

MINUTES

**Tuesday, Sept. 11, 2012 • 7 p.m.
Room 356, Witherspoon Student Center**

Members Present: Michael Biesecker, Lisa Dickson, Mark Herring, Bryan Hum, Michael Jones, Kierra Leggett, Jessica Lucas, Patrick Neal, Olivia Pope, Dean Phillips, Paul Ruddle, Alex Sanchez, Katherine Trapp, Christopher Watts

Members Absent: Victoria Melbourne (excused), Morjan Rahhal (excused), Jim Rothschild, Laura Zeff Schuchart, Andy Walsh

Others Present: Martha Collins, Jamie Lynn Gilbert, Maurizo Lewis-Streit, Krystal Pittman, Laura Wilkinson

CALL TO ORDER at 7:06 p.m. Quorum was established.

NEW BUSINESS

1. Approval of minutes from April 2012 board meeting. The minutes were approved with no objections.
2. Election of Board officers
 - Election of a chair — In accordance with the Student Media Constitution, "The board will elect, by majority vote, a chair and vice chair at the board's first meeting. The chair of the board will be an elected or appointed student, not an ex-officio, non-voting member. In the absence of the chair, the vice chair will serve as the chair. With no opposition, Paul Ruddle will serve as chair of the Student Media Board of Directors. This will be Paul's second year on the board and first as chair.
 - Election of a vice chair — Any board member may serve in this role. With no opposition, Katherine Trapp will serve as vice chair. This is Katherine's second year on the board and first as vice chair.
 - Election of secretary — Any board member may serve in this role and a secretary can be appointed at each meeting. With no opposition, Lisa Dickson will serve as secretary for this meeting and until further notice.
3. Summer 2012 report
4. 2012-2013 Budget and budget update — Patrick reported we ended the 2011-2012 fiscal year with a profit of \$57, as opposed to our budgeted deficit of \$58,115. The bulk of this was from lapsed salary money from the IT systems analyst and production assistant positions. The budget also needed to be modified from the budget presented to and approved by the board in April. There were additional expenditures for ASCAP and BMI fees, Ad Pro and Town News. The total expenditure amount did not change, but money was moved around to accommodate the new expenses not foreseen when the budget was initially submitted. Dean moved to approve the revised budget and Katie seconded. The revised budget was approved unanimously.
5. *Technician* back pay — Mark appealed to the Student Media Board to approve an expenditure of \$70 in payroll for two *Technician* staff. The staff completed the work in the 2011-2012 fiscal year, but were not compensated at the time because they had not

completed hiring paperwork. After a lengthy discussion, Michael B. made a motion to allow the *Technician* editor to use his discretion in paying the \$70. The motion was voted down unanimously.

6. Fee Review Presentation — Patrick, Michael and Mark rehearsed the presentation they will deliver to the Fee Review Committee on Sept. 17 asking for a \$5.50 increase in student fees, bringing our total fee to \$21.

REPORTS

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

EXECUTIVE SESSION

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

ADJOURN

TEXT OF REPORTS

Agromeck

submitted by Alex Sanchez, editor

Personnel —I hired four section editors in May. In July, features editor Alanna Howard resigned due to conflicts with her job as a Resident Adviser. The remaining three are still on staff:

- Chelsea Brown, design editor
- Katherine Hoke, photography editor
- Nolan Evans, sports editor

Three staff members returned from last year's staff:

- Chelsea Brown, design editor
- Morgan Holcomb, designer
- Elizabeth Moomey, staff writer

Staff counts are as follows:

- 10 Designers
- 6 Writers

Coverage hasn't been a problem for the writing staff. When our staff writers aren't able to take an assignment, we have been collaborating with *Technician* news and features editors to find a writer.

The design staff is too big for the amount of work we have right now. To address this, we've "teamed up" designers on spreads.

We've changed pay for *Agromeck* section editors. See updated budget for details.

Recruitment — We hired two new designers at the end of last year. One resigned after accepting an RA position, but the other is still on staff.

At New Student Orientation and the Student Media Open house this summer, 51 students expressed an interest in working for *Agromeck*. All students were contacted within one week of their orientations. Of those students, eight completed applications and were hired.

Training — Fifteen staff members and editors attended a six-hour training session led by Design Editor Chelsea Brown and myself. We came up with story and coverage ideas, and gave presentations on feature writing, design basics and photography. The training helped acquaint new staff members to *Agromeck's* workflow, style and rules.

Editors have moved some of their office hours to Wednesday nights to accommodate staff members and help them with spreads and stories or give photo critiques. We hope to continue this throughout the year.

Revenue — We have not accrued any revenue. The *Agromeck* staff will produce and accrue revenue from a special "homecoming" section of *Technician* this October. Right now, there is not a way for people to order books online. Patrick Neal and Krystal Pittman are working with our publisher, Balfour, on this.

Marketing — For the past few months, I've been working on growing *Agromeck's* Facebook presence. Since March, we have nearly doubled our number of Facebook "likes" by posting content daily. It is my hope that this will make it easier to get information about distribution and purchasing books to students when the time comes.

We've brought back "You're in the Book," an index of the book's completed pages. Students can search this index to see if they're in the book and eligible to receive a free copy.

Deadlines — Our first and largest deadline (72 pages) was Aug. 28. We sent all pages to our publisher, Balfour, Aug. 27. The next deadline is for 64 pages Oct. 16. Our adviser, Martha Collins, has been out of the office for the past few weeks due to a family emergency. This did not affect our Aug. 28 deadline, but we will plan ahead to ensure it does not affect our Oct. 16 deadline.

Business Office
submitted by Olivia Pope, business office manager

Revenue —

Technician — Over this summer, we billed \$42,408 and profited \$19,480. Also, we broke record sales for this summer's Orientation Guide with \$19,568 in sales. Beginning in the fall semester, we implemented a new Survival Guide that had sales of \$9,647. The business office has sold

enough advertisements to cover the cost of the paper since the start of the semester. In addition, the University Power sales have begun to pick up with classified ads the start of this year.

WKNC — We have a dedicated WKNC sales rep this year which we are hoping will increase sales for WKNC. We have already seen a slight increase in WKNC sales in the past month.

Nubian Message — The *Nubian* has already had a few ads so far this semester and had ads in their Symposium Edition. We are gearing up for a large 20th anniversary edition in November with a celebration to go along with it in the Talley Ballroom. We will begin selling that issue soon.

Agromeck — Alex Sanchez, the yearbook editor, has agreed to take ownership of the Homecoming Special Section this year that will run as a tab insert inside *Technician*. The *Agromeck* will receive the profits from this new project. The marketing team is also working with Alex to increase awareness for senior portraits as well as marketing book purchases to undergraduates during Parents and Families Weekend.

Expenditures — The business office received new furniture this summer.

Personnel — The business office had to hire eleven new members for the upcoming year. These interviews took place over the beginning of the summer and beginning of the year. We implemented a marketing team to promote Student Media itself and handle campus sales. This team has a marketing team leader, Taylor Howell, and three new marketing assistants. Also, we hired four sales reps, one designer, and two work study students for Martha Collins.

Training — This year we implemented a two-day boot camp for the employees. The first day we concentrated on the sales staff and the second day we opened it up to everyone. It was very successful and I believe it was a great bonding experience for all the new and current staff members. This year we are also having bi-weekly staff meetings and weekly one-on-ones with the sales staff. Also, we are taking eight students to the SUN Conference in Charlotte, N.C. Krystal Pittman is heading up the conference this year, and we are also taking a couple of designers for the new design track that the conference is offering.

Technology — We just upgraded AdPro, our client database system. And, we have some new PCs in the office. Sasha Campbell is also working with Doug Flowers on our new Student Media App.

Nubian Message
submitted by Kierra Leggett, editor

Personnel — The *Nubian Message* staff has blossomed from a meager seven members at the end of the summer to now 20 and counting. I initially had anticipated on this number decreasing drastically after the first week or two of school; however it has continued to hold strong.

