

# STUDENT MEDIA BOARD OF DIRECTORS AGENDA

Tuesday, March 2, 2021 • 7 p.m. • Via Teleconference

## CALL TO ORDER AND INTRODUCTIONS

## ELECTION OF MEETING SECRETARY

## BUSINESS AND DISCUSSION ITEMS

1. Approve minutes from Jan. 12, 2021 meeting
2. March 2021 budget update (Jamie)
3. Appointments of 2021-2022 senior leaders
  - a. Annual Publications Advisory Board
    - i. Agromeck
    - ii. Windhover
  - b. Broadcast Advisory Board
    - i. WKNC
  - c. Business Office Advisory Board
    - i. General Manager
  - d. Newspapers Advisory Board
    - i. Nubian Message
    - ii. Technician
4. Roundabout vacancy (Ellen)
5. Update: Kiosks (Patrick)
6. Update: Elected student board seats for 2021-2022 (Jamie & Patrick)
7. Update: Loss of board chair (Patrick)
8. Reminder: Day of Giving (Zanna)
9. Question to table: Division of Funds for student organizations (Patrick)

## REPORT ADDENDA

- *Agromeck*
- Business Office
- *Nubian Message*
- *Roundabout*
- *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  
January 2021 meeting minutes**

**Tuesday, Jan. 12, 2021 • 7 p.m.**

*Via teleconference – video recording of  
meeting to be posted and made part of these  
minutes by reference.*

Members present: Dean Phillips, Tania Allen, Robbie Williams, Tyler Dukes, Josh Hyatt, Abi Hearn, Cameron Motsinger, Xenna Smith, Rachael Davis, Elikem Dodor, Laura Mooney, Lucas Martin, Patrick Neal

Absent: Sarah Hartsell, Sarah Gagner, Arianna Hinton, Cliff Maske, Melanie Flowers

Others present: Jamie Lynn Gilbert, Ellen Meder, Zanna Swann, Martha Collins, McKenzie Heavlin (SBVP representing SBP)

**CALL TO ORDER AND ELECTION OF MEETING SECRETARY**

In the absence of the board chair, Patrick Neal established a quorum, and vice-chair Laura Mooney volunteered to chair the meeting.

**APPROVAL OF NOVEMBER 2020 MEETING MINUTES**

Tyler Dukes moved that the minutes from the board's Nov. 10, 2020 be approved, with Abi Hearn providing a second; the board voted unanimously to approve them. Those minutes were included in the meeting package and are made part of these minutes by reference.

**WELCOME BACK DEAN!**

Patrick welcomed back Dean Phillips, the longest-serving member of the Student Media Board of Directors, from a semester-long hiatus in Fall 2020, and Dean introduced himself to the newest members of the board. A veteran television news anchor and longtime lecturer in the Communication Department, Dean retired from full-time service to the university in July of 2020. State retirement rules forbid staff members from engaging in any university-related activities for six months immediately after retirement, which meant Dean was unable to serve on the board during that time. Dean continues to teach part-time for the Communications Department.

**JANUARY 2021 BUDGET UPDATE**

Jamie Lynn Gilbert presented the budget update through Jan. 1, 2021, which is the midpoint of the fiscal year. The update was included in the meeting package and included as part of these minutes by reference. Jamie noted the following:

- Agromeck payroll is at 40% through 50% of the year.

- Nubian Message had another \$60 deposited for almost \$1,300 so it is inching closer to its \$1,500 print/online advertising goal. (The other \$2,000 budgeted is for Nubian's share of kiosk advertising). Payroll is at 54%, which is good.
- Technician had another \$2,200 deposited to meet 20% of its \$52,000 sales goal. Payroll is at 35%.
- WKNC deposited about \$850, bringing the station to 13% of its non-fee revenue goal. Payroll is at 44%.
- In General Administration, non-fee income is at 70%, so Jamie said she did not anticipate having any problems getting all of the unit's budgeted student fee money. Temporary payroll is at 23%. There was a \$7 donation to the Student Media Enhancement Fund, bringing the total to \$665. Otherwise, Jamie said alumni and friends of the program had donated \$2,715 to Student Media since the board last met (including a \$2,500 donation to the Technician Century Fund) bringing the fund to \$27,100.

