

# **STUDENT MEDIA BOARD OF DIRECTORS AGENDA**

*Tuesday, October 10, 2017 • 7 p.m.  
Room 356, Witherspoon Student Center*

## **INTRODUCTIONS**

## **ELECTION OF RECORDING SECRETARY**

## **NEW BUSINESS**

1. Approval of minutes from September 2017 board meeting.
2. October budget update (Jamie)
3. Meeting with University Development (Zanna)
4. Preview: Compensation Policy rewrite (Patrick)
5. Review: First "casual get-together" of student leaders/staff (staff/leaders)

## **REPORT ADDENDA**

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

## **EXECUTIVE SESSION**

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

## **ADJOURN**

**NC State Student Media Board of Directors  
September 2017 meeting minutes**

**Tuesday, Sept. 12, 2017 • 7 p.m.  
Room 356 Witherspoon Student Center**

Present: Sam McRee, Missy Furman, Lilly Neal, Laasya Vulimiri, Josh Hyatt, Dante Genua, Robbie Williams, Dean Phillips, Tania Allen, Anna Long, Anahzsa Jones, Jonathan Carter, C Phillips, Jamie Halla, Deja Richards, Jackie Gonzalez, Patrick Neal

Absent: Meghan Glova

Others present: Jamie Lynn Gilbert, Martha Collins, Ellen Meder, Zanna Swann

**CALL TO ORDER & INTRODUCTIONS**

In the absence of a chair, Patrick Neal called the meeting to order and led introductions for all new and returning board members, as well as members of the professional staff.

**ELECTION OF BOARD OFFICERS**

Dean Phillips moved that Missy Furman be appointed board chair for 2017-2018, with Robbie Williams seconding the motion. The board unanimously approved the appointment.

Anna Long moved that Laasya Vulimiri be appointed board vice-chair for 2017-2018, with Dean seconding the motion. The board unanimously approved the appointment.

Anna volunteered as recording secretary for the meeting.

**APPROVAL OF APRIL 2017 MINUTES**

Tania Allen moved that the draft minutes from the board's Tuesday, April 11, 2017 meeting, with Dean seconding the motion. The minutes were unanimously approved.

**INTRODUCTION: ZANNA SWANN**

Patrick welcomed Zanna Swann, Student Media's Business & Marketing Manager, whose first day with Student Media was Tuesday, Sept. 5. (Zanna's resume was included in the meeting packet and is made a part of these minutes by reference.) The board welcomed Zanna, and by unanimous consent appointed her administrator of Student Media's QuickBooks accounts.

**2016-2017 FISCAL YEAR-END UPDATE**

Patrick updated the board on Student Media's year-end performance for the 2016-2017 Fiscal Year, as the board had not met since the end of the fiscal year. He used excerpts from Student Media's 2017-2018 Annual Report as talking points. (Those are attached and made part of these minutes by reference.)

Jamie Lynn Gilbert spoke specifically about debt and collections arising from customers billed in the 2016-2017 Fiscal Year. She said that Student Media had some \$26,000 in outstanding debt on July 1, but said that that amount had been reduced to about \$8,000 as of Sept. 1. She attributed that reduction to more aggressive collection efforts, as well as some writeoffs for ads with poor reproduction quality, ads for which records were incomplete, former clients that had gone out of business, etc. Patrick said that he and Jamie had met with members of the Accounts Receivable staff in August to ensure Student Media was following all applicable procedures and best practices. He also said the professional staff was working to make collections and aging a part of its monthly reporting to the board.

## **SEPTEMBER BUDGET UPDATE**

Jamie G. reviewed Student Media's Sept. 1 budget update, which was included in the meeting packet and is made part of these minutes by reference.

She noted that Agromeck's non-fee income was showing as -\$725.21, as they had to pay their second-quarter sales taxes on books sold as they do at this time every year. Similarly, Windhover's non-fee revenue was showing as -\$1.22, also from second-quarter sales tax remissions.

She also noted that WKNC was at 23 percent of its revenue goal at 17 percent through the year, primarily from revenues billed in 2016-2017 being collected in the current fiscal year.

## **SUMMER RECRUITMENT UPDATE**

Ellen Meder updated the board on summer recruitment efforts. Her summary is attached here and made part of these minutes by reference.

## **WITHERSPOON RENOVATION PROPOSAL**

Patrick updated the board on a proposal to renovate the Witherspoon Student Center and its potential impact on Student Media.

He said the Student Centers, the campus entity responsible for Talley, Witherspoon and some other buildings on campus, had announced its intention to completely renovate Witherspoon, including a new "Talley-like" outer façade and re-orientation of the building toward Cates Avenue.