Outside of the normal recruiting process which includes recruiting staff during New Student Orientation, and Student Media Open House, I spoke with incoming freshman students at this

year's African American Symposium and the *Nubian Message* also had a table at the Black Student Board's Back to School Jam.

As for senior staff, earlier in the summer, I had appointed a member of my staff to fulfill the role of managing editor. After successfully publishing three issues of the *Nubian Message* however, that individual realized the role entailed of a bit more work than they had anticipated and resigned from the position. I am currently looking to refill the position.

At our last budget meeting I appointed three writers section editors. Their responsibilities include generating story ideas/assignments for their section, proofreading articles within their section, and also being present during the layout of their section.

Training — The *Nubian Message* staff has not participated in any training. This however is something that is high on my priority list. Many of my writers are new to the world of journalism and are unfamiliar with the mechanics of how to write an article or the varying characteristics of articles.

Patrick Neal has agreed to hold a basic training with my staff as well as Lewis Beale, who will be serving as Journalist in Residence later this semester.

I had the opportunity to attend the Democratic National Convention Sept. 4- Sept. 6 on behalf of Student Media. This was a great hands-on learning opportunity, not to mention a once in a lifetime experience.

Coverage — Often the *Nubian Message* has lacked distinct sections, largely in part to a small staff. This year I have tried to organize the paper into four sections: News, Perspectives, Lifestyles, and Arts & Entertainment. Our last issue (Aug. 29) is the best representation of this to date.

Overall I think the content within the *Nubian Message* has improved a great deal. Our news section has included stories that not only affect students attending N.C. State but also North Carolina students as a whole, and more recently students attending Historically Black Colleges and Universities. While I have not had the chance to fully implement it, I am in the works to begin a monthly, perhaps weekly section in the *Nubian* in which we feature a story about something taking place on the campus of an HBCU, contributed by a writer at the school in mention. I think this is important as it extends our outreach and encompasses more people into our campus community.

The perspectives section has thus far proven to be the most popular section of the *Nubian*. "The Haute Seat" and our new relationship column, written by sophomore couple Destiny Diamond and Austin Green are big conversation sparkers.

Shawn Thompson and I have worked together on the layout of the paper. I am vaguely familiar with Adobe InDesign and Shawn is more proficient with it as she is a graphic design major. We are looking to improve the overall design of the paper though.

Deadline — The *Nubian Message* has made it to newsstands every week; however there was a miscommunication with Triangle Web Printing which resulted in the Aug. 29 edition of the paper

hitting newsstands late. On Aug. 28 when I called the printer to make sure they had successfully received all eight pages I was informed that they had, and also that the paper would be ready for pickup any time after 6:00 a.m. The next morning I departed from Raleigh around 6:30 a.m. to make the drive to Durham to pick up the paper. When I arrived at Triangle Web Printing it was 7:05 a.m., the paper had not been printed and I was informed it would not be printed until noon. Despite having already printed the paper twice this semester without any problems, Triangle Web claimed the paper had not been printed because it was not on their schedule and also that they had not received the publication schedule for the 2012-2013 school year. I checked with Krystal and she assured me that she had sent them the publication schedule.

To compensate for my time and because of the inconvenience, Triangle Web delivered the paper free of charge. With the help of Patrick, Krystal and the business office it was on newsstands before noon.

Hopefully a mix-up like this will never occur again. However the fact that it did occur worries that it could. For me, having to drive to and from Durham during morning traffic and still make it to an 8:05 a.m. class is more than a little stressful. The circulation manager/editor position was eliminated from my budget and collapsed into my duties as EIC, but are there other options/ alternatives that could be looked into (i.e. printers here in Raleigh)?

Technology — I have been making a real effort to update the *NM* Facebook and Twitter feeds on a regular basis, especially on the Wednesdays that the paper is published. These social media sites have proven to be a great interactive tool and our Facebook page peaked in the number of people reached between 8/27- 9/2 with a total of 3,106 people seeing our posts.

Ethics/ Legal Issues — There are no ethical or legal issues that I am aware of at this time.

Revenue — The *Nubian Message* has sold four advertisements thus far this year. With this year marking our 20th year of publication and a celebration of some sorts being in the works we will need many more ads sold between now and Nov. 30.

Expenditures — Again we are in the planning stages of a celebration for our 20th birthday. No purchases have been made yet, however as more concrete plans are made I will note them.

Technician
submitted by Mark Herring, editor

(Report submitted at meeting)

Personnel — The summer staff was better than I expected. Overall, the summer was one of learning, making mistakes, and trying to improve each week. The first week was the roughest it's ever been, but as Patrick says, it was by far not even close to the end of the republic.

We actively recruited during New Student Orientation over the summer, through Student Media Open House, and through Dick Reavis' journalism class this summer. I took ENG 316 along with five others from Student Media. The class was successful in training incoming editors and senior

staffers. Reavis helped us on the basics and helped us break bad habits. I think *Technician* is stronger because of this special offering of the class, and I hope to see it again next summer.

All senior staff positions are filled—some positions with co-editors—and overall the senior staff has done a good job in cultivating and retaining a large staff (so far).

Technician has offered its \$1000 grant to three students, and so far I have seen their bylines in the paper quite a bit. One grant recipient, Hassan DuRant, is a deputy features editor, and I think he could lead the section on his own one day.

Training — I organized the retreat, which didn't go to Manteo this year. We stayed local this year, and the first day was a *Technician* oriented day of training, pertaining to *Technician* style, campus issues, and journalism ethics. The second day was a "meet the pros" day, and the senior staff met with about 20 professional journalists from local publications at the North Carolina AIA Headquarters. For three hours, the staff worked with the professionals in a writing and editing workshop. The third day, we traveled to Durham to visit the Durham *Herald-Sun*, the Duke Center for Documentary Studies, and North Carolina Public Radio WUNC.

Student Media has hired two journalists in residence to spend two two-week long stints in the office. One will start in mid September and one will start in mid October.

Technology — Our IT systems director Doug Flowers has helped out tremendously this summer, helping us revamp our servers. We have a cleaner server that is more secure than the one in the past. Only *Technician* staff can access *Technician's* files. Additionally, Doug is developing a mobile app, which will be ready on Android platforms in a few weeks. Licensing with Apple has been challenging, but I trust Doug's ability to make this happen.

Additionally, *Technician* will serve website services, from College Publisher to Town News, a company that servers other student newspapers like UGA's *Red and Black*. The transition will occur in October, and the *Technician* staff is more than eager to jump ship to Town News.

Coverage — I believe *Technician's* coverage has been strong in many aspects. The news section is covering more than campus events, and I have heard a lot of positive feedback about this. In the summer, we started a section in news called "Student Connections," and every week we have focused on an international story that affects students. Most of the content is original content, and we've reached out to students from Quebec to Chile.

Before school started, we published a 20-page "move-in" edition, which proved to be a successful recruitment tool and kicked off the year with a good start.

Additionally, our political coverage has dominated the news section, and we have partnered with five other student newspapers from other universities to cover the presidential elections from student perspectives. This started when we collaborated with the University of South Florida's paper, *The Oracle*, to cover the Republican National Convention, and since then we've received a dozen stories from East Carolina University, University of Tampa, University of Iowa, and the University of Findlay (Ohio).

During the DNC, we sent seven student media staffers, and they all did a fantastic job covering the events. Though the first day of the convention was tough, the paper improved and our coverage got better and better. Last week, the DNC and the Republican campaign dominated the news section.

Design and photography are training many new staffers, and the features and sports staffs are deep and have a lot of experience and talent. Viewpoint has been dominated mostly by Ahmed's writing, but luckily he is hiring a young and talented new writer to work as a deputy editor.

Deadlines — We've missed deadline six times since the school year started. The majority of the missed deadline come from the DNC, when copy and photos came in at 11:30 p.m. or later.

Ethics/Legal Issues — Corrections have been continually updated in print, but I have fallen behind on updating the corrections page online.

