

**N.C. State Student Media Board of Directors  
April, 2015 meeting notes**

**Tuesday, April 14, 2015 • 7 p.m.  
Room 356 Witherspoon Student Center**

Present: Tiffany Johnson, Mimi McCarthy, Dean Phillips, Elizabeth Moomey, Ravi Chittilla, Ajita Banerjea, John Kovalchik, Mark Tate, Christopher Hart-Williams, Patrick Neal

Absent: Maddie Lassiter, Mark Foley, Matt Donegan, Robbie Williams, Daniel Kale, Michael Biesecker, Brandon Tung, Marc Russo

Others present: Jamie Lynn Gilbert, Martha Collins, Krystal Baker, Ellen Meder, Doug Flowers, Matt Brown, Molly Donovan, Kaanche Gandhi

**CALL TO ORDER**

Board vice-chair Mimi McCarthy called the meeting to order at 7 p.m., but a quorum could not be established, as only three of 11 voting members were present.

**OLD BUSINESS**

Absent a quorum, the board could not consider the March 17, 2015 meeting minutes.

**APRIL, 2015 AND YEAR-END BUDGET UPDATE**

Jamie Lynn Gilbert presented the April budget report (attached and made a part of these minutes by reference) noting that the *Nubian Message's* non-fee income was still showing on the report as \$0 due to a billing lag. Patrick said that he had contacted the Budget Office to let them know that the administrative service charges in the system still hadn't been corrected, so they were still showing on the budget report as slightly higher than normal. He said that the budget office was still working on addressing the problem.

Otherwise, Patrick Neal discussed Student Media's budget outlook as the end of the academic/fiscal year drew near. He said that based on the best information available, Student Media would fall short of its annual non-fee revenue goal by about \$35,000 -- about \$15,000 at *Technician*, \$14,390 at *Windhover* (which did not find outside sponsors to cover printing during the year) and about \$6,000 at *Agromeck* (based on 200 books sold instead of the 300 books budgeted to be sold.)

Even so, he said that lapsed salaries, coupled with the way expenses were currently running, should offset that non-fee revenue shortfall. With that in mind, he said he was cautiously optimistic that Student Media would still be able to balance its budget overall by year's end.

**2015-2016 AND OUT-YEAR BUDGETS**

Patrick then discussed Student Media's budget outlook for 2015-2016 and beyond. The organization budget documents he discussed are included here and made a part of these minutes by reference. Changes noted for the coming year included the following:

- Overall fee revenues for the coming year will go up by some \$30,000 based on the \$1.10/student increase Student Media received for 2015-2016 during the most recent fee-request cycle. That will bring Student Media's fees to \$24.40 per student.

- Based on continuing weakness on the national and campus advertising fronts, *Technician's* ad sales were budgeted flat, as were ad sales projections for the *Nubian Message* and *Agromeck*.
- Based on the first year of *Agromeck* going to a paid model, the 2015-2016 budget is based on 200 books sold instead of 300 at an average of \$60 each, though Patrick said the internal goal would remain 300 books sold. With that in mind, he said *Agromeck* would again print 350 books, 300 for sale and 50 for archival and other purposes.
- No outside sponsorship revenue was budgeted to cover *Windhover's* printing costs, but Patrick stressed that the organization should still strive to find partners to help cover the cost of printing the magazine.
- Travel costs would be increasing in the coming year for *Agromeck*, *Technician* and WKNC. That should cover sending two *Agromeck* and three *Technician* students to the National College Media Convention (up from the one and two students, respectively, those organizations have sent in the past) and two to three WKNC students to the national College Broadcasters, Inc. convention (up from one to two students sent in the past.)
- Other items to note are the moving of *Agromeck* printing from the current services line item to the supply line item since it is now an item for resale, and the moving of the Business Office student personnel and associated travel expenses from *Technician* to General Administration. Commission will continue to be paid by medium, but any base salaries will now be paid by Gen Admin.
- Otherwise, Patrick said that the organizations could expect operations to continue on as they have this year, with similar staffing levels at all organizations, and the same print schedule for all the print publications as was in place for 2014-2015.

For 2016-2017 through 2018-2019, Patrick said the main driver on the expense side of the ledger would be planned improvements to WKNC's antenna array and transmitter. He said that after developing Student Media's five-year capital plan and budgeting based on those projections last year, he and the staff subsequently learned that a) the purchase and installation of a new HD-ready transmitter would have to be done all at one time and several years earlier than anticipated, no later than mid-2016-2017, when the station's three-year FCC construction permit for the new antenna array would expire, and b) that the antenna work and transmitter would both be significantly more expensive than originally projected, about \$125,000.

Because of that, Patrick said Student Media was projected to expend its entire cash balance in 2016-2017 and would in fact dip below the University-recommended three months' operating reserve for two years before bringing the reserve back in line with University recommendations. Patrick said that a potential partner in the project had been identified and that he hoped that some outside help might offset the costs of the projects, but he said that past experience had shown the dangers of budgeting based on sponsorships not already in hand.

Patrick also noted that the out-year budgets all included small (less than \$1/year) cost-of-doing-business fee increases. He said that the student fee committee had been fair to Student Media over the past several request cycles and that he trusted that they would continue to be as fair moving forward -- especially since the organizations had consistently shown that a relatively small investment of fee dollars goes a long way at Student Media.

#### **RECOMMENDATION FROM ANNUAL PUBLICATIONS ADVISORY BOARD FOR 2015-2016 WINDHOVER EDITOR**

Lacking a quorum, the board was unable to consider the Annual Publication Advisory Board's recommendation to approve Kaanche Gandhi's application (attached and made part of these minutes by reference) to be the editor of *Windhover* for the 2015-2016 academic year. Patrick said that the lack of a quorum for her application and for consideration of WKNC General

Manager-elect Matt Brown's revenue enhancement plan (see below) would necessitate a called meeting of the board before the end of the semester.

### **WKNC 2015-2016 REVENUE PLAN**

Matt Brown's 2015-2016 revenue enhancement plan for WKNC is attached and made part of these minutes by reference. He said that he got the idea for the race from Hepcat, which had staged successful alley cat bike races in the past. The board was unable to take action on the plan due to lack of a quorum.

### **2015-2016 STUDENT MEDIA GOALS**

Jamie presented a draft list of goals developed by the full-time staff, which are attached and made part of these minutes by reference. She encouraged members of the board to review the goals, share them with their staffs, and provide suggestions. During the discussion that followed, two such suggestions followed. First, with regard to "Social Media Strategies" under the "Branding" heading, it was recommended that the goal of devising social media strategies to guide content and interaction across social media platforms be expanded to encompass all NC State Student Media organizations, not just *Technician* and WKNC. Second, under the "Cultural Literacy" heading, it was suggested that website accessibility be added as a goal for all of Student Media's sites.

### **BOARD MEMBERSHIP FOR 2015-2016**

Of the voting members present, Mimi McCarthy and Dean Phillips both said they would be willing to serve on the board again next year. Tiffany Johnson said that she was graduating, and thus would not be able to serve again. Patrick said he would contact the other board members to inquire about their availability and willingness to serve on the board again next year.

### **REPORTS & ADDENDA**

Written board reports for each organization are attached and made part of these minutes by reference. Otherwise:

- Liz Moomey said the 2014-2015 books were scheduled for delivery on Wednesday, April 22. Once they arrived, she said she and her staff planned to display the books on tables in the Brickyard and in other locations.
- Mark Tate said he was in the midst of hiring staff for 2015-2016. He said he expected to have about nine account executives in total once the process was complete.
- Chris Hart-Williams said the *Nubian Message's* first focus group was scheduled for Wednesday, April 22. He said that the invitations had been sent out earlier that day.
- Ravi said that the staff was very pleased with the refresh of technicianonline.com and noted that he had just four papers left as editor. As is customary, he said Kaitlin Montgomery would officially take over as Editor In Chief with the April 23 exam issue.
- Ajita said that she planned to schedule a release party for the 2015 *Windhover* when the exact delivery date was known.
- John Kovalchik said that summer training sessions would be scheduled soon.

### **ADJOURN**

The meeting adjourned at 8 p.m.

## STUDENT MEDIA BUDGET VS. ACTUAL

DATE: April 1, 2015  
PERCENT THROUGH FISCAL YEAR: 75%

056	AGROMECK			058	WINDHOVER			066	TECH SUPPORT					
	Budget	Actual	Percent		Budget	Actual	Percent		Budget	Actual	Percent			
	Payroll	\$ 15,020.04	\$ 12,642.75		84%	Payroll	\$ 4,400.00		\$ 912.60	21%	Payroll	\$ 75,390.52	\$ 56,101.44	74%
	Supplies	\$ 850.00	\$ 128.74		15%	Supplies	\$ 450.00		\$ 150.37	33%	Supplies	\$ 2,500.00	\$ 452.66	18%
	Leadership develop.	\$ 1,860.00	\$ 955.41		51%	Leadership develop.	\$ 100.00		\$ -	0%	Leadership develop.	\$ -	\$ -	
	Admin service charges	\$ 4,070.00	\$ 4,121.69		101%	Admin service charges	\$ 989.00		\$ 1,012.69	102%	Admin service charges	\$ 4,020.00	\$ 4,793.12	119%
	Current services	\$ 28,558.24	\$ 1,047.00		4%	Current services	\$ 14,940.00		\$ -	0%	Current services	\$ -	\$ 496.37	
Fixed charges	\$ 943.00	\$ 913.00	97%	Fixed charges	\$ 343.00	\$ 374.00	109%	Fixed charges	\$ -	\$ -				
TOTAL	\$ 51,301.28	\$ 19,808.59	39%	TOTAL	\$ 21,222.00	\$ 2,449.66	12%	TOTAL	\$ 81,910.52	\$ 61,843.59	76%			
Non-fee income	\$ 30,000.00	\$ 11,943.77	40%	Non-fee income	\$ 14,390.00	\$ -	0%	Non-fee income	\$ -	\$ -				
Fee income	\$ 21,301.28	\$ 20,377.91	3.34%	Fee income	\$ 6,832.00	\$ 6,535.85	1.07%	Fee income	\$ 81,910.52	\$ 78,359.86	12.83%			
TOTAL	\$ 51,301.28	\$ 32,321.68	63%	TOTAL	\$ 21,222.00	\$ 6,535.85	31%	TOTAL	\$ 81,910.52	\$ 78,359.86	96%			
Profit/Loss	\$ -			Profit/Loss	\$ -			Profit/Loss	\$ -					
061	NUBIAN MESSAGE			059	WKNC				OVERALL					
	Budget	Actual	Percent		Budget	Actual	Percent		Budget	Actual	Percent			
	Payroll	\$ 3,850.37	\$ 2,376.77		62%	Payroll	\$ 35,156.00		\$ 25,714.93	73%	Payroll	\$ 566,616.42	\$ 387,925.72	68%
	Supplies	\$ 150.00	\$ -		0%	Supplies	\$ 3,500.00		\$ 2,370.85	68%	Supplies	\$ 23,996.00	\$ 10,404.04	43%
	Leadership develop.	\$ 1,920.00	\$ 1,113.41		58%	Leadership develop.	\$ 2,320.00		\$ 2,424.77	105%	Leadership develop.	\$ 19,550.00	\$ 14,191.35	73%
	Admin service charges	\$ 790.00	\$ 801.90		102%	Admin service charges	\$ 2,750.00		\$ 2,808.53	102%	Admin service charges	\$ 44,044.00	\$ 45,610.41	104%
	Current services	\$ 6,854.93	\$ 4,938.76		72%	Current services	\$ 3,380.60		\$ 2,358.67	70%	Current services	\$ 249,999.58	\$ 124,324.49	50%
Fixed charges	\$ 174.00	\$ 149.00	86%	Fixed charges	\$ 4,697.00	\$ 3,676.00	78%	Fixed charges	\$ 23,000.00	\$ 9,742.30	42%			
TOTAL	\$ 13,739.30	\$ 9,379.84	68%	Contracted services	\$ 1,000.00	\$ 450.00	45%	Contracted services	\$ 6,400.00	\$ 2,450.00	38%			
Non-fee income	\$ 2,000.00	\$ -	0%	Non-fee income	\$ 47,100.00	\$ 26,068.16	55%	Capital outlay	\$ 32,500.00	\$ 30,232.91	93%			
Fee income	\$ 11,739.30	\$ 11,230.42	1.84%	Fee income	\$ 5,703.60	\$ 5,456.36	0.89%	Student financial aid	\$ -	\$ -	0%			
TOTAL	\$ 13,739.30	\$ 11,230.42	82%	TOTAL	\$ 52,803.60	\$ 31,524.52	60%	TOTAL EXPENSES	\$ 966,106.00	\$ 624,881.22	65%			
Profit/Loss	\$ -			Profit/Loss	\$ -			Non-fee income	\$ 327,856.00	\$ 167,429.57	51%			
								Fee income	\$ 638,250.00	\$ 610,583.12	96%			
								TOTAL INCOME	\$ 966,106.00	\$ 778,012.69	81%			
057	TECHNICIAN			060	GENERAL ADMIN									
	Budget	Actual	Percent		Budget	Actual	Percent		Budget	Actual	Percent			
	Payroll	\$ 89,525.86	\$ 59,394.35		66%	Payroll	\$ 343,273.64		\$ 230,782.88	67%	Net Profit/Loss	\$ 0.00		
	Supplies	\$ 3,500.00	\$ 811.24		23%	Supplies	\$ 13,046.00		\$ 6,490.18	50%				
	Leadership develop.	\$ 7,490.00	\$ 3,623.60		48%	Leadership develop.	\$ 5,860.00		\$ 6,074.16	104%				
	Admin service charges	\$ 15,360.00	\$ 15,645.83		102%	Admin service charges	\$ 16,065.00		\$ 16,426.65	102%				
	Current services	\$ 163,844.06	\$ 107,132.24		65%	Current services	\$ 32,421.75		\$ 8,351.45	26%				
Fixed charges	\$ 12,078.00	\$ 4,004.80	33%	Fixed charges	\$ 4,765.00	\$ 625.50	13%							
Student financial aid	\$ -		0%	Contracted services	\$ 5,400.00	\$ 2,000.00	37%							
TOTAL	\$ 291,797.92	\$ 190,612.06	65%	Capital outlay	\$ 32,500.00	\$ 30,232.91	93%							
Non-fee income	\$ 234,366.00	\$ 129,313.62	55%	TOTAL	\$ 453,331.38	\$ 300,983.73	66%							
Fee income	\$ 57,431.92	\$ 54,942.36	9.00%	Non-fee income	\$ -	\$ -								
TOTAL	\$ 291,797.92	\$ 184,255.98	63%	Fee income	\$ 453,331.38	\$ 433,680.36	71.03%							
Profit/Loss	\$ -			TOTAL	\$ 453,331.38	\$ 433,680.36	96%							
				Profit/Loss	\$ -									

