

STUDENT MEDIA BOARD OF DIRECTORS AGENDA

Tuesday, Sept. 13, 2016 • 7 p.m.
Room 356, Witherspoon Student Center

CALL TO ORDER

INTRODUCTIONS

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.
- Election of a vice chair – Any board member may serve in this role.
- Election of secretary – Any board member may serve in this role and a secretary can be appointed at each meeting.

NEW BUSINESS

1. Approval of minutes from April 2016 board meeting.
2. 2016-2017 Budget and budget update (Patrick/Jamie)
3. Fee Request update and related (Patrick)
4. 2016-2017 Goals update (Jamie)
5. Appointment of 2016-2017 *Agromeck* editor (Annual Publications Advisory Board)
6. Proposed change to Student Media policy regarding conflicts of interest (Ellen)

REPORTS

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

EXECUTIVE SESSION

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

ADJOURN

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

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

Present: Maddie Lassiter, Robbie Williams, Tomesha Murray, Tyler Dukes, Dean Phillips, Mimi McCarthy, Jillian Smith, Kaitlin Montgomery, Molly Donovan, Kaanchedee Gandhi, Mark Tate, Matt Brown

Absent: Marc Russo, Sarah Bowman, Brandon Tung

Others present: Martha Collins, Jamie Lynn Gilbert, Krystal Baker, Ellen Meder, Nikita Chintalapudi

CALL TO ORDER

Chairman Mimi McCarthy called the meeting to order at 7 p.m. without a quorum, as one member had texted to say she was running late. The agenda was shifted to front-load items not requiring a quorum for action. Patrick also asked that an additional item be added to the agenda so that Ellen could present the Fall 2015 Recruitment & Retention Report.

APPOINTMENT OF MEETING SECRETARY

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

STUDENT MEDIA 2015-2016 GOALS UPDATE

Jamie Lynn Gilbert updated the board on progress made toward goals set for the 2015-2016 academic year. (The goals and related updates were included in the meeting package and are made part of these minutes by reference.) She said that all of the groups had done well with regard to retreats and improving hiring/onboarding procedures. She said plans for social media were still in progress and that hiring paperwork would be modified to include demographic data so that Student Media could better track the diversity of the students involved in the future. After some discussion, it was agreed that the goals for next year would remain mostly the same, but would be revisited when all of the new student organization heads were settled into place.

BUDGET UPDATE AND YEAR-END BUDGET OUTLOOK

Jamie reviewed the April 2016 budget report, which was included with the meeting package and are made part of these minutes by reference. She reminded the board that the WKNC project, budgeted at \$150,000 and originally scheduled for the 2016-2017 fiscal year, had been moved to the current fiscal year at the suggestion of the DASA Budget Office. She said the project was on schedule and currently under budget.

Jamie then asked the board to look at the modified budget report that included a column entitled "Expected," which reflected her estimation of what would be spent in the various

categories by each group by the end of the fiscal year on June 30. Krystal provided the board with her final revenue estimates for each organization. Both of those documents were included with the meeting package and are made part of these minutes by reference.

Patrick then moved the discussion to a change for *Technician* that would be effective at the end of the semester. He said that after receiving quotes from Triangle Web in Durham to print the *Technician*, he decided to make the switch from the *News & Observer*, noting that if all other things remained equal, the switch would save the *Technician* more than \$50,000 per year. (A breakdown of the *N&O* versus Triangle Web is attached and included as part of these minutes by reference.) In addition to the cost savings, Patrick said Triangle Web's reproduction quality was much better than what the *Technician* had seen with the *N&O*, and he distributed copies of other Triangle Web-printed papers to illustrate the point. He also noted that Triangle Web had long printed the *Chronicle* at Duke and the *Daily Tar Heel*, and that switching to Triangle Web was made possible with both of those papers reducing circulation and frequency. He also noted that Triangle Web printed nearly every college newspaper in North Carolina and that it was already printing the *Nubian Message*.

Beyond that, Patrick said that he and the staff had discussed some other ideas with regard to the *Technician's* operations moving forward, but he said he didn't feel it would be appropriate to explore them with the board until after he and the staff had had a chance to speak to incoming EIC Rachel Smith first. He said Rachel would not be back from studying abroad until later in April. Once she returned and was briefed, Patrick said, he wanted to call together a meeting to include as many members of the board, the Newspapers Advisory Board and the newspaper staff as possible for a full discussion. He said he anticipated that such a meeting would come in early May and asked the board members to be on the lookout for the meeting notice via email.

