

# 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 March 2, 2021 meeting
2. April 2021 budget update (Jamie)
3. FY2021-2022 budget (Jamie)
4. Roundabout vacancy (Ellen)
5. Day of Giving results (Patrick)
6. NC State Foundation Grant application (Patrick and Jamie)
7. Update: Kiosks (Patrick)
8. 2020-2021 Annual Report (Patrick)
9. 2021-2022 Student Media Board membership (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  
March 2021 meeting minutes**

**Tuesday, March 2, 2021 • 7 p.m.**

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

Members present: Joshua Hyatt, Tyler Dukes, Robbie Williams, Dean Phillips, Tania Allen, Sarah Gagner, Laura Mooney, Elikem Dodor, Cameron Motsinger, Rachael Davis, Xenna Smith, Melanie Flowers, Lucas Martin, Cliff Maske, Patrick Neal

Absent: Sarah Hartsell, Arianna Hinton, Abi Hearn

Others present: Jamie Lyn Gilbert, Ellen Meder, Martha Collins, Zanna Swann, Ray Black III, Maddie Jennette, Jaylan Harrington, Caryl Espinoza Jean, Matt Lundell, Mandy Stacy, Andrea Alford, Camilla Keil, Tristan Tucker, Don Bui, Jonny Zemola

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

In the absence of board chair Sarah Hartsell, co-vice-chair Laura Mooney led the meeting. Cliff Maske agreed to serve as recording secretary for the meeting.

**APPROVAL OF JANUARY 2021 MEETING MINUTES**

Dean Phillips moved that the minutes from the board's Jan. 12, 2021 meeting be approved, with Tyler Dukes 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.

**MARCH 2021 BUDGET UPDATE**

Jamie Lynn Gilbert presented the budget update through March 1, 2021, which is 67% 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 45% through 67% of the year.
- Nubian Message payroll is at 60%. Non-fee income is at \$2,300, which is well above Nubian's \$1,500 print/online ad goal. Jamie noted that the number is \$600 less than last month, as a payment intended for General Administration was accidentally deposited to Nubian's account.
- Technician payroll is at 41%. Technician had \$2,100 deposited in February, bringing them to 56% of their non-fee income goal.
- WKNC's payroll is at 55%. Another \$1,200 was deposited, bringing non-fee income to 19%.
- In General Administration, temp payroll is at 26%, and \$5,100 in revenue from the spring housing guide was deposited.
- There was another \$7 donation to the Student Media Enhancement Fund to total \$678.53, and there were \$65 in donations to the Technician Century Fund, to bring that fund total to \$27,960.45.

## **APPOINTMENTS OF 2021-2022 SENIOR LEADERS**

Each of Student Media's advisory boards made their recommendations for the top leaders at each Student Media organization for the 2021-2022 academic year.

- On behalf of the Annual Publications Advisory Board, Cameron Motsinger recommended Don Bui and Mandy Stacy be hired as co-editors-in-chief of Agromeck for 2021-2022. The board unanimously approved the recommendation.
- On behalf of the Annual Publications Advisory Board, Xenna Smith recommended Camilla Keil be hired as editor-in-chief of Windhover for 2021-2022. The board unanimously approved the recommendation.
- On behalf of the Broadcast Advisory Board, Dean Phillips recommended Maddie Jennette be hired as general manager of WKNC 88.1 FM HD-1/HD-2 for 2021-2022 with the recommendation that she learn more about the Student Business and Marketing Office and how it can assist WKNC in its marketing efforts. The board unanimously approved the recommendation.
- On behalf of the Student Business Office Advisory Board, Robbie Williams recommended Jonny Zemola be hired as general manager of the Student Business and Marketing Office for 2021-2022. The board unanimously approved the recommendation.
- On behalf of the Newspapers Advisory Board, Elikem Dodor recommended Andrea Alford be hired as editor-in-chief of Nubian Message for 2021-2022. The board unanimously approved the recommendation.
- On behalf of the Newspapers Advisory Board, Rachael Davis recommended Jaylan Harrington be hired as editor-in-chief of Technician for 2021-2022. The board unanimously approved the recommendation.

## **ROUNDBOUT VACANCY**

Ellen Meder discussed the 2021-2022 editor-in-chief position, which drew no applicants during the application-and-interview cycle. She said she would be re-working the standard call for applications to include more details about the position. She asked the senior leaders to help her distribute it to their respective staffs, and also said she would be sending it to various campus partners, including the African American Cultural Center, the journalism minor instructors, the English Department, Art + Design and any student clubs which might have members with the interest and skills to apply. She said that she was hesitant to advertise the position in the Technician's weekly newsletter or other, outward-facing methods just yet, but she said that could be a direction we pivot if we need to in the future. In response from a question from Laura about timing, Ellen asked the senior leaders to stand by for the updated flyer and call for applicants before sending out any notices to their respective staffs.

