

STUDENT MEDIA BOARD OF DIRECTORS AGENDA

Tuesday, November 9, 2021 • 7 p.m.

Witherspoon Student Center Room 356 (African American Cultural Center Conference Room)

CALL TO ORDER AND INTRODUCTIONS

APPOINTMENT OF RECORDING SECRETARY

BUSINESS AND DISCUSSION ITEMS

1. Approval of minutes from Oct. 12, 2021 meeting
2. November 2021 budget update (Jamie)
3. Reminder: Program Review luncheon Nov. 18 (Patrick and Jamie)
4. Follow-up: Student Media Enhancement Fund vs. student activity fee spending rules (Patrick)
5. Update: outdoor advertising sales rollout (Zanna)
6. Halloween vandalism incidents (Patrick)
7. Safety notes (Patrick)

REPORT ADDENDA

(Please note: This portion of the agenda is only for items omitted from the written reports or for items deserving special attention.)

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

ADJOURN

**NC State Student Media Board of Directors
October 2021 meeting minutes**

Tuesday, October 12, 2021 • 7 p.m.
*Witherspoon 356 (African American Cultural
Center Conference Room.)*

Members present: Sarah Gagner, Nate Shorter, Dean Phillips, Christa Gala, Tyler Dukes, Jake Seaton, Robbie Williams, Andrea Alford, Jonny Zemola, Don Bui, Camilla Keil, Charles Smalls, Jaylan Harrington, Maddie Jennette, McKenzy Heavlin, Patrick Neal

Absent: Abi Hearn, Madissen Keys, Fatima Baloch

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

CALL TO ORDER, INTRODUCTIONS AND ELECTION OF BOARD OFFICERS

In the absence of a chair Patrick Neal called the meeting to order at 7:02 p.m. with a quorum present. After the members introduced themselves, Patrick noted that the Poole College of Management student seat was vacant and asked those present to refer any non-Student Media PCOM student to him if they were interested in representing PCOM on the board.

Nate Shorter offered to serve as board chair for 2021-2022 and Sarah Gagner offered to serve as vice-chair; both were approved unanimously. Camilla Keil was appointed recording secretary for the meeting.

APPROVAL OF MARCH 2021 MEETING MINUTES

Dean Phillips moved that the minutes from the board's March 2, 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.

**BUDGET REVIEW (FY2020-2021), OVERVIEW (FY2021-2022) AND UPDATE
(SEPTEMBER/OCTOBER 2021)**

Jamie Lynn Gilbert reviewed how Student Media ended the 2020-2021 fiscal year, gave an overview of the current (FY2021-2022) budget, and updated the board on revenues and expenditures for each group through Oct. 1.

Jamie said Student Media ended the most recent fiscal year almost \$50,000 in the black despite budgeting to go some \$93,000 in the red. Specifically:

- Agromeck had a good year, fiscally speaking. Printing was \$2,000 less than budgeted and they only spent half of their leadership development budget. They only budgeted \$9,000 in non-fee income after very conservative estimates from Rick Loper, but ended up with about \$12,600. That broke down to about \$3,000 in senior portrait commissions from

LifeTouch, \$9,200 from ad sales and \$400 in book sales through the e-store. Agromeck spent about \$40,800 (87% of budget) and had income of \$51,100 (110% of budget - which includes student fee allocation) to end \$10,300 in the black.

- Nubian Message also had a fiscally good year. Printing costs were obviously very low, along with leadership development. Sales were very strong, totaling \$3,400. The goal was \$1,500 in print/social/online advertising and \$2,000 for Nubian's share of kiosk ads, so they did very well despite the fact that the rollout of the kiosks was delayed a year due to the pandemic. Nubian spent about \$12,700 (57%) and had \$22,400 in income (98%) to end about \$9,700 in the black.
- Roundabout also had a fiscally good year. Printing and personnel costs were minimal without a print product. They spent \$5,900 (31%) and had \$38,300 in income (137%) to end the year \$32,400 in the black.
- Technician followed the good-year pattern. Printing and leadership development costs were very low. Sales were pretty good, meeting 79% of a \$52,000 goal. Technician spent \$108,400 (88%) and had \$147,300 in income (95%), ending \$38,900 in the black.
- WKNC did not have a fiscally good year. Spending was down in leadership development and current services (musician payments). Non-fee income was only \$20,500, which was not quite half the goal due to no income from Double Barrel Benefit, Cat's Cradle or Live Nation. WKNC spent \$78,500 (91%) and had \$66,600 in income (77%) to end \$11,900 in the red.
- General Administration rounded out the group with \$557,700 in spending (92%) and \$523,500 in income (104%) at \$34,200 in the red (but \$67,700 better than we budgeted for).
- Overall, we budgeted to go \$93,375 in the red and we ended the year \$48,734.87 in the black.
- Finally, Jamie reported that the Student Media Enhancement Fund ended the year above \$3,000 and Technician Century Fund has broken \$41,100.

