

# **STUDENT MEDIA BOARD OF DIRECTORS AGENDA**

**Tuesday, Oct. 11, 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. Fall recruitment update (Ellen)
6. Student Media tech support update (Doug)
7. Appointment of 2016-2017 *Agromeck* editor (Annual Publications Advisory Board)
8. 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**

# STUDENT MEDIA BUDGET VS. ACTUAL

DATE: October 1, 2016  
 PERCENT THROUGH FISCAL YEAR: 25%

056 AGROMECK				058 WINDHOVER				066 TECH SUPPORT			
	Budget	Actual	Percent		Budget	Actual	Percent		Budget	Actual	Percent
Payroll	\$ 16,668.13	\$ 3,732.24	22%	Payroll	\$ 5,582.50	\$ -	0%	Payroll	\$ 81,935.80	\$ 20,336.51	25%
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.	\$ -	\$ -	-
Admin service charges	\$ 2,419.01	\$ 1,781.89	74%	Admin service charges	\$ 1,055.51	\$ 789.09	75%	Admin service charges	\$ 4,378.79	\$ 3,362.52	77%
Current services	\$ 27,084.00	\$ 675.71	2%	Current services	\$ 15,940.00	\$ -	0%	Current services	\$ 1,377.24	\$ 309.80	22%
Fixed charges	\$ 2,064.00	\$ -	0%	Fixed charges	\$ 762.00	\$ -	0%	Fixed charges	\$ -	\$ -	-
<b>TOTAL</b>	<b>\$ 54,410.14</b>	<b>\$ 6,286.84</b>	<b>12%</b>	<b>TOTAL</b>	<b>\$ 25,085.01</b>	<b>\$ 789.09</b>	<b>3%</b>	<b>TOTAL</b>	<b>\$ 89,567.83</b>	<b>\$ 24,008.83</b>	<b>27%</b>
Non-fee income	\$ 26,200.00	\$ 9,011.84	34%	Non-fee income	\$ 2,200.00	\$ -	0%	Non-fee income	\$ -	\$ -	-
Fee income	\$ 28,210.14	\$ 12,763.10	4.09%	Fee income	\$ 22,885.01	\$ 10,353.86	3.32%	Fee income	\$ 89,567.83	\$ 40,523.13	12.99%
<b>TOTAL</b>	<b>\$ 54,410.14</b>	<b>\$ 21,774.94</b>	<b>40%</b>	<b>TOTAL</b>	<b>\$ 25,085.01</b>	<b>\$ 10,353.86</b>	<b>41%</b>	<b>TOTAL</b>	<b>\$ 89,567.83</b>	<b>\$ 40,523.13</b>	<b>45%</b>
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	\$ 300.43	5%	Payroll	\$ 37,615.49	\$ 8,436.85	22%	Payroll	\$ 636,647.66	\$ 137,272.08	22%
Supplies	\$ 50.00	\$ 426.10	852%	Supplies	\$ 2,600.00	\$ 109.53	4%	Supplies	\$ 19,786.71	\$ 3,530.92	18%
Leadership develop.	\$ 2,030.00	\$ 119.80	6%	Leadership develop.	\$ 3,580.00	\$ 1,481.00	41%	Leadership develop.	\$ 28,815.00	\$ 3,059.30	11%
Admin service charges	\$ 722.17	\$ 536.51	74%	Admin service charges	\$ 3,375.71	\$ 2,092.04	62%	Admin service charges	\$ 55,000.00	\$ 41,074.08	75%
Current services	\$ 7,696.00	\$ 1,571.98	20%	Current services	\$ 6,420.00	\$ 1,018.49	16%	Current services	\$ 140,486.23	\$ 32,457.99	23%
Fixed charges	\$ 930.00	\$ -	0%	Fixed charges	\$ 4,854.00	\$ 861.00	18%	Fixed charges	\$ 23,358.00	\$ 5,841.04	25%
<b>TOTAL</b>	<b>\$ 17,245.17</b>	<b>\$ 2,954.82</b>	<b>17%</b>	<b>TOTAL</b>	<b>\$ 59,445.21</b>	<b>\$ 14,498.91</b>	<b>24%</b>	<b>TOTAL EXPENSES</b>	<b>\$ 936,100.00</b>	<b>\$ 236,913.70</b>	<b>25%</b>
Non-fee income	\$ 2,200.00	\$ 236.00	11%	Non-fee income	\$ 50,300.00	\$ 4,843.86	10%	Non-fee income	\$ 246,600.00	\$ 67,064.68	27%
Fee income	\$ 15,045.17	\$ 6,806.88	2.18%	Fee income	\$ 9,145.21	\$ 4,137.56	1.33%	Fee income	\$ 689,500.00	\$ 311,950.13	45%
<b>TOTAL</b>	<b>\$ 17,245.17</b>	<b>\$ 7,042.88</b>	<b>41%</b>	<b>TOTAL</b>	<b>\$ 59,445.21</b>	<b>\$ 8,981.42</b>	<b>15%</b>	<b>TOTAL INCOME</b>	<b>\$ 936,100.00</b>	<b>\$ 379,014.81</b>	<b>40%</b>
Profit/Loss	\$ -			Profit/Loss	\$ -			Net Profit/Loss	\$ 0.00		