## **BUDGET OUTLOOK FOR REMAINDER OF FY20-21**

Jamie shared her end-of-fiscal-year projections, which are based on all revenues and expenditures to date, and all revenue and expenditures anticipated between Jan. 1 and the end of the fiscal year on June 30. She began by noting that the twice-revised budget goal set in July forecast Student Media's total expenditures exceeding revenues by \$50,000.

With regard to revenue, Jamie said she expected the unit to come in at \$38,200 below expectations. Specifically:

- The forecast assumes full student fee funding.
- Print revenue assumes \$39,500 for rest of the fiscal year. She forecast \$0 additional for Agromeck (though that may change), \$1,000 for Nubian (with \$900 already billed), \$1,500 for Roundabout (with \$1,500 already billed and an additional \$5,000 for its orientation issue), \$7,000 for General Administration (for the fall housing guide, which has not yet been billed) and \$25,000 for Technician (with \$15,000 already billed.)
- WKNC revenue assumes that 80% of all scheduled women's basketball and baseball games are played, \$2,000 in donor announcement sales and \$500 in merchandise sales.

Overall, Jamie said she thought a shortfall of this size was good news, given everything that's happened during the year, and that it was significantly better than what she was anticipating earlier in the year.

Moving on to expenditures, Jamie said she expected the unit to spend \$136,935 less than originally budgeted. Specifically:

- Personnel projections for the remainder of the year assume the same amount of paid activity seen in the fall. That comes to \$91,000 in regular student payroll for Nubian, Technician, WKNC, Agromeck and the Student Business Office; \$6,500 for Windhover; and \$2,500 for board operators at WKNC. Jamie said she also assumed an additional \$1,000 for student employee benefits per the DASA Budget Office's formula.
- Contracted services assumes \$1,000 for WKNC's consulting engineer, who now bills the station only in months when he is called for service (and who has not billed the

station anything yet this year.)

- Supplies assumes an additional \$3,000 in spending.
- Travel assumes \$5,000 for summer travel, including Agromeck's summer retreat (though that may change)
- Current services (which is primarily the cost of printing and swag) assumes \$500 at Agromeck, \$500 at Nubian Message, \$6,500 at Roundabout (which includes Orientation issue printing), \$1,500 at Technician, \$10,000 for Windhover printing, \$1,000 for WKNC postage and band payments, and \$5,000 for General Administration for phones and other, similar charges that GA covers on behalf of all media organizations.
- Admin services assumes no additional charges, as the 5% "surcharge" discussed in the November meeting is already included.
- Fixed charges assumes full expenses.
- Capital outlay assumes full expenses.

Finally, Jamie broke down exactly where the program was saving money:

- \$73,700 in student payroll + benefits
- \$4,000 in contracted services (WKNC engineer, legal fees and program review consulting)
- \$9,252 in supplies
- \$5,550 in travel for conferences and the (now postponed) program review
- \$44,245 in current services (printing, swag, concert performers)
- \$187 in admin service fees

On June 30, Jamie said the unit should end the fiscal year between \$6,000 and \$7,000 "in the black" – i.e., with revenue exceeding expenditures by that amount – rather than \$50,000 "in the red" as projected in the revised July budget. She said she was extraordinarily pleased at that outlook, particularly in a year that saw both a crippling pandemic and an unexpected (and unbudgeted) one-time hit of some \$43,000 in additional admin service fees. Jamie credited that performance to the groups' conservative spending and resource management in a time of fiscal stress, and she encouraged them to continue that good stewardship for the rest of the semester.

## **BUDGET SCHEDULE AND PROCESS FOR FY21-22**

In a final budget-related matter, Jamie briefed the board on the budget process and outlined how the individual groups could go about requesting changes to their organizations' budgets for next year.

Jamie said the 2021-2022 fiscal year budget is due to the DASA Budget Office around Feb. 15. That being the case, she said any requests for changes would be due to her by Jan. 31, which would give she and Patrick enough time to incorporate those changes into the budget request.

Jamie outlined the budget process generally:

1. She takes the old budget and copies it to a new year.
2. She makes revenue adjustments based on data from the DASA Budget Office and previous year expectations.

