

# STUDENT MEDIA BOARD OF DIRECTORS AGENDA

*Tuesday, March 13, 2018 • 7 p.m.  
Room 4280 Talley Student Union*

## **CALL TO ORDER**

## **ELECTION OF RECORDING SECRETARY**

## **NEW BUSINESS**

1. Welcome new and incoming board members (Patrick)
2. Approval of minutes from January 9, 2018 board meeting
3. March budget update (Jamie G.)
- 4..NCCMA recap (Ellen, Martha, Patrick et al)
5. Recommendations from advisory boards for 2018-2019 student leaders
  - Newspapers
  - Broadcast
  - Annual Publications
  - Business Office
6. Proposed change to Technician publication schedule for 2018-2019 (Patrick)

## **REPORT 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 2018 meeting minutes**

**Tuesday, January 9 • 7 p.m.  
Room 5101 Talley Student Union**

Present: Sam McRee, Missy Furman, Lilly Neal, Laasya Vulimiri, Josh Hyatt, Tyler Dukes, Robbie Williams, Dean Phillips, Tania Allen, Anna Long, Jonathan Carter, Jamie Halla, Deja Richards, Jackie Gonzalez

Absent: Meghan Glova, Anahzsa Jones, C Phillips, Martha Collins

Others present: Jamie Lynn Gilbert, Zanna Swann, Ellen Meder

**CALL TO ORDER & APPOINTMENT OF RECORDING SECRETARY**

Board chair Missy Furman called the meeting to order at 7 p.m. after a quorum was established. Deja Richards volunteered to serve as recording secretary for the meeting.

**APPROVAL OF NOVEMBER 2017 MINUTES**

Dean Phillips moved that the November 14, 2017 meeting minutes be approved, with Anna Long seconding the motion. The minutes were unanimously approved.

**DECEMBER AND JANUARY BUDGET UPDATES**

Jamie Lynn Gilbert presented both the December, 2017 and January, 2018 budget updates. Both updates were included with the meeting package and made part of these minutes by reference.

Jamie noted the following:

- Jamie said leadership development funds remain a concern, and that Technician in particular is now within \$10 of its leadership development budget.
- Jamie also noted that at the year's midpoint (50%) Technician was at 31% of its annual goal, or just under \$50,000. At this time last year, she said we were at 44% or almost \$70,000. She said our aging report with Accounts Receivable shows about \$10,000, so even if all our bills were paid, we would still be \$10,000 behind this time last year. Some discussion ensued as board members asked for possible explanations. Members of the professional staff noted that other programs had noted similar or worse declines on the CMBAM Listserv; the entire Student Business & Marketing Office was new, from the adviser on down; and that, historically, spring semesters were stronger than fall semesters. In the end, Jamie said while it wasn't time to panic, it was certainly appropriate to keep a close eye on those numbers. She said the overall picture would become much clearer once the February and March budget numbers were in.

**NUBIAN 25TH ANNIVERSARY ISSUE AND CELEBRATION**

Patrick Neal briefly updated the board on the Nubian Message's 25th anniversary edition published Wednesday, Nov. 29, and its "birthday party" held in the African American Cultural Center's conference space the following evening. He provided members of the board with copies of the anniversary issue, saying that it was a great success both from the standpoint of content and support from departments across campus. As for the anniversary reception, he said it was similarly successful, drawing a crowd of some 60 attendees.

**2018-2019 LEADER SELECTION PROCESS AND ADVISORY BOARDS MEMBERSHIP**

Patrick said that he had sent calls for applications out to all of the top student leaders on Jan. 3, and a copy of that call for applicants was included in the meeting package and is made a part of these minutes by reference. After urging the top leaders to send the call out to their entire staffs as soon as possible, Patrick briefly reviewed the process. He said all qualified applicants would be interviewed by their respective advisory boards and that those boards would make a recommendation to the full board of directors. The full board would, in turn, make the official vote to hire the leaders. Patrick reminded the leaders that the board could waive any of the

requirements listed except the ones covered under Regulation 11.55.6 (i.e., the minimum GPA requirement and the requirement that students be in good standing with the Office of Student Conduct.) Patrick said the full March board meeting, where the final hiring decisions would be made, would be held in Room 4280 of the Talley Student Union at 7 p.m. on Tuesday, March 13.

Patrick then polled the board members about their current or preferred advisory board assignments. (A list of advisory board members was included with the meeting package and is made a part of these minutes by reference.) As for the unassigned members, Sam McRee was assigned to the Broadcast Advisory Board, Laasya Vilimiri was assigned to the Business Office Advisory Board and Lilly Neal was assigned to the Annual Publications Advisory Board. In addition, Jamie Lynn Gilbert said that Kate VanVorst from Kings had been invited to the Broadcast Advisory Board, and Zanna Swann said Justin Hammond from DASA Communications had agreed to serve on the Business Office Advisory Board.

## **COMPENSATION POLICY**

Patrick briefly reviewed the draft compensation policy, which was included in the meeting package and included as part of these minutes by reference. He said the policy had been completely changed to reflect actual practices adopted by Student Media in recent years as the result of both University policy changes and the Student Fee Committee's decision to increase Student Media's fee funding by \$3 per student to bring positions up to the equivalent of \$8 per hour. Patrick said the policy was written to accommodate both organizations using the KABA system to clock in and out as well as the traditional, paper-based flat rate system. Patrick said it was important that top student leaders work closely with their primary advisers when making any decisions regarding staff compensation, as top leaders had to follow all applicable University employment rules and stay within their allotted payroll budgets at all times. In response to a question from Tyler Dukes, the professional staff confirmed that 20 hours per week was the maximum weekly average any student could work for Student Media. In the end, Tyler moved to adopt the policy and Dean Phillips seconded the motion, which passed unanimously.

## **BOARD MEMBERSHIP CHANGES**

Patrick officially welcomed Tyler Dukes back to the board. Tyler is an investigative reporter on the state politics team at WRAL News in Raleigh, where he specializes in data and public records. In 2017, he completed a fellowship at the Nieman Foundation for Journalism at Harvard University and currently teaches at Duke University's DeWitt Wallace Center for Media & Democracy. Prior to joining WRAL, he worked as managing editor for Duke University's Reporters' Lab, a project to reduce the costs of investigative journalism. He is a former freelance reporter and adviser to the Technician. Tyler assumed the seat left vacant by Dante Genua, who moved out of town and was thus unable to continue his service on the board.

