

AGENDA

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

CALL TO ORDER

NEW BUSINESS

1. Approval of minutes from January 2012 board meeting
2. Student Center Board of Directors report
3. Appointment of advisory board members and overview of hiring process
4. Budget update (Patrick) – current and 2013-2014 fiscal year

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 about \$2,700 from 51 pre-sold books.

Expenditures – We negotiated with Balfour to add eight pages to the book to accommodate more senior ads. According to Josh Lovell, our sales representative, the cost of this change will be “negligible.” We should have a dollar amount soon.

Personnel – We did not receive any applications for the assistant photography editor by our deadline. Since then, I’ve encouraged the photography editor to seek out an assistant on the photo staff.

Technology – One of our two most reliable computers continues to run slowly after being reloaded last month. I sent Martha and Patrick Doug’s quote for a replacement Feb. 5. Martha said she plans to request funds to purchase those computers through a DASA one-time funding request by the Feb. 6 deadline.

Deadlines – Due to a larger than expected number of ad and senior portrait pages and a slightly larger book, we've negotiated new page counts for our remaining two deadlines. We will submit 58 pages to Balfour by Feb. 12 and 62 by March 12.

Senior Portraits – According to Lifetouch, 699 seniors had portraits taken in fall and spring sessions. That's 109 more than last year. Two of these seniors will not have their portraits included. One asked to have her portrait removed and the other only had cap and gown pictures taken. Both seniors have been notified and given an opportunity to be included elsewhere in the book by sending us a photo.

Organization Photos – We are beginning to solicit group photos from organizations for our ads and index section through the OrgSync listserv. These photos are due Feb. 22. Organizations also have until Feb. 15 to request a student media photographer come to the meeting to take a group photo.

Promotions – The Student Media marketing team is planning a book signing event with athletics in late April. Students will be able to pick up their copy and have it signed by coaches and athletes.

Business Office

submitted by Olivia Pope, business office manager

Revenue –

Technician – With the decline of national ads after the beginning of the semester, the sales staff is trying to compensate for this difference. Our sales for the *Technician* have not been steady over the past five weeks. Over the past week, we have had our deadline for the Valentine's Day issue and the Baseball edition. This upcoming Thursday, February 14 is our deadline for Spring Living, which has scheduled \$11,706 already. We are hoping to bring in a lot of extra revenue with this.

WKNC – We just made an agreement with Wolfpack Sports Television to start selling their advertisements for their station. This will be a 75:25 split, and half of our 25 percent will go to WKNC. We will start to sell packages to include both baseball coverage on WKNC and Wolfpack Sports Television.

Nubian Message – Our campus sales reps have been trying to sell for *Nubian*. We had one ad run close to the beginning of the semester and we have a couple of more scheduled over the next couple of weeks.

Agromeck – We just got the go-ahead for Coach Dorean to sign our yearbooks at a spring baseball game on April 23. It is our hopes to have access to sell books during this event, to further increase revenues. Now, our marketing team, paired with *Agromeck* and the professional staff, are trying to come up with new ways to further this plan. We have also hit the 51 books sold mark which puts us at break-even with our marketing costs of sending letters out to all freshmen.

Personnel – We hired a new office assistant, Ridge, last week because we still had a couple of gaps in our schedule. We had left over hours from Martha's work-study students and the

design staff covering the desk throughout various parts of the day. Ridge is a junior and plans to stay with the office for the next several years.

Training – We just selected our two sales staff members that will be attending CNBAM (College Newspaper Business Advertising Managers, Inc.) conference in San Diego. Jane Trunk, a sophomore, and Mark Tate, a freshman, will represent Student Media at this conference and hopefully bring back some useful sales techniques, while furthering their leadership within the office. The sales staff also met with the professional staff at Wolfpack Sports Television at our bi-weekly staff meeting on January 28 to learn more about the programming and advertising options.

Nubian Message

submitted by Kierra Leggett, editor

NO REPORT

Technician

submitted by Mark Herring, editor

NO REPORT

Windhover

submitted by Lisa Dickson, editor

Personnel and training – The final staff for 2012-2013 *Windhover* is as follows:

Four paid staff members:

- Ian Thomas, Design Editor
- Kelley Rathod, Designer
- Allison Hale, Designer
- Morgan Moore, Junior Designer

Leaders for the three voluntary committees in charge of submission selection:

- Ajita Banerjea, head of Poetry and Prose Committee
- Erin Holloway, head of Visual Committee
- Alayna Veasey, head of Short Story Committee

The visual committee has already met and decided on the works that they support being included in this year's edition of *Windhover*. I was present for this meeting to oversee Erin's process for leading the small group, and to assist her if necessary. Both of the literary committees have yet to make the final decisions of the works, but both committee heads have received digital attachments of the works that their committee is in charge of. Ajita and Alayna have both been in contact with me through email in discussing how they intend to select the works and by what standards, and have sent the works to their committees to read before they meet to discuss final decisions.