APPROVAL OF MARCH MEETING MINUTES

With a quorum established, the board voted unanimously to approve the March 1, 2016 meeting minutes.

2016-17 WINDHOVER EDITOR APPOINTMENT

On behalf of the Annual Publications Advisory Board, Mimi McCarthy moved that the board waive the two-semester-participation rule for *Windhover* editor applicant Nikita Chintalapudi, as she had previously been on staff for only one full semester. The motion, seconded by Tyler Dukes, passed unanimously. Mimi subsequently moved that Nikita be named editor of *Windhover* for 2016-2017. After a brief discussion and Q&A, that motion, also seconded by Tyler Dukes, also passed unanimously.

AGROMECK EOY/SUMMER STAFFING

Martha Collins and Molly Donovan outlined plans for the end of the year and summer staffing for *Agromeck* since no one applied for the 2016-2017 editorship during the regularly scheduled application cycle.

Molly said that she would agree to continue on as editor for the remainder of the spring semester and that the staff would continue to collect content and plan ahead over the summer the same way they would if a 2016-2017 editor were in place.

This led to some discussion about possible paths forward. Martha and Molly said they anticipated some interest on the part of at least two current and recent staff members at the end of the semester when they returned from studying abroad or completed their academic work for the semester. They said that while it would mean some additional work for the current staff over the summer, they said they were not worried about the long term.

In the end, it was agreed that the board would revisit the matter at its first meeting of the 2016-2017 academic year.

RECRUITMENT AND RETENTION REPORT

Ellen presented the 2015-2016 Recruitment and Retention Report, which attached and included as part of these minutes by reference. Ellen said that, overall, Student Media's recruitment numbers had rebounded from a significant dip in 2014-2015 and were back up to where they had been in prior years.

During the discussion, Ellen and other staff members urged the student leaders to make sure that all student staffers fill out membership/hiring paperwork regardless of whether they were in a paid position or not. She said that without paperwork, a student couldn't be counted in the recruitment and retention numbers.

BOARD MEMBERSHIP FOR 2016-2017

Patrick asked the voting board members in attendance whether they'd be returning to the board the following year. Dean, Robbie and Mimi all indicated that they would. Maddie, Sarah and Tomesha were all graduating and thus would not be returning. Tyler said he wasn't sure and would have to let Patrick know at a later date. Patrick said that he would double-check with the absent board members as to their intentions for the coming year.

ADJOURN

The meeting adjourned at 8:45 p.m.

