

NOTES

Tuesday, April 9, 2013 • 7 p.m.
Room 201, Witherspoon Student Center

Present: Lisa Dickson, Mark Herring, Michael Jones, Kierra Leggett, Jessica Lucas, Victoria Melbourne, Patrick Neal, Olivia Pope, Paul Ruddle, Alex Sanchez, Laura Zeff Schuchart

Absent: Michael Biesecker (excused), Bryan Hum (unexcused), Dean Phillips (unexcused), Jim Rothschild (excused), Katie Trapp (excused), Andy Walsh

Others: Krystal Baker, Chelsea Brown, Sarah Buddo, Martha Collins, Jamie Lynn Gilbert

CALL TO ORDER at 7:09 by Chair Paul Ruddle. Quorum was NOT met.

OLD BUSINESS

1. Discussion of student leader hiring practices (Jamie Lynn) – Jamie Lynn outlined a new procedure for the hiring of student leaders, which would begin the process in January but still have hiring at the March board meeting. The candidate forum will be discontinued. Instead, the individual advisory board meetings will be more highly publicized and the time period for questions from the audience at those meetings will be increased. This new process would technically necessitate a change of the word February to January in the Top Leaders Appointment Policy. An additional bullet point outlining the February application due date and time frames for the advisory boards may also be added. As there was no quorum, no action was taken by the board. See ATTACHED.

NEW BUSINESS

1. Approval of minutes from March 2013 board meeting – Minutes could not be approved because there was not quorum.
2. Budget update (Patrick) – Patrick noted that *Technician* was now at 86% of its payroll budget, but it was not predicated to be an issue. All media are on track to meet their income expectations.

REPORTS

- *Agromeck*
- Business Office
- *Nubian Message*
- *Technician*
- *Windhover*
- WKNC

EXECUTIVE SESSION

The Student Media Board of Directors may adjourn into executive session to discuss matters of litigation, potential litigation or personnel.

ADJOURN at 7:28 p.m.

TEXT OF REPORTS

Agromeck

submitted by Alex Sanchez, editor

Revenue – We will accrue \$3,356.64 from the pre-sale of 63 copies. These copies will be shipped directly from Balfour to customers. After April 5, the price of books will drop from \$68.25 to \$65, but will no longer include shipping. People who purchase a book after the shipping deadline must pick up their copies from the business office or at one of our distribution events.

Expenditures – We plan to spend about \$100-200 on food for one of our distribution events later this month.

Beginning the 2013-2014 fiscal year, designers will earn \$20 per spread. The Editor-in-Chief will earn \$500 per month.

Personnel – Chelsea Brown, a sophomore in graphic design and *Agromeck* editor-elect, is accepting applications for the following 2013-2014 section editor positions:

Assignments Editor at a rate of \$100 per month.

- We have not received any applications, but two staff members have told Brown they intend to apply.

Design Editor at a rate of \$100 per month.

- We have received two applications for this position.
- This is the first time the position has been contested since 2010-2011.

Features Editor at a rate of \$100 per month.

- We have not received any applications.

Photography Editor at a rate of \$100 per month.

- We have not received any applications, but two staff photographers have told Brown they intend to apply.

Brown has decided not to hire a sports editor.

Retention – Design Editor Chelsea Brown, Designer Morgan Holcomb and Staff Writer Liz Moomey were the only 2011-2012 *Agromeck* staff members to return for 2012-2013. By the Sept. 11 board meeting, we recruited and hired 8 new designers and five new staff writers. Since then, we've retained about 75 percent of these staff members. Current staff counts are as follows:

- Editors: 4
- Designers: 6
- Writers: 6

Several of writers and designers have expressed an interest in continuing their involvement and applying for 2013-2014 section editor positions. We hope to keep the staff involved through the end of the Spring semester and Summer to improve on poor retention from last year.

Technology – n/a

Deadlines – We need to meet with Josh Lovell, our Balfour sales representative, in the coming weeks to set deadlines for the 2014 edition.

Promotions – Daily posts to the *Agromeck* Facebook page have resumed. We're trying to introduce some variety -- rather than just photos, we're doing weekly giveaways and sneak peeks at the 2013 edition.

Distribution – According to Balfour, the 2013 books will arrive the week of April 15. Because 63 pre-sold copies will ship directly to readers, we will receive 937 copies of our 1,000-book run. Books pre-ordered after the April 5 shipping deadline will be set aside for those customers. Books will go on sale for \$65 (\$30 for *Agromeck* staff) in the business office immediately after their arrival.

Students pictured or quoted in the book can pick up one free copy. Free books will be reserved for seniors who had their portrait taken until April 24. From the 24th on, anyone pictured or quoted may pick up their free copy. After delivery, books will be distributed on a first-come, first-served basis, so the only way for someone to guarantee they receive a copy is to pre-order one.

