

## MINUTES

Tuesday, Oct. 13, 2009 • 7 p.m.  
SAS Hall 1216

### CALL TO ORDER

*Present:* Al McArthur, Kelley Brackett, Lyndsey Warhurst, Dean Phillips, Bryant Robbins, Demi Olubanwo, Ty Johnson, Helen Dear, Mike Alston, Laura Frey, Charlie Weinfeld, Jim Ceresnak, Bradley Wilson, Jamie Lynn Gilbert, Krystal Pittman, Martha Collins, Fred Eaker, T. Greg Doucette, Matt Blanchard, Jeanne Chen, Brad Kennedy, Joe Wright, Susannah Brinkley, Ana Andruzzi, Carter Neely, Brandon Wright, Russell Witham, Saja Hindi, Kate Shefte, Patrick Clarke, Marcia Gumpertz, Ryland Clark, Melody Harkness, Elizabeth Bridenstine, Michele Chandler

*Absent:* John Clark, Louise Bannon, Denise Gonzales Crisp, Meagan Gay

### PUBLIC COMMENT

**T. Greg Doucette**, a law student at North Carolina Central University, former NCSU Student Senate president, president of the statewide Association of Student Governments and student members of the Board of Governors, started. Doucette said he was a former chair of the NCSU Student Media Board of Directors and was chair when the *Nubian Message* had a plagiarism issue and has great respect for the student media on campus. He said he viewed one of the roles of the media as keeping a check on Student Government. "The *Technician* has been falling down on the job." He said he did not believe the newspaper viewpoint was being listened to by administrators and cited errors in the paper.

Doucette said, "There are multiple people who feel a leadership change is in order." He said some tangible change needs to be made possibly including some workshops and training of the staff. He said he viewed the role of the paper ultimately as three-fold: to inform, to educate and to persuade.

**Russell Witham**, *Technician* Viewpoint page editor first thanked Greg for speaking. He said the facts are that the paper has made some errors. But he said there is a "threshold for errors that is acceptable." Some errors were because the staff had received incorrect information. And he said characterizing the paper as a "waste" was a pretty bad characterization. He said the chancellor and University Secretary P.J. Teal still said they read our section and our paper. "We do fill an educational role on this campus." He cited the information the paper provided on the Rally for Talley that led to high voter turnout. "We are still educating students. To say otherwise is almost ridiculous."

**Saja Hindi**, 2008-2009 *Technician* editor, said the *Technician* is a student newspaper. There are going to be errors sometimes. But she said when she had to read about them on Facebook, "that's not good." She said it was important to keep the lines of communication open between people like Greg and the editorial staff and encouraged people with concerns to visit with staff members directly.

## NEW BUSINESS

1. *Approval of minutes* — Ty said he didn't think the section of the minutes regarding the Board's two mandates on him at the last meeting was correct. After review, the Board members said it was correct as stated and approved the minutes unanimously.
2. *Update on fee increase proposal* — Bryant Robbins, editor of the *Agromeck* yearbook, reviewed the fee increase proposal. He said the Student Services Fee Committee had recommended a \$0.50 increase specifically allocated to the yearbook to partially fund giving yearbooks to graduating seniors. Jim Ceresnak said the Student Senate and the Fee Committee wanted to see more how this year's trial project went before establishing a permanent fee. He said the Student Media should use some of its existing fund balance this year and should evaluate the program before making a permanent fee. Bryant said he felt like the students were trying to support the yearbook. Bradley commended Mike Alston and Bryant Robbins for their work presenting in front of the Fee Committee. They represented us all well.
3. *Advisory board meetings* (from 7:30 p.m. until 8:45 p.m.)
4. *Academic progress report* — Jamie Lynn Gilbert, assistant coordinator of Student Media advising, reviewed the academic progress of students. She said student leaders need to review the requirements and need to understand what the position is before hiring people who do not meet qualifications in terms of judicial status, grades and/or full-time student status.

## OLD BUSINESS

1. Review of [Corrections Policy](#) — In review, Ty said he felt like the number of corrections has been down in the first weeks of October. Ty said, as he did at the last meeting, that last year Saja used the Viewpoint editor to put the corrections online. Ty said he spoke with Russell Sept. 25 and Russell is now updating the Web site.