STUDENT MEDIA BUDGET VS. ACTUAL

DATE: September 1, 2016
 PERCENT THROUGH FISCAL YEAR: 17%

056 AGROMECK				058 WINDHOVER				066 TECH SUPPORT			
	Budget	Actual	Percent		Budget	Actual	Percent		Budget	Actual	Percent
Payroll	\$ 16,668.13	\$ 3,213.97	19%	Payroll	\$ 5,582.50	\$ -	0%	Payroll	\$ 81,935.80	\$ 13,557.69	17%
Supplies	\$ 900.00	\$ 97.00	11%	Supplies	\$ 635.00	\$ -	0%	Supplies	\$ 1,876.00	\$ -	0%
Leadership develop.	\$ 5,275.00	\$ -	0%	Leadership develop.	\$ 1,110.00	\$ -	0%	Leadership develop.	\$ -	\$ -	0%
Admin service charges	\$ 2,419.01	\$ -	0%	Admin service charges	\$ 1,055.51	\$ -	0%	Admin service charges	\$ 4,378.79	\$ -	0%
Current services	\$ 27,084.00	\$ 141.30	1%	Current services	\$ 15,940.00	\$ -	0%	Current services	\$ 1,377.24	\$ 138.00	10%
Fixed charges	\$ 2,064.00	\$ -	0%	Fixed charges	\$ 762.00	\$ -	0%	Fixed charges	\$ -	\$ -	0%
TOTAL	\$ 54,410.14	\$ 3,452.27	6%	TOTAL	\$ 25,085.01	\$ -	0%	TOTAL	\$ 89,567.83	\$ 13,695.69	15%
Non-fee income	\$ 26,200.00	\$ 8,091.84	31%	Non-fee income	\$ 2,200.00	\$ -	0%	Non-fee income	\$ -	\$ -	0%
Fee income	\$ 28,210.14	\$ 11,674.69	4.09%	Fee income	\$ 22,885.01	\$ 9,470.90	3.32%	Fee income	\$ 89,567.83	\$ 37,067.40	12.99%
TOTAL	\$ 54,410.14	\$ 19,766.53	36%	TOTAL	\$ 25,085.01	\$ 9,470.90	38%	TOTAL	\$ 89,567.83	\$ 37,067.40	41%
Profit/Loss	\$ -	\$ -		Profit/Loss	\$ -	\$ -		Profit/Loss	\$ -	\$ -	
061 NUBIAN MESSAGE				059 WKNC				OVERALL			
	Budget	Actual	Percent		Budget	Actual	Percent		Budget	Actual	Percent
Payroll	\$ 5,817.01	\$ -	0%	Payroll	\$ 37,615.49	\$ 6,349.79	17%	Payroll	\$ 636,647.66	\$ 91,835.56	14%
Supplies	\$ 50.00	\$ 426.10	852%	Supplies	\$ 2,600.00	\$ 56.17	2%	Supplies	\$ 19,786.71	\$ 2,552.30	13%
Leadership develop.	\$ 2,030.00	\$ 119.80	6%	Leadership develop.	\$ 3,580.00	\$ -	0%	Leadership develop.	\$ 28,815.00	\$ 539.60	2%
Admin service charges	\$ 722.17	\$ -	0%	Admin service charges	\$ 3,375.71	\$ -	0%	Admin service charges	\$ 55,000.00	\$ -	0%
Current services	\$ 7,696.00	\$ 972.38	13%	Current services	\$ 6,420.00	\$ 386.94	6%	Current services	\$ 140,486.23	\$ 20,453.36	15%
Fixed charges	\$ 930.00	\$ -	0%	Fixed charges	\$ 4,854.00	\$ 611.00	13%	Fixed charges	\$ 23,358.00	\$ 5,231.04	22%
TOTAL	\$ 17,245.17	\$ 1,518.28	9%	TOTAL	\$ 59,445.21	\$ 7,903.90	13%	TOTAL EXPENSES	\$ 936,100.00	\$ 125,691.70	13%
Non-fee income	\$ 2,200.00	\$ 140.00	6%	Non-fee income	\$ 50,300.00	\$ 3,001.86	6%	Non-fee income	\$ 246,600.00	\$ 44,508.88	18%
Fee income	\$ 15,045.17	\$ 6,226.40	2.18%	Fee income	\$ 9,145.21	\$ 3,784.72	1.33%	Fee income	\$ 689,500.00	\$ 285,347.65	41%
TOTAL	\$ 17,245.17	\$ 6,366.40	37%	TOTAL	\$ 59,445.21	\$ 6,786.58	11%	TOTAL INCOME	\$ 936,100.00	\$ 329,856.53	35%
Profit/Loss	\$ -	\$ -		Profit/Loss	\$ -	\$ -		Net Profit/Loss	\$ 0.00	\$ 0.00	
057 TECHNICIAN				060 GENERAL ADMIN							
	Budget	Actual	Percent		Budget	Actual	Percent				
Payroll	\$ 92,424.12	\$ 6,471.93	7%	Payroll	\$ 396,604.61	\$ 62,242.18	16%				
Supplies	\$ 1,150.00	\$ 813.29	71%	Supplies	\$ 12,575.71	\$ 1,159.74	9%				
Leadership develop.	\$ 4,370.00	\$ 119.80	3%	Leadership develop.	\$ 12,450.00	\$ 300.00	2%				
Admin service charges	\$ 12,592.69	\$ -	0%	Admin service charges	\$ 30,456.11	\$ -	0%				
Current services	\$ 61,350.23	\$ 7,739.14	13%	Current services	\$ 20,618.76	\$ 11,075.60	54%				
Fixed charges	\$ 11,377.00	\$ 4,525.04	40%	Fixed charges	\$ 3,371.00	\$ 95.00	3%				
TOTAL	\$ 183,264.04	\$ 19,669.20	11%	TOTAL	\$ 507,082.59	\$ 79,452.36	16%				
Non-fee income	\$ 160,000.00	\$ 12,735.62	8%	Non-fee income	\$ 5,700.00	\$ 20,539.56	360%				
Fee income	\$ 23,264.04	\$ 9,627.76	3.37%	Fee income	\$ 501,382.59	\$ 72,729.56	72.72%				
TOTAL	\$ 183,264.04	\$ 22,363.38	12%	TOTAL	\$ 507,082.59	\$ 20,539.56	4%				
Profit/Loss	\$ -	\$ -		Profit/Loss	\$ 0.00	\$ 0.00					

