

**N.C. State Student Media Board of Directors  
November, 2014 meeting minutes**

**Tuesday, November 11, 2014 • 7 p.m.  
Room 356 Witherspoon Student Center**

Present: Brandon Tung, Daniel Kale, Mimi McCarthy, Dean Phillips, Robbie Williams, Mark Foley, Maddie Lassiter, Matt Donegan, Michael Biesecker, Liz Moomey, Ravi Chittilla, Mark Tate, Chris Hart-Williams, John Kovalchik, Patrick Neal

Absent: Marc Russo, Tiffany Johnson, Ajita Banerjea

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

**CALL TO ORDER**

Board chair Daniel Kale called the meeting to order at 7 p.m. and all members introduced themselves. A quorum of voting members was established. John Kovalchik volunteered to serve as recording secretary for the meeting.

**OLD BUSINESS**

The board unanimously approved the minutes from the Oct. 14, 2014 meeting.

**BUDGET UPDATE**

Jamie Lynn Gilbert and Patrick Neal presented the October budget report (attached and made a part of these minutes by reference) noting that the non-fee revenue for WKNC appeared artificially low due to a billing lag. Also on the subject of non-fee revenue, Student Business Office Manager Mark Tate said that non-fee revenues to date were running about even with non-fee revenues recorded this time last year. He said that his sales team had seen success with the *Technician's* Fall Living Guide, exceeding the goal of \$6,000 in revenue by some \$2,000. Otherwise, he said that a non-productive *Nubian Message* sales representative had been terminated, and that the Business Office was considering lowering the *Nubian's* ad rates to reflect the publication's 500-issue circulation. Finally, he said that he and his staff were discussing ways to capitalize on the *Nubian's* upcoming 22nd anniversary edition.

**BUSINESS AND MARKETING MANAGER SEARCH UPDATE**

Patrick said that the search committee charged with identifying finalists for the Business and Marketing Manager conducted phone interviews with two finalists earlier today (Nov. 11) and that an additional phone interview was scheduled for Thursday (Nov. 13.) He said that the committee had originally identified seven semifinalists, but four had removed themselves from consideration – one citing the advertised salary, two saying they had accepted other positions, and one offering no specific reason. Patrick said that following Thursday's conference call, the committee would discuss whether or not to elevate any of the second-tier candidates to finalist status. Regardless of that decision, Patrick said he anticipated that the process would remain on track for an end-of-semester hire date for the successful candidate.

**ONE-TIME FUNDING FOR BUSINESS OFFICE, WKNC**

Patrick said Student Media had applied for and received one-time funding from Student Leadership & Engagement for two substantial expenditures. One would be a redesigned media kit

that would incorporate "stacked" rate cards for each organization in a custom-designed folder displaying the newspapers' publication dates along with other information. He said Chelsea Brown, the 2013-2014 *Agromeck* editor and a senior design major, had agreed to do the design work for the project. He said he hoped to send the project to the printer over the winter break so that the sales staff could have them in hand at the beginning of the busy spring semester. The total cost of the project is estimated at \$3,200 for 1,000 copies, with the calendar extending to the end of the 2015-2016 academic year to ensure a long shelf life for the kits. WKNC received a one-time award of \$846 to buy five Adobe Premiere video-editing software licenses to strengthen WKNC's popular web-based "The Lounge" multimedia project.

## **CMA AND CBI CONVENTION RECAPS**

WKNC General Manager John Kovalchik and *Nubian Message* Editor In Chief Chris Hart-Williams gave brief recaps of their experiences attending the 2014 College Broadcasters, Inc. convention in Seattle and the Fall 2014 National College Media Convention in Philadelphia. Both said they and other members of their staffs who attended got a lot out of the convention sessions. In particular, Chris said that he had attended some design sessions that had prompted him to redesign the *Nubian Message's* flag. Otherwise, several NCSU Student Media organizations brought home awards from the National College Media Convention. *Agromeck* brought home a Best In Show award for the 2014 edition and a Pacemaker award for the 2013 edition. *Technician* came in seventh in the Best In Show competition. And WKNC brought home two third-place Pinnacle awards, one each for Best Entertainment Program and Best Radio Station overall.