Events –

- **Distribution Party**
126 Witherspoon Student Center, April 22, 4 p.m. - 6 p.m.
Chancellor Randy Woodson and Senior Class President John O' Daniel will sign books and help celebrate the arrival of the 2013 edition. The staff will sell and distribute books at the event. Taylor Howell and the marketing team will order food and are working on arranging an appearance by Mr. and Ms. Wuf. Krystal Pittman will send out an email to all seniors who had their portraits taken.
- **Dave Doeren Book Signing**
Doak Field. April 23, 5 p.m. - 6 p.m.
From 5 p.m. - 6 p.m., fans will have a chance to get their books signed by football head coach Dave Doeren. The staff will sell and distribute books during the game.

We're also working with the marketing team to sell and distribute books at Hunt and D.H. Hill Libraries during dead week. No dates or times have been set yet.

Business Office
submitted by Olivia Pope , business office manager

Revenue –

Technician – Considering we only had three weeks of the paper in this month, sales were substantial. During the month of March, there were no special sections. We had a huge pick-up in sales coming back from Easter break, and we are hoping that the trend will continue throughout the remaining weeks of the semester. We have also added a new goal board for the end of the year to make sure we hit our income goal for the year. This way all the sales reps can see how we are doing as a group.

WKNC – We sold \$915 for WKNC in March alone and have almost \$2,000 scheduled already for the month of April. This is a great start to the month, and I am excited to see how much more we can sell. Also, we started training the sales rep for Wolfpack Sports. We have sold two Wolfpack Sports TV commercials and possible have a few more coming this month.

Nubian Message – Right now we have \$420 scheduled already for the month of March, in regards to the *Nubian*. We are still trying to enforce our package deals that include *Nubian* and WKNC, in addition to *Technician*.

Agromeck – We will have a Traditions book signing on April 22 with Chancellor Woodson and the senior class president. We are still working to get the student body president at this event. It is still on our agenda for Coach Dorean to sign yearbooks at a spring baseball game on April 23. It is our hopes to have access to sale books during this event, to further increase revenues. Now, our marketing team, paired with *Agromeck* and the professional staff, are trying to come up with new ways to further this plan. We have sold 63 books so far and we needed 51 books sold to break even with our marketing costs of sending letters out to all freshmen.

University Power Buy – We have been making more of an effort to contact people each week with this opportunity. We have a few interested clients such as Brooks Brothers. The *Duke Chronicle* has hired a new sales representative especially for the Power Buy Program and their Alumni Magazine.

Personnel – We have not hired anyone this past month, but Sarah Buddo will officially become the new business office manager for the 2013-2014 school year.

Training – Mike Hartel, Vice President and General Manager of Curtis Media, came on Wednesday, March 13 to train our sales staff members on prospecting. Also, the business office trained Jeremy Cooper, a new sales rep for Wolfpack Sports, at the end of March. We are also offering him additional training through the mentoring of a senior sales rep. We have two sales staff members attending CNBAM conference in San Diego. Jane Trunk, a sophomore, and Mark Tate, a freshman, will represent Student Media at this conference and hopefully bring back some useful sales techniques, while furthering their leadership within the office.

Nubian Message
submitted by Kierra Leggett, editor

Personnel – I was rehired for the 2013-2014 position of Editor-in-Chief of the *Nubian Message*. DeErricka Green will resume her position as managing editor. Along with publishing a stellar newspaper on a weekly basis, one of our primary goals for next year will be grooming the future leaders of the publication.

Several staff members have completed their hire packets and have been added to payroll.

Coverage – In our last issue we covered the Student Body President Election, focusing primarily on what the candidates had planned to improve the African American community. Since the last issue of the paper we have published two online exclusive articles - an editorial endorsing Lauryn Collier for Student Body President and an article about the upcoming Pan Afrikan Festival 2013: The Essence of Our Metamorphosis.

The Pan Afrikan Festival is an annual celebration at N.C. State which places special emphasis on the rich culture of African Americans and gives African American organizations on campus the chance to better familiarize the campus with what they do. Each year we publish a Pan Afrikan edition of the *Nubian Message*. This year's Pan Afrikan edition of the *Nubian Message* will include articles about and coverage of the 16th annual Afrikan American Textile Society's Fashion Expose, the Pan Afrikan Step Show as well as Afrika Night and the Pan Afrikan Scholarship Pageant.

Deadline – The next issue of the *Nubian Message* will publish next Wednesday, April 10.

Ethical/Legal Issues – On March 20, an accusation of plagiarism was made by *Ebony* Magazine about an article published in the *Nubian Message*. The article was written by staff writer Aaron Thomas and was an informative piece about *Ebony* magazine's #ENOUGH campaign which is working to bring an end to the gun violence taking place in Chicago.