Free tickets and passes — Reporters may accept tickets and passes to events that they plan to cover for Student Media. It is unacceptable to use such passes for personal use.

Gifts — Reporters should not accept gifts, unless the gift has an estimated value less than \$10. If the gift has significant monetary value, the reporter should send it back to the sender or donate it to charity. If a reporter accepts an insignificant gift, all subsequent gifts from the same sender should be sent back or donated to charity. Any material given for review immediately becomes property of Student Media.

CONFLICT OF INTEREST

As a member of a club, organization or team or as a family member — A staff member should not cover an event organized or supported by a club, organization or team in which he or she is a member. Such staff members may, however, consult with the other staff members assigned to the story. Nor should staff members cover events organized or supported by other members of their immediate family.

As candidates for any elected or appointed office in Student Government or any other campus-wide elected office — An employee must suspend his or her work with Student Media during the campaign. The editor will also remove his or her name from the staff list during this time. If the employee is elected into office, his or her work with the publication must be suspended.

As a reporter writing an editorial — No Student Media employee may do both objective news coverage and editorial commentary on a single issue or event except sports reporters who routinely cover the same sports and teams.

REPORTER IDENTIFICATION

Reporters should identify themselves to potential sources before the start of an interview. A reporter may only misrepresent his identity while on the job under one of two circumstances, both with the express knowledge of the section editor involved and the editor.

A reporter may misrepresent his identity if conducting a restaurant, a theater or some other type of review, where his or her presence being known may affect the outcome of the review. An editor may allow a reporter to misrepresent his or her identity if the information at stake is unobtainable any other way, and it is vital to the coverage.

SOURCE REQUESTS

Sources will never be invited to review or edit work before it is published. Also, reporters will never pre-submit questions for an interview. A source has the right to deny an interview any time. A reporter may discuss what another source said about a given topic with another source he is interviewing. Reporters, however, are not obligated to discuss what other sources said.

"OFF-THE-RECORD" and "NOT-FOR ATTRIBUTION" INFORMATION

Information given to reporters "off the record" will not be used directly in the story. Information given as "not for attribution" may be used by reporters in the story. However, the information should not be directly linked to the source. The reporter may write "a professor in the Department of English said," or "a starting member of the football team said." The reporter will promise neither "off-the-record" nor "not-for-attribution" privileges to a source without the express permission of the editor.

Proposed edit to Code of Ethics of NC State Student Media:

CONFLICT OF INTEREST

As a member of a club, organization or team or as a family member or friend— Student Media employees will not cover an event that is organized by, supported by or related to a club, organization or team in which they or their immediate family member is a member or candidate for membership. Staff members will decline all assignments that involve their family, friends, roommates and any organization or company of which they are a member, an employee or a volunteer. Likewise, staff members should not cover a person or entity that they have publically decried or protested as a private citizen. This includes reporters, photographers, videographers, DJs and editors. Such staff members may, however, consult with the other staff members assigned to such a story, but should hold no decision-making power over such a story or decisions on whether such an assignment should be made.

As candidates for any elected office in Student Government or any other campus-wide elected office — Employees must suspend their work at Student Media through the duration of the campaign, as defined by Student Government or the organization holding elections, including any run-offs for that position. Staff members may resume their work at Student Media once the elections are complete, but may not take assignments related to that position or those elections.

As a reporter writing an editorial — No Student Media employee may do both objective news coverage and editorial commentary on a single issue, person or event, with the exception of sports reporters who routinely cover the same sports and teams. That is not limited to editorial commentary in Student Media publications, but also all other publications, media outlets, blogs, social media platforms and means of publishing commentary, even if it is not 100 percent accessible to the public. A person may, however, contribute to the discussion or writing of an unsigned editorial if they are on a publication's editorial board and cover the topic in news coverage.