As part of that effort, architects working with the Student Centers on preliminary, conceptual plans presented two scenarios for the building in April, one which included Student Media and one of which did not. Patrick said that no one had offered any ideas for where Student Media might move if they were no longer in Witherspoon. Furthermore, no one involved could say where Student Media or any of the other groups in Witherspoon would move for the 18+ months it would take to do the renovation work.

One board member asked what would take Student Media's place in Witherspoon if Student Media moved. Patrick said that that plan called for a large "multipurpose room" with a dance floor that the Student Centers would control in the same way it controlled space reservations and rentals at Talley.

In response, Patrick said he had appointed Technician Opinions Editor Aditi Dholakia as Student Media's representative on the Student Center Board of Directors to serve as Student Media's eyes and ears as the plan evolved.

Patrick said it was probably too early for the Student Media Board to weigh in on the plan, noting that in addition to not having a "swing space" identified for any of the impacted groups, they also had no established funding source for the project. Eventually, though, he said the board might have to make its will known once more information was available.

## **TWO-STEP AUTHENTICATION**

Patrick strongly urged the student leaders to ensure every member of their staffs -- paid or unpaid -- be enrolled in both Google and Duo two-factor authentications ASAP. He said that if students did not do so by the University's deadlines, they would find themselves not only unable to access their work materials, but also shut out of other University systems, including their academic records.

## **CROSS-PLATFORM COLLABORATION**

Patrick said that during the interview process for the Business & Marketing Manager's position over the summer, a number of students had identified a lack of cross-platform communication and collaboration as an issue for Student Media. He asked the student leaders and board members

how they would like to rectify that issue.

In the discussion that followed, members of the board offered various suggestions, including regular visits from one organization's staff at another organization's staff meetings, a potluck-type "monthly mingle" open to all students, and an "all-members" mailing list.

In the end, Patrick said he would reach out to the student leaders and try to schedule an informal dinner meeting in advance of the board's October meeting to discuss the matter further.

## **REPORT ADDENDA**

Board reports from each organization head were included in the meeting package and are made part of these meeting minutes by reference. Otherwise:

- Anna noted that Agromeck's Balfour representative was changing from Josh Lovell to Kent Sutton.
- Deja Richards said that the Business Office was continuing ongoing training sessions for new account representatives.
- Anahzsa Jones said that the Nubian Message was planning a special issue for its 25th anniversary, and said the Nubian would welcome any assistance from the other organizations in publicizing that milestone. She said the special issue would be published in November for the Nubian's last issue of the 2017 calendar year.
- Jonathan Carter said the Student Press Law Center had written a story for its website detailing how Student Government's Government Relations and Oversight Committee had barred the Technician from covering impeachment proceedings for the Student Body Treasurer by going into, and subsequently voting during, and executive session. He said the story had posted to the SPLC's website just a few minutes before the start of the board meeting.
- Jamie Halla noted that WKNC had canceled the Fridays on the Lawn concert originally scheduled for Sept. 29.

## **ADJOURN**

Laasya moved that the meeting be adjourned, with Anahzsa providing a second. The board voted unanimously to adjourn at 8:03 p.m.

## Income & Expenditures

**Student Media ends FY2016-2017 with a solid surplus** (*Ensure sustainability*) – Student Media as a whole finished the year with a budget surplus of about \$45,300, as compared to the balanced (zero) budget forecast for the year. (The year-end breakdown by organizations may be found on Page 31.) Of particular note:

- While Student Media as a whole exceeded its non-fee revenue goal by about \$12,700 (5 percent), traditional print ad revenues continue to fall at Technician. Income for 2016-2107 came in about \$28,000 (27 percent) short of our \$160,000 goal. Excluding magazine income (see Page 10) and some \$18,000 ads contributed in-kind to campus organizations or otherwise traded (see Page 11), we sold about \$100,000 in ads for the regular print edition.
- Agromeck ended the year with non-fee income of about \$39,600, which put it at 151 percent of its goal of \$26,200 for the year. While about \$8,000 of that is attributable to a payment that was meant for FY2015-2016, that is still about \$5,300 above projected income. We were \$3,000 over in ad sales (\$15,000 sold vs. \$12,000 budgeted), and the rest came from book sales above 200 (see Page 12). On the opposite side of the ledger, Agromeck's leadership development expenditures came in at 44 percent of the total budgeted, as the yearbook was budgeted to take three people for the Associated Collegiate Press convention and only took two. That expense was also lower because they (and the other groups sending students) drove to Washington, D.C., instead of flying.
- Nubian Message's non-fee income of about \$5,700 established a new revenue benchmark for the publication, and put them at 258 percent of its goal of \$2,200 for the year. Of particular note: That \$2,200 took into account the Nubian's share of the Orientation magazine income (see Page 10) and forecast no additional ad sales given the Nubian's recent sales numbers. With \$3,500 in ads sold for the year, the Nubian established its potential as a publication attractive to our clientele. With regard to expenditures, the Nubian spent some \$480 on supplies -- the vast majority of that on fonts for its logo -- which was almost 10 times what was budgeted, but in the grand scheme of things isn't a large overage at all.
- Windhover changed its entire fiscal outlook by implementing a competitive bid process for its 2016-2017 printing. At about \$7,900, its current services

budget was less than half the nearly \$16,000 budgeted at the beginning of the year.