Bob Ashley said posting these corrections is fundamental to the credibility and accuracy of the paper. "That's gotta happen." He said someone has to be looking for the corrections, getting them posted and then checking to be sure they're posted every morning. "People have every right to expect that corrections will be posted."

Dean Phillips asked, "Why isn't this just done?" Ty said he just needs to delegate and to make it a part of the Viewpoint editor's job. He said he's been trying to get away from doing everything himself. Dean said that Ty needed to do whatever works. Ty said apparently posting the corrections is still not at the forefront of Russell's mind. Bob said, "They need to be at the forefront of your mind."

Bob asked if someone approved the corrections before they appear in print. Ty said that usually he or Ana, the managing editor, review the corrections. If it's a sports correction then sometimes the sports editor also reviews the correction. Bob suggested that whoever approves the correction/clarification be the one to post it online. "The credibility of the *Technician* is at stake."

Ty said that today Russell went through back issues and posted all the missing corrections online.

Dean Phillips reminded Ty that as part of being in a leadership role, sometimes he will get picked on. "You need to figure out what works to make problems go away."

Ty agreed to review all the corrections at the weekly meeting with Bradley on the page as well as online. Bradley also reminded him that he is supposed to be including a summary of the corrections in his Board report.

Bob asked that Ty report back at the next meeting on the progress toward getting corrections posted online.

2. Problems with *Technician* story on Mary Beth Kurz — The group started the discussion by reviewing the situation and the requirements the Board placed on Ty at the last meeting. Ty said he put the apology letters in the mail to all four people this morning. "I didn't apologize in person." Ty said he had a training on Sept. 25 mostly with the senior staff letting them know what the policy was, changes in procedure for posting online and reviewing some legal and ethical issues. He said he had contacted David Drooz, the chancellor and Keith Nichols but had been unable to contact MaryBeth Kurz. He said he had not contacted them regarding the story since the previous Board meeting.

Bob asked about the training on Sept. 15. Ty said about 15 people were there. He said it was more of a staff meeting, something they're trying to do more frequently. Bob asked if the specific focus was on accuracy, balance and fairness. Bob told Ty he "expected a training that was indisputably focused on you learning."

Bob asked Ty why the letters didn't get mailed until today when the incident was more than a month ago. Ty said it was on the back burner. Dean said, "It looked like you were covering yourself. You didn't jump on it." Ty said he was still not clear on making an apology "in person." Ty said he was pretty sure the "in person" thing wasn't part of the original proposal. Bob said the minutes were up the day after the meeting and said it wasn't just a matter of whether the board's sense was being followed. "There needed to be a prompt move to set things right. The way a media outlet responds to mistakes has a great deal to do with lessening the potential consequences. It's also the civil and right thing to do. You should respond promptly, graciously. We've missed an opportunity here."

Ty said he was unable to reach MaryBeth. He said David Drooz wasn't responding to phone calls. And he said that before the Board meeting that the chancellor had said no apology was necessary. He had not visited with the chancellor about it after the Board meeting.

Ty said he understood that the apology was a formality to save face, to let the parties involved know that we were in error. Dean said part of the letter is to protect yourself but that you still have to follow up. Ty said the confusion was still with what the directives were.

Krystal asked, "Did you not get a sense of urgency?" Ty said he did see urgency in doing something but that the feeling he got from the key players was contradicted by how he felt from the Board.

Bob asked if there was a follow-up story. Ty said no one was willing to go on the record. Ty said he had more secondary sources confirm that it was true. Since MaryBeth Kurz is no longer with the University maybe people would open up. It's been difficult to prove.

Mike Alston went back to the training asking about proper assessment materials. He said Board members don't have any way to hold Ty accountable except on a monthly basis. Ty said he felt the training occurred Sept. 25. Bradley said that an informal survey of people not on the editorial board indicated that staff members did not feel they had been trained on this topic.

Jamie asked how Ty has done training in the past. Ty said he budgeted in time during a staff meeting. Martha asked if Ty considered himself an expert on the subject. Ty said he considered himself an expert on what happened with this story but not an expert on legal aspects. Martha asked, "Give the potential consequences, would you and staff have benefitted from more training?" Ty said he did cover with the staff where he made the mistake and why no story should be created, edited and posted by one individual. He said he could see more training being beneficial.

Bryant asked Ty if there was something the group could do to help him.

