of last semester. We hope to continue our *Nubian* sales through various campus departments and bring in other customers through our package deals.

*Agromeck* – The marketing team is planning a book buy promotion geared towards underclassmen in hopes to increase or sales numbers. We have sold 17 books so far but would like to reach 50 sales by spring break. The deadline for ad sales is January 18 so we will work with our campus publications to receive all the final revenue and advertisements for this

year. The revenue for the homecoming special edition will also be transferred this month since the revenue has come in to the *Technician* account.

Personnel – We hired six new sales reps, including two additional marketing team members that will also be in charge of campus sales. We had two senior sales reps graduate in December and Hillary Stedman, a senior graduating in May, took an internship this semester. All of our new employees will be eligible to work in the office for years to come. Also, we hired one new office assistant. The new employees have worked really hard making sales in their few days in the office and those sales included *Technician*, *Nubian* and WKNC.

Training – The business office trained their new sales reps on the first reading day, before exams began in December. We also are holding our first bi-weekly sales meeting on Monday, January 14. And, I will continue my individual meetings with each of the sales staff members every week.

### ***Nubian Message***

**submitted by Kierra Leggett, editor**

Personnel – With this being the start of a new semester, I hope to attract a few new members to staff. Outside of that, we have retained all staff from last semester.

Training – The *Nubian* staff has not participated in any formal training.

Coverage – In our 20<sup>th</sup> anniversary edition of the *Nubian Message* we covered a wide array of topics, including the N.C. State Cypher to the evolution of slang. For the upcoming semester, we are looking to increase our coverage of the happenings in the African American community throughout Raleigh and outside of the N.C. State campus.

Deadline – The 20<sup>th</sup> anniversary edition of the *Nubian* was published on Thursday, Nov. 28 to correspond with the 20<sup>th</sup> anniversary Multicultural Art & Music Festival.

Technology – We are anticipating the release of the *Nubian Message* app later this month.

Ethical/ Legal Issues – There are no ethical or legal issues that I am aware of at this time.

Revenue – There were several advertisements sold for the anniversary edition of the *Nubian*.

Expenditures – In preparation for our 20<sup>th</sup> anniversary festivities, the *Nubian Message* needed \$2,000. Currently the business office has acquired \$500 of this money. A proposal for a N.C. State Diversity Mini Grant for \$1000 was made however we did not receive these funds. Via donations from the African American Cultural Center and Multicultural Student Affairs we were able to fund the event.

20th Anniversary Celebration – On November 28th the *Nubian Message* celebrated its 20th anniversary with two celebrations, the first being a Multicultural Music and Art Festival. It began at 4 p.m. and ended at 7 p.m. in Talley Ballroom. There were musical performances as well as performances from National Pan-Hellenic Council Greek Organizations and other NCSU groups.

There was pizza, soda and copies of the 20<sup>th</sup> anniversary edition of the *Nubian Message* were distributed at the end of the event. There was an impressive turnout and everyone there seemed to have a great time.

Prior to the Music and Art Festival, I spoke briefly at the joint meeting of the Chancellor's African American Community Advisory Council and N.C. State's College Diversity Coordinators. I gave an overview of the *Nubian Message*, its importance on campus and the events taking place that day to commemorate it.

At 7 p.m. in Witherspoon, there was a more intimate reception which served as an opportunity for past editors and staff to celebrate the *Nubian's* accomplishments. Barry Saunders of the *News and Observer* was our keynote speaker and while we were unable to contact the family of Tony Williamson (the founding editor), Dr. Tracy Ray who was a good friend of Tony, said a few words.

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

NO REPORT

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

NO REPORT

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

Revenue –  
Non-fee income (money in the bank), as of Dec. 31, 2012: \$15,328.36  
Regular donor announcements – \$7,585.00  
Web ad sales – \$62.50  
Tir Na nOg – \$5,000.00  
Promotions/Live Nation – \$2,250.00  
Merchandise Sales – \$435.00  
Other – \$(4.14)

A keen eye will notice our income number on the Student Media Budget v. Actual spreadsheet is listed as \$14,108.36. That's technically accurate, as there was an accounting error in which \$610 was taken from WKNC and given to *Technician*, rather than the other way around. (All credit card payments automatically post to *Technician* and the money is then moved to the WKNC account.) So \$14,108.36 + \$610 paid back from *Technician* + the \$610 we were originally owed = \$15,328.36.

Although the Business Office has sold about 70% of its goal for the year already, there were minimal donor announcements run during December and as of Jan. 7 only Tir Na nOg's DA for

Local Band Local Beer running now. December has always been a low-selling month, and we hope sales will pick up in early January.