## **UPDATE: KIOSKS**

Patrick Neal said that after a number of parts-related delays that had been exaggerated by pandemic-related supply backlogs, the kiosks were about a week away from installation. He said he had visited the fabrication shop yesterday and that he was pleased with how they had turned out. He said once the kiosks were installed and he had had a chance to take some

photographs he would be publicizing them to departments in DASA and elsewhere who would be the most likely to utilize the outdoor advertising panels. He said he also planned to send out a news release as part of a “soft grand opening” for the service.

In response to a question from Laura, Patrick said he pitched the “winning design” from the proposals the board saw from the graduate Industrial Design class last spring to the University Architect’s Office, but unfortunately that office would only approve replacement kiosks that were very similar in appearance to the ones currently in place. He did add, however, that the new kiosks will be much improved, from the door mechanisms to the addition of stronger Lexan side panels, and should last for many years.

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

Patrick said that despite advertising the positions through various means, no one had run for any of the three at-large student seats on the board for 2021-2022. That being the case, he said he would reach out to whoever was elected Student Body President later this semester and let them know that they were responsible for appointing students to fill those seats. He noted that the appointees could not be active members of Student Government or Student Media, but that any student who did not fall in either category was eligible to serve, regardless of class or major. He once again encouraged the student leaders to let him know if any of them knew a student colleague who would be a good board member, saying that he would prefer to approach the future SBP with possible suggestions in hand. Jamie thanked those outlets who helped publicize the position through their various platforms.

#### **UPDATE: LOSS OF BOARD CHAIR**

Patrick said that Sarah Hartsell had notified him that she had a class conflict with the board meetings this semester and would thus be unable to attend any of the spring board meetings. That being the case, he told Laura that she and fellow co-chair Abi Hearn should be prepared to decide who would chair the board’s final regular meeting of the academic year in April.

#### **REMINDER: DAY OF GIVING**

Zanna Swann reminded the student leaders of the Day of Giving set for March 24. She said donors would be able to give to the Student Media Enhancement Fund and the Technician Century Fund. She noted that our groups would be listed and searchable on the main Day of Giving drop-down menu.

#### **QUESTION TO TABLE: DIVISION OF FUNDS FOR STUDENT ORGANIZATIONS**

Patrick said Student Media had an opportunity to set up separate donor funds for each group but that he wanted the board to approve such an action before he did so. That means that in addition to the Student Media Enhancement Fund and the Technician Century Fund, donors could give money to a specific organization with the assurance that those funds would be spent on the organization they preferred. Patrick said Jamie had sent an inquiry out to the College Media Association and College Broadcasters, Inc. email lists, and that virtually everyone who replied said that they had specific funds for each of their groups, and that

they'd found alumni far more willing to give money to their specific former organization than to the program as a whole. Tyler asked what the downside would be to such a change, and Patrick replied that some groups, with larger alumni bases, would have an advantage with separate funds, and that in future times of crisis the group with the largest pool of donations might not necessarily be the group that needed help. While Patrick originally proposed that the board table the proposal for a fuller discussion in April, sufficient consensus emerged during the group discussion to call the question and make a decision. Laura asked if such funds could be set up by this year's Day of Giving, and Patrick replied that they would not have enough time. In the end, Tyler made a motion to establish separate donor funds and Dean seconded it. The board unanimously approved the motion.

#### REPORT ADDENDA

Each organization's written board report was included as part of the meeting package and is included as part of these minutes by reference. Addenda to those reports included the following:

- Cameron said Agromeck was waiting on proofs from their last deadline, as the most recent set was delayed due to winter storm-related power outages in Texas. She said the staff also met with the yearbook company today (March 2) to make some decisions on the cover and set up a timeline for completing it. Otherwise, she said Agromeck did well at this year's NCCMA awards, winning the following awards: Best of Show, first place in Student Life Copy, third place in Student Life Copy, first place in Photography, honorable mention in Photography, first place in Inside Spread Design, second place in Inside Spread Design, first place in Sports Copy and second place in Sports Copy.
- Lucas Martin said the Student Business and Marketing Office had a good meeting with their counterparts at the University of South Carolina's Garnet Media Group, including an after-meeting session with a USC alum who was a sales professional in the field.
- Elikem noted that the Nubian Message had won two awards from the North Carolina College Media Association over the weekend. She said she won a first-place award for Best One- or Two-Page Spread, and Nick Faulkner won a third-place award for a photograph.
- Cliff Maske said that he had been making progress on Roundabout's website until the university IT staffer he was working with left NC State, which had set the project back.
- Rachael said Technician won a number of awards in the NCCMA competition, including Best of Show in the Large Campus Newspaper division, Best of Show for Large Campus Online News, one first place and one honorable mention in Digital Storytelling, a third place award in Feature Writing, a third place award in News Writing, an honorable mention in Sports Writing and third place in Opinion Writing. Rachael also noted that she and Elikem were working together to organize this year's Student Media debate among student body president and vice president candidates.
- Xenna said Windhover also earned a Best of Show award at the NCCMA competition, as well as second place awards in both the Fiction and Poetry categories and third place for Best Two-Page Spread. On a separate note, she said two teachers from Athens Drive High School had reached out to get extra copies of Windhover for use in their yearbook and advertising and design classes. Xenna said that during the course of the conversation she offered to speak to the students, and the instructors jumped at the chance, so now Xenna and current design editor Emma Carter were planning to

speak to them about both college publications and more advanced design techniques.