We have encountered a few issues with a writer who has been submitting his work for prior review, but of the cases we know of, we have not run the stories, and I am going to meet with the writer later this week.

Expenditures — Photographers will no longer be compensated for file and archive photos that have previously run in the paper.

In terms of expenditures, we saved a lot of money keeping the retreat local this year. The ads the business department has been selling has been very encouraging, and I've never seen more ads in *Technician* than before.

I have two news deputies who did not get on payroll before the start of the current fiscal year, and I would like to appeal to the board to compensate them for their work, which amounts to \$70 from last year's budget.

Windhover
submitted by Lisa Dickson, editor

(Report submitted at meeting)

Revenue — Thus far we have not accrued any revenue, but I am currently working on continuing the effort to raise funds through sponsorship. Alanna started a sponsorship form and layout for last year, and I am going to use my connections with the Gregg Museum of Art and Design to speak with some of their sponsors and see if they would be interested in helping us out as well. I spoke to a few people at the last Board of Directors meeting, and they seemed very interested in becoming involved with *Windhover*.

Personnel — I hired my design editor and two new designers at the beginning of this summer.

Three staff members are set in stone at this point:

- Ian Thomas, Design Editor

- Kelley Rathod, Designer
- Allison Hale, Designer

All other major involvement will be voluntary. I have plans for two literary editors, one visual editor, and an audio editor. These positions will be in charge of planning the event of selecting submissions for the book, and will work with the other volunteers to achieve this goal. I have several return volunteers who served on these committees last year, and two volunteers who want to work with marketing the events and collection of submissions through fliers posted around campus and class announcements.

At New Student Orientation and the Student Media Open house this summer, 34 students expressed an interest in volunteering for and/or submitting work to the *Windhover*. All students were contacted within one week of their orientations, and many sent me emails back with further questions about involvement. Of those students, three are going through an application process, and are undergoing interviews to ensure involvement with the visual and literary committees.

Training — I have met on an individual basis with my design editor and my two designers to discuss how often we are planning to meet, how we are going to touch base with one another, and basic design goals and desires at this point. I have looked over their websites and portfolios, and we are working on establishing a central idea for the style and theme of the upcoming edition.

I have also met with several students interested in helping out with the various committees that vote on submissions. I have given out more information on how to become involved with *Windhover* events, how to submit works, and am working with some of the volunteers to promote *Windhover* more effectively throughout campus.

Marketing — I have been working on growing *Windhover's* Facebook presence, and have had 24 people "like" the page just this week. I feel that we can better reach our audience through Facebook by using social media to remind people about submissions, events, etc. I also hope to become active with the *Windhover* Twitter account for the same cause.

WKNC submitted by Michael Jones, general manager

Personnel — I decided to break hiring up into two periods. I only hired for summer, and when the school year was closer I hired again for fall. This method has worked well. I would recommend in the future. It was easier to allow someone's contract to dissolve if they were a bad employee that was not disrupting normal functions and not collecting their pay. This also allowed a new opportunity for student that wouldn't have the chance to fill in for those that aren't around. This has brought in a number of new employees now trained and competent to fulfill numerous tasks here at the radio station.

I unfortunately had to dismiss one of our DJs for frequent FCC violations and inappropriate playing of n-word. That DJ appealed. I brought his case before my board of directors, and they believed his dismissal was justified. He was then notified of the board of directors decision.

Outreach — We held our first organized concert on August 13 in partnership with UAB and Marco's Pizza. It was during Wolfpack Welcome Week, and we witnessed enormous turnout. This year we were also proud to have worked with the Hopscotch Music Festival in covering the activities of the three day festival, including new and exciting band interviews. Unfortunately our access to Internet in the Sheraton was not fast enough to sustain a remote broadcast. Instead we recorded interviews, sent them to the station via Dropbox and were able to play them on air soon after. This method worked really well. Our day party at Hopscotch had some technical hiccups due to factors out of our control. We also renewed our partnership with SparkCon. We are pleased to have Fridays on the Lawn dates set for September 21 and October 12. Our specialty show the "Post Rock Block" hosted a show at Dive Bar. We for the first time provided information about the station in the IRC Welcome Bags. We have been included as a part of the Wolfstock concert series. We had DJs who worked on our behalf as a part of the Silent Disco and the College of Engineering Open House. We sent more shirts to Schoolkids after our previous stock ran low. Our public affairs director, Jake Langlois, was sent to Democratic National Convention. We are eager to see what becomes of his coverage.

Legal/Ethical — WKNC filed comments with the [Copyright Royalty Board](#) over increases in ASCAP and BMI fees of \$500 each. We were the only college station to comment.

Expenditures — We now owe an additional \$1,000 owe to ASCAP and BMI (see above). Thankfully we can account for it in the budget. We also purchased 2 power amplifiers and other engineering equipment, a mixer for mobile broadcasting, and 48 garage logo shirts and 35 Mystery Roach shirts.

Training — Seven people in the summer training class were accepted and all of them passed their written and board tests. Right now we have 20 students going through the fall training class. We accepted about half of the applicants.

Awards — WKNC is a finalist for Radio Station of the Year in College Media Association's new Pinnacle awards. Uncle Paul's Williams's "FNRR New Stereo" promo is a finalist for best promo and Selma Abdulhai's "American Muslims Reflect on 9/11" is a finalist for best feature in College Broadcasters, Inc.'s National Student Production Awards. Winners will be announced in October.

Over the summer *Independent Weekly* named WKNC Best College Radio Station in its annual Best of the Triangle awards. We were also a finalist for Best Nonprofit Radio Station, Best Radio DJ (Damian Maddalena) and Best Local Radio Show ("Mystery Roach").

Wolf TV submitted by Morjan Rahhal, station manager

Revenue — Thus far, there is no revenue collected from Wolf TV. After speaking to Patrick Neal, we have decided to set a somewhat long-term goal of selling advertisements on our current Channel (79.) This will not only provide Wolf TV with revenue, but will also get our name out there. Yet to discuss is the possibility of sponsors and trading their support for their logo on the back of our planned T-shirts. This idea is still under construction and I will be taking the proper procedures to assure the legality of this idea.

Expenditures — Wolf TV staff, Morjan Rahhal and Maurizo Lewis, held a general body kickoff meeting on Aug. 28. This was somewhat of a recruitment effort and an out-of-pocket donation was made to cover snacks for the meeting. This is the only spent money so far. We plan to have a “Fundraising Chair” as part of the CORE. The Student Media staff is in charge of managing our bank account but a major strategy we are trying to use this year is to raise our own money through not only the cliché bake sales or brickyard booths, but also through creative activities that will get our name out there and help us raise money as well. The fundraising chair will be in charge of coming up with ideas on how we can progress financially for things like T-shirts, new equipment or even pizza at meetings.

Personnel —

- Station Manager: Morjan Rahhal
- Second in Command: Maurizo Lewis
- CORE members: Our list of official members consists of those interested in running for CORE positions (publicity, fundraising, etc.). The next meeting will decide the method of choosing (appointed vs. elected) and members will be decided.
- General staff: After the kickoff meeting a sign up sheet for those who will be the official faces of Wolf TV. We currently have 20 official members however, the first official meeting will help narrow down those who are serious and those who aren't.

Training — No training has occurred but is planned to occur once members are final. Only two members do not have experience with media. Maurizo is planning a session to give the run down of Final Cut Pro while our meetings will each include activities to help videographers and reporters get more comfortable in their positions.

Technology — Another semi long-term goal is to invest in new equipment. This will rely on our fundraising efforts. The microphone would be our first investment in regard to getting a wireless one. Tripods are a second, and cameras/ camcorders are our third. Software is perfect the way it is. Many options are available like FCP and iMovie so software is not an issue.