  

057 TECHNICIAN				060 GENERAL ADMIN			
	Budget	Actual	Percent		Budget	Actual	Percent
Payroll	\$ 92,424.12	\$ 10,924.56	12%	Payroll	\$ 396,604.61	\$ 93,541.49	24%
Supplies	\$ 1,150.00	\$ 842.98	73%	Supplies	\$ 12,575.71	\$ 2,055.31	16%
Leadership develop.	\$ 4,370.00	\$ 162.40	4%	Leadership develop.	\$ 12,450.00	\$ 1,296.10	10%
Admin service charges	\$ 12,592.69	\$ 9,051.85	72%	Admin service charges	\$ 30,456.11	\$ 23,460.18	77%
Current services	\$ 61,350.23	\$ 12,285.65	20%	Current services	\$ 20,618.76	\$ 16,596.36	80%
Fixed charges	\$ 11,377.00	\$ 4,610.04	41%	Fixed charges	\$ 3,371.00	\$ 370.00	11%
<b>TOTAL</b>	<b>\$ 183,264.04</b>	<b>\$ 37,877.48</b>	<b>21%</b>	<b>TOTAL</b>	<b>\$ 507,082.59</b>	<b>\$ 150,497.73</b>	<b>30%</b>
Non-fee income	\$ 160,000.00	\$ 31,158.42	19%	Non-fee income	\$ 5,700.00	\$ 21,814.56	383%
Fee income	\$ 23,264.04	\$ 10,525.34	3.37%	Fee income	\$ 501,382.59	\$ 21,814.56	72.72%
<b>TOTAL</b>	<b>\$ 183,264.04</b>	<b>\$ 41,683.76</b>	<b>23%</b>	<b>TOTAL</b>	<b>\$ 507,082.59</b>	<b>\$ 21,814.56</b>	<b>4%</b>
Profit/Loss	\$ -			Profit/Loss	\$ 0.00		