**2015-2016 STUDENT MEDIA BUDGET**

	2014-2015 Budget	2015-2016 Budget	Budget Difference
<b>OVERALL</b>			
<i>Income</i>			
Non-fee income	\$ 327,856.00	\$ 308,466.00	94%
Student fees	\$ 638,250.00	\$ 680,200.00	107%
<b>TOTAL</b>	<b>\$ 966,106.00</b>	<b>\$ 988,666.00</b>	<b>102%</b>
<i>Expenditures</i>			
Personnel	\$ 566,616.42	\$ 590,173.79	104%
Supplies	\$ 23,996.00	\$ 45,450.00	189%
Leadership development	\$ 19,550.00	\$ 25,710.00	132%
Admin service charge	\$ 44,044.00	\$ 48,318.96	110%
Current services	\$ 249,999.58	\$ 203,815.56	82%
Fixed charges	\$ 23,000.00	\$ 13,363.00	58%
Contracted services	\$ 6,400.00	\$ 4,000.00	63%
Capital outlay	\$ 32,500.00	\$ 50,000.00	154%
<b>TOTAL</b>	<b>\$ 966,106.00</b>	<b>\$ 980,831.30</b>	<b>102%</b>
<b>Net</b>	<b>\$ 0.00</b>	<b>\$ 7,834.70</b>	

**AGROMECK**

<i>Income</i>			
Non-fee income	\$ 30,000.00	\$ 24,000.00	80%
Student fees	\$ 21,301.28	\$ 21,106.80	99%
<b>TOTAL</b>	<b>\$ 51,301.28</b>	<b>\$ 45,106.80</b>	<b>88%</b>

<i>Expenditures</i>			
Personnel	\$ 15,020.04	\$ 16,651.71	111%
Supplies	\$ 850.00	\$ 23,450.00	2759%
Leadership development	\$ 1,860.00	\$ 3,220.00	173%
Admin service charge	\$ 4,070.00	\$ 1,712.86	42%
Current services	\$ 28,558.24	\$ 5,958.24	21%
Fixed charges	\$ 943.00	\$ 1,114.00	118%
<b>TOTAL</b>	<b>\$ 51,301.28</b>	<b>\$ 52,106.80</b>	<b>102%</b>

**Net** \$ - \$ 7,000.00

**NUBIAN MESSAGE**

<i>Income</i>			
Non-fee income	\$ 2,000.00	\$ 2,000.00	100%
Student fees	\$ 11,739.30	\$ 12,911.14	110%
<b>TOTAL</b>	<b>\$ 13,739.30</b>	<b>\$ 14,911.14</b>	<b>109%</b>

<i>Expenditures</i>			
Personnel	\$ 3,850.37	\$ 4,476.58	116%
Supplies	\$ 150.00	\$ 150.00	100%
Leadership development	\$ 1,920.00	\$ 1,920.00	100%
Admin service charge	\$ 790.00	\$ 714.44	90%
Current services	\$ 6,854.93	\$ 7,436.12	108%
Fixed charges	\$ 174.00	\$ 214.00	123%
<b>TOTAL</b>	<b>\$ 13,739.30</b>	<b>\$ 14,911.14</b>	<b>109%</b>

**Net** \$ - \$ -

**TECHNICIAN**

<i>Income</i>			
Non-fee income	\$ 234,366.00	\$ 234,366.00	100%
Student fees	\$ 57,431.92	\$ 16,637.46	29%
<b>TOTAL</b>	<b>\$ 291,797.92</b>	<b>\$ 251,003.46</b>	<b>86%</b>

<i>Expenditures</i>			
Personnel	\$ 89,525.86	\$ 61,933.40	69%
Supplies	\$ 3,500.00	\$ 3,000.00	86%
Leadership development	\$ 7,490.00	\$ 4,840.00	65%
Admin service charge	\$ 15,360.00	\$ 15,230.23	99%
Current services	\$ 163,844.06	\$ 161,121.84	98%
Fixed charges	\$ 12,078.00	\$ 5,878.00	49%
<b>TOTAL</b>	<b>\$ 291,797.92</b>	<b>\$ 252,003.46</b>	<b>86%</b>

**Net** \$ - \$ (1,000.00)

	2014-2015 Budget	2015-2016 Budget	Budget Difference
<b>MEDIA TECH</b>			
<i>Expenditures</i>			
Personnel	\$ 75,390.52	\$ 76,146.76	101%
Supplies	\$ 2,500.00	\$ 1,900.00	76%
Admin service charge	\$ 4,020.00	\$ 4,286.94	107%
Current services	\$ -	\$ 600.00	
<b>TOTAL</b>	<b>\$ 81,910.52</b>	<b>\$ 82,933.70</b>	<b>101%</b>

**WINDHOVER**

<i>Income</i>			
Sponsorships	\$ 14,390.00	\$ -	
Student fees	\$ 6,832.00	\$ 7,067.39	103%
<b>TOTAL</b>	<b>\$ 21,222.00</b>	<b>\$ 7,067.39</b>	<b>33%</b>

<i>Expenditures</i>			
Personnel	\$ 4,400.00	\$ 4,461.60	101%
Supplies	\$ 450.00	\$ 450.00	100%
Leadership development	\$ 100.00	\$ 100.00	
Admin service charge	\$ 989.00	\$ 1,112.79	113%
Current services	\$ 14,940.00	\$ 14,940.00	100%
Fixed charges	\$ 343.00	\$ 393.00	115%
<b>TOTAL</b>	<b>\$ 21,222.00</b>	<b>\$ 21,457.39</b>	<b>101%</b>

**Net** \$ - \$ (14,390.00)

**WKNC**

<i>Income</i>			
Non-fee income	\$ 47,100.00	\$ 48,100.00	102%
Student fees	\$ 5,703.60	\$ 5,462.36	96%
<b>TOTAL</b>	<b>\$ 52,803.60</b>	<b>\$ 53,562.36</b>	<b>101%</b>

<i>Expenditures</i>			
Personnel	\$ 35,156.00	\$ 35,165.52	100%
Supplies	\$ 3,500.00	\$ 3,000.00	86%
Leadership development	\$ 2,320.00	\$ 2,980.00	128%
Admin service charge	\$ 2,750.00	\$ 2,757.24	100%
Current services	\$ 3,380.60	\$ 4,980.60	147%
Fixed charges	\$ 4,697.00	\$ 4,339.00	92%
Contracted services	\$ 1,000.00	\$ 1,000.00	100%
<b>TOTAL</b>	<b>\$ 52,803.60</b>	<b>\$ 54,222.36</b>	<b>103%</b>

**Net** \$ - \$ (660.00)

**GENERAL ADMINISTRATION**

<i>Income</i>			
Student fees	\$ 453,331.38	\$ 534,081.14	118%
<b>TOTAL</b>	<b>\$ 453,331.38</b>	<b>\$ 534,081.14</b>	<b>118%</b>

<i>Expenditures</i>			
Personnel	\$ 343,273.64	\$ 391,338.23	114%
Supplies	\$ 13,046.00	\$ 13,500.00	103%
Leadership development	\$ 5,860.00	\$ 12,650.00	216%
Admin service charge	\$ 16,065.00	\$ 22,504.45	140%
Current services	\$ 32,421.75	\$ 8,778.76	27%
Fixed charges	\$ 4,765.00	\$ 1,425.00	30%
Contracted services	\$ 5,400.00	\$ 3,000.00	56%
Capital outlay	\$ 32,500.00	\$ 50,000.00	154%
<b>TOTAL</b>	<b>\$ 453,331.38</b>	<b>\$ 503,196.45</b>	<b>111%</b>

