

Board of Directors 2017-2018

Tania Allen, Assistant Professor, College of Art + Design Darian Blakey, Junior, Communication Tyler Dukes, WRAL Dean Phillips, Lecturer, Communication Missy Furman, Senior, Communication Dante Genua, WRAL Meghan Glova, Junior, Communication Jackie Gonzalez (ex officio), Student Body President Josh Hyatt, North Carolina State Employees Credit Union Sam McRee, Sophomore, Political Science Lilly Neal, Sophomore, Political Science Patrick Neal (ex officio), Director of Student Media Advising Laasya Vulimiri, Junior, Business Administration Robbie Williams, Schneider Electric

Senior Leaders 2017-2018

Jonathan Carter, Technician Editor Jamie Halla, WKNC General Manager Anahzsa Jones, Nubian Message Editor Anna Long, Agromeck Editor C Phillips, Windhover Editor Deja Richards, Business Office Manager

Professional Staff 2017-2018

Martha Collins, Administrative and Annual Publications Coordinator Doug Flowers, IT Manager Jamie Lynn Gilbert, Associate Director Ellen Meder, Editorial Adviser Patrick Neal, Director of Student Media Advising Zanna Swann, Business and Marketing Manager

Data for this report was compiled by the professional staff and submitted to the University on behalf of NC State Student Media by Director of Student Media Advising Patrick Neal.

Cover: The Nubian Message's 25th anniversary celebration was a highlight of 2017-2018. Pictured are, from left, 2017-2018 Editor-In-Chief Analysa Jones, Managing Editor Keilah Davis and Staff Writer Shawn Fredericks. For more, see Page 9.





Student Media Staff 17-18



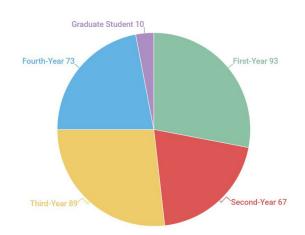
Student staff tops 300 again for 2017-2018 academic year

A total of 333 students spent time with one or more of the Student Media at some point during the 2017-2018 academic year. This marks the third year in a row the staff has topped 300, with 317 students in 2016-2017 and 357 in 2014-2015. Please note that duplicate students are filtered from these results, with students holding multiple positions being counted in their primary medium only. Only students completing paperwork to be a paid or volunteer staff member are counted.

Nubian Message more than doubled in size, moving from six staff members in 2016-2017 to 14 in 2017-2018. All other staff sizes fluctuated by less than 10 from previous year's numbers.

Student involvement was also tracked by class. The number of first-year, second-year, third-year and fourth-year stu-

Student Media Staff 17-18



dents fluctuated a bit from the previous year, with a 37 percent increase of firstyear students on staff and a 22 percent decrease in second-year students. The number of graduate students also dropped by 44 percent, from 18 on staff in 2016-2017 to 10 this year.



Student Media ends 2017-2018 fiscal year \$88K in the black

Student Media finished the 2017-2018 fiscal year \$88,881 in the black. This was a vastly better result than initial projections, which predicted that the unit would finish \$20,504.66 in the red. (See Page 5.)

This positive result came despite drastic downward revisions to Technician's revenue goals over the course of the year.

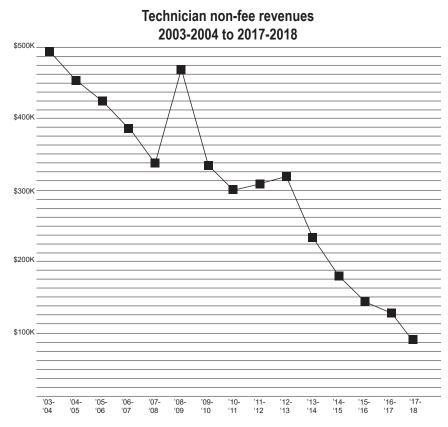
Here's how that happened:

Overall, Student Media received about \$15,000 more in student fees than expected.

Agromeck spent about \$10,000 less than what it budgeted. The yearbook underspent its payroll budget by about \$5,000, \$2,500 in current services (printing the book) and \$2,500 spread across other categories.

Nubian Message spent about \$2,000 less than what it budgeted, with most of that (\$1,500) coming in payroll. Nubian also earned about \$3,300 more than budgeted for a total profit of \$5,688.

Technician spent about \$34,000 less than what was



budgeted, about \$22,000 in payroll and \$8,500 in printing. By year's end, Technician had booked about \$87,000 in advertising revenue. While that was over the \$80,000-\$85,000 revised revenue goal for April, it will still well under the \$160,000 goal set at the beginning of the year. In the final accounting, Technician's expenses exceeded its revenues by almost \$38,000.

Windhover spent about \$4,000 less than what was budgeted, saving more than \$2,000 on book printing and another \$1,000 in leadership development, as the magazine sent no one to the national media convention in 2017. In the end, Windhover ended the year with a profit of about \$5,000.

WKNC spent about \$18,500 less than what was budgeted, virtually all of that coming in payroll savings. The station went over budget in a few categories (i.e., supplies and current services), those expenditures were offset by underspending in other catego-





