

# STUDENT MEDIA BOARD OF DIRECTORS AGENDA

*Tuesday, January 14, 2020 • 7 p.m.  
126 Witherspoon (Washington-Sankofa Room)*

## **CALL TO ORDER AND INTRODUCTIONS**

## **ELECTION OF MEETING SECRETARY**

## **NEW BUSINESS**

1. Approve minutes from Nov. 12, 2019 meeting
2. January 2020 budget update (Jamie)
3. 2020-2021 budget process (Patrick and Jamie)
4. Technician 100<sup>th</sup> update (Dan, Patrick, Ellen, Zanna)
5. Outdoor advertising program update (Patrick)
6. Call for 2020-2021 leadership applications (Patrick)
7. Spring 2020 advisory board membership and assignments (Patrick)

## **REPORT ADDENDA**

- *Agromeck*
- *Business Office*
- *Nubian Message*
- *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  
November 2019 meeting minutes**

**Tuesday, November 12, 2019 • 7 p.m.  
356 Witherspoon Student Center**

Members present: Jacob Trubey, Abi Hearn, Sarah Hartsell, Tania Allen, Dean Phillips, Robbie Williams, Emma Carter, Julia Harrison, Yesenia Jones, Dan Gilliam, Xenna Smith, Laura Mooney, Mersina Boynton, Patrick Neal

Absent: Arianna Hinton, Daniela Patino-Zabaleta, Tyler Dukes, Josh Hyatt

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

**CALL TO ORDER, INTRODUCTIONS AND APPROVAL OF SEPTEMBER MINUTES**

A quorum was established at 7:03 p.m. and board chair Jacob Trubey called the meeting to order. After introductions, Dora Gonzalez volunteered to serve as recording secretary for the meeting.

**APPROVAL OF MINUTES FROM SEPTEMBER 2019 MEETING**

Dean Phillips moved that the minutes from the board's Sept. 10, 2019 meeting be approved, with Jacob seconding. The minutes were unanimously approved. Those minutes were included with the meeting package and are made part of these minutes by reference.

**OCTOBER AND NOVEMBER 2019 BUDGET UPDATE**

Jamie Lynn Gilbert reviewed the October and November budget updates. She noted that Technician had deposited some \$10,000 in the past month, more than the previous several months combined. She also noted that Roundabout had received its own project number so that all of its revenues and expenditures can be tracked independently of the other groups.

**NOV. 1 FLYER INCIDENT AND BIRT REPORT**

Patrick Neal told the board that a colleague alerted him early on the morning of Friday, Nov. 1 that someone had placed flyers saying "IT'S OKAY TO BE WHITE" in the display windows of both the Nubian and Technician at the two-sided distribution box near the entrance of Reynolds Coliseum. Patrick said he undertook an inspection of all the other outdoor newsstands on campus and found a second box similarly victimized, the one at the Dan Deck crosswalk. Patrick said he reported the incidents to the university's Bias Impact Response Team once the inspections were complete.

Yesenia Jones said the Nubian was planning coverage of the incident, as well as similar previous incidents that have occurred in recent years. Laura Mooney asked Patrick if he could share the photos of the flyers for use by the other media organizations in their reporting, and Patrick said he would. A brief discussion followed as to whether publicizing the flyers might be exactly what the perpetrators were after, however.

**ACP/CMA AND CBI NATIONAL CONFERENCE UPDATES**

Dan Gilliam, Xenna Smith, Laura, Yesenia and other staff members briefly recounted their and their staff members' experiences at the Associated Collegiate Press/College Media Association convention held in Washington, D.C., and the College Broadcasters, Inc. National Student Electronic Media Convention held in St. Louis. Both conventions were held Oct. 30-Nov. 3. Xenna distributed copies of her written notes to the board, and Julia Harrison distributed notes from Mandy Stacy, Agromeck's assignments editor. Those notes are attached and included as part of these minutes. Others attending said they were in the process of compiling their notes and would post them online once they were complete.

## **PHOTO DEPARTMENT OVERVIEW**

Ray Black III, who was hired as Student Media's photo mentor at the beginning of the semester, briefly updated the board on the photo department, which is shared by all of the print publications. He said the department was strong overall, and that he and other senior photographers had focused on getting new staffers trained and through their correspondence period so that they could become full-fledged staff photographers. Ray said that while the department had a number of rising stars, one area of focus moving forward would be retention of trained photographers over multiple semesters. Ray is an alum of Student Media's photography program, having worked for both Agromeck and Technician from 2002 through 2005, including two years as Technician's assistant photo editor.