**Net** \$ 0.00 \$ 30,884.70

2014-2015	Agromeck	Nubian	Technician	Windhover	WKNC	Gen. Admin.	Tech Support	Subtotals
Personnel	\$ 15,020.04	\$ 3,850.37	\$ 89,525.86	\$ 4,400.00	\$ 35,156.00	\$ 343,273.64	\$ 75,390.52	\$ 566,616
Supplies	\$ 850.00	\$ 150.00	\$ 3,500.00	\$ 450.00	\$ 3,500.00	\$ 13,046.00	\$ 2,500.00	\$ 23,996
Leadership development	\$ 1,860.00	\$ 1,920.00	\$ 7,490.00	\$ 100.00	\$ 2,320.00	\$ 5,860.00	\$ -	\$ 19,550
Admin service charge	\$ 4,070.00	\$ 790.00	\$ 15,360.00	\$ 989.00	\$ 2,750.00	\$ 16,065.00	\$ 4,020.00	\$ 44,044
Current services	\$ 28,558.24	\$ 6,854.93	\$ 163,844.06	\$ 14,940.00	\$ 3,380.60	\$ 32,421.75	\$ -	\$ 250,000
Fixed charges	\$ 943.00	\$ 174.00	\$ 12,078.00	\$ 343.00	\$ 4,697.00	\$ 4,765.00	\$ -	\$ 23,000
Contracted services	\$ -	\$ -	\$ -	\$ -	\$ 1,000.00	\$ 5,400.00	\$ -	\$ 6,400
Capital outlay	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 32,500.00	\$ -	\$ 32,500
TOTAL	\$ 51,301.28	\$ 13,739.30	\$ 291,797.92	\$ 21,222.00	\$ 52,803.60	\$ 453,331.38	\$ 81,910.52	\$ 966,106
Non-fee income	\$ 30,000.00	\$ 2,000.00	\$ 234,366.00	\$ 14,390.00	\$ 47,100.00	\$ -	\$ -	\$ 327,856
Fee income	\$ 21,301.28	\$ 11,739.30	\$ 57,431.92	\$ 6,832.00	\$ 5,703.60	\$ 453,331.38	\$ 81,910.52	\$ 638,250
TOTAL	\$ 51,301.28	\$ 13,739.30	\$ 291,797.92	\$ 21,222.00	\$ 52,803.60	\$ 453,331.38	\$ 81,910.52	\$ 966,106
Income - Expenditures	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 0.00	\$ -	\$ 0

2015-2016	Agromeck	Nubian	Technician	Windhover	WKNC	Gen. Admin.	Tech Support	Subtotals
Personnel	\$ 16,651.71	\$ 4,476.58	\$ 61,933.40	\$ 4,461.60	\$ 35,165.52	\$ 391,338.23	\$ 76,146.76	\$ 590,174
Supplies	\$ 23,450.00	\$ 150.00	\$ 3,000.00	\$ 450.00	\$ 3,000.00	\$ 13,500.00	\$ 1,900.00	\$ 45,450
Leadership development	\$ 3,220.00	\$ 1,920.00	\$ 4,840.00	\$ 100.00	\$ 2,980.00	\$ 12,650.00	\$ -	\$ 25,710
Admin service charge	\$ 1,712.86	\$ 714.44	\$ 15,230.23	\$ 1,112.79	\$ 2,757.24	\$ 22,504.45	\$ 4,286.94	\$ 48,319
Current services	\$ 5,958.24	\$ 7,436.12	\$ 161,121.84	\$ 14,940.00	\$ 4,980.60	\$ 8,778.76	\$ 600.00	\$ 203,816
Fixed charges	\$ 1,114.00	\$ 214.00	\$ 5,878.00	\$ 393.00	\$ 4,339.00	\$ 1,425.00	\$ -	\$ 13,363
Contracted services	\$ -	\$ -	\$ -	\$ -	\$ 1,000.00	\$ 3,000.00	\$ -	\$ 4,000
Capital outlay	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 50,000.00	\$ -	\$ 50,000
TOTAL	\$ 52,106.80	\$ 14,911.14	\$ 252,003.46	\$ 21,457.39	\$ 54,222.36	\$ 503,196.45	\$ 82,933.70	\$ 980,831
Non-fee income	\$ 24,000.00	\$ 2,000.00	\$ 234,366.00	\$ -	\$ 48,100.00	\$ -	\$ -	\$ 308,466
Fee income	\$ 21,106.80	\$ 12,911.14	\$ 16,637.46	\$ 7,067.39	\$ 5,462.36	\$ 534,081.14	\$ 82,933.70	\$ 680,200
TOTAL	\$ 45,106.80	\$ 14,911.14	\$ 251,003.46	\$ 7,067.39	\$ 53,562.36	\$ 534,081.14	\$ 82,933.70	\$ 988,666
Income - Expenditures	\$ (7,000.00)	\$ -	\$ (1,000.00)	\$ (14,390.00)	\$ (660.00)	\$ 30,884.70	\$ 0.00	\$ 7,835

of \$23.40:

Agromeck	3.10%	\$ 21,106.80	\$ 0.73
Nubian	1.90%	\$ 12,911.14	\$ 0.44
Technician	2.45%	\$ 16,637.46	\$ 0.57
Windhover	1.04%	\$ 7,067.39	\$ 0.24
WKNC	0.80%	\$ 5,462.36	\$ 0.19
Tech Support	12.19%	\$ 82,933.70	\$ 2.85
Gen Admin	78.52%	\$ 534,081.14	\$ 18.37
	100.00%	\$ 680,200.00	\$ 23.40

Total Fee Revenue \$ 680,200



**Agromeck 2015-2016**
**02.02.15 jlg/PCN**

<b>Income</b>		books	price per copy	
Book sales	\$ 12,000.00	200	\$60	(assumes 50% sales to SAA members at \$55 and 50% regular retail sales at \$65)
Advertising	\$ 12,000.00	\$24,000.00		
Student fees	\$ 21,106.80			
<b>TOTAL</b>	<b>\$ 45,106.80</b>			

<b>Expenditures</b>		
Personnel	\$ 16,421.80	
Temp Benefits	\$ 229.91	
Supplies	\$ 700.00	
Book Printing	\$ 22,750.00	(350 books @ \$65/book)
Leadership development	\$ 3,220.00	
Admin/DASA/Tort charges	\$ 1,712.86	
Telecommunications	\$ 708.24	
Promotions/Current Services	\$ 5,250.00	
Subscriptions	\$ 550.00	
Memberships	\$ 564.00	
<b>TOTAL</b>	<b>\$ 52,106.80</b>	

<b>Expenditures</b>	
Personnel	\$ 16,651.71
Supplies	\$ 23,450.00
Leadership developn	\$ 3,220.00
Admin service charg	\$ 1,712.86
Current services	\$ 5,958.24
Fixed charges	\$ 1,114.00
<b>TOTAL</b>	<b>\$ 52,106.80</b>

**Income - Expenditures** \$ (7,000.00)

<b>Personnel</b>			
Editor	\$ 410.00	12	\$ 4,920.00
Photo editor	\$ 100.00	10	\$ 1,000.00
Design editor	\$ 100.00	10	\$ 1,000.00
Assignments/Managing editor	\$ 100.00	10	\$ 1,000.00
Copy editor	\$ 100.00	10	\$ 1,000.00
Promotions manager	\$ 100.00	10	\$ 1,000.00
Web manager	\$ 50.00	10	\$ 500.00
Photographers (per photo)	\$ 10.00	400	\$ 4,000.00
Designers (per spread)	\$ 20.00	120	\$ 2,400.00
Reporters (per story)	\$ 10.00	65	\$ 650.00
			\$ 17,470.00

312 pages  
156 spreads  
8 deadlines

Budgeted Payroll	\$ 17,470.00
Ad Rep Commission	\$ -
	\$ 17,470.00
% generally spent	94%
	\$ 16,421.80

<b>Fall Retreat</b>			
Supplies	\$ 50.00	\$ 100.00	
Venue Rental	\$ 180.00	\$ 360.00	
Meals	\$ 200.00	\$ 400.00	
		\$ 860.00	

Spring Retreat	\$ 300.00
NCCMA	\$ 60.00

<b>ACP/CMA Convention</b>			
Registration	\$ 90.00	\$ 180.00	
Meals	\$ 160.00	\$ 320.00	
Hotel	\$ 350.00	\$ 700.00	
Travel	\$ 400.00	\$ 800.00	
		\$ 2,000.00	

<b>Promotions</b>	
Postcards	\$ 500.00
Postage	\$ 1,000.00
Posters	\$ 100.00
Freshmen Marketing	\$ 3,500.00
Photocopies	\$ 150.00
<b>TOTAL</b>	<b>\$ 5,250.00</b>

<b>Telecommunications</b>			
Lines / Charge per line	1	\$ 7.00	
Phone charges	\$ 7.00	\$ 84.00	
Data/Infrastructure	\$ 52.02	\$ 624.24	
	\$ 59.02	\$ 708.24	
	per month	per year	

<b>Subscriptions</b>	
Magazines, Newspapers	\$ 150.00
MCT Campus (news photos)	\$ 400.00
<b>TOTAL</b>	<b>\$ 550.00</b>

<b>Memberships/Award Entries</b>	
Associated Collegiate Press	\$ 149.00
Columbia Scholastic Press Association	\$ 225.00
NCCMA entry fee	\$ 25.00
ACP Best of Show entry fee	\$ 15.00
CSPA Gold Circle entry fee	\$ 75.00
CMA Pinnacle award entry fee	\$ 75.00
	\$ 564.00

<b>Supplies</b>	
Design, Writing Books	\$ 200.00
Fonts	\$ 400.00
Other	\$ 100.00
<b>TOTAL</b>	<b>\$ 700.00</b>

**Nubian Message 2015-2016**

02.02.15 jlg/PCN

**Income**

Advertising	\$ 2,000.00
Student fees	\$ 12,911.14
<b>Total</b>	<b>\$ 14,911.14</b>

**Expenditures**

Personnel	\$ 4,414.77
Temp Benefits	\$ 61.81
Hardware and software	\$ -
Office supplies	\$ 150.00
Leadership development	\$ 1,920.00
DASA/Admin/Tort charges	\$ 714.44
Telecommunications	\$ 396.12
Printing	\$ 6,970.00
Photocopies	\$ 35.00
Postage	\$ 35.00
Memberships	\$ 214.00
<b>Total</b>	<b>\$ 14,911.14</b>

**Income - Expenditures** \$ -

**Monthly payroll**

	Per issue	Total
Editor	1 \$ 147.00	\$ 2,499.00
Managing Editor	1 \$ 50.00	\$ 850.00
Layout editor	1 \$ 30.00	\$ 510.00
Photos (per photo)	4 \$ 10.00	\$ 680.00
Reporters (senior staff)	4 \$ 10.00	\$ 680.00
		<b>\$ 5,219.00</b>

Per photo  
Per article

**Leadership development**

ACP/CMA convention		1
Registration	\$ 90.00	\$ 90.00
Meals	\$ 160.00	\$ 160.00
Hotel	\$ 350.00	\$ 350.00
Travel	\$ 400.00	\$ 400.00
MSCNE	\$ 800.00	\$ 800.00
NCCMA	\$ 30.00	\$ 120.00
		<b>\$ 1,920.00</b>

(4 students @ \$30/student registration)

**Printing**

8-page "true tab"	\$ 235.00	\$ 3,995.00
Delivery	\$ 70.00	\$ 1,190.00
Color	17	\$ 1,785.00
		<b>\$ 6,970.00</b>

**Memberships**

Associated Collegiate Press	\$ 149.00
NCCMA entry fee	\$ 25.00
CMA Pinnacle award entry fee	\$ 25.00
ACP Best of Show entry fee	\$ 15.00
<b>Total</b>	<b>\$ 214.00</b>

**Expenditures**

Personnel	\$ 4,476.58
Supplies	\$ 150.00
Leadership development	\$ 1,920.00
Admin service charge	\$ 714.44
Current services	\$ 7,436.12
Fixed charges	\$ 214.00
<b>Total</b>	<b>\$ 14,911.14</b>

17 issues  
500 circulation

\$259.69 per issue payroll cost  
\$0.52 per copy payroll cost

**Telecommunications**

Lines / Charge per line	1	\$ 7.00
Phone charge	\$ 7.00	\$ 84.00
Data/Infrastructure	\$ 26.01	\$ 312.12
	\$ 33.01	\$ 396.12
	per month	per year