3. She adds any new expenditures incurred over the past year that will be recurring and factor in any price increases based on current year spending.
4. She places a rough-draft budget in the budget folder on the Admin server that the professional staff have access to. Staff and student leaders should use the budget template with the most recent date as they work through their budget requests.(At this stage in the process, Jamie told the staff not to worry about fee-funded vs. non-fee-funded projects at this time. That will be worked out later. She also said not to worry about whether a group is showing more expenditures than income. That will also be worked out later.)
5. Student leaders and advisers should consider all proposed increases, especially payroll. Assume a 2% cap on any additional payroll requests or -- better yet -- reallocate hours within your existing payroll.

## **MIDYEAR UPDATES AND SPRING 2021 OUTLOOKS**

Each organization's senior leader briefed the board on their group's plans for the fall semester in light of the COVID pandemic.

- Agromeck – Cameron Motsinger said the yearbook had done well meeting its deadlines thus far this year and would thus continue with its current hybrid in-person/remote arrangement. She said her staff had four deadlines remaining for the book currently in production and that she didn't anticipate any significant staff turnover. Finally, she said that there would be additional portrait sessions in the spring.
- Business Office – Lucas Martin said that staffing would be a particular focus for the coming semester, as attrition – COVID-related and otherwise – had taken its toll on his already-small team. In particular, he said he'd like to find a new designer, as the designer from last semester was not returning. He said he was pleased with his team's progress making connections and building relationships with local businesses. He expressed optimism about the coming semester, with particular praise for Technician's newsletter. He said that his team and the team at South Carolina had done some joint trainings together in the fall and that he hoped to continue those sessions, both with South Carolina and other schools. Finally, he said that he planned to implement performance reviews for all of his team members in the spring.
- Nubian Message – Elikem Dodor said her staff hadn't spent much time in the office in the fall because they aren't printing, and she foresees that continuing in the spring. She said that she would continue her "Elikem's Corner" poetry feature, and also said the staff was planning to feature Black-owned businesses in the area, though she said that may or may not happen due to COVID. Above all, she said, recruitment would be important in the coming semester, as the Nubian staff was down to two-and-a-half people, a number which includes both Elikem and her managing editor.
- Roundabout – Speaking on behalf of Roundabout editor Cliff Maske, Ellen Meder said that based on a conversation she and Cliff had had the previous day, Roundabout would not have a print edition this semester – both because of COVID and for lack of staffing – and would instead concentrate on getting the group's website up and running in addition to recruitment.
- Technician – Rachael Davis said Technician would continue to operate in the spring

just as they had in the fall, with a hybrid in-person/remote arrangement. She said the staff planned to continue their fortnightly “e-editions” as well as one planned actual print edition on Thursday, Jan. 28. Otherwise she said her primary focus in the coming semester would be strengthening the news section, and that two new assistant news editors had been tapped to help in that effort.

- Windhover – Xenna Smith said that her staff had exclusively worked remotely in the fall and that they planned to continue on that way in the spring, as it had worked well thus far, though she noted that keeping morale up under such an arrangement can be challenging. Otherwise, she said Windhover had sufficient staff to review submissions and continue work on the current book, though she is taking on new volunteers to help with other work not directly related to the book. She plans to publish two more newsletters and continue work on the “SubVolo” artist series online.
- WKNC – Laura said their board report contained most of their plans for the station in the coming semester, but they added that, like the Student Business Office, WKNC would be beefing up its evaluation process for DJs.

### **REMINDER: 2021-2022 SENIOR LEADER APPLICATIONS**

Patrick reminded everyone that the deadline for senior leader applications was Thursday, Jan. 28 at noon in the Business Office. (A copy of this year’s application memo and instructions were included in the meeting package and are made part of these minutes by reference.) He also reminded them that while the board could waive some requirements, such as the two-semester-of-participation rule, the requirements that applicants be full-time students, have at least a 2.50 cumulate GPA, and be free of active Office of Student Conduct sanctions were set in stone and could not be waived.

### **SPRING 2021 ADVISORY BOARD ASSIGNMENTS**

A list of current advisory board members was included in the meeting package and is made part of these minutes by reference. Patrick said that while that list indicated that Sarah Gagner was currently unassigned, he said she had since indicated to he and Zanna Swann that she wished to serve on the Business Office Advisory Board. All the other board members listed indicated that they wished to continue on with their current assignments. Patrick said the advisory boards were always in need of “new blood,” and he encouraged members of the board to let him know if they knew of anyone in the media or any related fields who might make a good member.