Ian, Kelley and Allison all traveled to Theo Davis Printing last Friday to meet with Frank Pulley. They reported back to me following their trip and excitedly stated that they reviewed a good selection of paper stock and options for printing the book. All three of them are meeting with me tomorrow afternoon to share what they discussed with Frank, as well as give me an

updated presentation of what they are proposing as the layout for this year's *Windhover*. I attended a workshop for leadership communication with Patrick at the beginning of this week, hosted by Professor Jessica Jameson from the Communication Department. The workshop was a collaboration of different student leaders, mostly those who are part of Student Government, and was an interactive discussion of ways to improve communication both professionally and on a more personal level.

Marketing – Last night I posted an announcement and event page for *Windhover's* upcoming Open Mic Night. The event page has an image of the poster created for Open Mic Night by the designers, and also has a slightly more involved info post under the event itself.

The designers are currently in the process of printing their "Perform at Open Mic Night" posters, which are designed both to solicit performers for the event as well as raise awareness of the date. Posters will be dispersed throughout campus by the end of this week, and again throughout next week.

The design team is also in the process of creating digital ads to include in the ad slides throughout campus, as well as on the *Technician's* website.

I would still like to explore the possibility of having a featured *Windhover* page in this year's *Agromeck*, which was an idea originally offered by Alex himself for each of the Student Media branches. I would like to work with my designers on a page that features posters from past editions of *Windhover*, as well as the book cover art. Before the page can be designed, I need to have the posters and book covers photographed by one of my volunteers. The posters that could be pulled from the archive room are currently being pressed and flattened in my office, and will be ready to photograph as soon as I can get someone on it. This would serve as a sort of small advertisement for *Windhover*, as well as all of the Student Media groups, but I think that overall this is a great idea in terms of supporting the unification of the different groups.

Events – The Spring Open Mic Night will be taking place on February 27th at 7:00 pm at the Crafts Center. The design team is currently working on a banner to hang behind the performers at the event, as well as programs for those who attend.

WKNC
submitted by Michael Jones, general manager

Non-fee Revenue (as of January 31, 2013):

Regular donor announcements	\$7,985.00
Web ad sales	\$62.50
Tir Na nOg	\$5,500.00
Promotions/Live Nation	\$1,300.00
Benefit Concerts	\$25.00
Merchandise Sales	\$1,079.00
Other	\$(4.77)
Total	\$16,896.73

Outreach: February 1 and 2, WKNC hosted its tenth Double Barrel Benefit, raising over \$5,500. You will notice its absence from the previous numbers, as it happened following the end of January. We were approximately 40 people shy from selling out Double Barrel Benefit 10 overall. We sold out our run of 25 two-day passes in Schoolkids this year. I would highly recommend only going with 25 hard tickets to future general managers. *Technician*, *Agromeck*, *WRAL*, and *The Daily Tar Heel* covered the event. Additionally, since the last Board of Directors meeting, the event gained mentions in *Independent Weekly* and again in *Shuffle Magazine*. On top of the normal Double Barrel Benefit festivities, we hosted the day party at Tir Na nOg and The Pour House Music Hall, which also helped bring in more revenue for the station outside of ticket sales. All of the events for that weekend were filmed using the new equipment that Student Media has gained, and I cannot wait to see the results of Patrick's dedication.

Training – We accepted 13 of the 24 applications that we received from the spring interest meetings. Currently, I believe that 11 of the students will go on to make the entire class as one of the students notified us of a schedule conflict and another has yet to appear at the lectures. I feel like having a lower number of training monkeys will work better in the foreseeable future. There has also been a general increase in the amount of people that are interested in working off air with the radio station. This welcomed change also means that we will be dedicating time to help teach students who want to learn about production, promotions, or public affairs mostly.

Promotion – We resupplied our stock of koozies. Jamie believes the amount that we ordered should have us covered for the next couple of years. There has been a growing interest from listeners to be able to purchase merchandise from the station outside of buying it at events. Since we are limited in not being able to sell items online at this moment, I have been directing them towards Krystal, where they can buy over the phone and she can ship the items to that listener. I hope to strategize a more effective way of letting our audience know what we have available and where to directly purchase items until we are given the opportunity to sell merchandise online.