The accusation came after I tweeted a link to the article, "Ebony Magazine Says #ENOUGH," mentioning the magazine in the tweet. About five minutes after tweeting the link, I received a tweet from *Ebony* magazine that read:

"@NubianMessage if you are going to copy an entire article word for word, you should at least provide a link back to the site."

Completely taken off guard by this tweet, my first action was to remove the article from the website so that I could read it and compare it to the article that *Ebony* was claiming had been plagiarized. In the process of doing this, I received another tweet from *Ebony* which stated:

"@NubianMessage *Practically word for word. You didn't provide your readers info on how to read the series which isn't in the magazine, BTW."

After removing the article from the website and printing both articles to read and compare, I called Patrick to notify him of the situation and also to seek his advice. He came by the *Nubian* office and I gave him a copy of both articles and took copies of both articles to class with me to finish reading.

It was decided by Patrick and I that Aaron had not plagiarized his article as it was not "word for word." Jamie agreed as well. Patrick suggested that I repost the article to the website, either embedding or including a link to the #ENOUGH series on *Ebony.com*.

However, before I reposted the article to the website I called Aaron to tell him everything that had transpired and discussed how to prevent something like this from occurring again in the future.

I reposted the article to the website and after doing so sent a tweet to *Ebony* magazine letting them know that a link had since been included in the article and also to apologize that we had not publicized its work to its satisfaction.

Ebony did not respond to this tweet, and I have heard nothing else surrounding the incident.

I have discussed it with my staff and a joint training session has been proposed for both *Nubian Message* and *Technician* staff to work on issues of paraphrasing and such.

Revenue – The *Nubian Message* has more than quadrupled its non-fee income expectations for the year.

Technician

submitted by Mark Herring, editor

(Report submitted at meeting)

Personnel – This week, Sam DeGrave is interviewing candidates for his staff for next school year.

Training – Jim Colton worked with *Technician* and *Agromeck's* photo staff for two weeks during his stint as Journalist in Residence during March. Colton ran training sessions for photographers and editors and critiqued portfolios of work for Student Media photographers. Within the first week of Jim being in the newsroom, I could tell the quality of our art selection improved.

Upcoming EIC Sam DeGrave and I will travel to New York City on Friday, April 12 to attend a conference with *New York Times* reporters called "Inside the *Times*." Sam and I will cover our own travel and lodging costs. The full day event invites outgoing and incoming editors of college newspapers, and will grant "student newspaper editors the opportunity to work directly with *Times* editors and reporters to explore the role of a newspaper in contemporary society, develop their journalistic skills, and discuss the various aspects of the newspaper from the newsroom and editorial to advertising."

English professor Dick Reavis is offering a summer session of English 316, Principles of News and Article Writing, for students in (and interested in working for) Student Media. This class will be held in Summer Session I, and we've been pushing enrollment in the *Technician* newsroom. I urge other student leaders in Student Media advertise this opportunity among their respective staffs. Last summer, three upcoming editors (*Technician*, *Agromeck* and *Nubian Message*) took this course.

Technology – Sam DeGrave is considering candidates for Multimedia Editor.

Coverage – We have already made our story assignments for our Exam Issue, and I have started helping Sam DeGrave plan out summer coverage.

Deadlines – Due to many reasons — more spot news coverage and upcoming end of the semester — we've been missing deadline two to three times a week. The week after spring break, Managing Editor Trey Ferguson was out of town at an education conference, which impacted production. I am doing my best to try to make deadline more often.

Ethics/Legal Issues – N/A

Expenditures – N/A

Windhover
submitted by Lisa Dickson, editor

Personnel and Marketing – There were some major miscommunications between the design team and myself that were not unearthed until the book had been sent to the printer. My design editor requested a minor deadline extension, which was approved by Frank and myself. In the haste to finish their design, the designers neglected to send the book to me for proofing and did not send me the files until they had already been sent to Theo Davis.

After reviewing the design with Martha and Patrick, I worked on a list of things that needed to be changed about the design and content, and the printer was notified to halt production. Martha and I met with the design staff to work out the details.

After much revision and tweaking and a final meeting with Frank Pulley from Theo Davis, the book was sent to print on April 1. We were notified April 3 that proofs should be ready April 4. We are hopeful that we can still make the April 21 release party as scheduled at the Crafts Center, but delivery date confirmation is still pending.

When we have delivery confirmed the designers will begin working on fliers promoting the event. Digital and website ads for the campus-wide slideshows, Student Media's website and the *Technician* will be created as well.

The design of the book still includes stickers placed on the cover and CDs placed in the rear cover, which will be completed by the *Windhover* staff as well as other volunteers from Student Media.

The website has been updated with the most recent announced deadlines in order to have them recorded, details about upcoming media from the Spring Open Mic Night, as well as links to the Facebook page and information about the upcoming *Windhover* release party.

As soon as I have the video footage and photos that were taken during Open Mic Night, they will be posted on the website as well.