Expenditures – Our traffic scheduling software Summit Traffic unexpectedly became unavailable to us and we needed to replace it. We had originally purchased it for \$500 in December 2003 and have paid no annual support fee. On Dec. 3, 2012 we were unable to log in to the system and told we could purchase a support contract for \$1,500 per year. Operations manager Michael D'Argenio valiantly scheduled without software for a few days while other options could be evaluated. Adviser Jamie Lynn Gilbert, Student Media Technology Support Analyst Doug Flowers and Program Director Bri Aab demoed three pieces of software and decided to purchase a multi-user buyout license of Natural Log for \$1,595. Annual support will be \$200 henceforth. It is working well and the Business Office can also use it to produce invoices and keep track of revenue. They had previously done so in AdPro, but with some difficulty as it was a program specifically designed for college newspapers and not radio stations. This item was not budgeted for, as we did not know we would need a new traffic program until that afternoon. Therefore, we will end up being well over budget in fixed charges.

Outreach – We were very excited to announce the lineup for our tenth anniversary to our Double Barrel Benefit. The event, which will be taking place February 1 and February 2 at The Pour House Music Hall, has thus far received positive acclaim for the lineup that has been worked hard on for the past couple of months. We have had mentions so far in *Independent Weekly* (<http://www.indyweek.com/scan/archives/2013/01/04/wknc-unveils-the-line-up-for-its-10th-double-barrel-benefit>) and in Shuffle Magazine. We hope this means ticket sales will be high this year as well, with our goal of selling out both nights seeming very reasonable. I have also invited Chancellor Woodson and his wife to the benefit concert through a formal letter to his office. If he cannot attend, I hope that he will be able to show his support in another way. The Afterhours department also successfully held their reunion show once again this year. It was coordinated between our Afterhours music director, Cameron, and the two WKNC alumni that have been putting together the reunion for several years running.

Personnel – In expectation of two of our paid staff leaving I have found suitable individuals to fill the role of assistant promotions director and operations manager. There are four students with 11.55.6 issues at this time. Currently only one of these individuals has met with Jamie.

Technical – Our room expansion is near completion. The new office will dip into former Technician offices. The computer is set up in the room. There are just a couple of finishing touches need to be made before it's finalized, but most other items are already taken care of. It will be used for promotions and the operations manager. For the first time in recent memory, a problem that has stumped engineers far and wide has been solved; turntable 2 has been fixed! Much credit has to go to the engineering staff, particularly Charlie Townsend.

Programming – We were unfortunately off the air for over 70 hours during the winter break. It was a university planned power outage. We missed one basketball game, and had to work around other programming like DAs during this time. Thankfully nothing broke during the shutdowns and restarts. All thanks have to go to the staff that was around to make sure everything was unplugged and went relatively smoothly.

**January 2013 Activity Report**  
**Compiled by Patrick Neal, Director**

*(Note: Report includes items and events from  
Nov. 8, 2012 through Jan. 9, 2013 report date.)*



**Nubian Message celebrates its 20th anniversary** – *News & Observer* columnist Barry Saunders delivered the keynote address for the *Nubian Message's* 20th anniversary celebration the evening of Wednesday, Nov. 28. The address and reception drew some 50 attendees, which included many past editors, staff members and friends of the *Nubian Message*. The event capped a daylong celebration that began that afternoon, when *Nubian Message* Editor-in-Chief Kierra Leggett spoke 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*, members of Student Media's business and marketing staff, and a number of volunteers from outside Student Media hosted a multicultural arts and music festival in the Talley Ballroom that featured music, dancing, spoken-word performances and information tables for 16 campus organizations. The event, which included free refreshments for attendees, drew several hundred students to the ballroom over the course of the afternoon. The total cost of the event was about \$2,000, which is what had been budgeted for it. (The *Nubian Message* had submitted a Diversity Mini-Grant proposal in October for \$1,000 to help offset the cost of the celebration, but OIED notified Student Media Nov. 15 that the *Nubian's* request was not selected for funding this year.)

**Agromeck, Windhover are CSPA competition finalists** - The Columbia Scholastic Press Association announced in December that the 2012 *Agromeck* yearbook and the 2012 *Windhover* literary magazine are both finalists for its Crown awards. The organization will present all finalists with a Gold or Silver Crown award during the College Media Association's Spring Convention in March. Both the 2012 edition of *Agromeck*, edited by Kathryn Glaser, and the 2012 *Windhover*, edited by Alanna Howard, won Best of Show awards at the Associated Collegiate Press convention in Chicago, Ill. in November. Since 2004, editions of *Agromeck* have won four Columbia Scholastic Press Association Gold Crown awards and two Silver Crowns; *Windhover* won two Gold Crowns and one Silver Crown over the same period. For more information about Crown Awards and a list of all collegiate Crown finalists, visit <http://cspa.columbia.edu/docs/contests-and-critiques/crown-awards/recipients/2013-collegiate-crown.html>.