Coverage — Maurizo is in charge of collecting lists of events to assign to Wolf TV members at our meetings. We are asking members to list what clubs/associations/organizations they are a part of and stay in charge of informing us of events those clubs are offering. Students have the opportunity to submit their own work to the station to be premiered on channel 79. Footage has been collected from the College of Design, MSA and various email inquiries are being handled.

Deadlines — The biggest issue is getting everyone's schedule to coincide. Because of the amount of meetings, a unison date will be difficult to achieve. As for deadlines, assignments will be sent out this week and we will begin to decipher the deadline obligations.

Ethics/Legal Issues — No ethical dilemmas or legal issues have occurred thus far and we hope to continue this way.

Summer 2012 Report

Compiled by Patrick Neal, Director



National Awards Announced – Student Media will receive a number of awards from the College Media Association, Associated Collegiate Press and College Broadcasters, Inc. this fall, with finalists announced over the summer. The 2012 *Windhover*, edited by Alanna Howard, was nominated for a Pacemaker award for overall excellence – ACP’s highest honor and equivalent to a national championship. The 2011 *Agromeck*, edited by Susannah Brinkley, was named a Pacemaker finalist in March. Student Media photographers Brent Kitchen and Jordan Moore were named finalists in ACP’s Photo Excellence Awards in the spot news and feature picture categories, respectively. *Agromeck’s* Sarah Stadler was also named a finalist for ACP’s Design of the Year in the infographic category. WKNC 88.1 FM was named a finalist for “Radio Station of the Year” in CMA’s inaugural Pinnacle awards. WKNC is also a finalist for best feature and best promo from CBI.

Student Media Receives Press Credentials for Democratic National Convention – In May, Student Media applied for five media credentials for students to cover the 2012 Democratic National Convention in Charlotte Sept. 5-7. On July 17, convention organizers notified Student Media that all five of its requests – two for photographers, two for writers and one for broadcast – had been approved. The five students will attend all three days of the convention serving as a "press pool" in service of all five news-oriented media organizations.

Technician to host Southern University Newspapers 32nd Annual Managers' Meeting, Fall Conference in 2013 - Student Media Director Patrick Neal and Business Manager Krystal Pittman attended the Southern University Newspapers (SUN) Summer Managers’ Meeting held at UNC-Charlotte June 6-8. During that meeting, N.C. State Student Media offered to host the 2013 Summer Managers’ Meeting and Fall 2013 SUN Conference at NCSU. SUN’s membership includes the 21 largest student newspapers in the Southeast. Institutions represented include UNC-Chapel Hill, University of Georgia, Virginia Tech, Louisiana State University, University of Florida, University of South Carolina, University of Alabama, Auburn University, University of Kentucky and University of Mississippi, among others.

Summer Recruitment Efforts Yield New Talent – Student Media student leaders staffed an information table during all 16 freshman orientation sessions and three transfer orientation sessions. During this year's orientation sessions, we made 460 contacts with 229 individuals, which is consistent with previous-year levels. In addition, Student Media hosted its fall 2012 Open House from 4-7 p.m. Tuesday, Aug. 14, which attracted about 100 visitors. Student Media also

hosted information stations during Campus Crawl and the Graduate Student Open House, which were both held Aug. 15. Finally, Wolf TV hosted an interest meeting on Monday, Aug. 26 that attracted 22 attendees not counting meeting organizers.

WKNC Transmitter Project Moves Forward – Student Media submitted a Facilities Modification Form to the Office of the University Architect for the construction of a climate-controlled enclosure on the 10th floor of D.H. Hill Library; the structure is designed to protect and prolong the life of WKNC's Harris transmitter, which is currently operating in poor conditions and showing signs of early failure as a result. Student Media was notified that the design was approved for construction Aug. 16. WKNC's station engineers are currently working with Facilities to finalize the details of the project, for which \$30,000 is budgeted during the 2012-13 fiscal year.

Technician Developing New Website – After years of poor customer service and dissatisfaction with the *Technician's* current website, it was decided *Technician* would switch to TownNews.com for its Web services in the fall of 2012. Student Media notified College Publisher of its decision in early July so as to honor the 90-day notification period stipulated in *Technician's* contract with CP. That should allow TownNews.com time to work with CP in compiling *Technician's* online archives and preparing them for transfer to the new site. In the meantime, *Technician* worked with TownNews.com throughout the summer in outlining its design framework for the new site, which should "go live" in late October/early November.

Student Media Mobile App – Student Media Technology Support Analyst Doug Flowers worked throughout the summer on developing a mobile app that would incorporate "buttons" for all of Student Media's organization. The Android version of the app entered the beta testing phase in early August; the iPhone version has been somewhat delayed as staff works through developer-license issues with Apple. The Android version of the app, at least, should be ready for public release by the middle of the fall semester.

Journalists In Residence Search Completed – Student Media posted a position description for its two fall 2012 Journalist In Residence positions in late July, and it received 22 applications for the positions. From those applications, the search committee identified five finalists and began on-site interviews the third week of August. The committee concluded its work Aug. 29. Pending final approval from University HR, Nancy Wykle will serve as the Journalist In Residence for *Technician* and *Nubian Message* Sept. 17-27, and Lewis Beale will serve Oct. 15-25.

Technician Adds New Summer Special Section – In addition to fulfilling its normal, weekly publication schedule this summer, *Technician* published a new "Survival Guide" section Friday, Aug. 10 aimed at reaching both new and

returning students in advance of Move-In Weekend. That section, coupled with a strong summer sales and marketing effort on the part of the Student Media Business Office, translated into a positive summer cash flow of about \$19,000 from advertising and underwriting sales. This compares with a net negative cash flow of about \$6,000 for the same period last year, a typical result as compared to previous summer sales.

Packapalooza Sponsorship – Student Media was an official sponsor of the successful Packapalooza event held on Hillsborough Street Aug. 18. As part of its sponsorship, Student Media offered the organizers of the event free underwriting on WKNC and free/deeply discounted advertising in *Technician*. Student Media sent 10 student photographers and journalists to cover the event throughout the day Aug. 18.

Technician Fall Retreat – *Technician* held a very successful three-day retreat for new and returning staff Sunday, Aug. 5 through Tuesday, Aug. 7. A total of 27 staff members participated. The first day of the retreat was held in the *Technician* office, with work on the Survival Guide serving as a real-world team-building/organizational exercise. On Monday, the staff met at the Center for Architecture and Design, where they were joined by 17 professional print journalists, photographers and online news coordinators from the *News & Observer*, *Raleigh Public Record*, *Independent Weekly*, *New Raleigh* and other local media outlets. Finally, for the third day of the retreat, the group traveled to Durham, where the day began with a tour and meeting at the *Herald-Sun*, followed by tours of the Center for Documentary Studies at Duke University, and WUNC, where staff members visited with "The State of Things" host Frank Stasio.

WKNC Summer Training Session – The staff of WKNC hosted a successful five-week training session over the summer with seven trainees; Student Media Director Patrick Neal was a member of the training class, and completed his board training and certification under the guidance and direction of Assistant Coordinator Jamie Lynn Gilbert and 2012-13 General Manager Michael Jones.

WKNC Hosts Concert on the Lawn During Wolfpack Welcome Week – WKNC partnered with UAB to host a special Concert on the Lawn to coincide with the end of Convocation ceremonies Aug. 13. The event, which also featured information tables from a variety of campus groups, drew several hundred attendees throughout the afternoon and evening.

Agromeck Begins Work On 2013 Edition – *Agromeck* began working on its 2013 edition even before the spring 2012 semester concluded. The yearbook staff had submitted 72 pages to the Balfour press plant by late August. The 125th Anniversary commemorative edition of the book is set to total 312 pages in all, with the final pages due to ship in February. Senior portrait sessions have also

been scheduled, with the first session set for Nov. 5-9 and the second session set for Jan. 14-18, 2013.