- In General Administration, current services expenditures came in about \$15,000 over budget due mainly to about \$6,000 in Orientation magazine printing being paid in FY2016-2017 (as well as the 2016 Orientation magazine) and about \$5,000 in unbudgeted newspaper bin upgrades and repairs. Also, fixed charges are over budget because we originally budgeted for the individual groups to pay for their own Adobe Creative Cloud licenses, but General Administration absorbed that cost. That resulted in commensurate decreases in all of our print organizations' fixed costs.

### **Switching printers, publication schedule a game-changer for Technician**

*(Ensure sustainability)* – Perhaps the year's biggest success story with regard to Student Media's overall sustainability was the Technician's move to a new schedule, format and printer. The cost savings were enormous. It cost us nearly \$137,700 to print Technician four days per week at the News & Observer in 2015-2016. This year, at Triangle Web, it cost us about \$39,700 to print twice per week at the new size. So we saved nearly \$100,000 on our largest single non-personnel cost for the year and will continue to enjoy those savings each year moving forward. Cost aside, the print quality and customer service we're getting from Triangle Web is so much better than the N&O, it's almost impossible to compare the two.

**Magazines Generate New Revenue** *(Ensure sustainability)* – Student Media printed its first magazine with the 2016 Orientation issue. The switch from traditional newsprint tab to a glossy magazine brought in an additional \$10,000 in revenue as compared to the most successful traditional newsprint Orientation issues published previously. Student Media printed three other magazines this year designed by the business office to supplement Technician's revenue: Near NC State Living, Near NC State Healthy Living and Near NC State Top 40. The Near NC State Living replaced our traditional newsprint tab housing guides. Near NC State Healthy Living was a new topic and was very well embraced by the campus community. We partnered with University Recreation, the Counseling Center, University Dining, the Office of Sustainability and University Transportation to provide the content for the magazine. University Recreation also helped to distribute the magazines at its Wellness Fair in February by placing a copy in each welcome bag. Near NC State Top 40 was a "Best Of" edition with students, faculty, staff and community members voting online for their favorites from professors to burgers to outdoor spaces. Our original, overall goal was for the glossy products to make \$30,000 in gross revenue for the Technician with

overall project costs of about \$15,000 based on three magazines. Instead of doubling our money, we more than tripled it, making \$47,923 in gross revenue for all of our organizations with total production costs of \$14,544 for five magazines. A breakdown of revenues and expenditures for each edition follows:

	<u>Income</u>	<u>Costs</u>	<u>Profit</u>
<b>Orientation<sup>1</sup></b>	\$24,875	\$6,110	\$18,765
<b>Living Guide<sup>2</sup></b>	\$12,538	\$3,978	\$8,560
<b>Healthy Living<sup>2</sup></b>	\$7,125	\$2,967	\$4,158
<b>Top 40<sup>2</sup></b>	\$2,510	\$1,156	\$1,354
<b>DBB<sup>3</sup></b>	\$875	\$333	\$542
<b>TOTAL</b>	<b>\$47,923</b>	<b>\$14,544</b>	<b>\$33,379</b>

<sup>1</sup> Printing costs paid by General Administration

<sup>2</sup> Printing costs paid by Technician

<sup>3</sup> Printing costs paid by WKNC

**2017 Agromeck exceeds sales goal** (*Ensure sustainability*) – The 2017 Agromeck totaled 336 pages. It was completed and submitted to the publisher March 3 and was delivered April 14. We sold 230 books, exceeding our internal sales goal by 30 books. More than two-thirds (73%) of those books were sold through Balfour’s online SmartPay site, with Student Media’s e-store, in-office sales and sales through the NC State Bookstores accounting for the remaining one third. We were also able to negotiate with Balfour to decrease the original number of books printed from 300 to 250.

**Student Media awards \$10,000 in campus sponsorships for 2016-2017** (*Serve the University*) – Student Media gives \$10,000 in advertising credits each year to various student groups and departments to promote their events on campus. This year the office received 10 applications and awarded advertising credits to each organization. Organizations that received advertising credits included the Pre-Veterinary Medical Association at NC State, Pencils of Promise at NC State, Delta Gamme, the Video Game Development Club at NC State, St. Jude Up 'til Dawn, EKTA (South Asian student organization), Women in Computer Science at NC State, NC State Sailing, the Bahai Club at NC State and Net Impact.