FY 2017-2018 Year-End Budget

056			AGF	ROMECK		058	WINDHOVER				
		Budget		Actual	Percent			Budget		Actual	Percent
Payroll	\$	30,861.25	\$	25,036.62	81%	Payroll	\$	5,727.42	\$	5,673.84	99%
Supplies	\$	900.00	\$	574.30	64%	Supplies	\$	635.00	\$	337.60	53%
Leadership develop.	\$	4,750.00	\$	4,533.82	95%	Leadership develop.	\$	1,170.00	\$	60.00	5%
Admin service charges	\$	3,200.00	\$	2,415.30	75%	Admin service charges	\$	1,500.00	\$	966.46	64%
Current services	\$	27,096.00	\$	24,566.00	91%	Current services	\$	12,450.00	\$	8,975.92	72%
Fixed charges	\$	1,175.00	\$	927.93	79%	Fixed charges	\$	425.00	\$	1,470.44	346%
TOTAL	\$	67,982.25	\$	58,053.97	85%	TOTAL	\$	21,907.42	\$	17,484.26	80%
Non-fee income	\$	26,200.00	\$	29,672.32	113%	Non-fee income	\$	2,200.00	\$	2,240.78	102%
Fee income	\$	41,782.25	\$	42,608.62	5.48%	Fee income	\$	19,707.42	\$	20,097.20	2.59%
TOTAL	\$	67,982.25	\$	72,280.94	106%	TOTAL	\$	21,907.42	\$	22,337.98	102%
Profit/Loss	\$	-	\$	14,226.97		Profit/Loss	\$	-	\$	4,853.72	
061		NUBIAN MESSAGE			059						
		Budget		Actual	Percent			Budget		Actual	Percent
Payroll	\$	6,859.13	\$	5,402.38	79%	Payroll	\$	62,516.98	\$	44,087.75	71%
Supplies	\$	100.00	\$	328.01	328%	Supplies	\$	2,600.00	\$	3,282.30	126%
Leadership develop.	\$	2,060.00	\$	1,990.62	97%	Leadership develop.	\$	3,940.00	\$	3,330.80	85%
Admin service charges	\$	1,000.00	ŝ	956.93	96%	Admin service charges	\$	3,400.00	\$	3,325.14	98%
Current services	\$	8,976.00	\$	8,324.81	93%	Current services	\$	8,580.00	\$	9,717.34	113%
Fixed charges	\$	640.00	\$	555.00	87%	Fixed charges	\$	4,745.00	\$	4,292.00	90%
TOTAL	\$	19,635.13	\$	17,557.75	89%	Contracted services	\$	1,000.00	\$	-	0%
	Ŧ		т			TOTAL	\$	86,781.98	\$	68,035.33	78%
New feetingsons		2 200 00		6 405 04	2020/	Nov for income	÷	45 500 00	+	F1 (2F 02	1120/
Non-fee income	\$	3,200.00	\$	6,485.94	203%	Non-fee income	\$	45,500.00	\$	51,625.83	113%
Fee income	\$	16,435.13	\$	16,760.19	2.16%	Fee income	\$	41,281.98	\$	42,098.46	5.42%
TOTAL	\$	19,635.13	\$	23,246.13	118%	TOTAL	\$	86,781.98	\$	93,724.29	108%
Profit/Loss	\$	-	\$	5,688.38		Profit/Loss	\$	-	\$	25,688.96	
057		TECHNICIAN		Demonst	060				RAL ADMIN		
		Budget		Actual	Percent			Budget		Actual	Percent
Payroll	\$	126,626.76	\$	104,433.05	82%	Payroll	\$	481,113.00	\$	455,517.72	95%
Supplies	\$	1,150.00	\$	256.34	22%	Supplies	\$	14,915.27	\$	9,292.49	62%
Leadership develop.	\$	4,490.00	\$	5,239.55	117%	Leadership develop.	\$	13,590.00	\$	10,717.63	79%
Admin service charges	\$	10,400.00	\$	8,942.60	86%	Admin service charges	\$	33,600.00	\$	26,437.29	79%
Current services	\$	62,485.00	\$	53,895.29	86%	Current services	\$	24,912.85	\$	8,524.64	34%
Fixed charges	\$	11,330.00	\$	9,735.00	86%	Fixed charges	\$	6,185.00	\$	1,067.47	17%
TOTAL	\$	216,481.76	\$	182,501.83	84%	Contracted services	\$	4,000.00	\$	2,500.00	63%
						Capital outlay TOTAL	\$	38,500.00 616,816.12	\$ \$	17,850.49 531,907.73	46%
Non foo incomo	÷	160.000.00	¢	96 025 07	E 40/		, ,				
											102%
	<u></u>										76.94%
	\$	216,481.76			6/%						102%
Profit/LOSS	\$	-	\$	(37,967.10)		Profit/LOSS	\$	(20,504.66)	\$	/6,223.96	
Non-fee income Fee income TOTAL Profit/Loss	\$ \$ \$	160,000.00 56,481.76 216,481.76 -	\$ \$ \$ \$	86,935.87 57,598.86 144,534.73 (37,967.10)	54% 7.41% 67%	Non-fee income Fee income TOTAL Profit/Loss	\$ \$ \$	10,000.00 586,311.46 596,311.46 (20,504.66)	\$ \$ \$	10,224.06 597,907.63 608,131.69 76,223.96	76.

	OVERALL					
		Budget		Actual	Percent	
Payroll	\$	713,704.54	\$	640,151.36	90%	
Supplies	\$	20,300.27	\$	14,071.04	69%	
Leadership develop.	\$	30,000.00	\$	25,872.42	86%	
Admin service charges	\$	53,100.00	\$	43,043.72	81%	
Current services	\$	144,499.85	\$	114,004.00	79%	
Fixed charges	\$	24,500.00	\$	18,047.84	74%	
Contracted services	\$	5,000.00	\$	2,500.00	50%	
Capital outlay	\$	38,500.00	\$	17,850.49	46%	
TOTAL EXPENSES	\$	1,029,604.66	\$	875,540.87	85%	
Non-fee income	\$	247,100.00	\$	187,184.80	76%	
Fee income	\$	762,000.00	\$	777,070.96	102%	
Interest income	\$	-	\$	1,264.80		
Food purchases	\$	-	\$	(1,098.69)		
TOTAL INCOME	\$	1,009,100.00	\$	964,421.87	96%	
Net Profit/Loss	\$	(20,504.66)	\$	88,881.00		





ries. On the revenue side, the station earned about \$6,000 more than expected, for a total profit of about \$25,500.

General Administration was where Student Media saw its biggest variance as compared to initial spending projections. Overall, **General Administration** spent about \$85,000 less than budgeted. About \$26,000 of that was in payroll, which broke down to lapsed SHRA salary for the Business and Marketing Manager's position totaling about \$8,000 and about \$18,000 in unspent temporary (student) salaries. Out of the \$53,000 budgeted for supplies (both regular and capital expenditures), we spent \$27,000, for a savings of about \$26,500. Most of that was the result of Student Media receiving \$19,200 in one-time funding from DASA to offset capital expenditures at WKNC. The remainder was the result of Student Media forgoing the purchases of new photo/video equipment and servers outlined in Student Media's capital and technology plan. Elsewhere in General Administration, we underspent by about \$3,000 in leadership development, admin service charges

came in about \$7,000 under budget, \$1,000 less for promotional items, and \$2,000 unspent on newspaper rack repairs and installations. Also, we spent \$16,000 less than expected in current services; \$6,000 was for printing of the orientation magazine that wasn't billed in time for posting in 2017-2018, \$3,000 was saved on magazine printing and postage, and an unspent \$2,500 contingency in current services. We also spent about \$5,000 less than budgeted in fixed charges, which is for Adobe Creative Cloud subscriptions that we were never charged for.

WKNC raises \$7,500 from Double Barrel, Radio Ride

WKNC raised \$6,500 from its Double Barrel Benefit 15 event, an annual twonight concert that serves as one of the station's primary fundraisers.

A number of local businesses supported WKNC through cash or in-kind donations for Double Barrel Benefit, including GoAboVe Productions, CEI and Wicked Weed Brewing.

WKNC again partnered with the Business Office

this year to publish its Double Barrel magazine, which had a \$400 profit.

WKNC's Radio Ride, an alleycat-style bicycle ride scavenger hunt, raised \$1,000 for the station. Money raised from events like this account for eight percent of WKNC's annual operating budget.

Student Media sells \$3,000 through e-store

The Student Media e-store, a CASHNet payment solution launched by the University in September 2014, continues to raise non-fee revenue for Student Media.

WKNC earned nearly \$2,000 from May 1, 2017-April 30, 2018 in sales of merchandise and registrations for its Radio Ride.

Agromeck sales from the e-store totaled about \$1,000. Sales were just \$100 less than last year, showing this is a sustainable business model.

These totals are not all profit, as sales tax and shipping costs are also collected and the university charges a 3 percent fee for using CASHNet.



Agromeck sales down slightly for 2017-2018

The 2018 Agromeck totaled 328 pages. It was completed and submitted to the publisher Feb. 26 and was delivered April 17. We sold 134 books, and 40 were mailed out to advertisers who purchase a quarter page or more. We missed our 200-book goal, but more than two-thirds (78%) of those books were sold through Balfour's online SmartPay site, with Student Media's e-store and in-office sales accounting for the remaining 22%. We were also able to negotiate with Balfour to decrease the original number of books printed from 300 to 250.

Orientation 2017 magazine ad sales smash old record

The 2017 edition of Student Media's summer orientation magazine provided a very strong finish to the end of the 2017-2018 fiscal year.