Agromeck

submitted by **Amanda Pearlszig, Interim Editor**

Revenue

We had revenue from the Orientation magazine that was split up into the font budget and leadership budget. The majority went into the leadership budget. No current numbers for book or ad sales.

Expenditures

No significant expenditures or anything outside of the budget.

Personnel

In May/June *Agromeck* hired three editors and one specialist:

Amanda Pearlszig, Interim Editor-in-Chief
Bryan Murphy, Photography Editor
Molly Donovan, Promotions Editor
Meredith Wynn, Digital Content Specialist

Returning staff members:

Eliza Eisenhardt, Designer/Writer
Erica Holmsen, Designer
Chloe Calloway, Designer
Lauren Kruchten, Designer/Writer
Raya Boyd, Writer

New staff members:

Designers: 8
Writers: 3

Training

We changed the writer's correspondency requirements, adding in five news blurbs and two full stories.

We have had a lot of new interest, mostly from designers, comparing the interest meeting to who has been showing up to weekly meetings we have lost 3 writers. We will continue to contact them and reach out to new people.

Technology

One of the computers in the office is no longer working, it has been taken out of the office. We are supposed to receive at least one new computer to replace that one.

Coverage

Over the summer we were mainly playing catch up, since the editor-in-chief position was not filled until mid-May. Despite this, everything that took place on campus since May we have been able to cover with the small staff, consisting of me, Bryan, Meredith and Eliza for the most part.

We have been very on top of covering NCSU athletes going to the Olympics, setting up interviews/photo sessions with all five of the athletes.

Deadlines

We have had two deadlines so far, July 20 and August 12; both deadlines were submitted on time with no issues.

Ethics/Legal issues

n/a

Business Office

Submitted by Mary McPhatter, Student Business Office Manager

Revenue

Technician

Our advertisers are adjusting to the new layout of *Technician* as the new staff has been trying very hard to educate them on the new sizes and modular pricing. Since August we have sold around \$10,899.20. Krystal and I have been stressing cold calls and meetings. We have been impressed with everyone's work ethic so far this semester. Cold calls can be frustrating but all have been handling it well.

WKNC

Our new staff has sold \$545.00 for WKNC, including a sponsorship for Radio Ride. We have several more big contracts in the works and look forward to helping WKNC on increasing underwriting sales as well as alternative revenue streams for DBB with a magazine promoting the event.

Nubian Message

Nubian was a sponsor of Harambee 2016 with the African American Cultural Center. We have sold 2 ads for *Nubian* so far this year totaling \$150.35. Both sales came from package deals.

Agromeck

Katlyn plans to meet with *Agromeck* marketing manager, Molly Donovan, in the coming weeks to help promote senior portrait sign-ups and book sales.

Expenditures

Student Media spent \$507.00 purchasing flights to the SUN conference in Atlanta; however, the conference was cancelled, and we received \$357.00 in credit for future flights.

Personnel

The business office successfully filled all the fall 2016 positions. Current staff and their respective positions are listed below.

Business Manager: Mary McPhatter

Media Consultants: Taylor Davis, Catherine Wetherington, and Tori Vick (services/retail); Colin Blalock and Levin Woodall (dining); Deja Richards (housing)

Marketing Team: Ashton Hemric (manager); Kellie Ford (Near NC State intern); Katlyn Benton (Student Media intern)

Designers: Maanasa Thyagarajan and Anna Glover

Office Assistants: Marissa McVey, Mikayla White, Tori Kirby, and Taylor Davis

Training

Sales training for media consultants was conducted by Mary McPhatter and Krystal Baker on Monday, August 15. The day-long training focused knowing the different Student Media products to sell including the new magazines as well as team building. Our regular staff meetings are scheduled for every other Tuesday at 3 pm and we have a training component at each meeting. Marketing Manager Ashton Hemric organized and held training for the marketing team on August 25, as well as designer training on August 25. Mikayla White and Krystal Baker led training for office assistants on August 16.

Due to the SUN Conference being cancelled, we are working with Duke to plan a regional conference at the beginning of October.