In mid-March, I posted a congratulatory Facebook status on the *Windhover* Facebook page welcoming Ajita Banerjea and Chelsea Brown into their upcoming leadership positions with *Windhover* and *Agromeck*.

Events – We are hoping to keep the date and venue for the release party but a room in Talley is reserved for April 24 in case the book delivery is delayed

Next year's *Windhover* editor, Ajita Banerjea, has secured food donations from Jimmy John's, Hotbox Pizza, and Jasmin for the event and is working with me and Martha on some of the fine tuning of the plans.

Doug Flowers completed the master for the *Windhover* CD and it will be sent to Diskmakers for replication by April 8.

WKNC
submitted by Michael Jones, general manager

Revenue –

Non-fee income (money in the bank), as of March 31, 2012: \$26,515.73

Regular donor announcements — \$9,945.00
Web ad sales — \$62.50
Tir Na nOg — \$7,500.00
Benefit Concerts — \$5,073.00
Promotions/Live Nation — \$2,350.00
Merchandise Sales — \$1,590.00
Other — \$(4.77)

We have about \$10,000 in outstanding invoices that we expect to be paid in April 2013.

We have had four sub-par months of donor announcement sales, with sales from December, January, February and March total equaling less than our monthly average for the previous four months (Aug-Nov). If we continued at this pace we would not meet our sales goal for the 2013-2014 fiscal year, but as Olivia indicates in her report, "We sold \$915 for WKNC in March alone and have almost \$2,000 scheduled already for the month of April."

Outreach – The Chainsaw department hosted one of its first events in a long time. Coordinated by Chainsaw music director Billy Cunningham, the event featured several artists at the Berkley Café. Turnout surpassed my expectations and he is hard at work in forming another one of these shows scheduled for April 15.

WKNC has found itself deep into the Soundtap.com bracket challenge. The challenge is a NCAA basketball bracket style competition that puts two university stations together to see who can have the most amount of listening time over the course of a two-day round. We fully expect to defeat our friends at WXDU in the second round, and we have a good feeling about our chances during the fab four. I hope this will attract more people to the online stream that are either not in the area or have not listened to it yet.

Bri Aab has been hard at work coordinating the April 12 Fridays on the Lawn concert. The artists include Double Barrel Benefit 10 alum Oulipo and Lonnie Walker. Reception has been incredibly positive.

Our Twitter account reached a major milestone as it hit 6000 followers. The number continues to increase, and I would be personally delighted if it were to hit 7000 before the end of 2013.

Personnel – We have expedited the process of combining the positions of operations manager and personnel director. Bri and John Kovalchik (our current operations manager) have worked together on revising the conditions of both and the position will remain called operations manager with an increase in the amount paid to any individual that holds that role at the station.

Technical – After phasing out the 860-0881 vanity line, Doug looked into the possibility of having a N.C. State based 515-0881 number, and that will officially be our second line. I think this is a big help to DJs who would like to do giveaways or take requests while simultaneously someone is doing a phone interview. After listening to the requests of many of our Twitter followers, Doug has also created a WKNC playlist twitter account. The account (@wknc881playlist) updates every three minutes to tweet what song was played on WKNC. Intelligently enough, if the song is over six minutes long it will not tweet the same track twice.

Budget Update

As of April 9, 2013 – PDF version of monthly budget update is ATTACHED.

Technician Advertising Billed To Date: \$253,045.76

Technician Projections for Collections: \$235,332.56

Technician Budgeted Income To Date: \$289,081.80

Technician Actual Expenditures: \$266,951.33

Nubian Message Advertising Sold To Date: \$4,337.00

Agromeck Advertising Sold To Date: \$13,125.00

Agromeck Book Sales To Date: \$3,361.92 – 64 books @ \$52.53

WKNC Non-Fee Income To Date: \$26,515.73

Editor/Manager Hiring 2014-2015

Proposed dates for students considering leadership positions for 2014-2015

- **Job descriptions/qualifications** will be posted by Friday, Jan. 10, 2014.
- **Position papers** for student leader applicants will be due Thursday, Feb. 6, 2014 at noon.
- **The candidate forum** has been canceled.
- **Advisory board meetings** will take place between Feb. 7 and March 3, 2014
- **Board meeting** for official hiring of student leaders is Tuesday, March 4, 2014.
- **Spring break** is Mar 10-14, 2014.

Applications for Student Media leaders for the 2014-2015 academic year will open on or before January 10, 2014. A **POSITION PACKAGE** from each applicant will be due **Thursday, Feb. 6 at noon** to 307 Witherspoon.

ADVISORY BOARD MEETINGS will convene **between Feb. 7 and March 3** for each of the four media groupings - newspaper, broadcast, annual publications, and the business office.

The final step is the full **STUDENT MEDIA BOARD MEETING** on **Tuesday, March 4 at 7 p.m.** During the meeting, a member from each individual advisory board will make a recommendation to the Student Media Board. The Board may then accept the recommendation and hire that candidate, reject the recommendation and interview the candidate(s), or choose to hire no candidate and reopen applications.