With regard to the current budget, Jamie said it was similar in most respects to last year's budget but did note the following:

- The unit's overall non-fee income projection for the year is \$16,700 less than last year; about \$14,000 of that was in Technician revenue to account for campaign advertising dollars that wouldn't recur in 2021-2022.
- The leadership development budget is back up to historic levels in anticipation of conference travel returning for the year (though the CMA/ACP and CBI both canceled their in-person conferences for the fall).
- Student Media received a minor windfall when administrative service fees were assessed at the normal 10% level and not 15% as had been anticipated previously. Jamie explained that Student Media and other units in the Department of Academic and Student Affairs had been assessed the extra 5% last year to help DASA avoid laying off any staff in Housing, and had been told to expect it again this year, but in the end it was reduced back down to the normal 10% level. Jamie noted that part of that money would be used to buy a four-wheel utility vehicle for use in servicing the kiosks, publication deliveries and other Student Media-related tasks. Patrick said he ordered the vehicle in July but was told at that time not to expect it for at least four months; he said given persistent supply-chain

issues, the earliest he expected to take delivery was November, though he said it was far more likely going to be the after the start of the calendar year.

Finally, Jamie updated the board on where the groups stood budgetarily as of September/October, noting the following:

- Overall, the 10% DASA administrative shared services fees have been charged. All told, we paid \$69,300 across all our groups.
- Agromeck's non-fee income is at a little more than \$2,100 (24%) from a commission check from Lifetouch and some e-store sales. In all, 400 copies of the 2021 Agromeck were purchased. The full price was \$24,635 which was what we budgeted. A total of 171 ring protection rebates for a total of \$4,275 were sold and Agromeck's bill was reduced accordingly. There was also a \$17,715 credit that would equal about 200 books sold. In the end the final printing price was \$2,930, which is about \$7,000 under what was budgeted.
- Nubian Message has a \$150 deposit, so money is starting to come in. Expenditures are good.
- Roundabout's income is up to \$17,200 from its welcome to campus issue, for 59% of the total goal. About \$40,000 in ads were sold for the 2021 welcome to campus issue, with \$23,792 deposited in the 2020-2021 fiscal year. The total ad goal (welcome to campus + regular issues + kiosk share) is only \$29,000, so Roundabout should easily reach its non-fee income goal. So much Roundabout ad revenue has caused a slight issue with payroll. There was about \$2,000 in commission paid on ad sales, which is \$500 over budget and obviously doesn't factor in any commission sales for regular issues or any summer 2022 commission that may need to be paid in FY2122 (if the student is graduating in May, for example). Since the total personnel budget is \$3,500, it is now at 67%. At this point, Jamie said she would expect Roundabout to exhaust its \$3,500 payroll budget before the end of the fiscal year, but also noted that she budgeted most groups to only spend 80% of payroll so until Roundabout approaches the full 100% (which would be \$4,370) she said she was not concerned.
- Technician revenue is at \$2,400, but sales are coming in for the fall print publications so this should catch up soon.
- WKNC's non-fee income is about \$6,600, which is 18% of the total at 25% through the fiscal year.
- The Student Media Enhancement Fund is up to almost \$3,200. The Technician's Century Fund had another \$600 in donations, bringing that total to \$41,700.

CONSIDERATION OF ROUNDABOUT EDITOR-IN-CHIEF CANDIDATE

Patrick said that after putting out several calls for editors, Charles Smalls (who also works at WKNC) applied, was interviewed by the Roundabout advisory board and earned that board's unanimous recommendation. Patrick said that after the September meeting was cancelled, he and Martha Collins advised Charles to move forward with hiring his team and otherwise assume all the duties of the EIC. Robbie Williams moved that Charles formally be named editor, with Dean seconding. The motion was approved unanimously.

STATE OF STUDENT MEDIA 2021-2022

Patrick gave his State of Student Media message; his written remarks are included here as part of these minutes.

Following the remarks, Jaylan Harrington asked for clarification on why payroll spending was considered differently than other types of spending. Patrick said that payroll funds were treated differently administratively and that increases amounted to a “one-way ratchet” that would be difficult to ever bring back down once increased. Patrick added that the board may want to re-evaluate student staff pay at some point, as the current standard pay of \$8 per hour was rapidly getting outstripped by employers both off and on campus.

APPROVAL OF EXPENDITURES FROM STUDENT MEDIA ENHANCEMENT FUND

Patrick said that after a successful Day of Giving, the Student Media Enhancement Fund had a balance of some \$3,200, a large enough sum to deserve some decision protocol with regard to expenditures made from it. Patrick said the simplest policy would be for the board to approve every SMEF expenditure. In the past, Patrick said SMEF funds had been spent on food for staff events where making such purchases with student fee funds was impermissible, and that there were far fewer restrictions on SMEF dollars than student fee dollars. Tyler asked for some specific guidelines with regard to what unrestricted funds could and could not buy versus fee dollars, and then made a motion that all SMEF purchases require board approval moving forward. Dean seconded the motion, which passed unanimously.

RESOLUTION ESTABLISHING ANNUAL STUDENT MEDIA AWARD FOR GENERAL EXCELLENCE

Patrick said that over the summer that he, the professional staff and others had talked about establishing an award for general excellence at Student Media, and proffered a set of proposed guidelines for the board’s consideration. Those guidelines were included in the original meeting package and are included as part of these minutes by reference. Jamie emphasized that “any Student Media student” nominated would have to have paperwork on file to be officially considered a Student Media student.

Patrick then read a resolution naming the award for charter board member Dean Phillips in recognition of his distinguished career as a broadcaster, consultant, educator and author, as well as his long service to the Student Media Board. Tyler moved to approve the resolution, Robbie Williams seconded, and the resolution was approved unanimously. The signed resolution is included here as part of these minutes.

