

Student Media Board of Directors Agenda

**Tuesday, April 11, 2017 • 7 p.m.
Witherspoon Student Center Room 356**

CALL TO ORDER

APPOINTMENT OF MEETING SECRETARY

OLD BUSINESS

1. Approval of March 14, 2017 meeting minutes

NEW BUSINESS

1. Update: Student Media 2016-2017 goals (Jamie)
2. April budget update (Jamie)
3. Year-end recruitment & retention report (Ellen)
4. 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

**N.C. State Student Media Board of Directors
March 2017 meeting minutes**

**Tuesday, March 14, 2017 • 7 p.m.
Room 356 Witherspoon Student Center**

Present: Justin Hall, Missy Furman, Jackie Gonzalez, Laasya Vilimiri, Dante Genua, Robbie Williams, Dean Phillips, Tania Allen, Rachel Smith, Amanda Pearlszig, Stephanie Tate, Mary McPhatter, Emily Ehling, Patrick Neal

Absent: Chloe Anderson, Meghan Glova, Josh Hyatt, Nikita Chintalapudi

Others present: Jamie Lynn Gilbert, Martha Collins, Ellen Meder, Krystal Baker, C Phillips, Aditi Dholakia, Jonathan Carter, Anna Long, Anahzsa Jones, Keilah Davis, Deja Richards, Kai Anthony, Jamie Halla, Molly Donovan, Kenton Gibbs, Isaac Tolbert, Daniel Lacy, Kelly McNeil, Sara Darwish, Nick Sinopoli and Charlotte Rogus.

CALL TO ORDER & ELECTION OF MEETING SECRETARY

Board vice-chair Rachel Smith called the meeting to order and established a quorum at 7:12 p.m., as board chair Jackie Gonzalez was delayed en route to the meeting. Justin Hall volunteered to serve as the meeting's recording secretary.

PROPOSED CHANGE TO CONFLICT-OF-INTEREST POLICY

Patrick Neal said all four advisory boards had had a chance to discuss proposed changes to Student Media's conflict-of-interest policy. He said all four boards had recommended that the full board make no further changes to the language adopted at the October 2016 meeting.

APPROVAL OF JANUARY 2017 MEETING MINUTES

Robbie Williams motioned to approve the minutes from the January 10, 2017 meeting, with Dean Phillips seconding the motion; the board approved them unanimously. (Those minutes were included with the meeting packet and are incorporated herein by reference.)

RECOMMENDATIONS FROM ADVISORY BOARDS FOR 2017-2018 STUDENT LEADERS

- On behalf of the Annual Publications Advisory Board, Amanda Pearlszig recommended that the full board waive the two-semester requirement for C Phillips and hire them as the 2017-2018 *Windhover* editor. Dean made a motion to waive the two-semester requirement, and Missy Furman seconded it; it passed unanimously. Amanda moved that the full board name C the editor of *Windhover*, which was seconded by Laasya Vilimiri. That motion also passed unanimously.
- Amanda said the Annual Publications Advisory Board also recommended the hiring of Anna Long as the 2017-2018 *Agromeck* editor in chief. She said the board further recommended that Anna immediately begin working with the adviser to define critical supporting leadership roles and begin active recruitment, work with the adviser and current EIC to coordinate one-on-one training sessions in InDesign and AP style, and immediately begin taking some writing assignments. The advisory board also recommended that she take some journalism classes if at all possible. Laasya made a motion to accept the advisory board's recommendation and name Anna editor of the yearbook for next year, and Tania Allen seconded the motion. The board voted unanimously to approve it.

- On behalf of the Business Office Advisory Board, Laasya recommended that the board hire Deja Richards as manager of the Student Business & Marketing Office for 2017-2018. Robbie made a motion to that effect, and Dean seconded it. The board unanimously approved.
- On behalf of the Broadcast Advisory Board, Emily Ehling recommended that Jamie Halla be named general manager of WKNC for 2017-2018 on the condition that he discontinue WKNC's involvement with the Local Band Local Beer concert series. Dean made a motion to accept the advisory board's recommendation, which was seconded by Robbie. The full board's vote was unanimously in favor.
- On behalf of the Newspapers Advisory Board, Ellen Meder said that the board recommended Anahzsa Jones be named editor in chief of the *Nubian Message* for 2017-2018. Tania moved to accept that recommendation, with Missy seconding the motion. The board unanimously approved.