Student Media Partners With African American Cultural Center on Grant Application – Student Media partnered with the AACCC Library in applying for a MacArthur Foundation grant to establish the International Collaboratory, a library-based learning lab for high school students interested in creating international connections and increasing their global awareness by developing, creating and sharing media with their peers in the local area, in the U.S. and in Ghana, Jamaica and Botswana. If successful, a portion of the grant will be used to convert Student Media's conference room into a fully-equipped multi-media production facility, and student journalists, photographers, videographers and designers will serve as mentors to participating students in the 2013 spring and fall semesters. The AACCC and Student Media should learn if they were successful in their request during the month of September.

Technician Partners With *Daily Tar Heel*, *Duke's Chronicle* for "Power Buy" Program – Early this summer, *Technician* finalized the details of a group-buying arrangement that would allow advertisers to purchase advertising space in all three of the publications serving the largest Triangle student populations. It is hoped that through this program, all three publications will be able to increase revenue by appealing to advertisers which have not historically spent a lot of money with university newspapers – grocery chains, banks, auto dealerships, major retailers, etc.

STUDENT MEDIA BUDGET VS. ACTUAL

DATE: September 1, 2012
 PERCENT THROUGH FISCAL YEAR: 17%

056 AGROMEK			058 WINDHOVER			066 TECH SUPPORT					
Budget	Actual	Percent	Budget	Actual	Percent	Budget	Actual	Percent			
Payroll	\$ 16,260.01	\$ 1,888.63	12%	Payroll	\$ 4,850.00	\$ -	0%	Payroll	\$ 73,188.44	\$ 12,189.67	17%
Supplies	\$ 600.72	\$ 77.74	13%	Supplies	\$ 300.00	\$ -	0%	Supplies	\$ 2,500.00	\$ -	0%
Leadership develop.	\$ 2,405.64	\$ -	0%	Leadership develop.	\$ 910.00	\$ -	0%	Leadership develop.	\$ -	\$ -	0%
Admin service charge	\$ 3,088.00	\$ -	0%	Admin service charge	\$ 19,121.94	\$ 328.05	2%	Admin service charge	\$ 1,010.00	\$ -	0%
Current services	\$ 57,874.00	\$ 434.00	1%	Current services	\$ 343.00	\$ 209.00	61%	Current services	\$ -	\$ -	-
Fixed charges	\$ 743.00	\$ -	0%	Fixed charges	\$ 25,524.94	\$ 537.05	2%	Fixed charges	\$ -	\$ -	-
TOTAL	\$ 80,971.37	\$ 2,400.37	3%	TOTAL	\$ 25,524.94	\$ 537.05	2%	TOTAL	\$ 76,698.44	\$ 12,189.67	16%
Non-fee income	\$ 10,375.00	\$ 1,722.20	17%	Non-fee income	\$ -	\$ -	-	Non-fee income	\$ -	\$ -	-
Fee income	\$ 70,596.37	\$ 30,085.78	43%	Fee income	\$ 25,524.94	\$ 10,877.87	43%	Fee income	\$ -	\$ -	-
TOTAL	\$ 80,971.37	\$ 31,807.98	39%	TOTAL	\$ 25,524.94	\$ 10,877.87	43%	TOTAL	\$ -	\$ -	-
Profit/Loss	\$ 0.00	\$ 0.00	0%	Profit/Loss	\$ 0.00	\$ 0.00	0%	Profit/Loss	\$ (76,698.44)	\$ -	-

061 NUBIAN MESSAGE			059 WKNC			OVERALL					
Budget	Actual	Percent	Budget	Actual	Percent	Budget	Actual	Percent			
Payroll	\$ 4,464.52	\$ -	0%	Payroll	\$ 36,836.39	\$ 5,902.06	16%	Payroll	\$ 512,893.03	\$ 72,823.17	14%
Supplies	\$ 150.00	\$ -	0%	Supplies	\$ 5,824.00	\$ 2,686.72	46%	Supplies	\$ 22,768.59	\$ 4,702.38	21%
Leadership develop.	\$ 755.64	\$ -	0%	Leadership develop.	\$ 1,751.92	\$ 161.24	9%	Leadership develop.	\$ 17,640.98	\$ 349.28	2%
Admin service charge	\$ 394.00	\$ -	0%	Admin service charge	\$ 2,530.00	\$ -	0%	Admin service charge	\$ 32,397.00	\$ -	0%
Current services	\$ 5,997.92	\$ 734.28	12%	Current services	\$ 5,986.47	\$ 1,238.90	21%	Current services	\$ 277,683.60	\$ 20,387.17	7%
Fixed charges	\$ 174.00	\$ -	0%	Fixed charges	\$ 4,647.00	\$ 706.97	15%	Fixed charges	\$ 17,616.00	\$ 2,000.00	11%
TOTAL	\$ 11,936.08	\$ 734.28	6%	TOTAL	\$ 1,000.00	\$ -	0%	Contracted services	\$ 6,400.00	\$ 1,350.00	21%
Non-fee income	\$ 1,000.00	\$ 252.00	25%	Non-fee income	\$ 52,624.60	\$ 5,198.33	10%	Student financial aid	\$ 30,000.00	\$ -	0%
Fee income	\$ 10,936.08	\$ 4,660.59	43%	Fee income	\$ 5,951.18	\$ 2,536.19	43%	Capital outlay	\$ 6,000.00	\$ -	0%
TOTAL	\$ 11,936.08	\$ 4,912.59	41%	TOTAL	\$ 58,575.78	\$ 10,695.89	18%	Net Profit/Loss	\$ (78,135.20)	\$ 154,389.76	19%
Profit/Loss	\$ 0.00	\$ 0.00	0%	Profit/Loss	\$ 0.00	\$ 0.00	0%	Current reserve	\$ 399,270.00	\$ 65,934.23	17%

057 TECHNICIAN			060 GENERAL ADMIN				
Budget	Actual	Percent	Budget	Actual	Percent		
Payroll	\$ 101,686.59	\$ 8,996.78	9%	Payroll	\$ 275,607.08	\$ 43,846.03	16%
Supplies	\$ 3,500.00	\$ 1,625.16	46%	Supplies	\$ 9,893.87	\$ 312.76	3%
Leadership develop.	\$ 9,227.78	\$ 88.04	1%	Leadership develop.	\$ 3,500.00	\$ 100.00	3%
Admin service charge	\$ 12,085.00	\$ -	0%	Admin service charge	\$ 12,380.00	\$ -	0%
Current services	\$ 182,497.22	\$ 16,477.90	9%	Current services	\$ 6,206.05	\$ 1,174.04	19%
Fixed charges	\$ 5,059.00	\$ 1,034.03	20%	Fixed charges	\$ 6,650.00	\$ 50.00	1%
Student financial aid	\$ 6,000.00	\$ -	0%	Contracted services	\$ 5,400.00	\$ 1,350.00	25%
TOTAL	\$ 320,055.59	\$ 28,221.91	9%	Capital outlay	\$ 30,000.00	\$ -	0%
Non-fee income	\$ 335,270.40	\$ 58,761.70	18%	TOTAL	\$ 349,637.00	\$ 46,832.83	13%
Fee income	\$ -	\$ -	0%	Non-fee income	\$ -	\$ -	-
TOTAL	\$ 335,270.40	\$ 58,761.70	18%	Fee income	\$ 332,985.43	\$ 141,907.11	43%
Profit/Loss	\$ 15,214.81	\$ -	0%	TOTAL	\$ 332,985.43	\$ 141,907.11	43%
				Profit/Loss	\$ (16,651.57)	\$ -	-