## **REPORT ADDENDA**

Organization reports from each of the media organizations were included with the meeting package and are made part of these minutes by reference. Otherwise, Jamie Lynn Gilbert noted that Jake Phillips had been tapped at WKNC's After Hours Music Director and Sara Darwish had been named Promotions Director.

## **ADJOURN**

Laasya moved that the meeting be adjourned, with Anna providing a second. The board voted unanimously to adjourn at 7:28 p.m.

## STUDENT MEDIA BUDGET V. ACTUAL

DATE: March 1, 2018  
PERCENT THROUGH FISCAL YEAR: 67%

056	AGROMECK		
	Budget	Actual	Percent
Payroll	\$ 30,861.25	\$ 17,541.52	57%
Supplies	\$ 900.00	\$ 121.26	13%
Leadership develop.	\$ 4,750.00	\$ 3,883.12	82%
Admin service charges	\$ 3,200.00	\$ 2,415.30	75%
Current services	\$ 27,096.00	\$ 572.79	2%
Fixed charges	\$ 1,175.00	\$ 734.00	62%
TOTAL	\$ 67,982.25	\$ 25,267.99	37%
Non-fee income	\$ 26,200.00	\$ 17,783.34	68%
Fee income	\$ 41,782.25	\$ 40,006.62	5.48%
TOTAL	\$ 67,982.25	\$ 57,789.96	85%
Profit/Loss	\$ -		

061	NUBIAN MESSAGE		
	Budget	Actual	Percent
Payroll	\$ 6,859.13	\$ 3,196.43	47%
Supplies	\$ 100.00	\$ 239.01	239%
Leadership develop.	\$ 2,060.00	\$ 1,440.62	70%
Admin service charges	\$ 1,000.00	\$ 956.93	96%
Current services	\$ 8,976.00	\$ 6,682.24	74%
Fixed charges	\$ 640.00	\$ 300.00	47%
TOTAL	\$ 19,635.13	\$ 12,815.23	65%
Non-fee income	\$ 3,200.00	\$ 3,815.17	119%
Fee income	\$ 16,435.13	\$ 15,736.69	2.16%
TOTAL	\$ 19,635.13	\$ 19,551.86	100%
Profit/Loss	\$ -		

057	TECHNICIAN		
	Budget	Actual	Percent
Payroll	\$ 126,626.76	\$ 60,650.89	48%
Supplies	\$ 1,150.00	\$ 256.34	22%
Leadership develop.	\$ 4,490.00	\$ 4,479.55	100%
Admin service charges	\$ 10,400.00	\$ 8,942.60	86%
Current services	\$ 62,485.00	\$ 36,842.52	59%
Fixed charges	\$ 11,330.00	\$ 7,181.00	63%
TOTAL	\$ 216,481.76	\$ 118,352.90	55%
Non-fee income	\$ 160,000.00	\$ 59,892.91	37%
Fee income	\$ 56,481.76	\$ 54,081.44	7.41%
TOTAL	\$ 216,481.76	\$ 113,974.35	53%
Profit/Loss	\$ -		

058	WINDHOVER		
	Budget	Actual	Percent
Payroll	\$ 5,727.42	\$ 1,695.11	30%
Supplies	\$ 635.00	\$ 110.53	17%
Leadership develop.	\$ 1,170.00	\$ -	0%
Admin service charges	\$ 1,500.00	\$ 966.46	64%
Current services	\$ 12,450.00	\$ 835.47	7%
Fixed charges	\$ 425.00	\$ 795.00	187%
TOTAL	\$ 21,907.42	\$ 4,402.57	20%
Non-fee income	\$ 2,200.00	\$ 10.78	0%
Fee income	\$ 19,707.42	\$ 18,869.91	2.59%
TOTAL	\$ 21,907.42	\$ 18,880.69	86%
Profit/Loss	\$ -		

059	WKNC		
	Budget	Actual	Percent
Payroll	\$ 62,516.98	\$ 27,163.89	43%
Supplies	\$ 2,600.00	\$ 1,767.31	68%
Leadership develop.	\$ 3,940.00	\$ 2,619.40	66%
Admin service charges	\$ 3,400.00	\$ 3,325.14	98%
Current services	\$ 8,580.00	\$ 8,309.99	97%
Fixed charges	\$ 4,745.00	\$ 2,979.00	63%
Contracted services	\$ 1,000.00	\$ -	0%
TOTAL	\$ 86,781.98	\$ 46,164.73	53%
Non-fee income	\$ 45,500.00	\$ 27,358.17	60%
Fee income	\$ 41,281.98	\$ 39,527.61	5.42%
TOTAL	\$ 86,781.98	\$ 66,885.78	77%
Profit/Loss	\$ -		

060	GENERAL ADMIN		
	Budget	Actual	Percent
Payroll	\$ 481,113.00	\$ 297,290.01	62%
Supplies	\$ 14,915.27	\$ 6,106.09	41%
Leadership develop.	\$ 13,590.00	\$ 6,044.57	44%
Admin service charges	\$ 33,600.00	\$ 26,437.29	79%
Current services	\$ 24,912.85	\$ 6,656.97	27%
Fixed charges	\$ 6,185.00	\$ 724.42	12%
Contracted services	\$ 4,000.00	\$ 1,250.00	31%
Capital outlay	\$ 38,500.00	\$ 28,825.66	75%
TOTAL	\$ 616,816.12	\$ 373,335.01	61%
Non-fee income	\$ 10,000.00	\$ 3,074.78	31%
Fee income	\$ 586,311.46	\$ 561,394.84	76.94%
TOTAL	\$ 596,311.46	\$ 564,469.62	95%
Profit/Loss	\$ (20,504.66)		