- Laura said they and the station's public affairs director were working on a piece focusing on the Chadwick Seagraves story. They said they had been working with Jamie and Patrick to make sure they were proceeding on solid legal footing and that they felt good about where they were with the piece. They said interviews would begin this week and continue next week.

## **ADJOURN**

There being no need for an executive session, Dean moved to adjourn and Tyler seconded. The meeting was adjourned at 7:40 p.m.

**2021-2022 STUDENT MEDIA BUDGET**

	2020-2021 Budget	2021-2022 Budget	Budget Difference
<b>OVERALL</b>			
<i>Income</i>			
Non-fee income	\$ 133,900.00	\$ 117,200.00	88%
Student fees	\$ 729,650.00	\$ 765,000.00	105%
<b>TOTAL</b>	<b>\$ 863,550.00</b>	<b>\$ 882,200.00</b>	<b>102%</b>
<i>Expenditures</i>			
Payroll	\$ 652,100.00	\$ 665,300.00	102%
Supplies	\$ 14,640.00	\$ 12,320.00	84%
Leadership development	\$ 10,550.00	\$ 31,350.00	297%
Admin service charge	\$ 87,500.00	\$ 102,900.00	118%
Current services	\$ 94,245.00	\$ 95,770.00	102%
Fixed charges	\$ 27,215.00	\$ 24,140.00	89%
Contracted services	\$ 5,000.00	\$ 5,000.00	100%
Capital outlay	\$ 22,300.00	\$ 19,500.00	87%
<b>TOTAL</b>	<b>\$ 913,550.00</b>	<b>\$ 956,280.00</b>	<b>105%</b>
<i>Net</i>	\$ (50,000.00)	\$ (74,080.00)	

**AGROMECK**

<i>Income</i>			
Non-fee income	\$ 9,000.00	\$ 9,000.00	100%
Student fees	\$ 37,605.00	\$ 41,425.00	110%
<b>TOTAL</b>	<b>\$ 46,605.00</b>	<b>\$ 50,425.00</b>	<b>108%</b>
<i>Expenditures</i>			
Payroll	\$ 28,100.00	\$ 28,100.00	100%
Supplies	\$ 700.00	\$ 700.00	100%
Leadership development	\$ 1,880.00	\$ 4,480.00	238%
Admin service charge	\$ 3,600.00	\$ 5,070.00	141%
Current services	\$ 11,260.00	\$ 11,010.00	98%
Fixed charges	\$ 1,065.00	\$ 1,065.00	100%
<b>TOTAL</b>	<b>\$ 46,605.00</b>	<b>\$ 50,425.00</b>	<b>108%</b>
<i>Net</i>	\$ -	\$ -	

**NUBIAN MESSAGE**

<i>Income</i>			
Non-fee income	\$ 3,500.00	\$ 4,500.00	129%
Student fees	\$ 18,580.00	\$ 20,200.00	109%
<b>TOTAL</b>	<b>\$ 22,080.00</b>	<b>\$ 24,700.00</b>	<b>112%</b>
<i>Expenditures</i>			
Payroll	\$ 11,000.00	\$ 11,000.00	100%
Supplies	\$ 200.00	\$ 200.00	100%
Leadership development	\$ 1,180.00	\$ 3,430.00	291%
Admin service charge	\$ 2,000.00	\$ 2,210.00	111%
Current services	\$ 6,500.00	\$ 6,750.00	104%
Fixed charges	\$ 1,200.00	\$ 1,110.00	93%
<b>TOTAL</b>	<b>\$ 22,080.00</b>	<b>\$ 24,700.00</b>	<b>112%</b>
<i>Net</i>	\$ -	\$ -	

**ROUNABOUT**

<i>Income</i>			
Non-fee income	\$ 28,000.00	\$ 29,000.00	104%
Student fees	\$ -	\$ -	
<b>TOTAL</b>	<b>\$ 28,000.00</b>	<b>\$ 29,000.00</b>	<b>104%</b>
<i>Expenditures</i>			
Payroll	\$ 3,700.00	\$ 3,700.00	100%
Supplies	\$ 200.00	\$ 200.00	100%
Leadership development	\$ 760.00	\$ 760.00	100%
Admin service charge	\$ 500.00	\$ 1,630.00	326%
Current services	\$ 14,225.00	\$ 14,000.00	98%
Fixed charges	\$ 225.00	\$ 475.00	211%
<b>TOTAL</b>	<b>\$ 19,610.00</b>	<b>\$ 20,765.00</b>	<b>106%</b>
<i>Net</i>	\$ 8,390.00	\$ 8,235.00	

