

Student Media Board of Directors Agenda

**Tuesday, March 1, 2016 • 7 p.m.
Room 356 Witherspoon Student Center**

CALL TO ORDER

APPOINTMENT OF MEETING SECRETARY

OLD BUSINESS

1. Approval of Jan. 12, 2016 meeting minutes

NEW BUSINESS

1. March 2016 budget update (Jamie)
2. 2016-2017 budget update (Patrick)
3. Tower/transmitter project update (Jamie/Patrick)
4. Recommendations from advisory boards for 2016-2017 student leaders
 - Broadcast
 - Business Office
 - Newspapers
5. Discussion: *Windhover & Agromeck* leadership positions for 2016-2017

REPORTS & ADDENDA

- *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

**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, Kaanchee 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, 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: March 1, 2016
 PERCENT THROUGH FISCAL YEAR: 67%

056 AGROMECK				058 WINDHOVER				066 TECH SUPPORT			
	Budget	Actual	Percent		Budget	Actual	Percent		Budget	Actual	Percent
Payroll	\$ 16,651.71	\$ 10,064.86	60%	Payroll	\$ 4,461.60	\$ 908.55	20%	Payroll	\$ 76,146.76	\$ 51,296.79	67%
Supplies	\$ 700.00	\$ -	0%	Supplies	\$ 450.00	\$ 58.00	13%	Supplies	\$ 1,900.00	\$ 1,261.10	66%
Leadership develop.	\$ 3,220.00	\$ 2,962.34	92%	Leadership develop.	\$ 100.00	\$ -	0%	Leadership develop.	\$ -	\$ -	
Admin service charges	\$ 2,622.86	\$ 2,522.92	96%	Admin service charges	\$ 1,112.79	\$ 1,060.12	95%	Admin service charges	\$ 4,286.94	\$ 4,148.94	97%
Current services	\$ 28,708.24	\$ 198.89	1%	Current services	\$ 14,940.00	\$ 233.50	2%	Current services	\$ 600.00	\$ 862.00	
Fixed charges	\$ 1,114.00	\$ 710.97	64%	Fixed charges	\$ 393.00	\$ 45.00	11%	Fixed charges	\$ -	\$ -	
TOTAL	\$ 53,016.80	\$ 16,459.98	31%	TOTAL	\$ 21,457.39	\$ 2,305.17	11%	TOTAL	\$ 82,933.70	\$ 57,568.83	69%
Non-fee income	\$ 24,000.00	\$ (703.31)	-3%	Non-fee income	\$ -	\$ -		Non-fee income	\$ -	\$ -	
Fee income	\$ 29,016.80	\$ 26,881.41	4.34%	Fee income	\$ 21,457.39	\$ 19,878.31	3.21%	Fee income	\$ 82,933.70	\$ 76,830.47	12.41%
TOTAL	\$ 53,016.80	\$ 26,178.10	49%	TOTAL	\$ 21,457.39	\$ 19,878.31	93%	TOTAL	\$ 82,933.70	\$ 76,830.47	93%
Profit/Loss	\$ -			Profit/Loss	\$ -			Profit/Loss	\$ -		
061 NUBIAN MESSAGE				059 WKNC				OVERALL			
	Budget	Actual	Percent		Budget	Actual	Percent		Budget	Actual	Percent
Payroll	\$ 4,476.58	\$ 2,222.57	50%	Payroll	\$ 36,179.11	\$ 22,021.89	61%	Payroll	\$ 587,684.69	\$ 378,950.12	64%
Supplies	\$ 150.00		0%	Supplies	\$ 2,500.00	\$ 1,817.34	73%	Supplies	\$ 21,293.00	\$ 8,765.70	41%
Leadership develop.	\$ 1,920.00	\$ -	0%	Leadership develop.	\$ 2,980.00	\$ 2,305.85	77%	Leadership develop.	\$ 25,710.00	\$ 17,428.79	68%