**Below is a summary of the outcome of fee deliberations by Senate on Sept 28, 2016**

Fee	Requested		Senate Recommendation	
	2017-18	2018-19	2017-18	2018-19
Student Media	\$3.00	\$1.00	\$3.00	\$1.00
Student Government	\$0.35	\$0.50	\$0.35	\$0.50
Student Center Operations - DASA	\$2.23	\$2.00	\$2.23	\$2.00
Student Center Operations - CE	\$5.00	\$4.00	\$0.00	\$0.00
Student Center R&R - DASA	\$2.10	\$2.00	\$2.10	\$2.00
Student Center Programming - DASA	\$8.46	\$9.00	\$8.46	\$9.00
Student Center Programming - OIED	\$0.50	\$1.00	\$0.50	\$1.00
Sustainability Fee	\$0.50	\$0.00	\$0.50	\$0.00
Student Health Services	\$20.00	\$21.00	\$20.00	\$21.00
Transit	\$12.00	\$12.00	\$12.00	\$12.00
<b>Total Fee request</b>	<b>\$54.14</b>	<b>\$52.50</b>	<b>\$49.14</b>	<b>\$48.50</b>
<b>Fees subject to 3% cap*</b>	<b>\$42.14</b>	<b>\$40.50</b>	<b>\$37.14</b>	<b>\$36.50</b>
Percent Increase - total	2.19%	2.08%	1.99%	1.92%
Percent increase for 3% cap fees*	1.86%	1.79%	1.64%	1.59%

\*EXCLUDES TRANSIT FEE

# NC STATE STUDENT MEDIA

As a **public forum for free expression**, the student media at North Carolina State University exist to **inform and to entertain**, first and foremost, the students followed by members of the surrounding community and peers in the journalism profession. Working in student media gives participants **hands-on experience** in the mass media which will assist them regardless of their career goals. By upholding the **highest standards of journalistic ethics**, the student-run media will help students become competent as **ethical and responsible adults**, who are enthusiastic about their future involvement in human affairs and optimistic about their future.

# Goals 2016-2017



## AGROMECK



## BUSINESS OFFICE



## NUBIAN MESSAGE



## TECHNICIAN



## WINDHOVER



## WKNC

## Training and Transitions

**IN GENERAL:** Student Media staff will be knowledgeable of current journalism, broadcasting and marketing practices in print, audio, video and online. To accomplish this, initial and ongoing training must be an integral part of each staff. *This aligns with the University's strategic plan of enhancing the success of our students through educational innovation by provide high-impact educational experiences for undergraduates.*

- **RESOURCE GATHERING** — In-house and external training materials will be published on the Student Media training website (studentmedia.ncsu.edu/web/smatraining). This will include media-specific skills and broader leadership training resources.
- **TRAINING MANUALS** — Staff manuals for *Nubian Message*, *Technician*, WKNC, the business office and the photography staff will be updated to reflect new practices and posted to the Student Media training website. Each adviser, with input from the editor/manager, will be responsible for updating the training manual. The Student Media styleguide will also be updated at least biennially and published online.
- **TRAINING CALENDAR** — Dates and topics for all regularly scheduled trainings will be posted to Student Media's Google calendar.
- **CONVENTION ATTENDANCE** — Both student leaders and professional staff will attend regional and national conventions to cultivate a culture of learning. This will include but is not limited to conventions sponsored by the Associated Collegiate Press, College Broadcasters Inc., College Media Association, College Media Business and Advertising Managers, North Carolina College Media Association, Society for Collegiate Journalists, and Southern University Newspapers. Following each convention, attendees will either provide written summaries to be published on the Student Media training website or prepare a staff training session.
- **RETREATS** — *Agromeck* leaders will attend a retreat each summer to focus on book planning, leadership development and team building. *Agromeck*, *Technician* and *Nubian Message* leaders will attend a training retreat at the beginning of the fall and spring semesters to focus on planning for the semester, leadership development and team building. Retreats will also be held for *Technician* and WKNC senior staff and the business office staff.
- **ONE-ON-ONE MEETINGS** — Each top editor/manager will have a regularly scheduled weekly meeting with the adviser to identify any training needs and report progress for the group. Once the next year's editor/manager is selected, the editor/manager will begin attending the weekly meetings to focus on transitioning to the new year.