	2020-2021 Budget	2021-2022 Budget	Budget Difference
<b>TECHNICIAN</b>			
<i>Income</i>			
Non-fee income	\$ 52,000.00	\$ 38,000.00	73%
Student fees	\$ 103,775.00	\$ 120,395.00	116%
<b>TOTAL</b>	<b>\$ 155,775.00</b>	<b>\$ 158,395.00</b>	<b>102%</b>
<i>Expenditures</i>			
Payroll	\$ 106,500.00	\$ 110,200.00	103%
Supplies	\$ 400.00	\$ 500.00	125%
Leadership development	\$ 1,895.00	\$ 5,195.00	274%
Admin service charge	\$ 17,900.00	\$ 12,870.00	72%
Current services	\$ 21,500.00	\$ 22,050.00	103%
Fixed charges	\$ 7,580.00	\$ 7,580.00	100%
<b>TOTAL</b>	<b>\$ 155,775.00</b>	<b>\$ 158,395.00</b>	<b>102%</b>
<i>Net</i>	\$ -	\$ -	

**WINDHOVER**

<i>Income</i>			
Non-fee income	\$ -	\$ -	
Student fees	\$ 22,615.00	\$ 24,085.00	107%
<b>TOTAL</b>	<b>\$ 22,615.00</b>	<b>\$ 24,085.00</b>	<b>107%</b>
<i>Expenditures</i>			
Payroll	\$ 6,600.00	\$ 6,600.00	100%
Supplies	\$ 750.00	\$ 750.00	100%
Leadership development	\$ 905.00	\$ 1,965.00	217%
Admin service charge	\$ 2,100.00	\$ 2,680.00	128%
Current services	\$ 11,050.00	\$ 10,800.00	98%
Fixed charges	\$ 1,210.00	\$ 1,290.00	107%
<b>TOTAL</b>	<b>\$ 22,615.00</b>	<b>\$ 24,085.00</b>	<b>107%</b>
<i>Net</i>	\$ -	\$ -	

**WKNC**

<i>Income</i>			
Non-fee income	\$ 41,400.00	\$ 36,700.00	89%
Student fees	\$ 45,110.00	\$ 57,550.00	128%
<b>TOTAL</b>	<b>\$ 86,510.00</b>	<b>\$ 94,250.00</b>	<b>109%</b>
<i>Expenditures</i>			
Payroll	\$ 59,300.00	\$ 58,600.00	99%
Supplies	\$ 2,500.00	\$ 2,000.00	80%
Leadership development	\$ 830.00	\$ 4,090.00	493%
Admin service charge	\$ 7,700.00	\$ 10,990.00	143%
Current services	\$ 6,400.00	\$ 7,050.00	110%
Fixed charges	\$ 9,780.00	\$ 11,520.00	118%
Contracted services	\$ -	\$ -	
<b>TOTAL</b>	<b>\$ 86,510.00</b>	<b>\$ 94,250.00</b>	<b>109%</b>
<i>Net</i>	\$ -	\$ -	

**GENERAL ADMINISTRATION**

<i>Income</i>			
Non-fee income	\$ -	\$ -	
Student fees	\$ 501,965.00	\$ 501,345.00	100%
<b>TOTAL</b>	<b>\$ 501,965.00</b>	<b>\$ 501,345.00</b>	<b>100%</b>
<i>Expenditures</i>			
FTE salaries + all benefits	\$ 395,200.00	\$ 407,100.00	103%
Temp payroll	\$ 41,700.00	\$ 40,000.00	96%
Supplies	\$ 9,890.00	\$ 7,970.00	81%
Leadership development	\$ 3,100.00	\$ 11,430.00	369%
Admin service charge	\$ 53,700.00	\$ 67,450.00	126%
Current services	\$ 23,310.00	\$ 24,110.00	103%
Fixed charges	\$ 6,155.00	\$ 1,100.00	18%
Contracted services	\$ 5,000.00	\$ 5,000.00	100%
Capital outlay	\$ 22,300.00	\$ 19,500.00	87%
<b>TOTAL</b>	<b>\$ 560,355.00</b>	<b>\$ 583,660.00</b>	<b>104%</b>
<i>Net</i>	\$ (58,390.00)	\$ (82,315.00)	