## **REVISIONS TO STUDENT MEDIA CONSTITUTION**

Patrick led the discussion regarding changes to the Student Media Constitution. The third iteration, which included initial changes recommended by the Constitution Working Group as well as descriptions and other suggestions offered by senior leaders, was included in the meeting packet and is made part of these minutes by reference. Other than minor copy edits, substantive decisions included the following:

- The board's composition will remain unchanged, and senior leaders will remain ex-officio members, and will not vote except for Motions for Reconsideration (see below.)
- At Dan's suggestion, language was added that would allow senior leaders to temporarily block any action decided by a student-minority quorum of voting members. If senior leaders found an action objectionable, and that action was enacted by a quorum consisting of mostly non-students, any senior leader could make a Motion for Reconsideration. If that motion receives a second and a majority of affirmative votes from the senior leaders present, the original motion in question would be considered tabled until a student-majority quorum was present.
- The Student Media Business and Marketing Office was formally approved as an entity equal to the other organizations.
- It was decided that Roundabout would not be formally recognized in the constitution at this time.
- All organization descriptions were tightened and refined, and language about allowing students to expand on their creative endeavors, gaining professional experience and having access to their organizations' platforms and resources was moved from WKNC's organization description to the preamble, as it applies to all groups.

In the end, Jacob moved that the constitution be approved once all changes discussed by the board were incorporated. Dean seconded the motion, and the board voted unanimously to approve it.

A copy of the constitution with all substantive changes outlined is attached here and included as part of these minutes by reference.

## **TECHNICIAN 100<sup>TH</sup> UPDATE**

Patrick, Ellen, Dan, Rachael and Zanna briefly updated the board on the Technician's 100<sup>th</sup> anniversary celebration the weekend of Jan. 31-Feb. 2, 2020. That update included the following:

- RSVPs thus far showed that more than 180 people were planning to attend, a number which does not include many friends of the Technician and other non-alumni invitees. Patrick said the group was planning on a final head count of 300 based on the initial response. Patrick also confirmed that all board members had received their RSVP links.
- The sales team has raised almost all of the estimated \$20,000 to print Technician's "100 years in 100 pages" special edition from campus departments. The Business and Marketing Office will now turn its attention to off-campus clients.
- The group said they would be meeting with the printer on Thursday, Nov. 14 to discuss deadlines, paper choices and other matters related to the production of the piece.

## **LEADERSHIP TRANSITION IN STUDENT BUSINESS AND MARKETING OFFICE**

Mersina Boynton announced that she would be stepping down at the end of the fall semester to pursue other internships and professional opportunities both at Poole College of Management and off-campus organizations. Patrick said the Business and Marketing Office had sent out a call for applications, but said no one had applied. That being the case, and with the regular leadership application and appointment process set to begin in January, the board decided that the position should be kept vacant for the time being and filled as Student Media's other positions were filled.

#### **REPORT ADDENDA**

October and November board reports from each organization were included in the meeting packet and are made part of these minutes by reference. In addition:

- Julia said Agromeck had sold 23 yearbooks thus far.
- Xenna said Windhover would soon meet with Arts NC State and the NCSU Libraries to discuss a possible collaboration/partnership centered on students' creative work.
- Yesenia said Nubian Message was excited about the addition of a new photo editor.

#### **ADJOURN**

There being no need for an executive session, Tania Allen moved to adjourn the meeting with Jacob seconding. The board voted unanimously to adjourn at 8:17 p.m.