Charlie Weinfield said he almost felt bad that Ty was "sitting there like a punching bag." It all goes back to accountability and credibility. "It's refreshing to hear you say, 'I screwed up.'" There is a trend, and not a trend in a good direction, with the quality of the paper, Weinfield said, and this concerned him. "Step it up man."

Bob suggested that Sarah Cohen, a professor at Duke University, or some individuals with the [North Carolina Open Government Coalition](#) could be useful in training. He said every publication, not just the *Technician*, has some exposure on this issue and training should involve everyone.

Saja asked what professionals at the table would do to follow up with this story. Bob said just keep doing what you're doing. Time has passed. You don't want to take a chance on being wrong. Dean said that as the world loses interest, someone will open up. If officials won't talk, ask them where they would suggest you get the information.

Bob Ashley moved that Ty work with Bradley by Tuesday of next week to develop a plan for a training session to be required of all senior staff members and recommended for all staff members and that that plan be communicated to the Board. The training shall be complete by the next Board meeting. Bradley said they would develop a plan that involved a pre-assessment, an outside guest for training and a post-assessment to see what students had learned. As part of the post-assessment, they would develop an online module that would be required of all staff members who could not attend. The motion passed unanimously.

3. Evaluation system for student leaders — Bradley said as a result of feedback from the advisory boards that met earlier in the evening, the staff would develop and pilot an evaluation instrument for the staff members hired by the Board and would report back with a draft of that instrument at the November meeting.

## REPORTS

### EXECUTIVE SESSION

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

### ADJOURN

## REPORTS

### Academic Progress Report

- At the beginning of October 2009, Jamie checked grades for about 60 students who were new to Student Media. She also rechecked grades for 50 student leaders, but not for students who were already checked in the spring. That took Jamie about three hours.
- No students had below a 2.000 cumulative GPA, which would merit dismissal from the staff.
- Four student leaders had below a 2.500 cumulative GPA, which makes them ineligible to serve in leadership roles.
- Twelve student leaders had below a 2.500 spring semester GPA. All of these will require work plans in accordance with Student Media policy. Some of these fall work plans were put in place at the end of the spring semester.

### Agromeck

*Submitted by Bryant Robbins, editor*

*Revenue* — As of Oct. 7 we have sold one book. During Parents and Families weekend we had three seniors stop by our table at the event and sign up to receive a free book.

*Personnel* — We have added two new designers to our team. Susannah brought on two people she knew who had previous design experience and they are already proving to be a great asset to our staff. We have one designer who is no longer with us due to academic reasons. We are also in the process of contacting some of the journalism classes to get more writers on staff. We have went to one class so far and had a few interest and have followed up and are expecting to see them at the staff meeting.

*Training* – Susannah collaborated with the *Technician* design staff to put on a training in September in which both staffs paired up together and work on things such as alternative copy and other design tools. Michele and Luis conducted a photo training on the same day and they covered topics such as doing studio portraits. We are in the process of planning a training for the end of October. On Oct. 2, Bradley, Josh Lovell, our Taylor Publishing Company sales representative, and I met with the editor of the yearbook from UNC- Chapel Hill. She came to us looking for ideas to make their book better and complimented on all of our work. We discussed ideas on staff structure and content coverage. We will be working with her more in the future for possible staff collaboration.

*Coverage* — We are still working on expanding our coverage. That is our goal every year. We found new ways to cover things such as Shack-a-thon and have things in the planning for new ideas for our State Fair coverage. We are also planning more sports coverage for the future. We have assigned people weekly duties for our online marketing efforts. Each week someone different has the job of updating our Facebook and getting people informed on the book and what we do. We are going to begin setting up group portraits and start advertising for senior portraits now that the fee vote is behind us.

*Deadlines* — The staff met our last deadline by sending 32 pages to the plant. We now have 116 pages in the plant. Our next deadline is Oct. 16. The staff, as always, is working hard to meet deadline and make sure all content is it. We are working more this time to make sure we have things ready earlier so that we can catch issues with spreads ahead of time to prevent not sending certain pages. The staff is taking our deadlines seriously as we set mini deadlines for them to have their pages done and they all took those seriously and were working diligently to get the work done.