# STUDENT MEDIA BUDGET V. ACTUAL

DATE: April 1, 2021  
 PERCENT THROUGH FISCAL YEAR: 75%

AGROMECK				TECHNICIAN				GENERAL ADMIN			
	Budget	Actual	Percent		Budget	Actual	Percent		Budget	Actual	Percent
Temp payroll	\$ 28,100.00	\$ 15,521.14	55%	Temp payroll	\$ 106,500.00	\$ 53,070.80	50%	FTE salaries + benefits	\$ 395,200.00	\$ 291,772.12	74%
Supplies	\$ 700.00	\$ -	0%	Supplies	\$ 400.00	\$ -	0%	Temp payroll	\$ 41,700.00	\$ 12,594.30	30%
Leadership develop.	\$ 1,880.00	\$ 485.00	26%	Leadership develop.	\$ 1,895.00	\$ 460.00	24%	Supplies	\$ 9,890.00	\$ 3,394.20	34%
Admin service charges	\$ 3,600.00	\$ 3,593.15	100%	Admin service charges	\$ 17,900.00	\$ 17,004.31	95%	Leadership develop.	\$ 3,100.00	\$ 315.00	10%
Current services	\$ 11,260.00	\$ 8,808.66	78%	Current services	\$ 21,500.00	\$ 4,674.23	22%	Admin service charges	\$ 97,300.00	\$ 97,265.83	100%
Fixed charges	\$ 1,065.00	\$ 956.43	90%	Fixed charges	\$ 7,580.00	\$ 6,996.18	92%	Current services	\$ 23,310.00	\$ 10,435.80	45%
<b>TOTAL</b>	<b>\$ 46,605.00</b>	<b>\$ 29,364.38</b>	<b>63%</b>	<b>TOTAL</b>	<b>\$ 155,775.00</b>	<b>\$ 82,205.52</b>	<b>53%</b>	Fixed charges	\$ 6,155.00	\$ 1,326.67	22%
Non-fee income	\$ 9,000.00	\$ 9,877.56	110%	Non-fee income	\$ 52,000.00	\$ 30,958.76	60%	Contracted services	\$ 5,000.00	\$ 250.00	5%
Fee income	\$ 37,605.00	\$ 37,983.97	5.15%	Fee income	\$ 103,775.00	\$ 104,820.81	14.22%	Capital outlay	\$ 22,300.00	\$ 6,508.44	29%
<b>TOTAL</b>	<b>\$ 46,605.00</b>	<b>\$ 47,861.53</b>	<b>103%</b>	<b>TOTAL</b>	<b>\$ 155,775.00</b>	<b>\$ 135,779.57</b>	<b>87%</b>	<b>TOTAL</b>	<b>\$ 603,955.00</b>	<b>\$ 423,862.36</b>	<b>70%</b>
Profit/Loss	\$ -			Profit/Loss	\$ -			Non-fee income	\$ -	\$ 5,570.00	
								Fee income	\$ 501,965.00	\$ 507,023.66	68.80%
								<b>TOTAL</b>	<b>\$ 501,965.00</b>	<b>\$ 512,593.66</b>	<b>102%</b>
								Profit/Loss	\$ (101,990.00)		
NUBIAN MESSAGE				WINDHOVER				OVERALL			
	Budget	Actual	Percent		Budget	Actual	Percent		Budget	Actual	Percent
Temp payroll	\$ 11,000.00	\$ 7,195.61	65%	Temp payroll	\$ 6,600.00	\$ 2,078.40	31%	FTE salaries + benefits	\$ 395,200.00	\$ 291,772.12	74%
Supplies	\$ 200.00	\$ -	0%	Supplies	\$ 750.00	\$ 142.31	19%	Temp payroll	\$ 256,900.00	\$ 128,532.11	50%
Leadership develop.	\$ 1,180.00	\$ 115.00	10%	Leadership develop.	\$ 905.00	\$ -	0%	Supplies	\$ 14,640.00	\$ 5,030.48	34%
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	\$ 1,375.00	13%
Current services	\$ 6,500.00	\$ 857.58	13%	Current services	\$ 11,050.00	\$ 78.84	1%	Admin service charges	\$ 131,100.00	\$ 129,942.49	99%
Fixed charges	\$ 1,200.00	\$ 314.00	26%	Fixed charges	\$ 1,210.00	\$ 109.00	9%	Current services	\$ 94,020.00	\$ 32,285.58	34%
<b>TOTAL</b>	<b>\$ 22,080.00</b>	<b>\$ 10,400.31</b>	<b>47%</b>	<b>TOTAL</b>	<b>\$ 22,615.00</b>	<b>\$ 4,483.90</b>	<b>20%</b>	Fixed charges	\$ 27,215.00	\$ 17,861.28	66%
Non-fee income	\$ 3,500.00	\$ 2,373.50	68%	Non-fee income	\$ -	\$ -		Contracted services	\$ 5,000.00	\$ 250.00	5%
Fee income	\$ 18,580.00	\$ 18,767.24	2.55%	Fee income	\$ 22,615.00	\$ 22,842.91	3.10%	Capital outlay	\$ 22,300.00	\$ 6,508.44	29%
<b>TOTAL</b>	<b>\$ 22,080.00</b>	<b>\$ 21,140.74</b>	<b>96%</b>	<b>TOTAL</b>	<b>\$ 22,615.00</b>	<b>\$ 22,842.91</b>	<b>101%</b>	<b>TOTAL EXPENSES</b>	<b>\$ 956,925.00</b>	<b>\$ 613,557.50</b>	<b>64%</b>
Profit/Loss	\$ -			Profit/Loss	\$ -			Non-fee income	\$ 133,900.00	\$ 73,024.47	55%
								Fee income	\$ 729,650.00	\$ 737,003.20	101%
								Interest income	\$ -	\$ 112.93	
								Food purchases	\$ -	\$ -	
								<b>TOTAL INCOME</b>	<b>\$ 863,550.00</b>	<b>\$ 810,140.60</b>	<b>94%</b>
ROUNDAABOUT				WKNC				Net Profit/Loss	\$ (93,375.00)		
	Budget	Actual	Percent		Budget	Actual	Percent	SM Enhancement Fund	\$ 1,924.82	663502	
Temp payroll	\$ 3,700.00	\$ 231.38	6%	Temp payroll	\$ 59,300.00	\$ 37,840.48	64%	Technician Century Fund	\$ 34,237.95	667736	
Supplies	\$ 200.00	\$ -	0%	Supplies	\$ 2,500.00	\$ 1,493.97	60%				
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	\$ 2,843.72	44%				
Fixed charges	\$ 225.00	\$ 20.00	9%	Fixed charges	\$ 9,780.00	\$ 8,139.00	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%	<b>TOTAL</b>	<b>\$ 86,510.00</b>	<b>\$ 57,940.15</b>	<b>67%</b>				
Fee income	\$ -	\$ -	0.00%	Non-fee income	\$ 41,400.00	\$ 9,713.40	23%				
<b>TOTAL</b>	<b>\$ 28,000.00</b>	<b>\$ 14,531.25</b>	<b>52%</b>	Fee income	\$ 45,110.00	\$ 45,564.61	6.18%				
Profit/Loss	\$ 8,615.00			<b>TOTAL</b>	<b>\$ 86,510.00</b>	<b>\$ 55,278.01</b>	<b>64%</b>				
				Profit/Loss	\$ -						