## **MIDYEAR SOURCE SURVEY REVIEW**

Patrick presented a summary of the *Technician* source survey responses he'd collected over the fall semester. The written summary distributed to the board is attached and included as part of these minutes by reference. Patrick said that the numbers were excellent in the aggregate, and slightly improved over last year's aggregate results at the midpoint of the year, but he noted that some problem areas still remained (see written summary.) Michael Biesecker offered advice on various problem areas identified through the surveys. Notably, he said reporters should always strive to interview sources in person. If that was not possible, he said, a phone interview could suffice. He cautioned strongly against email interviews, saying that such interviews were seldom candid or truly informative; in cases where sources insisted on receiving and answering questions in writing, he said it could be done as a last resort, though the story should note that the source insisted on such an arrangement as a precondition for comment. Finally, he said that the Associated Press had a strict policy against pre-publication review by sources, and he explained the rationale behind that policy. As for the *Nubian Message*, Patrick said he had only been able to identify 16 truly "local" sources in the *Nubian's* fall issues, and of those only three had responded. That being the case, he said the data he had would likely not be representative of sources' experiences with the *Nubian* overall. In the end, Patrick advised Chris to encourage his staff to beef up their campus sources and focus their efforts more toward "home" and less toward commentary and national news.

## **REPORTS AND ADDENDA**

Written reports are attached and made a part of these minutes by reference. Otherwise:

- *Agromeck* Editor Liz Moomey said 250 seniors sat for yearbook portraits in the fall, adding that the staff was optimistic about reaching its goal of 600 portraits for the fall and spring portrait sessions combined. She said that as of the meeting date, 46 books had been sold against an overall goal of 300 for the year. With regard to personnel, she said that the *Agromeck's* photo editor had been terminated from the staff and that two *Agromeck* photographers, Ryan Parry and Chris Rupert, had agreed to serve as co-editors for the remainder of the academic year. Finally,

she said, the staff had obtained an iPad from the NCSU Bookstores to use as a prize in a drawing once sales conclude with all purchasers entered to win. The problem, she said, was awareness: Few people (including those who had already purchased books) knew that they would be automatically entered in the drawing when they purchased a book. To remedy that, she said the staff would be notifying those who purchased the book that they were entered and redouble their efforts to market the drawing during the spring senior portrait period.

- Student Business Office Manager Mark Tate thanked board member Robbie Williams and other Student Business Office alumni for leading a training session for the student sales staff Nov. 4. Mark said that it was one of the best training sessions he'd been a part of since joining Student Media as a freshman.
- *Technician* Editor In Chief Ravi Chittilla said that he and Managing Editor Austin Bryan had recently met with Editorial Adviser Ellen Meder and Technology Analyst Doug Flowers with regard to refreshing the look of the *Technician's* website.
- *Windhover* adviser Martha Collins said that the magazine staff had designed a great-looking set of flyers/e-boards/etc. soliciting submissions for the 2015 edition and would soon begin posting them on campus.

## **ADJOURN**

The meeting adjourned at 7:50 p.m.

# STUDENT MEDIA BUDGET VS. ACTUAL

DATE: November 1, 2014  
 PERCENT THROUGH FISCAL YEAR: 33%

056 AGROMECK			
	Budget	Actual	Percent
Payroll	\$ 15,020.04	\$ 4,605.27	31%
Supplies	\$ 850.00	\$ -	0%
Leadership develop.	\$ 1,860.00	\$ 406.20	22%
Admin service charges	\$ 4,070.00	\$ 3,170.89	78%
Current services	\$ 28,558.24	\$ 420.39	1%
Fixed charges	\$ 943.00	\$ 364.00	39%
<b>TOTAL</b>	<b>\$ 51,301.28</b>	<b>\$ 8,966.75</b>	<b>17%</b>
Non-fee income	\$ 30,000.00	\$ (398.27)	-1%
Fee income	\$ 21,301.28	\$ 10,408.96	3.34%
<b>TOTAL</b>	<b>\$ 51,301.28</b>	<b>\$ 10,010.69</b>	<b>20%</b>
Profit/Loss	\$ -		

058 WINDHOVER			
	Budget	Actual	Percent
Payroll	\$ 4,400.00	\$ -	0%
Supplies	\$ 450.00	\$ -	0%
Leadership develop.	\$ 100.00	\$ -	0%
Admin service charges	\$ 989.00	\$ 781.72	79%
Current services	\$ 14,940.00	\$ -	0%
Fixed charges	\$ 343.00	\$ 225.00	66%
<b>TOTAL</b>	<b>\$ 21,222.00</b>	<b>\$ 1,006.72</b>	<b>5%</b>
Non-fee income	\$ 14,390.00	\$ -	0%
Fee income	\$ 6,832.00	\$ 3,338.49	1.07%
<b>TOTAL</b>	<b>\$ 21,222.00</b>	<b>\$ 3,338.49</b>	<b>16%</b>
Profit/Loss	\$ -		