UNIVERSITY SUMMARY 2012-2013

FINAL 8/7/12

	Agromeck	Nubian	Technician	Windhover	WKNC	Gen. Admin.	Tech Support	Subtotals
Income								
Ads/Sponsors	\$ 9,000.00	\$ 1,000.00	\$ 335,270.40	\$ -	\$ 13,624.60	\$ -	\$ -	\$ 358,895.00
Wolfpack sports	\$ -	\$ -	\$ -	\$ -	\$ 14,100.00	\$ -	\$ -	\$ 14,100.00
Benefit concerts	\$ -	\$ -	\$ -	\$ -	\$ 7,000.00	\$ -	\$ -	\$ 7,000.00
Sales/Other	\$ 1,375.00	\$ -	\$ -	\$ -	\$ 17,900.00	\$ -	\$ -	\$ 19,275.00
Student Fees	\$ 70,596.37	\$ 10,936.08	\$ -	\$ 25,524.94	\$ 5,951.18	\$ 332,985.43	\$ -	\$ 445,994.00
TOTAL	\$ 80,971.37	\$ 11,936.08	\$ 335,270.40	\$ 25,524.94	\$ 58,575.78	\$ 332,985.43	\$ -	\$ 845,264.00
Expenditures								
Personnel	\$ 16,260.01	\$ 4,464.52	\$ 101,686.59	\$ 4,850.00	\$ 36,836.39	\$ 275,607.08	\$ 73,188.44	\$ 512,893.03
Supplies	\$ 600.72	\$ 150.00	\$ 3,500.00	\$ 300.00	\$ 5,824.00	\$ 9,893.87	\$ 2,500.00	\$ 22,768.59
Leadership dev.	\$ 2,405.64	\$ 755.64	\$ 9,227.78	\$ -	\$ 1,751.92	\$ 3,500.00	\$ -	\$ 17,640.98
Admin service charge	\$ 3,088.00	\$ 394.00	\$ 12,085.00	\$ 910.00	\$ 2,530.00	\$ 12,380.00	\$ 1,010.00	\$ 32,397.00
Current services	\$ 57,874.00	\$ 5,997.92	\$ 182,497.22	\$ 19,121.94	\$ 5,986.47	\$ 6,206.05	\$ -	\$ 277,683.60
Fixed charges	\$ 743.00	\$ 174.00	\$ 5,059.00	\$ 343.00	\$ 4,647.00	\$ 6,650.00	\$ -	\$ 17,616.00
Contracted services	\$ -	\$ -	\$ -	\$ -	\$ 1,000.00	\$ 5,400.00	\$ -	\$ 6,400.00
Capital outlay	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 30,000.00	\$ -	\$ 30,000.00
Student financial aid	\$ -	\$ -	\$ 6,000.00	\$ -	\$ -	\$ -	\$ -	\$ 6,000.00
TOTAL	\$ 80,971.37	\$ 11,936.08	\$ 320,055.59	\$ 25,524.94	\$ 58,575.78	\$ 349,637.00	\$ 76,698.44	\$ 923,399.20
Transfer from reserve	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$16,651.57	\$76,698.44	\$78,135.20
Percent of fees	15.8%	2.5%	0.0%	5.7%	1.3%	74.7%		
Fees as percent	87.2%	91.6%	0.0%	100.0%	10.2%	100.0%		

Agromeck 2012-2013

FINAL 8/7/12

Income

Book sales	\$1,375.00	25 books x \$55/copy
Advertising	\$9,000.00	\$10,375.00
Student fees	\$70,596.37	
TOTAL	\$80,971.37	

Expenditures

Personnel	\$16,260.01
Office Supplies	\$600.72
Leadership development	\$2,405.64
Admin service charge	\$3,088.00
Parking	\$306.00
Photocopies	\$200.00
Postage	\$1,000.00
Telecommunications	\$768.00
Printing	\$55,000.00
Promotions	\$600.00
Memberships	\$743.00
TOTAL	\$80,971.37

Expenditures

Personnel	\$16,260.01
Supplies	\$600.72
Leadership develop	\$2,405.64
Admin service char	\$3,088.00
Current services	\$57,874.00
Fixed charges	\$743.00
TOTAL	\$80,971.37

Income - Expenditures \$(0.00)

Editor	\$450.00	10.0	\$4,500.00	312
Sports editor	\$80.00	10.0	\$825.00	156
Photo editor	\$100.00	10.0	\$1,050.00	8 pages
Design editor	\$100.00	10.0	\$1,050.00	spreads
Features editor	\$100.00	10.0	\$1,050.00	deadlines
Copy editor (2)	\$100.00	10.0	\$1,000.00	
Photographers (per photo)	\$10.00	500.0	\$5,000.00	Budgeted Payroll \$17,375.00
Designers (per spread)	\$15.00	140.0	\$2,100.00	Ad Rep Commission \$0.00
Reporters (per story)	\$10.00	80.0	\$800.00	\$17,375.00
			\$17,375.00	% generally spent 94%
				\$16,260.01

Summer workshop

		2
Airfare	\$244.00	\$488.00
Hotel	\$297.00	\$297.00
Meals	\$200.00	\$400.00
Registration	\$235.00	\$470.00
		\$1,655.00

ACP/CMA convention

		1
Registration	\$85.00	\$85.00
Meals	\$145.00	\$145.00
Hotel	\$220.64	\$220.64
Travel	\$300.00	\$300.00
		\$750.64

Promotions

Postcards	\$500.00	phone lines	2	
Postage	\$1,000.00	Phone charges (\$7	\$14.00	\$168.00
Posters	\$100.00	Data/infrastructure	\$50.00	\$600.00
TOTAL	\$1,600.00		\$64.00	\$768.00

Editor's parking \$306.00

Memberships

Associated Collegiate Press	\$149.00
Columbia Scholastic Press A	\$169.00
NCCMA entry fee	\$25.00
	\$343.00

MCT Campus (news photos) \$400.00

Nubian Message 2012-2013

FINAL 8/7/12

Income

Advertising	\$1,000.00
Student fees	<u>\$10,936.08</u>
Total	\$11,936.08

Expenditures

Personnel	\$4,464.52
Hardware and software	\$0.00
Office supplies	\$150.00
Leadership development	\$755.64
Admin service charge	\$394.00
Parking	\$306.00
Telecommunications	\$468.00
Printing	\$5,153.92
Photocopies	\$35.00
Postage	\$35.00
Memberships	<u>\$174.00</u>
	\$11,936.08

Income - Expenditures \$0.00

Monthly payroll

	Per month	Total	
Editor	1 \$385.00	\$3,080.00	\$147/issue
Copy editor	1 \$20.00	\$380.00	\$20/issue
Layout editor	1 \$20.00	\$380.00	\$20/issue
Photographs (senior staff)	4 \$10.00	\$760.00	Per photo
Reporters (senior staff)	4 \$10.00	\$760.00	Per article
		\$5,360.00	

Leadership development

ACP/CMA convention		1
Registration	\$90.00	\$90.00
Meals	\$145.00	\$145.00
Hotel	\$220.64	\$220.64
Travel	<u>\$300.00</u>	<u>\$300.00</u>
		\$755.64

Printing

8 page tab	\$254.68	\$4,838.92
Delivery	\$0.00	\$0.00
Color	3	<u>\$315.00</u>
		\$5,153.92

Memberships

Associated Collegiate Press	\$149.00
NCCMA entry fee	<u>\$25.00</u>
	\$174.00

Expenditures

Personnel	\$4,464.52
Supplies	\$150.00
Leadership development	\$755.64
Admin service charge	\$394.00
Current services	\$5,997.92
Fixed charges	<u>\$174.00</u>
	\$11,936.08

8 months
19 issues
750 circulation

\$234.97 per issue payroll cost
\$0.31 per copy payroll cost

phone lines	2	
Phone charges (\$7 x 2 li	\$14.00	\$168.00
Phone rental (1 line)	\$0.00	\$0.00
Data/Infrastructure	<u>\$25.00</u>	<u>\$300.00</u>
	\$39.00	\$468.00

Budgeted Payroll	\$5,360.00
Ad Rep Commission	\$50.00
	\$5,410.00
% generally spent	83%
	\$4,464.52

70% is more accurate

To maintain senior staff status:

- 1) Attend weekly budget meeting
- 2) Hold at least 2 office hours 2 per week on weekdays between 8 a.m. - 5 p.m.
- 3) Attend one monthly training each month