The summer sales team, led by Media Consultant Mersina Boynton, brought in some \$27,000 with the magazine, a total which easily bested all previous sales records for Orientation-related publications.

Most of the magazines were distributed hand-tohand by Student Media office staffers, and demand for the magazines was so brisk that Student Media was forced to curtail distribution by the last week of Orientation due to dwindling supplies of the issue.

Nubian's 25th anniversary issue raises nearly \$4,300

The Nubian Message's 25th anniversary edition (see Page 8) was a big financial boost for the Nubian, as 17 departments and colleges advertised in the piece, generating \$4,286.

To put that in perspective, the Nubian's overall revenue goal for the entire year was \$3,200.

Academic summary: Fall 2017 semester

At the end of fall 2017, Student Media had 269 students in our records, including volunteers. This number is four students lower than in fall 2016.

There were 198 students (73 percent) with a 3.00 or

greater cumulative GPA. There were 121 students (45 percent) with greater than a 3.50 GPA for the semester, qualifying them for the University's Dean's List. There were 33 students (12 percent) with a 4.00 GPA or higher for the semester and 16 (6 percent) with a cumulative GPA of 4.00 or higher.

There were four students with below a 2.00 cumulative GPA, making them ineligible for continued participation under the Student Media Academic Progress Policy.

Of the student leaders who are specifically targeted by University Regulation 11.55.6: three had below a 2.50 for the fall 2017 semester (unchanged from fall 2016); one had below a 2.50 cumulative (up one from fall 2016), seven had a 4.00 or higher for the semester, and three maintained a 4.00 or higher cumulative.

Academic summary: Spring 2018 semester

At the end of spring 2018, we had 295 students in our records, including volunteers. This number is six students lower than in spring 2017.

There were 232 students





(79 percent) with a 3.00 or greater cumulative GPA. There were 140 students (47 percent) with greater than a 3.50 GPA for the semester, qualifying them for the University's Dean's List. There were 36 students (12 percent) with a 4.00 GPA or higher for the semester and 15 (5 percent) with a cumulative GPA of 4.00 or higher.

There were four students with below a 2.00 cumulative GPA, making them ineligible for continued participation under the Student Media Academic Progress Policy.

Of the student leaders who are specifically targeted by University Regulation 11.55.6: five had below a 2.50 for the spring 2018 semester (unchanged from spring 2017); one had below a 2.50 cumulative (an increase of one from Spring 2017), nine had a 4.00 or higher for the semester, and four maintained a 4.00 or higher cumulative.





Nubian Message marks its silver anniversary Nov. 29-30, 2017

To mark its 25th anniversary, the Nubian Message staff created a special, 24-page commemorative edition and, with the help of Editorial Adviser Ellen Meder and Director of Student Media Advising Patrick Neal, hosted an anniversary party exactly 25 years after the first issue was printed on Nov. 30, 1992.

Editor-in-chief Anahzsa Jones and her small but dedicated staff worked extremely hard to put together a truly special, high-quality edition that included a timeline of Nubian's history, interviews with influential members of the NC State community, letters from past editors, selections from the Nubian archives, a witty listing of answers to commonly asked questions about the publication and, perhaps best of all, a set of goals and a vision for the next 25 years.

The anniversary also gave the Nubian a substantial boost financially, as 17 departments and colleges on campus advertised in the piece, generating \$4,286. (To put that in perspective, the Nubian's overall revenue goal for the entire year was \$3,200.)

As soon as the issue was



Nubian Message editor-in-chief Anahzsa Jones (center) celebrates the publication's 25th anniversary with her staff.

complete the staff shifted their attention to the final touches on the anniversary party. About 75 guests including students, campus partners and Nubian Message alumni – joined the staff in the African American Cultural Center for an evening of fun and fellowship, featuring a live jazz duo, a photo booth and catering from Dame's Chicken and Waffles, a local blackowned business. Attendees also enjoyed perusing the archives and enlarged images of influential past issues. The current Nubian Message staff especially enjoyed chatting with alum-



The Nubian Message's 24-page anniversary issue was made possible by 17 campus departments and colleges wishing the Nubian a happy birthday.

ni and hearing their stories and assessments of how the publication has grown and improved.



	Strongly Agree	Agree	Somewhat Agree	Somewhat Disagree	Disagree	Strongly Disagree		Strongly Agree &
My advisor	# responses / %	# responses / %	# responses / %	# responses / %	# responses / %	# responses / %	total answers	Agree Combined
treats student with respect	42/61.8%	13/19.1%	9/13.2%	1/1.5%	1/1.5%	2/2.9%	68	80.90%
shows genuine interest in students	39/57.4%	20/29.4%	5/7.4%	1/1.5%	0	3/4.4%	68	86.80%
provides helpful comments during critiques and one-on-one meetings	36/55.4%	18/27.7%	4/6.2%	1/1.5%	3/4.6%	3/4.6%	65	83.10%
provides clear, constructive praise	31/47%	19/28.8%	8/12.1%	2/3%	4/6.1%	2/3%	66	75.80%
provides clear, constructive criticism	33/50%	19/28.8%	8/12.1%	2/3%	3/4.5%	1/1.5%	66	78.80%
encourages student questions and participation	36/53.7%	16/23.9%	8/11.9%	4/6%	0	4.50%	67	77.60%
is sensitive to the needs of students	35/51.8%	19/27.9%	8/11.8%	4/5.9%	0	2/2.9%	68	79.70%
is willing to learn from students	28/42.4%	20/30.3%	8/12.1%	3/4.5%	3/4.5%	4/6%	66	72.70%
helps me when I ask for help	39/59.1%	12/18.2%	12/18.2%	1/1.5%	0	2/3%	66	77.30%
is trustworthy	41/62.1%	15/22.7%	5/7.6%	3/4.5%	1/1.5%	1/1.5%	66	84.80%
provides feedback on my work in a timely manner	30/48.4%	20/32.3%	5/8.1%	4/6.5%	1/1.6%	2/3.2%	62	80.70%
is available for one-on-one critiques or conferences	37/58.7%	21/33.3%	2/3.2%	3/4.8%	0	0	63	92%
makes an effort to know me as an individual	32/47.8%	15/22.4%	9/13.4%	4/6%	5/7.5%	2/3%	67	70.20%
	survey	# respondents		Why did you g	et involved? (selec	t all that apply)		
	Photo	7				# of responses	percentage	
	WKNC	20		major-related		23	14.50%	
	Nubian	5		minor-related		4	2.50%	
	Business Office	7		personal interest		60	37.70%	
	Technician	19		gain career-related experience		23	14.50%	
	Windhover	3		gain non-career-related experience		10	6.30%	
	Agromeck	8		to make friends		28	17.60%	
	TOTAL	69		other		11	6.90%	
				TOTAL		159	100%	
	Strongly Agree	Agree	Somewhat Agree	Somewhat Disagree	Disagree	Strongly Disagree		Strongly Agree &
Statement		-	# responses / %	# responses / %	# responses / %	# responses / %	total answers	
	# responses / %	# responses / %	•		# responses / %	•		Agree Combined
felt encouraged to participate in meetings/group activities	34/51%	21/32%	9/14%	1/1.5%		n/a	66	83.00%
meetings are informative, efficient, productive	25/40%	24/38%	9/14%	5/8%	0	n/a	68	78.00%
offered opportunity to develop/improve a variety of skills	37/56%	24/36%	4/6%	1/1.5%	n/a	n/a	66	83.10%
	Paid staff	Volunteers/						
Respondents were	member	DJs						
(Note: This question wasn't asked of Nubian or Business Office)	40/69%	18/31%						
Question	Always	Usually	Occasionally	Not Often	Never	total		
Did you complete assignments/hit deadlines/fulfill commitments	32/65%	16/33%	1/2%	n/a	n/a	49		
(Note: This question wasn't asked of WKNC)								
	1-2	3-5	6-10	10+	Total			
Number of hours/week worked	13/19%	29/41%	14/20%	14/20%	70			
Question	<semester< td=""><td>1-2</td><td>3-4</td><td>5-6</td><td>7-8</td><td>8+</td><td>total</td><td></td></semester<>	1-2	3-4	5-6	7-8	8+	total	
Number of semesters affiliated with Student Media	11/16%	29/43%	14/20%	8/12%	2/3%	4/6%	68	