REQUEST FOR SMEF EXPENDITURE - \$250/YEAR

Patrick asked the board to authorize an expenditure of \$250 per year to fund the annual cash award from the Dean Phillips Award for General Excellence. Jake Seaton moved to approve the expenditure, Tyler seconded, and the motion was approved unanimously.

MONTHLY STUDENT MEDIA SENIOR LEADER GATHERINGS/SMEF FUND REQUEST

Martha told the board that this year's senior leaders had started meeting informally once a month to get together, eat, and otherwise have a chance to hear what was going on at all of the outlets. Martha said that it seemed that the student leaders had enjoyed the gatherings, and the senior leaders agreed. Martha asked the board to authorize an expenditure of \$50 per gathering to cover food. Jonny Zemola moved to approve the expenditure, Jaylan Harrington seconded, and the motion was approved unanimously.

STUDENT MEDIA POLICY REVISION WORKING COMMITTEE

Jamie said that many Student Media policies were woefully outdated and in many instances bore no resemblance to current reality. That being the case, Jamie said she was looking to form a small working group that could meet a handful of times to undertake a line-by-line review of the policies. Both Tyler and Maddie Jennette said they would be willing to help. Otherwise, Jamie encouraged all of the senior leaders to send word out to their groups letting their members know about this opportunity to shape Student Media's policies for the future.

QUINQUENNIAL PROGRAM REVIEW

Patrick and Jamie reminded the board that Student Media's program review was coming up Nov. 18-19. They encouraged the board to participate and asked the senior leaders to encourage their respective staffs to participate as well. Patrick said that while program reviews like this were supposed to be done every five years, he said Student Media hadn't undertaken one in his nearly 10 years at NC State, and other members of the professional staff with more seniority said there hadn't been one in the five-to-six years before that. Patrick said Student Media had been fortunate to get two outstanding outside reviewers: Rachele Kanigel from San Francisco State, the author of *The Student Newspaper Survival Guide*; and Greg Weston, the general manager of WPTS in Pittsburgh and a past president of College Broadcasters Inc. Patrick said Student Media was also fortunate to have Stan North Martin, a former director of Student Media who now works at OIT, as their on-campus review team member. Patrick and Jamie said that for the review to be successful, the reviewers needed to hear from as many different stakeholders and partners as possible, and encouraged everyone to be as open and as candid as possible when they did visit with the reviewers. A copy of the program review itinerary was included with the meeting package and is made part of these meetings by reference.

HARAMBEE/WITHERSPOON 30TH ANNIVERSARY CELEBRATION

Patrick reminded the senior leaders of the upcoming Harambee/Witherspoon 30-year celebration on Friday, Oct. 29 from 3-6 p.m. While the event is being spearheaded by the African American Cultural Center, Patrick said it was fitting that Student Media also have a visible role, as the AACC and Student Media were the two groups in the building that had been there since it opened 30 years ago. Patrick said he expected it to be something of an extra open house for Student Media, with an information table downstairs and people manning the offices upstairs to greet any visitors. He said WKNC had also agreed to loan its PA gear to the effort.

REPORT ADDENDA

Organization board reports for both September and October 2021 were included in the meeting package and are made part of these minutes by reference. Additional items offered by the senior leaders were as follows:

- Don Bui said that the Agromeck staff had gotten back their most recent proofs from Balfour and were editing them for resubmission. He said they had also spoken with Balfour to move their second deadline back by one week due to some photo issues. Finally, he said Agromeck would be tabling at the grad fair Wednesday and Thursday to promote the book, senior portraits and ring protection plans.
- Robbie asked Jonny for clarification about the new “specialized roles” outlined in his board report and how much time those new roles were going to take away from sales. Jonny said he had decreased the senior staffers’ client lists to allow them to perform their new roles, though he said they would still play a big part in the sales process, particularly with regard to more active clients. Otherwise, in response to a question from Jamie, it was clarified that the Housing Guide would be a Student Media-branded piece and that all expenses and revenues connected to the project would be run through the General Administration account.
- Andrea Alford said Nubian Message was still looking for a photo editor, hopefully one from the current photography pool. Otherwise, they said they were heavily emphasizing training for their new writers so that they and their managing editor didn’t have to re-work pieces extensively on deadline.
- Camilla encouraged everyone to come out to Windhover’s fall Open Mic Night at the Caldwell Lounge on Thursday at 7 p.m.
- Charles said Roundabout was reviewing applications for various positions and that interviews were ongoing. He said he expected to be able to have news about new hires by the board’s November meeting.
- Maddie said that of the 21 students in the current DJ training class, all but one have taken their exams and passed, and were now signing up for shifts. Otherwise, she briefed the board on a 24-hour event WKNC held to celebrate National College Radio Day, with the highlight being a three-hour DJ set from Chancellor Randy Woodson.

ADJOURN

There being no need for an executive session, Tyler moved to adjourn with Jonny seconding. The meeting adjourned at 8:26 p.m.