OVERALL			
	Budget	Actual	Percent
Payroll	\$ 713,704.54	\$ 407,537.85	57%
Supplies	\$ 20,300.27	\$ 8,600.54	42%
Leadership develop.	\$ 30,000.00	\$ 18,467.26	62%
Admin service charges	\$ 53,100.00	\$ 43,043.72	81%
Current services	\$ 144,499.85	\$ 59,899.98	41%
Fixed charges	\$ 24,500.00	\$ 12,713.42	52%
Contracted services	\$ 5,000.00	\$ 1,250.00	25%
Capital outlay	\$ 38,500.00	\$ 28,825.66	75%
TOTAL EXPENSES	\$ 1,029,604.66	\$ 580,338.43	56%
Non-fee income	\$ 247,100.00	\$ 111,935.15	45%
Fee income	\$ 762,000.00	\$ 729,617.10	96%
Interest income	\$ -	\$ 795.76	
Food purchases	\$ -	\$ (740.23)	
TOTAL INCOME	\$ 1,009,100.00	\$ 841,607.78	83%
Net Profit/Loss	\$ (20,504.66)		

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# North Carolina College Media Association

**Conference for College Media Students and Advisers**  
**February 24, 2018, from 10 a.m. until 4 p.m., NC State**

- 9 a.m. Optional tour of NC State Student Media — Witherspoon Student Center**
- 9:30 a.m. Registration and coffee — Withers Hall Lobby**
- 10 a.m. Welcome from Patrick Neal** (director of Student Media advising, NC State) **and Monica Hill** (director, North Carolina Scholastic Media Association) *Withers 232*
- 10:10 a.m. The Battle for Local Arts Coverage**  
Moderator: Mike Williams (managing editor, Triangle Today)  
Panelists: Charles Phaneuf (executive director, Raleigh Little Theatre)  
Mary Kay Kennedy (development and communications associate, Artspace)  
Justin Laidlaw (communications and media director, Runaway) *Withers 232*
- 11 a.m. Media Law Update**  
Mike Tadych (attorney, Stevens Martin Vaughn & Tadych) *Withers 130*  
**Ask an Editor: What I learned from being the yearbook editor**  
Liz Moomey (writer/designer, North State Journal and co-founder of IssueNC)  
Chelsea Brown (UI/UX designer, McClatchy and co-founder of IssueNC)  
Molly Donovan (radio promotions coordinator, WRAL-FM) *Withers 150*  
**Feature Writing: Telling a compelling story**  
Bob Kochersberger (associate journalism professor, NC State) *Withers 135*  
**Best Practices: News**  
The Appalachian, The East Carolinian, Elon News Network, Technician, Nubian Message *Withers 140*
- Noon Lunch and Statewide Contest Results**
- Keynote Address:**  
**Design Thinking: Applying the design thinking process on your campus**  
Abby Reimer (innovation manager, McClatchy) *Withers 232*
- 2 p.m. Storytelling Through Images**  
Ethan Hyman (photographer, The News & Observer) *Withers 140*  
**Podcasting for Print Media**  
Jamie Lynn Gilbert (associate director of student media advising, NC State)  
Carter Pape (producer, Praeci Podcast) *Withers 130*  
**Advisers' Roundtable** *Withers 145*  
**Best Practices for Literary Magazine**  
Windhover, Rebel, The Peel *Withers 150*  
**Finding Stories in Data and Open Records**  
Tyler Dukes (investigative reporter, WRAL) *Withers 135*

School of Media and Journalism  
 University of North Carolina at  
 Chapel Hill  
 284 Carroll Hall, CB#3365  
 Chapel Hill, NC 27599-3365



3 p.m.

**Paving Your Own Path: Developing sources and creating a new beat**

Liz Moomey (writer/designer, North State Journal and Co-founder of IssueNC)

Chelsea Brown (UI/UX designer, McClatchy and Co-founder of IssueNC)

Mike Williams (managing editor, Triangle Today) *Withers 135*

**Student Involvement: Marketing your publication and expanding your reach**

Coop Elias (digital marketing manager, MDO Holdings) *Withers 140*

**We Can All Do Better: Encouraging diversity and inclusivity in your newsroom**

Stephanie Tate (student services specialist, NC State) *Withers 130*

**Best Practices: Yearbook**

Agromeck, Phi Psi Cli, Pine Burr *Withers 150*

**Publication and Website Critiques**

Martha Collins (yearbook and literary magazine adviser, NC State Student Media)

Ellen Meder (editorial adviser, NC State Student Media) *Withers 145*

4 p.m.

**Resume and Portfolio Critique Session — Withers 145**

**Display of Best of Show entries — Withers Second Floor Lobby**

**Scenario 0: Leave everything the same**

	Per Issue	Issues	
Printing - fall	\$ 475.00	30	\$ 14,250.00
Printing - spring	\$ 475.00	28	\$ 13,300.00
Printing - summer	\$ 405.00	11	\$ 4,455.00
Printing - extra			\$ -
Additional printing			\$ 2,500.00
Delivery	\$ 180.00	69	\$ 12,420.00
Magazines	\$ 3,000.00	3	\$ 9,000.00
			\$ 55,925.00

**Scenario 3: Reduce circulation from 5,000 to 4,000. Print one issue per week during all semesters.**

	Per Issue	Issues	
Printing - fall	\$ 450.00	14	\$ 6,300.00
Printing - spring	\$ 450.00	15	\$ 6,750.00
Printing - summer	\$ 380.00	11	\$ 4,180.00
Printing - extra	\$ 450.00	3	\$ 1,350.00
Additional printing			\$ 2,500.00
Delivery	\$ 180.00	43	\$ 7,740.00
Magazines	\$ 3,000.00	3	\$ 9,000.00
			\$ 37,820.00

**Scenario 1: Reduce circulation from 5,000 to 4,000**

	Per Issue	Issues	
Printing - fall	\$ 450.00	30	\$ 13,500.00
Printing - spring	\$ 450.00	28	\$ 12,600.00
Printing - summer	\$ 380.00	11	\$ 4,180.00
Printing - extra			\$ -
Additional printing			\$ 2,500.00
Delivery	\$ 180.00	69	\$ 12,420.00
Magazines	\$ 3,000.00	3	\$ 9,000.00
			\$ 54,200.00

**Scenario 4: Reduce circulation from 5,000 to 4,000. Print one issue per week fall/ spring, no printing summer.**

	Per Issue	Issues	
Printing - fall	\$ 450.00	14	\$ 6,300.00
Printing - spring	\$ 450.00	15	\$ 6,750.00
Printing - summer	\$ 380.00	0	\$ -
Printing - extra	\$ 450.00	3	\$ 1,350.00
Additional printing			\$ 2,500.00
Delivery	\$ 180.00	32	\$ 5,760.00
Magazines	\$ 3,000.00	3	\$ 9,000.00
			\$ 31,660.00