INTERVIEW, SELECTION OF 2017-2018 *TECHNICIAN* EDITOR IN CHIEF

Ellen reported that the Newspapers Advisory Board had been unable to decide on one applicant to recommend for the *Technician's* EIC position. She said that the advisory board had decided to forward the names of two finalists – Kai Anthony and Jonathan Carter – to the full board and let the full board decide who should be named to the post for 2017-2018.

To that end, both candidates were given three minutes to introduce themselves to the board, and the board had a 20-minute question-and-answer period with each candidate. (Voting members of the board were provided copies of both candidates' application packages prior to the meeting, and hard copies of those applications were available at the meeting itself.) Topic areas included each candidate's vision for the paper, areas of strength and weakness (both for the publication and the applicants), staff training, dealing with complaints and criticism, and staff disciplinary policies, among others.

After both candidates' interviews, Robbie made a motion for the full board to go into executive session to discuss the candidates; Dean seconded the motion, which passed unanimously.

After almost an hour of discussion in executive session, Stephanie Tate made a motion to go back into open session at 8:52 p.m. Dean seconded the motion, which was unanimously approved.

The board chair then entertained a motion that Jonathan Carter be named editor in chief of *Technician* for 2017-2018. The final vote was 5-2 in favor of the motion, with one abstention. Justin, Missy, Robbie, Laasya and Dante Genua all voted for the motion. Dean and Jackie voted against it. Tania abstained.

MARCH BUDGET UPDATE

Jamie Lynn Gilbert presented the March budget update, which was included in the meeting packet and is incorporated into these minutes by reference. Items of note included the following:

- *Agromeck* has now met its non-fee income goal of \$26,200, but mostly because an \$8,200 payment meant for FY1516 was deposited this fiscal year. Our *Agromeck* sales rep also sold \$15,000 instead of the budgeted \$12,000.
- *Nubian Message's* non-fee income is now at \$3,600, which is \$1,400 above its goal of \$2,200; much of that is attributable to the Nubian's share of orientation magazine profits. Having a non-fee income goal of between \$1,000 and \$2,000 for *Nubian Message* has fluctuated over the years and this shows that the business office can sell *Nubian*

- advertising. A \$1,000 advertising goal is included in the 2017-2018 budget and is entirely feasible, she said.
- *Technician's* non-fee income actually went down from last month, from \$103,000 to \$89,000. That's because the \$15,000 payment for *Agromeck* and \$3,000 for WKNC were moved over to the proper accounts. Student Media has just one point-of-sale credit card machine, so everything charges to *Technician* and then the money has to be moved to the correct account.

2017-2018 BUDGET UPDATE

Patrick updated the board on the 2017-2018 budget submitted to the University on behalf of Student Media. (The summary page for the budget was included in the meeting package, and is made part of these minutes by reference.) He said that the biggest change for the coming year and beyond would be in senior staff pay rates, as the budget included funding to bring all senior staff positions up to an equivalent of \$8 per hour. He said that the original plan was to phase in the compensation increase over two years, but he said it was possible to do the entire increase a year early by changing and extending the schedule for planned upgrades for WKNC's studios from two years to three. He said the only other change that might noticeably affect operations was a reduction in Windhover's print budget from about \$14,000 to \$10,000 per year. He said that this year's bid process showed that to be a reasonable budget, adding that Windhover could augment its print budget with self-generated funds if it chose to do so moving forward. Finally, he noted that Student Media's reserve requirement had changed from 25% of all salaries (full- and part-time) to 25% of all full-time salaries.

In response to a question about magazine revenues – specifically the fairness of *Technician* receiving all proceeds from them despite the Business Office doing all the work involved – Patrick said the board would soon need to decide whether the magazine should remain as an entity under *Technician* or whether it would be better to make it an independent entity with its own staff and budget. If the board chose the latter path, he said, it would mean changing Student Media's constitution through a vote by the student body.

REPORTS

Written reports submitted prior to March 9 were included in the meeting package and are made part of these minutes by reference. Written reports distributed at the meeting are attached here.

ADJOURN

The meeting was adjourned at 9:20 p.m.

Goals 2016-2017

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.

- Associate Director Jamie Lynn Gilbert continues to publish in-house training materials on the Student Media training website and provides periodic updates to external training materials.