STUDENT MEDIA BUDGET V. ACTUAL

DATE: November 1, 2021
 PERCENT THROUGH FISCAL YEAR: 33%

AGROMECK				TECHNICIAN				GENERAL ADMIN			
	Budget	Actual	Percent		Budget	Actual	Percent		Budget	Actual	Percent
Temp payroll	\$ 31,300.00	\$ 7,976.08	25%	Temp payroll	\$ 110,200.00	\$ 21,574.81	20%	FTE salaries + benefits	\$ 407,100.00	\$ 132,762.15	33%
Supplies	\$ 700.00	\$ 225.56	32%	Supplies	\$ 500.00	\$ 212.17	42%	Temp payroll	\$ 39,000.00	\$ 11,396.00	29%
Leadership develop.	\$ 4,480.00	\$ -	0%	Leadership develop.	\$ 5,195.00	\$ 814.54	16%	Supplies	\$ 11,000.00	\$ 4,145.84	38%
Admin service charges	\$ 3,380.00	\$ 3,716.80	110%	Admin service charges	\$ 8,580.00	\$ 9,044.91	105%	Leadership develop.	\$ 11,430.00	\$ 481.51	4%
Current services	\$ 11,260.00	\$ 3,423.83	30%	Current services	\$ 22,300.00	\$ 7,327.40	33%	Admin service charges	\$ 44,950.00	\$ 46,047.60	102%
Fixed charges	\$ 1,065.00	\$ 321.36	30%	Fixed charges	\$ 10,640.00	\$ 3,456.00	32%	Current services	\$ 32,280.00	\$ 8,894.27	28%
TOTAL	\$ 52,185.00	\$ 15,663.63	30%	TOTAL	\$ 157,415.00	\$ 42,429.83	27%	Fixed charges	\$ 1,100.00	\$ 870.52	79%
Non-fee income	\$ 9,000.00	\$ 2,217.30	25%	Non-fee income	\$ 38,000.00	\$ 5,077.29	13%	Contracted services	\$ 5,000.00	\$ 500.00	10%
Fee income	\$ 43,185.00	\$ 20,563.06	5.65%	Fee income	\$ 119,415.00	\$ 56,860.90	15.61%	Capital outlay	\$ 33,500.00	\$ 5,858.28	17%
TOTAL	\$ 52,185.00	\$ 22,780.36	44%	TOTAL	\$ 157,415.00	\$ 61,938.19	39%	TOTAL	\$ 585,360.00	\$ 210,956.17	36%
Profit/Loss	\$ -			Profit/Loss	\$ -			Non-fee income	\$ -	\$ -	
								Fee income	\$ 503,005.00	\$ 239,511.94	65.75%
								TOTAL	\$ 503,005.00	\$ 239,511.94	48%
								Profit/Loss	\$ (82,355.00)		
NUBIAN MESSAGE				WINDHOVER				OVERALL			
	Budget	Actual	Percent		Budget	Actual	Percent		Budget	Actual	Percent
Temp payroll	\$ 11,000.00	\$ 2,604.92	24%	Temp payroll	\$ 6,600.00	\$ -	0%	FTE salaries + benefits	\$ 407,100.00	\$ 132,762.15	33%
Supplies	\$ 200.00	\$ 55.78	28%	Supplies	\$ 750.00	\$ 276.54	37%	Temp payroll	\$ 262,000.00	\$ 62,459.88	24%
Leadership develop.	\$ 3,430.00	\$ -	0%	Leadership develop.	\$ 1,965.00	\$ -	0%	Supplies	\$ 15,850.00	\$ 6,131.25	39%
Admin service charges	\$ 1,470.00	\$ 1,075.08	73%	Admin service charges	\$ 1,790.00	\$ 1,783.48	100%	Leadership develop.	\$ 31,350.00	\$ 1,611.05	5%
Current services	\$ 7,000.00	\$ 1,767.77	25%	Current services	\$ 11,050.00	\$ 235.76	2%	Admin service charges	\$ 68,590.00	\$ 69,303.48	101%
Fixed charges	\$ 1,110.00	\$ 70.00	6%	Fixed charges	\$ 1,290.00	\$ 30.00	2%	Current services	\$ 105,690.00	\$ 31,380.74	30%
TOTAL	\$ 24,210.00	\$ 5,573.55	23%	TOTAL	\$ 23,445.00	\$ 2,325.78	10%	Fixed charges	\$ 27,200.00	\$ 9,134.73	34%
Non-fee income	\$ 4,500.00	\$ 510.00	11%	Non-fee income	\$ -	\$ -		Contracted services	\$ 5,000.00	\$ 500.00	10%
Fee income	\$ 19,710.00	\$ 9,385.16	2.58%	Fee income	\$ 23,445.00	\$ 11,163.62	3.06%	Capital outlay	\$ 33,500.00	\$ 5,858.28	17%
TOTAL	\$ 24,210.00	\$ 9,895.16	41%	TOTAL	\$ 23,445.00	\$ 11,163.62	48%	TOTAL EXPENSES	\$ 956,280.00	\$ 319,141.56	33%
Profit/Loss	\$ -			Profit/Loss	\$ -			Non-fee income	\$ 117,200.00	\$ 32,313.03	28%
								Fee income	\$ 765,000.00	\$ 364,264.04	48%
								Interest income	\$ -	\$ -	
								Food purchases	\$ -	\$ -	
								TOTAL INCOME	\$ 882,200.00	\$ 396,577.07	45%
ROUNDAABOUT				WKNC				Net Profit/Loss	\$ (74,080.00)		
	Budget	Actual	Percent		Budget	Actual	Percent	SM Enhancement Fund	\$ 11,869.89	663502	
Temp payroll	\$ 3,700.00	\$ 2,618.92	71%	Temp payroll	\$ 60,200.00	\$ 16,289.15	27%	Technician Century Fund	\$ 41,748.84	667736	
Supplies	\$ 200.00	\$ 15.67	8%	Supplies	\$ 2,500.00	\$ 1,199.69	48%				
Leadership develop.	\$ 760.00	\$ 115.00	15%	Leadership develop.	\$ 4,090.00	\$ 200.00	5%				
Admin service charges	\$ 1,090.00	\$ 544.99	50%	Admin service charges	\$ 7,330.00	\$ 7,090.62	97%				
Current services	\$ 14,500.00	\$ 8,459.42	58%	Current services	\$ 7,300.00	\$ 1,272.29	17%				
Fixed charges	\$ 475.00	\$ -	0%	Fixed charges	\$ 11,520.00	\$ 4,386.85	38%				
TOTAL	\$ 20,725.00	\$ 11,754.00	57%	Contracted services	\$ -	\$ -					
Non-fee income	\$ 29,000.00	\$ 17,240.00	59%	TOTAL	\$ 92,940.00	\$ 30,438.60	33%				
Fee income	\$ -	\$ -	0.00%	Non-fee income	\$ 36,700.00	\$ 7,268.44	20%				
TOTAL	\$ 29,000.00	\$ 17,240.00	59%	Fee income	\$ 56,240.00	\$ 26,779.36	7.35%				
Profit/Loss	\$ 8,275.00			TOTAL	\$ 92,940.00	\$ 34,047.80	37%				
				Profit/Loss	\$ -						