Krystal, Ashton and myself met with Rachel, Kelly, Nick, Kai and Ellen (*Technician*) and agreed that we should plan a Technician and business staff "Get to Know" function on September 22 at 7pm.

Technology

Doug is working to revamp our online rate card. Projected completion date is late Fall 2016.

Nubian Message

Submitted by Stephanie Tate, Editor In Chief

Revenue

n/a

Expenditures

n/a

Personnel

I have hired Anahzsa Jones as my managing editor.

We have now added seven people to our staff after losing seven seniors last year. This brings our staff to twenty one people (not all of which contribute consistently.) Five of our new members have started their correspondency period.

Two of the seven new members are designers. We have decided to split their pay and each has come in for one production night (4 hours.)

Training

This summer I attended the Management Seminar for College News Editors alongside Rachel Smith of the *Technician*. It was very informative and provided us with a number of resources and potential story ideas.

One of our new writers has just finished Reporting 101 training, which was led by our editorial advisor Ellen Meder.

We are going to continue to require our staff to attend at least two trainings a semester.

Technology

I am working with Ellen Meder and Douglas Flowers to change the theme on our website. This will allow for a more visually appealing interface.

Coverage

Our first issue was dedicated to students that participated in the Multicultural Scholars Symposium and our second issue focused on the different things Raleigh has to offer students.

Both my managing editor and myself attended Raleigh Little Theatre's *Memphis*. She later wrote a review on the show that has gained a lot of traction.

Now that more events are starting to occur we have been able to do more event coverage.

We recently did a preview on the September 9th prison strike downtown Durham.

We were also a sponsor of Harambee 2016, an annual event hosted by the African American Cultural Center.

Deadlines

Our new writers have done a noteworthy job on getting content in before deadline which has in turn made our production nights run more smoothly and efficiently.

Ethics/Legal issues

n/a

Technician

Submitted by Rachel Smith, Editor In Chief

Personnel

This year we have 19 Senior Staff Members. Below is a breakdown of our Senior Staff:

Rachel Smith, Editor-in-Chief
Kelly McNeil, Managing Editor
Adam David, News Editor
Jonathan Carter, Assistant News Editor
Sam Griffin, Features Editor
Maddy Bonnabeaux, Features Editor
Drew Nantais, Sports Editor
Daniel Lacy, Sports Editor
David Kehrli, Assistant Sports Editor
Gabe DeCaro, Opinion Editor
Logan Graham, Assistant Opinion Editor
Gavin Stone, Projects Manager
Sorena Dadgar, Photo Editor
Julia Kenny, Video Manager
Nick Gregory, Design Editor
Mikhail Vasquez, Assistant Design Editor
Kai McNeil, Social Media Manager
Inez Nicholson, Bienvenidos Editor

Connor Bolinder, Copy Desk Manager

Since the initial hiring process in April, we have had to make a number of changes to our Senior Staff. Lindsay Smith, who was hired as Assistant News Editor, quit August 10th after determining that she would not have enough time to manage the position efficiently. Carly Jensen, who was hired as a Social Media Manager, also quit August 10th after determining that she would not have enough time to handle her position accordingly. Conor Kennedy, who was hired as the Projects Manager, asked to be replaced for personal reasons back in July. Gavin Stone was hired to replace him.

Sorena Dadgar and Mikhail Vasquez were both hired after the initial round of applications after it was determined they were good fits for their job titles. Maddy Bonnabeaux was also recently promoted to Features Editor along with Sam Griffin.

We will be reopening the applications for an Assistant News Editor, Assistant Photo Editor and Social Media Manager.

General recruitment is going steady, however after a not-so-thrilling turnout at our first round of interest meetings, we have decided to hold another round of interest meetings at the end of this month.

Training

Ellen Meder held a mandatory Senior Staff retreat on August 11th and 12th. Overall, the training went excellent and I believe that most of the staff benefitted from this experience since most of the activities were specifically geared toward their management positions. It was also a fun team-building experience.

On September 17th we will be holding our big staff retreat. All members of our staff have been asked to attend.

Technology

Recently, we have had a few problems with a couple of our cameras. It is my understanding that these are currently being looked at.