Otherwise, he said the process would be similar to years past except that the meetings would take place remotely, and that the advisory board meetings would be held in lieu of a regular board meeting in February.

### **ELECTED STUDENT BOARD SEATS FOR 2021-2022**

Jamie and Patrick spoke to the board about the upcoming Student Government election and the Student Media Board of Directors at-large students seats that will be included in the ballot. Historically, Jamie said, few students have run for those seats, and it has sometimes been difficult for the Student Body President to fill all three. With that in mind, Jamie said she and Patrick had brainstormed some ideas to try and generate student interest in running

for the seats. So far, she said, Patrick had verified with Student Government that the seats will be on the ballot, and that she had written an article for the Student Media website letting students know that the seats are available and that any student not currently involved with Student Media and Student Government was eligible to serve, regardless of class or major. She said she also asked WKNC's designer to build a number of house ads marketing the seats through the sites' websites, social media platforms and the like.

Patrick asked Student Body Vice President McKenzy Heavlin for any information he had about the upcoming election. McKenzy said SG was close to finalizing details for the election and provided a link to the information known thus far.

Patrick encouraged everyone to reach out to any current student who they thought might make a good, engaged board member. He noted that a student seat on the board did not represent a very big time commitment, so even busy students ought to be able to serve without issue.

## **ADJOURN**

There being no need for an executive session, Dean moved to adjourn and Tyler seconded. The meeting was adjourned at 7:50 p.m.