Re: Unrestricted funds vs. other kinds of money

1 message

Hilary Cork <hkork@ncsu.edu>

Tue, Nov 2, 2021 at 1:38 PM

To: Patrick Neal <pcneal@ncsu.edu>

Ooof - 'quick' is not the optimal word, haha - but the table below includes unallowable purchases on state funds. There are so many gray shaded exceptions so keep that in mind, but for the most part, here is the quick and dirty.

You can find the full [State Spending Guidelines here](#) and you can search on keywords too if that is helpful.

Unallowable purchases from State Funds

Prohibited Purchase	Exception
Alcoholic beverages and "setups"	None
Coffee, tea, drinks, candy, snacks, break refreshments, etc. for consumption by employees or guests	Travel related per diem for employees and visitors OR Refreshments allowed under the conference and training , external and internal rules (See below)
Flowers, plants, food	When used in research, education or for consumption by research animals rather than decorative or personal use. Plants and flowers purchased by the Facilities Division as part of campus maintenance.
Framing of pictures, art, diplomas, etc. for use in a personal office for decorative purpose	Purchase or framing of motivational or informational wall hangings which are functional rather than decorative in nature and are intended for departmental use rather than for one individual's office Exception: Purchase of a plaque or for the printing and framing of a certificate may be expended, not to exceed \$100 per employee for recognition of meritorious service based upon the Office of State Human Resources service award program as authorized in G.S. 126-4(8) .
Get well cards, sympathy cards, birthday cards, Christmas or other holiday cards	None
Gifts or flowers for an employee or non-employee	None
Incentives	None
Items for personal use	None
Medication and/or medical supplies	If required by federal or state regulations or for emergency first aid
Microwave ovens, coffee pots, refrigerators or related items for personal office use	Equipment or supplies utilized for educational or research purposes or for equipment purchased for all employees' use in the outfitting of a building.

Party items or other decorative items to decorate an office for a holiday or party or general decorative use including balloons and other like items

None

Hilary Cork

Accounting Technician

Division of Academic and Student Affairs

919.513.3200

<https://finance.dasa.ncsu.edu/>

NC State University

Campus Box 7301

Park Shops 101G

Raleigh, NC 27695

On Tue, Nov 2, 2021 at 1:31 PM Patrick Neal <pcneal@ncsu.edu> wrote:

Wonderful! Tell me this (because I know this will be the next question I get): Is there a quick-and-dirty link as to permissible and impermissible expenditures with regard to state funds?

On Tue, Nov 2, 2021 at 1:26 PM Hilary Cork <hkcork@ncsu.edu> wrote:

Hey Patrick,

Apologies for the delay. I have attached the trust fund authority we have on file for 663502 - Student Media Enhancement Fund. When this fund was set up, it looks like it was left with the broad justification of 'Funds should be used to support the Student Media program'. Which is good, because if it had, say, 'Funds should be used for WKNC equipment' then that's the only thing you could purchase with these funds. As long as anything you purchase is 'to support the Student Media program', you are fine to spend and set up rules internally like requiring the board to approve of the spending.

The main difference here is:

Student Fee Dollars - Expenditures from auxiliary funds must follow the same guidelines used for state funds except when used for certain program related activities (any student activity/program related to Student Media). In all cases, state funds expenditure guidelines must be followed when using the funds for staffing an office or carrying on activities which are similar to state funded activities. No extra benefits, compensation, food, or any other item, which could not be paid from state funds, may be provided to university employees.

Foundation/Unrestricted Funds - Any expenditure must be made prudently with the intent and restrictions of the donor, as well as best business practices in mind. Whatever the donor states they want their donated monies spent on, that's what you can do. If they leave it broad, then its a big gray shaded area that you can make that call as to whether or not this supports the Student Media program. Also, your foundation funding has a food allowance, so you could provide meal expenses "in relation to student programs or staff enhancement activities".