*Fee* — The staff put a lot of effort into getting people out to vote. On the day of the fee vote we had people constantly updating the Facebook and Twitter to let people know where and how to vote. As we all know the voter turn out was much higher due to the Talley campaign, however we did the best we could with such short notice to get the word out. Our fee did not pass with the students. After it seemed the Senate might approve a partial amount of our fee, they voted and we received nothing. The fee review committee met on Oct. 7 and will issue its final recommendation to the chancellor

| Deadline | Date     | Pages due | Pages sent | % submitted | # sources | Avg sources/page |
|----------|----------|-----------|------------|-------------|-----------|------------------|
| 1        | Aug. 17  | 84        | 84         | 100         | 467       | 5.56             |
| 2        | Sept. 18 | 32        | 32         | 100         | 518       | 16.12            |
| 3        | Oct. 16  | 32        |            |             |           |                  |
| 4        | Nov. 20  | 40        |            |             |           |                  |
| 5        | Dec. 11  | 16        |            |             |           |                  |
| 6        | Feb. 19  | 44        |            |             |           |                  |
| 7        | March 12 | 10        |            |             |           |                  |
| 8        | March 26 | 30        |            |             |           |                  |
|          | April 21 | DELIVERY  |            |             |           |                  |

**Technician**

*Submitted by Ty Johnson, editor*

*Additions* — Ty said he has a flag football game match scheduled against *The Daily Tar Heel* staff on Nov. 20.

*Budget* — I have yet to see a final version of *Technician's* budget, and have had difficulty answering payroll questions with my staff. I trust when the budget is finished, I will have a copy.

*Personnel* — We hired three deputy features editors, a deputy Viewpoint editor, a deputy sports editor and a deputy design editor during our most recent application process. The new editors

are all underclassmen and our section editors are happy to have extra help and are excited about the prospects for the new editors' future.

*Training* — A large portion of our reporter training has been one-on-one as we've sought to get them all on a level where they can begin asking tougher questions and writing more compelling stories. Photo and design had a training on the same day. Both trainings focused on getting new staff members oriented and preparing to contribute in more creative ways.

My training with the senior staff on ethics went well, as we combined it into a staff meeting where we discussed other staff issues. The editors and senior staff members understood my stance and decisions during the process, but I stressed to them how a simple decision like allowing someone to read over the story would likely have prevented a wealth of pain and likely would have allowed for a more comprehensive story later.

*Technology* — Fred has updated everyone's College Publisher account, and we all have generated passwords that add security to our postings. The inclusion of the draft/publish feature has allowed us to ensure all content is applicable and appropriate for publishing.

*Coverage* — In news, there have been lots of stories to chase. The fee referenda, Student Government and transportation have dominated our news pages, but we've also begun to localize more Triangle/national news in stories about the proposed soda tax, a ban on dogs downtown and a Focused on health care reform. Sports coverage has gotten much more dynamic and interesting as all of the new writers are hitting their strides now. The beat system, as well as the organization of the deputies has allowed Kate to plan more in-depth stories further along without having to worry about day-to-day coverage. The new features deputies are still getting adjusted to the story-planning process, but I've been sitting in on their meetings to help generate ideas.

*Deadlines* — We have been on pace with the production schedule a number of times this past month, but still aren't consistently hitting the marks. Stories or designers coming in late or having assignments blown at the last moment has been one of the biggest contributors to our misses, but the problem is no longer with news, as I've begun enforcing earlier deadlines for stories. We're working to get features content in and designed ahead of time, but it's difficult to get the deputies on the same page. I'm looking at hiring a features editor to handle the overall vision and organization of the section.

*Ethics/Legal issues* — I'm not sure about statistics, but it certainly feels as if we've cut down on our corrections this month. Also, our Viewpoint editor has taken over the publishing of corrections online, and while he sometimes needs a reminder, he has generally been taking care of it with no issues.

## **Nubian Message**

*Submitted by Demi Olubanwo, editor*

*Revenue* — I spoke with Krystal last week and she asked me to generate a list of businesses I had in mind to send out letters soliciting ads. I am still generating the list but I will send it to Krystal once I get to 30 names.

*Expenditures* — The only expenditure out of the budget was \$20 that was paid to one of the copy editors. For every issue, all articles go through two copy editors and I thought they were supposed to get paid \$20 per issue each but after going over the budget with Bradley, I realized that either only one copy editor gets paid \$20 or they both get paid \$10 per issue. I have sent them an e-mail notifying them of this change but have not heard back from them yet.