**WKNC raises \$8,000 at Double Barrel Benefit 14, debuts Double Barrel magazine** (*Ensure sustainability, Enhance organizational excellence by creating a*



## NC State Student Media 2017 Summer/Fall Recruitment Numbers Update

Sign-ups at official recruitment events:

Event	2017	2016
Orientation Info Fairs	116	186
Campus Connections	39	72
Open House	131	76
Back 2 School Jam	34	n/a
Packapalooza	11	n/a
<b>Total</b>	<b>331</b>	<b>334</b>

\*The numbers show sign-ups, not individual students, so there is some overlap in those numbers. That will be parsed out with demographic analysis in the full Recruitment and Retention report at the end of the semester.

### Highlights:

- Our sign-ups at Open House were up 36 percent over last year. Better social media efforts and the draw of Howling Cow Ice Cream likely helped with that.
- This year we attended and recorded names at Back 2 School Jam and Packapalooza, two other events that happen during Wolfpack Welcome Week.
- Even though the sign-ups via iPad at Packapalooza for the Student Media table weren't very high (Agromeck had their own table and some additional sign-ups), there was a lot of social media interaction and discussion at the table with students and community members.
- We currently have paperwork on file for 202 students. That is ever so slightly down compared to this time last year, when we had 206. However there is still a good bit of paperwork still in the works across outlets and we are working to get a lot of that through shortly. There is no indication that our overall participation numbers will be lower than last year. With multiple outlets still planning interest meetings there will be more students getting on staff in the next couple of months.



## STUDENT MEDIA BUDGET V. ACTUAL

DATE: October 1, 2017  
PERCENT THROUGH FISCAL YEAR: 25%

056	AGROMECK			
	Budget	Actual	Percent	
Payroll	\$ 30,861.25	\$ 6,100.94	20%	
Supplies	\$ 900.00	\$ 60.68	7%	
Leadership develop.	\$ 4,750.00	\$ -	0%	
Admin service charges	\$ 3,200.00	\$ -	0%	
Current services	\$ 27,096.00	\$ 205.91	1%	
Fixed charges	\$ 1,175.00	\$ 239.00	20%	
TOTAL	\$ 67,982.25	\$ 6,606.53	10%	
Non-fee income	\$ 26,200.00	\$ (725.21)	-3%	
Fee income	\$ 41,782.25	\$ 19,884.51	5.48%	
TOTAL	\$ 67,982.25	\$ 19,159.30	28%	
Profit/Loss	\$ -			

061	NUBIAN MESSAGE			
	Budget	Actual	Percent	
Payroll	\$ 6,859.13	\$ 557.78	8%	
Supplies	\$ 100.00	\$ 42.38	42%	
Leadership develop.	\$ 2,060.00	\$ 248.05	12%	
Admin service charges	\$ 1,000.00	\$ -	0%	
Current services	\$ 8,976.00	\$ 1,976.16	22%	
Fixed charges	\$ 640.00	\$ -	0%	
TOTAL	\$ 19,635.13	\$ 2,824.37	14%	
Non-fee income	\$ 3,200.00	\$ 276.96	9%	
Fee income	\$ 16,435.13	\$ 7,821.61	2.16%	
TOTAL	\$ 19,635.13	\$ 8,098.57	41%	
Profit/Loss	\$ -			

057	TECHNICIAN			
	Budget	Actual	Percent	
Payroll	\$ 126,626.76	\$ 12,104.47	10%	
Supplies	\$ 1,150.00	\$ 185.12	16%	
Leadership develop.	\$ 4,490.00	\$ 512.50	11%	
Admin service charges	\$ 10,400.00	\$ -	0%	
Current services	\$ 62,485.00	\$ 11,511.62	18%	
Fixed charges	\$ 11,330.00	\$ 3,761.00	33%	
TOTAL	\$ 216,481.76	\$ 28,074.71	13%	
Non-fee income	\$ 160,000.00	\$ 24,202.35	15%	
Fee income	\$ 56,481.76	\$ 26,880.13	7.41%	
TOTAL	\$ 216,481.76	\$ 51,082.48	24%	
Profit/Loss	\$ -			

058	WINDHOVER			
	Budget	Actual	Percent	
Payroll	\$ 5,727.42	\$ -	0%	
Supplies	\$ 635.00	\$ -	0%	
Leadership develop.	\$ 1,170.00	\$ -	0%	
Admin service charges	\$ 1,500.00	\$ -	0%	
Current services	\$ 12,450.00	\$ 597.64	5%	
Fixed charges	\$ 425.00	\$ -	0%	
TOTAL	\$ 21,907.42	\$ 597.64	3%	
Non-fee income	\$ 2,200.00	\$ (1.22)	0%	
Fee income	\$ 19,707.42	\$ 9,378.92	2.59%	
TOTAL	\$ 21,907.42	\$ 9,377.70	43%	
Profit/Loss	\$ -			