## Branding

**IN GENERAL:** Student Media, as a department and as individual media outlets, will begin developing a comprehensive brand strategy to increase awareness of its operations on campus and in the community. *This aligns with the Division of Academic and Student Affairs strategic plan to develop and steward resources for organizational excellence by developing a comprehensive and robust communications capacity to inform, educate, and engage stakeholders.*

- **SOCIAL MEDIA STRATEGIES** — *Agromeck*, *Nubian Message*, *Technician*, and *Windhover* will each devise a social media strategy to guide content and interaction across social media platforms. WKNC will update its social media strategy at least once per year.
- **AUDIENCE INFORMATION** — Student Media will work with the DASA Office of Assessment to develop a comprehensive survey of student media awareness on campus.
- **CROSS PROMOTION** — All media will make better use of *Technician* and *Nubian Message* house ads and WKNC public service announcements to cross-promote their services and events.
- **PROMOTIONAL ITEMS** — The department and individual media will maintain a budget line item for promotional items to use for branding and recruitment.
- **STRATEGIC PARTNERSHIPS** — All media will continue to pursue promotional partnerships with on-campus departments and off-campus entities to increase brand awareness.
- **ALUMNI OUTREACH** — The Marketing Coordinator will initiate formal and informal alumni outreach efforts, including the alumni database, LinkedIn groups and a quarterly alumni newsletter.

## Cultural Literacy

**IN GENERAL:** Student Media staff will demonstrate a higher level of cultural literacy and competence. *This aligns with the University's strategic plan to enhance organizational excellence by creating a culture of constant improvement by encouraging diversity and inclusion.*

- **DIVERSITY IN RECRUITMENT** — Demographic information will be collected on all student volunteers and staff. Data will be analyzed in aggregate. To begin formal diversity recruitment efforts, Student Media will revise its hiring packages to include a supplemental demographic information sheet to gather information on which groups are represented - and not represented - among the Student Media staff. Once hiring is complete in the fall semester, the information will be analyzed to determine where efforts need to be concentrated.
- **DIVERSITY IN CONTENT AND COVERAGE** — *Agromeck*, *Nubian Message*, *Technician*, and WKNC staff will be encouraged to include coverage of diverse communities and ideas in their media. This will include the continuation of *Bienvenidos*, a Spanish-language section of *Technician*, and Spanish-language music programming on WKNC.
- **DIVERSITY IN TRAINING** — Representatives from the Office for Institutional Equity and Diversity, Multicultural Student Affairs, the GLBT Center, the Women's Center and other groups as needed will be asked to provide training for media staff.
- **EQUAL OPPORTUNITY INSTITUTE** — Each professional staff member will participate in at least one Equal Opportunity Institute or similar training and share information with the staff at regular meetings.
- **WEBSITE ACCESSIBILITY** — Each media will work to improve the accessibility rating of its website and decrease accessibility errors according to the University's IT accessibility guidelines.

*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 9<sup>th</sup>.

#### **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.

# Student Media organization reports – October, 2016

## *Agromeck*

(No report submitted as of Oct. 7.)

## Business Office

## Submitted by Mary McPhatter, GM

### Revenue

#### *Technician*

We have billed \$16,108.62 to date in advertising. The sales reps are seeing their hard work of cold calls and meetings starting to pay off as sales for October and November have increased. The staff also seems excited to see progress which is keeping them motivated. The staff is currently working on sales for the *Near NC State Living* magazine which we hope will boost *Technician's* revenues numbers for this fall. We have had a few problems with ads being printed with missing links that have caused us to discount the ads and run make-goods. We have talked with our design staff and have done additional training with them. We have also noticed an increase in online and social media advertising. Our Near NC State marketing intern, Kellie Ford, is also working with Krystal to improve the site and add a new polling feature to increase usage of the site. Kellie also has started a weekly food blog of local restaurants.

#### WKNC-

We have billed \$3,747.50 to date for WKNC. We will begin our sales efforts for the new Double Barrel Benefit magazine mid-October.

#### *Nubian Message*

*Nubian* is on track to have a record year for revenue. We are excited to say that we have \$1,463.35 scheduled for *Nubian* ads through the end of October. We think the increase in distribution and circulation have helped to increase awareness of the publication as well as the great job the editorial staff has done with the paper this year.