Student Media conducts unit-wide survey of advisers, programs

In an effort spearheaded by Annual Publications coordinator Martha Collins, Student Media conducted its first department-wide student survey since the 2010-2011 academic year.

Collins spent the summer and fall conferring with both the professional staff and experts outside the department in crafting the survey, which was sent to 295 students on April 16, 2018 and left open through graduation weekend. A total of 69 students completed the seven organization surveys (one for each medium, one for the business office and one for photographers) for a response rate of about 23.4 percent.

According to the survey, the most prevalent reason students join Student Media is personal interest (37.7 percent), followed by "to make friends" (17.6 percent), relation to the respondents' major (14.5 percent) and gaining career-related experience (14.5 percent).

With regard to Student Media's advisers, a strong majority of student respondents either strongly agreed or agreed that Student Media's advisers treat students with respect (80.9 percent); show genuine interest in their advisees (86.8 percent); provide helpful com-

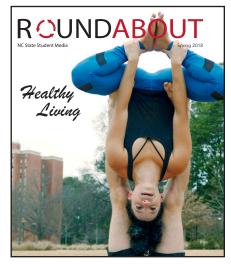




ments during critiques and one-on-one meetings (83.1 percent); provide clear, constructive praise (75.8 percent); provide clear, constructive criticism (78.8 percent); encourage student questions and participation (77.6 percent); are sensitive to the needs of students (79.9 percent); are willing to learn from students (72.7 percent); are responsive to students who request help (77.3 percent); are trustworthy (84.8 percent); provide feedback in a timely manner (80.7 percent); are available for one-on-one conferences (92 percent); and make an effort to know students as individuals (70.2 percent).

Magazine gets new name, new editorial structure

Martha Collins spent the summer reaching out to advisers, program coordinators and student editors of national award-winning student magazines to gather publication-specific data and solicit feedback and advice. Copies of previous years' magazines were sent out for critique, and the data was shared with student leaders and pro-



The cover of Roundabout's Healthy Living edition published in Spring 2018.

fessional staff. Collins and Ellen Meder coordinated advising for the renamed and rebranded magazine, Roundabout.

Responsibility for the quarterly magazine was moved from the business office to the editorial side of Technician, where a new leadership infrastructure was set, with a Roundabout editor-in-chief answering directly to the Technician editor, and a design editor and a photo editor under that position.

Over the course of three issues, which each showed marked improvement, the responsibilities of the positions were fine-tuned. The parameters for the summer Orientation magazine were also fully agreed upon as Technician's Roundabout team took point on coordinating the content, while all five of the outlets split the responsibility for content creation and the benefits of revenue.

Student Media welcomes NCCMA's 2018 conference

On Saturday, Feb. 24, 2018, NC State Student Media hosted more than 175 college media students and their advisers from across the state in Withers Hall for a conference featuring more than 17 guest speakers and a full day of learning and networking for newspaper, literary magazine and yearbook staffers.

Ellen Meder and Martha Collins partnered with Monica Hill and Teresa Leonard, both of NCCMA, to plan the annual event, with additional support from Patrick Neal. Session topics included covering the arts, media law updates, data journalism, leading other students and features writing, with a keynote on design thinking in news.

Several NC State Student Media alumni shared their expertise from their





time in the department's outlets as well as their professional careers in journalism. Student Media associate director and WKNC adviser Jamie Lynn Gilbert also led a podcasting session.

For the first time ever, the conference featured student-led sessions on best practices for each type of publication so that student leaders from across the state could hear about the successful and innovative efforts their peers are undertaking and ask each other questions.

Editors-in-chief Anna Long and C Phillips participated in panel discussions "Best Practices for Yearbook" and "Best Practices for Literary Magazines," respectively. Madison Earp, Agromeck's promotions manager, moderated the yearbook session, and Xenna Smith, Windhover's audio editor and 2018-2019 editor-in-chief, moderated the literary session.

Collins and Meder helped coordinate and facilitate the sessions. For a new addition the sessions were well attended and received positive feedback from attendees.

Meder also provided on-site critiques for several publications and résumé reviews for aspiring journalists.

Windhover hosts Open Mic Nights

Windhover hosted Open Mic nights Nov. 21, 2017 in Caldwell Lounge and Feb. 21, 2018 in One Earth Lounge in Talley Student Union.

The events were well attended, with 12-15 performers each, 60-70 attendees in November, and more than 100 attendees in February.

Students had the opportunity to perform music, recite poetry and display their original artwork at the events.

Business Office retools customer service processes

In an effort led by Business and Marketing Manager Zanna Swann, the Student Media Business and Marketing Office strengthened its existing office workflow to assure that clients' ads were inserted correctly and billed promptly in effort to minimize refunds and increase payments. By sharing the ad placement calendar with both the editorial and design teams, everyone had access to what was needed for each media outlet in terms of ad placements. As a result, less than 3 percent of ad placements required a discount or correction.

Clients were also encouraged and financially incentivized to pre-pay in an effort to be more efficient with staff time across campus and to minimize no/slow paying clients. As a result, no clients were placed on slow-pay aging report or sent to collections for this fiscal year, with just one writeoff.

Phone and email communication systems have also been reconfigured so that clients' calls and emails can be received via a single phone number and email, thus allowing for someone to monitor incoming communications at all times. As a result, customer service can be more promptly and efficiently provided to clients.

To help student media consultants fully account for their efforts, each timesheet must now include a contact report and commission report, which





will ultimately establish the basis for individual media consultant goal-setting.

Finally, the Business and Marketing Office introduced an organizational structure for media consultants that measures production of calls, client meetings and fulfillment activities. As part of that change, each timesheet must include a contact report and commission report, which will ultimately establish the basis for individual media consultant goal-setting.

WKNC staffers lead sessions at 2017 NSEMC conference

Two WKNC students led three educational sessions at College Broadcasters, Inc.'s sixth annual National Student Electronic Media Convention Nov. 2-3, 2017 in San Antonio.

CBI San Antonio featured more than 100 breakout sessions and brought nearly 500 students, advisers/managers and professionals to San Antonio for the three-day event.

General Manager Jamie Halla received an NC State undergraduate travel award to present the session "Selecting and Caring for Your Staff: Recruiting, Training and Retaining On-Air DJs" with Savannah Sherer, station manager of Radio UTD at University of Texas at Dallas. The group discussed how to train and retain student staff at student electronic media outlets.