Business Office 2012-2013

FINAL 8/7/12

Income

Student fees	\$0.00
WKNC sponsorships	\$13,624.60
Agromeck ads	\$9,000.00
Nubian Message ads	\$1,000.00
Technician ads	\$335,270.40
Total	\$358,895.00

Expenditures

Personnel	\$54,542.84
Hardware and softwar	\$0.00
Office supplies	\$500.00
Leadership developme	\$4,646.25
Parking	\$306.00
Photocopies	\$0.00
Postage	\$1,000.00
Printing	\$1,500.00
Telecommunications	\$0.00
Memberships	\$235.00
	\$62,730.09

Expenditures

Personnel	\$54,542.84
Supplies	\$500.00
Leadership developr	\$4,646.25
Admin service charg	\$0.00
Current services	\$2,806.00
Fixed charges	\$235.00
	\$62,730.09

Income - Expenditu \$296,164.91

Staff

	Monthly	# months	
Ad designer	1 \$960.00	10	\$9,600.00 (1 person, 30 hours/ week, four weeks, \$8/hour)
Advertising manager	1 \$400.00	10	\$6,346.89 (0.7% gross)
Circulation manager	1 \$300.00	8	\$2,400.00
Classifieds sales	1 \$1,280.00	8	\$10,240.00 (1 person, 40 hours/week, four weeks, \$8/hour)
Summer classified	1 \$1,020.00	3	\$3,840.00 (40 hours/week * \$8/hour * 12 weeks)
Summer base pay	3 \$50.00	3	\$450.00
Marketing team	3 \$100.00	8	\$2,400.00
TOTAL			\$35,276.89

	Gross income	Commission	Net income	Commission rate
Agromeck	\$9,000.00	\$0.00	\$9,000.00	0%
Technician	\$335,270.40	\$16,763.52	\$318,506.88	5%
Nubian Message	\$1,000.00	\$50.00	\$950.00	5%
WKNC sales	\$13,624.60	\$2,452.43	\$11,172.17	18%

SUN convention

		3	Summer meeting and two to fall conference
Registration	\$70.00	\$210.00	
Meals	\$108.75	\$326.25	
Hotel	\$150.00	\$450.00	
Travel	\$220.00	\$660.00	
		\$1,646.25	
San Diego convention		\$3,000.00	

Memberships

Southern University Nk	\$125.00
College Newspapers B	\$110.00
	\$235.00

Technician 2012-2013

FINAL 8/7/12

Income

Student Fees	\$0.00
Advertising	\$335,270.40
Total	\$335,270.40

Expenditures

Personnel	\$101,686.59
Supplies	\$3,500.00
Leadership devel	\$9,227.78
Admin service ch	\$12,085.00
Current services	\$182,497.22
Fixed charges	\$5,059.00
Grant	\$6,000.00
	\$320,055.59

Expenditures

	Technician	Business Office
Personnel	\$101,686.59	\$47,143.75
Office supplies	\$1,500.00	\$1,000.00
WolfCopy	\$2,000.00	\$2,000.00
Leadership development	\$9,227.78	\$4,581.53
Admin service charge	\$12,085.00	\$12,085.00
Parking	\$918.00	\$612.00
Postage	\$1,000.00	\$0.00
Printing	\$177,975.22	\$176,700.00
Telecommunications	\$2,604.00	\$2,604.00
Memberships	\$409.00	\$174.00
TownNews	\$4,650.00	\$4,650.00
Student Grant	\$6,000.00	\$6,000.00
	\$320,055.59	\$257,550.28

155 issues
 \$320,055.59 total expenses
 \$2,064.87 cost per issue
 \$656.04 per issue payroll cost
 10,500 circulation
 \$0.20 per copy cost

Income - Expenditures \$15,214.81

Personnel

Editor**	1	\$43.00	\$43.00	\$6,665.00
			\$43.00	\$6,665.00

\$43/issue worked; \$38/issue missed deadline; per night; 5/5 nights; 12 months

Issue staff

	Number	Amount	Days paid	
Managing editor**	1.0	\$35.00	145.0	\$5,075.00
News editor**	1.0	\$20.00	87.0	\$1,740.00
Opinion editor**	1.0	\$15.00	87.0	\$1,305.00
Sports editor**	1.0	\$20.00	87.0	\$1,740.00
Features editor**	1.0	\$20.00	87.0	\$1,740.00
Design editor**	1.0	\$20.00	87.0	\$1,740.00
Photo editor**	1.0	\$10.00	145.0	\$0.00
Designer	1.0	\$15.00	145.0	\$2,175.00
Nightly photo color correction	1.0	\$10.00	145.0	\$1,450.00
Assistant news editor	1.0	\$15.00	31.0	\$465.00
Assistant features editor	1.0	\$15.00	31.0	\$465.00
Assistant sports editor	1.0	\$15.00	31.0	\$465.00
Opinion writers	1.0	\$10.00	145.0	\$1,450.00
Stories	5.0	\$10.00	155.0	\$7,750.00
Copy editor	1.0	\$20.00	155.0	\$3,100.00
Photos	7.0	\$10.00	155.0	\$10,850.00
Other contributors	0.0	\$10.00	155.0	\$0.00
Cartoonist	1.0	\$10.00	145.0	\$1,450.00
				\$42,960.00

Per night; 5/5 nights, fall/spring only; not paid for stories
 Per night; 3/5 nights, fall/spring only; not paid for stories
 Per night; 3/5 nights, fall/spring only; not paid for stories
 Per night; 3/5 nights, fall/spring only; not paid for stories
 Per night; 3/5 nights, fall/spring only; not paid for stories
 Per night; 3/5 nights, fall/spring only; not paid for pages

Per night; 5/5 nights, fall/spring only
 Per night; 5/5 nights, fall/spring only; color correction, etc. also paid for photos
 Per night; 1/5 nights, fall/spring only; paid for stories on off nights
 Per night; 1/5 nights, fall/spring only; paid for stories on off nights
 Per night; 1/5 nights, fall/spring only; paid for stories on off nights
 2 columns per regular issue
 \$10/original story; column containing at least three rewritten briefs paid \$10

Ad rep comission \$0.00
 Budgeted personnel \$49,625.00
 % generally spent 95%
 \$47,143.75

Staff development

Fall retreat	\$1,500.00	20 people
Spring retreat	\$880.25	40 people
EIC conference	\$700.00	

phone lines	6	
Phone charges (;	\$42.00	\$504.00
Data/Infrastruct	\$175.00	\$2,100.00
	\$217.00	\$2,604.00

ACP/CMA convention

		2
Registration	\$85.00	\$170.00
Meals	\$145.00	\$290.00
Hotel	\$220.64	\$441.28
Travel	\$300.00	\$600.00
		\$4,581.53

Editor's parking/temp passes \$612.00

Printing

Regular parinting	\$1,140.00	\$163,020.00	143 regular issues
Summer issues	\$1,140.00	\$11,400.00	10 summer issues
Exam Week Extra	\$1,140.00	\$2,280.00	2 exam week issues
Tabloid issues	\$2,480.00	\$0.00	0 special issues
		\$176,700.00	155

Memberships

MCT Campus	\$0.00
ACP	\$149.00
NCCMA entry fee	\$25.00
	\$174.00

Web hosting

TownNews Set-Up Fee	\$1,500.00
TownNews annual fee (Dec-June)	\$3,150.00
	\$4,650.00

Windhover 2012-2013

FINAL 8/7/12

Income

Student fees	\$25,524.94
Total	\$25,524.94

Expenditures

Personnel	\$4,850.00
Hardware and software	\$0.00
Office supplies	\$300.00
Leadership development	\$0.00
Admin service charge	\$910.00
Reception	\$240.94
Parking	\$306.00
Postage	\$50.00
Photocopies	\$75.00
Printing	\$18,450.00
Telecommunications	\$0.00
Memberships (CSPA, ACP)	\$343.00
Total	\$25,524.94