**Scenario 2: Reduce circulation from 5,000 to 4,000. Eliminate summer printing but maintain summer payroll.**

	Per Issue	Issues	
Printing - fall	\$ 450.00	30	\$ 13,500.00
Printing - spring	\$ 450.00	28	\$ 12,600.00
Printing - summer	\$ 380.00	0	\$ -
Printing - extra			\$ -
Additional printing			\$ 2,500.00
Delivery	\$ 180.00	58	\$ 10,440.00
Magazines	\$ 3,000.00	3	\$ 9,000.00
			\$ 48,040.00

**Scenario Savings**

Scenario 0	\$ 55,925.00	\$ -
Scenario 1	\$ 54,200.00	\$ 1,725.00
Scenario 2	\$ 48,040.00	\$ 7,885.00
Scenario 3	\$ 37,820.00	\$ 18,105.00
Scenario 4	\$ 31,660.00	\$ 24,265.00

2003-2004	TECHNICIAN		
	<i>Budget</i>	<i>Actual</i>	<i>Percent</i>
Payroll	\$ 123,429.00	\$ 129,289.02	105%
Supplies	\$ 5,450.00	\$ 5,357.91	98%
StaffDvlp./Travel	\$ 4,500.00	\$ 3,202.77	71%
Admin Fees	\$ -	\$ -	
Current Services	\$ 196,850.00	\$ 248,341.38	126%
Fixed Charges	\$ 2,409.00	\$ 3,566.00	148%
TOTAL	\$ 332,638.00	\$ 389,757.08	117%
Non-Fee Income	\$ 287,000.00	\$ 480,482.62	167%
Fee Income	\$ 44,574.00	\$ 45,898.30	103%
TOTAL	\$ 331,574.00	\$ 526,380.92	159%

2006-2007	TECHNICIAN		
	<i>Budget</i>	<i>Actual</i>	<i>Percent</i>
Payroll	\$ 185,034.32	\$ 159,013.63	86%
Supplies	\$ 75,780.11	\$ 17,974.21	24%
StaffDvlp./Travel	\$ 16,858.56	\$ 15,819.38	94%
Admin Fees	\$ -	\$ -	
Current Services	\$ 221,730.40	\$ 243,099.84	110%
Fixed Charges	\$ 9,130.11	\$ 930.00	10%
Grant	\$ -	\$ -	
TOTAL	\$ 508,533.50	\$ 436,837.06	86%
Non-Fee Income	\$ 508,533.00	\$ 380,892.02	75%
Fee Income	\$ -	\$ -	
TOTAL	\$ 508,533.00	\$ 380,892.02	75%

2009-2010	TECHNICIAN		
	<i>Budget</i>	<i>Actual</i>	<i>Percent</i>
Payroll	\$ 113,315.79	\$ 97,162.88	86%
Supplies	\$ 18,245.11	\$ 5,843.98	32%
StaffDvlp./Travel	\$ 4,021.92	\$ 2,803.46	70%
Admin Fees	\$ -	\$ -	
Current Services	\$ 223,739.00	\$ 195,583.90	87%
Fixed Charges	\$ 11,061.42	\$ 2,461.55	22%
Grant	\$ 7,000.00	\$ 7,000.00	100%
TOTAL	\$ 377,383.24	\$ 310,855.77	82%
Non-Fee Income	\$ 359,034.25	\$ 333,512.51	93%
Fee Income	\$ 4,348.98	\$ 5,638.63	130%
TOTAL	\$ 363,383.23	\$ 339,151.14	93%

2012-2013	TECHNICIAN		
	<i>Budget</i>	<i>Actual</i>	<i>Percent</i>
Payroll	\$ 101,686.59	\$ 103,791.22	102%
Supplies	\$ 3,500.00	\$ 1,758.70	50%
StaffDvlp./Travel	\$ 9,227.78	\$ 8,361.56	91%
Admin Fees	\$ 12,085.00	\$ 11,789.71	98%
Current Services	\$ 182,497.22	\$ 194,526.19	107%
Fixed Charges	\$ 5,059.00	\$ 5,563.51	110%
Grant	\$ 6,000.00	\$ 5,000.00	83%
TOTAL	\$ 320,055.59	\$ 330,790.89	103%
Non-Fee Income	\$ 335,270.40	\$ 318,863.61	95%
Fee Income	\$ -	\$ -	
TOTAL	\$ 335,270.40	\$ 318,863.61	95%

2015-2016	TECHNICIAN		
	<i>Budget</i>	<i>Actual</i>	<i>Percent</i>
Payroll	\$ 63,061.52	\$ 65,691.57	104%
Supplies	\$ 3,000.00	\$ 85.32	3%
StaffDvlp./Travel	\$ 4,840.00	\$ 5,587.87	115%
Admin Fees	\$ 15,230.23	\$ 11,872.42	78%
Current Services	\$ 161,121.84	\$ 145,182.86	90%
Fixed Charges	\$ 5,878.00	\$ 9,673.59	165%
TOTAL	\$ 253,131.59	\$ 238,093.63	94%
Non-Fee Income	\$ 234,367.00	\$ 143,632.25	61%
Fee Income	\$ 18,764.59	\$ 18,659.10	99%
TOTAL	\$ 253,131.59	\$ 162,291.35	64%

2004-2005	TECHNICIAN		
	<i>Budget</i>	<i>Actual</i>	<i>Percent</i>
Payroll	\$ 128,693.66	\$ 114,937.57	89%
Supplies	\$ 3,000.00	\$ 18,817.71	627%
StaffDvlp./Travel	\$ 10,103.12	\$ 8,123.68	80%
Admin Fees	\$ -	\$ -	
Current Services	\$ 222,461.00	\$ 226,805.33	102%
Fixed Charges	\$ 2,791.32	\$ 503.00	18%
TOTAL	\$ 367,049.10	\$ 369,187.29	101%
Non-Fee Income	\$ 367,049.10	\$ 454,805.06	124%
Fee Income	\$ 34,049.10	\$ 34,954.93	103%
TOTAL	\$ 401,098.20	\$ 489,759.99	122%