N.C. State's spring break is March 10-14, during which no meetings will be scheduled.

To accept this timeline, the following changes would need to be made to the Student Media Top Leaders Appointment Policy. Proposed changes are in **BOLD CAPS**.

1. Timeline
 - **JANUARY-February**: Before the second Friday in **JANUARY-February**, all current top editors/managers shall be advised to inform their staffs that appointment of new top editors/managers shall take place at the March meeting.
 - **FEBRUARY: APPLICATIONS WILL BE DUE ON THE FIRST THURSDAY IN FEBRUARY, WITH ADVISORY BOARD MEETINGS TO BE HELD BETWEEN THE APPLICATION'S DUE DATE AND THE DAY BEFORE THE MARCH BOARD MEETING.**
 - March: The appointment of top editors/manager**S** for the following year shall take place at the March meeting of the Student Media Board of Directors before the second Friday in March.
 - The day after the last day of classes in the spring semester: All top editors/managers take over responsibility for the following year's publication/**MEDIA**.

April 2013 Activity Report
Compiled by Patrick Neal, Director

(Note: Report includes items and events from March 8 through April 4, 2013 report date.)



Student Media Board taps media leaders for 2013-14 – The Student Media Board of Directors unanimously approved the recommendations of the Newspaper, Broadcast Media, Annual Publications and Business Office advisory boards in naming the organizations' top leaders for the 2013-14 academic year at its March 12 meeting. *Nubian Message* editor Kierra Leggett will serve a second term next year. *Technician* news editor Sam DeGrave will be next year's EIC. *Agromeck* managing editor Chelsea Brown will fill the top position at the yearbook. Ajita Banerjea, who currently chaired *Windhover's* Poetry & Prose Committee, will be editor of the magazine next year. Business & Marketing sales representative Sarah Buddo will lead the Student Business & Marketing office. And, finally, WKNC program director Bri Aab will serve as GM of the station in 2013-14. (CORRECTION to March report: Last month's report incorrectly listed Bri Aab as WKNC's production director. Also, the Broadcast Media Advisory Board was incorrectly listed as the Radio Advisory Board.)

Agromeck, Windhover earn Silver Crown awards from CSPA - The Columbia Scholastic Press Association presented Silver Crown awards to the 2012 editions of both *Agromeck* and *Windhover* March 10 as part of its annual conference held at Columbia University in New York, N.Y.. The CSPA had announced in December that both publications were Crown award finalists. Kathryn Glaser edited the 2012 *Agromeck*; Alanna Howard edited the 2012 *Windhover*. Since 2004, editions of *Agromeck* have won four CSPA Gold Crowns and three Silver Crowns; *Windhover* has won two Gold Crowns and two Silver Crowns over the same period.

Herring receives Shelton Award for 2012-13 - *Technician* EIC Mark Herring was selected as a winner of the Gen. Henry Hugh Shelton Undergraduate Leadership Award of Excellence for 2012-13. Presented each year by the General Henry Hugh Shelton Center of Leadership Development at N.C. State, the award recognizes students for civic and scholarly engagement, as well as for leadership in building an engaged University community. Mark will accept the award at an awards luncheon scheduled for Monday, April 22 beginning at noon at the McKimmon Center.

Sanchez helps judge NYC photo competition - *Agromeck* editor Alex Sanchez volunteered as a judge for the College Media Association's Spring 2013 Photo Shoot-Out competition held in conjunction with the CMA's spring convention in New York City in March. Student Media alum Susannah Brinkley also served as one of the judges for the competition, which was coordinated by former N.C. State Student Media Coordinator Bradley Wilson.

Baker leads roundtables at 2013 CNBAM convention - Student Media Marketing Coordinator Krystal Baker is leading two workshops this week at the 2013 College Newspapers Business & Advertising Managers conference in San Diego, Calif. Both roundtables are focused on strategies to improve relationships between college newspapers' sales and editorial staffs. Student Business Office sales representatives Mark Tate and Jane Trunk are also attending the conference.

Agromeck delivery expected ahead of schedule; autograph events scheduled in conjunction with unveiling – Josh Lovell, *Agromeck's* Balfour representative, said that as of last week, the 2013 yearbook was a week ahead of schedule and should be delivered next week instead of the week of April 15. This puts the *Agromeck* and Business & Marketing staffs in an excellent position with regard to two autograph-signing events planned in conjunction with the book's public release. On Monday, April 22, Chancellor Randy Woodson will be on hand from 4:15-5:15 p.m. in the Washington Sankofa Room of the Witherspoon Student Center to sign students' yearbooks. That reception, which will begin at 4 p.m., will include light refreshments for attendees. The following afternoon, *Agromeck* will partner with Athletics to host an autograph-signing event with football Head Coach David Doeren prior to the Davidson baseball game, which begins at 6 p.m. at Doak Field. Coach Doeren will be available to sign autographs beginning at 5 p.m. These are just two of many distribution events for the 2013 edition of *Agromeck* wherein seniors with portraits and other students featured in the book may pick up their free copies, and others may purchase them for \$65 each.