*Training* — The new writers have been paired up with returning writers who have to make sure that they walk them through their first couple of articles and so far that has been working, all articles from the new writers go through the returning writer that they were assigned to and so more eyes see the articles before they get published. Also in our last meeting I had an activity where we listed out the qualities of a good and bad paper and this helped them realize what they were doing wrong and what could be improved on and they made a commitment to make the *Nubian Message* a “good” paper.

*Technology* — The Web site has been fully updated up to the last issue and so now I am pushing the Web site to get readers to go to the website. Also on the Web site, Fred puts up PDFs of the print issues and so in layout, we make two copies of the paper, one in color which goes on the Web site and one in black-and-white which goes to print. I have gotten positive feedback about the colored issues up on the Web site. The only problem I have had with the Web site is uploading pictures to go with the articles but I will speak with Fred about that.

*Deadlines* — Following deadlines has been the biggest issue we have faced this year. At our last staff meeting, I let the staff know that the next time they fail to turn in their articles on time, they were going to be let go. Usually by the deadline, I receive about four articles but after the last meeting, I received eight articles on time. Also the writers asked that the articles be sent back to them after copyediting to approve any changes made so I let them know that for this to happen, they have to turn in the articles earlier so that they whole production process can still go through as scheduled and that worked for the last issue.

## **Windhover**

*Submitted by Helen Dear, editor*

*Windhover's* most recent activity has been focused on three things: hiring a staff, increasing publicity, and updating the Web site.

I finalized *Windhover's* staff Sept. 20. After a week of interviewing 14 potential candidates, two junior and one senior designer were hired: Courtney Johnson, Jeremy Purser (juniors in graphic design) as junior designers and Toni Chester (senior in graphic design) as senior designer.

I hired Shaade Oliveros-Tavares, a senior in graphic design and a junior designer for the 2009 *Windhover*, as this year's production assistant. Shaade will help with coordinating the review committees this semester. Next semester she will primarily be involved in helping us produce *Windhover*, assisting us technically, packaging final files, and generally readying the publication for the printer.

Joe Wright remains the literary and audio editor. He is in the process of planning Open Mic Nite 2009, contacting performers and organizing the setup.

Their pay was also set; these new hires will meet with Martha Collins after fall break to get on payroll.

- Junior designer 1: \$525/year
- Junior designer 2: \$525/year
- Junior designer 3: \$525/year
- Literary and audio editor: \$525/year
- Production assistant: \$300/year

Publicity for *Windhover* is also continuing. The junior and senior designers designed a triptych of posters this week (one advertising for literary submissions, one for visual, one for audio) to be posted around campus. We will screenprint them and install them by Friday, Oct. 16. I designed a 4"x6" postcard with submission details. One thousand will be printed (at a cost of \$150); they will be distributed all over campus. Postcards will also be placed in leftover 2009 *Windhovers*, which will be scattered around locations in DH Hill, the College of Design library, and Talley Student Center.

*Windhover* is working with WKNC (mainly Mike Alston and Saja Hindi) to produce a PSA for submitting to *Windhover*. These will be circulating on air within the next two weeks.

Thanks to George Thomas, director of the Crafts Center, *Windhover's* reception will be held in the newly renovated Crafts Center. The reception will be Sunday, April 18, 2010, at 8p.m.

*Windhover's* [Web site](#) now displays three poems. *Windhover* also has a Facebook fan page. Both these sites will continue to be updated throughout the semester.

## **WKNC**

***Submitted by Mike Alston, general manager***

***Revenue — Non-fee income as of Oct. 1: \$ \$7,561.05***

- Tir Na Nog — \$ \$3,550
- Regular donor announcements — \$ \$2,485.10
- Promotions — \$600
- Recording Fees — \$30
- Live Nation — \$400
- Sports — \$295.95 (carry-over from FY0809)

Sponsorship sales: \$ \$3,667.50

Our monthly average is still below where it needs to be, but we saw substantial growth in sponsorship sales during September. September's sales also included four new clients, which is promising.

- July — \$517.50
- August — \$850
- September — \$2,300

As a side note, we also sold our first ever web advertisement — check out the new Home Page and let me know what you think (<http://www.wknc.org>)

*Public Relations* — Check out the following stories about WKNC in the media.