2007-2008	TECHNICIAN		
	<i>Budget</i>	<i>Actual</i>	<i>Percent</i>
Payroll	\$ 112,787.00	\$ 131,011.40	116%
Supplies	\$ 7,680.11	\$ 6,314.77	82%
StaffDvlp./Travel	\$ 6,337.56	\$ 6,483.11	102%
Admin Fees	\$ -	\$ -	
Current Services	\$ 215,248.00	\$ 226,050.54	105%
Fixed Charges	\$ 3,301.13	\$ 15,131.60	458%
Grant	\$ 4,000.00	\$ 4,000.00	100%
TOTAL	\$ 349,353.80	\$ 388,991.42	111%
Non-Fee Income	\$ 382,515.20	\$ 337,317.97	88%
Fee Income	\$ -	\$ -	
TOTAL	\$ 382,515.20	\$ 337,317.97	88%

2010-2011	TECHNICIAN		
	<i>Budget</i>	<i>Actual</i>	<i>Percent</i>
Payroll	\$ 99,073.40	\$ 92,450.87	93%
Supplies	\$ 10,768.36	\$ 6,052.19	56%
StaffDvlp./Travel	\$ 6,831.25	\$ 7,542.85	110%
Admin Fees	\$ -	\$ -	
Current Services	\$ 183,859.00	\$ 201,962.25	110%
Fixed Charges	\$ 7,667.99	\$ 637.75	8%
Grant	\$ 8,000.00	\$ 5,000.00	63%
TOTAL	\$ 316,200.00	\$ 313,645.91	99%
Non-Fee Income	\$ 316,200.00	\$ 302,985.43	96%
Fee Income	\$ -	\$ -	
TOTAL	\$ 316,200.00	\$ 302,985.43	96%

2013-2014 rev	TECHNICIAN		
	<i>Budget</i>	<i>Actual</i>	<i>Percent</i>
Payroll	\$ 92,414.00	\$ 89,530.33	97%
Supplies	\$ 3,500.00	\$ 2,562.77	73%
StaffDvlp./Travel	\$ 4,200.00	\$ 3,928.29	94%
Admin Fees	\$ 14,355.00	\$ 14,355.06	100%
Current Services	\$ 180,439.22	\$ 173,883.51	96%
Fixed Charges	\$ 12,078.00	\$ 17,173.68	142%
Grant	\$ -	\$ -	
TOTAL	\$ 306,986.22	\$ 301,433.64	98%
Non-Fee Income	\$ 234,953.00	\$ 234,610.13	100%
Fee Income	\$ -	\$ -	
TOTAL	\$ 234,953.00	\$ 234,610.13	100%

2016-2017	TECHNICIAN		
	<i>Budget</i>	<i>Actual</i>	<i>Percent</i>
Payroll	\$ 92,424.12	\$ 80,859.48	87%
Supplies	\$ 1,150.00	\$ 1,180.37	103%
StaffDvlp./Travel	\$ 4,370.00	\$ 4,085.36	93%
Admin Fees	\$ 12,592.69	\$ 11,880.55	94%
Current Services	\$ 61,350.23	\$ 58,039.77	95%
Fixed Charges	\$ 11,377.00	\$ 11,358.48	100%
TOTAL	\$ 183,264.04	\$ 167,404.01	91%
Non-Fee Income	\$ 160,000.00	\$ 132,187.77	83%
Fee Income	\$ 23,264.04	\$ 22,835.20	98%
TOTAL	\$ 183,264.04	\$ 155,022.97	85%



2005-2006	TECHNICIAN		
	<i>Budget</i>	<i>Actual</i>	<i>Percent</i>
Payroll	\$ 142,078.62	\$ 128,343.01	90%
Supplies	\$ 7,680.11	\$ 14,979.75	195%
StaffDvlp./Travel	\$ 11,303.56	\$ 10,226.42	90%
Admin Fees	\$ -	\$ -	
Current Services	\$ 231,141.40	\$ 230,904.14	100%
Fixed Charges	\$ 2,951.35	\$ 515.00	17%
TOTAL	\$ 395,155.04	\$ 384,968.32	97%
Non-Fee Income	\$ 394,000.00	\$ 424,459.26	108%
Fee Income	\$ 1,155.04	\$ 35,431.50	3068%
TOTAL	\$ 395,155.04	\$ 459,890.76	116%

2008-2009	TECHNICIAN		
	<i>Budget</i>	<i>Actual</i>	<i>Percent</i>
Payroll	\$ 136,048.55	\$ 87,397.96	64%
Supplies	\$ 5,680.11	\$ 8,160.88	144%
StaffDvlp./Travel	\$ 8,593.84	\$ 7,817.74	91%
Admin Fees	\$ -	\$ -	
Current Services	\$ 225,998.00	\$ 222,348.88	98%
Fixed Charges	\$ 3,500.54	\$ 808.00	23%
Grant	\$ 7,000.00	\$ 5,000.00	71%
TOTAL	\$ 386,821.04	\$ 331,533.46	86%
Non-Fee Income	\$ 381,645.84	\$ 468,007.60	123%
Fee Income	\$ 5,175.20	\$ 7,371.46	142%
TOTAL	\$ 386,821.04	\$ 475,379.06	123%

2011-2012	TECHNICIAN		
	<i>Budget</i>	<i>Actual</i>	<i>Percent</i>
Payroll	\$ 98,926.39	\$ 99,126.28	100%
Supplies	\$ 10,058.82	\$ 8,062.51	80%
StaffDvlp./Travel	\$ 7,191.25	\$ 8,538.19	119%
Admin Fees	\$ 12,366.35	\$ 12,297.15	99%
Current Services	\$ 183,163.00	\$ 172,837.09	94%
Fixed Charges	\$ 1,289.00	\$ 1,428.79	111%
Grant	\$ 8,000.00	\$ 4,750.00	59%
TOTAL	\$ 320,994.81	\$ 307,040.01	96%
Non-Fee Income	\$ 319,305.14	\$ 310,611.91	97%
Fee Income	\$ 1,492.79	\$ 1,492.77	100%
TOTAL	\$ 320,797.93	\$ 312,104.68	97%