# STUDENT MEDIA BUDGET V. ACTUAL

DATE: March 1, 2021  
 PERCENT THROUGH FISCAL YEAR: 67%

AGROMECK				TECHNICIAN				GENERAL ADMIN			
	Budget	Actual	Percent		Budget	Actual	Percent		Budget	Actual	Percent
Temp payroll	\$ 28,100.00	\$ 12,725.47	45%	Temp payroll	\$ 106,500.00	\$ 43,793.86	41%	FTE salaries + benefits	\$ 395,200.00	\$ 259,553.25	66%
Supplies	\$ 700.00	\$ -	0%	Supplies	\$ 400.00	\$ -	0%	Temp payroll	\$ 41,700.00	\$ 10,837.80	26%
Leadership develop.	\$ 1,880.00	\$ -	0%	Leadership develop.	\$ 1,895.00	\$ -	0%	Supplies	\$ 9,890.00	\$ 2,071.50	21%
Admin service charges	\$ 3,600.00	\$ 3,593.15	100%	Admin service charges	\$ 17,900.00	\$ 17,004.22	95%	Leadership develop.	\$ 3,100.00	\$ 100.00	3%
Current services	\$ 11,260.00	\$ 8,782.31	78%	Current services	\$ 21,500.00	\$ 4,623.63	22%	Admin service charges	\$ 97,300.00	\$ 97,265.83	100%
Fixed charges	\$ 1,065.00	\$ 935.00	88%	Fixed charges	\$ 7,580.00	\$ 6,157.18	81%	Current services	\$ 23,310.00	\$ 9,734.61	42%
<b>TOTAL</b>	<b>\$ 46,605.00</b>	<b>\$ 26,035.93</b>	<b>56%</b>	<b>TOTAL</b>	<b>\$ 155,775.00</b>	<b>\$ 71,578.89</b>	<b>46%</b>	Fixed charges	\$ 6,155.00	\$ 1,326.67	22%
Non-fee income	\$ 9,000.00	\$ 9,677.56	108%	Non-fee income	\$ 52,000.00	\$ 29,288.79	56%	Contracted services	\$ 5,000.00	\$ 250.00	5%
Fee income	\$ 37,605.00	\$ 36,418.97	5.15%	Fee income	\$ 103,775.00	\$ 100,502.02	14.22%	Capital outlay	\$ 22,300.00	\$ 6,508.44	29%
<b>TOTAL</b>	<b>\$ 46,605.00</b>	<b>\$ 46,096.53</b>	<b>99%</b>	<b>TOTAL</b>	<b>\$ 155,775.00</b>	<b>\$ 129,790.81</b>	<b>83%</b>	<b>TOTAL</b>	<b>\$ 603,955.00</b>	<b>\$ 387,648.10</b>	<b>64%</b>
Profit/Loss	\$ -	\$ -		Profit/Loss	\$ -	\$ -		Non-fee income	\$ -	\$ 5,120.00	
								Fee income	\$ 501,965.00	\$ 486,133.42	68.80%
								<b>TOTAL</b>	<b>\$ 501,965.00</b>	<b>\$ 491,253.42</b>	<b>98%</b>
								Profit/Loss	\$ (101,990.00)	\$ -	
NUBIAN MESSAGE				WINDHOVER				OVERALL			
	Budget	Actual	Percent		Budget	Actual	Percent		Budget	Actual	Percent
Temp payroll	\$ 11,000.00	\$ 6,632.25	60%	Temp payroll	\$ 6,600.00	\$ 2,078.40	31%	FTE salaries + benefits	\$ 395,200.00	\$ 259,553.25	66%
Supplies	\$ 200.00	\$ -	0%	Supplies	\$ 750.00	\$ 142.31	19%	Temp payroll	\$ 256,900.00	\$ 109,139.95	42%
Leadership develop.	\$ 1,180.00	\$ -	0%	Leadership develop.	\$ 905.00	\$ -	0%	Supplies	\$ 14,640.00	\$ 3,664.81	25%
Admin service charges	\$ 2,000.00	\$ 1,918.12	96%	Admin service charges	\$ 2,100.00	\$ 2,075.35	99%	Leadership develop.	\$ 10,550.00	\$ 100.00	1%
Current services	\$ 6,500.00	\$ 857.58	13%	Current services	\$ 11,050.00	\$ 78.84	1%	Admin service charges	\$ 131,100.00	\$ 129,942.40	99%
Fixed charges	\$ 1,200.00	\$ 225.00	19%	Fixed charges	\$ 1,210.00	\$ 109.00	9%	Current services	\$ 94,020.00	\$ 31,458.04	33%
<b>TOTAL</b>	<b>\$ 22,080.00</b>	<b>\$ 9,632.95</b>	<b>44%</b>	<b>TOTAL</b>	<b>\$ 22,615.00</b>	<b>\$ 4,483.90</b>	<b>20%</b>	Fixed charges	\$ 27,215.00	\$ 16,896.85	62%
Non-fee income	\$ 3,500.00	\$ 2,301.00	66%	Non-fee income	\$ -	\$ -		Contracted services	\$ 5,000.00	\$ 250.00	5%
Fee income	\$ 18,580.00	\$ 17,994.00	2.55%	Fee income	\$ 22,615.00	\$ 21,901.74	3.10%	Capital outlay	\$ 22,300.00	\$ 6,508.44	29%
<b>TOTAL</b>	<b>\$ 22,080.00</b>	<b>\$ 20,295.00</b>	<b>92%</b>	<b>TOTAL</b>	<b>\$ 22,615.00</b>	<b>\$ 21,901.74</b>	<b>97%</b>	<b>TOTAL EXPENSES</b>	<b>\$ 956,925.00</b>	<b>\$ 557,513.74</b>	<b>58%</b>
Profit/Loss	\$ -	\$ -		Profit/Loss	\$ -	\$ -		Non-fee income	\$ 133,900.00	\$ 68,813.97	51%
								Fee income	\$ 729,650.00	\$ 706,637.42	97%
								Interest income	\$ -	\$ 112.93	
								Food purchases	\$ -	\$ -	
								<b>TOTAL INCOME</b>	<b>\$ 863,550.00</b>	<b>\$ 775,564.32</b>	<b>90%</b>
								Net Profit/Loss	\$ (93,375.00)	\$ -	
ROUNDABOUT				WKNC							
	Budget	Actual	Percent		Budget	Actual	Percent	SM Enhancement Fund	\$ 678.53	663502	
Temp payroll	\$ 3,700.00	\$ 231.38	6%	Temp payroll	\$ 59,300.00	\$ 32,840.79	55%	Technician Century Fund	\$ 27,960.45	667736	
Supplies	\$ 200.00	\$ -	0%	Supplies	\$ 2,500.00	\$ 1,451.00	58%				
Leadership develop.	\$ 760.00	\$ -	0%	Leadership develop.	\$ 830.00	\$ -	0%				
Admin service charges	\$ 500.00	\$ 462.75	93%	Admin service charges	\$ 7,700.00	\$ 7,622.98	99%				
Current services	\$ 14,000.00	\$ 4,586.75	33%	Current services	\$ 6,400.00	\$ 2,794.32	44%				
Fixed charges	\$ 225.00	\$ 20.00	9%	Fixed charges	\$ 9,780.00	\$ 8,124.00	83%				
<b>TOTAL</b>	<b>\$ 19,385.00</b>	<b>\$ 5,300.88</b>	<b>27%</b>	Contracted services	\$ -	\$ -					
Non-fee income	\$ 28,000.00	\$ 14,531.25	52%	Contracted services	\$ -	\$ -					
Fee income	\$ -	\$ -	0.00%	<b>TOTAL</b>	<b>\$ 86,510.00</b>	<b>\$ 52,833.09</b>	<b>61%</b>				
<b>TOTAL</b>	<b>\$ 28,000.00</b>	<b>\$ 14,531.25</b>	<b>52%</b>	Non-fee income	\$ 41,400.00	\$ 7,895.37	19%				
Profit/Loss	\$ 8,615.00	\$ -		Fee income	\$ 45,110.00	\$ 43,687.27	6.18%				
				<b>TOTAL</b>	<b>\$ 86,510.00</b>	<b>\$ 51,582.64</b>	<b>60%</b>				
				Profit/Loss	\$ -	\$ -					



