

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

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

Present: Tomesha Murray, Sarah Bowman, Tyler Dukes, Dean Phillips, Mimi McCarthy, Brandon Tung, Marc Russo, Kaitlin Montgomery, Kaanchee Gandhi, Matt Brown, Mark Tate, Jillian Smith, Molly Donovan, Patrick Neal

Absent: Maddie Lassiter, Robbie Williams

Others present: Martha Collins, Jamie Lynn Gilbert, Krystal Baker, Ellen Meder, Emily Ehling, Rachel Smith (via phone), Gabe DeCaro, Mary Anna Rice, Mary McPhatter, Stephanie Tate, Nikita Chintalapudi, Inez Nicholson, Megan Ellisor, Kelly McNeil, Caitlin Neal, Katie Lokey, Daniel Lacy, Ravi Chittilla, Emma Cathell.

CALL TO ORDER

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

APPOINTMENT OF MEETING SECRETARY

Kaanchee Gandhi volunteered to serve as recording secretary for the meeting.

APPROVAL OF JANUARY MEETING MINUTES

The board voted unanimously to approve the Jan. 12, 2016 meeting minutes. (The board's regular meeting in February was cancelled in lieu of the advisory boards' candidate interview meetings.)

MARCH BUDGET UPDATE

Jamie reviewed the March 2016 budget report, which is attached and made part of these minutes by reference. She noted that a payment for *Agromeck* advertising was expected shortly and would improve the revenue numbers

BUDGET PROCESS UPDATE

Patrick presented a summary of the budget Student Media had submitted to the Student Development Health and Wellness Budget Office, which is attached and made part of these minutes by reference.

Patrick focused on two areas of significant change the budget represents: student staff pay and Student Media's University-recommended reserve.

With regard to student staff pay, Patrick said that the budget represented a two-year plan to raise student staff pay at all of Student Media's revenue-producing organizations. He said those

increases, coupled with inflationary cost-of-doing-business increases for 2017-2018 and 2018-2019, would require fee increases of \$2 per student, per year for each of those years. He said he expected there to be significant downward pressure on fee requests in the coming cycle, as new UNC System President Margaret Spellings had made keeping tuition and fees as low as possible a major focus in her first days in office. He said that on the recommendation of the SDHW leadership, Student Media would be asking for the increase over two years, with a four-year phase-in plan as a fallback if the full amount of the request wasn't approved.

With regard to Student Media's reserve requirement, Patrick said the budget reflected a significant change in how the reserve threshold was calculated. He said that for most departments on campus, the reserve requirement was equal to three months' of all full-time salaries. In contrast, he said, Student Media's reserve requirement was equal to three months of all operations – general operating costs and student salaries as well as full-time salaries. He said that in the past, that much-higher reserve requirement was based on worst-case scenarios involving both sales -- which are unpredictable and highly dependent on the business cycle -- and being able to absorb a catastrophic equipment failure at WKNC.

In recent years, Patrick said, there had been two major developments that served to mitigate concerns in the area of both revenues and equipment.

On the revenue side, he noted that as recently as four years ago, Student Media received \$15.50 per student, per year and was expected to generate fully half of its own funding through non-fee sources (i.e., sales.) Now, he said, Student Media would receive \$24 per student, per year in 2016-2017, and Student Media was responsible for covering only about a third of its operating costs through sales. The increased reliance on fee dollars – which the organizations could count on regardless of broader economic conditions – and decreased reliance on ad dollars made the “revenue worst-case scenario” less of a concern now than it was four years ago.

On the equipment side, Patrick said the biggest area of concern had historically been WKNC's aging and ill-situated FM transmitter at D.H. Hill Library, which could cost some \$80,000 alone to replace if it failed. He said the transmitter and related infrastructure had since been moved into better operating conditions and that WKNC was in the process of replacing it with new equipment now. Without that worry, Patrick said he believed a six-digit “capital reserve” was no longer necessary.

Still, Patrick said he was not entirely comfortable with adopting the bare-minimum three-fifths-of-full-time-salaries reserve requirement observed by most departments. As a compromise, he said, the SDHW Budget Office had agreed to let Student Media maintain a reserve requirement equal to three months' worth of all salaries – for both students and full-time staff – with an additional \$50,000 “capital reserve” to cover major equipment failures. (In response to a question, Patrick noted the \$50,000 capital reserve would not be budgeted for every year beyond 2016-2017, as doing so meant it would accrue if it went unused in any given year. He said that in the event Student Media had to dip into or exhaust that reserve in any given year, future budgets would be adjusted to replenish it if needed.)