Mobile App released on schedule, passes 600-download mark in first three weeks; new Technician website already profitable - Student Media's mobile app "went live" on March 11, the first day of class after Spring Break, and as of April 4, 648 smartphone users had downloaded it. Of those, 436 users, or 67% downloaded the Apple version, while the remaining 212 (33%) had downloaded the Android version. With one section devoted to each of Student Media's five organizations app users can view text and photos, receive alerts for breaking news, and stream WKNC's programming and request songs on the go, among other things. Elsewhere online, Technician's new website, which went live at the beginning of 2013, is already turning a profit. To cover the monthly cost of \$450, Technician must sell at least two ads per month. The Business & Marketing staff has sold 13 online ads to date, for an average of more than four ads a month, including three customers who have taken advantage of the new ad sizes and placements possible with the new site. (One customer even bought three ads of differing sizes to rotate through the site.)

WKNC reaches 6,000 Twitter followers - On March 26, WKNC reached a milestone with its 6,000th Twitter follower. The student-run radio station joined Twitter [@WKNC881](#) and launched a [Facebook](#) fan page in February 2009. The Facebook page currently has more than 5,200 fans. According to [TweetStats](#), [@WKNC881](#) averages 76 tweets per month, tweets more on Friday than any other day, and is most likely to retweet [@WKNCLocalBeat](#).

Fridays on the Lawn scheduled – WKNC 88.1 FM has scheduled its first "Fridays on the Lawn" concert of the spring semester. The free event happens Friday, April 12 from 6-8 p.m. on N.C. State's Harris Field. Raleigh band Lonnie Walker, who returned to the Triangle music at the end of March after a more-than-six-month hiatus, will headline. Fellow DiggUp Tapes band Oulipo will open the show. Rain location is the Wolves Den in the basement of Talley Student Center. More information is at <https://www.facebook.com/events/432714463490059/>. This show is the 12th hosted by WKNC in its "Fridays on the Lawn" series and will be the first event utilizing WKNC's new public address system purchased with a \$2,000 grant from the N.C. State Parents' Fund.

Chainsaw Rock presents show at Berkley Cafe - WKNC's Chainsaw Rock will present its second concert this semester on Monday, April 15 at the Berkley Cafe, 217 W. Martin Street in Raleigh. Hardcore punk band Culo will perform along with Raleigh's Double Negative and Noctomb. Tickets are \$8 (\$10 for under 21) and will be available at the door. More information is at <https://www.facebook.com/events/484868498228658/>

WKNC participating in Soundtap Madness - WKNC was one of 64 college radio stations chosen to participate in Soundtap Madness, a bracket-style tournament in which stations log hours listened to their Internet stream and the one with the most hours over a two-day period advances to the next round. WKNC defeated University of Kentucky's WRFL in the first round with more than triple the number of listening hours. WXDU at Duke University is the station's second round opponent. Soundtap is an online listening platform and users must be logged in to the service to have their time counted. Should WKNC continue to advance, the final round will be April 11 and 12. Listeners can log in to <http://www.soundtap.com/madness> to participate.

WKNC launches "Now Playing" Twitter feed - Borrowing an idea from WLOY at Loyola University in Maryland, WKNC has launched a Twitter feed of its playlist, @WKNC881playlist. The feed automatically updates ever three minutes to provide followers with a complete list of songs played on WKNC.

Colton concludes journalism residency; interviews for fall JIRs set for summer – Jim Colton, who served as *Sports Illustrated's* photography editor for some 15 years before his recent retirement to North Carolina, concluded his two-week residency Thursday, March 21. In addition to working with individual photographers currently working for *Agromeck* and *Technician*, Colton expressed an interest in returning to campus this fall to host at least one photography presentation open to all NCSU students, faculty and staff. Posting and interviews for the Fall 2013 Journalist-In-Residence positions will take place this summer, and both journalists in residence should be known by the first day of fall semester classes.

WKNC transmitter room project now complete – The final cost for WKNC's transmitter room project on the 10th floor of D.H. Hill library totaled \$31,792.98 (\$28,152.37 for construction and post-construction electrical work by University Repairs & Renovation, \$1,673.50 for the professional firm that moved the transmitter Monday, March 18, and \$1,967.11 for transmission line and other parts related to its re-installation.) This is \$1,207.02 under the revised cost estimate of \$33,000 noted in February's Student Centers Board of Directors report and \$1,792.98 more than the \$30,000 originally budgeted for the project in the fall of 2012. This completes all major/planned work related to the transmitter until the 2015-16 school year, when it is scheduled to be replaced by an HD unit. The current transmitter will be converted to an emergency backup unit at that time.