# Agromeck

*By Cameron Motsinger, Editor-In-Chief*

## Revenue

- As of Feb. 24, we have sold 93 books.
- We tabled with the Balfour ring division Jan. 25-29 and Feb. 22-26 to promote the extended ring warranty that gives a free yearbook to those who purchase it.
- Senior portraits were held Feb. 1- 5. We are holding our final session of portraits March 1-3 in Talley Student Union, Room 3222. Seniors who take their senior portrait will receive a \$10 off discount code for the book.

## Expenditures

- N/A

## Personnel

- Don Bui and Mandy Stacy applied to be co-editors-in-chief of the 2021-2022 book.

## Training

- Members of staff will attend this year's NCCMA conference Saturday, Feb. 27.

## Coverage

- We are continuing our coverage of student life, campus events and the ongoing impacts of COVID-19.

## Technology

- N/A

## Deadlines

- We submitted our third deadline Feb. 15 and are awaiting proofs.
- Due to the semester being pushed back and delayed proofs because of the Texas ice storms, we rescheduled our fourth deadline from March 8 to March 15.

## Ethics/Legal Issues

- N/A

# Business & Marketing Office

By Lucas Martin, General Manager

## Sales Revenue

OUTLET	TARGET	SOLD YTD*	PAID YTD**
Technician	\$ 80,000	\$29,753	\$28,513
Nubian Message	\$ 5,000	\$3,046	\$2,901
WKNC	\$ 25,000	\$4,148	\$3,920
Roundabout Magazine	\$ 36,000	\$14,531	\$14,531
Agromeck* Sales team portion	\$ 3,000	\$0.00	\$0.00
Student Media* Kiosks, services, etc.	\$ 10,000	\$6,250 Flytedesk Estimated \$600 postering and \$6,650 housing guide	\$3,890

\* SOLD YTD reflects value of future advertising commitments regardless of publication dates as the goal is to sell multiple placements and campaigns to increase efficiency and value.

\*\* PAID YTD equals revenue received as reflected on campus financial reporting system, which includes payments for current advertising, income from events, revenue for rack advertising, past due account receipts from previous fiscal years, etc.

### Technician

We are having success selling Leaderboard ads, social media and newsletter spots.

### Nubian Message

Nothing new to report.

### WKNC

WKNC has made the decision to halt advertising on their Instagram page. Laura Money had communicated this to Lucas, and Lucas thereon to the sales team.

## **Personnel**

Emma Carter will be joining our staff as the business and marketing office designer. We are excited to bring her onto the team, as it represents an enhanced ability to create promotional media for our advertising clients, our internal departments, and our (Student Media Business Office) social media presence.

## **Training**

The business and marketing team is planning to conduct our second collaborative meeting with Garnet Media Group from the University of South Carolina to share advice and training material. The upcoming meeting is to take place on Friday, February 26th, at 10:00 AM. It will be mandatory for all sales personnel. We plan to bring valuable input from our experience working as a team during the COVID pandemic. We also plan to seek input from their operations in the hopes of integrating some of their processes or ideas into our own operations at NC State Student Media.

Additionally, our sales reps have all registered for virtual CMBAM sessions this semester. We will be attending these sessions remotely and taking notes!

