

**NC State Student Media Board of Directors  
January, 2016 meeting minutes**

**Tuesday, January 12, 2016 • 7 p.m.  
Room 356 Witherspoon Student Center**

Present: Tomesha Murray, Sarah Bowman, Tyler Dukes, Dean Phillips, Mimi McCarthy, Maddie Lassiter, Robbie Williams, Kaitlin Montgomery, Kaanche Gandhi, Matt Brown, Mark Tate

Absent: Mark Foley, Brandon Tung, Marc Russo, Molly Donovan

Others present: Martha Collins, Krystal Baker, Jamie Lynn Gilbert, Doug Flowers, Ellen Meder, Jillian Smith, Eliza Eisenhardt

**CALL TO ORDER**

Chairman Mimi McCarthy called the meeting to order at 7 p.m. and established a quorum

**APPOINTMENT OF MEETING SECRETARY**

Matt Brown volunteered to serve as recording secretary for the meeting.

**APPROVAL OF NOVEMBER MEETING MINUTES**

The board voted unanimously to approve the Nov. 10, 2015 meeting minutes after a motion from Robbie Williams and a second from Dean Phillips.

**BUDGET UPDATE & MIDYEAR REVIEW**

Jamie said that everything appeared to be in order at the midpoint of the year. She noted that purchases of gift cards for use in marketing efforts by the Student Business & Marketing Office had necessitated the addition of a new category, "Special Marketing," to the budget reports that had not theretofore been necessary. Otherwise, she noted that *Technician* and *Agromeck* had slightly overspent their leadership development budgets, attributing that to abnormally high airfare costs incurred on behalf of students traveling to the 2016 National College Media Convention in the fall. Patrick said that this overage would be manageable given expected savings in other budget categories and should not result in curtailment of any organization's abilities to travel as planned for the remainder of the academic year. (The January budget update is included here and made part of these minutes by reference.) Krystal followed with a report on year-to-date revenues, saying that sales for *Technician* were up some 29 percent over the same period last year and that the other organizations were generally on track with expectations. In response to a question from Dean, Mark Tate attributed that increase to better personnel on staff this year in the Student Business Office. Finally, Patrick reminded the board that, on the advice of the Budget Office, Student Media had rearranged the schedule for major capital improvements to WKNC's transmitter/antenna so as to include some \$160,000 of expenditures in the current fiscal year. With that in mind, he said the year-end projection would be well into the red, as opposed to the slight surplus originally budgeted, and that this deficit would drive Student Media's overall cash reserves below the recommended three months'

operating costs at year's end. He said that should be no cause for alarm, as that deficit would be remedied in subsequent years.

## **BUDGET PROCESS PREVIEW**

Patrick said that Student Media would be asking for significant fee increases in the next two-year funding cycle to increase student staff pay, saying student staff pay had not seen an across-the-board adjustment in many years. He said that this affected Student Media negatively in that many potential Student Media staffers might be prevented from doing so due to financial considerations; he said he did not want to see Student Media ever get to a point where the only students able to work for the organizations were those who otherwise did not need to work at all.

With that in mind, Patrick said he and other members of the professional staff had compiled preliminary numbers for students who were expected to work a certain number of hours per week as part of their job responsibilities (i.e., editors, general managers, senior staffers) and used the current minimum wage as a benchmark to arrive at a competitive wage for their positions, with lower-level senior staff making \$8 per hour, middle managers making \$9 per hour and organization heads making \$10 per hour. (Per-story and per-photo rates were not included in this calculation, nor were stipends for *Windhover* staffers.)

Though he cautioned that those numbers were still in flux, Patrick said bringing students up to that level would mean a large increase in Student Media's fee, one that would exceed \$4 per student as compared to Student Media's current total funding of around \$24 per student.

Patrick said he had made the case to his supervisor, the Budget Office and the Vice Provost for Student Development, Health and Wellness, and said they had expressed support for the effort. On the advice of the SDHW Budget Director, Patrick said they would be asking for the first half of the funding for the 2017-2018 fiscal year and the remainder for the 2018-2019 fiscal year. He noted that even if those efforts were successful, relatively few students involved with Student Media this year would see any benefit from the increase before graduation; the earliest anyone could expect an increase would be year after next.

Tyler expressed his support for the effort, saying he was aware of many internships that were essentially closed to students of limited means because of cost. Similarly, Kaitlin said that she was excited about it, and that she believed her staff would be as well.