Admin service charges	\$ 714.44	\$ 571.62	80%	Admin service charges	\$ 2,757.24	\$ 2,698.04	98%	Admin service charges	\$ 49,228.96	\$ 43,670.23	89%
Current services	\$ 7,436.12	\$ 5,704.86	77%	Current services	\$ 5,480.60	\$ 1,836.23	34%	Current services	\$ 227,065.56	\$ 108,456.39	48%
Fixed charges	\$ 214.00	\$ -	0%	Fixed charges	\$ 4,339.00	\$ 3,026.00	70%	Fixed charges	\$ 13,363.00	\$ 18,440.54	138%
TOTAL	\$ 14,911.14	\$ 8,499.05	57%	TOTAL	\$ 55,235.95	\$ 34,735.35	63%	Contracted services	\$ 4,000.00	\$ 3,830.00	96%
Non-fee income	\$ 2,000.00	\$ 217.00	11%	Non-fee income	\$ 48,100.00	\$ 24,419.70	51%	Capital outlay	\$ 26,933.50	\$ 19,846.32	74%
Fee income	\$ 12,911.14	\$ 11,960.99	1.93%	Fee income	\$ 7,135.95	\$ 6,610.80	1.07%	(Special Marketing)	\$ -	\$ 100.00	
TOTAL	\$ 14,911.14	\$ 12,177.99	82%	TOTAL	\$ 55,235.95	\$ 31,030.50	56%	TOTAL EXPENSES	\$ 955,278.70	\$ 599,488.09	63%
Profit/Loss	\$ -			Profit/Loss	\$ -			Non-fee income	\$ 308,467.00	\$ 78,057.92	25%
								Fee income	\$ 668,500.00	\$ 619,304.00	93%
								TOTAL INCOME	\$ 976,967.00	\$ 697,361.92	71%
057 TECHNICIAN				060 GENERAL ADMIN							
	Budget	Actual	Percent		Budget	Actual	Percent				
Payroll	\$ 63,061.52	\$ 42,053.49	67%	Payroll	\$ 386,707.41	\$ 250,381.97	65%	Net Profit/Loss	\$ 21,688.30		
Supplies	\$ 3,000.00	\$ 85.32	3%	Supplies	\$ 12,593.00	\$ 5,543.94	44%				
Leadership develop.	\$ 4,840.00	\$ 4,604.67	95%	Leadership develop.	\$ 12,650.00	\$ 7,555.93	60%				
Admin service charges	\$ 15,230.23	\$ 11,872.42	78%	Admin service charges	\$ 22,504.45	\$ 20,796.17	92%				
Current services	\$ 161,121.84	\$ 91,489.09	57%	Current services	\$ 8,778.76	\$ 8,131.82	93%				
Fixed charges	\$ 5,878.00	\$ 7,375.17	125%	Fixed charges	\$ 1,425.00	\$ 7,283.40	511%				
(Special Marketing)		\$ 100.00		Contracted services	\$ 3,000.00	\$ 2,800.00	93%				
TOTAL	\$ 253,131.59	\$ 157,580.16	62%	TOTAL	\$ 474,592.13	\$ 322,339.55	68%				
Non-fee income	\$ 234,367.00	\$ 53,504.94	23%	Non-fee income	\$ -	\$ 579.68					
Fee income	\$ 18,764.59	\$ 17,383.67	2.81%	Fee income	\$ 496,280.42	\$ 459,758.34	74.24%				
TOTAL	\$ 253,131.59	\$ 70,888.61	28%	TOTAL	\$ 496,280.42	\$ 460,338.02	93%				
Profit/Loss	\$ -			Profit/Loss	\$ -						

Report 16 - Fiscal Year-to-Date Auxiliary Status

As of December 31, 2015

Auxiliary Code: 0089 Student Media

Projects: 354054, 354055, 354056, 354057, 354058, 354059, 354060, 354061, 354062, 354063, 354064, 354066, 371370

Media-Other Revenue	(389,461)	(308,108)	(253,062)	(308,466)	(51,686)	(308,466)	(306,475)	(308,867)	(309,367)	(309,867)	(310,367)
\$ Change		81,353	55,046	(55,404)	256,780	(256,780)	1,991	(2,392)	(500)	(500)	(500)
% Change		-20.9%	-17.9%	21.9%	-83.2%	496.8%	-0.6%	0.8%	0.2%	0.2%	0.2%