**DeLoache, Colton tapped as Spring 2013 Journalists-In-Residence** – Members of the Spring 2013 Journalist-In-Residence search committee interviewed four finalists for the two spring positions Friday Dec. 7 and Monday, Dec. 10. Frank DeLoache, who recently retired from the newspaper business after more than 35 years an editor and reporter for the *Salisbury Post*, the *Charlotte Observer* and the *St. Petersburg Times*, will begin his residency at *Technician* and the *Nubian Message* on Monday, Jan. 28 and conclude

Thursday, Feb. 7. Jim Colton, who served as *Sports Illustrated's* photography editor for some 15 years before his recent retirement to North Carolina, will begin his residency 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. Posting and interviews for the Fall 2013 Journalist-In-Residence positions are planned for late March/early April.

**Double Barrel Benefit 10 schedule announced** - WKNC will host its 10th annual Double Barrel Benefit Friday, Feb. 1 and Saturday, Feb. 2 at The Pour House, which will be opening as an 18+ venue for this event. Acts for the first night of the event will include JKutchma & The Five Fifths, Lilac Shadows, Jenny Besetzt and The Lollipops. Acts for the second night of the event will include Spider Bags, Wesley Wolfe, Some Army and Oulipo. Tickets are available for pre-order now and, depending on availability, will be on sale at the door. Tickets purchased online are available for \$10 per night; tickets will be \$12 at the door. For more information, visit [wknc.org/dbb10](http://wknc.org/dbb10).

**Fall Living Expo a success** - The Student Media marketing office held its second annual Fall Living Expo on Friday, Nov. 16 on Harris Field from 10 a.m. to 2 p.m. (The event was originally scheduled for Thursday, Nov. 15, but had to be postponed due to rain.) The Fall Living Expo featured 11 housing properties with their own interactive booths and the Carolina Hurricanes' "slapshot" inflatable, as well as a giant slam dunk inflatable from Interactive Playgrounds of Raleigh. (The Carolina Hurricanes wanted to be a part of the event again to keep hockey fresh in the college students' minds during the NHL lockout.) The event was an opportunity for students to interact with the property managers from each complex to help them make a decision on where they should live next semester. Most properties offered giveaways and prizes, from cash to food. Student Media also held a drawing with donated prizes for attendees. The Student Media marketing office realized a few years ago after talking with several property managers that Raleigh is a fall leasing area and more of our students look early to find their housing options, so the Fall Living Expo is a way for the marketing office to meet the needs of our students.

**WKNC transmitter housing project ready for final inspection** – 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 concluded in late December. Director of Student Media Advising Patrick Neal, Student Media Technology Support Analyst Doug Flowers, WKNC Consulting Engineer Will Patnaud and other members of the station staff will meet with representatives from Facilities Operations Repair & Renovation at the site on Thursday, Jan. 10 for a final walk-through. If no problems are found at that time, station and Student Media staff will devise a plan to move the transmitter from its current location and install it in the room. While the transmitter will be offline during the installation period, Will believes he may have a temporary solution (a portable transmitter) that will allow WKNC to transmit at reduced power while the two-day



project is under way. Those details should be finalized when everyone is gathered for the Jan. 10 walk-through.

**Response high for fall yearbook portrait session; spring session set** - *Agromeck's* first senior portrait session of 2012-13, held Nov. 4-9, was a huge success – so successful, in fact, that the photographers had to add an extra day to their schedule to accommodate student portrait requests. The portrait session for Spring '13 will begin Monday, Jan. 14 on the third floor of the Witherspoon Student Center. Seniors who wish to have their portraits included in this year's edition should visit [www.ouryear.com](http://www.ouryear.com) and enter School Code 279 to schedule their appointments. *Agromeck* charges no "sitting fee" for portraits, and those students who have their portraits taken are under no obligation to purchase them.

**Wolf TV changing course beginning this semester** - Following an extended discussion by the Student Media Board of Directors at its November meeting (details of which can be found at <http://ncsu.edu/sma/board/2012-2013-minutes/nov-13-2012/#discussion>), Director of Student Media Advising Patrick Neal and *Technician* Editor-In-Chief Mark Herring met with members of the Wolf TV staff Friday, Dec. 7 to inform them that staff videographers returning for the Spring 2013 semester would be considered part of Student Media's shared photography staff moving forward. As such, they will be expected to attend those section meetings, take assignments as current photographers take them, and produce content suitable for display on the websites of *Technician* and student media's other organizations. Wolf TV will no longer broadcast on Channel 79 on the campus cable system, though that channel will remain available for re-activation in the future if Wolf TV's video/multimedia staff and editors reach a point where they can adequately fill the space with high-quality content.

