

## **Student Media Board of Directors Agenda**

**Tuesday, April 12, 2016 • 7 p.m.  
Room 1301 Student Health Center**

### **CALL TO ORDER**

### **APPOINTMENT OF MEETING SECRETARY**

### **OLD BUSINESS**

1. Approval of March 1, 2016 meeting minutes

### **NEW BUSINESS**

1. Update: Student Media 2015-2016 goals (Jamie)
2. April budget update (Jamie)
3. Year-end budget outlook (Patrick/Jamie/Krystal)
4. Recommendation from Annual Publications Advisory Board for 2016-2017  
*Windhover* editor
5. *Agromeck* EOY/summer staffing
6. Board membership for 2016-2017

### **REPORTS & ADDENDA**

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

### **EXECUTIVE SESSION**

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

### **ADJOURN**

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

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

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

Absent: Maddie Lassiter, Robbie Williams

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

**CALL TO ORDER**

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

**APPOINTMENT OF MEETING SECRETARY**

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

**APPROVAL OF JANUARY MEETING MINUTES**

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

**MARCH BUDGET UPDATE**

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

**BUDGET PROCESS UPDATE**

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

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

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

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

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

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

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

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

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

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

## **WKNC TOWER/TRANSMITTER PROJECT UPDATE**

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

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

## **RECOMMENDATIONS FROM ADVISORY BOARDS FOR 2016-2017 STUDENT LEADERS**

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

### *Nubian Message*

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

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

### *Technician*

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

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

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

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

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

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

WKNC

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

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

#### Student Business & Marketing Office

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

#### *Windhover & Agromeck* discussion

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

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

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

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

#### **REPORTS & ADDENDA**

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

#### **ADJOURN**

The meeting adjourned at 8:25 p.m.

# Goals 2015-2016

## 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](http://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.

- Associate Director Jamie Lynn Gilbert has reorganized the resources section, dividing them into media, radio and leadership resources.

**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.

- *Agromeck* editor Molly Donovan and adviser Martha Collins updated job descriptions for the *Agromeck* Staff Manual.
- Photography Graduate Assistant Luis Zapata led efforts to update the Student Media photographer's manual. Targeted completion date: end of spring 2016.
- The next update WKNC training and operations manual will be completed in summer 2016 following HD radio conversion. Staff job descriptions were all updated by incoming general manager Emily Ehling in spring 2016.
- Fall 2015 *Nubian Message* Editor Chris Hart-Williams presented a staff manual at the September Student Media Board of Directors meeting. The staff manual was not shared online.
- *Technician's* next staff manual update is set for April 2017.
- Major revisions to the Student Media styleguide will take place in early summer 2016 before *Agromeck's* first deadline.
- *Windhover* editor Kaanchee Gandhi is working on developing some formal documentation to pass along to the next editor. Targeted completion date: end of spring 2016.
- The Business Office is are working on new job descriptions and an organization chart. Targeted completion date: end of spring 2016.

**TRAINING CALENDAR** — Dates and topics for all regularly scheduled trainings will be posted to Student Media's Google calendar.

- WKNC DJ training is added to the training calendar each semester.
- Editorial Adviser Ellen Meder created a newspaper training calendar, which is visible as part of the calendar on the Student Media website.

**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.

- *Technician* editor Kaitlin Montgomery attended the Management Seminar for College News Editors in Athens, Ga. in July.
- 13 members of the Business Office and professional staff attended the Southern University Newspapers Conference in Raleigh in September.
- Five WKNC students and three members of the professional staff attended the National Student Electronic Media Convention in Minneapolis in October. Students Matt Brown and Cameren Dolecheck received Undergraduate Research Travel Grants to cover their expenses. A full convention summary was posted to the Student Media website in December 2015.

- Two *Agromeck* and three *Technician* students, along with their advisers, attend the National College Media Convention in Austin in October. Summaries were shared with the Student Media Board in November and then reported to staff in leadership staff meeting.
- Two *Agromeck*, 5 *Nubian Message*, 11 *Technician* and 2 *Windhover* students, along with three professional staff, attended the North Carolina College Media Association conference in Greensboro in February.
- Two business office students and their adviser attended the College Media Business and Advertising Managers convention in Denver in March.

**RETREATS** — *Agromeck* leaders will attend a retreat each summer to focus on book planning, leadership development and team building. *Technician* and *Nubian Message* leaders will also attend a training retreat at the beginning of the fall and spring semesters to focus on planning for the semester, leadership development and team building.

- *Agromeck* staff attended an off-campus retreat in May.
- The Business Office attended on-campus training/retreat in August.
- *Agromeck*, *Technician*, *Nubian Message* held an on-campus training/retreat in September.
- WKNC staff attended an off-campus retreat in September.