Account(s)	Description	2012-13 Activity	2013-14 Activity	2014-15 Activity	2015-16 Budget	2015-16 YTD Activity	2015-16 Year-End Projection	2016-17 Budget	2017-18 Projection	2018-19 Projection	2019-20 Projection	2020-21 Projection
11100-11199	Beginning Cash Bal	415,136	322,104	318,208	344,835	344,835	344,835	223,969	232,295	213,095	197,030	223,109
40100-40199	Fees	(446,348)	(552,823)	(642,574)	(668,500)	(434,502)	(668,500)	(690,600)	(751,200)	(815,400)	(852,300)	(863,900)
40300-40399	Supporting Svcs Rev	(50,193)	(40,296)	(45,823)	(48,100)	(14,883)	(48,100)	(48,100)	(48,500)	(49,000)	(49,500)	(50,000)
40400-40499												
40600-40699	Sales/Service Rev	(315,152)	(232,888)	(191,231)	(260,366)	(34,405)	(260,366)	(258,375)	(260,367)	(260,367)	(260,367)	(260,367)
40500-40599	Workshop/Camp Rev	-	(10,144)	-	-	-	-	-	-	-	-	-
40700-40719												
40730-40799	Other Revenues	(24,115)	(24,780)	(16,008)	-	(2,398)						
40800-40999	Transfers	-	(156,121)	-	-	-						
40100-40999	Total Revenues	(835,809)	(1,017,052)	(895,636)	(976,966)	(486,188)	(976,966)	(997,075)	(1,060,067)	(1,124,767)	(1,162,167)	(1,174,267)
51000-51199	EPA Non-Teaching	122,807	122,807	128,267	134,130	67,925	134,130	135,500	138,217	140,981	143,801	146,677
51200-51299	SPA Personnel	136,413	137,356	161,633	187,215	95,997	181,351	193,100	194,014	197,894	200,578	204,590
51400-51499	Temporary Wages	166,394	148,905	140,028	153,672	75,163	153,672	181,950	232,000	282,000	282,000	282,000
51500-51899	Staff Benefits	89,674	90,766	98,797	112,669	54,142	115,581	115,650	120,964	126,926	132,334	138,252
51900-51999	Contracted Services	5,891	6,288	2,050	4,000	2,580	4,500	6,500	6,500	6,500	6,500	6,500
52000-52999	Supplies/Materials	16,072	17,015	67,643	21,293	21,144	46,843	48,575	46,175	45,203	49,443	49,859
53100-53199	Travel	19,004	14,075	16,142	25,710	15,713	20,531	26,925	27,000	27,000	28,000	28,000
53000-53099												
53200-53299												
53400-53999	Current Services	322,396	260,847	197,880	227,066	86,007	214,518	207,250	208,000	209,000	210,000	211,000
53616	Admin Charges	31,595	43,060	43,406	49,228	43,543	43,670	50,850	51,397	56,327	59,431	59,001
54000-54999	Fixed Charges	13,594	23,709	13,226	13,363	14,358	22,368	22,450	23,000	23,000	24,000	24,000
55000-55998	Capital Outlays	-	-	-	50,000	-	160,569	-	32,000	26,000	-	-
56000-56999	Stud Aid/Subcontracts	5,000	-	-	-	100	100					
58000-58999	Transfers/Reserves	-	156,121	-	-	-	-					
50000-58999	Total Expenditures	928,840	1,020,948	869,072	978,346	476,672	1,097,832	988,750	1,079,267	1,140,832	1,136,088	1,149,879
40100-58999	Total (Net)	93,031	3,896	(26,564)	1,380	(9,516)	120,866	(8,325)	19,200	16,065	(26,079)	(24,388)
11300-11999	Change in Accts Rec	-	-	-	-	-	-	-	-	-	-	-
20000-29999	Change in Accts Pay	-	-	(63)	-	63	-	-	-	-	-	-
11100-11199	Ending Cash Balance	322,104	318,208	344,835	343,455	354,288	223,969	232,295	213,095	197,030	223,109	247,497
	Recomm Cash Reserve*											
	3/12 Personnel Incl Temp	232,210	255,237	217,268	244,587		146,183	156,550	171,299	186,950	189,678	192,880
	Capital Reserve**						50,000	50,000				50,000
	Projected Cash Balance	89,894	62,972	127,567	98,869		27,786	25,745	41,796	10,079	33,430	4,617
	Student Media Fee	\$ 15.50	\$ 19.20	\$ 22.30	\$ 23.40		\$ 23.40	\$ 24.00	\$ 26.00	\$ 28.00	\$ 29.00	\$ 29.00
	\$ Increase	-	3.70	3.10	1.10		1.10	0.60	2.00	2.00	1.00	-
	% Increase	0.00%	23.87%	16.15%	4.93%		4.93%	2.56%	8.33%	7.69%	3.57%	0.00%