**Technician unveils new website; mobile app rollout imminent** - On Jan. 3, *Technician's* new (and vastly improved) website ([www.technicianonline.com](http://www.technicianonline.com)) went live on the Internet. Designed and hosted by TownNews, a company that has hosted newspaper websites since 1989, the site should allow *Technician* to expand its coverage; offer a whole new array of value-added, online-only multimedia content; and build its readership and advertising revenues in the bargain. Meanwhile, Student Media's mobile app, which was designed by Student Media Technology Support Analyst Doug Flowers, is finished. It has been approved by N.C. State, and is now awaiting approval by Android and Apple. It should be available for download within the next month.

**Technician staff gathers for spring mini-retreat** - Members of the *Technician* staff – 25 in all – gathered at Witherspoon Student Center Saturday, Jan. 5 for a day-long mini-retreat focused on planning for the coming semester. In addition to semester-planning activities and sessions on article idea generation, AP style, staff policies and a discussion focusing on media ethics online, most of the afternoon was dedicated to training staff members on how to post items to *Technician's* new website. (For more on the new site, see above.)

**Student Media organizations to be featured as part of Hunt Library's Immersion Theater** - Student Media is working with staff at the Hunt Library on a recruitment presentation for its "Immersion Theater," an ultra-large-screen, high-definition installation at the new library. Materials for the presentation, which should run about 12 minutes and include images and information from/about all six Student Media organizations, were delivered to Hunt Library for compilation Dec. 18. Benjamin Somerville, a digital media assistant with the NCSU Libraries' Digital Library Initiatives, notified Student Media Jan. 7 that the project was nearly complete and should be ready for final review by the end of this week (Friday, Jan. 11.)

**Agromeck meets third production deadline** - *Agromeck* met its third deadline in December, submitting 72 pages, for a total of 208 pages submitted to date.

**New newspaper distribution racks coming in March** - Student Media has partnered with Los Angeles-based AdCamp to improve its distribution of *Technician*, *Nubian Message* and other Student Media print products on campus. AdCamp will custom-build eight newsracks and install them on campus the week of March 18. Each rack will be "N.C. State red" and will carry the new Student Media logo. Equipped with two shelves, the racks will allow *Technician* and *Nubian Message* to share distribution spots for the first time. Not only is AdCamp building and installing the racks at no cost to Student Media, the racks will also represent a new revenue stream for Student Media from June of 2013 forward, as AdCamp will post national advertisements on two sides of the racks and remit a portion of those advertising proceeds back to Student Media each month.

**Gilbert attends student media law symposium at UNC-Chapel Hill** - Assistant Coordinator of Student Media Advising Jamie Lynn Gilbert attended the two-day seminar "One Generation Under Hazelwood: A 25-Year Retrospective on Student First Amendment Rights" Nov. 8-9 at the University of North Carolina-Chapel Hill. Featured speakers included Erwin Chemerinsky, dean of the UC-Irvine School of Law, and Frank LoMonte, executive director of the Student Press Law Center. The seminar marked the 25th anniversary of the Supreme Court case *Hazelwood School District v. Kuhlmeier* in which the Court ruled 5-3 that educators can regulate speech as part of the elementary and secondary school curriculum. During the seminar, presenters stressed that individual schools and governments can grant student media greater First Amendment rights than those outlined in *Hazelwood* and that student media need to be designated as official public forums to have the highest level of First Amendment protection.

**Neal a judge for NCCMA's 2012 student media competition** - Director of Student Media Advising Patrick Neal traveled to Chapel Hill Dec. 13 to serve as one of the judges for the North Carolina College Media Association's 2012 College Media Contest for college newspapers, yearbooks and literary magazines statewide. Publications entered in the contest may win both individual and overall/organization awards in a variety of categories, including writing, photography, design and multimedia. Patrick served as a

judge for the NCCMA's Small Schools (< 6,000 enrollment) division, judging entries from 12 schools. *Technician*, *Nubian Message*, *Agromeck* and *Windhover* all submitted entries in the Large Schools division, which were judged by advisers from the Small Schools division. The NCCMA will announce all contest winners at its 2013 conference, which will be held Saturday, Feb. 16 at North Carolina A&T State University in Greensboro.

**Power outages interrupt WKNC programming in December** - WKNC was off the air for more than 70 hours in December due to a planned power outage at Witherspoon and other buildings along Cates Avenue Dec. 16-23. The hours were not consecutive, so the station was not required to notify the FCC, but WKNC was unable to broadcast the Dec. 20 women's basketball game, resulting in some lost revenue for the station.