They don't have a 'one size fits all' for all foundation funding, but hopefully this has given you what you need to better explain. Student fee dollars should basically follow state funding guidelines WITH THE EXCEPTION of certain program related activities. With foundation funds, you don't have to follow state guidelines and if you deem an expense 'to support the Student Media program', within reason, then you can use this funding.

Hope that helps - let me know if I can do anything else.

Thanks!

Hilary

Hilary Cork

Accounting Technician

Division of Academic and Student Affairs

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<https://finance.dasa.ncsu.edu/>

NC State University

Campus Box 7301

NC STATE UNIVERSITY

CHARTFIELD REQUEST

Unit: NCSU1 **Request ID:** 0000002377 **Request Date:** 05/13/2014
Request Type: Segment **Action Type:** Add **Funding Type:** Foundations

Attachments: 1

Request Status: Approved and Completed **Project:** 663502
Effective Date: 05/13/2014 **Project Reference:** 059008

Request Justification: Set up an enhancement fund for Student Media per attached email from Nicole Peterson. Currently, there is funding awaiting deposit. Funds should be used to support the Student Media program.

Food/Entertainment: Y **Food/Entertainment Justification:** Department will need flexibility to provide meal expenses in relation to student programs or staff enhancement activities.

Short Description: STUDENT MEDIA ENHANCEMENT FUND
Long Description: Student Media Enhancement Fund

Reportable as Auxiliary, Center/Institute? No

Fund Code: 91000 **Department:** 917205 **Program:** 152 **Class:** 62



Giancola,Michael C	ASSOCIATE VICE PROVOST	244060
Neal,Patrick Claiborne	DIRECTOR	917205
Durham,Holly Marie	DIRECTOR	240130

Foundations/Endowments

Organization: NCSU - DASA **Primary Fund:** Restricted **Secondary Fund:** Discretionary (152)
Full Endow Amount: 0.00 **Research:** N

Exemption from Income Allocation Policy?

Justification for Exemption:

<input type="checkbox"/>					
School Code:	Student Affairs (SA)	CFAE:	Crrnt Op Other Restricted (CO)	CFAE Subcode:	Not Applicable (NA)
Purpose Type:		Agency:	DASA (N6)	Advance Program:	

Advance Long Title:	Student Media Enhancement Fund
Advance Allocation:	149854
Benefiting Unit:	
FAI Category:	
Multiple:	

Entered by		Date	Comments
		Comment	
1	Jennifer Harris Coltrane	05/19/2014	Per Barry Olson, okay to approve.
2	Jennifer Harris Coltrane	05/19/2014	
3	Michelle P Phillips	05/19/2014	Food Exemption approved.

Requestor: CBSZVETI

Date/Time: 05/13/2014 12:09:31PM

INCIDENT/INVESTIGATION REPORT

Agency Name
NCSU Police

ORI
NC0921600

Incident Number
21P0001112

Date / Time Reported S M T W T F S
 Month Day Yr Time
 10 31 2021 03:58 Hrs.

INCIDENT DATA

#1	Crime / Incident(s) 290 - Willful and wanton injury to Personal property	<input type="checkbox"/> Attempt <input checked="" type="checkbox"/> Complete	At Found Month Day Yr Time 10 31 2021 03:08 Hrs.	<input checked="" type="checkbox"/> S <input type="checkbox"/> M <input type="checkbox"/> T <input type="checkbox"/> W <input type="checkbox"/> T <input type="checkbox"/> F <input type="checkbox"/> S	Last Known Secure Month Day Yr Time 10 31 2021 03:07 Hrs.	<input checked="" type="checkbox"/> S <input type="checkbox"/> M <input type="checkbox"/> T <input type="checkbox"/> W <input type="checkbox"/> T <input type="checkbox"/> F <input type="checkbox"/> S
	#2	Crime Incident <input type="checkbox"/> Attempt <input type="checkbox"/> Complete	Location of Incident Witherspoon Student Center - 2810 Cates Ave, Parking alo			Offense Tract 30
	#3	Crime Incident <input type="checkbox"/> Attempt <input type="checkbox"/> Complete	Location/Premise 13 - Highway/Road/Alley/Street/Sidewalk			Victim Residence Type <input type="checkbox"/> Single Family <input type="checkbox"/> Multi Family

MO

How Attacked or Committed
Subjects seen on camera intentionally damaging multiple signs and newspaper box

Method Of Entry
 Force
 No Force

Weapon / Tools

VICTIM

# of Victims 2	Type: <input type="checkbox"/> Person <input type="checkbox"/> Business <input type="checkbox"/> Society <input checked="" type="checkbox"/> Government <input type="checkbox"/> Financial Institute <input type="checkbox"/> Religious <input type="checkbox"/> L.E. Officer Line of Duty <input type="checkbox"/> Other/Unk	Injury: <input type="checkbox"/> None <input type="checkbox"/> Minor <input type="checkbox"/> Loss of Teeth <input type="checkbox"/> Broken Bones <input type="checkbox"/> Severe Lacerations <input type="checkbox"/> Internal <input type="checkbox"/> Unconscious <input type="checkbox"/> Other Major	Drug/Alcohol Use: <input type="checkbox"/> Yes <input type="checkbox"/> Unknown <input checked="" type="checkbox"/> No
V1	Victim/Business Name (Last, First, Middle) NCSU Transportation	Victim of Crime # 1	DOB / Age Race Sex Relationship To Offender Resident Status <input type="checkbox"/> Resident <input type="checkbox"/> Non-Resident <input type="checkbox"/> Unknown
Home Address		Home Phone	
Employer Name/Address		Business Phone	
VYR	Make	Model	Style Color Lic/Lis Vin