TRAINING MANUALS — Staff manuals for Nubian Message, Technician, WKNC, the business office and the photography staff will be updated to reflect new practices and posted to the Student Media training website. Each adviser, with input from the editor/manager, will be responsible for updating the training manual. The Student Media styleguide will also be updated at least biennially and published online.

- Associate Director Jamie Lynn Gilbert and WKNC General Manager Emily Ehling made extensive revisions to the WKNC training manual in August 2016. It was previously updated in 2013.
- Photography Graduate Assistant Luis Zapata made extensive revisions to the Student Media photography staff training manual, completed in August 2016. It was previously updated in 2005.
- Editorial Adviser Ellen Meder led efforts to update the Student Media styleguide, completed in August 2016. It was previously updated in 2014.
- Meder, with help from Technician editor Rachel Smith, overhauled the Technician staff manual in August 2016. It had not received a full update since 2009, and was updated additionally throughout the academic year.

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

- Newspaper trainings and WKNC DJ trainings are added to the calendar each semester.

CONVENTION ATTENDANCE — Both student leaders 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 Rachel Smith and Nubian Message editor Stephanie Tate attended the Management Seminar for College News Editors in Athens, Georgia in July.
- Six WKNC students and two members of the professional staff attended the National Student Electronic Media Convention in Philadelphia in October. Students Emily Ehling, Kaanchee Gandhi and Yvonne Chazal, along with adviser Jamie Lynn Gilbert and IT Manager Doug Flowers, led a total of six convention sessions. Ehling and Gandhi received Undergraduate Research Travel Grants to cover their expenses. Chazal used money from her Caldwell Fellowship to pay part of her travel costs. A full convention summary was posted to the Student Media website in November 2016 and Ehling made a report to the Student Media Board of Directors.
- One Windhover, two Agromeck, two Nubian Message and four Technician and students, along with three professional staff members, attended the National College Media Convention in Washington, D.C. in October. Students Inez Nicholson, Stephanie Tate and Molly Donovan and adviser Martha Collins led a total of three convention sessions. Nicholson received an Undergraduate Research Travel Grants to cover her expenses. A convention summary was shared with the Student Media Board in November and at staff meetings.
- Two Society for Collegiate Journalists students and their adviser attended the SCJ Biennium Conference in Atlanta in October. A convention summary was shared with the Student Media Board of Directors.
- Three business office students and their adviser attended the College Media Business and Advertising Managers convention in Dallas in March.

RETREATS — Agromeck leaders will attend a retreat each summer to focus on book planning, leadership development and team building. Agromeck, Technician and Nubian Message leaders will 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. Retreats will also be held for Technician and WKNC senior staff and the business office staff.

- Agromeck held its annual off-campus retreat in May.
- Technician held a senior staff retreat in August.
- Technician, Agromeck and Nubian Message held an on-campus day-long training/retreat in September.

ONE-ON-ONE MEETINGS — Each top editor/manager will have a regularly scheduled weekly meeting with the adviser to identify any training needs and report progress for the group. Once the next year's editor/manager is selected, the editor/manager will begin attending the weekly meetings to focus on transitioning to the new year.

- Each group met regularly with its adviser throughout the semester, either formally or informally.

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 — Agromeck, Nubian Message, Technician, and Windhover will each devise a social media strategy to guide content and interaction across social media platforms. WKNC will update its social media strategy at least once per year.

- WKNC updated its social media strategy and published it online in July 2017. Associate Director Jamie Lynn Gilbert and WKNC General Manager Emily Ehling also presented the social media strategy at College Broadcasters, Inc.'s National Student Electronic Media Convention in October.
- Agromeck Digital Content Specialist Meredith Wynn completed Agromeck's social media strategy in spring 2017.
- Technician Social Media Manager Kai McNeil created a social media strategy document in October 2016.
- Nubian Message and Windhover did not complete a formal social media strategy.

AUDIENCE INFORMATION — Student Media will work with the DASA Office of Assessment to develop a comprehensive survey of student media awareness on campus.

- Due to turnover in the DASA Office of Assessment, this goal was not completed.

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 14.
- WKNC ran public service announcements for Windhover recruitment, submissions and events, along with Technician and Nubian Message interest meetings.
- Technician ran a house ad for SCJ's screening of "Spotlight" during Sunshine Week.
- Technician ran house ads for Agromeck book sales.