**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.

- *Agromeck*, *Windhover*, the business office and WKNC held formal weekly or biweekly one-on-one meetings between the editor/manager and adviser.

**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.

- WKNC created an onboarding document for DJs and for departmental/executive staff (non-DJs) and an offboarding document.
- Correspondency sheets and flow sheets were made for *Technician* and adapted for *Agromeck*. Job responsibilities and titles were posted.

## 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** — Each media will devise a social media strategy to guide content and interaction across social media platforms.

- The Business Office Marketing Manager Sabrina Anderson has revitalized the @NCSUStuMedia Twitter account. The account was also renamed @NCStateStuMedia to conform to NC State branding guidelines.
- WKNC added a second assistant promotions director position to focus primarily on social media. A comprehensive social media strategy was published in October and is available on the resources page of the Student Media website.

**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.

- WKNC's launched a 20-question survey on music preferences and listening habits on September 15. It was open for three months and received 663 responses.
- *Nubian Message* developed a list of audience interests, issues and concerns.
- *Technician* held a readership survey at end of spring 2015 semester.

**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.

- *Technician* and *Nubian Message* ran house ads for WKNC's DJ interest meetings, Fridays on the Lawn and Double Barrel Benefit 13.
- WKNC ran public service announcements for *Windhover* recruitment, submissions and events, along with *Technician* and *Nubian Message* interest meetings.
- WKNC ran ads on its website for *Technician* and *Nubian Message* recruitment, along with *Windhover* recruitment and submissions.
- *Technician* and WKNC started a content-sharing partnership during the summer, led by Nathan Forbes, in which WKNC provides music-related content to run regularly in *Technician*.

**PROMOTIONAL ITEMS** — The department and individual media will maintain a budget line item for promotional items to use for branding and recruitment.

- *Technician* and *Nubian Message* purchased promotional pens.
- WKNC purchased branded keychains, air fresheners and patches. They also began screen printing some of their own T-shirts to allow for more designs to be printed on a fewer number of T-shirts, including a limited edition "Eye on the Triangle" shirt.
- WKNC prints T-shirts as part of trade agreements with local vendors, available for sale on the Student Media e-store.

**STRATEGIC PARTNERSHIPS** — All media will continue to pursue promotional partnerships with on-campus departments and off-campus entities to increase brand awareness.

- Student Media hosted a table at Packapalooza and the New Student On-Campus Job Fair.
- *Technician* set up a content-sharing agreement with WRAL, primarily focused on sports. It has been going well, and we are getting a good number of clicks from WRAL.com to our site.
- The Business Office has formed a partnership with OrderUp Raleigh to help promote the dining site and printed guide with their restaurant partners. They are informing all their current customers and any new prospects about Student Media's new dining guide in print and online. We are notifying them of the name change and the new branding of the site. In exchange we have been Order Up's on-campus permit sponsor. They will be purchasing online banner for our dining site once the new branding and ad server are in place. The Business Office has partnered with Athletics to promote a new student friendlier image for them. In exchange they have given us season tickets to football and basketball games. We will use these tickets for promotional giveaways and for loyal customers.
- Members of the Alumni Association were able to purchase a discounted *Agromeck*.
- *Windhover* hosted its release party at Kings Barcade in Raleigh.
- WKNC had or will have a presence at Artsposure, ReverbFest, Redress Raleigh, PBaRt, HepCat, Hopscotch Music Festival, musicSPARK, Groove in the Garden, Future Islands 1,000th show, Commune Day Fest, UAB Target Run during Wolfpack Welcome Week, CenterFest, Shakori Hills GrassRoots Festival of Music and Dance, Latino Festival (Durham), First Night Raleigh, Save The Pinhook concert series, South by Southwest, Live and Local Earth Day, the Rock and Roll Marathon, Phuzz Phest, MACROCK, NAMIWalks, Art of Cool Fest and MoogFest.
- WKNC began a partnership with KEXP, a professionally run non-commercial station based in Seattle, to air the weekly music and interview program "Under the Needle: The KEXP Sessions." The program runs less than an hour and the remainder is filled with music and interviews recorded like in WKNC's The Lounge. Some efforts have been made to include music and interviews recorded at other college radio stations, but have not yet aired as part of the block, called "College Radio Live."

**ALUMNI OUTREACH** — The Marketing Coordinator will initiate formal and informal alumni outreach efforts, including the alumni database, LinkedIn groups and an alumni newsletter.

- We did not start the newsletter as hoped this year due to time constraints as well as a cap on the number of email addresses we could put into Constant Contact. We will switch over to Bronto in July and there will be no cap on emails so we will start our first newsletter in August. We will spend May and June making sure we have the most up-to-date database of alumni emails to put into Bronto beginning in July.
- WKNC's Alumni group on LinkedIn had 228 members in May. By April it had grown by 46 members to 274 total. WKNC also maintains a private Facebook group for current and former staff members.