Technical – Doug recently completed maintenance on the Icecast/Intranet server, which has cleared up 30gb in space. There were only slight hiccups in the WKNC stream at this time, but they were so minor that any oddities in the feed were very temporary.

February 2013 Activity Report
Compiled by Patrick Neal, Director

*(Note: Report includes items and events from
Jan. 8 through Feb 6, 2013 report date.)*



Double Barrel Benefit X raises more than \$5,500 for WKNC – WKNC’s Double Barrel Benefit brought more than 500 people to The Pour House Music Hall Feb. 1 and 2, surpassing last year's event in terms of both attendance and net proceeds. The event generated \$4,425 in ticket sales, with the rest of the income coming from sales of WKNC merchandise, including DBBX T-shirts and new pint glasses bearing the station logo, and a raffle sponsored by Pabst Blue Ribbon and Cat’s Cradle; the top prizes were a PBR snowboard each night and tickets to Cat’s Cradle's sold-out Alt-J concert on March 5. Double Barrel Benefit X also included a Day Party and Market held Feb. 2 at Tir Na nOg Irish Pub and The Pour House Music Hall. Now in its second year, the afternoon event featured 20 local artists, artisans and vendors along with six bands performing alternating sets between the two venues. With an annual operating budget of less than \$60,000, revenue from Double Barrel Benefit accounts for between 10 and 15 percent of the station’s total income.

Parents' Fund grants to buy new video equipment, PA system – Student Media received a total of \$12,100 in Parents' Fund grant awards during the fund's most recent award cycle. Student Media received \$10,100 for new video equipment for WolfTV/Technician. With that, Student Media purchased two professional-grade HD field cameras, two tripods, two shotgun mics, two wireless lavalier mics, and extra batteries and chargers for two complete field shooting packages. Student Media also ordered a new iMac editing station for the WolfTV office equipped with Final Cut Pro 10. WKNC received a separate grant of \$2,000 to purchase a new public address system, which will allow the station to generate additional revenue providing sound services for various events both on and off campus.

Mobile App release date set for March 11 - Student Media's mobile app, which was designed by Student Media Technology Support Analyst Doug Flowers, has been approved by N.C. State, Android and Apple. It will "go live" on March 11, the first day of class after Spring Break. The app is actually more like five apps in one, with one section devoted to each of Student Media's five organizations. With it, app users will be able to view text and photos, receive alerts for breaking news, stream WKNC's programming and request songs on the go, among other things. The marketing of the app will be key; unlike Technician's new website, there will be no built-in audience, and potential users will not avail themselves of it unless they know it exists. With that in mind, it's critical that all of our organizations do everything they can to raise awareness of it.

Agromeck chosen as national sample by Balfour - Balfour, *Agromeck's* yearbook company, has chosen the 2013 edition of *Agromeck* as a national sample piece. This means that the company will overrun copies of the book as a sample they will take to other campuses as an excellent example of what other schools could achieve with their yearbooks. In becoming a national sample, *Agromeck* joins a select group; it represents less than 4 percent of the publications Balfour will produce this year.

DeLoache completing journalism residency; Colton's to begin in March –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 conclude his residency with *Technician* and the *Nubian Message* on Thursday, Feb. 7. By all accounts, DeLoache has been a superior resource for both publications, bringing insightful critiques and workshops pertinent to all sections and editors. 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. Posting and interviews for the Fall 2013 Journalist-In-Residence positions are planned for late March/early April.

WKNC transmitter switch set for March 18 – WKNC General Manager Michael Jones, 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 met with representatives from Facilities Operations Repair & Renovation at WKNC's new transmitter house on Jan. 10 for a final walk-through. No major problems were identified, and though a final invoice for the construction work will not be available until after the March 18 switch, FCAP Construction & Warranty Manager Kevin Ingalls indicated that he was confident the construction work would be under the \$30,000 budget allotted for it. However, it's likely that the final project cost will slightly exceed \$30,000, as some \$1,500 in parts and copper transmission line will be required. Also, after careful consideration, we have elected to hire a firm that specializes in moving major broadcast equipment to move the transmitter from its current site to the room. While it may be possible for Student Media staff to move the transmitter the short distance required, it is quite heavy (about 1,000 pounds) and a potential drop event would be both dangerous and expensive. All told, we expect the final cost of the project to be close to \$33,000.

Response high for spring portrait session – The weeklong portrait session for Spring '13 that began Monday, Jan. 14 on the third floor of the Witherspoon Student Center was quite successful. According to LifeTouch, a total of 591 seniors had their portraits taken in the fall and spring, which is slightly above last year's total of 588 portraits in the book.