New newspaper distribution racks in place at eight locations – AdCamp, the firm providing eight new distribution bins for joint use by *Nubian Message* and *Technician*, completed installation of the units on Friday, March 15. Five of the racks were used to replace bins stolen from high-traffic areas on Central Campus over the past two years, and a new one was installed in the courtyard of the SAS Building. The remaining two were placed at high-traffic spots on Centennial Campus – one at Hunt Library and one at the bus stop in front of Engineering I/II. Each rack is architectural bronze in color to match the University's other permanent architectural fixtures and carry the new Student Media logo. Equipped with two shelves, the racks will allow *Technician* and *Nubian Message* to share distribution spots on campus for the first time. Not only did AdCamp build and install the racks at no cost to Student Media, they also represent a new revenue stream for Student Media, as AdCamp sells and displays national advertisements on two sides of the racks and remits a portion of those advertising proceeds back to Student Media monthly. Student Media has already received its first monthly payment of \$800 from AdCamp. Revenues from that source should total \$2,400 for this year and \$9,600 for next year and each year thereafter.

Windhover Open Mic event draws 60+ students; 2012 edition unveiling set for April 21 - *Windhover's* Spring 2013 Open Mic Night drew more than 60 students to the Crafts Center on Wednesday, Feb. 27. Student performers included poets, solo musicians (including a didgeridoo player) and various musical ensembles. Proofs for the 2013 book are expected by the end of this week, and the public unveiling is scheduled for Sunday, April 21 at the Crafts Center at 7 p.m.

Technician co-hosts ManufacturingWorks@NCState - *Technician* partnered with the Institute for Emerging Issues to co-host an event focused on the future of manufacturing in North Carolina on March 25 in the Hunt Library Multi-Purpose Room. Guest speakers and panelists for the event, which was emceed by *Technician* EIC Mark Herring, included "How Stuff Works" founder and N.C. State alum Marshall Brain, as well as alumni who now work for IBM, Fuji, GoPro, Gamil Design, GinnDesign Product Development and the North Carolina Technology Association. The event was organized in response to a *Technician* staff editorial that had questioned the Institute for Emerging Issues' fall

manufacturing forum, which included no student representatives. Around 60 people attended the various sessions, which were held from 1-4 p.m.

Neal named to StateCOMM Steering Committee - Director of Student Media Advising has been named a member of StateCOMM's new steering committee. StateCOMM is a group of more than 100 communicators on campus which meets quarterly. The steering committee is a smaller group designed to provide guidance and potential program ideas for the full StateCOMM group. The committee's first meeting is scheduled for Wednesday, April 10.

STUDENT MEDIA BUDGET VS. ACTUAL

DATE: April 1, 2013
 PERCENT THROUGH FISCAL YEAR: 75%

056 AGROMECK			
Budget	Actual	Percent	
Payroll	\$ 16,260.01	\$ 11,140.88	69%
Supplies	\$ 600.72	\$ 77.74	13%
Leadership develop.	\$ 2,405.64	\$ 1,512.72	63%
Admin service charge	\$ 3,088.00	\$ 3,013.14	98%
Current services	\$ 57,874.00	\$ 989.53	2%
Fixed charges	\$ 743.00	\$ 634.00	85%
TOTAL	\$ 80,971.37	\$ 17,368.01	21%
Non-free income	\$ 10,375.00	\$ 10,220.82	99%
Fee income	\$ 70,596.37	\$ 66,680.37	15.83%
TOTAL	\$ 80,971.37	\$ 76,901.19	95%
Profit/Loss	\$ 0.00		

058 WINDHOVER			
Budget	Actual	Percent	
Payroll	\$ 4,850.00	\$ 1,274.38	26%
Supplies	\$ 300.00	\$ 525.88	175%
Leadership develop.	\$ -	\$ -	-
Admin service charge	\$ 910.00	\$ 883.02	97%
Current services	\$ 19,121.94	\$ 356.44	2%
Fixed charges	\$ 343.00	\$ 383.00	112%
TOTAL	\$ 25,524.94	\$ 3,422.72	13%
Non-free income	\$ -	\$ -	-
Fee income	\$ 25,524.94	\$ 24,109.07	5.72%
TOTAL	\$ 25,524.94	\$ 24,109.07	94%
Profit/Loss	\$ 0.00		

066 TECH SUPPORT			
Budget	Actual	Percent	
Payroll	\$ 73,188.44	\$ 54,853.51	75%
Supplies	\$ 2,500.00	\$ 69.27	3%
Leadership develop.	\$ -	\$ -	-
Admin service charge	\$ 1,010.00	\$ 985.29	98%
Current services	\$ -	\$ -	-
Fixed charges	\$ -	\$ -	-
TOTAL	\$ 76,698.44	\$ 55,908.07	73%
Non-free income	\$ -	\$ -	-
Fee income	\$ -	\$ -	-
TOTAL	\$ -	\$ -	-
Profit/Loss	\$ (76,698.44)		