- From the University of North Carolina at Chapel Hill *The Daily Tar Heel*, "[University Radio](#)"
- From the University of North Carolina at Chapel Hill *The Daily Tar Heel*, "[5 Questions](#)"
- From the *Technician*, "[Bands Play for Charity](#)"

I will have a final number for money raised for the Visual Art Exchange from the "Hear Here" compilation at the meeting.

*Expenditures* — The only "out of the ordinary" expenditure was \$100 for permission to broadcast an adaptation of War of the Worlds on Halloween, Oct. 31. Damian Maddalena is the ringleader on that project.

*Personnel* — Twenty-seven students just finished the DJ Training Class and are in the process of being board tested. We're also in the process of filling a couple of positions. I hired Brian Tudor (DJ Barf Brooks) as Chainsaw music director. Several people have applied to be audio resources manager and creative services manager.

*Training* — Former Production Manager T.J. Appling hosted a production training class to teach staff members and trainees how to use both Adobe Audition and Audiovault software. He had them work on recording a donor announcement. One of the perpetual obstacles for specialty show DJs is getting a promo recorded (because they don't know how), so this class is a step towards acquainting all of our staff members with the resources available. It was effective, but having a few more classes is important as well.

*Coverage* — Our public affairs show "Eye on the Triangle" is getting better and better. Listen Mondays at 7 p.m. or on [www.wknc.org/blog](http://www.wknc.org/blog) and give feedback. Our Deputy Assistant Promotions Director for On Campus Affairs Audrey Bradyhouse is working on getting WKNC played in University dining facilities as well as the Witherspoon Student Cinema. We're working with a graffiti artist to advertise in the Free Expression Tunnel for our next on-campus concert. We're working with a few on-campus entities to produce public service announcements on their behalf. We broadcasted a few times live from Shack-a-thon, as well as presenting a somewhat-impromptu acoustic performance on the Brickyard. As always, thoughts on how better to market ourselves on campus are welcome.

## **Society for Collegiate Journalists**

*Submitted by Susannah Brinkley, president*

The Society for Collegiate Journalists has been having a more active year. In September, we spread awareness of Constitution Day by spray-painting the Free Expression Tunnel. In October, we will celebrate National Freedom of Speech Week. The club plans to raise awareness about free speech by hosting a photo booth on the Brickyard, as well as posting posters around campus. We are planning a journalistic field trip in November, as well as a

Founder's Day celebration in December. We are working to keep up our Web site up to date with such events.

In September, we also held new member inductions, something that had been on hold since last semester due to frozen funds. We inducted six members into SCJ — May Chung, Meredith Faggart, Brent Kitchen, Megan Myers, Tim O'Brien and Luis Zapata. We also elected new officers: May Chung was elected vice president and Luis Zapata was elected historian. We have lost three members this semester due to a variety of reasons, leaving us with eight members in total.

Also, SCJ now requires each member to pay \$10 each semester to cover extraneous expenses, such as paint for the Free Expression Tunnel or snacks at meetings.

Meetings are held weekly: Friday at 12:30 p.m.

The group is proposing to host the national biennial conference in early March at NCSU.

### **Business office**

*Submitted by Laura Frey*

*Revenue* — Since the beginning of the semester our sales have not been as high as they were last year, but that was anticipated. Although we stressed a concern last meeting about national and on-campus advertising we are seeing a steady increase in sales. Again, they are not as strong as last year, but they do seem to be consistent. For our local clients we have created several specials to help increase our advertising. For example, there is a special to save clients \$50 on a specific ad. Another option is a buy one get one half off, which hopefully will bring in a lot of new business. The around campus sales representative is also working with those businesses who are being affected by the construction on Hillsborough Street to help increase their business by offering a buy one, get one free special. We hope that the increase for on-campus and national ads will remain consistent and that we will keep the sales staff up to date with new specials to offer clients to keep the income coming in.

*Training & Staff* — The October sales staff training has been set for Oct. 23. We will be refreshing the sales staff with effective techniques as well as informing them of updates around the office. One of our sales representatives will be graduating in December so we will need to find a replacement for him. We have not made a decision whether we will offer the position to one of our current staff members or if we will hold interviews outside of the office. We will be holding interviews for new business office assistants for the spring semester after the students create their schedules, sometime in November.