**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.

- No progress was or is expected to be made on this item.

# 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.

- Hiring paperwork was revised to include demographic data (gender, race and ethnicity) to begin data collection.

**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.

- "Canto de Lobos" continues to air Spanish music Sundays from 3-4 p.m. on WKNC and a new co-host was trained to continue the program when the current host graduates in May 2016. "Geet Bazaar" also continues to air South Asian music Sundays from 10 a.m.-12 p.m.
- WKNC added a new world music program, "The Global Shift," in November 2015.
- *Technician* continued to publish the *Bienvenidos* Spanish-language section during the fall and spring semesters.
- *Nubian Message* expanded its focus in the spring 2016 semester to include some coverage of the Asian American, Native American, Latino and GLBT communities at NC State.

**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.

- Director Patrick Neal and *Technician* adviser Ellen Meder spoke with representatives from each group and partners from the Women's Center, GLBT Center, Multicultural Student Affairs and the African American Cultural Center to host a cultural literacy discussion/training at the fall retreat.

**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.

- Associate Director Jamie Lynn Gilbert attended the 2015-2016 Equal Opportunity Institute with a focus on creating a GLBT-friendly environment at WKNC.
- Editorial Adviser Ellen Meder attended Project SAFE training.
- Gilbert and Meder are both part of the GLBT Advocate Program. Director Patrick Neal is a GLBT ally.
- *Technician* senior staff discussed how to build diversity and inclusion into our operations.

**WEBSITE ACCESSIBILITY** — Each media will work to improve the accessibility rating of its website and decrease accessibility errors according to the University's IT accessibility guidelines.

- Four Student Media websites were recognized in the third annual NC State Global Accessibility Awareness Day Challenge in May, a month-long contest designed to promote accessibility throughout the campus and improve the accessibility of campus websites. WKNC placed first in the small sites (fewer than 100 pages) category. The site began the challenge with more than 11,000 accessibility errors and corrected 87.88%. *Windhover* took third place in the medium sites category (100-999 pages) with an error correction rate of 58.09%. The Student Media website placed fourth with 53.79%, followed by *Nubian Message* with 35.51% in fifth place.
- Associate Director Jamie Lynn Gilbert created a document shared with the professional staff on how to make accessible PDFs to reduce future website accessibility errors.
- Websites are submitted monthly for accessibility scans.

# STUDENT MEDIA BUDGET VS. ACTUAL

DATE: April 1, 2016  
 PERCENT THROUGH FISCAL YEAR: 75%

056 AGROMECK				058 WINDHOVER				066 TECH SUPPORT			
	Budget	Actual	Percent		Budget	Actual	Percent		Budget	Actual	Percent
Payroll	\$ 16,651.71	\$ 10,969.19	66%	Payroll	\$ 4,461.60	\$ 908.55	20%	Payroll	\$ 76,146.76	\$ 57,999.75	76%
Supplies	\$ 700.00	\$ -	0%	Supplies	\$ 450.00	\$ 58.00	13%	Supplies	\$ 1,900.00	\$ 1,261.10	66%
Leadership develop.	\$ 3,220.00	\$ 3,135.59	97%	Leadership develop.	\$ 100.00	\$ 60.00	60%	Leadership develop.	\$ -	\$ -	-
Admin service charges	\$ 2,622.86	\$ 2,522.92	96%	Admin service charges	\$ 1,112.79	\$ 1,060.12	95%	Admin service charges	\$ 4,286.94	\$ 4,148.94	97%
Current services	\$ 28,708.24	\$ 215.74	1%	Current services	\$ 14,940.00	\$ 233.50	2%	Current services	\$ 600.00	\$ 1,027.57	171%
Fixed charges	\$ 1,114.00	\$ 710.97	64%	Fixed charges	\$ 393.00	\$ 194.00	49%	Fixed charges	\$ -	\$ -	-
<b>TOTAL</b>	<b>\$ 53,016.80</b>	<b>\$ 17,554.41</b>	<b>33%</b>	<b>TOTAL</b>	<b>\$ 21,457.39</b>	<b>\$ 2,514.17</b>	<b>12%</b>	<b>TOTAL</b>	<b>\$ 82,933.70</b>	<b>\$ 64,437.36</b>	<b>78%</b>
Non-fee income	\$ 24,000.00	\$ 11,564.19	48%	Non-fee income	\$ -	\$ -	-	Non-fee income	\$ -	\$ -	-
Fee income	\$ 29,016.80	\$ 27,641.19	4.34%	Fee income	\$ 21,457.39	\$ 20,440.15	3.21%	Fee income	\$ 82,933.70	\$ 79,002.02	12.41%
<b>TOTAL</b>	<b>\$ 53,016.80</b>	<b>\$ 39,205.38</b>	<b>74%</b>	<b>TOTAL</b>	<b>\$ 21,457.39</b>	<b>\$ 20,440.15</b>	<b>95%</b>	<b>TOTAL</b>	<b>\$ 82,933.70</b>	<b>\$ 79,002.02</b>	<b>95%</b>
Profit/Loss	\$ -	\$ -	-	Profit/Loss	\$ -	\$ -	-	Profit/Loss	\$ -	\$ -	-