2014-2015	TECHNICIAN		
	<i>Budget</i>	<i>Actual</i>	<i>Percent</i>
Payroll	\$ 89,525.86	\$ 78,228.12	87%
Supplies	\$ 3,500.00	\$ 3,511.67	100%
StaffDvlp./Travel	\$ 7,490.00	\$ 4,725.90	63%
Admin Fees	\$ 15,360.00	\$ 15,135.67	99%
Current Services	\$ 163,844.06	\$ 132,844.19	81%
Fixed Charges	\$ 12,078.00	\$ 5,913.02	49%
Grant	\$ -	\$ -	
TOTAL	\$ 291,797.92	\$ 240,358.57	82%
Non-Fee Income	\$ 234,366.00	\$ 179,893.38	77%
Fee Income	\$ 57,431.92	\$ 57,722.82	101%
TOTAL	\$ 291,797.92	\$ 237,616.20	81%

2017-2018*	TECHNICIAN		
	<i>Budget</i>	<i>Actual</i>	<i>Percent</i>
Payroll	\$ 126,626.76	\$ 51,798.03	41%
Supplies	\$ 1,150.00	\$ 256.34	22%
StaffDvlp./Travel	\$ 4,490.00	\$ 4,479.55	100%
Admin Fees	\$ 10,400.00	\$ 8,942.60	86%
Current Services	\$ 62,485.00	\$ 31,280.26	50%
Fixed Charges	\$ 11,330.00	\$ 5,651.00	50%
TOTAL	\$ 216,481.76	\$ 102,407.78	47%
Non-Fee Income	\$ 160,000.00	\$ 49,439.71	31%
Fee Income	\$ 56,481.76	\$ 38,705.37	69%
TOTAL	\$ 216,481.76	\$ 88,145.08	41%

AVERAGES	TECHNICIAN		
	<i>Budget</i>	<i>Actual</i>	<i>Percent</i>
Payroll	\$ 112,749.92	\$ 104,059.52	92%
Supplies	\$ 11,356.62	\$ 7,190.20	63%
StaffDvlp./Travel	\$ 7,562.06	\$ 6,946.18	92%
Admin Fees	\$ 13,664.88	\$ 12,888.43	94%
Current Services	\$ 189,531.60	\$ 190,886.42	101%
Fixed Charges	\$ 6,469.42	\$ 5,404.57	84%
Grant	\$ 6,666.67	\$ 5,125.00	77%
TOTAL	\$ 348,001.16	\$ 332,500.32	96%
Non-Fee Income	\$ 386,790.52	\$ 424,327.42	110%
Fee Income	\$ 14,158.89	\$ 20,609.37	146%
TOTAL	\$ 400,949.41	\$ 444,936.79	111%

TOTALS	NON-FEE INCOME		
	<i>Budget</i>	<i>Actual</i>	<i>Percent</i>
2003-2004	\$ 287,000.00	\$ 480,482.62	167%
2004-2005	\$ 367,049.10	\$ 454,805.06	124%
2005-2006	\$ 394,000.00	\$ 424,459.26	108%
2006-2007	\$ 508,533.00	\$ 380,892.02	75%
2007-2008	\$ 382,515.20	\$ 337,317.97	88%
2008-2009	\$ 381,645.84	\$ 468,007.60	123%
2009-2010	\$ 359,034.25	\$ 333,512.51	93%
2010-2011	\$ 316,200.00	\$ 302,985.43	96%
2011-2012	\$ 319,305.14	\$ 310,611.91	97%
2012-2013	\$ 335,270.40	\$ 318,863.61	95%
2013-2014	\$ 234,953.00	\$ 234,610.13	100%
2014-2015	\$ 234,366.00	\$ 179,893.38	77%
2015-2016	\$ 234,367.00	\$ 143,632.25	61%
2016-2017	\$ 160,000.00	\$ 132,187.77	83%

TOTALS	EXPENSES		
	<i>Budget</i>	<i>Actual</i>	<i>Percent</i>
2003-2004	\$ 332,638.00	\$ 389,757.08	117%
2004-2005	\$ 367,049.10	\$ 369,187.29	101%
2005-2006	\$ 395,155.04	\$ 384,968.32	97%
2006-2007	\$ 508,533.50	\$ 436,837.06	86%
2007-2008	\$ 349,353.80	\$ 388,991.42	111%
2008-2009	\$ 386,821.04	\$ 331,533.46	86%
2009-2010	\$ 377,383.24	\$ 310,855.77	82%
2010-2011	\$ 316,200.00	\$ 313,645.91	99%
2011-2012	\$ 320,994.81	\$ 307,040.01	96%
2012-2013	\$ 320,055.59	\$ 330,790.89	103%
2013-2014	\$ 306,986.22	\$ 301,433.64	98%
2014-2015	\$ 291,797.92	\$ 240,358.57	82%
2015-2016	\$ 253,131.59	\$ 238,093.63	94%
2016-2017	\$ 183,264.04	\$ 167,404.01	91%