Halla also led the session "Live Music Event Planning and Execution" with Tyler Dallman, assistant live band coordinator for WSUM at University of Wisconsin-Madison and Rachel Bennett, station manager of KJHK 90.7 FM at University of Kansas.

Jules Conlon, WKNC's indie rock music director, also received an NC State undergraduate travel award for "Music Directors: Choosing your Music." Conlon and Brittany Russell, music director of WZBT 91.1 at Gettysburg College, discussed how to best manage the large volume of music submissions college radio music directors receive.

Business Office staffers attend 2018 CMBAM gathering

Three NC State students from the Business and Marketing Office attended the College Media Business and Advertising Managers spring conference in Kansas City, Missouri March 27-30, 2018.

At the conference the students attended various sessions on marketing, sales and leadership. The students also had the opportunity to interact with other students and advisers from across the country to exchange ideas on ways to increase revenue and enhance marketing efforts.

Attendees included General Manager Deja Richards, media consultants Sam Clendenin and Matt Norris, and their adviser, Business and Marketing Manager Zanna Swann.

WKNC hosts four concerts on campus

WKNC hosted four on-campus concerts this year, beginning with a Concert on the Lawn during Wolfpack Welcome Week featuring The Beast and Zoocrü on Aug. 16.

The Fridays on the Lawn fall series included a Sept. 15 date with XOXOK and sl0wgl0w and Oct. 13 with Hardworker and Reese McHenry and the Fox.

A spring Concert on the



Lawn was held April 25 with NC State student performers Charlie Paso and Tim Mensa.

Agromeck staff heads to coast for leadership retreat

Editor-in-chief Anna Long, photo editor Katherine Gawlik, digital content specialist Meredith Wynn, promotions manager Madison Earp, assignments editor Stephanie Tate, and staff writer and Student Media marketing manager Katlyn Benton attended Agromeck's annual leadership retreat May 18-21, 2017 on Baldhead Island.

Annual publications adviser Martha Collins, newspaper editorial adviser Ellen Meder, guest trainer and 2014-2015 Agromeck editor-in-chief Liz Moomey, and Balfour representative Josh Lovell also attended.

The students participated in a scavenger hunt in preparation for creating a practice spread.

Collins led sessions on leadership, team-building and staff development, as well as Agromeck and NC State history.

As part of the retreat, the leadership team select-

ed the 2018 book's theme, and everyone participated in coverage brainstorming sessions and shared marketing/promotions ideas.

'Eye on the Triangle' produces two-hour election special

WKNC aired a special two-hour election edition of "Eye on the Triangle" on Monday, Oct. 9, 2017 before local elections Oct. 10.

The program featured interview with incumbent Mayor Nancy McFarlane, an independent, and her Democratic challenger Charles Francis. The second hour of the special shared interviews with Zainab Baloch and Nicole Stewart, candidates for the at-large seat on the Raleigh City Council.

An interview with candidate Russ Stephenson previously aired Sept. 25.

Print publications hold joint training

Ellen Meder and Martha Collins organized another day-long fall training retreat for members of the three print publications, drawing 43 students on Saturday, Sept. 23, 2017. Guest speakers from the university and the media world gave presentations on design, photography, data journalism and breaking news reporting, and students had opportunities to get to know each other and bond across outlets.

Dr. Tracey Ray from the Office for Institutional Equity and Diversity led an excellent session on unconscious bias, inclusion, diversity and how media outlets can aid in thoughtful dialogue, which three-quarters of retreat survey respondents rated as either "very helpful and interesting" or "somewhat helpful."

Of 16 respondents to the retreat survey, 11 rated the training opportunity as either "very helpful" or "somewhat helpful," and all gave good feedback on which components of the day were most helpful to the work they do.

Due to scheduling concerns the retreat was hosted in Talley Student Union this year for most of the sessions, which led to some light location confusion for some students and concerns about the lunch options. In 2018 we will aim to hold it sooner in the fall semester and at our typical locations in Witherspoon.





Student Media advisers Martha **Collins and Ellen** Meder and student leaders Jonathan **Carter and Aditi** Dholakia pose with legendary broadcast journalist Bob Schieffer after his kevnote address at the National **College Media** Convention in Dallas, Texas in October 2017.

Three publications send representatives to 2017 ACP/CMA

Three Agromeck student leaders, six Technician staff members — including one who attended on behalf of Nubian Message and two who found the experience so enriching the previous year they paid their own way — along with Ellen Meder and Martha Collins attended the National College Media Convention in Dallas, Texas, Oct. 25-29, 2017.

Hosted by both the Associated Collegiate Press and the College Media Association, the group attended many sessions over four days on topics ranging from reporting on difficult situations and improving design to highlighting and sourcing more diverse stories and ramping up multimedia production.

Two students participated in the annual Photo Shootout and had their feature hunt images critiqued by their peers and professionals. Technician video editor Federico Planchon entered the publication in the first-ever College Media Association Film Festival and won second place for creative film and third place for promotional film, which was announced at a screening Friday evening.

The group enjoyed conference keynote speakers including Dallas sportscaster and recent viral pundit Dale Hansen, journalist and author Hugh Aynesworth





who covered JFK's assassination for the Dallas Morning News, journalist Stella Chávez, and especially enjoyed remarks from long-time "Face the Nation" and "CBS Evening News" anchor Bob Schieffer (and even snagged a photo with him as he signed books for some of the group.)

Collins assisted with vearbook critiques and Meder with the newspaper critiques on Friday afternoon of the convention. Meder also presented an interactive, lighthearted session Sunday morning titled "StrangerThings: 11 lessons for your newsroom from the Netflix hit," sharing some tips on training for big news events, hustling to confirm information while reporting and the importance of communicating and viewing journalism as a "team sport."

One day prior to the conference kick-off, the Agromeck students, along with Collins and Meder, toured the yearbook's publisher Balfour's plant in Dallas. Leaders got the opportunity to see where their annual publication is printed, look through a library of other schools' books and discuss their many options for covers and printing with local members of the Balfour team, as well as their new region representative Kent Sutton.

In addition to attending session events, the group explored Dallas, including some arts and cultural districts, barbecue joints and even a Mavericks game. Before departing the group went to The Sixth Floor Museum to learn more about the life, assassination and legacy of President John F. Kennedy Jr. at the place where he was killed - coincidentally just three days after the National Archives released more than 2.800 previously classified records relating to the assassination.

Upon return from the conference, the group shared synopses of what they learned with the senior staff of both publications. as well as short-term and long-term improvements they thought the publications could make. The attendees from Agromeck were editor-in-chief Anna Long, photo editor Katherine Gawlik and promotions manager Madison Earp, while Technician attendees were editor-in-chief Jonathan Carter, managing editor Connor Bolinder, news editor Luke Perrin, opinion

editor Aditi Dholakia, video editor Federico Planchon and social media Editor Mary Goughnour. All represented NC State well.

WKNC GM attends 'Mega Workshop' in Minneapolis

For the first time ever, WKNC sent a student leader to a summer workshop similar to the Management Seminar for College News Editors regularly attended by the Technician and Nubian Message editors each year.

General Manager Jamie Halla attended the College Media Mega Workshop July 13-15 at the University of Minnesota in Minneapolis.