  

061 NUBIAN MESSAGE				059 WKNC				OVERALL			
	Budget	Actual	Percent		Budget	Actual	Percent		Budget	Actual	Percent
Payroll	\$ 4,476.58	\$ 2,645.95	59%	Payroll	\$ 36,179.11	\$ 25,083.62	69%	Payroll	\$ 587,684.69	\$ 427,472.15	73%
Supplies	\$ 150.00	\$ -	0%	Supplies	\$ 2,500.00	\$ 1,855.10	74%	Supplies	\$ 21,293.00	\$ 11,207.45	53%
Leadership develop.	\$ 1,920.00	\$ 150.00	8%	Leadership develop.	\$ 2,980.00	\$ 2,480.65	83%	Leadership develop.	\$ 25,710.00	\$ 20,157.63	78%
Admin service charges	\$ 714.44	\$ 571.62	80%	Admin service charges	\$ 2,757.24	\$ 2,698.04	98%	Admin service charges	\$ 49,228.96	\$ 43,670.23	89%
Current services	\$ 7,436.12	\$ 6,081.64	82%	Current services	\$ 5,480.60	\$ 1,897.77	35%	Current services	\$ 227,065.56	\$ 127,380.65	56%
Fixed charges	\$ 214.00	\$ -	0%	Fixed charges	\$ 4,339.00	\$ 3,026.00	70%	Fixed charges	\$ 13,363.00	\$ 19,849.17	149%
<b>TOTAL</b>	<b>\$ 14,911.14</b>	<b>\$ 9,449.21</b>	<b>63%</b>	<b>TOTAL</b>	<b>\$ 55,235.95</b>	<b>\$ 38,321.18</b>	<b>69%</b>	<b>Contracted services</b>	<b>\$ 4,000.00</b>	<b>\$ 4,080.00</b>	<b>102%</b>
Non-fee income	\$ 2,000.00	\$ 217.00	11%	Non-fee income	\$ 48,100.00	\$ 32,258.94	67%	Capital outlay	\$ 26,933.50	\$ 23,384.92	87%
Fee income	\$ 12,911.14	\$ 12,299.06	1.93%	Fee income	\$ 7,135.95	\$ 6,797.65	1.07%	(Special Marketing)	\$ -	\$ 100.00	-
<b>TOTAL</b>	<b>\$ 14,911.14</b>	<b>\$ 12,516.06</b>	<b>84%</b>	<b>TOTAL</b>	<b>\$ 55,235.95</b>	<b>\$ 39,056.59</b>	<b>71%</b>	<b>TOTAL EXPENSES</b>	<b>\$ 955,278.70</b>	<b>\$ 677,302.20</b>	<b>71%</b>
Profit/Loss	\$ -	\$ -	-	Profit/Loss	\$ -	\$ -	-	Non-fee income	\$ 308,467.00	\$ 142,225.91	46%

  

057 TECHNICIAN				060 GENERAL ADMIN			
	Budget	Actual	Percent		Budget	Actual	Percent
Payroll	\$ 63,061.52	\$ 49,625.18	79%	Payroll	\$ 386,707.41	\$ 280,239.91	72%
Supplies	\$ 3,000.00	\$ 85.32	3%	Supplies	\$ 12,593.00	\$ 7,947.93	63%
Leadership develop.	\$ 4,840.00	\$ 4,934.67	102%	Leadership develop.	\$ 12,650.00	\$ 9,396.72	74%
Admin service charges	\$ 15,230.23	\$ 11,872.42	78%	Admin service charges	\$ 22,504.45	\$ 20,796.17	92%
Current services	\$ 161,121.84	\$ 108,956.55	68%	Current services	\$ 8,778.76	\$ 8,967.88	102%
Fixed charges	\$ 5,878.00	\$ 8,322.80	142%	Fixed charges	\$ 1,425.00	\$ 7,595.40	533%
(Special Marketing)	\$ -	\$ 100.00	-	Contracted services	\$ 3,000.00	\$ 2,800.00	93%
<b>TOTAL</b>	<b>\$ 253,131.59</b>	<b>\$ 183,896.94</b>	<b>73%</b>	<b>Capital outlay</b>	<b>\$ 26,933.50</b>	<b>\$ 23,384.92</b>	<b>87%</b>
Non-fee income	\$ 234,367.00	\$ 97,541.19	42%	<b>TOTAL</b>	<b>\$ 474,592.13</b>	<b>\$ 361,128.93</b>	<b>76%</b>
Fee income	\$ 18,764.59	\$ 17,875.01	2.81%	Non-fee income	\$ -	\$ 604.68	-
<b>TOTAL</b>	<b>\$ 253,131.59</b>	<b>\$ 115,416.20</b>	<b>46%</b>	Fee income	\$ 496,280.42	\$ 472,753.01	74.24%
Profit/Loss	\$ -	\$ -	-	<b>TOTAL</b>	<b>\$ 496,280.42</b>	<b>\$ 473,357.69</b>	<b>95%</b>
				Profit/Loss	\$ -	\$ -	-