*Budget Meetings* — We have been alternating attending the *Technician* budget meetings each week. We sit in to observe and occasionally give feedback. For the most part we want to make sure that they're doing their jobs so that we can do ours. We thought that attending these meetings would help to make sure that the content of the paper stays valid and to see how everything worked. After sitting through a few of these meetings it seems that the staff may not be taking them as seriously as they should be. There is a lot of side chatter that is unrelated to the meetings so I think if that were reduced they would be able to use their time more effectively.

*Week Prospects Meetings Contacts Sales*

|   |   |   |    |             |
|---|---|---|----|-------------|
| 1 | 3 | 2 | 21 | \$7,295.70  |
| 2 | 4 | 1 | 19 | \$6,985.55  |
| 3 | 3 | 2 | 27 | \$13,501.24 |
| 4 | 5 | 3 | 22 | \$6,274.49  |
| 5 | 2 | 0 | 26 | \$6,634.96  |
| 6 | 1 | 0 | 19 | \$6,629.46  |
| 7 | 4 | 2 | 21 | \$5,173.48  |

**Budget update**

As of Oct. 7, 2009 —PDF version of update is ATTACHED

- *Technician* advertising billed: \$80,929.76
- *Technician* projections for collections: \$75,264.68
- *Technician* budgeted income to date: \$94,970.35
- *Technician* actual expenditures to date: \$38,149.29
- *Nubian Message* local advertising sold to date: \$120
- *Agromeck* local advertising sold to date: \$0
- *Agromeck* total advertising sold to date: \$3,490
- *Agromeck* book sales to date: 1
- WKNC non-fee income to date: \$9,922

# STUDENT MEDIA BUDGET VS. ACTUAL

DATE: October 1, 2009  
 PERCENTTHROUGH FISCAL YEAR: 25%

| 201 AGROMECK        |              |                  |
|---------------------|--------------|------------------|
| Budget              | Actual       | Percent          |
| Payroll             | \$ 17,821.24 | \$ 2,958.21 17%  |
| Supplies            | \$ 2,622.12  | \$ 45.00 2%      |
| Leadership Developm | \$ 1,712.00  | \$ - 0%          |
| Current Services    | \$ 577,64.00 | \$ 4,894.04 8%   |
| Fixed Charges       | \$ 2,178.77  | \$ - 0%          |
| TOTAL               | \$ 82,098.13 | \$ 7,897.25 10%  |
| Non-Fee Income      | \$ 25,000.00 | \$ 4,031.00 16%  |
| Fee Income          | \$ 32,631.13 | \$ 7,257.47 22%  |
| TOTAL               | \$ 57,631.13 | \$ 11,288.47 20% |

| 203 WINDHOVER          |              |                  |
|------------------------|--------------|------------------|
| Budget                 | Actual       | Percent          |
| Payroll                | \$ 4,850.00  | \$ - 0%          |
| Supplies               | \$ 1,110.00  | \$ - 0%          |
| Leadership Development | \$ 75.00     | \$ - 0%          |
| Current Services       | \$ 18,957.00 | \$ - 0%          |
| Fixed Charges          | \$ 761.22    | \$ - 0%          |
| TOTAL                  | \$ 25,753.22 | \$ - 0%          |
| Fee Income             | \$ 25,753.23 | \$ 13,158.43 51% |
| TOTAL                  | \$ 25,753.23 | \$ 13,158.43 51% |

| OVERALL                |               |                   |
|------------------------|---------------|-------------------|
| Budget                 | Actual        | Percent           |
| Payroll                | \$ 488,233.06 | \$ 97,554.90 20%  |
| Supplies               | \$ 43,679.53  | \$ 12,312.12 28%  |
| Leadership Development | \$ 11,087.51  | \$ 440.20 4%      |
| Current Services       | \$ 325,745.08 | \$ 29,062.50 9%   |
| Capital Outlays        | \$ -          | \$ - #DIV/0!      |
| Contracted Services    | \$ 6,900.00   | \$ 900.00 13%     |
| Fixed Charges          | \$ 25,928.44  | \$ 1,552.60 6%    |
| Grant                  | \$ 7,000.00   | \$ 1,750.00 25%   |
| TOTAL EXPENSES         | \$ 908,573.62 | \$ 141,822.32 16% |
| Fee Income             | \$ 419,863.87 | \$ 190,504.52 45% |
| Non-Fee Income         | \$ 441,062.50 | \$ 80,844.70 18%  |
| TOTAL INCOME           | \$ 860,926.37 | \$ 271,349.22 32% |