Co-hosted by the Associated Collegiate Press, College Media Association, College Media Business & Advertising Managers and College Broadcasters Inc., the College Media Mega Workshop offered distinct tracks for broadcast management, student advertising management and a number of other college media specialties.

Business office manager Deja Richards was not able to attend, but beginning in





2018 this training will be required moving forward for both the WKNC and Business Office general managers.

WKNC upgrades production studio, looks toward HD-2

WKNC continued its multi-year improvement project by purchasing a new audio console and other equipment to prepare for the launch of its HD-2 sub channel and web stream, allowing it to expand its program offerings.

Windhover hosts release party for 2018 edition

The 2018 edition of Windhover totaled 96 pages. It was submitted to the publisher in March and 1,250 copies were delivered April 11.

The April 13 release party drew more than 100 people to Artspace in downtown Raleigh and featured performances by both student artists and student alumni. The Student Media photo booth was a huge success.





NC State Student Media awards announced in 2017-2018

NC State Ebony Harlem Awards

Nubian Message, Stephanie Tate, Literary Talent Award

Chancellor's Creating Community Awards

Nubian Message, Outstanding Student Organization

Associated Collegiate Press

Technician, 10th place, Best of Show Website Large School, ACP College Media Convention 2017

Technician. fifth place, Best of Show, Four-Year More Than Weekly, ACP College Media Convention 2017

Technician, second place, Photo Excellence, Anna Matthews, ACP College Media Convention 2017

Agromeck 2017, second place, Best of Show, Yearbook 300+ pages, ACP College Media Convention 2017

Windhover 2017, first place Best of Show, Literary Magazine, ACP College Media Convention 2017

Windhover 2017, Literary Magazine Pacemaker, ACP College Media Convention 2017

Agromeck 2017, Pacemaker Finalist, ACP College Media Convention 2017

Columbia Scholastic Press Association

Silver Crown, Yearbook, Agromeck 2017 Silver Crown, Literary-Art Magazine, Windhover 2017 Gold Circle Awards — Agromeck 2017

- Sports Reporting, honorable mention, Kai McNeil
- Sports Feature Writing, second place, Meredith Wynn
- Organization or Greek Writing, third place, Eliza Eisenhardt
- End Sheets, second place, Amanda Pearlswig
- Sports Action Photo, first place, Kai McNeil
- Sports Action Photo, honorable mention, Nick Faulkner
- Feature Photo, first place, Anna Matthews
- Informational Graphics, Portfolio, first place, Amanda Pearlswig

Gold Circle Awards — Windhover 2017

- Cover Design Literary-Art Magazine, honorable mention, Trevor Berreth
- Photo Illustration, honorable mention, Megan Bonner

North Carolina College Media Association

Agromeck 2017, first place, Best of Show Agromeck 2017, second place, Student Life Copy, Stephanie Tate

Agromeck 2017, third place, Student Life Copy, Molly Donovan

Agromeck 2017, honorable mention, Sports Copy, Katlyn Benton

Agromeck 2017, third place, Photography, Anna Matthews

Agromeck 2017, honorable mention, Photography, Bryan Murphy

Nubian Message, second place, Best of Show Newspaper Large School

Nubian Message, first place, Illustration/Graphic, Allona Wilkerson

Nubian Message, honorable mention, Single or Two-Page Design, Allona Wilkerson

Nubian Message, third place, Photography, Sorena Dadgar

Nubian Message, honorable mention, Photography, Amrita Malur

Nubian Message, honorable mention, Opinion Writing, Stephanie Tate

Technician, honoarable mention, Illustration/Graphic, Anna Lee

Technician, second place, Cartoon, Sindy Huang Technician, third place, Cartoon, Nick Weaver Technician, honorable mention, Cartoon, Catalina

Morris

Technician, honorable mention, Sports Writing, Andrew Schnittker and Nick Sinopoli

Technician, second place, Opinion Writing, Sarah Pohlman





NC State Student Media awards announced in 2017-2018

Technician, third place, News Writing, Mary Dare Martin

Technician, honorable mention, News Writing, Jonathan Carter, Sara Darwish, Luke Perrin

Technician, first place, Photography, Nick Faulkner Technician, second place, Photography, Kaydee Gawlik

Windhover 2017, second place, Best of Show

Windhover 2017, second place, Non-Fiction, Nicholas Bradsher

Windhover 2017, third place, Non-Fiction, Logan Winstead

Windhover 2017, first place, Two-Page Spread, Joachim Gawryolek

College Media Association

Pinnacle Awards

- Best Yearbook Division/Page Spread, Agromeck 2017, honorable mention
- Best Sports Feature Photo, Agromeck 2017, second place
- Best Ad Design, Technician, third place
- Best Newspaper Photo Page/Spread, Technician, second place
- Best Breaking News Photo, Technician, first place
- Best General News Photo, Technician, second place

College Broadcasters Inc.

National Student Production Awards

- WKNC, second place, Best Vodcast, "WKNC's The Lounge: Mannequin Pussy"
- WKNC, fourth place, Best Vodcast, "WKNC's The Lounge: Marching Church"

NC State Student Leadership, Engagement and Development Awards

Wolfpack Leadership Challenge Awards

 "Oak City Move" (Phian Tran, Sara Awad and Jenaye Gaudreau, WKNC), winner, Challenge the Process • Carter Pape (WKNC), winner, Model the Way

Student Organization Outstanding Achivement Awards

Erika Bass (WKNC), finalist, Outstanding Student Organization Member award Doug Flowers, winner, Outstanding Campus Partner

Independent Weekly Best of the Triangle 2017

WKNC, finalist, Best Local Radio Station WKNC, Miriam Tolbert, finalist, Best Local Radio Personality

NC State Pride of the Wolfpack Award

Jamie Lynn Gilbert

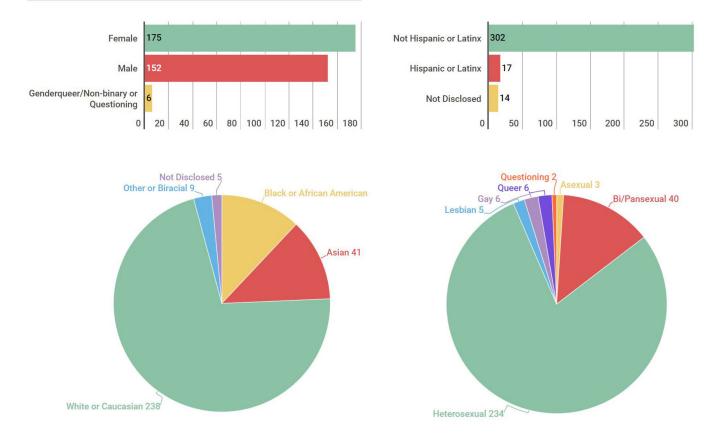
NC State Web Accessibility Challenge

Student Media, winner, 500-100 web pages





Student Media Staff 17-18



2017-2018 staff demographics show progress at Student Media

Efforts continued this year to capture demographic data about our student employees and volunteers.

The staff's female representation has decreased by two percent, to 52 percent in 2017-2018. Male representation increased by 2 percent, moving to 46 percent. Fall 2017 enrollment reports from the Office of Institutional Research and Planning show the student population is 54 percent male, so females continue to be over-represented in Student Media. A combined 2 percent of students identified as genderqueer/non-binary or uncertain/questioning. This is consistent with last year's data.