Student Media receives "rough cut" 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. The designer delivered a rough cut of the presentation, which was viewed and

critiqued by the full-time staff. Since then, members of the design team at Hunt have made additional suggestions of their own as to possible ways to improve it, and the discussion is ongoing.

New newspaper distribution spots approved by OUA – The Office of the University Architect has approved all eight proposed locations for new Student Media distribution racks on campus. Five of the racks will be used to replace bins stolen from high-traffic areas on Central Campus over the past two years, and a new one will be installed in the courtyard of the SAS Building. The remaining two will be placed at high-traffic spots on Centennial Campus – one at Hunt Library and one at the bus stop in front of Engineering I/II. Los Angeles-based AdCamp will custom-build eight newsracks and install them on campus the week of March 18. Each rack will be architectural bronze in color to match the University's other permanent architectural fixtures 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.

NCCMA's 2013 Conference set for Feb. 16 - The North Carolina College Media Association's 2013 Conference and Awards event will take place Saturday, Feb. 16 at N.C. A&T University in Greensboro. The daylong event will include an opening panel on science journalism, onsite publication critiques, breakout sessions throughout the day, a resume critique session, and a panel discussion with judges from the 2013 competition. The day include Best of Show and individual awards from this year's competition. Students from all of N.C. State's organizations are being encouraged to attend, as the final registration deadline is Monday, Feb. 10.

Student Media to cosponsor 2013 Sunshine Day event – Sunshine Day will be observed Monday, March 11 from noon to 4 p.m. at the McKimmon Center. This year's event is sponsored by the Sunshine Center of the North Carolina Open Government Coalition and N.C. State Student Media. Speakers will include veteran journalists and government officials from across North Carolina and more than a dozen experts and advocates for open government. Attendees will hear from panelists, highlight governments who do it right, and roll out new open government initiatives. Organizers have also extended an invitation to government officials and staff to attend the pre-conference session on March 11 from 10:30-11:30 a.m., also at the McKimmon Center. That session will be led by UNC-Chapel Hill School of Government Professor Fleming Bell and North Carolina Press Association Attorney Amanda Martin on the topic of responding to records requests.

STUDENT MEDIA BUDGET VS. ACTUAL

DATE: February 1, 2013
 PERCENT THROUGH FISCAL YEAR: 58%

056 AGROMECK			
	Budget	Actual	Percent
Payroll	\$ 16,260.01	\$ 6,850.81	42%
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	\$ 831.54	1%
Fixed charges	\$ 743.00	\$ 634.00	85%
TOTAL	\$ 80,971.37	\$ 12,919.95	16%
Non-fee income	\$ 10,375.00	\$ 8,550.82	82%
Fee income	\$ 70,596.37	\$ 64,406.61	15.83%
TOTAL	\$ 80,971.37	\$ 72,957.43	90%
Profit/Loss	\$ 0.00		

058 WINDHOVER			
	Budget	Actual	Percent
Payroll	\$ 4,850.00	\$ 1,019.50	21%
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%
TOTAL	\$ 25,524.94	\$ 2,492.96	10%
Non-fee income	\$ -	\$ -	-
Fee income	\$ 25,524.94	\$ 23,286.96	5.72%
TOTAL	\$ 25,524.94	\$ 23,286.96	91%
Profit/Loss	\$ 0.00		

066 TECH SUPPORT			
	Budget	Actual	Percent
Payroll	\$ 73,188.44	\$ 42,663.85	58%
Supplies	\$ 2,500.00	\$ 54.97	2%
Leadership develop.	\$ -	\$ -	-
Admin service charge	\$ 1,010.00	\$ 985.29	98%
Current services	\$ -	\$ -	-
Fixed charges	\$ -	\$ -	-
TOTAL	\$ 76,698.44	\$ 43,704.11	57%
Non-fee income	\$ -	\$ -	-
Fee income	\$ -	\$ -	-
TOTAL	\$ -	\$ -	-
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	\$ 5,292.52	88%
Fixed charges	\$ 174.00	\$ 45.00	26%
TOTAL	\$ 11,936.08	\$ 8,445.44	71%
Non-fee income	\$ 1,000.00	\$ 3,812.00	381%
Fee income	\$ 10,936.08	\$ 9,977.22	2.45%
TOTAL	\$ 11,936.08	\$ 13,789.22	116%
Profit/Loss	\$ 0.00		