  

066 OVERALL			
	Budget	Actual	Percent
Net Profit/Loss	\$ 21,688.30	\$ -	-

<b><u>Technician</u></b>			<b>234,367.00</b>
Collected	99,448.69		
Outstanding>30	35,296.64		
IDTs in Process	21,272.66		
Current and Future Orders	16,905.97		
	<b>172,923.96</b>		
We ended last FY at \$179,893.38 and I think we will end up at \$185,000 for this year.			
<b><u>Nubian Message</u></b>			<b>2,000.00</b>
Collected	217.00		
Outstanding>30	0.00		
IDTs in Process	0.00		
Current and Future Orders	140.00		
	<b>357.00</b>		
<b><u>Agromeck</u></b>			<b>24,000.00</b>
Collected	11564.19	(minus adjustment from July 15 for sales tax)	
Balfour Books	8,062.00	(estimate of \$58 per book and sold 139)	
E-Store Sales	1,555.18		
Need to JV	305.00	(Jennifer Badger's senior ad and book)	
Future Orders	650.00	(Mike's 10 Books)	
Outstanding Ad Money	732.50		
Portrait Money Estimate	2,640.00	(what we collected last year)	
	<b>25,508.87</b>		
<b><u>WKNC</u></b>			<b>48,100.00</b>
Collected	31,841.43		
Billed	6,080.00		
Future Orders	10,500.00	(includes \$7,200 in regular season baseball)	
	<b>48,421.43</b>		

## STUDENT MEDIA BUDGET VS. ACTUAL

DATE: April 1, 2016  
 PERCENT THROUGH FISCAL YEAR: 75%

056 AGROMECK				058 WINDHOVER				066 TECH SUPPORT			
	Budget	Actual	Expected		Budget	Actual	Expected		Budget	Actual	Expected
Payroll	\$ 16,651.71	\$ 10,969.19	\$ 16,651.71	Payroll	\$ 4,461.60	\$ 908.55	\$ 4,461.60	Payroll	\$ 76,146.76	\$ 57,999.75	\$ 78,360.00
Supplies	\$ 700.00	\$ -	\$ 500.00	Supplies	\$ 450.00	\$ 58.00	\$ 450.00	Supplies	\$ 1,900.00	\$ 1,261.10	\$ 1,900.00
Leadership develop.	\$ 3,220.00	\$ 3,135.59	\$ 3,735.59	Leadership develop.	\$ 100.00	\$ 60.00	\$ 60.00	Leadership develop.	\$ -	\$ -	\$ -
Admin service charges	\$ 2,622.86	\$ 2,522.92	\$ 2,522.92	Admin service charges	\$ 1,112.79	\$ 1,060.12	\$ 1,060.12	Admin service charges	\$ 4,286.94	\$ 4,148.94	\$ 4,148.94
Current services	\$ 28,708.24	\$ 215.74	\$ 28,084.00	Current services	\$ 14,940.00	\$ 233.50	\$ 14,940.00	Current services	\$ 600.00	\$ 1,027.57	\$ 1,370.04
Fixed charges	\$ 1,114.00	\$ 710.97	\$ 1,114.00	Fixed charges	\$ 393.00	\$ 194.00	\$ 393.00	Fixed charges	\$ -	\$ -	\$ -
<b>TOTAL</b>	<b>\$ 53,016.80</b>	<b>\$ 17,554.41</b>	<b>\$ 52,608.22</b>	<b>TOTAL</b>	<b>\$ 21,457.39</b>	<b>\$ 2,514.17</b>	<b>\$ 21,364.72</b>	<b>TOTAL</b>	<b>\$ 82,933.70</b>	<b>\$ 64,437.36</b>	<b>\$ 85,778.98</b>
Non-fee income	\$ 24,000.00	\$ 11,564.19	\$ 25,508.87	Non-fee income	\$ -	\$ -	\$ -	Non-fee income	\$ -	\$ -	\$ -
Fee income	\$ 29,016.80	\$ 27,641.19	\$ 29,016.80	Fee income	\$ 21,457.39	\$ 20,440.15	\$ 21,457.39	Fee income	\$ 82,933.70	\$ 79,002.02	\$ 82,933.70
<b>TOTAL</b>	<b>\$ 53,016.80</b>	<b>\$ 39,205.38</b>	<b>\$ 54,525.67</b>	<b>TOTAL</b>	<b>\$ 21,457.39</b>	<b>\$ 20,440.15</b>	<b>\$ 21,457.39</b>	<b>TOTAL</b>	<b>\$ 82,933.70</b>	<b>\$ 79,002.02</b>	<b>\$ 82,933.70</b>
Profit/Loss	\$ -	\$ -	\$ 1,917.46	Profit/Loss	\$ -	\$ -	\$ 92.67	Profit/Loss	\$ -	\$ 14,564.66	\$ (2,845.28)