# **Nubian Message**

*By Elikem Dodor, Editor-In-Chief*

## **Personnel**

- In the process of hiring a new sportswriter/podcaster

## **Training**

- No updates

## **Technology**

- No updates

## **Coverage/Outreach**

- We've started a new weekly news series
- Recruited a sportswriter interested in featuring and interviewing Black athletes on campus. He has expressed interest in covering games and other events once COVID settles. The sportswriter has podcasting experience so we may be able to extend the reach beyond typical readership.
- We've been able to gauge some interest via social media so hopefully, we can start several hiring processes soon.

## **Deadlines**

- No updates.

## **Ethics/Legal Issues**

- No updates.

# **Roundabout**

*By Cliff Maske, Editor-In-Chief*

*No report as of Monday, March 1, 2021.*

# **Technician**

*By Rachael Davis, Editor-In-Chief*

## **Personnel**

- No new updates

## **Training**

- Ellen has begun training sessions for correspondents; section editors are excited to get more staff writers

## **Technology**

- Newsletter and e-editions are going well
  - Newsletter will be going out until May 6
- Our Design Editor and section editors have been improving a lot with layout and writing for the e-editions

## **Coverage/Outreach**

- Currently working on two investigative stories that may not be published until next year

## **Deadlines**

- No new updates

## **Ethics/Legal Issues**

- News Editors and management are meeting with Women's Center, General Counsel and more for investigative stories and the proper way to report on these specific topics

- A staff member in University Relations (UR) sent an email of complaint stating a Technician staff member had reached out to an upper-level administrator on their recommendation. The UR employee had not done so. I discussed the matter with the Technician staff member and they emailed an apology to the UR staff member and the administrator
  - I also gave the Technician staff member a strike for misrepresentation and plan for them to receive additional training on professional best practices and the importance of honesty in our work.

# Windhover

*By Xenna Smith, Editor-In-Chief*

## Revenue

We are still attempting to create a structure and gameplan for Windhover patronages. Bringing in revenue is a point we are making at the moment but not a priority.

## Expenditures

We will be sending the book off to print Friday so there will be roughly \$10,000 leaving our budget.

## Personnel

Nothing new to report

## Training

I am working to create a document of advice/resources for the next EIC.

## Technology

Nothing new to report.

## Coverage

We will be publishing an article about classes at the Craft Center next week sometime.

## Deadlines

Everything is closed, submissions won't reopen until summer.

## Ethics/Legal Issues

Nothing new to report.

# WKNC 88.1 FM HD-1/HD-2

*By Laura Mooney, General Manager*

## Revenue

- Non-fee income (money in the bank), as of Feb. 24, 2021: \$7,758.54
- Sponsor Sales \$3,445.00
- Women's Basketball \$1,440.00
- Men's Baseball \$0.00
- Event Promotions \$600.00
- Merchandise Sales \$1,073.54
- Studio Rental \$0.00
- HD-3 Lease \$1,200.00
- Other \$0.00
- Event Tickets \$0.00
- Event Sponsorships \$0.00

## Expenditures

No new expenditures to report.

## Personnel

Eoin Trainor has officially started working as our Public Affairs Director. We have also hired our first ever Public Affairs Content Creator, Elizabeth Esser. Alongside her, we hired a new Blog Content Creator, Aidan Farmer, after the position opened up this semester. Maddie Jennette has completed her General Manager hiring interview and we await the decision of the Student Media Board of Directors.

## Training

On Wednesday, March 3 students will complete the written exam for our Spring 2021 DJ Training Class. We accepted 17 students and all have been matched with in-studio trainers as well. We expect to begin administering Board Tests next week, however, one student requested to take his test in advance and passed.

## Technology

No new equipment has been purchased but our EAS system was updated and our HD-1 desktop was modified so that students cannot manually shut it down.

## Coverage/Outreach

WKNC has officially begun our 24-hour Underground rotation on Mondays and have received overwhelmingly positive feedback from our audience about this issue. We also recently announced our second donation drive, this time in support of Prison Books Collective. This event will allow audience members to donate new or gently used paperback books to bins outside of WKNC during business hours from March 15-19 and 22-26.

## Deadlines

No hard deadlines currently.

**Ethics/Legal issues**

None to report.

**Awards**

No new awards.