# STUDENT MEDIA BUDGET V. ACTUAL

DATE: January 1, 2020  
 PERCENT THROUGH FISCAL YEAR: 50%

354056 AGROMECK				354057 TECHNICIAN				354060 GENERAL ADMIN			
	Budget	Actual	Percent		Budget	Actual	Percent		Budget	Actual	Percent
Payroll	\$ 28,900.00	\$ 12,914.24	45%	Payroll	\$ 101,700.00	\$ 61,012.40	60%	FTE salaries + benefits	\$ 377,400.00	\$ 191,798.31	51%
Supplies	\$ 700.00	\$ 57.45	8%	Supplies	\$ 1,700.00	\$ 410.79	24%	Temp payroll	\$ 50,000.00	\$ 19,560.87	39%
Leadership develop.	\$ 5,730.00	\$ 1,354.08	24%	Leadership develop.	\$ 8,430.00	\$ 3,760.14	45%	Supplies	\$ 14,050.00	\$ 6,235.34	44%
Admin service charges	\$ 6,200.00	\$ 2,916.45	47%	Admin service charges	\$ 14,300.00	\$ 15,662.00	110%	Leadership develop.	\$ 16,860.00	\$ 5,186.44	31%
Current services	\$ 21,000.00	\$ 4,213.13	20%	Current services	\$ 49,300.00	\$ 12,866.35	26%	Admin service charges	\$ 55,500.00	\$ 51,652.73	93%
Fixed charges	\$ 1,000.00	\$ 535.00	54%	Fixed charges	\$ 8,385.00	\$ 4,578.35	55%	Current services	\$ 19,165.00	\$ 14,393.57	75%
<b>TOTAL</b>	<b>\$ 63,530.00</b>	<b>\$ 21,990.35</b>	<b>35%</b>	<b>TOTAL</b>	<b>\$ 183,815.00</b>	<b>\$ 98,290.03</b>	<b>53%</b>	Fixed charges	\$ 6,045.00	\$ 747.64	12%
Non-fee income	\$ 25,500.00	\$ 663.43	3%	Non-fee income	\$ 105,000.00	\$ 34,466.52	33%	Contracted services	\$ 5,000.00	\$ 750.00	15%
Fee income	\$ 38,030.00	\$ 26,541.54	4.75%	Fee income	\$ 78,815.00	\$ 55,005.82	9.85%	Capital outlay	\$ 84,000.00	\$ 31,066.66	37%
<b>TOTAL</b>	<b>\$ 63,530.00</b>	<b>\$ 27,204.97</b>	<b>43%</b>	<b>TOTAL</b>	<b>\$ 183,815.00</b>	<b>\$ 89,472.34</b>	<b>49%</b>	<b>TOTAL</b>	<b>\$ 628,020.00</b>	<b>\$ 321,391.56</b>	<b>51%</b>
Profit/Loss	\$ -			Profit/Loss	\$ -			Non-fee income	\$ -	\$ 5,087.26	#DIV/0!
								Fee income	\$ 587,755.00	\$ 410,200.40	73.47%
								<b>TOTAL</b>	<b>\$ 587,755.00</b>	<b>\$ 415,287.66</b>	<b>71%</b>
								Profit/Loss	\$ (40,265.00)		
354061 NUBIAN MESSAGE				354058 WINDHOVER				017412 OVERALL			
	Budget	Actual	Percent		Budget	Actual	Percent		Budget	Actual	Percent
Payroll	\$ 7,900.00	\$ 6,096.63	77%	Payroll	\$ 7,000.00	\$ 2,735.44	39%	FTE salaries + benefits	\$ 377,400.00	\$ 191,798.31	51%
Supplies	\$ 200.00	\$ 55.34	28%	Supplies	\$ 750.00	\$ 66.31	9%	Payroll	\$ 260,700.00	\$ 129,113.52	50%
Leadership develop.	\$ 2,240.00	\$ 1,347.95	60%	Leadership develop.	\$ 2,150.00	\$ 1,266.25	59%	Supplies	\$ 20,200.00	\$ 7,749.88	38%
Admin service charges	\$ 1,800.00	\$ 1,889.35	105%	Admin service charges	\$ 2,100.00	\$ 1,876.55	89%	Leadership develop.	\$ 41,730.00	\$ 18,036.60	43%
Current services	\$ 7,385.00	\$ 3,488.28	47%	Current services	\$ 11,550.00	\$ 416.32	4%	Admin service charges	\$ 87,500.00	\$ 81,380.55	93%
Fixed charges	\$ 885.00	\$ 385.00	44%	Fixed charges	\$ 1,225.00	\$ 45.00	4%	Current services	\$ 131,590.00	\$ 40,489.75	31%
<b>TOTAL</b>	<b>\$ 20,410.00</b>	<b>\$ 13,262.55</b>	<b>65%</b>	<b>TOTAL</b>	<b>\$ 24,775.00</b>	<b>\$ 6,405.87</b>	<b>26%</b>	Fixed charges	\$ 27,145.00	\$ 11,710.99	43%