*Student Media is requesting a change in the recommended cash reserve from 25% of total expenditures to 3/12 total personnel (including temp wages).

**A separate capital reserve will be established to fund ongoing capital and infrastructure needs.

STUDENT MEDIA ORGANIZATION REPORTS – March, 2016

Agromeck

submitted by Molly Donovan, editor

Revenue:

- We have sold 124 books.
- Every person that took a senior portrait has been notified about how to order a book at a discounted price.
- We have 17 pages of ads.

Expenditures:

- N/A

Personnel:

- We have one new writer
- No one applied to be Editor-in-Chief for the 2017 book.

Training:

- N/A

Coverage:

- N/A

Technology:

- N/A

Deadlines:

- We are submitting 88 pages on Friday for our last deadline!! There are no signs of problems (yet).

Ethics/Legal Issues:

- N/A

Business Office

submitted by Mark Tate, business office manager

Revenue

Technician

Sales have been steady but are still short of what our goal is. We are putting a lot of effort into bringing in new clients by cold calling and setting up meetings. This has been very effective up until this point because we have been able to schedule more meetings within the last month than we have almost all year. In addition to this, our special sections are selling extremely well. In particular, our nearNCState living guide and baseball preview have already sold enough to become great revenue boosters for us.

WKNC

We have brought in \$8,535 from WKNC sales since the end of last school year.

Nubian Message

Even with the drop in rates, we have still had a tough time selling *Nubian Message* because of the low circulation numbers.

Agromeck

Agromeck sales are nearing 100 books at this point. We have put a lot of effort into making students and parents aware. We are especially focusing on the students who took their senior portraits. Most of the effort we are doing is through email.

Expenditures

All expenditures are normal and everything is in line with the budget. We had to purchase a signed NC State basketball for a raffle as well as a Wolfpack Outfitter gift card. Our total expenditures for this were \$75. We have also added base pay for most of our sales reps.

Personnel

We have two new reps that have been trained and are doing an outstanding job of bringing in new business. Unfortunately, we have lost one of our senior sales reps due to another job that will continue beyond graduation.

Training

Over Spring Break, Krystal will be taking Mary McPhatter and Ashton Hemric to CMBAM in Denver.

Deadlines

No deadlines to report at this time.

Technology

Doug bought more laminate so we can finally laminate stuff again!

Nubian Message

submitted by Jillian Smith, editor in chief

Revenue

n/a

Expenditures

n/a

Personnel

- We are still without a Design Layout Editor as Lisa Redfearn give up her position earlier in the semester.
- Through recruiting efforts, we have been able to double the size of our staff, going from 12 active members to approximately 25 active members. Many of the new members have officially begun their correspondency and have written articles for the last two issues.

Training

- All of the new writers that have contributed to one or both of the last issues were required to attend a short training session with me to prepare them for their first assignment.
- Ellen has done two staff training sessions after our weekly meetings.
- I provided the staff with new documents on how to write our three basic types of articles: news, opinion and features and I have had a great response so far. Articles are of a higher quality and require less editing.

Coverage

- We had a lot to cover for Black History Month so there has been more event coverage in the past two issues.
- We have been posting articles online that could not run in print since there were so many events happening and more people wanting to write.

Technology

- I edited and updated our website, making it concise and easier to navigate.

Deadlines

- The Sunday night deadlines for articles have not been met by writers which is difficult for production on Monday and Tuesday. We are considering changing this deadline to get articles in sooner.
- We have not been meeting the 8pm deadline for Tuesday night production. It has been difficult to accomplish without a design layout editor, so we are working on a new production timeline which would include a production night during the week prior to print.