066 TECH SUPPORT			
	Budget	Actual	Percent
Payroll	\$ 75,390.52	\$ 24,934.01	33%
Supplies	\$ 2,500.00	\$ -	0%
Leadership develop.	\$ -	\$ -	
Admin service charges	\$ 4,020.00	\$ 3,143.30	78%
Current services	\$ -	\$ 248.72	
Fixed charges	\$ -	\$ -	
<b>TOTAL</b>	<b>\$ 81,910.52</b>	<b>\$ 28,326.03</b>	<b>35%</b>
Non-fee income	\$ -	\$ -	
Fee income	\$ 81,910.52	\$ 40,025.92	12.83%
<b>TOTAL</b>	<b>\$ 81,910.52</b>	<b>\$ 40,025.92</b>	<b>49%</b>
Profit/Loss	\$ -		

061 NUBIAN MESSAGE			
	Budget	Actual	Percent
Payroll	\$ 3,850.37	\$ 719.89	19%
Supplies	\$ 150.00	\$ -	0%
Leadership develop.	\$ 1,920.00	\$ 561.20	29%
Admin service charges	\$ 790.00	\$ 617.26	78%
Current services	\$ 6,854.93	\$ 1,562.92	23%
Fixed charges	\$ 174.00	\$ 149.00	86%
<b>TOTAL</b>	<b>\$ 13,739.30</b>	<b>\$ 3,610.27</b>	<b>26%</b>
Non-fee income	\$ 2,000.00	\$ -	0%
Fee income	\$ 11,739.30	\$ 5,736.46	1.84%
<b>TOTAL</b>	<b>\$ 13,739.30</b>	<b>\$ 5,736.46</b>	<b>42%</b>
Profit/Loss	\$ -		

059 WKNC			
	Budget	Actual	Percent
Payroll	\$ 35,156.00	\$ 11,056.24	31%
Supplies	\$ 3,500.00	\$ 121.71	3%
Leadership develop.	\$ 2,320.00	\$ 1,170.80	50%
Admin service charges	\$ 2,750.00	\$ 2,162.30	79%
Current services	\$ 3,380.60	\$ 1,081.82	32%
Fixed charges	\$ 4,697.00	\$ 846.00	18%
Contracted services	\$ 1,000.00	\$ 1,100.00	110%
<b>TOTAL</b>	<b>\$ 52,803.60</b>	<b>\$ 17,538.87</b>	<b>33%</b>
Non-fee income	\$ 47,100.00	\$ 5,742.19	12%
Fee income	\$ 5,703.60	\$ 2,787.09	0.89%
<b>TOTAL</b>	<b>\$ 52,803.60</b>	<b>\$ 8,529.28</b>	<b>16%</b>
Profit/Loss	\$ -		

OVERALL			
	Budget	Actual	Percent
Payroll	\$ 566,616.42	\$ 159,184.98	28%
Supplies	\$ 23,996.00	\$ 4,727.82	20%
Leadership develop.	\$ 19,550.00	\$ 6,989.32	36%
Admin service charges	\$ 44,044.00	\$ 34,546.00	78%
Current services	\$ 249,999.58	\$ 41,178.94	16%
Fixed charges	\$ 23,000.00	\$ 3,513.65	15%
Contracted services	\$ 6,400.00	\$ 2,203.20	34%
Capital outlay	\$ 32,500.00	\$ 30,232.91	93%
Student financial aid	\$ -	\$ -	0%
<b>TOTAL EXPENSES</b>	<b>\$ 966,106.00</b>	<b>\$ 282,576.82</b>	<b>29%</b>
Non-fee income	\$ 327,856.00	\$ 30,215.16	9%
Fee income	\$ 638,250.00	\$ 311,883.60	49%
<b>TOTAL INCOME</b>	<b>\$ 966,106.00</b>	<b>\$ 342,098.76</b>	<b>35%</b>
Net Profit/Loss	\$ 0.00		