# Agromeck

*By Cameron Motsinger, Editor-In-Chief*

## Revenue

- As of April 6, we have sold 226 books.
- We had 235 seniors get their portrait taken during our senior portrait sessions.

## Expenditures

- N/A

## Personnel

- Don Bui and Mandy Stacy received applications for the 2021-2022 leadership staff.
- One designer completed her correspondence and paperwork to be hired.

## Training

- Next year's co-editors-in-chief, Don Bui and Mandy Stacy, attended this year's ACP conference to gain leadership skills in preparation for assuming their new positions.

## Coverage

- We are continuing our coverage of student life, campus events and the ongoing impacts of COVID-19.
- Our fifth deadline will include openers, closers, scoreboards and advertisements in addition to our usual coverage.

## Technology

- N/A

## Deadlines

- We submitted our fourth deadline with end sheets March 15, made corrections and sent back proofs.
- The cover design was submitted March 19.
- We did not meet the anticipated page count for our fourth deadline, but plan to make up for missing pages with our fifth deadline April 19.

## Ethics/Legal Issues

- N/A

# Business & Marketing Office

By Lucas Martin, General Manager

## Revenue

OUTLET	TARGET	SOLD YTD*	PAID YTD**
Technician	\$ 80,000	\$34,306	\$30,538
Nubian Message	\$ 5,000	\$2,724 Flytedesk Voter Guide \$900 included	\$2,373
WKNC	\$ 25,000	\$6,898	\$5,468
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	\$8,120 Flytedesk Estimated \$600 postering and \$6,650 housing guide	\$5,570

\* 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

Success placing online and newsletter spots for Gregg Museum, Protect the Pack, and various in-house recruitment graphics for Student Media.

### Nubian Message

*Nothing new to report.*

### WKNC

Student Media won multiple product awards for WKNC's radio's audio ads and multimedia projects. Congratulations and thank you for giving us material to showcase as CMBAM requires all award entries to be primarily produced by students. Details are under the training and awards portion of this report!

### Student Media

Student Media has included eight exterior paper kiosk boxes and four internal paper kiosk boxes in its collection of products. In addition to the orientation magazine, WKNC radio spots and digital ads, these will provide items that can be sold over the summer while print production is on hiatus. The team is also working on getting CRM, HubSpot up and going so there can be increased efficiency with prospect contact tracking and sales history.

## Personnel

- Tim Werner will be joining our marketing team staff as a media consultant. We are excited to bring him onto the team, as it represents an enhanced ability to perform client outreach and generally service clients. Tim brings a can-do attitude to the office, and we look forward to having him on the team to support our incoming office manager, Jonny Zemola, and his summer 2021 team.