Student Media continued to make small progress toward increasing diversity among its staff. The number of students who identify as white or Caucasian stayed at 71 percent. Black or African American students represented 12 percent of our staff, which is an increase from 10 percent in 2016-2017. Asian American representation dropped from 15 percent to 12 percent. Nine students designated biracial or other as their race, while another nine students selected multiple races.

The University population dropped to 63 percent white in fall 2017 data, so whites continue to be overrepresented in Student Media. Asian Americans and *Continued on Page 21* blacks/African Americans were also over-represented at Student Media, each at 12 percent of staff, compared to each comprising six percent of the University population. Even excluding the staff of Nubian Message, our biweekly African American newspaper, an 8 percent black/African American representation at Student Media is still higher than the six percent on-campus rate. One student identified as Native Hawaiian/Other Pacific Islander and another as American Indian/Alaska Native. Five percent of students identified as Hispanic or Latinx, which is comparable to their 5 percent representation on campus. Three students identified as American Indian/Alaska Native.

Student Media also asked students to identify their sexual orientation. Seventy percent of students identified as heterosexual or straight. Nineteen percent selected an LGBTQA+ identity, which is up from 14 percent last year. Twelve percent identified as bisexual or pansexual, which is up from 10 percent last year. Two percent identified as gay, two percent as queer and two percent as lesbian. Less than 1 percent identified as asexual or uncertain/questioning. Eleven

percent of students chose not to disclose their sexual orientation. As there are no official campus statistics at NC State, there is no way to correlate these numbers to the campus population. There were only four international students on staff, representing just 1 percent, compared to nearly 13 percent of the campus population.

Revamped training places emphasis on diversity reporting

Ellen Meder expanded the scope and attendance of the trainings she provides for newspaper students each semester, with 73 individual students attending 25 different sessions for a total of 118 attendances in the fall semester, and 48 individual students attending 11 sessions (though about 20 were offered) for a total of 64 attendances in the spring semester. That represents a 56 percent increase in training attendance over the 2016-2017 academic year.

In addition to her past training offerings — Reporting 101, News Writing, Features Writing, Opinion Writing, Copy Editing 1 and 2, Captioning and Copy



Editing for Photographers, Event Coverage, Breaking News Reporting and Video 101 — Ellen added Design Training, Satire Training and — most importantly — Reporting in Diverse Communities.

Reporting in Diverse Communities is a requirement for all Technician writers, designers, copy editors, videographers and all Student Media photographers to complete correspondency and become paid staff members. The training focuses on how diversity, inclusion and representative reporting are all integral to high-quality, holistic reporting for any community; the negative consequences when newsrooms are not diversity-minded; that everyone has unconscious biases, the process by which we obtain those biases and how to identify and ameliorate those biases; and lastly good practices to ensure that biases don't creep into reporting and to ensure that reporting is indeed representative of all the communities a publication serves.

The 90-minute training involves a great deal of discussion and learning from peers, and incorporates points and activities





adapted from Office of Institutional Equity and Diversity trainings, the National Coalition Building Institute's training and several TED Talks and pop culture references.

While this training was likely partially a review for some students who are more involved in studying identity, for others it was truly an introduction on how others may view situations very differently based on their identities, experiences and biases, and what that means for reporting. All students verbally confirmed that they learned something from the training.

It is difficult to directly connect this one training to overall improvement of a publication, especially since it is something 60 students attend just once and is not currently an ongoing series. But Technician has had a year of reporting on a broader range of topics and people, better and more diverse sourcing and, as far as we can tell, only two relatively minor errors or problems connected to lack of cultural competency or staff biases, as opposed to past years which unfortunately included several large, problematic errors that damaged community trust.

Student Media website lauded for accessibility

The Student Media website reduced its accessibility errors by 80 percent during NC State's Web Accessibility Challenge to take top honors in the 500-1,500 web pages division. Student Media was one of 32 campus departments and student groups that entered its website into the Web Accessibility Challenge, whose goal is to make websites more accessible for users with disabilities.

Collins a 2017-2018 Equal Opportunity Institute graduate

Martha Collins completed the University's Equal Opportunity Institute training. The training requires a minimum of three core courses and seven electives; Collins received special recognition at the May 2 graduation for taking 10 or more electives.

Associate Director Jamie Lynn Gilbert is a second-year graduate scholar with the program; Patrick Neal completed the program in 2016-2017. Student Media's goal is for one professional staff member to complete the program each year until all five members of the professional staff are EOI graduates.

WKNC continues to offer diversityoriented programs

WKNC's weekday schedule features program blocks of indie rock, electronic, hip-hop and heavy metal. But like many other noncommercial radio stations, WKNC's weekend program is more of a mixed schedule of specialty genres.

Since 2001, WKNC 's weekly two-hour program "Geet Bazaar" has showcased the music of South Asia, including India, Pakistan and Bangladesh. WKNC also aired "Protected Class," an eight-episode series dealing with the intersection of identity, culture and communication. Featured quests included Moses T. Alexander Greene, director of the African American Cultural Center, and Victor Eduardo, NC State's 2017 Leader of the Pack award winner.

Additionally, the "Oak City Move" weekly program





regularly discussed diversity and inclusion with guests representing groups including Muslim Women For, El Pueblo and FarmHer.

'Eye on the Triangle' hosts two-hour DEW-themed show

WKNC's weekly public affairs show "Eye on the Triangle" aired a special Diversity Education Week themed episode on Oct. 23, 2017 as part of NC State's Eighth Annual Diversity Education Week.

The hour-long program featured an interview with Preston Keith, assistant director of the NC State GLBT Center, about the new social justice cohort.

Meder, Gilbert stay active with GLBT Advocate Program

Editorial Adviser Ellen Meder and Associate Director Jamie Lynn Gilbert renewed their membership in the GLBT Center's Advocate Program, an initiative started in 2015-2016 intended to be a continuing education and engagement program for NC State faculty and staff.

Director of Student Media Advising Patrick Neal became a GLBT Center Ally in 2012.

Nearly one in five Student Media staff identify as LGBTQ.



Swann joins Student Media professional staff

Student Media welcomed business and marketing manager Zanna Swann on Sept. 6, 2017.



Swann has extensive experience in the realm of academic development, including past work for the College of

Education at NC State.

Swann succeeded longtime business and marketing manager Krystal Baker, who left Student Media at the end of the spring 2017 semester.

Gilbert earns DASA Pride of the Wolfpack Award

Student Media Associate Director Jamie Lynn Gilbert was one of 25 recipients of the 2018 "Pride of the Wolfpack" awards. She received the honor at the Division of Academic and Student Affairs End of Year Celebration and Awards Ceremony April 23, 2018.

Gilbert was nominated by Holly Durham, DASA's Assistant Vice Chancellor for Finance. According to Durham, Gilbert was recognized for her skills managing Student Media's \$1 million annual budget.

Flowers honored as Outstanding Campus Partner

Student Involvement recognized DASA Tech IT Manager Doug Flowers as an Outstanding Campus Partner at the NC State Student L.E.A.D. Awards on April 18.

Given annually, the award honors someone who works outside Student Involvement but has made substantial contributions to the department.

Flowers serves as IT manager for Student Media, Student Involvement and many other groups across DASA.

Collins tapped as SCJ competition coordinator for 2018

Martha Collins again served as vice-president for contests for the Society for Collegiate Journalists' 2018 contest.