059 WKNC			
	Budget	Actual	Percent
Payroll	\$ 36,836.39	\$ 17,716.33	48%
Supplies	\$ 5,824.00	\$ 3,527.55	61%
Leadership develop.	\$ 1,751.92	\$ 1,578.46	90%
Admin service charge	\$ 2,530.00	\$ 2,461.58	97%
Current services	\$ 5,986.47	\$ 2,358.45	39%
Fixed charges	\$ 4,647.00	\$ 3,471.97	75%
Contracted services	\$ 1,000.00	\$ 15.00	2%
TOTAL	\$ 58,575.78	\$ 31,129.34	53%
Non-fee income	\$ 52,624.60	\$ 16,896.73	32%
Fee income	\$ 5,951.18	\$ 5,429.39	1.33%
TOTAL	\$ 58,575.78	\$ 22,326.12	38%
Profit/Loss	\$ 0.00		

060 GENERAL ADMIN			
	Budget	Actual	Percent
Payroll	\$ 275,607.08	\$ 162,152.99	59%
Supplies	\$ 9,893.87	\$ 3,461.77	35%
Leadership develop.	\$ 3,500.00	\$ 4,947.77	141%
Admin service charge	\$ 12,380.00	\$ 12,078.51	98%
Current services	\$ 6,206.05	\$ 3,785.33	61%
Fixed charges	\$ 6,650.00	\$ 415.00	6%
Contracted services	\$ 5,400.00	\$ 3,600.00	67%
Capital outlay	\$ 30,000.00	\$ -	0%
TOTAL	\$ 349,637.00	\$ 190,441.37	54%
Non-fee income	\$ -	\$ -	-
Fee income	\$ 332,985.43	\$ 303,789.88	74.66%
TOTAL	\$ 332,985.43	\$ 303,789.88	91%
Profit/Loss	\$ (16,651.57)		

OVERALL			
	Budget	Actual	Percent
Payroll	\$ 512,893.03	\$ 286,255.08	56%
Supplies	\$ 22,768.59	\$ 8,564.72	38%
Leadership develop.	\$ 17,640.98	\$ 12,468.41	71%
Admin service charge	\$ 32,397.00	\$ 31,595.48	98%
Current services	\$ 277,683.60	\$ 118,232.74	43%
Fixed charges	\$ 17,616.00	\$ 8,132.00	46%
Contracted services	\$ 6,400.00	\$ 3,615.00	56%
Capital outlay	\$ 30,000.00	\$ -	0%
Student financial aid	\$ 6,000.00	\$ 4,000.00	67%
TOTAL EXPENSES	\$ 923,399.20	\$ 472,863.43	51%
Non-fee income	\$ 399,270.00	\$ 209,986.08	53%
Fee income	\$ 445,994.00	\$ 406,890.06	91%
TOTAL INCOME	\$ 845,264.00	\$ 616,876.14	73%
Net Profit/Loss	\$ (78,135.20)	\$ 144,012.71	
Current reserve			
Reserve Transfer			

057 TECHNICIAN			
	Budget	Actual	Percent
Payroll	\$ 101,686.59	\$ 54,067.66	53%
Supplies	\$ 3,500.00	\$ 1,290.34	37%
Leadership develop.	\$ 9,227.78	\$ 3,642.06	39%
Admin service charge	\$ 12,085.00	\$ 11,789.71	98%
Current services	\$ 182,497.22	\$ 105,608.46	58%
Fixed charges	\$ 5,059.00	\$ 3,332.03	66%
Student financial aid	\$ 6,000.00	\$ 4,000.00	67%
TOTAL	\$ 320,055.59	\$ 183,730.26	57%
Non-fee income	\$ 335,270.40	\$ 180,726.53	54%
Fee income	\$ -	\$ -	0.00%
TOTAL	\$ 335,270.40	\$ 180,726.53	54%
Profit/Loss	\$ 15,214.81		

060 GENERAL ADMIN			
	Budget	Actual	Percent
Payroll	\$ 275,607.08	\$ 162,152.99	59%
Supplies	\$ 9,893.87	\$ 3,461.77	35%
Leadership develop.	\$ 3,500.00	\$ 4,947.77	141%
Admin service charge	\$ 12,380.00	\$ 12,078.51	98%
Current services	\$ 6,206.05	\$ 3,785.33	61%
Fixed charges	\$ 6,650.00	\$ 415.00	6%
Contracted services	\$ 5,400.00	\$ 3,600.00	67%
Capital outlay	\$ 30,000.00	\$ -	0%
TOTAL	\$ 349,637.00	\$ 190,441.37	54%
Non-fee income	\$ -	\$ -	-
Fee income	\$ 332,985.43	\$ 303,789.88	74.66%
TOTAL	\$ 332,985.43	\$ 303,789.88	91%
Profit/Loss	\$ (16,651.57)		