After some discussion, the board concurred that given the information provided, the new, lower reserve requirement should be adequate.

WKNC TOWER/TRANSMITTER PROJECT UPDATE

Patrick and Jamie updated the board on the WKNC tower/transmitter project. They said that they were working with Purchasing on bids and related matters, and confirmed that barring unforeseen delays, the project should be completed by the end of the current fiscal year on June 30.

Patrick said that Student Media had recently discovered, essentially by accident, that tower owner MCNC, a nonprofit that formerly provided digital broadband to educational institutions via microwave transmission, did not realize that it still owned it, and that MCNC was eager to get rid of it. Patrick said the microwave dishes mounted on the tower were no longer in use, and MCNC had given WKNC unofficial permission to remove and dispose of them. Similarly, Patrick said, the North Carolina Highway Patrol has some old, dormant equipment on the tower that WKNC also planned to remove. To that end, Patrick said, the University Real Estate office was putting the finishing touches on an agreement with MCNC to relinquish its interests in the tower and would pursue a similar agreement with the NCHP thereafter.

RECOMMENDATIONS FROM ADVISORY BOARDS FOR 2016-2017 STUDENT LEADERS

The board considered recommendations from the Newspaper, Broadcast and Business Office advisory boards with regard to the 2016-2017 leader candidates for the *Nubian Message*, the *Technician*, WKNC and the Student Business and Marketing Office.

Nubian Message

On behalf of the Newspaper Advisory Board, Tomesha recommended that Stephanie Tate be approved as editor of the *Nubian Message* for 2016-2017, and that the two-semester-of-involvement requirement be waived in her case, as she had just been involved with the *Nubian* for a single semester. In a brief statement of introduction, Stephanie said she started out as a staff writer and advanced to managing editor this semester at the request of current editor Jillian Smith. She said that she was pleased with the progress the *Nubian* had made in terms of reaching more readers on campus this semester. She also outlined her strategy for recruiting additional staff members next year, noting that the size of the staff had roughly doubled this semester. She also outlined her ideas for increasing liaisons between the *Nubian* and organizations on campus through a "student spotlight" feature that would allow groups to submit their information through an online portal.

The board unanimously approved motions to both waive the two-semester-of-involvement requirement and to name Stephanie editor of the *Nubian* for 2016-2017.

Technician

The *Technician* had three candidates for the editor in chief position for 2016-2017: Rachel Smith, Mary Anna Rice and Gabe DeCaro. On behalf of the Newspaper Advisory Board, Sarah

recommended that Rachel Smith be named EIC for 2016-2017. Statements from all of the candidates and Q&A sessions followed the motion.

Rachel, who is currently studying abroad in Prague, joined the meeting via phone. She introduced herself, noting that she was majoring in design and minoring in journalism. She joined the *Technician* her sophomore year and has been an active member of the staff ever since. Current EIC Kaitlin Montgomery and managing editor Megan Ellisor promoted her to assistant news editor after noting that she was doing significantly more for the paper than other staff writers. In response to a question about her return date, she said she would be flying back to Raleigh on April 17 and would be moving into her apartment on April 23, so she would be reporting for duty for the summer.

Mary Anna, a junior in creative writing, has been working for the *Technician* for 2 ½ years. After a semester of writing news, opinions and features, she finished her correspondence and quickly moved to the position of opinion editor. She said she had never missed a deadline, even when she was out of the country, and said she has a lot of experience writing for the other sections. She said her three main foci if named editor would be diversity, accessibility and communication. With regard to diversity, she said she wanted to focus on recruiting upperclassmen and people of color to make the *Technician* staff more like the campus at large. She also said she wanted to establish a mentorship program whereby experienced writers would work with new ones to help them improve their writing and reporting skills. Another goal would be improving communications at *Technician*, saying that lack of communication was the primary issue plaguing production. She said that better communication would improve bonding and promote better attitudes on the part of writers and editors.