Collins coordinated judges' recruitment and assignments for SCJ's annual

Staff Notes & Accolades

national contest that comprised a total of 37 categories and more than 450 entries.

Gilbert continues as treasurer, award judge for CBI

Student Media Associate Director Jamie Lynn Gilbert continued the second of a three-year term as treasurer for College Broadcasters Inc. The organization represents more than 200 student radio and video outlets across the country. Gilbert previously served as the organization's secretary for seven years.

Gilbert also served as a judge for College Broadcasters, Inc.'s National Student Production Awards for 2017. She has done so each year since 2007.

Meder, Collins offer advice at ACP/CMA

Martha Collins assisted with yearbook critiques and was recruited to be on the Literary Magazine Committee, while Ellen Meder worked on newspaper and magazine critiques and conducted a session aimed at improving newsrooms.



Gilbert, Flowers complete training for managers

Student Media IT Manager Doug Flowers and Associate Director Jamie Lynn Gilbert completed the Management Essentials Training Program.

Started in 2017-2018 as part of a campus-wide training initiative, Management Essentials, is designed to provide managers and supervisors with the foundational leadership skills, knowledge, tools and resources needed to effectively manage their employees and project teams. It is required of non-faculty managers and supervisors with permanent direct reports.

Gilbert completed the training as part of a special pilot program. Director Patrick Neal will complete the training this summer.

Gilbert leads time management, legal sessions at NSEMC

Student Media Associate Director Jamie Lynn Gilbert led two educational sessions at College Broadcasters, Inc.'s sixth annual National Student Electronic Media Convention Nov. 2-3, 2017 in San Antonio.

Gilbert co-presented the time management session "Just Because You're Doing More Doesn't Mean You're Getting Anything Done" with Warren "Koz" Kozireski from College at Brockport. She also partnered with attorney Donald E. Martin for "Online Public File: What You Need to Know" about transitioning to an online public file for FCC-licensed full-power radio stations.

A narrated version of Gilbert's presentation received more than 700 views on YouTube.

For more years than she can count, Gilbert also facilitated the convention's "swag swap" in which participants bring swag - stickers, pens, T-shirts, koozies, bottle openers, etc. - to swap with their peer media outlets.

Swann completes sales, management training sessions

Zanna Swann participated in the Marketing to Generation Z webinar presented by Cybba Inc., a national digital ad agency focused on student media organizations.

She also attended the



Broadcast Sales Webinar, "Attitudes are Contagious" sponsored by the NC Association of Broadcasters.

Finally, she attended the workshop "Closing the Deal," sponsored by the Raleigh Chamber of Commerce and SCORE.

Gilbert, Pape lead podcasting session at 2018 NCCMA

Student Media Associate Director Jamie Lynn Gilbert and student broadcast journalist Carter Pape led the session "Podcasting for Print Media" at the North Carolina College Media Association conference Feb. 28 at NC State.

Gilbert gave an overview of how print media can incorporate podcasting into their operations while Pape offered his experience in launching two podcasts.

Gilbert facilitates sessions at 2017 Mega Workshop

Student Media Associate Director Jamie Lynn Gilbert joined fellow members of the College Broadcasters,



Inc. board of directors to lead sessions for the broadcast management track at the summer 2017 College Media Mega Workshop.

Thirty student leaders from electronic media outlets across the country attended the workshop, including WKNC general manager Jamie Halla. Gilbert's sessions dealt with podcasting and social media best practices.

Swann, Neal train on QuickBooks

Patrick Neal and Zanna Swann completed a two-day Intuit QuickBooks training course to learn the accounting software program.

Since adopting Quick-Books, professional staff members have begun to better utilize the client database functions, account representative assignments, sales tracking and revenue reporting functions of Quickbooks.

Gilbert leads DTCC 'Fake News' session

Student Media Associate Director Jamie Lynn Gilbert and Durham Tech Library staff Meredith Lewis, Courtney Bippley and Julie Humphrey presented the session "Helping Create Information Savvy Students: Information Literacy in a World Where Fake News Is the New Buzzword" on Sept. 25, 2017

Gilbert detailed what makes quality journalism and red flags when evaluating news content.

The presentation was part of as part of Durham's Tech Teaching Learning Center activities.





Technician moving to once-weekly print schedule

The collapse of the print newspaper business model continued in 2017-2018, and Technician joined student and commercial newspapers nationwide in watching its print advertising revenues fall dramatically for the 15th straight year. (See Page 4.)

By the midpoint of the spring semester, Technician - which remains Student Media's largest single source of non-fee revenue - was forced to cut its annual print advertising revenue goal in half, from \$160,000 to \$80,000. While final revenues came in at about \$87,000, the fact remains that revenues in 2017-2018 stand at about a fifth of what they were 15 years ago, when newspaper print advertising revenues comprised about half of Student Media's overall revenue budget.

In the face of this reality – and in light of the newspaper staff's intensified focus on its online presence – the staff of Technician decided to publish a weekly print edition each Thursday starting with the 2018-2019 academic year. The move will save the organization about \$25,000 in printing and distribution costs.

This marks the third print publication reduction in four years, as Technician went from five print issues per week to four in 2014-2015, and from four print issues per week to two in 2016-2017. Under the leadership of second-year editor-in-chief Jonathan Carter, the staff is further amplifying its transition to a true "digital-first" philosophy.

Following long and careful discussions of the move early in the spring semester, Student Media's Board of Directors voted unanimously to support the move at its regular April meeting.

WKNC eyes launch of second HD radio channel in 2019

WKNC is expected to launch its WKNC HD-2 subchannel and web stream in early 2019. Doing so will effectively double WKNC's programming hours and provide additional opportunities for sponsorship sales.

WKNC previously ran two radio stations when it launched WPAK 600 AM in 1968 to supplement WKNC- FM when a campus survey showed only half of students owned FM radios. WPAK was on the air until 1971.

Agromeck to partner with Balfour book and ring divisions

Martha Collins worked with Balfour yearbook representative Kent Sutton to negotiate a partnership with Balfour's ring division that will guarantee a minimum of 500 Agromecks sold for the 2019 edition.

The ring sales staff and the Agromeck staff will also partner at tabling events in the Wolfpack Outfitters, Talley Student Union and other events to increase visibility and awareness.

Balfour will provide marketing and promotional materials and work with us to create a more vibrant social media presence.

Planning begins for Technician's 100th

Student Media is planning a major celebration in honor of Technician's 100th birthday in February





of 2020. To that end, Patrick Neal, Ellen Meder and Zanna Swann have joined forces with alumni at University Communications and from the community at large to beginning planning for the event. Student Media has already reserved the State Ballroom for a large celebration on Feb. 1, 2020, and members of the 100th Anniversary Advisory Committee have met with the staff at D.H. Hill Library to talk about a possible exhibit in advance of the event. Finally, Neal and Swann have met with Nicole Peterson with DASA development to help maximize the development potential inherent in the celebration.

Change in DASA admin charge will have positive impact

Beginning with the 2019-2020 fiscal year, Student Media will no longer pay a portion of IT Manager Doug Flowers's salary but instead pay a percentage fee for tech support.

The 4 percent admin service charge and 2 percent DASA service charge will be bundled together and increased to a 10 percent charge of the previous year's expenditures.

While this change will mean an increase in admin service fees for most DASA units, it will actually result in a \$17,000 savings for Student Media for 2019-2020.