Budgeted Payroll \$ 5,219.00  
Ad Rep Commission \$ 100.00  
\$ 5,319.00  
% generally spent 83%  
\$ 4,414.77



**Technician 2015-2016**
**02.02.15 jlg/PCN**
**Income**

Student Fees	\$ 16,637.46
Advertising	\$ 234,366.00
<b>Total</b>	<b>\$ 251,003.46</b>

**Expenditures**

Personnel	\$ 61,078.30
Temp Benefits	\$ 855.10
Office supplies	\$ 1,000.00
WolfCopy	\$ 2,000.00
Leadership development	\$ 4,840.00
Admin/DASA/Tort charges	\$ 15,230.23
Promotions	\$ 750.00
Postage	\$ -
Printing	\$ 156,807.00
Telecommunications	\$ 3,564.84
Memberships	\$ 418.00
TownNews, AdPro	\$ 5,460.00
	\$ 252,003.46

**Income - Expenditures** \$ (1,000.00)

**Expenditures**

Personnel	\$ 61,933.40
Supplies	\$ 3,000.00
Leadership develop	\$ 4,840.00
Admin service char	\$ 15,230.23
Current services	\$ 161,121.84
Fixed charges	\$ 5,878.00
	\$ 252,003.46

131 issues  
 \$ 252,003.46 total expenses  
 \$ 1,923.69 cost per issue  
 \$ 466.25 per issue payroll cost  
 10,500 circulation  
 \$0.18 per copy cost

**Personnel**

Editor**	1	\$ 45.00	131.0	\$5,895.00
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\$45/issue worked; \$40/issue missed deadline; per night; 4/4 nights

Issue staff	Number	Amount	Days paid	
Managing editor**	1.0	\$ 35.00	131.0	\$ 4,585.00
News editor**	1.0	\$ 20.00	65.5	\$ 1,310.00
Opinion editor**	1.0	\$ 20.00	65.5	\$ 1,310.00
Sports editor**	1.0	\$ 20.00	65.5	\$ 1,310.00
Features editor**	1.0	\$ 20.00	65.5	\$ 1,310.00
Design editor**	1.0	\$ 20.00	65.5	\$ 1,310.00
Designer	2.0	\$ 15.00	131.0	\$ 3,930.00
Nightly photo color correction	1.0	\$ 15.00	131.0	\$ 1,965.00
Assistant news editor	1.0	\$ 20.00	65.5	\$ 1,310.00
Assistant features editor	1.0	\$ 20.00	65.5	\$ 1,310.00
Assistant sports editor	1.0	\$ 20.00	65.5	\$ 1,310.00
Opinion writers	1.0	\$ 10.00	131.0	\$ 1,310.00
Stories	5.0	\$ 10.00	131.0	\$ 6,550.00
Multimedia editor	1.0	\$ 10.00	131.0	\$ 1,310.00
Copy editor	3.0	\$ 15.00	131.0	\$ 5,895.00
Photos	4.0	\$ 10.00	131.0	\$ 5,240.00
Other contributors	1.0	\$ 20.00	50.0	\$ 1,000.00
Cartoonist	1.0	\$ 10.00	120.0	\$ 1,200.00
				\$49,360.00

Per night; 4/4 nights; not paid for stories  
 Per night; 2/4 nights; not paid for stories  
 Per night; 2/4 nights; not paid for stories  
 Per night; 2/4 nights; not paid for stories  
 Per night; 2/4 nights; not paid for stories  
 Per night; 2/4 nights; not paid for pages  
 Per night; 4/4 nights; not paid for stories  
 Per night; 4/4 nights; also paid for photos  
 Per night; 2/4 nights; paid for stories on off nights  
 Per night; 2/4 nights; paid for stories on off nights  
 Per night; 2/4 nights; paid for stories on off nights  
 1 column per regular issue  
 \$10/original story; column containing at least three rewritten briefs paid \$10  
 \$40 per week

Ad rep comission \$ 11,718.30  
 Budgeted personnel \$ 61,078.30  
 % generally spent 100%  
 \$ 61,078.30

**Staff development**

Fall retreat	\$ 500.00
Spring retreat	\$ 300.00
EIC conference @ UGA	\$ 800.00
NCCMA	\$ 240.00 (8 students at \$30/student registration)

**ACP/CMA convention**

Registration	\$ 90.00	\$ 270.00
Meals	\$ 160.00	\$ 480.00
Hotel	\$ 350.00	\$ 1,050.00
Travel	\$ 400.00	\$ 1,200.00
		\$ 4,840.00

**Telecommunications**

Lines / Charges per li	15	7
Phone charges	\$ 105.00	\$ 1,260.00
Voicemail	\$ 10.00	\$ 120.00
Data/Infrastructure	\$ 182.07	\$ 2,184.84
	\$ 297.07	\$ 3,564.84
	per month	per year

**Printing**

Regular printing	\$ 1,197.00	\$ 140,049.00	117 regular issues
Summer issues	\$ 1,197.00	\$ 13,167.00	11 summer issues
Exam Week Extra	\$ 1,197.00	\$ 3,591.00	3 orientation/exam
Tabloid issues	\$ 2,604.00	\$ -	0 special issues
	\$ 156,807.00		131

**Memberships**

CSPA	\$ 169.00
ACP	\$ 149.00
NCCMA entry fee	\$ 25.00
CMA Pinnacle award entry fee	\$ 75.00
	\$ 418.00

**Web hosting**

TownNews fees	\$ 5,460.00	Per Month 455.00	Months 12
	\$ 5,460.00		

**Income**

Wolfpack sports	\$	14,100.00	
Benefit concerts	\$	7,500.00	
Tir Na nOg contract	\$	5,000.00	
Sponsorship sales	\$	16,000.00	
Merch/promotion fees	\$	5,500.00	\$ 48,100.00
Student fees	\$	5,462.36	
<b>TOTAL</b>	\$	53,562.36	

**Expenditures**

Personnel	\$	34,680.00
Temp benefits	\$	485.52
Engineering supplies	\$	2,000.00
Office supplies	\$	500.00
Promotion supplies	\$	500.00
Leadership development	\$	2,980.00
Admin/DASA/Tort charges	\$	2,757.24
Promotions advertising	\$	1,000.00
Zine printing	\$	200.00
Printing	\$	200.00
Postage & freight	\$	200.00
Engineering repair	\$	1,000.00
Telecommunications	\$	1,980.60
NCAB inspection	\$	400.00
Transmitter Insurance	\$	291.00
Association memberships	\$	422.00
Copyright fees/licensing	\$	3,626.00
Legal fees	\$	1,000.00
<b>TOTAL</b>	\$	54,222.36

**Income - Expenditures** \$ (660.00)

Personnel	Per Pay Period	26 pay periods	Monthly Equivalent
General manager	\$ 200.00	\$ 5,200.00	\$ 433.33
Program director	\$ 150.00	\$ 3,900.00	\$ 325.00
Operations manager	\$ 100.00	\$ 2,600.00	\$ 216.67
Daytime music director	\$ 100.00	\$ 2,600.00	\$ 216.67
Promotions director	\$ 100.00	\$ 2,600.00	\$ 216.67
Production manager	\$ 100.00	\$ 2,600.00	\$ 216.67
Public affairs director	\$ 75.00	\$ 1,950.00	\$ 162.50
Local music director	\$ 75.00	\$ 1,950.00	\$ 162.50
Underground music director	\$ 50.00	\$ 1,300.00	\$ 108.33
Afterhours music director	\$ 50.00	\$ 1,300.00	\$ 108.33
Chainsaw music director	\$ 50.00	\$ 1,300.00	\$ 108.33
Assistant promotions director	\$ 50.00	\$ 1,300.00	\$ 108.33
Assistant music director	\$ 50.00	\$ 1,300.00	\$ 108.33
Assistant music director	\$ 50.00	\$ 1,300.00	\$ 108.33
Assistant music director	\$ 50.00	\$ 1,300.00	\$ 108.33
LBLB coordinator	\$ 25.00	\$ 650.00	\$ 54.17
Blog editor	\$ 25.00	\$ 650.00	\$ 54.17
Sports DJ	\$30 per game	\$ 2,820.00	\$ 235.00
Design/Photo/Web	per project	\$ 1,300.00	\$ 108.33
<b>TOTAL</b>	\$ 1,300.00	\$ 37,920.00	\$ 3,160.00

**Engineering**

Repair - supplies	\$	2,000.00
Repair - repair	\$	1,000.00
<b>TOTAL</b>	\$	3,000.00

**Promotions**

Promotions - supplies	\$	500.00
Promotions - advertising	\$	1,000.00
<b>TOTAL</b>	\$	1,500.00

**Travel - CBI conference**

	Per student	3
Plane fare	\$ 400.00	\$ 1,200.00
Hotel	\$ 350.00	\$ 700.00
Food	\$ 160.00	\$ 480.00
Registration	\$ 100.00	\$ 300.00
<b>TOTAL</b>	\$	2,680.00

**Staff development**

Fall retreat	\$	150.00
Spring retreat	\$	150.00

**Memberships**

College Broadcasters, Inc.	\$	125.00
College Music Journal*	\$	222.00
NC Association of Broadcasters	\$	75.00
CMA Pinnacle award entries	\$	422.00
<b>TOTAL</b>	\$	422.00

\*Two year subscription paid 1415

**Copyright Fees and Licensing**

Sound Exchange	\$	600.00
AudioVault	\$	720.00
Selector	\$	250.00
Natural Log	\$	200.00
ASCAP	\$	855.00
BMI	\$	855.00
SESAC	\$	146.00
<b>TOTAL</b>	\$	3,626.00

**Wolfpack Sports**

		Per Game	Games
Women's basketball	\$ 4,500.00	\$ 150.00	30
Women's post	\$ -	\$ 150.00	0
Men's baseball	\$ 8,250.00	\$ 150.00	55
Men's baseball post	\$ 1,350.00	\$ 150.00	9
	\$ 14,100.00	\$ 150.00	94

TirNaNog	Per Week	Weeks
\$ 5,000.00	\$ 100.00	50

**Expenditures**

Personnel	\$	35,165.52
Supplies	\$	3,000.00
Leadership development	\$	2,980.00
Admin service charge	\$	2,757.24
Current services	\$	4,980.60
Fixed charges	\$	4,339.00
Contracted services	\$	1,000.00
<b>TOTAL</b>	\$	54,222.36

Budgeted Personnel	\$	37,920.00
Ad rep commission	\$	2,880.00
	\$	40,800.00
Percent generally spent	85%	
	\$	34,680.00

**Telecommunications**

Phone charges (\$7 x 5 lines)	\$	35.00	\$	420.00
<b>Data/Infrastructure</b>	\$	130.05	\$	1,560.60
	\$	165.05	\$	1,980.60
		per month		per year

**Windhover 2015-2016**
**02.02.15 jlg/PCN**
**Income**

Sponsorships	\$	-
Student fees	\$	7,067.39
<b>Total</b>	\$	<b>7,067.39</b>

**Expenditures**

Personnel	\$	4,400.00	
Temp Benefits	\$	61.60	
Hardware and software	\$	400.00	(fonts)
Office supplies	\$	50.00	
Leadership development	\$	100.00	
Admin service charge	\$	1,112.79	
Reception	\$	300.00	
Postage	\$	100.00	
Photocopies	\$	50.00	
Printing	\$	14,490.00	
Telecommunications	\$	-	
Memberships (CSPA, ACP)	\$	393.00	
<b>Total</b>	\$	<b>21,457.39</b>	