Gabe DeCaro, a junior studying nuclear engineering, said he first became involved with the *Technician* in the spring of his freshman year before taking a long break to focus on governance of his residence hall through Hall Council. After that, he said, he and a friend started *Artifex*, an online satire publication, noting that he had incorporated that same sensibility into the *Technician's* satire features this year. He also noted that he had served as managing editor at the *Journal of Reflective Inquiry*, which focuses on looking at the scientific process through a lens of reflection. When he rejoined the *Technician*, he was named assistant opinions editor. He said that as EIC, he would make sure to hold editors and project managers accountable to avoid the publication getting bogged down in the production process. He also said that he wanted an increased focus on investigative journalism. With regard to recruitment, he said one potential source of talent would be person-to-person recruitment on the part of the senior staff and making sure potential writers know the *Technician* is a community that welcomes all kinds of students. With regard to training, he said he would expect section editors lead sessions as well as Ellen.

Following the candidate statements and interviews, the board adjourned into executive session for 10 minutes. When the closed session concluded at about 7:55 p.m., the board voted unanimously to name Rachel the EIC for 2016-2017.

WKNC

On behalf of the Broadcast Advisory Board, Matt recommended Emily Ehling, a sophomore in women and gender studies, be hired as WKNC's general manager. After a statement of

introduction and a brief Q&A, the board voted unanimously to hire her as the WKNC GM for 2016-2017.

Student Business & Marketing Office

On behalf of the Student Business Office Advisory Board, Mimi recommended that the full board waive the two-semester-of-involvement requirement for Mary McPhatter, a junior in political science, and hire her as the 2016-2017 Student Business & Marketing Office manager. After a statement of introduction and a brief Q&A, the full board approved two motions to that effect.

Windhover & Agromeck discussion

Martha said that no one applied for the editor's position at either publication by the deadline. However, she said, Nikita Chintalapudi (who was inadvertently omitted from the list of people who received the original call for applications) had prepared an application to be editor of *Windhover*. Otherwise, she said the Annual Publications Advisory Board was scheduled to meet March 16 to discuss the situation.

Patrick suggested that the board reopen the applications process with a deadline as close as possible to the March 16 meeting. A motion to reopen the applications process with a deadline of noon on March 14 passed unanimously.

Some discussion followed as to how to handle the rest of the semester and the summer if no one applied for the *Agromeck* editorship by the deadline. Martha noted that this was typically the time of year when the new *Agromeck* editor began assembling a staff and beginning work on next year's book. She added that while the layout of the book could wait for a time, coverage of events would have to continue unabated for that work to resume in time for the earliest deadlines.

In the end, it was agreed that if no one applied by the March 14 deadline, Molly would continue on as editor of the *Agromeck* for the remainder of the year while the leadership piece was sorted out.

REPORTS & ADDENDA

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

ADJOURN

The meeting adjourned at 8:25 p.m.

STUDENT MEDIA BUDGET VS. ACTUAL

DATE: March 1, 2016
 PERCENT THROUGH FISCAL YEAR: 67%

056 AGROMECK			
	Budget	Actual	Percent
Payroll	\$ 16,651.71	\$ 10,064.86	60%
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	\$ 198.89	1%
Fixed charges	\$ 1,114.00	\$ 710.97	64%
TOTAL	\$ 53,016.80	\$ 16,459.98	31%
Non-fee income	\$ 24,000.00	\$ (703.31)	-3%
Fee income	\$ 29,016.80	\$ 26,881.41	4.34%
TOTAL	\$ 53,016.80	\$ 26,178.10	49%
Profit/Loss	\$ -		

058 WINDHOVER			
	Budget	Actual	Percent
Payroll	\$ 4,461.60	\$ 908.55	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	\$ 2,305.17	11%
Non-fee income	\$ -	\$ -	
Fee income	\$ 21,457.39	\$ 19,878.31	3.21%
TOTAL	\$ 21,457.39	\$ 19,878.31	93%
Profit/Loss	\$ -		

066 TECH SUPPORT			
	Budget	Actual	Percent
Payroll	\$ 76,146.76	\$ 51,296.79	67%
Supplies	\$ 1,900.00	\$ 1,261.10	66%
Leadership develop.	\$ -	\$ -	
Admin service charges	\$ 4,286.94	\$ 4,148.94	97%
Current services	\$ 600.00	\$ 862.00	
Fixed charges	\$ -	\$ -	
TOTAL	\$ 82,933.70	\$ 57,568.83	69%
Non-fee income	\$ -	\$ -	
Fee income	\$ 82,933.70	\$ 76,830.47	12.41%
TOTAL	\$ 82,933.70	\$ 76,830.47	93%
Profit/Loss	\$ -		