059	WKNC			
	Budget	Actual	Percent	
Payroll	\$ 62,516.98	\$ 10,508.35	17%	
Supplies	\$ 2,600.00	\$ 756.77	29%	
Leadership develop.	\$ 3,940.00	\$ 2,099.44	53%	
Admin service charges	\$ 3,400.00	\$ -	0%	
Current services	\$ 8,580.00	\$ 2,067.24	24%	
Fixed charges	\$ 4,745.00	\$ 862.00	18%	
Contracted services	\$ 1,000.00	\$ -	0%	
TOTAL	\$ 86,781.98	\$ 16,293.80	19%	
Non-fee income	\$ 45,500.00	\$ 12,748.02	28%	
Fee income	\$ 41,281.98	\$ 19,646.43	5.42%	
TOTAL	\$ 86,781.98	\$ 32,394.45	37%	
Profit/Loss	\$ -			

060	GENERAL ADMIN			
	Budget	Actual	Percent	
Payroll	\$ 412,713.00	\$ 99,621.42	24%	
Supplies	\$ 13,039.27	\$ 3,142.12	24%	
Leadership develop.	\$ 13,590.00	\$ 442.95	3%	
Admin service charges	\$ 28,900.00	\$ -	0%	
Current services	\$ 23,460.29	\$ 3,417.20	15%	
Fixed charges	\$ 6,185.00	\$ 300.29	5%	
Contracted services	\$ 4,000.00	\$ -	0%	
Capital outlay	\$ 38,500.00	\$ -	0%	
TOTAL	\$ 540,387.56	\$ 106,923.98	20%	
Non-fee income	\$ 10,000.00	\$ 3,057.17	31%	
Fee income	\$ 509,882.90	\$ 242,657.40	66.91%	
TOTAL	\$ 519,882.90	\$ 245,714.57	47%	
Profit/Loss	\$ (20,504.66)			

066	TECH SUPPORT			
	Budget	Actual	Percent	
Payroll	\$ 68,400.00	\$ -	0%	
Supplies	\$ 1,876.00	\$ -	0%	
Leadership develop.	\$ -	\$ -		
Admin service charges	\$ 4,700.00	\$ -	0%	
Current services	\$ 1,452.56	\$ -	0%	
Fixed charges	\$ -	\$ -		
TOTAL	\$ 76,428.56	\$ -	0%	
Non-fee income	\$ -	\$ -		
Fee income	\$ 76,428.56	\$ 36,372.97	10.03%	
TOTAL	\$ 76,428.56	\$ 36,372.97	48%	
Profit/Loss	\$ -			

OVERALL			
	Budget	Actual	Percent
Payroll	\$ 713,704.54	\$ 128,892.96	18%
Supplies	\$ 20,300.27	\$ 4,187.07	21%
Leadership develop.	\$ 30,000.00	\$ 3,341.94	11%
Admin service charges	\$ 53,100.00	\$ -	0%
Current services	\$ 144,499.85	\$ 19,775.77	14%
Fixed charges	\$ 24,500.00	\$ 5,162.29	21%
Contracted services	\$ 5,000.00	\$ -	0%
Capital outlay	\$ 38,500.00	\$ -	0%
TOTAL EXPENSES	\$ 1,029,604.66	\$ 161,360.03	16%
Non-fee income	\$ 247,100.00	\$ 39,558.07	16%
Fee income	\$ 762,000.00	\$ 362,641.97	48%
Interest income	\$ -	\$ 144.58	
Food Purchases	\$ -	\$ -	
TOTAL INCOME	\$ 1,009,100.00	\$ 402,344.62	40%
Net Profit/Loss	\$ (20,504.66)		

## COMPENSATION POLICY

AMENDED September 2006

REVISED January 2009 | REVISED January 2010 | REVISED September 2013 | REVISED August 2014

### PURPOSE

Student Media employees and volunteers are students first and employees of the Student Media second. However, by virtue of their employment within the Student Media, some individuals are entitled to compensation for the work performed. A salary should never be the primary motivator for obtaining valuable experience within a vibrant group of student organizations. However, when entitled to compensation for work performed in accordance with their job description, students must take responsibility for following University guidelines and state and federal labor laws. While every effort will be made to ensure that payroll is processed in a timely fashion, students are individually responsible for turning in necessary paperwork to get paid completely and on time.