**Income - Expenditures**      \$ (14,390.00)

**Payroll**

		7	
Editor	\$	257.14	\$ 1,800.00
Design Editor			\$ 1,200.00
Designer			\$ 500.00
Designer			\$ 500.00
Designer			\$ 400.00
			\$ 4,400.00

**Printing**

Printing	\$	14,390.00
CD master	\$	-
Publicity	\$	100.00
<b>TOTAL</b>	\$	<b>14,490.00</b>

**Memberships**

Associated Collegiate Press	\$	149.00
Columbia Scholastic Press Association	\$	219.00
NCCMA entry fee	\$	25.00
	\$	393.00

**Expenditures**

Personnel	\$	4,461.60
Supplies	\$	450.00
Leadership development	\$	100.00
Admin service charge	\$	1,112.79
Current services	\$	14,940.00
Fixed charges	\$	393.00
	\$	<b>21,457.39</b>

\$	21,457.39	per issue total expenses
\$	4,400.00	per issue payroll cost
\$	628.57	per month payroll cost
	1500	circulation
\$	14.30	per copy cost

Paid in Sept., Oct., Nov., Jan., Feb., March, April  
OR paid in lump sum after issue is complete

1500 copies  
96 pages or more

## General Administration 2015-2016

02.04.15 jlg/PCN

**Income**

Student fees	\$ 534,081.14
<b>TOTAL</b>	<b>\$ 534,081.14</b>

**Expenditures**

EPA salaries	\$ 136,198.50
SPA salaries	\$ 130,774.80
Staff benefits	\$ 92,242.87
Temporary wages	\$ 31,678.56
Temp benefits	\$ 443.50
Photo consumables	\$ 1,000.00
Supplies and materials	\$ 12,500.00
Leadership development	\$ 12,650.00
Admin/DASA/Tort charges	\$ 22,504.45
Server hosting fee	\$ 1,400.00
Telecommunications	\$ 2,208.72
Computer/data Process Sys	\$ 1,220.04
Printing	\$ 2,400.00
Postage	\$ 1,250.00
SCJ	\$ 300.00
Membership fees	\$ 625.00
CCTDI Testing for assessment	\$ 800.00
Contracted services	\$ 3,000.00
<b>Capital outlay</b>	<b>\$ 50,000.00</b>
	<b>\$ 503,196.45</b>

Income-Expenses \$ 30,884.70

**Expenditures**

Personnel	\$ 391,338.23
Supplies	\$ 13,500.00
Leadership development	\$ 12,650.00
Admin service charge	\$ 22,504.45
Current services	\$ 8,778.76
Fixed charges	\$ 1,425.00
Contracted services	\$ 3,000.00
<b>Capital outlay</b>	<b>\$ 50,000.00</b>
	<b>\$ 503,196.45</b>

**Business Office (Temporary) Staff**

	Monthly	# months	
Business manager	1 \$ 400.00	10	\$ 5,640.56 (\$400 Aug.-Nov. and Jan.-April, \$200 May-July and December)
Marketing Manager	1 \$ 300.00	10	\$ 3,000.00 (Technician and overall)(\$200 Aug.-Nov. and Jan.-April, \$100 May-July and December)
Circulation manager	1 \$ 320.00	8	\$ 1,280.00 (1 person, 2 hours/day, 16 days, \$10/hour)
Office Assistants	1 \$ 1,120.00	8	\$ 8,960.00 (1 person, 35 hours/week, four weeks, \$8/hour)
Ad designer	1 \$ 480.00	8	\$ 3,840.00 (1 person, 15 hours/ week, four weeks, \$8/hour)
Summer Office Assistants	1 \$ 1,020.00	3	\$ 4,044.00 (40 hours/week * \$8/hour * 12 weeks + Orientation 1.5 hours/day for 17 Sessions, \$8/hour)
Senior AE Base Pay	4 \$ 100.00	10	\$ 4,000.00 (\$100 Aug.-Nov. and Jan.-April, \$50 May-July and December)
Bonus Money	1 \$ 91.40	10	\$ 914.00 (\$90.00 for Sales Team)
<b>TOTAL</b>			<b>\$ 31,678.56</b>

**Society for Collegiate Journalists**

New membership fees	\$ 150.00
Publicity	\$ 150.00
Staff development	\$ -
	<b>\$ 300.00</b>

**Contracted Services**

WKNC Engineer	\$ 250.00	\$ 3,000.00
	per month	per year

**Memberships**

Southern University Newspapers	\$ 125.00
College Media Business & Advertising Man	\$ 150.00
College Media Association	\$ 200.00 (4 people)
	<b>\$ 475.00</b>

**Telecommunications**

Lines / Charges Per	4	\$ 7.00
Phone charges	\$ 28.00	\$ 336.00
Data/Infrastructure	\$ 156.06	\$ 1,872.72
	\$ 184.06	\$ 2,208.72
	per month	per year

**Leadership Development**

Annual Convention	Per FTE	\$ 1,500.00	\$ 9,000.00
			\$ 9,000.00

**Business Office Leadership Development**

SUN Fall Conference	\$ 1,250.00	(5 students at \$250/student)
CHBAM	\$ 2,400.00	(2 students at \$1,200/student)
	<b>\$ 3,650.00</b>	



**Tech Support 2015-2016****01.27.15 jlg*****Expenditures***

SPA salaries	\$	56,470.11
Staff benefits	\$	19,676.65
	\$	76,146.76
Student Media Tech supplies	\$	1,900.00
Admin service charge	\$	4,286.94
Telecommunications	\$	600.00

<b>Capital Plan 2015-2016</b>				
<i>Expenditures</i>	Budgeted	Spent	02.09.15 Difference	
Photo Equipment	\$ 3,075.00			
Skimmer Server	\$ 3,071.00			
SM Desktops	\$ 16,255.50			
SMA-Winserver-1	\$ 4,532.00			
WKNC HD-2 Studio	\$ 23,066.50			
	\$ 50,000.00			
<b>Capital Plan 2016-2017</b>				
<i>Expenditures</i>	Budgeted	Spent	02.09.15 Difference	
Photo Equipment	\$ 3,005.00			
SM Desktops	\$ 14,922.40			
Power Amplifiers	\$ 1,476.00			
WKNC Server	\$ 4,532.00			
DarkIce Server	\$ 3,071.00			
WKNC Antenna	\$ 37,725.00			
WKNC Transmitter	\$ 86,695.00			
	\$ 151,426.40			
<b>Capital Plan 2017-2018</b>				
<i>Expenditures</i>	Budgeted	Spent	02.09.15 Difference	
Photo Equipment	\$ 3,060.00			
SM Desktops	\$ 16,840.40			
SMA-Unserver-1	\$ 4,532.00			
SMA-Unserver-2	\$ 3,071.00			
WKNC HD Upgrade	\$ 32,000.00			
	\$ 59,503.40			
<b>Capital Plan 2018-2019</b>				
<i>Expenditures</i>	Budgeted	Spent	02.09.15 Difference	
Photo Equipment	\$ 3,030.00			
SM Desktops	\$ 14,922.40			
Power Amplifiers	\$ 1,476.00			
AVA Server	\$ 4,532.00			
SMA-Unserver-3	\$ 3,071.00			
Video Infrastructure	\$ 22,968.60			
	\$ 50,000.00			
<b>Capital Plan 2019-2020</b>				
<i>Expenditures</i>	Budgeted	Spent	02.09.15 Difference	
Photo Equipment	\$ 3,075.00			
SM Desktops	\$ 16,840.40			
PhotoSlush Server	\$ 4,532.00			
DarkIce Server	\$ 3,071.00			
	\$ 27,518.40			
<b>Capital Plan 2020-2021</b>				
<i>Expenditures</i>	Budgeted	Spent	02.09.15 Difference	
Photo Equipment	\$ 3,075.00			
SM Desktops	\$ 16,255.50			
Skimmer Server	\$ 3,071.00			
Power Amplifiers	\$ 1,476.00			
SMA-Winserver-1	\$ 4,532.00			
	\$ 28,409.50			
<b>Capital Plan 2021-2022</b>				
<i>Expenditures</i>	Budgeted	Spent	02.09.15 Difference	
Photo Equipment	\$ 3,005.00			
SM Desktops	\$ 14,922.40			
WKNC Server	\$ 4,532.00			
DarkIce2 Server	\$ 3,071.00			
	\$ 25,530.40			
<b>Capital Plan 2022-2023</b>				
<i>Expenditures</i>	Budgeted	Spent	02.09.15 Difference	
Photo Equipment	\$ 3,060.00			
SM Desktops	\$ 16,840.40			
Power amplifiers	\$ 1,476.00			
SMA-Unserver	\$ 4,532.00			
SMA-Unserver2	\$ 3,071.00			
	\$ 28,979.40			
<b>Capital Plan 2023-2024</b>				
<i>Expenditures</i>	Budgeted	Spent	02.09.15 Difference	
Photo Equipment	\$ 3,030.00			
SM Desktops	\$ 14,922.40			
AVA Server	\$ 4,532.00			
SMA-Unserver3	\$ 3,071.00			
WKNC Battery Backup	\$ 10,000.00			
	\$ 35,555.40			



Student Media  
Fee Revenue

	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20
<b>Enrollments</b>								
Regular Term		27,500	27,500	28,000	28,500	28,750	29,000	29,000
<b>Fees</b>								
Regular Term	15.50	19.20	22.30	23.40	24.00	24.70	25.45	26.20
\$ Increase		3.70	3.10	1.10	0.60	0.70	0.75	0.75
% Increase		23.9%	16.1%	4.9%	2.6%	2.9%	3.0%	2.9%
<b>Fee Revenue</b>								
Regular Term		528,139	613,250	655,200	684,000	710,125	738,050	759,800
Summer U/G		21,752	22,000	22,000	22,000	22,000	22,000	22,000
Summer Grad		2,932	3,000	3,000	3,000	3,000	3,000	3,000
<b>Total Fee Revenue</b>	<b>446,348</b>	<b>552,823</b>	<b>638,250</b>	<b>680,200</b>	<b>709,000</b>	<b>735,125</b>	<b>763,050</b>	<b>784,800</b>
\$ Increase		106,475	85,427	41,950	28,800	26,125	27,925	21,750
% Increase		23.9%	15.5%	6.6%	4.2%	3.7%	3.8%	2.9%
<b>Fee Request Breakdown</b>			\$ 3.10	\$ 1.10	\$ 0.60	\$ 0.70	\$ 0.75	\$ 0.75
SPA Production Assistant/ Editorial Advisor, 1.0 FTE			\$ 1.65					
Benefits for New Position			\$ 0.55					
Annual Cost Increases			\$ 0.90	\$ 1.10	\$ 0.60	\$ 0.70	\$ 0.75	\$ 0.75