## **2016-2017 ORGANIZATION LEADER SELECTION PROCESS**

Patrick reminded everyone that the application period for next year's organization leaders was under way. He also reminded current student leaders to let any potential applicants know that while the board could waive certain requirements for leadership positions, the requirement for a cumulative GPA of 2.5 was a university rule and could not be waived. (This year's application memo is attached and made part of these minutes by reference.)

Otherwise, Patrick recommended that the board forego its regularly scheduled February meeting to allow the Newspaper, Broadcast, Annual Publications and Business Office advisory boards to meet and interview candidates during the month of February.

## **BOARD VACANCIES AND ELECTION OF VICE-CHAIR**

Patrick said board vice chairman Mark Foley would not be able to attend any spring meetings due to a co-op, so the board needed to elect a vice chair to replace him. Maddie Lassiter volunteered to serve and was approved unanimously after a nomination from Tyler and a second by Dean.

Otherwise, Patrick said the board still had a professional vacancy. Tyler, who in November had said he would reach out to the *News & Observer's* Mandy Locke to serve, said Mandy was teaching classes at Chapel Hill during the board's regular meeting times this semester and would thus be unable to serve. It was agreed that he would stay in touch with Mandy as a potential board member beginning in the fall.

## **NUBIAN MESSAGE UPDATE**

Patrick said Chris Hart-Williams had resigned as editor of the *Nubian Message* at the end of the fall semester. Ellen said Jillian Smith, who had previously been slated to serve as Chris' managing editor this semester, had agreed to serve as editor this semester, and that Stephanie Tate had agreed to step up as her managing editor. Tyler made a motion that Jillian be formally hired, and Robbie seconded the motion, which passed unanimously.

## **REPORTS & ADDENDA**

Organization board reports are attached and made part of these minutes by reference. Otherwise:

- Eliza Eisenhardt, who represented *Agromeck* at the meeting in Molly Donovan's absence, said the book's fifth deadline (and the last one with content) was approaching. She also said that the staff was embarking on a second round of recruiting in light of staff attrition from fall into spring.
- Mark said the Business & Marketing Office would begin heavily promoting its online dining guide, [nearncstate.com](http://nearncstate.com), this semester. He said T shirts for the staff were being made to wear during promotional efforts on campus.
- Kaanchee said that *Windhover* was rolling out a way in which visitors to the website could sponsor *Windhover* (and have their name included in the 2016 edition) for as little as \$25. Otherwise, she said the staff would be meeting with the printers soon in preparation for laying out the book.
- Matt said that his board report contained an incorrect date. He said WKNC's recruitment/outreach efforts would be Jan. 14, not Jan. 12 and Jan. 16 as stated originally.

## **ADJOURN**

The meeting adjourned at 7:40 p.m.

## STUDENT MEDIA BUDGET VS. ACTUAL

DATE: January 1, 2016  
PERCENT THROUGH FISCAL YEAR: 42%

056	AGROMECK		
	Budget	Actual	Percent
Payroll	\$ 16,651.71	\$ 8,150.16	49%
Supplies	\$ 700.00	\$ -	0%
Leadership develop.	\$ 3,220.00	\$ 2,962.34	92%
Admin service charges	\$ 2,622.86	\$ 2,522.92	96%
Current services	\$ 28,708.24	\$ 162.36	1%
Fixed charges	\$ 1,114.00	\$ 710.97	64%
TOTAL	\$ 53,016.80	\$ 14,508.75	27%
Non-fee income	\$ 24,000.00	\$ (776.43)	-3%
Fee income	\$ 29,016.80	\$ 18,825.93	
TOTAL	\$ 53,016.80	\$ 18,049.50	34%
Profit/Loss	\$ -		

061	NUBIAN MESSAGE		
	Budget	Actual	Percent
Payroll	\$ 4,476.58	\$ 1,639.62	37%
Supplies	\$ 150.00	\$ -	0%
Leadership develop.	\$ 1,920.00	\$ -	0%
Admin service charges	\$ 714.44	\$ 571.62	80%
Current services	\$ 7,436.12	\$ 4,095.14	55%
Fixed charges	\$ 214.00	\$ -	0%
TOTAL	\$ 14,911.14	\$ 6,306.38	42%
Non-fee income	\$ 2,000.00	\$ -	0%
Fee income	\$ 12,911.14	\$ 8,376.67	
TOTAL	\$ 14,911.14	\$ 8,376.67	56%
Profit/Loss	\$ -		