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

- Student Media purchased a new table skirt and Near NC State long-sleeved T-shirts.
- WKNC purchased T-shirts, sweatshirts, hats, stickers, temporary tattoos, koozies, bottle openers and pens.
- Agromeck purchased pens, stickers and note pads.
- Technician purchased pens and plastic cups as well as button-making supplies.
- Nubian Message purchased pens, T-shirts to sell and button-making supplies.

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

- Members of the Alumni Association and seniors who had their senior portrait taken were able to purchase a discounted Agromeck.
- Windhover hosted its release party at Artspace. DJs from WKNC provided music.
- WKNC partnered with the Fish Market Student Art gallery to DJ for its monthly First Friday art showcase.
- WKNC collaborated with WXYC at University of North Carolina-Chapel Hill, Wolftrax Music Group and music promotion company Team Clermont to host a Hopscotch Music Festival day party.
- WKNC partnered with Lyft to offer a WKNC-specific Lyft code with new user bonuses paid to WKNC.
- WKNC had a presence at or otherwise sponsored Artsposure, Moogfest, Art of Cool Festival, Bonnaroo, Wrecking Ball, Groove in the Garden, Shakori Hills, Redress Raleigh Fashion Show, the UAB Target Run during Wolfpack Welcome Week, Hopscotch Music Festival, First Night Raleigh, Manifest Music Festival, South by Southwest, NC State Live and Live and Local's Spring Fest.

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

- WKNC's Alumni group on LinkedIn has 271 members in April 2017. Settings on the group were changed to facilitate growth. There is also an alumni group for the Student Media Business Office.
- WKNC maintains a private Facebook group for current and former staff members with 255 members in April 2017. An alumnus also started a public "alumni and friends" Facebook group with 164 members in April 2017.
- The Student Media alumni database, published on the Student Media website, has 233 entries in April 2017.

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 — Demographic information will be collected on all student volunteers and staff. Data will be analyzed in aggregate 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 updated again in summer 2016 to capture additional demographic information about the Student Media staff. Students identifying as white or Caucasian (71 percent), black or African-American (10 percent) and Asian-American (15 percent) are all over-represented in Student Media compared to their enrollment rates at the University. International students, however, are vastly underrepresented. Only six international students worked with Student Media in 2016-2017.
- The staff's female representation has increased slightly from 2015-2016, with 54 percent identifying as female/woman and 44 percent identifying as male/man. Fall 2016 enrollment reports from the Office of Institutional Research and Planning show the student population is 55 percent male, so females are over-represented in Student Media. Two percent of students identify as genderqueer or non-binary. This was not an option on the university's Personal Information Form (PIF), which was used last year to collect information, so this is the first time a non-binary gender has been recorded.

DIVERSITY IN CONTENT AND COVERAGE — Agromeck, Nubian Message, 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.

- Technician continued to publish the Bienvenidos Spanish-language section during the fall and spring semesters.
- "Canto de Lobos" continued to air Spanish music Sundays from 3-4 p.m. on WKNC. "Geet Bazaar" also continued to air South Asian music Sundays from 10 a.m.-12 p.m.
- A new program focused on female and gender non-binary musicians, "No Dudes Pwr Hr," debuted in fall 2016.
- Agromeck included spreads on multi-cultural celebrations (Holi, Powwow, and Pan-Afrikan Week), international students, Black History Month, HB2, the annual Moral March, the GroupMe screenshot controversy and the Racial Climate Town Hall, the Women's March (both Raleigh and Washington), and featured student profiles from eight of the University's 11 undergraduate colleges. The continuing coverage section of the monthly news spreads provided timely updates on HB2 specifically.

- WKNC's Double Barrel Benefit 14 featured performers representing diversity among race, gender identity and sexual orientation along with diversity in the genres of music presented.

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.

- Technician senior staff benefited from a training and discussion session with Andy DeRoin of the GLBT Center during their August retreat. They also engaged in training and discussion with Editorial Adviser Ellen Meder on topics of bias, privilege and critical thinking.
- Agromeck, Nubian Message and Technician staffers participated in an Identity Compass activity and discussion of cultural competency with Assistant Vice Provost for Student Diversity Dr. Tracey Ray and Assistant Director for Native American Student Affairs Brittany Hunt.

EQUAL OPPORTUNITY INSTITUTE — Each professional staff member will participate in at least one Equal Opportunity Institute or similar training and share information with the staff at regular meetings.