### POLICY

- The compensation an individual receives is based on the individual's compensation level as determined by the approval of the annual budget by the Student Media Board of Directors. All students must keep a record of the amount of time spent working for the publication to turn in with payroll.
- SENIOR LEADERS:
  - *Technician's* editor may be paid up to \$650 per month as long as he or she meets the following requirements in addition to requirements documented in University Regulation 11.55.6 and the Student Media policy on Academic Progress.
    - no more than 20 hours per week involved in the *Technician* with at least 10 of those documented during regular business hours
    - no other outside employment, paid, part-time or volunteer
    - all requirements posted as part of the job description
  - Other executive editors/managers or others with significant administrative responsibilities may be paid up to \$525 per month as long as they meet the following requirements. This level includes senior editors/managers of media other than the *Technician* and the managing editor and section editors of the *Technician*.
    - no more than 20 hours per week involved in the media with approximately half of that being during regular business hours
    - no student employee may work more than 20 hours per week at N.C. State and/or any UNC institution. Hours from any/all jobs with the UNC system will count toward the 20-hour weekly limit. Thus, if a student employee works 20 hours a week in Student Media, that student may hold no other job with N.C. State or any other UNC institution.
    - all requirements posted as part of the job description
- MID-MANAGEMENT: Students with significant administrative responsibilities as posted as part of their job description who do not meet all Senior Leader requirements may be compensated up to \$300 per month. This includes any assistant section editors for the *Technician* and non-senior editors/manager of other media.

- ENTRY LEVEL: All other Student Media employees shall be compensated at a rate determined by the Board as part of the regular budget process. This includes reporters, copy editors, designers, disc jockeys, ad sales representatives and photographers.
- GUIDELINES:
  - Students shall be considered uncompensated volunteers until such time as they complete all necessary paperwork for employment.
  - All salaries are decided upon by the student medium's editor or manager in conjunction with University policies, applicable laws and the budget approved by the Board.
  - No overtime will be awarded except in the form of incentive bonuses approved by the Board as part of the regular budget process.
  - Senior Leaders may hold no other paid position within the Student Media. Mid-Management student employees may hold only one leadership position at a time within one medium.
- PAYROLL:
  - It is the responsibility of the editor or general manager to determine the criteria for payment of each employee and to ensure that the specific criteria are explained to each employee in writing when they are hired. The criteria should spell out how much a person is paid and how (per hour, per week, per month, per shift, per item published, per assignment, etc.).
  - Regardless of whether or not they are paid by the project, by the hour or monthly, all students must complete a time sheet.
  - For all student employees, time sheets must reflect hours and days worked. For students paid by the project, the time sheet must reflect the specific project by title, headline or in some other manner that the nature of the project is obvious.
  - Anyone except the individuals appointed directly by the Board will have their time sheets signed and approved by the appropriate editor/manager to ensure that each medium stays within budget for payroll. The media adviser will sign the time sheet of individuals who are appointed directly by the Board and therefore have their salaries set by the Board to ensure they are completed accurately. Pay sheets will not be processed without the proper authorization.
- TIME SHEETS: Time sheets should be completed within the same pay period as the work. It is to the employee's benefit to turn time sheets in a timely fashion. Individuals who do not complete time sheets within the pay period shall be subject to disciplinary action up to and including termination with the following guidelines.
  - *Late time sheets, first offense:* An individual submitting a time sheet late but within a month following the due date will receive a written warning after a meeting with that medium's senior student leader to review the policy and procedure. This individual must document, in writing, that they are aware of their job requirements including the appropriate and timely completion of payroll.
  - *Time sheets more than one month late, subsequent offenses:* An individual submitting a time sheet more than one month late or committing a second offense of being late at all shall receive a written warning after a meeting with the most senior editor and the media adviser. All such instances will be documented in writing to the NCSU Student Media Board of Directors as part of the regular Board report.
  - *Time sheets more than two months late, more than two offenses:* Any individuals submitting time sheets more than two months late or committing a third offense

of being late at all shall be put on suspension for at least two weeks during which time they may not receive any compensation from the Student Media for work performed. During that time, they will review the payroll process and procedure with the appropriate personnel. All such instances will be documented in writing to the NCSU Student Media Board of Directors as part of the regular Board report.

- *Time sheets more than five months late:* Any individuals submitting time sheets more than five months late shall be suspended until the NCSU Student Media Board of Directors can review the time sheets and determine the appropriate action to take.

## PROCEDURE

Students will follow the following procedure when hiring other students.