057	TECHNICIAN		
	Budget	Actual	Percent
Payroll	\$ 63,061.52	\$ 35,346.21	56%
Supplies	\$ 3,000.00	\$ 35.32	1%
Leadership develop.	\$ 4,840.00	\$ 4,604.67	95%
Admin service charges	\$ 15,230.23	\$ 11,872.42	78%
Current services	\$ 161,121.84	\$ 72,720.26	45%
Fixed charges	\$ 5,878.00	\$ 5,520.77	94%
(Special Marketing)		\$ 100.00	
TOTAL	\$ 253,131.59	\$ 130,199.65	51%
Non-fee income	\$ 234,367.00	\$ 37,097.93	16%
Fee income	\$ 18,764.59	\$ 12,174.35	
TOTAL	\$ 253,131.59	\$ 49,272.28	19%
Profit/Loss	\$ -		

058	WINDHOVER		
	Budget	Actual	Percent
Payroll	\$ 4,461.60	\$ 900.00	20%
Supplies	\$ 450.00	\$ 58.00	13%
Leadership develop.	\$ 100.00	\$ -	0%
Admin service charges	\$ 1,112.79	\$ 1,060.12	95%
Current services	\$ 14,940.00	\$ 233.50	2%
Fixed charges	\$ 393.00	\$ 45.00	11%
TOTAL	\$ 21,457.39	\$ 2,296.62	11%
Non-fee income	\$ -	\$ -	
Fee income	\$ 21,457.39	\$ 13,921.43	
TOTAL	\$ 21,457.39	\$ 13,921.43	65%
Profit/Loss	\$ -		

059	WKNC		
	Budget	Actual	Percent
Payroll	\$ 36,179.11	\$ 17,450.97	48%
Supplies	\$ 2,500.00	\$ 791.11	32%
Leadership develop.	\$ 2,980.00	\$ 2,305.85	77%
Admin service charges	\$ 2,757.24	\$ 2,698.04	98%
Current services	\$ 5,480.60	\$ 627.69	11%
Fixed charges	\$ 4,339.00	\$ 1,026.00	24%
Contracted services	\$ 1,000.00	\$ 280.00	28%
TOTAL	\$ 55,235.95	\$ 25,179.66	46%
Non-fee income	\$ 48,100.00	\$ 14,883.42	31%
Fee income	\$ 7,135.95	\$ 4,629.76	
TOTAL	\$ 55,235.95	\$ 19,513.18	35%
Profit/Loss	\$ -		

060	GENERAL ADMIN		
	Budget	Actual	Percent
Payroll	\$ 386,707.41	\$ 191,657.62	50%
Supplies	\$ 12,593.00	\$ 4,517.62	36%
Leadership develop.	\$ 12,650.00	\$ 5,840.05	46%
Admin service charges	\$ 22,504.45	\$ 20,796.17	92%
Current services	\$ 8,778.76	\$ 6,859.65	78%
Fixed charges	\$ 1,425.00	\$ 7,055.40	495%
Contracted services	\$ 3,000.00	\$ 2,300.00	77%
Capital outlay	\$ 50,000.00	\$ 14,297.04	29%
TOTAL	\$ 497,658.63	\$ 253,323.55	51%
Non-fee income	\$ -	\$ 481.30	
Fee income	\$ 496,280.42	\$ 321,983.71	
TOTAL	\$ 496,280.42	\$ 322,465.01	65%
Profit/Loss	\$ -		

066	TECH SUPPORT		
	Budget	Actual	Percent
Payroll	\$ 76,146.76	\$ 38,081.47	50%
Supplies	\$ 1,900.00	\$ 1,261.10	66%
Leadership develop.	\$ -	\$ -	
Admin service charges	\$ 4,286.94	\$ 4,148.94	97%
Current services	\$ 600.00	\$ 582.22	
Fixed charges	\$ -	\$ -	
TOTAL	\$ 82,933.70	\$ 44,073.73	53%
Non-fee income	\$ -	\$ -	
Fee income	\$ 82,933.70	\$ 53,806.88	
TOTAL	\$ 82,933.70	\$ 53,806.88	65%
Profit/Loss	\$ -		