Coverage

We recently made the move from 12 pages to 16 pages, and our team is slowly taking steps toward more of a web-first mentality. We are especially encouraging our news and sports team to web event coverage the night of the event. For our print product, we are trying to focus on more appropriately timed pieces. We are trying to stray away from having articles become irrelevant while they are sitting on the stands. We will continue to have The Ivory Belltower and Bienvenidos alternate every other Thursday. We are also playing around with the idea of adding a regular gallery component to Monday's edition.

Deadlines

Since switching over to printing with Triangle Web, our deadline timeframe has become more flexible. Kelly and I are still requiring a midnight deadline. Overall, we have mostly been able to stay to the goal.

Our section editors are having a hard time keeping their staff members accountable for deadlines. We have decided to implement a formal strike system this semester to encourage people to get their content in on time.

Ethics/Legal issues

Overall, we have not had any major problems. At the beginning of the summer we had to run a small number of corrections, but with each one of those corrections the mistake was minor and discovered by someone on staff. A couple of weeks ago I was contacted about the improper use of a trademarked name. The correction was made and the company who requested the change was very understanding.

Additionally, it was recently determined that the Student Media Code of Ethics does not allow members of Student Government to work in Student Media. This is a problem, as one of our opinion writers, Luke Perrin, and our Assistant Opinion Editor, Logan Graham, are currently a part of SG. I am hoping that we can amend the ethics code.

Windhover

Submitted by Nikita Chintalapudi, Editor

Revenue

No revenue thus far. Looking into possible t-shirt production and sales – would like to have t-shirts by open mic night (November 21st)

Expenditures

No expenditures thus far. Changed the budget to include Managing editor position and paid Literary, Audio and Visual editors

Personnel

In process of reviewing applications. Planning on conducting interviews after September 14th and having positions finalized by end of September. Hired Ashley Darrisaw as Managing Editor (returning staff member – audio editor previous year.)

Training

Went through a couple training meetings with new Managing Editor. Will schedule more training once staff is officially hired.

Technology

The computers in my office aren't connecting to the main printer.

Coverage

Windhover was a part of Open House. We got several applications from people who attended!

Will be helping man the table in Talley (with a possible table for Campus Connections.)

Deadlines

Extended deadline for applications from September 2nd to September 9th.

Ethics/Legal Issues

None.

WKNC

Submitted by Emily Ehling, General Manager

Revenue

WKNC was the only Student Media outlet to officially meet its non-fee income goal for 2015-2016. WKNC has five major revenue categories: fees from Wolfpack Sports broadcasts, benefit concerts/events, sponsorship sales through the Business Office, our promotion contract with Local Band Local Beer and "Other" (which includes concert promotions through Live Nation, The Ritz Raleigh and others), merchandise sales and a miscellaneous category that includes donations at events and NC State Hockey broadcasts.

<u>CATEGORY</u>	<u>REVENUE</u>
Wolfpack Sports	\$12,975.00
Benefit Concerts	\$7,468.00
Sponsor Sales	\$12,046.50
LBLB contract	\$4,300.00
Other	\$5,500.00
Concert Promotions	\$7,480.00
Merchandise Sales	\$2,688.05
Misc	\$1,134.31
<u>TOTAL</u>	<u>\$48,091.86</u>

Donor announcement sales were about \$2,000 less than the previous fiscal year. About 60 percent comes from one sponsor, so we need to continue to work to diversify our DA clients.

Non-fee income (money in the bank), as of Aug. 31, 2016: \$3,001.86

Wolfpack Sports — \$1,200.00
LBLB Contract — \$600.00
Sponsor Sales — \$430.00
Concert Promotions — \$200.00
Merchandise Sales — \$530.86
Other — \$41.00

Personnel

WKNC hires a new staff at the beginning of the summer and fall semesters. Some of these are re-hires from the summer, but we require that they reapply and interview just like everyone else. These positions will be maintained by the same staff members throughout the fall and spring semesters of this school year. We received funding from the Provost's Professional Experience Program for our new positions of podcast manager and student engineer, allowing us to make them paid positions!