061 NUBIAN MESSAGE			
	Budget	Actual	Percent
Payroll	\$ 4,476.58	\$ 2,222.57	50%
Supplies	\$ 150.00	\$ -	0%
Leadership develop.	\$ 1,920.00	\$ -	0%
Admin service charges	\$ 714.44	\$ 571.62	80%
Current services	\$ 7,436.12	\$ 5,704.86	77%
Fixed charges	\$ 214.00	\$ -	0%
TOTAL	\$ 14,911.14	\$ 8,499.05	57%
Non-fee income	\$ 2,000.00	\$ 217.00	11%
Fee income	\$ 12,911.14	\$ 11,960.99	1.93%
TOTAL	\$ 14,911.14	\$ 12,177.99	82%
Profit/Loss	\$ -		

059 WKNC			
	Budget	Actual	Percent
Payroll	\$ 36,179.11	\$ 22,021.89	61%
Supplies	\$ 2,500.00	\$ 1,817.34	73%
Leadership develop.	\$ 2,980.00	\$ 2,305.85	77%
Admin service charges	\$ 2,757.24	\$ 2,698.04	98%
Current services	\$ 5,480.60	\$ 1,836.23	34%
Fixed charges	\$ 4,339.00	\$ 3,026.00	70%
Contracted services	\$ 1,000.00	\$ 1,030.00	103%
TOTAL	\$ 55,235.95	\$ 34,735.35	63%
Non-fee income	\$ 48,100.00	\$ 24,419.70	51%
Fee income	\$ 7,135.95	\$ 6,610.80	1.07%
TOTAL	\$ 55,235.95	\$ 31,030.50	56%
Profit/Loss	\$ -		

OVERALL			
	Budget	Actual	Percent
Payroll	\$ 587,684.69	\$ 378,950.12	64%
Supplies	\$ 21,293.00	\$ 8,765.70	41%
Leadership develop.	\$ 25,710.00	\$ 17,428.79	68%
Admin service charges	\$ 49,228.96	\$ 43,670.23	89%
Current services	\$ 227,065.56	\$ 108,456.39	48%
Fixed charges	\$ 13,363.00	\$ 18,440.54	138%
Contracted services	\$ 4,000.00	\$ 3,830.00	96%
Capital outlay (Special Marketing)	\$ 26,933.50	\$ 19,846.32	74%
TOTAL EXPENSES	\$ 955,278.70	\$ 599,488.09	63%
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			
	Budget	Actual	Percent
Payroll	\$ 63,061.52	\$ 42,053.49	67%
Supplies	\$ 3,000.00	\$ 85.32	3%
Leadership develop.	\$ 4,840.00	\$ 4,604.67	95%
Admin service charges	\$ 15,230.23	\$ 11,872.42	78%
Current services	\$ 161,121.84	\$ 91,489.09	57%
Fixed charges	\$ 5,878.00	\$ 7,375.17	125%
(Special Marketing)		\$ 100.00	
TOTAL	\$ 253,131.59	\$ 157,580.16	62%
Non-fee income	\$ 234,367.00	\$ 53,504.94	23%
Fee income	\$ 18,764.59	\$ 17,383.67	2.81%
TOTAL	\$ 253,131.59	\$ 70,888.61	28%
Profit/Loss	\$ -		

060 GENERAL ADMIN			
	Budget	Actual	Percent
Payroll	\$ 386,707.41	\$ 250,381.97	65%
Supplies	\$ 12,593.00	\$ 5,543.94	44%
Leadership develop.	\$ 12,650.00	\$ 7,555.93	60%
Admin service charges	\$ 22,504.45	\$ 20,796.17	92%
Current services	\$ 8,778.76	\$ 8,131.82	93%
Fixed charges	\$ 1,425.00	\$ 7,283.40	511%
Contracted services	\$ 3,000.00	\$ 2,800.00	93%
Capital outlay	\$ 26,933.50	\$ 19,846.32	74%
TOTAL	\$ 474,592.13	\$ 322,339.55	68%
Non-fee income	\$ -	\$ 579.68	
Fee income	\$ 496,280.42	\$ 459,758.34	74.24%
TOTAL	\$ 496,280.42	\$ 460,338.02	93%
Profit/Loss	\$ -		

Net Profit/Loss \$ 21,688.30

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