	OVERALL		
	Budget	Actual	Percent
Payroll	\$ 587,684.69	\$ 293,226.05	50%
Supplies	\$ 21,293.00	\$ 6,663.15	31%
Leadership develop.	\$ 25,710.00	\$ 15,712.91	61%
Admin service charges	\$ 49,228.96	\$ 43,670.23	89%
Current services	\$ 227,065.56	\$ 85,280.82	38%
Fixed charges	\$ 13,363.00	\$ 14,358.14	107%
Contracted services	\$ 4,000.00	\$ 2,580.00	65%
Capital outlay	\$ 50,000.00	\$ 14,297.04	29%
(Special Marketing)		\$ 100.00	
TOTAL EXPENSES	\$ 978,345.20	\$ 475,888.34	49%
Non-fee income	\$ 308,467.00	\$ 51,686.22	17%
Fee income	\$ 668,500.00	\$ 433,718.72	65%
TOTAL INCOME	\$ 976,967.00	\$ 485,404.94	50%

Net Profit/Loss \$ (1,378.20)

## STUDENT MEDIA

# SEEKING APPLICATIONS for Student Media Leaders

**To:** Applicants for 2016-2017 editors of the *Agromeck* yearbook, *Nubian Message*, *Technician*, *Windhover* literary and arts magazine and managers of the business office and WKNC.

**Date:** Jan. 5, 2016

**Re:** Vacancies in leadership positions

## QUALIFICATIONS

- The candidate must have been a member of that media for at least two full semesters.\*
- The candidate must have at least two semesters remaining as an N.C. State University student.\*
- The candidate must have at least a 2.50 cumulative grade point average and must maintain a 2.50 semester and cumulative GPA.
- The candidate must be a full-time N.C. State University student.
- The candidate must be free of active disciplinary sanctions, subject to the review of the Office of Student Conduct.
- The candidate must agree to attend all required training.\*\*
- For the University regulation for undergraduate student leadership, consult regulation 11.55.6.

\* The board may decide to waive this requirement.

\*\* For the *Technician* and *Nubian Message* editors, this includes the Management Seminar for College News Editors in Georgia in July as well as retreats to be scheduled at the beginning of the fall and spring semesters.

\*\* For the *Agromeck* editor and senior staff, this includes a summer workshop TBD.

## STEP ONE: The position package — due Thursday, Feb. 4, noon, 307A Witherspoon

The position package (one-page cover letter, one-page resume and transcript) is due by noon to Patrick Neal in 307A Witherspoon Student Center. As we are a deadline-driven organization, packages won't be accepted, copied or distributed late. The position package should consist of a cover letter, a resume and up to five pages (one-sided, black-and-white) and an unofficial copy of your transcript. For more suggestions on what you might include in your position package, visit with any of the Student Media professional staff members or student leaders.

## STEP TWO: Meet with advisory board — date, time, location TBA

The four advisory boards - Newspapers, Broadcast, Annual Publications and Business Office - will meet at times and locations to be determined to interview the candidates for top leaders. Each advisory board will make a recommendation to the Student Media Board of Directors. Those meetings will be held between Friday, Feb. 6, and Monday, Feb. 29. The question-and-answer portions of the meeting will be open to the public; the advisory board members will deliberate in executive session in arriving at their recommendations.

## STEP THREE: The interview — Tuesday, March 1, 7 p.m., 356 Witherspoon

The members of the Board of Directors hire the top editors and managers. Candidates may contact members of the Board and may answer questions prior to the meeting. During the meeting, each candidate will be given time to answer questions, ask questions and/or give a statement.

Results will be announced immediately following the Board meeting.

## POSSIBLE ISSUES TO DISCUSS AT BOARD MEETING AND/OR IN THE POSITION PAPER

- What is your experience (here at NC State and elsewhere) that makes you the best qualified for the position?
- How will you improve the credibility of our media?
- Why do you want the job? And it is a job. The editors will influence what students at NC State know about their fellow students. They produce what will be an integral part of the history of the university forever. And they are entrusted with the wise spending of student fees to benefit students.
- How do you intend to improve upon the foundation past staffs have built? Or do you just intend to maintain things the way they are?
- How do you plan to increase and improve your medium's online presence?
- How will your medium serve NCSU students?
- How do you relate to fellow staff members?
- What will you bring, personally, to the position?
- How will you ensure that your medium best serves students?
- What are your goals? Be specific. Don't have glittering generalities. Address monetary issues. Have a vision. What about the quality of the medium? What about the content?
- How do you intend to recruit, train, motivate and retain your staff?

## STUDENT MEDIA

# THE POSITION PACKAGE for Student Media Leaders

**To:** Applicants for 2015-2016 editors of the *Agromeck* yearbook, *Nubian Message*, *Technician*, *Windhover* literary and arts magazine and managers of the business office and WKNC.