Income per month

	2003-2004	2004-2005	2005-2006	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016	2016-2017	2017-2018	AVERAGE
GOAL	\$ 287,000.00	\$ 367,049.10	\$ 394,000.00	\$ 508,533.00	\$ 382,515.20	\$ 381,645.84	\$ 359,034.25	\$ 316,200.00	\$ 319,305.14	\$ 335,270.40	\$ 234,953.00	\$ 234,366.00	\$ 234,367.00	\$ 160,000.00	\$ 160,000.00	\$ 311,615.93
July	\$ 24,713.70	\$ 7,768.22	\$ 10,222.35	\$ 6,135.93	\$ 8,754.94	\$ 29,558.02	\$ 19,241.05	\$ 20,431.15	\$ 13,244.45	\$ 29,707.47	\$ 4,200.00	\$ 5,314.35	\$ 1,947.59	\$ 13,461.04	\$ 10,802.51	\$ 13,700.18
August	\$ 21,411.48	\$ 21,358.21	\$ 25,129.76	\$ 16,815.66	\$ 18,764.52	\$ 50,919.20	\$ 20,693.98	\$ 25,232.54	\$ 10,100.49	\$ 29,079.23	\$ 3,724.13	\$ 2,808.22	\$ 1,572.23	\$ (500.42)	\$ 9,778.90	\$ 17,125.88
September	\$ 41,453.48	\$ 59,461.52	\$ 36,257.85	\$ 62,123.58	\$ 13,466.99	\$ 31,765.01	\$ 26,145.12	\$ 17,270.70	\$ 21,454.91	\$ 22,104.25	\$ 9,368.48	\$ 7,324.48	\$ 11,557.04	\$ 18,197.80	\$ 3,620.94	\$ 25,438.14
October	\$ 33,975.40	\$ 44,519.60	\$ 40,090.74	\$ 38,977.09	\$ 6,267.40	\$ 51,800.50	\$ 28,813.83	\$ 14,730.19	\$ 17,998.15	\$ 27,909.09	\$ 32,168.68	\$ 9,424.19	\$ 7,997.82	\$ 10,574.69	\$ 7,843.32	\$ 24,872.71
November	\$ 54,186.69	\$ 49,138.68	\$ 44,794.40	\$ 32,630.43	\$ 18,280.48	\$ 36,849.63	\$ 32,211.28	\$ 46,580.66	\$ 24,538.86	\$ 13,235.15	\$ 15,175.25	\$ 16,211.91	\$ 2,682.00	\$ 17,762.32	\$ 10,577.36	\$ 27,657.01
December	\$ 40,057.20	\$ 30,776.97	\$ 29,944.55	\$ 14,964.26	\$ 41,299.77	\$ 33,111.44	\$ 15,535.20	\$ 21,698.70	\$ 23,827.93	\$ 21,159.46	\$ 11,820.60	\$ 6,420.04	\$ 11,341.25	\$ 27,572.17	\$ 6,816.68	\$ 22,423.08
January	\$ 29,770.44	\$ 30,432.10	\$ 25,642.84	\$ 30,873.80	\$ 21,537.08	\$ 23,940.17	\$ 31,360.20	\$ 28,158.57	\$ 31,934.37	\$ 37,531.88	\$ 25,131.75	\$ 12,191.72	\$ 9,604.42	\$ 16,429.11	\$ 6,565.99	\$ 24,073.63
February	\$ 34,978.61	\$ 32,896.23	\$ 52,716.81	\$ 28,210.08	\$ 53,213.26	\$ 23,251.97	\$ 21,722.85	\$ 19,428.01	\$ 15,003.52	\$ 22,889.55	\$ 13,280.16	\$ 32,289.77	\$ 6,802.59	\$ (14,365.43)	\$ 3,887.21	\$ 23,080.35
March	\$ 61,049.76	\$ 39,086.74	\$ 63,357.19	\$ 27,884.88	\$ 29,226.78	\$ 26,362.52	\$ 26,736.74	\$ 34,120.57	\$ 56,902.43	\$ 46,993.50	\$ 22,442.92	\$ 37,328.94	\$ 44,036.25	\$ 10,443.27		\$ 37,569.46
April	\$ 73,596.88	\$ 59,825.00	\$ 32,361.96	\$ 47,585.60	\$ 23,552.22	\$ 50,039.42	\$ 32,900.61	\$ 35,302.33	\$ 21,295.69	\$ 21,291.67	\$ 31,637.18	\$ 15,719.96	\$ 8,771.72	\$ 3,938.52		\$ 32,701.34
May	\$ 43,602.64	\$ 55,383.40	\$ 40,089.15	\$ 48,121.68	\$ 72,807.79	\$ 38,618.64	\$ 52,378.81	\$ 27,445.81	\$ 51,550.36	\$ 43,527.23	\$ 46,232.95	\$ 22,954.87	\$ 9,017.69	\$ 7,371.72		\$ 39,935.91
June	\$ 21,686.34	\$ 24,158.39	\$ 23,851.66	\$ 26,569.03	\$ 30,416.74	\$ 27,334.55	\$ 25,772.84	\$ 12,586.20	\$ 22,760.75	\$ 3,435.13	\$ 19,428.03	\$ 11,904.93	\$ 28,301.65	\$ 21,302.98		\$ 21,393.52
TOTAL	\$ 480,482.62	\$ 454,805.06	\$ 424,459.26	\$ 380,892.02	\$ 337,587.97	\$ 423,551.07	\$ 333,512.51	\$ 302,985.43	\$ 310,611.91	\$ 318,863.61	\$ 234,610.13	\$ 179,893.38	\$ 143,632.25	\$ 132,187.77	\$ 59,892.91	\$ 301,197.86
AVERAGE	\$ 40,040.22	\$ 37,900.42	\$ 35,371.61	\$ 31,741.00	\$ 28,132.33	\$ 35,295.92	\$ 27,792.71	\$ 25,248.79	\$ 25,884.33	\$ 26,571.97	\$ 19,550.84	\$ 14,991.12	\$ 11,969.35	\$ 11,015.65	\$ 7,486.61	\$ 25,266.19

Percentage of  
income per month

	2003-2004	2004-2005	2005-2006	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016	2016-2017	2017-2018	AVERAGE
July	9%	2%	3%	1%	2%	8%	5%	6%	4%	9%	2%	2%	1%	8%	7%	5%
August	7%	6%	6%	3%	5%	13%	6%	8%	3%	9%	2%	1%	1%	0%	6%	5%
September	14%	16%	9%	12%	4%	8%	7%	5%	7%	7%	4%	3%	5%	11%	2%	8%
October	12%	12%	10%	8%	2%	14%	8%	5%	6%	8%	14%	4%	3%	7%	5%	8%
November	19%	13%	11%	6%	5%	10%	9%	15%	8%	4%	6%	7%	1%	11%	7%	9%
December	14%	8%	8%	3%	11%	9%	4%	7%	7%	6%	5%	3%	5%	17%	4%	7%
January	10%	8%	7%	6%	6%	6%	9%	9%	10%	11%	11%	5%	4%	10%	4%	8%
February	12%	9%	13%	6%	14%	6%	6%	6%	5%	7%	6%	14%	3%	-9%	2%	7%
March	21%	11%	16%	5%	8%	7%	7%	11%	18%	14%	10%	16%	19%	7%		12%
April	26%	16%	8%	9%	6%	13%	9%	11%	7%	6%	13%	7%	4%	2%		10%
May	15%	15%	10%	9%	19%	10%	15%	9%	16%	13%	20%	10%	4%	5%		12%
June	8%	7%	6%	5%	8%	7%	7%	4%	7%	7%	8%	5%	12%	13%		7%
AVERAGE	14%	10%	9%	6%	7%	9%	8%	8%	8%	8%	8%	6%	5%	7%	5%	8%