690000 696000 696000  
715,000 721,000 721,000

## Report 11 - Fund Year-to-Date Activity Status

As of September 30, 2024

Account(s) Code: 1000


Description: Student Media

Projects: 354054, 354055, 354056, 354057,

Account(s)	Description	2012-13 Activity	2013-14 Activity	2014-15 Budget	2014-15 YTD Activity	2014-15 YE Projection	2015-16 Budget	2016-17 Budget	2017-18 Projection	2018-19 Projection	2019-20 Projection
11100-11199	Beginning Cash Balance	415,136	322,104	318,208	318,208	318,208	323,091	330,926	252,510	252,516	255,911
40100-40199	Fees	(446,348)	(552,823)	(638,250)	(428,976)	(638,250)	(680,200)	(709,000)	(715,000)	(721,000)	(721,000)
40200-40299	Gifts	-	-	-	-	-	-	-	-	-	-
40300-40399	Supporting Services Revenue	(50,193)	(40,296)	-	(11,160)	(40,000)	(48,100)	(49,000)	(50,000)	(51,000)	(52,000)
40400-40499		-	-	-	-	-	-	-	-	-	-
40600-40699	Sales and Services Revenue	(315,152)	(232,888)	(327,856)	(49,797)	(230,000)	(260,366)	(265,000)	(270,000)	(275,000)	(280,000)
40500-40599	Workshop/Camp Revenue	-	(10,144)	-	-	(7,000)	-	-	-	-	-
40720-40729	Interest Revenues	-	-	-	-	(93)	-	-	-	-	-
40700-40719		-	-	-	-	-	-	-	-	-	-
40730-40799	Other Revenues	(24,115)	(24,780)	-	(8,875)	(25,000)	-	-	-	-	-
40800-40899	Transfers	-	(156,121)	-	-	-	-	-	-	-	-
40100-40999	Total Revenues	(835,809)	(1,017,052)	(966,106)	(498,808)	(940,343)	(988,666)	(1,023,000)	(1,035,000)	(1,047,000)	(1,053,000)
51000-51199	EPA Non-Teaching Personnel	122,807	122,807	125,263	63,925	127,850	136,199	138,922	140,312	141,715	143,132
51200-51299	SPA Personnel	136,413	137,356	179,471	72,048	161,050	187,245	190,990	192,900	194,247	196,189
51300-51399	EPA Teaching Personnel	-	-	-	-	-	-	-	-	-	-
51400-51499	Temporary Wages	166,394	148,905	150,952	66,572	150,000	152,673	154,500	156,000	158,000	159,000
51500-51899	Staff Benefits	89,674	90,766	110,930	46,275	100,300	114,057	118,942	123,223	127,540	132,211
51900-51999	Contracted Services	5,891	6,288	6,400	1,953	6,400	4,000	4,000	4,000	4,000	4,000
52000-52999	Supplies and Materials	16,072	17,015	23,996	38,622	54,250	45,450	45,000	50,000	55,000	65,000
53100-53199	Travel	19,004	14,075	19,550	12,343	21,000	25,710	26,000	26,500	27,000	27,500
53300-53399	Utilities	-	-	-	-	-	-	-	-	-	-
53000-53099		-	-	-	-	-	-	-	-	-	-
53200-53299		-	-	-	-	-	-	-	-	-	-
53400-53999	Current Services	322,396	260,847	250,000	77,245	250,000	203,816	207,000	211,000	218,000	225,000
53616	Administrative Charges	31,595	43,060	44,044	34,546	45,610	48,319	50,635	57,057	53,102	53,784
54000-54999	Fixed Charges	13,594	23,709	23,000	4,261	19,000	13,363	14,000	14,500	15,000	15,500
55000-55998	Capital Outlays	-	-	32,500	-	-	50,000	151,426	59,503	50,000	27,518
55999	Operating Budget Pool	-	-	-	-	-	-	-	-	-	-
56000-56999	Student Aid/Subcontracts	5,000	-	-	-	-	-	-	-	-	-
57000-57999	Debt Service	-	-	-	-	-	-	-	-	-	-
58000-58999	Transfers/Reserves	-	156,121	-	-	-	-	-	-	-	-
50000-58999	Total Expenditures	928,840	1,020,948	966,106	417,790	935,460	980,831	1,101,416	1,034,995	1,043,604	1,048,835
40100-58999	Total (Net)	93,031	3,896	-	(81,018)	(4,883)	(7,835)	78,416	(5)	(3,396)	(4,165)
11300-11999	Change in Accts Rec/Inventory	-	-	-	-	-	-	-	-	-	-
20000-29999	Change in Accts Payable	-	-	-	(16,394)	-	-	-	-	-	-
30000-39999	Change in Fund Balance	-	-	-	-	-	-	-	-	-	-
11100-11199	Ending Cash Balance	322,104	318,208	318,208	415,620	323,091	330,926	252,510	252,516	255,911	260,077
	Recommended Cash Reserve	-	-	-	-	-	-	-	-	-	-
	25% Total Expenditures	232,210	255,237	241,527	-	233,865	245,208	275,354	258,749	260,901	262,209
	Projected Cash Balance	89,894	62,972	76,682	-	89,226	85,718	(22,843)	(6,233)	(4,990)	(2,132)
	Student Media Fee	\$ 15.50	\$ 19.20	\$ 22.30	-	-	\$ 23.40	\$ 24.00	\$ 24.00	\$ 24.00	\$ 24.00
	\$ Increase	-	3.70	3.10	-	-	1.10	0.60	-	-	-
	% Increase	0.00%	23.87%	16.15%	-	-	4.93%	2.56%	0.00%	0.00%	0.00%



**To:** N.C. State Student Media Board  
**From:** Patrick Neal, director of student media advising  
**Date:** March 16, 2015  
**Re:** applications



We received an application from **Kaanchee Gandhi** declaring interest in the position of **Windhover editor-in-chief**. In accordance with N.C. State University Student Media policy, candidates must meet the following qualifications.

**QUALIFICATIONS**

- The candidate must have been a member of that media for at least two full semesters.\*
- The candidate must have at least two semesters remaining as an N.C. State University student.\*
- The candidate must have at least a 2.50 cumulative grade point average and must maintain a 2.50 semester and cumulative GPA.
- The candidate must be a full-time N.C. State University student unless in final semester of study.
- The candidate must be free of active disciplinary sanctions.
- The candidate must meet the minimum training requirements.

*\* The board may decide to waive this requirement.*

In accordance with student media policy: "To ensure compliance with the Family Educational Rights and Privacy Act, no student shall be made aware of another student's grades or shall have access to that student's academic record without express written permission. As part of their employment record with Student Media, students will be requested to sign a waiver allowing the appropriate student leaders and Student Media Board members to be made aware when a student is "not in compliance with the Student Media Academic Progress Policy" and, in the case of a student leader, "is no longer eligible to serve in the leadership role."

To the best of my ability, I have researched to ensure that the candidate for employment meets those qualifications.

**Kaanchee is NOT in full compliance.** She has just one full semester of experience with NC State Student Media and no direct experience with Windhover. The board would need to waive this requirement to consider her application. She **does** meet the other requirements as far as I can determine and is making adequate academic progress in accordance with University Regulation 11.55.6 and the Student Media Academic Progress Policy.

WINDHOVER

POSITION PACKET 2015 - 2016

KAANCHEE GANDHI

FRESHMAN / / GRAPHIC DESIGN

## COVER LETTER

March 6, 2015

Board of Directors  
NCSU Student Media  
2810 Cates Ave  
Raleigh, NC 27606

Dear Board of Directors,

Thank you for your time considering me for the position of *Windhover* editor-in-chief for the 2015-2016 year. Although I was not a member of the *Windhover* this past year, I believe my involvement with other student media - here at NC State and during my high school career - has provided me with the skills I need to excel at this position.

I was involved with the publication of our yearbook and newspaper through all four years of high school. Starting out as a writer on the paper, I advanced to design editor my sophomore year and became editor-in-chief my senior year. Similarly, I joined yearbook my sophomore year and was editor-in-chief for my last two years of high school. Working with these publications has given me an understanding of what it takes to carry out a printed work from start to finish. For both, I worked directly with my adviser and co-editor-in-chief to develop a theme, assign staff positions, and set deadlines. Both publications required a very large amount of time that I was more than willing to give. In addition, they required a strong leader who was able to work with staff who were unfamiliar with programs and had little to no experience in student media. My high school's yearbook and newspaper have taught me time management, patience, and leadership skills which will help me in taking on *Windhover*.

My involvement with WKNC and *Agromeck* this year along with an understanding of how it works will also be very helpful as editor-in-chief of *Windhover*. As graphic designer and on-campus promotions director for WKNC, I have become familiar with ways to promote student media on campus such as posters, chalking, billboards, and social media. It has also given me an outlet to many of the campus' creative individuals in the field of music and audio production. My work with *Agromeck* has given me more insight on budget and promotions for a publication that is only printed once a year. Through the yearbook, I have also built strong connections with the incoming editors-in-chief of *Agromeck* and *Technician*. I believe a strong connection throughout NCSU's student media can only be beneficial for everyone.

As a student in the College of Design, I have a strong graphic design background which will help create unity in the overall design of the book. In addition, I have worked as a Copy and Print expert at Staples for over a year which has given me extensive knowledge on printing prices, quality, and binding methods.

I am very confident that from all of these skills, I will be able to take *Windhover* to a new level of quality and recognition in the upcoming year.

Thank you,  
Kaanchee Gandhi

# NORTH CAROLINA STATE UNIVERSITY

## WKNC 88.1 RALEIGH

### **Graphic Designer [2014-2015]**

- Design posters and other graphics to promote events and brand station
- Produce a multitude of sizes for each event for printing purposes and on screen displays

### **On-Campus Promotions Director [2015]**

- Oversee forms of social media
- Handle ticket giveaways and other miscellaneous promotions items for the radio's on campus presence

## AGROMECK

### **Designer [2014-2015]**

- Design spreads and create graphics for the yearbook
- Assist with other miscellaneous tasks typically closer to deadline

## ATHENS DRIVE HIGH SCHOOL

## THE TORCH - YEARBOOK

### **Editor-in-Chief [Junior and Senior]**

- Developed theme and oversaw the production of the yearbook for my last two years of high school
- Brought the yearbook to win regional awards from NCSMA and national awards from Quill and Scroll
- Taught staff members how to use InDesign and Photoshop

### **Staff Member [Sophomore]**

- Designed, wrote, interviewed, and photographed for spreads in the yearbook

## THE ORACLE - NEWSPAPER

### **Editor-in-Chief [Senior]**

- Redesigned old-fashioned paper layout to a more contemporary one
- Implemented a library and system for consistency throughout the paper
- Decided on deadlines, organized budget meetings, and edited entire paper before printing

### **Design Editor [Sophomore]**

- Designed graphics and spreads in paper as well as promotional pieces for paper

### **Staff Member [Freshman]**

- Wrote news articles, features, and editorials for the paper

## RELEVANT WORK EXPERIENCE

## STAPLES

### **Copy and Print Expert [2013-2015]**

- Assisted customers with copy and print jobs including booklets, presentations, oversized prints, banners, business cards, lamination, binding, and more.
- Quoting customers on the different prices between paper options, color, size, etc.



## THE STAFF

A strong staff is essential to any publication. Although the *Windhover* staff does not necessarily have to contribute as much time to the publication as other student media, the publication still would not exist without its committee members and design team. By recruiting qualified applicants, improving the feeling of community, and using servant-leadership, I plan on maintaining a strong staff throughout the year.

## RECRUITMENT

Recruiting a strong staff of committee heads and members for *Windhover* next year is one of the most important jobs as Editor-in-Chief. In order to recruit the strongest staff, I plan on beginning recruitment over the summer to allow myself adequate time to hire committee heads during the fall. I believe finding designers will be easier for me because I am in the College of Design and can reach out to other designers easily. I believe the methods in place now for finding other committee heads have been working effectively such as sending emails out to CHASS and the Art's Village as well as getting emails from interested students during orientation and Wolfpack Welcome Week.

## COMMUNITY

Because most of the work is done remotely and members only meet with their own committee, there is less of a sense of community among the *Windhover's* staff than there is in other publications like *Technician* and *Agromeck*. I believe a strong sense of connection within the staff is important and would bring with it a more unified final product. To encourage this feeling of community, I will hold staff meetings every month, mandatory for committee heads. During these meetings, we will discuss our progress with the book, modify deadlines if needed, and critique the design direction.