**Date:** Jan. 5, 2016

**Re:** The Position Package

## STEP TWO: The position package — due Thursday, Feb. 4, noon, 307A Witherspoon

The position package is a key part of your application.

As we are a deadline-driven organization, papers won't be accepted, copied or distributed late.

The position package consists of four parts.

1) *A cover letter (one page maximum)*

The cover letter should be the front page of the package that explains to the Board why the Board members should hire you. It should grab the Board's attention and point out why you, above all other applicants, should be interviewed and hired. In no more than one page, focus on what position you're applying for and why. Be brief and specific.

2) *Your resume (one page maximum)*

The resume should be packaged like your cover letter. Presentation is important.

3) *Position paper (five pages maximum)*

Sample copies of past position papers are available for inspection with your Student Media adviser. The position paper should be NO MORE THAN FIVE PAGES and should include (but should not be limited to) the following sections:

- a) Positive aspects of this medium and things you plan to continue
- b) Plans for recruitment and retention of staff
- c) Plans for improving coverage of the campus, students, faculty, staff and alumni
- d) Plans for improving timeliness and planning aspects of this medium
- e) Other problems you've identified for the medium and plans for improvement including everything from credibility to copy editing to staff bonding.

4) *Transcript*

An unofficial copy printed off the website is perfectly fine. You may also come by the Student Media office and speak with the Student Media adviser to provide documentation of your student status. This transcript will NOT be distributed to the Board of Directors but will only be used to verify that you meet the minimum grade and full-time student status requirements.

All pages should be submitted together with a paper clip, no staples or binding. The pages should be printed on one side only and on white paper. The package will be photocopied in black-and-white, so pages should not rely on any color.

### POSSIBLE ISSUES TO DISCUSS AT BOARD MEETING AND/OR IN THE POSITION PAPER

- What is your experience (here at NC State and elsewhere) that makes you the best qualified for the position?
- How will you improve the credibility of our media?
- Why do you want the job? And it is a job. The editors will influence what students at NC State know about their fellow students. They produce what will be an integral part of the history of the university forever. And they are entrusted with the wise spending of student fees to benefit students.
- How do you intend to improve upon the foundation past staffs have built? Or do you just intend to maintain things the way they are?
- How do you plan to increase and improve your medium's online presence?
- How will your medium serve NCSU students?
- How do you relate to fellow staff members?
- What will you bring, personally, to the position?
- How will you ensure that your medium best serves students?
- What are your goals? Be specific. Don't have glittering generalities. Address monetary issues. Have a vision. What about the quality of the medium? What about the content?
- How do you intend to recruit, train, motivate and retain your staff?

# STUDENT MEDIA ORGANIZATION REPORTS – January, 2016

*Agromeck*

**submitted by Molly Donovan, editor**

## **Revenue**

- We have sold 65 books. Over break, I sent out an email to every senior that took their senior portrait to explain how to order a book.
- The second round of senior portraits are next week, which should boost sales even more.

## **Expenditures**

- N/A

## **Personnel**

- Meredith Wynn was hired in December as our new Digital Content Editor.
- Our staff is dwindling, but we have recruitment planned for Winter Welcome Week and plans to email professors in the Communication and English Departments.

## **Training**

- We will have new training sessions after recruitment.
- No training was conducted since the last meeting due to deadline.

## **Coverage**

- The current deadline we are working on is the last one with coverage! It will include the Krispy Kreme Challenge, Double Barrel Benefit, Dance Marathon and more.

## **Technology**

- N/A

## **Deadlines**

- We submitted 72 pages on December 18th. Our next deadline is February 5th and will include all of the senior portraits. Our final deadline is March 4th (!!!) and will only be the Ads/Index and the opening and closing spreads of the book.
- Deadlines have been challenging this year overall, purely due to our lack of staff writers. We have been very fortunate that all the editors and myself have the ability to write, and luckily it has not impacted deadlines too much.

## **Ethics/Legal Issues**

- N/A

# **Business Office**

## **submitted by Mark Tate, business office manager**

### **Revenue**

#### *Technician*

We were able to finish strong in the last 2 months of the semester. We had a high value purchase order from one of our national clients that helped pull our numbers up but overall we did well in bringing in a wide variety of customers.

#### WKNC

Year to Date (July 1<sup>st</sup>-October 19th) we have brought in \$5882.50 from WKNC sales.

#### *Nubian Message*

Nothing new to report on *Nubian Message* sales.

#### Agromeck-

Nothing new to report.