#### *Agromeck*

Katelyn, the Student Media marketing intern, has made plans with *Agromeck* marketing manager, Molly Donovan, to promote seniors portraits and book sales. They have a plan in place to start promotions after Fall Break that includes prints ads, billboard ads around campus and emailing the senior class.

### Personnel

The staff has bonded well this year, working well as a team but still enjoying friendly competition. We hope this will help everyone increase sales and foster a cooperative work environment.



### **Training**

Krystal is working with the advisers at Duke and Carolina to have a regional conference for the sales staff the second week in January. We have done a lot of one-on-one training with reps that have had specific needs.

### **Technology**

Doug was able to launch the new digital rate card. The updated quote cart portion will not be ready until later this fall.

## ***Nubian Message*** **Submitted by Stephanie Tate, EIC**

### **Revenue**

n/a

### **Expenditures**

n/a

### **Personnel**

We have had two writers finish their correspondence in the last month. We have also had another writer begin his correspondence.

### **Training**

Four members of our staff attended this year's Student Media Fall Retreat. I have already received more quality features stories since our writers attended Sylvia Adcock's training on features writing.

Both myself and my managing editor Anahzsa Jones will be attending this year's National College Media Convention hosted by the Associated Collegiate Press.

### **Technology**

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

### **Coverage**

NC State's most recent GroupMe scandal provided a unique coverage opportunity for our staff. I was very impressed by my staff's commitment to making sure this story was accurate and thorough. We came in on a night off and really pulled together.

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

### **Deadlines**

I am still very impressed with how 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**

I did have to have a talk with my staff about their behavior on social media after receiving a number of messages about the conduct of one of my writer's on social media. My managing editor and I will be meeting to discuss a social media policy.

## ***Technician***

(No report submitted as of Oct. 7.)

## **Windhover**

### **Submitted by Nikita Chintalapudi, Editor**

#### **Revenue**

Looking into possible t-shirt production and sales – would like to have t-shirts by open mic night (November 21st). New staff members have connections to screen printing and have don't previous t shirt designing.

#### **Expenditures**

No expenditures thus far.

#### **Personnel**

Hired rest of staff: Sarah Alford (literary editor), Alanna Hart (visual editor), Trevor Berreth (design editor), Benjamin Webber (audio editor), C Phillips (promotions head).

Created two new positions this year: managing editor and promotions head. Promotions head is in charge of overseeing the promotions team and communicating with managing editor.

#### **Training**

Having a full staff meeting next Wednesday. Will go over all training and new paperwork with the full staff

#### **Technology**

The computers in my office aren't connecting to the main printer.  
Working on getting email addresses set up for new positions.

#### **Coverage**

n/a

#### **Deadlines**

n/a

#### **Ethics/Legal Issues**

n/a

# WKNC

## Submitted by Emily Ehling, GM

### Revenue

Non-fee income (money in the bank), as of Sept. 30, 2016: \$4,786.86

- Benefit Tickets — \$525.00
- Benefit Sponsorships — \$225.00
- Wolfpack Sports — \$1,200.00
- LBLB Contract — \$1,000.00
- Sponsor Sales — \$610.00
- Concert Promotions — \$300.00
- Merchandise Sales — \$740.86
- Other — \$186.00

We raised \$927 from our Radio Ride, which was a little less than last year. There were 42 registrants.

### Personnel

With 28 new DJs finishing up the training class, that brings our total staff number to 150. Everyone has a current job agreement.

### Technology

We plan to celebrate our 50th anniversary as an FM station by beginning our HD broadcast on Oct. 9. We have received no update from our consulting engineer on when the new studio console will be installed.

### Outreach/Events

We had a Hopscotch Day Party during Hopscotch Music Fest with WXYC, Wolftrax, and promotion company Team Clermont. We had our second annual Radio Ride scavenger hunt / bike ride on the 24th. Our second Fridays on the Lawn of the semester was on the 30th. We will also be at Shakori Hills music festival this upcoming weekend of October 6 -9.