061 NUBIAN MESSAGE			
Budget	Actual	Percent	
Payroll	\$ 4,464.52	\$ 2,597.42	58%
Supplies	\$ 150.00	\$ 152.35	102%
Leadership develop.	\$ 755.64	\$ 937.40	124%
Admin service charge	\$ 394.00	\$ 384.23	98%
Current services	\$ 5,997.92	\$ 6,903.92	115%
Fixed charges	\$ 174.00	\$ 45.00	26%
TOTAL	\$ 11,936.08	\$ 11,020.32	92%
Non-free income	\$ 1,000.00	\$ 4,337.00	434%
Fee income	\$ 10,936.08	\$ 10,329.45	2.45%
TOTAL	\$ 11,936.08	\$ 14,666.45	123%
Profit/Loss	\$ 0.00		

059 WKNC			
Budget	Actual	Percent	
Payroll	\$ 36,836.39	\$ 24,998.46	68%
Supplies	\$ 5,824.00	\$ 6,212.00	107%
Leadership develop.	\$ 1,751.92	\$ 1,578.46	90%
Admin service charge	\$ 2,530.00	\$ 2,461.58	97%
Current services	\$ 5,986.47	\$ 2,945.16	49%
Fixed charges	\$ 4,647.00	\$ 5,177.47	111%
Contracted services	\$ 1,000.00	\$ 15.00	2%
TOTAL	\$ 58,575.78	\$ 43,388.13	74%
Non-free income	\$ 52,624.60	\$ 26,515.73	50%
Fee income	\$ 5,951.18	\$ 5,621.07	1.33%
TOTAL	\$ 58,575.78	\$ 32,136.80	55%
Profit/Loss	\$ 0.00		

OVERALL			
Budget	Actual	Percent	
Payroll	\$ 518,064.95	\$ 384,394.78	74%
Supplies	\$ 17,596.72	\$ 22,924.65	130%
Leadership develop.	\$ 17,640.98	\$ 15,231.39	86%
Admin service charge	\$ 32,397.00	\$ 31,595.48	98%
Current services	\$ 307,683.55	\$ 198,020.83	64%
Fixed charges	\$ 17,616.00	\$ 10,815.40	61%
Contracted services	\$ 6,400.00	\$ 4,515.00	71%
Capital outlay	\$ -	\$ -	-
Student financial aid	\$ 6,000.00	\$ 4,000.00	67%
TOTAL EXPENSES	\$ 923,399.20	\$ 671,497.53	73%
Non-free income	\$ 399,270.00	\$ 291,703.13	73%
Fee income	\$ 445,994.00	\$ 421,254.58	94%
TOTAL INCOME	\$ 845,264.00	\$ 712,957.71	84%
Net Profit/Loss	\$ (78,135.20)	\$ 41,460.18	

057 TECHNICIAN			
Budget	Actual	Percent	
Payroll	\$ 101,686.59	\$ 80,123.39	79%
Supplies	\$ 3,500.00	\$ 1,528.22	44%
Leadership develop.	\$ 9,227.78	\$ 5,842.86	63%
Admin service charge	\$ 12,085.00	\$ 11,789.71	98%
Current services	\$ 182,497.22	\$ 153,092.69	84%
Fixed charges	\$ 5,059.00	\$ 4,160.93	82%
Student financial aid	\$ 6,000.00	\$ 4,000.00	67%
TOTAL	\$ 320,055.59	\$ 260,537.80	81%
Non-free income	\$ 335,270.40	\$ 250,609.58	75%
Fee income	\$ -	\$ -	0.00%
TOTAL	\$ 335,270.40	\$ 250,609.58	75%
Profit/Loss	\$ 15,214.81		

060 GENERAL ADMIN			
Budget	Actual	Percent	
Payroll	\$ 280,779.00	\$ 209,406.74	75%
Supplies	\$ 4,722.00	\$ 14,359.19	304%
Leadership develop.	\$ 3,500.00	\$ 5,359.95	153%
Admin service charge	\$ 12,380.00	\$ 12,078.51	98%
Current services	\$ 36,206.00	\$ 33,733.09	93%
Fixed charges	\$ 6,650.00	\$ 415.00	6%
Contracted services	\$ 5,400.00	\$ 4,500.00	83%
Capital outlay	\$ -	\$ -	-
TOTAL	\$ 349,637.00	\$ 279,852.48	80%
Non-free income	\$ -	\$ 20.00	
Fee income	\$ 332,985.43	\$ 314,514.63	74.66%
TOTAL	\$ 332,985.43	\$ 314,534.63	94%
Profit/Loss	\$ (16,651.57)		