When each committee is only fulfilling their own specific assignments, there is a feeling of detachment from the overall publication of the book. I want the *Windhover* to be a product of the entire staff so as to encourage them to continue with the magazine in future years.

## LEADERSHIP

I am a strong believer of servant leadership. As I have learned from being editor-in-chief of my high school's yearbook and newspaper, it is important for leaders to work for their staff, rather than have their staff work for them. My role as editor-in-chief of *Windhover* will have a lot of responsibilities I will need to handle myself; however, there are many things that I must rely on my staff to do. Servant leadership shifts the position of a leader from being a leader-first to being a server-first. Rather than exercising power as the head of the staff, I will work alongside staff to boost encouragement and sense of community. If work is not getting done that needs to be, I will forgo this style of leadership to enforce deadlines harder, but in my experience it has always proven to be much more effective to use servant leadership.

## THE PUBLICATION

My main goals for the actual publication of the *Windhover* will first be to ensure that we have enough funding to have at least 1,250 books printed and possibly bring back the audio CD. In addition, I will use my background in graphic design to bring the overall quality of the publication to higher levels.

## FINANCIAL

With increasing budget cuts in NC State's Student Media, I understand *Windhover* will need to seek outside resources for funding next year. Rather than taint the publication with advertisements, I will be seeking sponsorships from businesses and NC State alumni. Many alumni of NC State have a strong connection with *Windhover*, whether they were on a committee or had contributed work to the publication. These graduates would not want to see the publication die and might offer financial support. I would start reaching by reaching out to alumni from the College of Design. These alumni often come back to the college for events and studio critiques. They also often prefer to hire students out of the College of Design or help them find internships. This is the first group I will target for financial help for *Windhover* followed by other NC State alumni from colleges such as CHASS. These alumni along with any business sponsors we are able to find will have a well designed donor page that would not spoil the elegance of the book. I will begin looking for these sponsors very early on in the year so we can work out our budget as soon as possible and figure out how much freedom we will have with the design.

## DESIGN

Coming from a graphic design background, I plan on having a significant hand in the direction of the *Windhover's* design. I want to continue the sophisticated design of the book but also draw in inspiration from other school's literary magazines. I will work closely with the Design Editor to develop a strong theme that can be carried out easily by the rest of the design staff. Again, we will meet with the entire staff monthly and discuss the direction of the design.

## DEADLINES

Although the design deadline is technically the only crucial deadline to meet, this cannot be met without all other deadlines having been met already. As a designer for *Agromeck*, I understand how frustrating it can be to not have content for the spread I am designing. With *Windhover*, I will make sure the designers have an adequate amount of time to design the publication without feeling rushed. I will set loose deadlines over the summer and solidify them later in the first semester for submissions and recruiting committee members. As with any publication, I believe deadline should be taken very seriously. I have a lot of experience not only with meeting deadlines, but also with setting them and making sure they are met.

## CAMPUS PRESENCE

Recruiting a strong staff of committee heads and members for *Windhover* next year is one of the most important jobs as Editor-in-Chief. In order to recruit the strongest staff, I plan on beginning recruitment over the summer to allow myself adequate time to hire committee heads during the fall.

## SOCIAL MEDIA

Right now *Technician* has 3,995 likes on Facebook. *Agromeck* has 635, WKNC has 7,432, and *Windhover* only has 258. We also only have 191 followers on Twitter and no Instagram. I understand the importance of social media in getting information out to people about submission deadlines, Open Mic Nights, and the release party. Social media is also a great way to show sneak-peeks of literary and art work that will be displayed in the book. As stated above, I feel as though *Windhover* has the same disadvantage yearbook has when it comes to promotions because it is only printed once a year. In order to promote the book throughout the year, I think we need to expand on our social media outlets.

## STUDENT MEDIA

All student media departments at N.C. State all learn from each other and help one another grow. *Windhover* does not have a strong presence among the rest of student media because of its smaller staff, however, I think I can change that as editor-in-chief. I am already close friends with the editors-in-chief of *Agromeck* and the *Technician* for next year and the general manager of WKNC and am looking forward to getting acquainted with the editor-in-chief of the *Nubian Message* and business office manager next year. I believe these bonds will help elevate *Windhover's* presence and prestige among Student Media. I have also already begun talking with these student leaders about ways to promote *Windhover* next year through their outlets such as literary corners in the *Technician* and bringing back the *Windhover* Poetry Segment on WKNC. In addition, *Windhover* also already has a place on NC State's Student Media app. Since this app is already promoted throughout all Student Media outlets, it already has a presence on campus. I would like to use the app to promote the book's release by posting sneak peaks of work getting published in the upcoming issue.

## OPEN MIC NIGHT

Open Mic Night is a great way of promoting the *Windhover* on campus and getting student involvement. It is also a better way of exhibiting more of the audio talent we have. Next year, I would like to move Open Mic Night from the Craft Center to the One Earth Lounge in Talley Student Union. This way, there are more people stumbling across the event who might stay and watch or even perform a piece. People performing and displaying work would also have a larger audience and the *Windhover* would get more acknowledgment from the student body. Talley is also closer to Witherspoon so transporting microphones and speakers from WKNC would not be as difficult.

## PERSONAL IMPROVEMENT

I know there are many things I will need to improve on personally to take on the role as editor-in-chief of *Windhover*. Having not worked on the publication at all this year, some of the inner workings for the process are still confusing to me and I am not sure what is expected. When I need guidance, I will turn to Ajita, Martha, Jamie, and Alanna who have all offered to help me with this position.

I feel less comfortable with the creative writing and audio aspects of *Windhover* since they are both fairly unfamiliar to me. I plan on hiring a strong Poetry/Prose committee head that I can trust to build a reliable committee of members. While I also plan on doing the same for the Audio committee, I will also try to learn as much as possible about audio recording from the staff of WKNC. The general manager of WKNC for next year, Matt Brown, has promised to help me with any audio problems I have.

## MY PLEDGE

I pledge to carry out the publication of the *Windhover* from start to finish and to invest as much time as needed to make the publication as best as it can be. I pledge to actively seek sponsorships from businesses and alumni to fund the printing of the book. I pledge to expand the *Windhover's* campus wide presence through social media events. And I pledge to be a strong, but guiding leader and to promote a feeling of community among the *Windhover's* staff.

# Additional Funding Idea for WKNC

## *WKNC's Radio Ride: Alley Cat Bike Race*

### **What is it?**

An alley cat bike race is similar to a giant scavenger hunt where people ride their bikes following clues to reach several checkpoints. Several people from the radio station have participated in these types of races in the past with great success. Hepcat raised \$3000 using an alley cat race last year. John and I have met with Tina and Jared from Hepcat to ask advice for running an event like this and we are continuing the dialogue.

### **When Will It Be?**

I would like to have the race on August 29<sup>th</sup>. This places the race after Wolfpack Welcome Week, which will be a good time to advertise to incoming students. It will also be a week before Hopscotch to ensure we have an adequate amount of resources at our disposal. It also leaves enough time after the Hepcat race as to avoid conflict.

### **Logistics of the Course**

The course will be 10-15 miles long with about 10 checkpoints, half of which will involve an activity of some sort. Some possible checkpoints include the radio station, Nice Price Books, School Kids Records, Prisma Video, and other places of interest to our audience.

### **Pricing Information**

Tickets will be sold for \$10 in advanced and \$15 on the day of the event. Attendance for Hepcat and other races like it is typically 75-100 people. With ticket sales and sponsorships I believe that we have the potential to make somewhere in the neighborhood of \$1000 through this race.

### **Obtaining Sponsorships**

Prizes for the winners will be provided by sponsoring companies. I have attached the list of sponsorship packages I plan to use. We have also compiled a list of potential sponsors based on the sponsors of similar events.

### **Benefits/Costs**

An alley cat race is something that WKNC has never done before and has the potential to introduce the station to a new audience. Several people on staff are on the cycling team, or use bikes as their day to day transportation and it seems to be something that our main listenership enjoys.

The only real costs are printing flyers to advertise, and printing the list of clues for the racers. It will take time and effort.



## WKNC's Radio Ride: Alleycat Bike Race

### Sponsorship Inquiry – Packages

On August 29th, 2015 WKNC 88.1 FM will be holding its first ever alleycat style bicycle race and we need your help to make it the biggest success it can be! All proceeds of the event will go to benefit WKNC so it can continue its mission to bring non-corporate, non-commercial radio to the Triangle! WKNC is an official 501(c)3 non-profit, so check with your lawyer about potential tax breaks for sponsoring.

Benefits of sponsorship include:

- Access to the North Carolina State University college market
- Exposure to an audience spanning the Triangle and beyond
- Promotion on WKNC social media, awarded College Broadcasters, Inc., Best Social Media Presence for 2014 with a combined followership of over 17,000 across all platforms
- The chance to support North Carolina's local music scene

#### Radio Ride "Single Speed" Sponsor (\$25-\$99)

- ♪ Company logo / link to company website on the WKNC website
- ♪ Company logo / link to company website on Facebook event
- ♪ Company logo on official race poster

#### Radio Ride "Fixed Gear" Sponsor (\$100-\$199)

- ♪ Company logo / link to company website on the WKNC website
- ♪ Company logo on official race poster
- ♪ Company logo / link to company website on Facebook event
- ♪ Live mention of sponsorship at event
- ♪ Web graphic (560x375) on wknc.org homepage for fifteen (15) days

#### Radio Ride "10-Speed" Sponsor (>\$200)

- ♪ WKNC underwriting credit (on air advertising) for value of your donation, good for up to one year
- ♪ Promotion of sponsorship on /wknc881 Facebook (7,000+ fans)
- ♪ Promotion of sponsorship on /wknc881 Twitter (8,500+ followers)
- ♪ Company logo on official race poster
- ♪ Company logo / link to company website on WKNC website
- ♪ Company logo / link to company website on Facebook event
- ♪ Live mention of sponsorship at event
- ♪ Web graphic (560x375) on wknc.org homepage for thirty (30) days



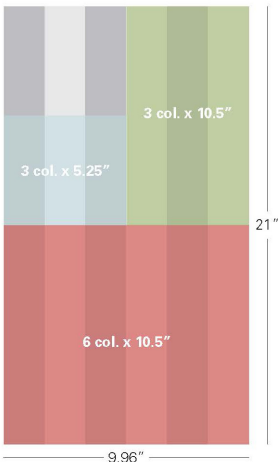


As a **public forum for free expression**, the student media at North Carolina State University exist **to inform and to entertain**, first and foremost, the students followed by members of the surrounding community and peers in the journalism profession. Working in student media gives participants **hands-on experience** in the mass media which will assist them regardless of their career goals. By upholding the **highest standards of journalistic ethics**, the student-run media will help students become competent as **ethical and responsible adults**, who are enthusiastic about their future involvement in human affairs and optimistic about their future.