**MacArthur Foundation Grant application unsuccessful** – 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 would have been to convert Student Media's conference room into a fully-equipped multi-media production facility. AACC director Dr. Sheila Smith-McKoy notified Student Media Nov. 9 that the grant application had not been selected for funding.

# NC STATE **STUDENT MEDIA**

## Recruitment and Retention Report

### Fall 2012

#### HIGHLIGHTS

- 333 individual students expressed interest in at least one medium during the recruitment period (comparable with 335 in 2011, but down from 389 in 2010 and 399 in 2009).
  - Reached 203 freshmen during New Student Orientation.
  - Reached 24 new transfer students during transfer orientation.
  - Reached 35 new graduate students during graduate orientation.
  - Reached 71 students at Campus Crawl and the Student Media open house. Of the 71, there 42 freshmen, 15 sophomores, 5 juniors, 3 seniors, 1 graduate student and 5 students of indeterminate class status.
- According to New Student Orientation, 4,126 students came through the 16 freshman orientation sessions. We made contact with 203, which represents 5 percent of the incoming class.
- 74 individuals attended the Student Media open house (down from 97 in 2011).
  - 39 of the 74 individuals who attended the open house expressed interest at a prior recruitment effort (53 percent of open house attendees; roughly the same as in 2011).
  - 24 of the 74 individuals who attended the open house joined a medium's staff (32 percent of open house attendees, comparable to 35 percent in 2011).
- 38 of the 39 individuals who expressed an interest in Student Media and joined the staff were retained (11 percent of total). Out of 225 students in our records at the end of the fall 2012 semester, those 38 new students represent 17 percent.
- When adding the new 38 students to those recruited and retained from 2008-2011, our staff contains 72 students, or 32 percent, who came to Student Media during one of our recruitment effort.
- Results from the First Year Survey show high interest among CHASS and design majors, but we are recruiting and retaining more CHASS majors at a 5:1 ratio.

#### CONCLUSIONS

- We are maintaining our overall average recruitment and retention rates.
- Only half of our open house attendees are coming from New Student Orientation contacts, so we need to better understand how those students learn about Student Media to focus non-orientation recruitment.
- We need to better understand why Student Media is sparking an interest in freshmen design students, but does not translate into many joining the staff. Are we providing design students with the right information?

#### NEW STUDENT ORIENTATION

New Student Orientation hosted 16 freshman sessions and three transfer sessions. Editors/managers were provided with a list of interested students at the end of each of the five weeks. The contacted field represents the number of individuals contacted by the Monday following each week's orientation, while eventually means the editor/manager contacted students before the end of the recruitment period.

**Overall Comparisons for New Student Orientation 2006-2012**

	Individuals	Contacts	Contacted	Eventually
2012	227	460	246 (53%)	451 (98%)
2011	238	470	445 (95%)	470 (100%)
2010	254	584	390 (67%)	584 (100%)
2009	253	504	342 (68%)	504 (100%)
2008	198	365	289 (79%)	N/R
2007	165	312	238 (76%)	N/R
2006	230	304	135 (44%)	N/R

**POST-ORIENTATION**

Student Media participated in three recruitment efforts beyond new student and transfer student orientation. Changes in the Welcome Week schedule prompted us to move our open house to Tuesday from 4-7 p.m. We had previously scheduled it Monday afternoon to coincide with Campus Crawl. Campus Crawl was moved to Wednesday, overlapping with graduate student orientation.

**Post-Orientation 2012**

Date	Event	Individuals	Contacts	Contacted	Eventually
8/14	Open House	74	96	62	65
8/15	Campus Crawl	41	103	45	48
8/15	Grad Orientation	35	91	34	41
		<b>150</b>	<b>290</b>	<b>141</b>	<b>148</b>

Duplicate individuals/contacts are included in these numbers, but separated from final totals.

**Overall Comparisons for Post-Orientation 2007-2012**

	Individuals	Contacts	Contacted	Eventually
2012	150	290	141 (49%)	148 (51%)
2011	154	286	0 (0%)	0 (0%)
2010	190	384	364 (95%)	384 (100%)
2009	190	317	78 (25%)	146 (46%)
2008	236	403	196 (49%)	N/R
2007	127	169	N/R	N/R

**Overall Recruitment Comparisons 2006-2012**

	Individuals	Contacts	Contacted	Eventually
2012	333	701	371 (53%)	582 (83%)
2011	335	706	445 (63%)	470 (67%)
2010	389	905	691 (76%)	905 (100%)
2009	399	774	412 (53%)	636 (82%)
2008	382	709	507 (72%)	N/R
2007	273	481	346 (72%)	N/R
2006	230	304	135 (44%)	N/R

All duplicate individuals/contacts have been removed from these numbers.