- *Job description and salary:* When a position becomes vacant, the hiring leader will verify the job description and the budgeted salary before declaring the position vacant. If insufficient funds are available, the position shall not be filled.
- *Posting the position:* After determining that funds are available and an adequate job description exists, the student leader shall advertise the vacant position, including the job description, in a manner such that a significant segment of the campus population knows the position is vacant and what qualifications are required and recommended for the position. Advertising the position may include, but should not be limited to, posting notice around campus buildings, announcing the position at meetings, announcing the position at staff meetings, posting notice on the media website, announcing the position on various campus email distribution lists including those of the Student Body President and various college councils. At the very least, written notice of the vacancy will be posted around the Student Media offices.
- *Timeline:* The advertising should be posted for no fewer than seven calendar days and preferably 14.
- *Application requirements:* Students applying for non-entry-level positions should be required to submit at least a cover letter and resume and may be required to submit a portfolio of their work as well. Student leaders may implement other requirements such as a copyediting test as part of the application process at their discretion.
- *Interview:* Students applying for senior management positions one level below that of the senior staff member hired by the board shall interview with both the senior leader of the media and that media's adviser. This includes, for example, all section editors of the *Technician*. During the interview process, the adviser will determine if the senior managers meet the minimum requirements regarding academic progress.
- *Hiring:* The student leader will have final determination over who fills all positions as long as they meet the minimum requirements as outlined in University regulation 11.55.6, all applicable Student Media policies, University regulations as well as state and federal laws. Students will not hire non-students.

# Agromeck

*Submitted by Anna Long, Editor-In-Chief*

## Revenue

- We have an Agromeck table for Open House and Grad Fair. We are currently working on tabling in Talley. Senior portraits have been confirmed in the first floor of the bookstore during November.
- We have not sold any books.

## Expenditures

- We purchased 1,000 more stickers for promotions.

## Personnel

- One writer and one designer have completed their correspondence and are in the process of being hired.

## Training

- In the next few weeks Katie Tart and Anna Long will lead a few design training sessions to get designers to think differently about how they approach designing a new spread. Martha Collins and Stephanie Tate will lead a writer's training session at our next meeting.

## Technology

- We've installed a team drive on Google.

## Coverage

- We are continuing to closely look at local news and covering events and stories that best relate to the students of NC State's campus.

## Deadlines

- On September 29, we submitted a total of 80 pages. Our next deadline is December 1 and we will submit a total of 64 pages.

## Ethics/Legal issues

- n/a

# Student Business Office

*Submitted by Deja Richards, General Manager*

## Revenue

### Technician

Since we have an entirely new staff, they are still adjusting to the making sales. Zanna and I have stressed cold calls and meetings. I am pleased to announce that two media consultants have attended their first in-person meetings with customers, both of which resulted in Technician sales for upcoming months. I am truly pleased with the staff's work ethic. On-campus sales for the Technician have brought in ample revenue this month.

## **WKNC**

WKNC sales have been consistent this month, with a total of 3 business buying several spots. The staff has sold \$662.50 for WKNC for this month. We have other big contracts debuting in the upcoming months.

## **Nubian Message**

In the month of September we sold 3 Nubian Message ads. Two out of 3 of those ads came from clients purchasing bundles. I plan on using the Nubian Message 25th Anniversary events to make sales for upcoming issues.

## **Magazines**

The staff is working tirelessly to make sales for *The Roundabout- Living Issue*. The ad placement deadline is October 20, 2017. A quarter page ad and the back page premium spot have already been sold.

## **Expenditures**

All expenditures are normal and everything is in line with the budget. Business cards are in the process of being ordered. Also, a \$25 bonus will be given to the employee who sells the most advertisements in the Living Issue.

## **Personnel**

The current staff works extremely well together. Everyone is working hard to put their best foot forward. Unfortunately, Catherine Wetherington has other commitments, and will be leaving her Media Consultant position after 14 months. Her last day will be this week. However, she will continue to serve as an Office Assistant. We are looking to hire another designer to help with ad placements in the near future.

## **Training**

Now that all new staff members are adjusted, I train on a more individual basis, depending on their needs. They still need to practice writing radio scripts for WKNC, so much of our training will focus on that for the next biweekly meeting. In addition, Zanna and I are looking into Customer Relationship Management (CRM) tool to improve revenue and customer relationships. Once that is finalized, the staff will have to be trained on the use of the system.

## **Deadlines**

The next deadline will be the selling of ads the Living Magazine on October 20th.

## **Technology**

There are no problems with the technology at this time. However, Zanna and I are interested in creating generic student media email addresses, so that staff does not have to use their personal email. It has caused some confusion. I am also interested in creating a system to ensure that Media Consultants are getting paid for their ads in the correct time frame.

# **Nubian Message**

*No report submitted as of Thursday, Oct. 5, 2017.*

# Technician

*Submitted by Jonathan Carter, Editor-In-Chief*

## **Expenditures**

Nothing new to report.

## **Personnel**

Carter Pape is no longer news editor; Luke Perrin is the new news editor. Currently, he has no assistants, but we are looking to hire two new assistant news editors and have two individuals in mind.

Additionally, Nick Weaver, our design editor, is looking for someone to fill the vacancy of assistant design editor. We have a promising candidate in mind for this position as well. When these three spots are filled, Technician's editorial board will be full with 21 members.