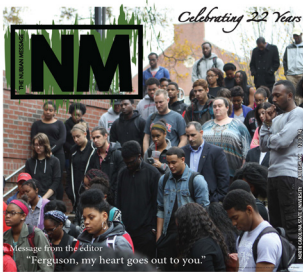
# Goals 2015-2016



## AGROMECK



## BUSINESS OFFICE



## NUBIAN MESSAGE



## TECHNICIAN



## WINDHOVER



## Training and Transitions

- IN GENERAL:** Student Media staff will be knowledgeable of current journalism, broadcasting and marketing practices in print, audio, video and online. To accomplish this, initial and ongoing training must be an integral part of each staff. *This aligns with the University's strategic plan of enhancing the success of our students through educational innovation by provide high-impact educational experiences for undergraduates.*
- RESOURCE GATHERING** — In-house and external training materials will be published on the Student Media training website (studentmedia.ncsu.edu/web/smatraining). This will include media-specific skills and broader leadership training resources. Each adviser will be responsible for updating his or her section.
  - TRAINING MANUALS** — Staff manuals for *Agromeck*, *Technician*, WKNC and the photography staff will be updated at least biennially to reflect new practices and posted to the Student Media training website. Each adviser, with input from his or her editor/manager, will be responsible for updating the training manual. The Student Media styleguide will also be updated at least biennially and published online. Progress will be made toward developing a staff manual, or at least some staff resources, for *Nubian Message*, *Windhover* and the Business Office.
  - TRAINING CALENDAR** — Dates and topics for all regularly scheduled trainings will be posted to Student Media's Google calendar.
  - CONVENTION ATTENDANCE** — Both students and professional staff will attend regional and national conventions to cultivate a culture of learning. This will include but is not limited to conventions sponsored by the Associated Collegiate Press, College Broadcasters Inc., College Media Association, College Media Business and Advertising Managers, North Carolina College Media Association, Society for Collegiate Journalists, and Southern University Newspapers. Following each convention, attendees will either provide written summaries to be published on the Student Media training website or prepare a staff training session.
  - RETREATS** — *Agromeck* leaders will attend a retreat each summer to focus on book planning. *Technician* and *Nubian Message* leaders will also attend a training retreat at the beginning of the fall and spring semesters to focus on planning
  - ONE-ON-ONE MEETINGS** — Each top editor/manager will have a regularly scheduled weekly meeting with his or her adviser to identify any training needs and report progress for the group. Once the next year's editor/manager is selected, he or she will begin attending the weekly meetings to focus on transitioning to the new year.
  - ONBOARDING** — An official checklist will be developed for hiring, promoting and terminating employees and volunteers so that each new student can be assured access to all necessary resources (job agreements, payroll, building access, email lists, server access, etc.). Editors/managers will provide updates on hirings, promotions and terminations to the Administrative and Annual Publications Coordinator at the start of each month to ensure an accurate employee and volunteer database.

## Branding

- IN GENERAL:** Student Media, as a department and as individual media outlets, will begin developing a comprehensive brand strategy to increase awareness of its operations on campus and in the community. *This aligns with the Division of Academic and Student Affairs strategic plan to develop and steward resources for organizational excellence by developing a comprehensive and robust communications capacity to inform, educate, and engage stakeholders.*
- SOCIAL MEDIA STRATEGIES** — *Technician* and WKNC will devise social media strategies to guide content and interaction across social media platforms.
  - AUDIENCE INFORMATION** — WKNC will create a survey to gauge listening preferences of N.C. State students to guide programming choices. *Nubian Message* will develop a list of audience interests, issues and concerns to help guide content creation. *Technician* will host at least one reader focus group.
  - CROSS PROMOTION** — All media will make better use of *Technician* and *Nubian Message* house ads and WKNC public service announcements to cross-promote their services and events.
  - PROMOTIONAL ITEMS** — The department and individual media will maintain a budget line item for promotional items to use for branding and recruitment.
  - STRATEGIC PARTNERSHIPS** — All media will continue to pursue promotional partnerships with on-campus departments and off-campus entities to increase brand awareness.
  - ALUMNI OUTREACH** — The Marketing Coordinator will initiate formal and informal alumni outreach efforts, including the alumni database, LinkedIn groups and an alumni newsletter.
  - MISSION STATEMENT** — The mission statement (printed at the top of this document) will be evaluated to ensure it is an accurate reflection of departmental operations and goals.

## Cultural Literacy

- IN GENERAL:** Student Media staff will demonstrate a higher level of cultural literacy and competence. *This aligns with the University's strategic plan to enhance organizational excellence by creating a culture of constant improvement by encouraging diversity and inclusion.*
- DIVERSITY IN RECRUITMENT** — To begin formal diversity recruitment efforts, Student Media will revise its hiring packages to include a supplemental demographic information sheet to gather information on which groups are represented - and not represented - among the Student Media staff. Once hiring is complete in the fall semester, the information will be analyzed to determine where efforts need to be concentrated.
  - DIVERSITY IN CONTENT AND COVERAGE** — *Agromeck*, *Technician*, and WKNC staff will be encouraged to include coverage of diverse communities and ideas in their media. This will include the continuation of Bienvenidos, a Spanish-language section of *Technician*, and Spanish-language music programming on WKNC.
  - DIVERSITY IN TRAINING** — Representatives from the Office for Institutional Equity and Diversity, Multicultural Student Affairs , the GLBT Center, the Women's Center and other groups as needed will be asked to provide training for media staff.
  - EQUAL OPPORTUNITY INSTITUTE** — Students and professional staff will be encouraged to participate in the Equal Opportunity Institute or similar training programs and share information with the staff at regular meetings.

# STUDENT MEDIA ORGANIZATION REPORTS - April, 2015

## ***Agromeck*** **submitted by Liz Moomey, editor**

**Revenue:** We have sold 181 books as of April 9. We hope that once the yearbooks come in we can sell the remainder by having a presence on the Brickyard.

**Personnel:** Molly Donovan was hired as editor-in-chief of the 2016 *Agromeck* year-in-review. Interviews are being conducted for the section editor positions for the upcoming year.

**Training:** Martha and I will meet with Molly on April 8. I have made a document of things to know, which Chelsea, Martha and I contributed to. This will be for future editors to look at for advice. I will work with training the new editor if needed.

**Deadlines:** I submitted the corrections for the final deadline. We are waiting for the date to be released of when the books will come.

**Marketing and Promotions:** We are mainly concentrating on selling the books. We have sent out emails to every one who is in the book. Although we haven't reached our goal, I think people have responded well to buying the yearbook and this will continue when they see the books and realize they are no longer free. We will hand out stickers and pens when we have a table on the Brickyard to promote *Agromeck* more. We have it set up that you can buy the book on the Student Media store.

## **Business Office** **submitted by Mark Tate, business office manager**

### **Revenue**

#### *Technician*

Technician revenue has remained steady. We have been working hard to prospect and bring in new clients to replace lost revenue.

#### WKNC

Year to Date (July 1<sup>st</sup>-Present) we have brought in \$9057.48 from WKNC sales.

#### *Nubian Message*

We still have had a tough time selling ads for the Nubian Message. We have sold one within a package since our last board report. I believe that this is due to lack of awareness for our new rates.

**Expenditures:** All expenditures are normal and everything is in line with the budget. We have gained funding for a new Dining website that will be a focal point to sales for next year.

**Personnel:** I am currently in the process of hiring a new staff for next year. We are changing the structure of the office by dividing the sales reps into divisions (dining, housing, retail, services, and campus). We will have up to four Senior Account executive positions. In total I am looking to have 9 Account Executives and a Marketing Manager. Interviews begin next week for these positions.

**Training:** Following my return from CMBAM in Chicago, we held a training session on cold calling and prospecting. This was an extremely successful session. We have noticed an increase in cold calls and meetings set. We have implemented a system to track these calls and to give incentives to our employees.

**Technology:** There are no problems with the technology, it has been working great.

**Deadlines:** We will be running a Spring Exam Issue on April 23<sup>rd</sup> rather than the original date of April 27<sup>th</sup>. This will help us to save on printing and administrative costs.

## ***Nubian Message***

**submitted by Chris Hart-Williams, editor**

**Personnel:** There is a photographer in the Art and Design program interested in shooting, who I will be meeting with on Friday. Nia has been in correspondence with a writer who recently expressed interest in writing opinion.

**Training:** Ellen held video 101 training I attended on shooting and interviewing, what makes a good web video and how to use the cameras we have.

**Coverage:** There's still a struggle to obtain fair amount of content for each issue, due to low participation and a small amount of writers. This week I've met with Ellen and Toni Thorpe to plan the Focus Group meeting initiated by Patrick for April 22, which will discuss the vision of the paper, best routes of recruitment, and how to stay connected and relevant to campus.

## ***Technician***

**submitted by Ravi Chittilla, editor**

*No report submitted by Thursday, April 9.*

## ***Windhover*** **submitted by Ajita Banerjea, editor**

**Personnel:** The audio editor met with Doug and finalized the QR code for the audio pieces in the publication, so it could be incorporated into the magazine before being sent out for publishing. The design team finalized the publication and sent it out to Frank. A few revisions were in order, so there were a few rounds of feedback from Frank. The final version was approved and is now in the process of publication! The advisory board conducted an interview with the applicant for next year's *Windhover* editor-in-chief, Kanchee Gandhi, on April 8<sup>th</sup>.

**Events:** The release party will be held sometime very soon, once we get word on approximately when the books should be coming in. The date and venue have not finalized at this time, but there is a tentative option to hold the release party at Talley.

**Marketing:** Promotions for the release party will begin when the date and venue are finalized. We plan on using social media, mass emails, and posters, along with some help from Technician and WKNC for in-house ads or PSAs.

**Deadlines:** We met the deadline to the publisher in mid March.

## **WKNC** **Submitted by John Kovalchik, General Manager**

### **Revenue**

Non-fee income (money in the bank), as of March 31, 2015: \$26,068.16  
Donor announcements — \$8,911.13  
Benefit concerts — \$4,618.63  
Tir Na nOg — \$3,400.00  
Promotions/Live Nation — \$3,200.00  
Wolfpack Sports — \$3,000.00  
Merchandise Sales — \$1,714.40  
Other — \$1,224.00

Overall, we are looking very good in terms of revenue. We are currently about \$21,000 short of our non-fee income goal and should be able to raise at least \$18,000 of that.

**Expenditures:** We are looking good for all our expenditures and should meet our budgeted amounts.

**Personnel:** Incoming General Manager Matthew Brown has sent out a call for applications for open positions in the summer due the last day of classes.

**Training:** Summer training sessions have been scheduled and rooms reserved. Promotion of the class is on its way.

**Outreach:** The last Fridays on the Lawn are completely organized, promotion on the last two events is going well. On the last day of class FOTL concert we are also holding a record swap. Some students attended MACRoCK (Mid-Atlantic College Radio Conference) where they tabled and attended shows and interviewed artists content expected to be on the blog soon. WKNC was in the brickyard participating in a charity stationary biking event for Eta Omicron's #MarathOn event. DJ and Assistant Underground director Charles Morse covered this year's SXSW music festival in Austin Texas, content from that festival is still being added to the blog. WKNC will table at Live and Local on Hillsborough Street for Earth Day. Myself, incoming General Manager Matt Brown and Assistant Promotions Director CJ Grenier have joined the Raleigh Skee Ball League as "WKNSkee."

**Ethics/Legal issues:** Nothing to report.

The *Technician*- April Board Report  
Submitted by Ravi K. Chittilla

**Personnel**

With only five papers left during the year, the number of assignments the staff is taking has dwindled as exams and final projects come up. Incoming Editor-in-Chief Kaitlin Montgomery has selected and finalized her senior staff and is working with Ellen to plan her first paper as editor, which will be the last paper of the school year. Copy Desk Manager Megan Ellisor will serve as next year's managing editor. Kaitlin has added new positions to the staff, including a video editor position and a special projects manager.

**Technology**

The new website is launched and is quite the refresh.

**Coverage**

With the year dwindling down, not unlike years past, the number of assignments and general coverage has decreased. We're looking to assign as much as we can for the next four papers.

**Deadlines**

Meeting deadline has been consistent with that of the last few months.

**Ethical/Legal Issues**

Nothing to report.