OTHERS INVOLVED

CODES: V = Victim (Denote V2, V3) O = Owner (if other than victim) R = Reporting Person (if other than victim)

Type: <input type="checkbox"/> Person <input type="checkbox"/> Business <input type="checkbox"/> Society <input checked="" type="checkbox"/> Government <input type="checkbox"/> Financial Institute <input type="checkbox"/> Religious <input type="checkbox"/> L.E. Officer Line of Duty <input type="checkbox"/> Other/Unknown			
V2	Name (Last, First, Middle) NCSU Student Media	Victim of Crime # 1	DOB / Age Race Sex
Home Address		Home Phone	
Employer Name/Address		Business Phone	
Type: <input type="checkbox"/> Person <input type="checkbox"/> Business <input type="checkbox"/> Society <input type="checkbox"/> Government <input type="checkbox"/> Financial Institute <input type="checkbox"/> Religious <input type="checkbox"/> L.E. Officer Line of Duty <input type="checkbox"/> Other/Unknown			
R	Name (Last, First, Middle)	Victim of Crime #	DOB / Age 51 W M
Home Address		Home Phone	
Employer Name/Address		Business Phone	

Status Codes 1 = None 2 = Burned 3 = Counterfeit / Forged 4 = Damaged 5 = Recovered 6 = Seized 7 = Stolen 8 = Unknown
 (Check "OJ" column if recovered for other jurisdiction)

PROPERTY

Victim #	DCI	Status	Value	OJ	QTY	Property Description	Make/Model	Serial Number
2	77	4	100.00		2	Newspaper box		
1	23	4	100.00		5	Wooden "A" Frame Signs		

ID

Officer Name: Andrew Shillingburg ID#: 2124 Officer Signature: _____ Supervisor Signature: _____

STATUS

Complainant Signature: _____

Case Status:
 Active Inactive
 Closed by Arrest Unfounded
 Closed by Exception Located (Missing Person and Runaways only)
 Closed by Other Means

Exceptional Clearance:
 Death of Offender Juvenile/No Custody
 Prosecution Declined Not Applicable
 In Custody of Other Jurisdiction
 Victim Refuse to Cooperate

Page 1 of 2

Agromeck

By Don Bui & Mandy Stacy, Co Editors-In-Chief

Revenue

- As of Nov. 3, we have sold 22 books.
- Senior portraits are being held the week of Nov. 1 - Nov. 5 and Nov. 8 - 12 at the bookstore in Talley. Seniors who take their senior portrait will receive a \$10 off discount code for the book.

Expenditures

- Nothing to report.

Personnel

- We have one writer and two designers who should be completing their correspondence and put on payroll after this deadline.
- We are in the process of hiring a new design editor and promotions manager for spring semester. We have three applicants for design editor and three applicants for promotions manager. We will be reaching out to all applicants for interviews.

Training

- We are continuing to hold one-on-one sessions with correspondents.

Coverage

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

Technology

- Nothing to report.

Deadlines

- We submitted the proofs for our first deadline Oct. 14.
- We submitted our second deadline of 54 pages Nov. 1.
- We are currently working towards our next deadline of 40 pages Nov. 22.

Ethics/Legal Issues

- Nothing to report.

Student Business & Marketing

By Jonny Zemola, General Manager

Revenue

OUTLET	TARGET	SOLD YTD* ending 11/03/21	PAID YTD** ending 11/03/21
Technician	\$ 60,000	\$ 16,045	\$ 5,265
Nubian Message	\$ 5,000	\$ 1,320	\$ 510
WKNC	\$ 12,000	\$ 2,630	\$ 372
Roundabout Magazine	\$ 40,000	\$ 15,440	\$ 15,440
Agromeck* Zanna and Patrick for departmental	\$ 3,000	\$	\$
Student Media* Kiosks, services, etc.	\$ 20,000	\$ 24,135	\$ 1.200***

* 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.

*** Pre-PAID 20-21 due to COVID budgeting needs, some on-campus clients pre-paid from 2020-2021 fiscal year funds for 2021-2022 ad placements

Personnel

Over the course of the past month the business and marketing team has retained its personnel. The specialized roles I have implemented have been excelling at their new duties and responsibilities. Tim Werner, our Campaign Strategist, has worked with three consultants along with myself in developing campaign proposals to several clients. He has also provided the team with insightful analytics regarding The Technician website, its users' locations and time duration on the site.

One employee has informed me that they will be starting another job beginning next semester and will no longer be with us. Another employee has informed me of her academic struggles and has requested fewer hours to combat this. I cut her hours in half from 8 to 4 which she expressed is much better. This is also good for budgetary purposes.

Training

I have continued one-on-one training with several employees. We have not done a day-long training session that we normally conduct for the new hires so having these one-on-ones sessions are important. I will implement and hold one in the Spring semester when I finish my second round of recruiting. The new hires of the Fall will be required to attend.

Technology

Technology seems to be running smoothly for everyone in the office.

Coverage/Outreach

Majority of outreach this past month was in regards to the Housing Guide. The teams has sold an estimated five to six pages, which is solid coverage for this publication.