## Training and Awards

- This year, CMBAM produced *Connect21* as their annual college media convention. All three sales staff members, including adviser Zanna Swann, attended these sessions virtually. Topics and notes for these included for reference as they are a requirement of the department in return for the cost of attendance. Overall, it was a positive learning experience for our team and we hope to bring newfound knowledge and connections into execution in FY 2021-2022.
- During CMBAM, the team entered NC State Student Media into several categories that required production, publication or distribution from Jan. 2020 to Dec. 2020. We received the following award on behalf of the WKNC production team:
  - **FIRST PLACE**  
**P18. Best audio ad or underwriting spot**  
WKNC DA LiveNation Greensky Blue Grass - produced by Romir Seth  
<https://drive.google.com/file/d/1FUUp1N2CWKyXRT8Ywos498gOpXXsoL8T/view?usp=sharing>
  - **HONORABLE MENTION**  
**P19. Best self-promotion audio ad**  
Underwriting on WKNC - Social Media written by Gab Scaff and produced by Tegan Kelleher  
<https://drive.google.com/file/d/1BP3Z3rICbbPd0bMOBEnHN3RHkr2AA2Ee/view?usp=sharing>
  - **HONORABLE MENTION**  
**P23. Best non-advertisement multimedia project**  
WKNC Station Tour produced by Minh Pham with Laura Mooney and Erika Bass  
<https://youtu.be/Lk7f9xZJt8I>
- Additionally, Lucas and Zanna have been training Tim Werner, our incoming media consultant, as we prepare for selling and next-year planning during summer 2021. Training includes cold call, cold email, and client communication practice among other exercises.

## Deadlines

- The Student Media Business Office is gearing up to collaborate with various student media outlets in producing the upcoming Orientation guide. Sales team staff will be available to write and design content for the upcoming guide. Media consultants are working on selling Orientation Guide inventory to clients with the following deadlines:
  - Commitment deadline: April 30th, 2021
  - Art deadline: May 12th, 2021
  - Publication Deadline: June 9th, 2021

## **Nubian Message**

*By Andrea Alford, 2021-2022 Editor-In-Chief*

### **Personnel**

- No updates.

### **Training**

- Andrea has started EIC training with Elikem, Ugonna, and Ellen. There has been 3 sessions with Elikem and Ugonna and 1 session with Ellen. These meetings are ongoing.

### **Technology**

- No updates

### **Coverage/Outreach**

- No updates

### **Deadlines**

- No updates

### **Ethics/Legal issues**

- No updates

## **Roundabout**

*By Cliff Maske, Editor-In-Chief*

### **Revenue**

Nothing new to report.

### **Expenditures**

Nothing new to report.

### **Personnel**

Nothing new to report.

### **Training**

Nothing new to report.

### **Technology**

Nothing new to report.

## **Coverage/Outreach**

Nothing new to report.

## **Deadlines**

Nothing new to report.

## **Ethics/Legal Issues**

Nothing new to report.

# **Technician**

*By Rachael Davis, Editor-In-Chief*

## **Personnel**

- Nothing new to report for Vol. 101.
- Interviews for Vol. 102 editorial board started at the beginning of April.
  - Jaylan hired Caryl Espinoza Jaen and Tristan Tucker for his Managing Editors.
- May have a Technician staff picnic towards the end of the semester to show appreciation for staff members and their work (TBD).

## **Training**

- Ellen will continue to hold trainings for correspondents to become staff writers until the end of the semester.
- I would like to have transition meetings with Ellen, Alicia, Jaylan, Caryl and Tristan to prepare for the next volume, but a date and time has not been determined.

## **Coverage/Outreach**

- Newsletter and e-editions continue to do well.
- We will have one last print edition on stands April 22.
- Editorial board members continue to reach out to students who expressed interest in Student Media from outreach events.

## **Ethics/Legal Issues**

- Another student leader expressed concerns over an illustration and its depiction of Black women. I took down the illustration on our social media platforms and discussed their notes and concerns with the designer and Design Editor, who both later reached out to the student. Ellen has provided all of us with more resources on this issue and plans to include it in future trainings.

# Windhover

*By Xenna Smith, Editor-In-Chief*

## Revenue

- Nothing new to report.

## Expenditures

- The book is off to print so there will be roughly \$10,000 leaving our budget if it hasn't left already.
- We will be spending roughly \$100-150 for our release event April 21.

## Personnel

- Camilla Keil is the upcoming EIC for 2021-2022.

## Training

- I am working to create a document of advice/resources for the next EIC who will be trained by the end of the year.

## Technology

- Nothing new to report.

## Coverage

- We won 1st place Best of Show for Literary Magazines at the 2021 ACP/CMA Spring Convention.

## Deadlines

- Everything is closed, submissions won't reopen until summer. Our release event will be at The Den at Harris Field 6-9 pm Wed., Apr. 21.