  

061 NUBIAN MESSAGE				059 WKNC				OVERALL			
	Budget	Actual	Expected		Budget	Actual	Expected		Budget	Actual	Expected
Payroll	\$ 4,476.58	\$ 2,645.95	\$ 3,581.26	Payroll	\$ 36,179.11	\$ 25,083.62	\$ 36,179.11	Payroll	\$ 587,684.69	\$ 427,472.15	\$ 586,295.20
Supplies	\$ 150.00	\$ -	\$ -	Supplies	\$ 2,500.00	\$ 1,855.10	\$ 2,500.00	Supplies	\$ 21,293.00	\$ 11,207.45	\$ 42,700.64
Leadership develop.	\$ 1,920.00	\$ 150.00	\$ 520.00	Leadership develop.	\$ 2,980.00	\$ 2,480.65	\$ 2,480.65	Leadership develop.	\$ 25,710.00	\$ 20,157.63	\$ 21,497.63
Admin service charges	\$ 714.44	\$ 571.62	\$ 571.62	Admin service charges	\$ 2,757.24	\$ 2,698.04	\$ 2,698.04	Admin service charges	\$ 49,228.96	\$ 43,670.23	\$ 43,670.23
Current services	\$ 7,436.12	\$ 6,081.64	\$ 7,124.00	Current services	\$ 5,480.60	\$ 1,897.77	\$ 5,000.00	Current services	\$ 227,065.56	\$ 127,380.65	\$ 214,518.04
Fixed charges	\$ 214.00	\$ -	\$ 214.00	Fixed charges	\$ 4,339.00	\$ 3,026.00	\$ 4,339.00	Fixed charges	\$ 13,363.00	\$ 19,849.17	\$ 23,837.00
<b>TOTAL</b>	<b>\$ 14,911.14</b>	<b>\$ 9,449.21</b>	<b>\$ 12,010.88</b>	<b>TOTAL</b>	<b>\$ 55,235.95</b>	<b>\$ 38,321.18</b>	<b>\$ 54,476.80</b>	<b>Contracted services</b>	<b>\$ 4,000.00</b>	<b>\$ 4,080.00</b>	<b>\$ 5,280.00</b>
Non-fee income	\$ 2,000.00	\$ 217.00	\$ 357.00	Non-fee income	\$ 48,100.00	\$ 32,258.94	\$ 48,421.43	Capital outlay	\$ 50,000.00	\$ 23,384.92	\$ 159,589.61
Fee income	\$ 12,911.14	\$ 12,299.06	\$ 12,911.14	Fee income	\$ 7,135.95	\$ 6,797.65	\$ 7,135.95	(Special Marketing)	\$ 100.00	\$ 100.00	\$ 100.00
<b>TOTAL</b>	<b>\$ 14,911.14</b>	<b>\$ 12,516.06</b>	<b>\$ 13,268.14</b>	<b>TOTAL</b>	<b>\$ 55,235.95</b>	<b>\$ 39,056.59</b>	<b>\$ 55,557.38</b>	<b>TOTAL EXPENSES</b>	<b>\$ 978,345.20</b>	<b>\$ 677,302.20</b>	<b>\$ 1,097,488.35</b>
Profit/Loss	\$ -	\$ -	\$ 1,257.26	Profit/Loss	\$ -	\$ 1,080.58	\$ -	Non-fee income	\$ 308,467.00	\$ 142,225.91	\$ 259,891.98

  