- Director Patrick Neal completed the 2016-2017 Equal Opportunity Institute with a focus on international students.
- Associate Director Jamie Lynn Gilbert continued in the Equal Opportunity Institute as a graduate scholar.
- Neal and Gilbert completed Green Zone training to learn about issues potentially facing active service members, student veterans and their families.
- Gilbert and Editorial Adviser Ellen Meder are both part of the GLBT Advocate Program. Gilbert, Meder and Neal are also GLBT Allies.
- Meder attended the "Trans 101" training led by the GLBT Center and the National Coalition Building Institute's daylong "Strengthening Leadership for Diverse Communities" training.
- Annual Publications adviser Martha Collins attended a workshop, "Unconscious Bias Diversity Training," co-led by Beverly Jones Williams of OIED and Timothy Hammonds of University Police.
- Technician editor Rachel Smith and WKNC General Manager Emily Ehling completed diversity and inclusion training through Student Involvement, a requirement for all "presidents" of registered student organizations as of fall 2016.

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.

- The Student Media website is submitted periodically for accessibility scans. As of April 2017, the University has a new accessibility scanner to help provide more detailed reports accessibility issues, basic coding errors, browser compatibility, legal compliance issues, search engine optimization, valid code standards and usability issues.

STUDENT MEDIA BUDGET VS. ACTUAL

DATE: April 1, 2017
 PERCENT THROUGH FISCAL YEAR: 75%

056 AGROMECK			
	Budget	Actual	Percent
Payroll	\$ 16,668.13	\$ 10,419.03	63%
Supplies	\$ 900.00	\$ 97.00	11%
Leadership develop.	\$ 5,275.00	\$ 1,824.00	35%
Admin service charges	\$ 2,419.01	\$ 2,314.19	96%
Current services	\$ 27,084.00	\$ 749.15	3%
Fixed charges	\$ 2,064.00	\$ 562.00	27%
TOTAL	\$ 54,410.14	\$ 15,965.37	29%
Non-fee income	\$ 26,200.00	\$ 26,369.84	101%
Fee income	\$ 28,210.14	\$ 26,497.25	4.09%
TOTAL	\$ 54,410.14	\$ 52,867.09	97%
Profit/Loss	\$ -	\$ -	

061 NUBIAN MESSAGE			
	Budget	Actual	Percent
Payroll	\$ 5,817.01	\$ 3,571.30	61%
Supplies	\$ 50.00	\$ 477.46	955%
Leadership develop.	\$ 2,030.00	\$ 1,899.36	94%
Admin service charges	\$ 722.17	\$ 696.95	97%
Current services	\$ 7,696.00	\$ 6,573.54	85%
Fixed charges	\$ 930.00	\$ 523.00	56%
TOTAL	\$ 17,245.17	\$ 13,741.61	80%
Non-fee income	\$ 2,200.00	\$ 3,655.47	166%
Fee income	\$ 15,045.17	\$ 14,131.65	2.18%
TOTAL	\$ 17,245.17	\$ 17,787.12	103%
Profit/Loss	\$ -	\$ -	

057 TECHNICIAN			
	Budget	Actual	Percent
Payroll	\$ 92,424.12	\$ 59,889.28	65%
Supplies	\$ 1,150.00	\$ 1,180.37	103%
Leadership develop.	\$ 4,370.00	\$ 3,685.36	84%
Admin service charges	\$ 12,592.69	\$ 11,880.55	94%
Current services	\$ 61,350.23	\$ 43,993.05	72%
Fixed charges	\$ 11,377.00	\$ 9,149.48	80%
TOTAL	\$ 183,264.04	\$ 129,778.09	71%
Non-fee income	\$ 160,000.00	\$ 99,574.55	62%
Fee income	\$ 23,264.04	\$ 21,851.48	3.37%
TOTAL	\$ 183,264.04	\$ 121,426.03	66%
Profit/Loss	\$ -	\$ -	