## Ethics/Legal Issues

- Nothing new to report.

# WKNC 88.1 FM HD1/HD2

*By Laura Mooney, General Manager*

## Revenue

- Non-fee income (money in the bank), as of April 1, 2021: \$9,713.40
- Sponsor Sales \$4,298.00
- Women's Basketball \$1,920.00
- Men's Baseball \$0.00
- Event Promotions \$600.00
- Merchandise Sales \$1,695.40

- Studio Rental \$0.00
- HD-3 Lease \$1,200.00
- Other \$0.00
- Event Tickets \$0.00
- Event Sponsorships \$0.00

## Expenditures

- We purchased 50 t-shirts of our popular “Monster” design which sold rapidly. We have decided to re-print sizes that sold out quickly (M, L, XL).

## Personnel

- The first round of hiring for Summer 2021 has ended and our current staff roster stands as following:
  - **General Manager** → Maddie Jennette
  - **Program Director** → Molly DuBois
  - **Promotions Director** → Laura Mooney
  - **Content Manager** → Raney Wilson
  - **Multimedia Director** → Elizabeth Esser
  - **Public Affairs Director** → Eoin Trainor
  - **Daytime Music Director** → Andrew Mayo
  - **Assistant Daytime Music Director** → Sarah Stern
  - **Afterhours Music Director** → Elizabeth Maynard
  - **Assistant Afterhours Music Director** → Emma Sutich
  - **Underground Music Director** → Emma Sutich
  - **Assistant Underground Music Director** → Silya Bennai
  - **Local Music Director** → Camryn Darragh
  - **Assistant Local Music Director** → Katie Phillips
  - **Blog Content Creator** → Caitlin Carroll, Aidan Farmer
  - **Public Affairs Content Creator** → Elizabeth Esser, Lise Collaudin
  - **Video Content Creator** → Ethan Myers, Curtis Cheung
  - **Podcast Content Creator** → Cutter Bell
  - **Graphic Designer** → Raney Wilson, Elizabeth Maynard
  - **Board Operators** → Laura Mooney, Ethan Myers
- The following positions are still available as of April 6th at 3pm:
  - Production Manager
  - Chainsaw Music Director
  - Podcast Content Creator

Calls for hiring and job descriptions will be sent out to other organizations as soon as possible.

## Training

- Upcoming General Manager, Maddie Jennette, has established a two-week training period for new hires with details still to be determined. As of now, we are in the process of scheduling a general staff meeting for training during the week of April 19th to 23rd. The date and time have yet to be set but the Doodle poll has already been distributed.

- We are also continuing our DJ shift reviews. January and February's reviews have been completed and March will round out the 2020-21 DJ shift reviews process.
- Jamie has also begun recording our analytics across all social media, our generalized website, and our blog. This information helps to guide the content we publish going forward and provides feedback to our Content department.

## Technology

- No new technology to report, however, we recently had to use our "Lazy DJ" automation system to broadcast a baseball game when the board op forgot to come in. Also, our Daytime "Must Plays" have been renamed "Super Heavy" for more frequent rotation during AudioVault shifts, as opposed to interrupting DJ shifts.

## Coverage/Outreach

- As of Friday, March 26th, 2021 at 5pm our second donation drive was completed. This drive, which sought to collect paperback books for Prison Books Collective, ran for two weeks on Monday through Friday during business hours. We were able to collect 125 paperback books and they were given to Prison Books Collective on Saturday, April 3rd. The post-event press release has already been published on the WKNC blog, social media, and NC State DASA news page.
- We are continuing our DJs at the Den series, every Thursday for the rest of the month and including Wednesday, April 21st for the Windhover Release Party and Friday, April 30th for a Wolfstock LDOC event.
- We broadcasted a recorded version of the Student Government debates, as recorded and reported by Technician and Nubian Message on Tuesday, March 16th from 10 a.m. to noon.
- We have also begun rotating a promo for our interest form in the hopes of recruiting more students after having a smaller set of DJ trainees during both training classes of the pandemic. When a student completes the form we have a set of pre-composed responses ready to go so that each student who reaches out to us receives the same information about getting involved. So far it has been productive and we have been able to contact a significant number of students.

## Deadlines

- Paperwork for summer hires is due by April 9th at 5pm.

## Ethics/Legal issues

- We recently fired and banned a student from the station for making uncomfortable advances towards women who are affiliated with WKNC and their friends, both at the station and off campus.

## Awards

- We received first place for "Best audio ad or underwriting spot" at CMBAM. This submission, WKNC DA LiveNation Greensky Blue Grass, was produced by Romir Seth. We also received honorable mentions in "Best self-promotion audio ad" (Underwriting on WKNC - Social Media written by Gab Scaff and produced by Tegan Kelleher) and "Best non-advertisement multimedia project" (WKNC Station Tour produced by Minh Pham with Laura Mooney and Erika Bass) at the same convention.