057 TECHNICIAN			
	Budget	Actual	Percent
Payroll	\$ 89,525.86	\$ 20,203.90	23%
Supplies	\$ 3,500.00	\$ 432.92	12%
Leadership develop.	\$ 7,490.00	\$ 1,631.10	22%
Admin service charges	\$ 15,360.00	\$ 12,057.35	78%
Current services	\$ 163,844.06	\$ 34,458.93	21%
Fixed charges	\$ 12,078.00	\$ 1,769.65	15%
Student financial aid	\$ -	\$ -	0%
<b>TOTAL</b>	<b>\$ 291,797.92</b>	<b>\$ 70,553.85</b>	<b>24%</b>
Non-fee income	\$ 234,366.00	\$ 24,871.24	11%
Fee income	\$ 57,431.92	\$ 28,064.36	9.00%
<b>TOTAL</b>	<b>\$ 291,797.92</b>	<b>\$ 52,935.60</b>	<b>18%</b>
Profit/Loss	\$ -		

060 GENERAL ADMIN			
	Budget	Actual	Percent
Payroll	\$ 343,273.64	\$ 97,665.67	28%
Supplies	\$ 13,046.00	\$ 4,173.19	32%
Leadership develop.	\$ 5,860.00	\$ 3,220.02	55%
Admin service charges	\$ 16,065.00	\$ 12,613.18	79%
Current services	\$ 32,421.75	\$ 3,406.16	11%
Fixed charges	\$ 4,765.00	\$ 160.00	3%
Contracted services	\$ 5,400.00	\$ 1,103.20	20%
Capital outlay	\$ 32,500.00	\$ 30,232.91	93%
<b>TOTAL</b>	<b>\$ 453,331.38</b>	<b>\$ 152,574.33</b>	<b>34%</b>
Non-fee income	\$ -	\$ -	
Fee income	\$ 453,331.38	\$ 221,522.32	71.03%
<b>TOTAL</b>	<b>\$ 453,331.38</b>	<b>\$ 221,522.32</b>	<b>49%</b>
Profit/Loss	\$ -		

## Source survey summary for the *Technician*

Fall, 2014 semester

**Surveys sent through the  
Wednesday, Nov. 5 issue: 462**

**Surveys completed as of Monday,  
Nov. 10: 185**

**Response rate: 40%**

**• Were the facts you  
provided the reporter presented  
accurately and in context?**

Yes: 89%

No: 11%

**• Were you quoted  
accurately and in context?**

Yes: 95%

No: 5%

**• Was the reporter  
professional in his or her  
interactions with you?**

Yes: 98%

No: 2%

**• Did the reporter follow up  
with you after the initial interview  
to confirm his or her facts and ask  
follow-up questions?**

Yes: 43%

No: 57%

**• With regard to the article's  
overall accuracy, clarity and  
fairness, if you were giving the final  
version of the story a letter grade,  
what grade would you give it?**

A: 54%

A-: 26%

B+: 9%

B: 7%

B-: 1%

C+: 2%

C: 1%

C-: n/a

D: 1%

F: 0%

Items of note from comments:

- Some reporters' sole interactions with sources are still email-only – and in one case, a source said that the entire interview was conducted via text message.

- Several sources said reporters were hastily calling for interviews extremely close to deadline. In some cases that lack of preparation led to deficiencies in the final stories, not to mention leaving a poor impression on our sources.

- Misleading or inaccurate headlines continue to be a problem, though that was mentioned less this semester than at this same period last year.

- Every reporter needs to be ready to answer the question: "Can I read the article before it's printed?" Our sources don't understand why we prohibit our reporters from granting such requests.

- Lack of follow-up interviews continues to be a issue. Unless it's absolutely impractical for a "live" event, every reporter needs to build time into their schedule for it.

- Some sources noted typos in stories and cited copy editing as an issue.

# STUDENT MEDIA ORGANIZATION REPORTS - November, 2014

## ***Agromeck*** **submitted by Liz Moomey, editor**

**Personnel:** Our staff has remained the same. We still have people expressing interest in joining.

New staff members are filling out their paperwork to get paid, since they have met the requirements of being a correspondent. We hope to have everyone's paperwork turned in before next deadline.

John Joyner has been removed as the photo editor. Photo editor applications are due noon Nov. 6. Hoping to hire a new photo editor the week of Nov. 11. Assignments and other work that the photo editor have been completed by Chris Rupert and Ryan Parry during this transition.

**Training:** We will have work nights once again starting to work on the fourth deadline. For some of the bigger spreads, we are having designers team up, generally a new designer with a returning one. And we promoting collaboration between designers and writers for these spreads as well to make sure the content is similar.