Running percentage  
of income per month

	2003-2004	2004-2005	2005-2006	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016	2016-2017	2017-2018	AVERAGE
July	9%	2%	3%	1%	2%	8%	5%	6%	4%	9%	2%	2%	1%	8%	7%	5%
August	16%	8%	9%	5%	7%	21%	11%	14%	7%	18%	3%	3%	2%	8%	13%	10%
September	31%	24%	18%	17%	11%	29%	18%	20%	14%	24%	7%	7%	6%	19%	15%	17%
October	42%	36%	28%	24%	12%	43%	26%	25%	20%	32%	21%	11%	10%	26%	20%	25%
November	61%	50%	40%	31%	17%	53%	35%	39%	27%	36%	28%	18%	11%	37%	27%	34%
December	75%	58%	47%	34%	28%	61%	40%	46%	35%	43%	33%	20%	16%	54%	31%	41%
January	86%	66%	54%	40%	34%	68%	48%	55%	45%	54%	43%	25%	20%	65%	35%	49%
February	98%	75%	67%	45%	47%	74%	55%	61%	50%	61%	49%	39%	23%	56%	37%	56%
March	119%	86%	83%	51%	55%	81%	62%	72%	67%	75%	58%	55%	42%	62%		69%
April	145%	102%	92%	60%	61%	94%	71%	83%	74%	81%	72%	62%	45%	65%		79%
May	160%	117%	102%	70%	80%	104%	86%	92%	90%	94%	92%	72%	49%	69%		91%
June	167%	124%	108%	75%	88%	111%	93%	96%	97%	95%	100%	77%	61%	83%		98%

# Student Media organization reports for February & March 2018

## Agromeck

*Submitted by Anna Long, Editor-In-Chief*

### Revenue

We have sold 90 books.

We sold 21 pages of ads, for a total of \$15,375.

### Expenditures

We spent part of our promotions budget to make facebook and instagram advertisements to sell the book.

### Personnel

Katie Tart applied for Agromeck editor-in-chief.

One of our designers began their writer's correspondence.

### Training

N/A

### Technology

N/A

### Coverage

N/A

### Deadlines

On Feb. 26 we submitted the final 72 pages of our book.

We received proofs in the mail March 1 and they were sent back out the same day.

### Ethics/Legal issues

N/A

## Student Business Office

*Submitted by Deja Richards, General Manager*

### Revenue

*Technician*

Year to date, we have brought in \$40,594.09 for Technician advertising. Special issues are a big hit among customers, and many have requested to know about issues such as this a few months in advance so that they can plan accordingly.

WKNC

We have billed \$7380.85 to date for WKNC. WKNC sales have been consistent, but falling behind the budget. We will be pushing WKNC to our clients a lot more this semester.

#### *Nubian Message*

We have billed \$3858.21 to date for the Nubian Message. The majority of these sales are campus sales. We hope to raise more awareness of this publication will bring in more revenue this upcoming semester. Special issues do help.

#### *Magazines*

The Media Consultants are preparing for the Culture and Food Guide, set for release on April 16th. For the Healthy Living issue, \$2304 were brought in for ads. Hopefully, the next issue will bring in even more revenue.

#### **Personnel**

The business office filled all the spring 2018 positions. We have added 3 new Media Consultants, who are already off to a great start: Mersina Boynton, Dora Gonzalez, and Amega Newton.

#### **Training**

Training will be consistent throughout the course of the semester.

## **Nubian Message**

*No report as of Friday, March 9, 2018*

## **Technician**

*No report as of Friday, March 9, 2018*

## **Windhover**

*Submitted by C Phillips, Editor-In-Chief*

#### **Expenditures**

Nothing out of line with budget. We have spent approximately \$7800 on production for this year's book, as well as about \$45 for reservation of One Earth for our open mic night.

#### **Coverage**

Our Open Mic Night on February 21st was very successful! We made the decision for a venue change at One Earth Lounge instead of Caldwell Lounge because of the central location on campus. We had a wide variety of performers and were able to keep expenditures on the event low due to the nature of the lounge wherein providing food is prohibited; I don't believe this detracted from the event at all. I believe this will be a great place to hold future open mic events.

#### **Deadlines**

The 2018 Windhover is currently in production at Theo Davis Printing. Myself and my design staff (Clara May, Anna Schecterson) officially sent it to print with all revisions made on March 8. We also met our deadline of hosting a second open mic. We are now beginning to plan for our release part on Friday, April 13th.

# WKNC 88.1 FM HD-1

*Submitted by Jamie Halla, General Manager*

## Revenue

Non-fee income (money in the bank), as of March 1, 2018: \$27,203.76

Sponsor Sales	\$10,432.25
Online/Social Media Sales	\$398.60
Event Tickets	\$5,579.02
Event Sponsorships	\$1,886.25
Men's Baseball Post	\$900.00
Event Promotions	\$1,600.00
Merchandise Sales	\$2,440.09
Other	\$1,717.55

WKNC has exceeded its income goal for Benefit Concerts/Events (DBB and Radio Ride) after earning \$6,500 from DBB in February. We have also exceeded our "other" income goal of event promotions, merchandise sales and misc. receipts. We are on target to meet our goal for Wolfpack Sports broadcasts.

We are about \$5,500 from our goal in money raised through the Student Media Business Office. So far, only about \$6,600 in donor announcement and online/social media sales have been made by the Business Office. To help increase revenue, we have revised the job description of our sponsorship director to help close that income gap by selling donor announcements.

## Personnel

We have just hired Claire Fasel as Podcast Manager and Jake Mitchell as Sponsorship Director. We are still in the process of finding a Multimedia Director.

## Training

24 students have completed the training class and we are in the process of going through board tests for them. Hopefully this will be done by week's end.

## Outreach

Double Barrel Benefit was a success, in that we raised our required amount and everyone seemed to have a fun time. We are in the process of planning a WKNC x Fish Market prom for the end of March.

## Programming

"Protected Class", a Praeci production, has been airing twice a week.

## Technology/Expenditures

The closed production studio is mostly functional, with a few issues remaining. We are able to record with four microphones. We also may be leasing a subchannel in August.