057 TECHNICIAN				060 GENERAL ADMIN			
	Budget	Actual	Expected		Budget	Actual	Expected
Payroll	\$ 63,061.52	\$ 49,625.18	\$ 63,061.52	Payroll	\$ 386,707.41	\$ 280,239.91	\$ 384,000.00
Supplies	\$ 3,000.00	\$ 85.32	\$ 300.00	Supplies	\$ 12,593.00	\$ 7,947.93	\$ 37,050.64
Leadership develop.	\$ 4,840.00	\$ 4,934.67	\$ 5,304.67	Leadership develop.	\$ 12,650.00	\$ 9,396.72	\$ 9,396.72
Admin service charges	\$ 15,230.23	\$ 11,872.42	\$ 11,872.42	Admin service charges	\$ 22,504.45	\$ 20,796.17	\$ 20,796.17
Current services	\$ 161,121.84	\$ 108,956.55	\$ 143,000.00	Current services	\$ 8,778.76	\$ 8,967.88	\$ 15,000.00
Fixed charges	\$ 5,878.00	\$ 8,322.80	\$ 9,747.00	Fixed charges	\$ 1,425.00	\$ 7,595.40	\$ 8,030.00
(Special Marketing)	\$ -	\$ 100.00	\$ 100.00	Contracted services	\$ 3,000.00	\$ 2,800.00	\$ 4,000.00
<b>TOTAL</b>	<b>\$ 253,131.59</b>	<b>\$ 183,896.94</b>	<b>\$ 233,385.61</b>	Capital outlay	\$ 26,933.50	\$ 23,384.92	\$ 157,530.03
Non-fee income	\$ 234,367.00	\$ 97,541.19	\$ 185,000.00	<b>TOTAL</b>	<b>\$ 474,592.13</b>	<b>\$ 361,128.93</b>	<b>\$ 635,803.56</b>
Fee income	\$ 18,764.59	\$ 17,875.01	\$ 18,764.59	Non-fee income	\$ -	\$ 604.68	\$ 604.68
<b>TOTAL</b>	<b>\$ 253,131.59</b>	<b>\$ 115,416.20</b>	<b>\$ 203,764.59</b>	Fee income	\$ 496,280.42	\$ 472,753.01	\$ 496,280.42
Profit/Loss	\$ -	\$ -	\$ (29,621.02)	<b>TOTAL</b>	<b>\$ 496,280.42</b>	<b>\$ 473,357.69</b>	<b>\$ 496,885.10</b>
				Profit/Loss	\$ -	\$ -	\$ (138,918.46)

  

Net Profit/Loss	\$ (1,378.20)	\$ (169,096.37)
WKNC Project included in total above		\$ (157,530.03)
w/o WKNC Project		\$ (11,566.34)

# STUDENT MEDIA ORGANIZATION REPORTS – April, 2016

## *Agromeck*

submitted by Molly Donovan, editor

### Revenue

- We have sold 175 books!
- Every person that took a senior portrait has been notified about how to order a book at a discounted price.
- We were set up at the Grad Fair

### Expenditures

- N/A

### Personnel:

- We've hired the majority of the 2017 editorial staff!
  - Bryan Murphy and Kaydee Gawlik will be Co-Photo Editors, Amanda Pearlszig will be Design Editor, Meredith Wynn will be Digital Content Editor and I will be Promotions Manager.
  - We did not receive an application for Assignments Editor, but are confident that work can be absorbed.
- We are beginning a new round of recruitment for summer staff members. Job descriptions are being posted on ePack, an ad will be in the Communication Department Newsletter, and we will be making announcements in classes.

### Training:

- N/A

### Coverage:

- Coverage for the 2017 book began after spring break. We will be submitting 12 spreads (24 pages) in June for our first deadline and content is already prepared.
- Content is just being collected for now. The Agromeck Leadership Staff retreat is in May, and that's when the theme is finalized, templates are designed and colors are made.

### Technology:

- N/A

### Deadlines:

- Official deadline dates for the 2017 book have not been decided yet, but we always have one in June, August, October, December, February and March.

#### Ethics/Legal Issues:

- Regarding the Editor-in-Chief situation, I conducted section editor interviews and hired people based on the present need. Since there is a likelihood for staffing changes in the summer and when school starts in the fall, we decided that if section editor positions need to be reopened, they will be dealt with as they come.

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

#### **Revenue**

##### *Technician*

Technician sales have struggled more than anticipated. We have had some great wins with new businesses so we are working to turn those into long term revenue streams. Sales have been boosted by some national purchases and we still feel we are in good position to break even on the year.

##### WKNC

We have brought in \$12,174 from WKNC sales since the end of last school year.

##### *Nubian Message*

No new updates on *Nubian Message*.

##### *Agromeck*

We were able to sell 8 yearbooks at the graduation fair. The books have been shipped and should be arriving at Student Media for distribution within the next few weeks.

#### **Expenditures**

All expenditures are normal and everything is in line with the budget.