### **Expenditures**

All expenditures are normal. Our nearncsu.com t-shirt designs have been approved so we will be ordering those soon.

### **Personnel**

With the addition 4 new business media consultants, we now have a staff of 9 sales reps. We are still focusing on keeping each of our consultants in their particular sector and will have the new reps focus on bringing in new customers to Student Media.

### **Training**

We have an upcoming training event on Wednesday, January 13<sup>th</sup>.

### **Deadlines**

No new deadlines.

## ***Nubian Message***

No report this month.

## **Technician**

## **submitted by Kaitlin Montgomery, editor**

### **Personnel**

We've had a few changes in staff. Jordan Beck, our sports editor, has stepped down and Daniel Lacy and Drew Nantais have stepped up and will share the title of editor. We also lost



one of our assistant news editors, Rachel Smith. She is studying abroad this semester in Prague.

### **Training**

We will have our spring senior staff training Jan. 10. We'll be talking about our goals for the new semester, new recruitment tactics and some housekeeping things.

### **Technology**

Everything is pretty much the same.

### **Coverage**

The fall semester wrapped up nicely. We had a really cool cover for our exam issue. We're working this semester to continue to tackle big projects and stories such as sexual assault, Margaret Spellings and the Greek Life review. We're in the works with planning the one year mark of the Chapel Hill shootings and we've begun discussing, as a team, what we want to do about the DTH spoof.

### **Deadlines**

We've been solid so far. We'll just keep working to meet our deadlines.

### **Ethics/Legal Issues**

None at this time.

## ***Windhover*** **submitted by Kaanchee Gandhi, editor**

### **Revenue**

We now have an easy way for businesses and individuals to sponsor and/or donate to us online. Our website, [windhover.ncsu.edu/sponsor](http://windhover.ncsu.edu/sponsor), has all of the information and allows people to complete a Google form with new levels of sponsorship. We will be contacting businesses and alumni soon to raise money for the book

### **Expenditures**

We are in contact with Theo Davis Printing. The designers and I will be visiting the publication plant this week or the following to discuss options for the theme we've decided on.

### **Personnel**

Our committees have all been filled, and we have a new, public staff page: [windhover.ncsu.edu/staff](http://windhover.ncsu.edu/staff)

### **Training**

Nothing to report.

### **Technology**

Nothing to report.

### **Coverage**

Our Open Mic Night was a big success, and a video of the performances will be up on our YouTube page soon. Our website was revamped over break and is hopefully more easy to navigate now. We will be focusing on gathering as many submissions as possible this month before the deadline. One of our designers is currently in the process of photographing/scanning the covers of all our past editions to upload to the website.

### **Deadlines**

Our final deadline for submissions is January 31<sup>st</sup>. We are aiming to send the book off to the publishers around mid-March.

### **Ethics/Legal Issues**

Nothing to report

## **WKNC 88.1 FM submitted by Matt Brown, general manager**

### **REVENUE**

Non-fee income (money in the bank), as of Dec. 31, 2015: \$14,833.42  
Donor announcements — \$6,634.00  
Web Ads — \$205.80  
Local Band Local Beer — \$1,300.00  
Concert Promotions — \$2,810.00  
Benefit Concerts/Events — \$1,005.00  
Merchandise Sales — \$1,159.12  
NC State Hockey Broadcasts — \$300.00  
Other — \$1,419.00 [Donations and FY14 payment from Wolfpack Sports]

We have about a third of our total non-fee income raised for the year, compared to about a quarter raised by this time in 2015.

### **TRAINING**

We are currently planning a training session for people to learn how to operate the video and audio equipment that we use for our video sessions.

### **TECHNOLOGY**

We have assembled two press kits for EOT reporters to check out for on-site interviews. Each bag contains:

- a Zoom H4n recorder and manual
- a small pair of headphones
- an AudioSpectrum AS-400 handheld microphone
- a cable to connect the external mic
- some extra batteries
- a laminated card that details what each bag should contain
-

In addition we also purchased two lightning bolt to fire-wire converters. These will allow people with newer Mac's to be able to use our 8 track recording interface for our video series The Lounge.

### **SOCIAL MEDIA**

Our total number of social media followers is now 21,028. That is a 24% increase from January 1, 2015 with our biggest growth in Instagram (a 140% increase for 1,000 new followers) and YouTube (a 101% increase for 150 new followers).

### **OUTREACH**

We will be having our DJ interest meetings on January 12 and 16 and our DJ training classes will take place on the following Thursdays from 6:00 to 7:00.