Income - Expenditures \$0.00

<i>Payroll</i>	7	
Editor	\$285.72	\$2,000.00
Designer		\$1,300.00
Designer		\$436.50
Designer		\$556.75
Designer		\$556.75
		\$4,850.00

<i>Printing</i>	
Printing	\$16,300.00
CD master	\$1,600.00
Publicity	\$550.00
TOTAL	\$18,450.00

Editor's parking \$306.00

<i>Memberships</i>	
Associated Collegiate Press	\$149.00
Columbia Scholastic Press Ass	\$169.00
NCCMA entry fee	\$25.00
	\$343.00

Expenditures

Personnel	\$4,850.00
Supplies	\$300.00
Leadership development	\$0.00
Admin service charge	\$910.00
Current services	\$19,121.94
Fixed charges	\$343.00
	\$25,524.94

\$25,524.94 per issue total expenses
 \$4,850.00 per issue payroll cost
 \$692.86 per month payroll cost
 2,500.00 circulation
 \$10.21 per copy cost

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

2500 copies
 96 pages or more

WKNC 2012-2013

Income

Wolfpack sports	\$14,100.00	
Benefit concerts	\$7,000.00	
Tir Na nOog contract	\$12,500.00	
Sponsorship sales	\$13,624.60	
Merch/recording/promotion fees	\$5,400.00	\$52,624.60
Student fees	\$5,951.18	
TOTAL	\$58,575.78	

Expenditures

Personnel	\$36,836.39
Engineering supplies	\$5,324.00
Office supplies	\$500.00
Leadership development	\$1,751.92
Admin service charge	\$2,530.00
GM parking	\$306.00
Printing	\$282.79
Postage & freight	\$200.00
Promotions	\$1,500.00
Engineering repair	\$1,200.00
Telecommunications	\$2,497.68
Transmitter Insurance	\$291.00
Association memberships	\$1,002.00
Copyright fees/licensing	\$3,354.00
Legal fees	\$1,000.00
TOTAL	\$58,575.78

Income - Expenditures \$0.00

<i>Personnel</i>	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
Student engineer	\$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
Personnel director	\$75.00	\$1,950.00	\$162.50
Production manager	\$75.00	\$1,950.00	\$162.50
Public affairs director	\$75.00	\$1,950.00	\$162.50
Afterhours music director	\$75.00	\$1,950.00	\$162.50
Underground music director	\$75.00	\$1,950.00	\$162.50
Operations manager	\$50.00	\$1,300.00	\$108.33
Creative services manager	\$50.00	\$1,300.00	\$108.33
Local 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 public affairs 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
Blog editor	\$25.00	\$650.00	\$54.17
LBLB coordinator	\$25.00	\$650.00	\$54.17
Librarian	\$0.00	\$0.00	\$0.00
Deputy promotions on-campus	\$0.00	\$0.00	\$0.00
Deputy promotions off-campus	\$0.00	\$0.00	\$0.00
Sports DJ	\$30 per game	\$2,820.00	\$235.00
Design/Photo/Web	per project	\$1,300.00	\$108.33
TOTAL	\$1,475.00	\$42,470.00	\$3,539.17

Engineering

Engineering supplies - Tier 1	\$3,524.00
Engineering supplies - Tier 2	\$600.00
Repair - supplies	\$1,200.00
Repair - repair	\$1,200.00
TOTAL	\$6,524.00

Promotions

T-shirts	\$500.00
Koozies	\$400.00
Stickers	\$600.00
TOTAL	\$1,500.00

Travel - CBI conference

Plane fare	Per student	2 students
Hotel	\$300.00	\$600.00
Food	\$220.64	\$661.92
Registration	\$145.00	\$290.00
TOTAL	\$100.00	\$200.00
TOTAL		\$1,751.92

Memberships

Colleqe Broadcasters, Inc.	\$125.00
Colleqe Music Journal*	\$655.00
NC Association of Broadcasters	\$222.00
TOTAL	\$1,002.00

*Two year subscription

Copyright Fees and Licensing

Sound Exchange	\$600.00
AudioVault	\$720.00
Selector	\$250.00
ASCAP	\$822.00
BMI	\$822.00
SESAC	\$140.00
TOTAL	\$3,354.00

FINAL 8/7/12

Wolfpack Sports		Per Game	Games
<i>Women's basketball</i>	\$4,500.00	\$150.00	30
<i>Women's post</i>	\$0.00	\$150.00	0
<i>Men's baseball</i>	\$8,250.00	\$150.00	55
<i>Men's baseball post</i>	\$1,350.00	\$150.00	9
	\$14,100.00	\$150.00	94
	TirNaNog	Per Week	Weeks
	\$12,500.00	\$250.00	50

Expenditures

Personnel	\$36,836.39
Supplies	\$5,824.00
Leadership development	\$1,751.92
Admin service charge	\$2,530.00
Current services	\$5,986.47
Fixed charges	\$4,647.00
Contracted services	\$1,000.00
TOTAL	\$58,575.78

Budgeted Personnel	\$42,470.00
Ad rep commission	\$2,452.43
	\$44,922.43
Percent generally spent	82%
	\$36,836.39

Engineering supplies - Tier 1

Power amplifiers (4)	\$2,400.00
Ubiquiti IP radios (2)	\$900.00
Gas cylinders rental	\$192.00
Nitrogen refills	\$32.00
TOTAL	\$3,524.00

Engineering supplies - Tier 2

Tascam CD-01U player	\$500.00
Annual TT maintenance (Stylil)	\$100.00
TOTAL	\$600.00

phone lines	7	
voicemail	0	
Phone charges (\$7 x 7 lines)	\$49.00	\$588.00
Phone rental (1 line)	\$34.14	\$409.68
Data/Infrastructure	\$125.00	\$1,500.00
	\$208.14	\$2,497.68

General Administration 2012-2013

FINAL 8/7/12

Income

Student fees	\$332,985.43
TOTAL	\$332,985.43

Expenditures

EPA salaries	\$117,634.88	
SPA salaries	\$81,825.06	
Temporary wages	\$9,000.00	
Staff benefits	\$67,147.14	
Photo supplies/hardware	\$893.87	
Supplies and materials	\$9,000.00	
Leadership development	\$3,500.00	
Admin service charge	\$12,380.00	
Server hosting fee	\$800.00	
Telecommunications	\$2,136.00	
Computer/data Process Svs	\$1,220.05	\$101.67/month
Printing	\$1,200.00	
Postage	\$250.00	
SCJ	\$600.00	
Membership fees	\$650.00	
AdPro	\$6,000.00	
Contracted services	\$5,400.00	
Capital outlay	\$30,000.00	
	\$349,637.00	

Income-Expenses \$(16,651.57)

Society for Collegiate Journalists

New membership fees	\$300.00
Publicity	\$150.00
Staff development	\$150.00
	\$600.00

Memberships

Society for News Design	\$0.00
Apple and Android app fees	\$125.00
Society for Professional Journalists	\$75.00
College Media Association	\$150.00 (3 people)
	\$350.00

Maintenance Contract - Software

AdPro	\$6,000.00
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Expenditures

Personnel	\$275,607.08
Supplies	\$9,893.87
Leadership development	\$3,500.00
Admin service charge	\$12,380.00
Current services	\$6,206.05
Fixed charges	\$6,650.00
Contracted services	\$5,400.00
Capital outlay	\$30,000.00
	\$319,637.00

Contracted Services

WKNC Engineer	\$450.00	\$5,400.00
	per month	per year

Telecommunications

phone lines	4	
\$7 per line	\$28.00	\$336.00
Data/Infrastructure	\$150.00	\$1,800.00
	\$178.00	\$2,136.00
	per month	per year

Tech Support 2012-2013 FINAL 8/7/12

Expenditures

SPA salaries	\$54,911.12
Staff benefits	\$18,277.32
	\$73,188.44
Student Media Tech supplies	\$2,500.00
Admin service charge	\$1,010.00