#### **Personnel**

All personnel has remained the same. Mary McPhatter has been hired as our new Business Manager for the following academic year. She has begun the recruiting process for all open positions.

#### **Training**

No new updates on training.

#### **Deadlines**

No deadlines to report at this time.

#### **Technology**

Our app is getting close to being finished. It is being reviewed by the Apple Store and if approved will go online soon.

## *Nubian Message*

submitted by Jillian Smith, editor in chief

### **Revenue**

- We have some parents and families interested in subscriptions, we were wondering what that process might be.

### **Personnel**

- Stephanie Tate is taking over as EIC.
- She is putting out an online application for managing editor position.
- We are still without a design layout editor.

### **Training**

Nothing new to report.

### **Coverage**

- Pan-Afrikan Week has been very busy for us with a lot of event coverage. This is the theme of our next issue.

### **Technology**

Nothing new to report.

### **Deadlines**

- Stephanie and I are working on a new production timeline to make our 8pm deadline on Tuesdays.

### **Ethics/Legal Issues**

- We are in the process of updating the *Nubian Message* staff manual before putting it online.

## *Technician*

submitted by Kaitlin Montgomery, editor

### **Personnel**

Nothing has happened on my end by Rachel will be announcing her senior staff hires this Friday so that's exciting.

### **Training**

Nothing new to report.

### **Technology**

Nothing new to report

### **Coverage**

We're just trucking along since my staff and I only have eight more papers so we're in a wrap up mode. However, we are publishing a special issue next week (much like our religion

issue) all about sex. Since April is sexual assault awareness month we're taking the stance of if there was better sexual education people would understand consent and if there were a better understanding of consent there wouldn't be so many sexual assaults. Our staff is pretty excited about it and I look forward to seeing how it all turns out.

Other than that Rachel and her managing editor, Kelly are planning for their first issue which will be the exam issue.

### **Deadlines**

We make them.

### **Ethics/Legal Issues**

None

## ***Windhover*** **submitted by Kaanchee Gandhi, editor**

### **Revenue**

Nothing to report.

### **Expenditures**

We are booking King's Barcade for our 50th Release Party celebration for \$150 out of our \$300 budget.

### **Personnel**

Ryan had to step down from his position as designer because of other obligations but Ryland, Sonia, and I were able to finish the book without much difficulty.

### **Training**

Nothing to report.

### **Technology**

Nothing to report.

### **Coverage**

We are promoting our Release Party across campus. The event will be held at King's on Tuesday, April 17th from 7pm ~11:30pm. Students will still have an opportunity to perform and recite their work at the beginning of the event and it will be followed by performances from some local DJs. We are trying to accommodate rides for anyone who may need help getting downtown from campus.

### **Deadlines**

We signed the book off to the publisher on March 30th. Theo's has ensured us the book will be printed by Monday, April 16th but we may have it earlier than then.

### **Ethics/Legal issues**

Nothing to report

# **WKNC 88.1 FM**

## **submitted by Matt Brown, general manager**

### **REVENUE**

Non-fee income (money in the bank), as of March 31, 2016: \$31,841.83

Donor announcements — \$9,256.50

Web Ads — \$205.80

Local Band Local Beer — \$3,100.00

Concert Promotions — \$ 5,080.00

Benefit Concerts/Events — \$7,468.00

Learfield Sports Women's Basketball — \$3,000.00

Merchandise Sales — \$1,962.13

Other — \$1,769.00 [Donations, NC State Hockey Broadcasts and FY1415 payment from Learfield Sports]

We have raised two-thirds of our budgeted revenue so far this fiscal year. We have another \$6,000 billed, which only leaves about \$10,000 left to raise. Most of this will come from our broadcast of Wolfpack baseball, with the rest coming mainly from donor announcements and concert promotions. We do expect to hit our revenue target.

### **PERSONNEL**

Kara D. was hired as a Promotions Assistant and Chad Y. was hired as a promotions deputy.

### **COVERAGE**

Our next Fridays on the Lawn will take place on April 8 and 15. This semester each Fridays on the Lawn has been centered on a different genre. This has helped bring in a different audience to Fridays on the Lawn and expose more people to WKNC.

Eye on the Tringle had two special edition episodes. The first focused on the election and featured an interview with former Attorney General Eric Holder. The second focused on international women's month.

### **PARTNERSHIPS**

We partnered with and provided social media coverage for Macroock April 1-2 in Harrisonburg. 4 DJ's will be going out to Phuzz Phest in Winston-Salem on April 15-16 to do similar coverage. We have also begun to meet with Moogfest organizers to start planning a potential partnership.

### **SOCIAL MEDIA**

Total followers: 21,980

Twitter	9457
Facebook	8351

Instagram	1855
Blog	515
YouTube	360
Cymbal	312