## **Training**

Ellen has been conducting regular trainings, including the reporting in diverse communities training that is required for all correspondents to finish their correspondency. Additionally, our social media editors have been conducting social media live coverage training so that our staff is well equipped to cover news for social media.

## **Technology**

Nothing new to report.

## **Coverage**

We are continuing coverage and social media outreach as detailed in my last report.

## **Deadlines**

Nothing new to report.

## **Ethics/Legal Issues**

Nothing new has come up pertaining to the issue between Technician and Student Government concerning open meetings law. Other than that, nothing out of the ordinary.

# Windhover

*Submitted by C Phillips, Editor-In-Chief*

## **Revenue**

Nothing to report at this time.

## **Expenditures**

Martha ordered \$276.77 worth of supplies for our Open Mic Night. We also are planning to spend \$100 on catering from Jimmy John's for the event, which will be paid on the day of Open Mic (Oct 11)

## **Personnel**

Our entire paid staff has been hired. Currently on staff are:

- o Clara May – Design Editor
- o Cas Sarozza – Managing Editor



- o Kali Fillhart – Literary Editor
- o MJ Sanqui – Visual Editor
- o Xenna Smith – Audio Editor
- o Anna Schecterson – Design Assistant

We are still working on solidifying volunteers and committee positions, but a handful of students have been coming to meetings to help out. Their roles will become more clear once we move into going through submissions for the book in the coming months.

## **Training**

We had our first all-staff meeting on Tuesday, September 26, where we went over everyone's role at Windhover thus far. Training will occur as submissions come in for the editors.

## **Technology**

Nothing to report at this time.

## **Coverage**

Cas and I are still promoting on social media as well as postering around CHASS and relevant areas of interest for Open Mic night. We will begin promoting for book submissions this week. Staff members have also been asked to promote the event on their own social media and by speaking to professors.

## **Deadlines**

We are up to date and at some points ahead of many deadlines. Clara May and I have already met with Martha and Xanna to approve the theme for this year, which is *Static*. We have also already booked our release party at Artspace for April 13, 2017. We are now beginning to ask for submissions to the book campus-wide.

## **Ethics/Legal issues**

Nothing to report at this time.

# **WKNC 88.1 FM HD-1**

*Submitted by Jamie Halla, General Manager*

## **Revenue**

Non-fee income (money in the bank), as of Sept. 30, 2017: \$12,748.02

▪ Sponsor Sales	\$7,990.00
▪ Online/Social Media Sales	\$350.00
▪ Event Tickets	\$430.00
▪ Event Sponsorships	\$935.00
▪ Men's Baseball Post	\$900.00
▪ Event Promotions	\$1,000.00
▪ Merchandise Sales	\$1,143.02

We made \$500 in cash sponsorships at Radio Ride and \$430 in registration fees. With merchandise sales at the event, we topped \$1,000 to meet our goal.

## **Personnel**

There are currently 117 members of WKNC's staff. This include 29 new DJs from our Fall 2017 training class. 43 people did not return to staff for a variety of reasons, including summer graduation, time commitments and not filling out paperwork.

Matt Schneider has completed his correspondence period with Eye on the Triangle and is now a paid broadcast journalist. Social media director Jordan Greenert has resigned from her position and we are in the process of picking between two candidates.

## **Training**

29 of 30 students have completed the DJ training course and are the process of taking their board tests to become full DJs.

Program Director Cas Saroza, Operations Manager Annelise Thorn, Daytime Music Director Jules Conlon and myself (Jamie Halla) will attend the College Broadcasters, Inc. National Student Electronic Media Convention Nov. 2-4 in San Antonio.

## **Outreach**

WKNC will be holding its last Fridays on the Lawn of the semester on October 13, featuring Hardworker and Reese McHenry & the Fox. It will be catered by Jimmy Johns.

The following day, WKNC will be presenting the AVL Battlegroups Rap Battle at Imurj.

On October 6th, WKNC is continuing its partnership with Fish Market as we will be DJing their event.

We are partnering up with Saving Space Showcase for a show on November 8 at Ruby Deluxe. All proceeds go to UNICEF to help with Puerto Rico's hurricane damage.

We have booked the Washington Sankofa room for a special Tuesday night concert in November.

Double Barrel Benefit planning is underway with negotiations being made.

## **Technology/Expenditures**

On Sept. 28 we discovered both AC units in our transmitter room were out and the room was around 120 degrees. We had to shut the radio station down that evening to prevent permanent damage from overheating. One of the AC units was repaired on Sept. 29 and the second was replaced on Oct. 2. The replacement was an unexpected cost of approximately \$3,500, which will cause WKNC to go over budget by that amount.