**BY MEDIA**

Overall interest in Student Media remained the same. By medium, fewer students were interested in photography and Wolf TV and more interested in WKNC. The radio station and daily newspaper (encompassing design and photography) remain the largest draws and maintain the largest staffs.

**Interest by Media 2006-2012**

Media	2012	2011	2010	2009	2008	2007	2006
<i>Agromeck</i>	72	63	74	80	70	62	55
Business Office	31	23	46	42	54	9	N/R
Design	83	74	93	82	N/R	N/R	7
<i>Nubian Message</i>	32	21	44	33	50	22	18
Photography	99	138	167	147	125	73	39
<i>Technician</i>	110	116	147	143	151	134	75
<i>Windhover</i>	49	50	51	63	36	46	26
WKNC	153	122	182	120	149	111	76
Wolf TV	72	99	101	64	N/R	N/R	N/R
	<b>701</b>	<b>706</b>	<b>905</b>	<b>774</b>	<b>709</b>	<b>481</b>	<b>296</b>

All duplicate individuals/contacts have been removed from these numbers.

**OPEN HOUSE**

Previously scheduled to coincide with Campus Crawl, changes in the Wolfpack Welcome Week schedule resulted in moving the open house from Monday afternoon to Tuesday from 4-7 p.m. Classes began on Thursday, so *Technician* was not in production. "Previous" indicates the number of people who expressed an interest in that medium during New Student Orientation who then attended the open house. "New" represents those students who had not previously indicated interest in Student Media during the recruitment effort. While more than half of the contacts were new, 39 of the 74 individuals who attended open house had previously indicated interested in Student Media.

**Open House Attendance by Media 2012**

Media	Total	Previous	New
<i>Agromeck</i>	12	3	9
Business Office	3	1	2
<i>Nubian Message</i>	13	1	12
<i>Technician</i>	20	10	10
<i>Windhover</i>	11	5	6
WKNC	19	10	9
Wolf TV	18	9	9
	<b>96</b>	<b>39</b>	<b>57</b>

Duplicate individuals are included in these numbers, as some students visited with multiple media during the open house. *Technician* includes those interested in photography and design.

**JOINED STAFF**

Of the people who expressed an interest during recruitment efforts, below are the numbers of people who actually joined the staff. The percentages are the percentages of people who expressed an interest in that medium who joined the staff. Student Media recruited 39 individuals in 42 positions. These numbers are consistent with previous years.

**New Staff Recruited by Media 2012**

Media	Joined	Percent
<i>Agromeck</i>	8	11%
Business Office	0	0%
<i>Nubian Message</i>	4	13%
<i>Technician*</i>	16	8%
<i>Windhover</i>	0	0%
WKNC	7	5%
Wolf TV	7	10%

\* *Technician* numbers include staff writers, photographers and designers. *Technician* percentage is out of the 210 individuals indicating interest in any of those categories.

**STILL ON STAFF**

Some people join the staff, but leave before the end of the fall semester. Below are the numbers of people who were still on staff in December 2012. The percentages are our “retention” figures, i.e. the percentage of people who joined the staff and remained on it. Student Media retained 38 individuals in 41 positions. These numbers are also consistent with previous years.

**New Staff Retained by Media 2012**

Media	Still	Percent
<i>Agromeck</i>	8	100%
Business Office	0	0%
<i>Nubian Message</i>	3	75%
<i>Technician</i>	16	100%
<i>Windhover</i>	0	0%
WKNC	7	100%
Wolf TV	7	100%

**New Staff Retained by Class 2007-2012**

Class	2012	2011	2010	2009	2008	2007
Freshmen	25	28	31	28	26	31
Sophomore	7	6	6	1	8	9
Junior	3	1	2	2	1	1
Senior	1	1	0	0	1	3
Grad Student	2	2	1	2	4	0

**New Staff Retained by College 2007-2012**

College	2012	2011	2010	2009	2008	2007
CHASS	15	8	11	8	16	16
ENG	5	13	10	8	7	9
CALS	4	4	4	4	6	2
GRAD	2	2	1	2	4	0
COM	0	3	4	1	2	1
DASA	1	N/A	N/A	N/A	N/A	N/A
DESIGN	3	2	4	1	2	2

FYC	4	0	4	4	1	6
PAMS	3	2	0	1	0	3
TEX	1	4	1	4	1	3
TRANS	0	0	0	0	1	0
CNR	0	1	0	0	0	2
EDU	0	0	1	0	0	0

Sixteen of the 39 students retained during our 2011 recruitment efforts are still on staff – eight at WKNC, five at *Technician* and one each at *Agromeck*, *Nubian Message* and Wolf TV. Four hold senior leadership roles.