058 WINDHOVER			
	Budget	Actual	Percent
Payroll	\$ 5,582.50	\$ -	0%
Supplies	\$ 635.00	\$ 95.57	15%
Leadership develop.	\$ 1,110.00	\$ 823.91	74%
Admin service charges	\$ 1,055.51	\$ 1,025.06	97%
Current services	\$ 15,940.00	\$ 6.85	0%
Fixed charges	\$ 762.00	\$ 189.00	25%
TOTAL	\$ 25,085.01	\$ 2,140.39	9%
Non-fee income	\$ 2,200.00	\$ 2,200.00	100%
Fee income	\$ 22,885.01	\$ 21,495.46	3.32%
TOTAL	\$ 25,085.01	\$ 23,695.46	94%
Profit/Loss	\$ -	\$ -	

059 WKNC			
	Budget	Actual	Percent
Payroll	\$ 37,615.49	\$ 27,026.86	72%
Supplies	\$ 2,600.00	\$ 1,910.11	73%
Leadership develop.	\$ 3,580.00	\$ 2,723.59	76%
Admin service charges	\$ 3,375.71	\$ 2,717.65	81%
Current services	\$ 6,420.00	\$ 5,272.38	82%
Fixed charges	\$ 4,854.00	\$ 3,964.00	82%
Contracted services	\$ 1,000.00	\$ 500.00	50%
TOTAL	\$ 59,445.21	\$ 44,114.59	74%
Non-fee income	\$ 50,300.00	\$ 30,691.99	61%
Fee income	\$ 9,145.21	\$ 8,589.92	1.33%
TOTAL	\$ 59,445.21	\$ 39,281.91	66%
Profit/Loss	\$ -	\$ -	

060 GENERAL ADMIN			
	Budget	Actual	Percent
Payroll	\$ 396,604.61	\$ 285,102.86	72%
Supplies	\$ 12,575.71	\$ 7,049.28	56%
Leadership develop.	\$ 12,450.00	\$ 8,241.94	66%
Admin service charges	\$ 30,456.11	\$ 30,791.49	101%
Current services	\$ 20,618.76	\$ 26,456.11	128%
Fixed charges	\$ 3,371.00	\$ 839.92	25%
Contracted services	\$ 4,000.00	\$ 1,500.00	38%
Capital outlay	\$ 27,006.40	\$ 18,059.09	67%
TOTAL	\$ 507,082.59	\$ 378,040.69	75%
Non-fee income	\$ 5,700.00	\$ 11,121.45	195%
Fee income	\$ 501,382.59	\$ 470,939.21	72.72%
TOTAL	\$ 507,082.59	\$ 482,060.66	95%
Profit/Loss	\$ -	\$ 0.00	

066 TECH SUPPORT			
	Budget	Actual	Percent
Payroll	\$ 81,935.80	\$ 61,981.57	76%
Supplies	\$ 1,876.00	\$ -	0%
Leadership develop.	\$ -	\$ -	
Admin service charges	\$ 4,378.79	\$ 4,368.06	100%
Current services	\$ 1,377.24	\$ 1,213.13	88%
Fixed charges	\$ -	\$ -	
TOTAL	\$ 89,567.83	\$ 67,562.76	75%
Non-fee income	\$ -	\$ -	
Fee income	\$ 89,567.83	\$ 84,129.38	12.99%
TOTAL	\$ 89,567.83	\$ 84,129.38	94%
Profit/Loss	\$ -	\$ -	

OVERALL			
	Budget	Actual	Percent
Payroll	\$ 636,647.66	\$ 447,990.90	70%
Supplies	\$ 19,786.71	\$ 10,809.79	55%
Leadership develop.	\$ 28,815.00	\$ 19,198.16	67%
Admin service charges	\$ 55,000.00	\$ 53,793.95	98%
Current services	\$ 140,486.23	\$ 84,264.21	60%
Fixed charges	\$ 23,358.00	\$ 15,227.40	65%
Contracted services	\$ 5,000.00	\$ 2,000.00	40%
Capital outlay	\$ 27,006.40	\$ 18,059.09	67%
TOTAL EXPENSES	\$ 936,100.00	\$ 651,343.50	70%
Non-fee income	\$ 246,600.00	\$ 173,613.30	70%
Fee income	\$ 689,500.00	\$ 647,634.35	94%
Interest income	\$ -	\$ 217.24	
Food Purchases	\$ -	\$ (403.26)	
TOTAL INCOME	\$ 936,100.00	\$ 821,061.63	88%
Net Profit/Loss	\$ -	\$ 0.00	

Student Media organization reports – April, 2017

Agromeck

Submitted by Amanda Pearlswig, Editor

No report as of Thursday, April 6, 2017.