Assignments editor Kaitlin Montgomery attended the CMA/ACP Convention in Philadelphia. She attended classes on leadership and journalism. She brought back valuable information on how to cover sexual assault, which we are doing two spreads on.

**Marketing and Promotions:** We have gained 13 additional likes on Facebook and six followers on Instagram since last board meeting.

We have sold 40 books. We promoted the sale of our books heavily at senior portraits. We had ads run on TV screens, Facebook and in *Technician*.

**Deadline:** Proofs will be sent out Nov. 6. We will start jumping into our December deadline right after. We moved the deadline to Dec. 7 for staff, so they can be done with all their content before exam week and the editors will edit during that week for the Dec. 12 deadline. We will also be sending the cover design.

## **Business Office** **submitted by Mark Tate, business office manager**

### **Revenue**

#### Technician

Revenue for the Technician has picked up tremendously over the last few weeks. We are seeing a consistent inflow of ads in our regular Technician sections as well as special sections.

## WKNC

Year to Date (July 1<sup>st</sup>-November 11<sup>th</sup>) we have brought in \$4714.96 from WKNC sales. Our WKNC sales rep is working hard to increase these numbers and bring in new business so we are not so reliant on just a handful of clients.

## Nubian Message

We are seeing no increase in Nubian Message ads. As mentioned in the last report, we believe this is primarily due to the high rates. Because of this, we are going to lower these rates to better reflect what the value is.

## Agromeck

Agromeck is using house ads in the Technician, as well as events and other tactics to sell the yearbook. They have also started the sale of senior ads. We have secured an iPad in a trade with the bookstore as a grand prize for a competition to be run throughout the year.

## **Expenditures**

All expenditures are normal and everything is in line with the budget. We have received a grant in order to pay for new media kits that should be ready by the beginning of next semester.

## **Personnel**

My last report indicated that we had just hired a new prospecting account executive. She started a few weeks ago and has been doing a tremendous job in bringing in new revenue to student media. As a whole, the staff has been working hard and improving every week on their sales.

## **Training**

On November 4<sup>th</sup> we had Robbie, Kelly, and Chanon (all 3 were former student media employees who currently work in sales) come and give us sales tips. They spoke about cold calling, prospecting, face-to-face interactions with customer, closing the sale, and raising awareness about student media. My entire sales staff attended and it was a very productive meeting. We took a lot away from it and I believe it will bring some new life into the office.

## **Technology**

There are no problems with the technology, it has been working great.

## **Deadlines**

There are no deadlines to discuss at this point in time

## ***Nubian Message*** **submitted by Chris Hart-Williams, editor**

## **Personnel**

We are at a better place with regard to staff members past and present filling

out the appropriate paperwork. By the next board meeting we hope to report an official number.

### **Training**

Following production of our Nov. 12 issue we will have another training for staff writers. Until then, training will be one-on-one when writers come into the office. We've implemented mandatory production night attendance, which will be Sundays, Mondays and Tuesdays.

### **Coverage**

More students need to be included in our pieces. There are a slew of student artists and others doing interesting things on campus that I think our readers would enjoy. Because we are getting into the groove of things, I hope our content will improve.

### **Deadlines**

n/a

### **Ethical/legal issues**

n/a

## ***Technician***

**submitted by Ravi Chittilla, editor**

### **Personnel**

We haven't seen too many changes since the last board meeting. Sports, opinion and design are doing well. Our photo staff is larger and mostly comprised of new photographers, but many of them have showed significant improvement since joining. The staff for the News and Features section has been about consistent and with only about 12 issues left as of this writing (11/6/14), I don't imagine we will see a significant drop off or influx of new writers. When we talk recruiting next semester, these are the sections that will especially need new staff members. Copy Desk could also use a few more staff members since adopting a system that has three copy editors per night.

### **Training**

Almost all of our News and Features stories need significant editing and we've especially had trouble with proper sourcing. We continue to stress this in our meetings, but I am hopeful Ellen's weekly training sessions will give our writers more resources to learn. A few of our writers have also worked with Editor-in-Chief Emeritus Sam DeGrave. I hope with all the resources we are offering, not to forget the section editors and myself, we will be able to continue to build on the small progress we have made this semester in the new year.

### **Technology**

Nothing to report.

### **Coverage**



We are still not covering campus affairs as much as I would like. I hope this is something that continues to increase as we put together the last issues of the semester and continue to increase in the new year.