| 207 NUBIAN MESSAGE  |              |                 |
|---------------------|--------------|-----------------|
| Budget              | Actual       | Percent         |
| Payroll             | \$ 7,588.41  | \$ 8.12 0%      |
| Supplies            | \$ 400.00    | \$ - 0%         |
| Leadership Developm | \$ 686.67    | \$ - 0%         |
| Current Services    | \$ 7,514.08  | \$ 1,221.21 16% |
| Fixed Charges       | \$ 629.78    | \$ - 0%         |
| TOTAL               | \$ 16,818.95 | \$ 1,229.33 7%  |
| Non-Fee Income      | \$ 528.25    | \$ 480.00 91%   |
| Fee Income          | \$ 16,290.70 | \$ 8,816.58 54% |
| TOTAL               | \$ 16,818.95 | \$ 9,296.58 55% |

| 204 WKNC               |              |                     |
|------------------------|--------------|---------------------|
| Budget                 | Actual       | Percent             |
| Payroll                | \$ 44,821.50 | \$ 6,501.90 15%     |
| Contracted Services    | \$ 6,900.00  | \$ - 0%             |
| Supplies               | \$ 16,377.85 | \$ 674.98 4%        |
| Leadership Development | \$ 1,591.92  | \$ - 0%             |
| Current Services       | \$ 6,730.00  | \$ 1,914.94 28%     |
| Fixed Charges          | \$ 4,054.23  | \$ 430.00 11%       |
| Capital Outlays        | \$ -         | \$ - 0%             |
| TOTAL                  | \$ 80,475.50 | \$ 9,521.82 12%     |
| Non-Fee Income         | \$ 56,500.00 | \$ 7,561.05 13.38%  |
| Fee Income             | \$ 14,795.24 | \$ 10,250.98 69.38% |
| TOTAL                  | \$ 71,295.24 | \$ 17,812.03 24.98% |

|                           |                |               |
|---------------------------|----------------|---------------|
| Net Profit/Loss           | \$ (47,647.25) | \$ 129,526.90 |
| Current reserve           | \$ 473,607.00  |               |
| Budgeted Reserve Transfer | \$ (47,647.25) |               |

| 202 TECHNICIAN      |               |                  |
|---------------------|---------------|------------------|
| Budget              | Actual        | Percent          |
| Payroll             | \$ 113,315.79 | \$ 13,677.07 12% |
| Supplies            | \$ 18,245.11  | \$ 1,699.02 9%   |
| Leadership Developm | \$ 4,021.92   | \$ 440.20 11%    |
| Current Services    | \$ 223,739.00 | \$ 19,685.40 9%  |
| Fixed Charges       | \$ 11,061.42  | \$ 897.60 8%     |
| Grant               | \$ 7,000.00   | \$ 1,750.00 25%  |
| Capital Outlay      | \$ -          | \$ - #DIV/0!     |
| TOTAL               | \$ 377,383.24 | \$ 38,149.29 10% |
| Non-Fee Income      | \$ 359,034.25 | \$ 66,080.15 18% |
| Fee Income          | \$ 4,348.98   | \$ 2,553.28 59%  |
| TOTAL               | \$ 363,383.23 | \$ 68,633.43 19% |

| 205 GENERAL ADMIN      |               |                   |
|------------------------|---------------|-------------------|
| Budget                 | Actual        | Percent           |
| Payroll                | \$ 299,836.11 | \$ 74,409.60 25%  |
| Contracted Services    | \$ -          | \$ 900.00 #DIV/0! |
| Supplies               | \$ 4,924.45   | \$ 9,893.12 201%  |
| Leadership Development | \$ 3,000.00   | \$ - 0%           |
| Current Services       | \$ 11,041.00  | \$ 1,346.91 12%   |
| Fixed Charges          | \$ 7,243.03   | \$ 225.00 3%      |
| Capital Outlays        | \$ -          | \$ - #DIV/0!      |
| TOTAL                  | \$ 326,044.59 | \$ 86,774.63 27%  |
| Non-Fee Income         | \$ -          | \$ 257 #DIV/0!    |
| Fee Income             | \$ 326,044.59 | \$ 148,293.31 45% |
| TOTAL                  | \$ 326,044.59 | \$ 148,293.31 45% |