At this time in 2011, Student Media had retained 20 students from its 2010 recruitment efforts. Eleven of those students remain on staff – six at WKNC, two at *Technician*, one at *Nubian Message* and two at different media than where they started. Two currently hold a top leadership position – Kierra Leggett at *Nubian Message* and Alex Sanchez at *Agromeck*. Three hold other senior leadership roles.

Five students recruited in 2009 remain on staff – three at *Technician* and two at WKNC. Two hold senior leadership roles, one of whom being WKNC General Manager Michael Jones. Two students recruited for WKNC in 2008 also remain on staff. All students recruited in 2007 have since graduated or otherwise left, with two – Jenna St. Pierre and Charlie Burnett – spending five years with WKNC.

## FIRST YEAR SURVEY

Student Media received information from the 2012 First Year survey, in which students were asked “In which of the following co-curricular programs/activities at NC State are you interested in learning about and/or participating?” and asked to mark responses including student media/publications.

A total of 220 students, about 9.7 percent of the students who took the survey, indicated they were interested in student media. Sixty-nine of those names overlap with those from our recruitment efforts, with 13 of them becoming staff members. Of the 220 students from the First Year Survey, those colleges with rates higher than the average were the College of Design with 36.7 percent, CHASS with 20.6 percent, the Poole College of Management with 12.4 percent, DASA with 11.5 percent and CALS with 9.8 percent. Despite having such high apparent interest, only three design majors joined the staff this year. While CHASS and Design have had the highest interest in the First Year Survey since 2007, 74 CHASS majors joined the staff compared to only 14 design students.



# STUDENT MEDIA BUDGET VS. ACTUAL

DATE: January 1, 2013  
 PERCENT THROUGH FISCAL YEAR: 50%

056 AGROMECK			
	Budget	Actual	Percent
Payroll	\$ 16,260.01	\$ 5,132.95	32%
Supplies	\$ 600.72	\$ 77.74	13%
Leadership develop.	\$ 2,405.64	\$ 1,512.72	63%
Admin service charge	\$ 3,088.00	\$ 3,013.14	98%
Current services	\$ 57,874.00	\$ 773.54	1%
Fixed charges	\$ 743.00	\$ 634.00	85%
<b>TOTAL</b>	<b>\$ 80,971.37</b>	<b>\$ 11,144.09</b>	<b>14%</b>
Non-fee income	\$ 10,375.00	\$ 7,315.82	71%
Fee income	\$ 70,596.37	\$ 46,059.08	15.83%
<b>TOTAL</b>	<b>\$ 80,971.37</b>	<b>\$ 53,374.90</b>	<b>66%</b>
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	\$ 356.44	2%
Fixed charges	\$ 343.00	\$ 234.00	68%
<b>TOTAL</b>	<b>\$ 25,524.94</b>	<b>\$ 1,473.46</b>	<b>6%</b>
Non-fee income	\$ -	\$ -	-
Fee income	\$ 25,524.94	\$ 16,653.20	5.72%
<b>TOTAL</b>	<b>\$ 25,524.94</b>	<b>\$ 16,653.20</b>	<b>65%</b>
Profit/Loss	\$ 0.00		

  

059 WKNC			
	Budget	Actual	Percent
Payroll	\$ 36,836.39	\$ 16,916.02	46%
Supplies	\$ 5,824.00	\$ 3,469.56	60%
Leadership develop.	\$ 1,751.92	\$ 1,578.46	90%
Admin service charge	\$ 2,530.00	\$ 2,461.58	97%
Current services	\$ 5,986.47	\$ 2,195.95	37%
Fixed charges	\$ 4,647.00	\$ 2,731.97	59%
Contracted services	\$ 1,000.00	\$ 15.00	2%
<b>TOTAL</b>	<b>\$ 58,575.78</b>	<b>\$ 29,368.54</b>	<b>50%</b>
Non-fee income	\$ 52,624.60	\$ 14,108.36	27%
Fee income	\$ 5,951.18	\$ 3,882.72	1.33%
<b>TOTAL</b>	<b>\$ 58,575.78</b>	<b>\$ 17,991.08</b>	<b>31%</b>
Profit/Loss	\$ 0.00		

  

066 TECH SUPPORT			
	Budget	Actual	Percent
Payroll	\$ 73,188.44	\$ 36,569.01	50%
Supplies	\$ 2,500.00	\$ 54.97	2%
Leadership develop.	\$ -	\$ -	-
Admin service charge	\$ 1,010.00	\$ 985.29	98%
Current services	\$ -	\$ -	-
Fixed charges	\$ -	\$ -	-
<b>TOTAL</b>	<b>\$ 76,698.44</b>	<b>\$ 37,609.27</b>	<b>49%</b>
Non-fee income	\$ -	\$ -	-
Fee income	\$ -	\$ -	-
<b>TOTAL</b>	<b>\$ -</b>	<b>\$ -</b>	<b>-</b>
Profit/Loss	\$ (76,698.44)		