Business Office

Revenue

We have billed \$83,325 for the *Technician*, \$9,583.50 for WKNC and \$4,646.35 for the *Nubian* to date. I have seen an increase in people wanting online and social media advertising as opposed to traditional print.

The results for the Near NC State Top 40 magazine were tabulated and businesses were notified of their nomination. Design is working on the layout, and the magazine will be sent to the printer Monday, April 10. The magazine produced \$2,510.50 in ad sales. Distribution will begin in mid-April. The sales team is beginning to focus their sales efforts toward the Orientation magazine for next fall.

Personnel

We are planning our end-of-year staff-bonding event before final exams. Additionally, we will be competing with WKNC for a friendly kickball game; plans for this are still in the works. Deja Richards, the upcoming Business Manager, will begin designing a plan for recruiting new sales staff for summer and fall. A few interested students have reached out already.

Training

Krystal as well as our three student representatives – Deja Richards, Catherine Wetherington and Katlyn Benton - attended the 2017 CMBAM conference in Fort Worth, Texas March 29 through April 2. The student representatives will be sharing some of their new ideas and overall experience at our bi-weekly staff meeting on April 12. During April, I will be training Deja Richards for her transition to Business Manager. Together, we will brainstorm and create new plans for success during the 2017-2018 school year.

Technology

n/a

Nubian Message

Submitted by Stephanie Tate, EIC

No report as of Thursday, April 6, 2017.

Technician

Submitted by Rachel Smith, EIC

No report as of Thursday, April 6, 2017.

Windhover

Submitted by Nikita Chintalapudi, Editor

Revenue

We will be selling t-shirts at the Release Party

Expenditures

We will be paying the staff members at the end of this payroll.

Renting ArtSpace for our release party will be \$600 plus an additional \$100 in staff fees. We are trying to get catering sponsored for the release party, but if that doesn't work we will be hiring a professional caterer (likely Neomonde or Irregardless.) We are printing invitations to send to professors and dean's around campus

Personnel

C Philips was hired as next year's EiC.

Training

n/a

Technology

n/a

Coverage

We have set up an advertising table at Fish Market for the release party, distributed flyers at ArtSpace on First Friday, made a Facebook page and will be posting Instagram/twitter/Facebook ads for the release party. Once we finish graphics we will send them to be featured in *Technician*, *Nubian Message* and WKNC.

Deadlines

We sent in the book mid-March and will be getting the copies back on April 12. Our release party is scheduled for April 21, and it will be at ArtSpace in downtown Raleigh

Ethics

n/a

WKNC

Submitted by Emily Ehling, GM

Revenue

Non-fee income (money in the bank), as of March 31, 2017: \$30,691.99

- Benefit Tickets \$6,426.00
- Benefit Sponsorships \$725.00
- Women's Basketball \$2,775.00
- Men's Baseball Post \$1,200.00
- LBLB contract \$3,800.00
- Sponsor Sales \$8,258.25
- Orientation Magazine \$2,200.00
- Event Promotions \$1,400.00
- Merchandise Sales \$1,983.74
- Other \$1,924.00

An additional \$2,000 is ready to be deposited for April. Jamie Gilbert did a careful analysis of WKNC's budget numbers and is confident we will be able to reach our non-fee income goal of \$50,300 this fiscal year. This will depend heavily on being able to realize the \$10,622.39 in current unpaid invoices. That sounds like a lot, but only \$1,617.50 of the invoices are more than 90 days old.

Personnel

Incoming GM Jamie Halla has opened applications for summer with an application deadline of April 12. We hope to have everyone hired to start April 24 so there will be some overlap between positions to ease the transition. Some changes Jamie has made to positions include reducing the hours of production manager from 10 to 7.5 and Chainsaw music director from 5 to 2.5 and increasing the hours of social media director from 5 to 10. We will also not be filling the Local Band Local Beer Coordinator position, as we will be ending our promotional partnership with the series at the end of April.

Outreach

We had approximately 75 people for our March 24 Fridays on the Lawn with Truth Club and Owen Casey. Free pizza was provided through a trade with Lilly's. We provided social media coverage of Brickside Music Festival.

Awards

WKNC special projects coordinator Yvonne Chazal is a finalist for a Student L.E.A.D. award because she is an amazing human. Oak City Move is also a Student L.E.A.D. award finalist because it is an amazing program.