Ethics/Legal Issues

- We have a Chapel Hill alumni interested in writing, I wasn't sure what role, if any, he could have on staff.

Technician

submitted by Kaitlin Montgomery, editor

Personnel

This month we asked that one of our assistant news editors to step down. He has been replaced with Adam Davis, a freshman who is passionate about the paper and hopes to, eventually, apply for news editor.

Also, our projects manager and her assistant no longer hold their positions. Unfortunately, they weren't following their job requirements and it was pointless to keep positions around when nothing was happening with them.

Training

Ellen has started mini trainings again for various sections. We're also in the process of training those we hope will take over various editor positions when the new EIC takes over and chooses their staff.

Technology

Nothing new to report

Coverage

February has been an insane month for the paper. Every week we've had several things to cover from the one-year mark of the Chapel Hill shootings to the start of Student Government elections.

I am so proud of my staff and the high level of work they've produced all month long. Our memorial edition of the murder of Deah, Yusor and Razan was incredibly well received by the community. We produced a reinvented "Daily Tar Hell."

I couldn't be happier with how the month has gone.

Deadlines

As usual, I'm forever impressed with my staff ability to continually meet deadlines.

Ethics/Legal Issues

None

Windhover

submitted by Kaanchee Gandhi, editor

Revenue

Nothing to report

Expenditures

We've confirmed our budget with Theo Davis Printing for 1,250 books at \$14,130.

Personnel

We've hired a new audio editor. Ashley Darrisaw, a freshman in graphic design, has taken on the position as our former audio editor also held a very time consuming position at WKNC. Our committees have selected the works for publication and the designers and I are working on the final book design.

Training

Ashley will be learning how to record PSAs and set up audio at Open Mic Nights so that she can carry on those tasks next year. Our social media correspondent, Emily Ehling, and I are attending the College Media Conference in Greensboro on Feb. 27th and we will relay new information to our staff the following Monday.

Technology

Nothing to report

Coverage

We had a great amount of submissions from students. Our next Open Mic Night is scheduled for the Monday we return from spring break, March 14th. It will be taking place in Caldwell Lounge again from 7pm-9pm.

Deadlines

Our target deadline to send the publication to Theo Davis is March 21st. This would ensure we have the book printed by the last week of classes April 18th-April 22nd. We will ideally be having our release party sometime that week.

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 Feb. 26, 2016: \$20,688.82

Donor announcements — \$6,634.00

Web Ads — \$205.80

Local Band Local Beer — \$2,300.00

Concert Promotions — \$4,110.00

Benefit Concerts/Events — \$2,963.00

Merchandise Sales — \$1,656.52

Other — \$1,769.00 [Donations, NC State Hockey Broadcasts and FY14 payment from Wolfpack Sports]

DOUBLE BARREL

This year we raised a total of \$6,080, this was about \$400 short of our goal. The first night was much more profitable due to high venue and artist cost of the second night. Next year I would highly recommend having both nights in Raleigh at smaller (under 700 capacity) venues. The Pour House and Kings would be very good options. Having both nights in Raleigh will also make it much easier to poster and advertise for the event.

Having one night be primarily indy-rock focused and the other night be primarily hip-hop centric was a bit of an experiment this year. There was also a notable drop (50%) in 2 night ticket sales as compared to the past two years. I believe this was caused by having two drastically different genres on each night. Having the hip-hop night also allowed us to reach out

to a community that we as a station don't interact with as much. In the future I would recommend against having a full lineup of all one genre.

PERSONNEL

Emily Ehling was hired as the new OM and Chad Yeager was hired as the new Promotions Assistant.

3 new EOT producers, Riki D, Cameren D, and Micheael A, were hired for Eye on the Triangle.

COVERAGE

Eye on the Triangle recorded and podcasted the student body president debate. There was also a Valentines themed episode exploring love and its different forms. In addition, a new segment, "Explain it to me like I'm 88", features simple explanations of PhD candidates' research.

Our first Fridays on the Lawn will take place on March 18th.

SOCIAL MEDIA

20,554 Total followers

9,363 Twitter

8,275 Facebook

1,779 Instagram

504 Blog

333 YouTube

300 Cymbal