Our team has been doing a great job in prospecting and adding new clientele to the Master Client List which lists all of our existing and potential clients. They are required to add at least one new client a week yet, some are adding upwards of eight a week!

Deadlines

The commitment deadline for the Housing Guide is October 28, 2021. The art deadline for it is November 4, 2021, and the publication date is November 18, 2021.

We don't have any special deadlines this month besides the Housing Guide especially since there are no publications in December. However, the team is alerting clients to the Double Barrel and spring semester publication deadlines and will be focused on getting clients for the January opportunities.

Sales

The Business & Marketing team is continuing its efforts in cross-selling for all of the respective outlets. Notable sales include another bundle deal for Hillsborough St (Community Service Center) handled by Tim Werner, fulfilling the six bundles for NC State OIED managed by me, A Dreamville Technician and WKNC bundle and NC State Gregg Museum cross-outlet bundle sold by Devin Raines, and an all-outlet print publication, Twitter and online bundle for NC State's New Student Programs handled by recent hire Nani Suarez.

Many consultants are in talks with clients regarding campaigns for the spring semester which has been teaching them the skills of presenting their proposals and negotiations afterwards. I have faith many of them will close their proposals.

Nubian Message

By Andrea Alford, Editor in Chief

Personnel

- We have added a staff writer to paid staff.
- Two correspondents should be added to paid staff by the end of the semester.

Training

- We have started looking into possible EIC for 2022-2023.

Technology

- No updates.

Coverage/Outreach

- No updates.

Deadlines

- No updates.

Ethics/Legal issues

- No updates.

Roundabout

By Charles Smalls, Editor-In-Chief

Revenue

Nothing new to report.

Expenditures

Nothing new to report.

Personnel

The application and interview process for our Copy Editor, Photo Editor, and Design Editor positions have concluded and hiring paperwork is currently being filled out. Alyce Rose, Bran Poster, and Windhover alumni Campbell Briggs have been chosen for the positions respectively.

Training

Our new Photo Editor, Bran, has begun the photo staff correspondence process and will be expected to be fully trained going into the spring semester.

Technology

Nothing new to report.

Coverage/Outreach

A wonderful poster for Roundabout has finished development and has been placed at multiple locations around State campus.

Deadlines

Nothing new to report.

Ethics/Legal Issues

Nothing new to report.

Technician

Submitted by Jaylan Harrington, Editor-in-Chief

Revenue

- N/A

Expenditures

- N/A

Personnel

- No further updates.

Training

- No further updates.

Technology

- Looking to acquire more camera gear, will set up meeting with Ray, Agromeck Photo Editor, Technician's Photo and Video editors .
- Two other lenses currently out for repair.

Coverage/Outreach

- No further updates.

Deadlines

- Print production continues to go smoothly.

Ethics/Legal issues

- Had a few editor's notes added for articles recently:
 - More inclusionary/accurate language on a piece on the Helping Hands club.
 - Campus safety opinion column required an update re: self defense keychains.

Windhover

Submitted by Camilla Keil, Editor-in-Chief

Revenue + Expenditures

Expenditures on Open Mic Night: \$100.56

Personnel

No changes to report.

Training

Nothing to report.

Technology

Nothing to report.

Coverage/Outreach

We're seeking submissions for Volume LVI! We're also trying to finish our first Subvolo article of the year this week.

Deadlines

Priority deadline for submissions will be November 23rd. The final deadline for literary and visual pieces is December 17th, while the audio and video deadline is January 31st.

Ethics/Legal Issues

Nothing to report.

WKNC 88.1 FM HD-1/HD-2

Submitted by Maddie Jennette, General Manager

Revenue

WKNC income (money in the bank) as of Nov. 1, 2021: \$7,268.44

- Sponsor Sales \$244.00
- Women's Basketball \$0.00
- Men's Baseball \$3,520.00
- Event Promotions \$200.00
- Merchandise Sales \$984.44
- DJ Services \$120.00
- HD-3 Lease \$2,200
- Other \$0.00
- Event Sponsorships \$0.00
- Event Tickets \$0.00

Personnel

One of our Public Affairs Content Creators left the position, and we're looking for a new student to take their place. Our other PA CC will be graduating in December, so we're looking to hire two PA CCs to make the transition smooth. I talked with Jaylan Harrington, Editor-in-Chief of Technician, about potentially making our PA department a partnership between WKNC and Technician, and he was receptive to the idea. We'll work on this concept more over winter break. More than half of our new DJs are nearly done with their four HD-2 shifts, and will soon begin moving up to HD-1.

Technology

We are having on and off issues with our computer that plays our HD-1 channel. First the hard drive ran out of space, and I believe that was fixed, but we're having other issues that result in us broadcasting multiple hours of silence. We're working on finding out what the issue is and getting it resolved as soon as possible.

Coverage/Outreach

Four of our staff members -- Maddie Jennette, Molly DuBois, Brandon Whippo, and Cutter Bell -- attended the virtual College Broadcasters, Inc. 2021 National Student Electronic Media Convention from October 27 to 29. All four students are required to write a short paragraph on five of the sessions they attended. All students are working on these now, and will have them completed by Friday, November 5.

I have begun planning WKNC's annual Double Barrel Benefit concert. Unfortunately, I began planning late, and the event will be held in March instead of February. The venue has been contacted, and the next steps are to officially reserve the venue and begin contacting artists to play.