### **Deadlines**

Meeting deadline has been consistent with that of the last few months.

### **Ethical/Legal Issues**

In late October, the *Technician* reported that the University would not adopt new guidelines consistent with the 'Yes means Yes' policy adopted at California state schools and the University of North Carolina at Chapel Hill. This was incorrect. What is true is that the university *has not* yet adopted these policies. To deal with the matter, News Editor Katherine Kehoe and I met with university officials including Lisa Zapata, Justine Hollingshead, Ashley Simons-Rudolph and Paul Cousins from Student Conduct. We corrected the story. Other than this, there have been no major ethical or legal matters which have arisen.

## ***Windhover*** **submitted by Ajita Banerjea, editor**

### **Personnel**

I met with the design team recently, and we discussed advertisements for submissions. They are currently working on creating flyers and posting them around campus to encourage student submissions. We also had a general discussion about theme/potential layouts for the magazine. They will be discussing that as well in their upcoming meetings to get a head start on design ideas for the magazine this year.

### **Events**

One Open Mic night is going to be held in the spring semester. We finalized the date with George at the Crafts Center and it is set for February 25, 2015 from 7-10 pm.

### **Marketing**

Once the designers have a poster ready, I will post information to the Facebook and Twitter sites, as well as to the Windhover page, about submission deadlines and content accepted to encourage people to submit work. We plan on having some in-house advertising, as well as having the advertisements come up on digital displays around campus. Some of the Windhover staff are also planning on going to different classrooms in CHASS and the Design School to raise awareness about the magazine and submission deadlines.

### **Deadlines**

The priority deadline for submissions has now been set for December 5<sup>th</sup>.

### **Technology**

Once the primary work for Windhover is taken care of, the designers and I are tentatively planning on updating the Windhover website. The design editor and I both have software programming skills, and we believe we could work with the graphic designers to make the website more aesthetically appealing and give it a better layout.

## **WKNC**

### **Submitted by John Kovalchik, General Manager**

#### **REVENUE**

Non-fee income (money in the bank), as of Oct. 31, 2014: \$5,242.19  
Regular donor announcements — \$673.13  
Tir Na nOg — \$1,700.00  
Promotions/Live Nation — \$3,000.00  
Merchandise Sales — \$406.00  
Other — \$(36.94)

The business office has actually sold more than \$5,000 in donor announcements so far this fiscal year, but we have only deposited one check, which was actually for DAs sold in 2013-2015. We very much look forward to having the Business and Marketing Manager position filled so that invoices can be sent out more regularly and we can more quickly realize money from DA sales.

Merchandise Sales - We have sold more than \$95 on our online store - [wknc.org/swag](http://wknc.org/swag) - and the money is depositing properly. We have 42 T-shirts in stock, mostly from previous Double Barrel and will make a big push to sell them all by the end of the year.

Double Barrel Benefit 12 - Promotions Director Yvonne Chazal has started soliciting sponsors for DBB12 in February. We had \$1,250 in cash and \$1,750 in in-kind sponsors for DBB11 and hope to have \$3,000 in cash for DBB12.

WKNC was a runner-up in Spotify's Soundclash competition and won \$1,000. Jamie has been in contact with Spotify to get the money and we plan to use it to purchase some equipment for The Lounge and some promotional items.

#### **EXPENDITURES**

Our contracted services line item is temporarily over-budget, as payment for Fridays on the Lawn bands are waiting to be reimbursed by the Union Activities Board.

#### **TECHNOLOGY**

We received a grant to purchase Adobe Premiere Pro for five workstations. This will allow us to more evenly distribute the editing work for The Lounge and back up our files.

#### **AWARDS**

At CBI's 2014 National Student Electronic Media Convention WKNC gave two presentations, attended over 20 and was nominated three times for two awards bringing home the awards for Best Social Media Presence and Best Vodcast.

#### **OUTREACH**

Several students DJ'd the College of Natural Resources' 85<sup>th</sup> Anniversary event. DJ Diego Cancel served as a "celebrity reader" at the Grove School in Cary during their annual literacy week.

**PROGRAMMING**

Eye on the Triangle had a special broadcast as a part of Diversity Education Week that included coverage of the Multicultural Student Affairs department, "A Look Into Islam," and the GLBT center as a resource on campus. We restarted 88.1 Seconds of Technician in October, as a daily broadcast and podcast. The podcast received 43 downloads in October.