Programming Department

Program Director - Jamie Halla
Operations Manager - James Daily
Co-Public Affairs Director - Marissa Jerden
Co-Public Affairs Director - Nick Weaver

Music Department

Daytime Music Director - Jules Conlon
Assistant Daytime Music Director - Aruna Iyer
Assistant Daytime Music Director - Guthrie Shiver
Deputy Daytime Music Director - Kevin Cossio
Afterhours Music Director - Charlie Willis
Chainsaw Music Director - Derek Wertz
Local Music Director - Mariam Marand
Underground Music Director - Charles Morse
Assistant Underground Music Director - Danielle Obimah
Assistant Underground Music Director - John Wilson
Music Librarian - Guthrie Shiver

Production Department

Production Manager - Andrew Evans
Podcast Manager - Coleen Kinen-Ferguson
Deputy Production Manager - Hannah Rideout
Multimedia Director - Ryan Quinlan

Promotions Department

Promotions Director - Kara DeFilippis
Assistant Promotions Director - Emma Badorrek
Social Media Director - C Phillips
Local Band Local Beer Coordinator - Phian Tran
Graphic Designer - Justice Dunne
Graphic Designer - Virginia Li
Graphic Designer - Ashley Darrisaw
Media Correspondent - Kaanchee Gandhi
Student Engineer - Jarrett Kirby

Training

For fall staff recruitment, WKNC held two interest meetings for students looking to become DJs and get involved at the station. We received around 80 DJ applications and only accepted 31 students. Those students are currently being trained with concurrent in-class and in-studio training until September 28th, 2016.

Adviser Jamie Lynn Gilbert and I revised the WKNC Training Manual over the summer to update board operations for our new board that will soon be installed in the studio. The newly updated training manual also includes several how-to guides for specific areas of the station, such as interviews and production. Aside from technical training aspects, the new manual contains a heavier emphasis on inclusivity both on and off the air!

Technology

Over the summer we modified our antenna pattern to send our broadcast signal further toward the south and east. All appropriate FCC paperwork has been filed for the upgrade. Our IT Manager Doug Flowers is working hard to ready the studio for a new audio console and upgrade to HD broadcasting.

Outreach

The station has been involved in several on-campus and off-campus events. We were a part of the Student Media recruitment table during the orientation info fair and helped distribute the Student Media Orientation magazine. WKNC put on its yearly Concert on the Lawn as a part of Wolfpack Welcome Week. We also covered and sponsored many off-campus events: Moogfest, Art of Cool Festival, Bonnaroo, Wrecking Ball, Groove in the Garden, Shakori Hills, Redress Raleigh Fashion Show, UAB Target Run, and we are sponsoring/one of the main coverage providers for Hopscotch Music Festival the weekend of September 8th.

Programming

We modified our program schedule over the summer to make more air time for our underrepresented platforms: Afterhours electronic and Underground hip-hop and rap. Chainsaw hard rock was cut back to only Friday evenings, giving Afterhours an extra night on Thursdays. All platforms will now run from 6pm to 6am. These changes were influenced by the results of our WKNC Listener Survey that was conducted during fall of 2015 in combination with general DJ interest in particular genres. While Daytime indie rock is still the most popular platform, Afterhours and Underground are close behind in terms of listener and DJ preference. Chainsaw interest has decreased in recent years, thus the cut in airtime.

These program changes, which began on August 15th of this year, were quickly justified after fall DJ shift signup. Almost every Afterhours and Underground slot was requested for this semester, which means more voices on the air. The only negative feedback we have gotten from listeners is in regard to the cut in Chainsaw airtime.

With the program change, we are now encouraging DJs to start new specialty shows, which have become very popular this semester. We are also allowing genre-focused specialty shows during weekday programming so long as it is relevant to the platform.

Another aspect of programming that we have revamped and greatly improved is our WKNC podcast channel. We've started two new, regular podcast series called Legal Werk and Gen Ed. With this podcast rebrand, we have also updated our podcast logos and have split WKNC Interviews into Off the Record and LBLB (Local Band Local Beer). We created a SoundCloud profile to showcase the most recent episodes of Legal Werk and Gen Ed.

Awards

WKNC was a finalist for Best Local Radio Station and DJ Miriam Tolbert was a finalist for Best Local Radio Personality in IndyWeek's Best of the Triangle. Co-Public Affairs Director Marissa Jerden's piece on the NC State Cypher is a finalist for best audio podcast in College Broadcasters Inc's National Student Production Awards. Previous Co-Public Affairs Directors Mirtha and Ian's piece on North Carolina HB2 is a finalist for Best Radio Special Event Coverage in College Media Association's Pinnacle Awards.