061 NUBIAN MESSAGE			
	Budget	Actual	Percent
Payroll	\$ 4,464.52	\$ 1,783.94	40%
Supplies	\$ 150.00	\$ 152.35	102%
Leadership develop.	\$ 755.64	\$ 787.40	104%
Admin service charge	\$ 394.00	\$ 384.23	98%
Current services	\$ 5,997.92	\$ 4,767.46	79%
Fixed charges	\$ 174.00	\$ 45.00	26%
<b>TOTAL</b>	<b>\$ 11,936.08</b>	<b>\$ 7,920.38</b>	<b>66%</b>
Non-fee income	\$ 1,000.00	\$ 3,812.00	381%
Fee income	\$ 10,936.08	\$ 7,135.01	2.45%
<b>TOTAL</b>	<b>\$ 11,936.08</b>	<b>\$ 10,947.01</b>	<b>92%</b>
Profit/Loss	\$ 0.00		

  

060 GENERAL ADMIN			
	Budget	Actual	Percent
Payroll	\$ 275,607.08	\$ 139,504.98	51%
Supplies	\$ 9,893.87	\$ 2,075.45	21%
Leadership develop.	\$ 3,500.00	\$ 4,947.77	141%
Admin service charge	\$ 12,380.00	\$ 12,078.51	98%
Current services	\$ 6,206.05	\$ 2,634.67	42%
Fixed charges	\$ 6,650.00	\$ 255.00	4%
Contracted services	\$ 5,400.00	\$ 3,150.00	58%
Capital outlay	\$ 30,000.00	\$ -	0%
<b>TOTAL</b>	<b>\$ 349,637.00</b>	<b>\$ 164,646.38</b>	<b>47%</b>
Non-fee income	\$ -	\$ -	-
Fee income	\$ 332,985.43	\$ 217,249.20	74.66%
<b>TOTAL</b>	<b>\$ 332,985.43</b>	<b>\$ 217,249.20</b>	<b>65%</b>
Profit/Loss	\$ (16,651.57)		

  

057 TECHNICIAN			
	Budget	Actual	Percent
Payroll	\$ 101,686.59	\$ 53,834.19	53%
Supplies	\$ 3,500.00	\$ 1,250.34	36%
Leadership develop.	\$ 9,227.78	\$ 3,642.06	39%
Admin service charge	\$ 12,085.00	\$ 11,789.71	98%
Current services	\$ 182,497.22	\$ 97,960.18	54%
Fixed charges	\$ 5,059.00	\$ 3,322.03	66%
Student financial aid	\$ 6,000.00	\$ 3,000.00	50%
<b>TOTAL</b>	<b>\$ 320,055.59</b>	<b>\$ 174,798.51</b>	<b>55%</b>
Non-fee income	\$ 335,270.40	\$ 143,194.65	43%
Fee income	\$ -	\$ -	0.00%
<b>TOTAL</b>	<b>\$ 335,270.40</b>	<b>\$ 143,194.65</b>	<b>43%</b>
Profit/Loss	\$ 15,214.81		

  

OVERALL			
	Budget	Actual	Percent
Payroll	\$ 512,893.03	\$ 253,741.09	49%
Supplies	\$ 22,768.59	\$ 7,080.41	31%
Leadership develop.	\$ 17,640.98	\$ 12,468.41	71%
Admin service charge	\$ 32,397.00	\$ 31,595.48	98%
Current services	\$ 277,683.60	\$ 108,688.24	39%
Fixed charges	\$ 17,616.00	\$ 7,222.00	41%
Contracted services	\$ 6,400.00	\$ 3,165.00	49%
Capital outlay	\$ 30,000.00	\$ -	0%
Student financial aid	\$ 6,000.00	\$ 3,000.00	50%
<b>TOTAL EXPENSES</b>	<b>\$ 923,399.20</b>	<b>\$ 426,960.63</b>	<b>46%</b>
Non-fee income	\$ 399,270.00	\$ 168,430.83	42%
Fee income	\$ 445,994.00	\$ 290,979.21	65%
<b>TOTAL INCOME</b>	<b>\$ 845,264.00</b>	<b>\$ 459,410.04</b>	<b>54%</b>
Net Profit/Loss	\$ (78,135.20)	\$ 32,449.41	
Current reserve			
Reserve Transfer			