Non-fee income	\$ 2,000.00	\$ 1,371.50	69%	Non-fee income	\$ -	\$ 97.93		Contracted services	\$ 6,000.00	\$ 870.00	15%
Fee income	\$ 18,410.00	\$ 12,848.53	2.30%	Fee income	\$ 24,775.00	\$ 17,290.73	3.10%	Capital outlay	\$ 84,000.00	\$ 31,066.66	37%
<b>TOTAL</b>	<b>\$ 20,410.00</b>	<b>\$ 14,220.03</b>	<b>70%</b>	<b>TOTAL</b>	<b>\$ 24,775.00</b>	<b>\$ 17,388.66</b>	<b>70%</b>	<b>TOTAL EXPENSES</b>	<b>\$ 1,036,265.00</b>	<b>\$ 512,216.26</b>	<b>49%</b>
Profit/Loss	\$ -			Profit/Loss	\$ -			Non-fee income	\$ 210,500.00	\$ 62,174.95	30%
								Fee income	\$ 800,000.00	\$ 558,328.42	70%
								Interest income	\$ -	\$ 1,562.01	
								Food purchases	\$ -	\$ (677.49)	
								<b>TOTAL INCOME</b>	<b>\$ 1,010,500.00</b>	<b>\$ 621,387.89</b>	<b>61%</b>
376322 ROUNDABOUT				354059 WKNC				Net Profit/Loss	\$ (25,765.00)		
	Budget	Actual	Percent		Budget	Actual	Percent	Enhancement Fund	\$ 594.34		
Payroll	\$ 4,100.00	\$ 351.81	9%	Payroll	\$ 61,100.00	\$ 26,442.13	43%				
Supplies	\$ 200.00	\$ -	0%	Supplies	\$ 2,600.00	\$ 924.65	36%				
Leadership develop.	\$ 1,220.00	\$ -	0%	Leadership develop.	\$ 5,100.00	\$ 5,121.74	100%				
Admin service charges	\$ -	\$ -	#DIV/0!	Admin service charges	\$ 7,600.00	\$ 7,383.47	97%				
Current services	\$ 15,740.00	\$ 2,178.34	14%	Current services	\$ 7,450.00	\$ 2,933.76	39%				
Fixed charges	\$ 240.00	\$ -	0%	Fixed charges	\$ 9,365.00	\$ 5,420.00	58%				
<b>TOTAL</b>	<b>\$ 21,500.00</b>	<b>\$ 2,530.15</b>	<b>12%</b>	Contracted services	\$ 1,000.00	\$ 120.00	12%				
Non-fee income	\$ 36,000.00	\$ 1,001.25	3%	<b>TOTAL</b>	<b>\$ 94,215.00</b>	<b>\$ 48,345.75</b>	<b>51%</b>				
Fee income	\$ -	\$ -	0.00%	Non-fee income	\$ 42,000.00	\$ 19,487.06	46%				
<b>TOTAL</b>	<b>\$ 36,000.00</b>	<b>\$ 1,001.25</b>	<b>3%</b>	Fee income	\$ 52,215.00	\$ 36,441.40	6.53%				
Profit/Loss	\$ 14,500.00			<b>TOTAL</b>	<b>\$ 94,215.00</b>	<b>\$ 55,928.46</b>	<b>59%</b>				
				Profit/Loss	\$ -						

**STUDENT MEDIA**

# SEEKING APPLICATIONS for Student Media Leader Candidates

**To:** Prospective applicants for 2020-2021 senior editors of *Agromeck*, *Nubian Message*, *Roundabout*, *Technician* and *Windhover*, and senior managers of the Student Business and Marketing Office and WKNC.

**Date:** Jan. 6, 2020

**Re:** Vacancies in leadership positions

## QUALIFICATIONS

- The candidate must have been a member of that medium for at least two full semesters.<sup>1</sup>
- The candidate must have at least two semesters remaining as an NC State University student.<sup>1</sup>
- The candidate must have at least a 2.50 cumulative grade point average and must maintain a 2.50 semester and cumulative GPA.
- The candidate must be a full-time NC State University student.
- The candidate must be free of active disciplinary sanctions, subject to the review of the Office of Student Conduct.
- The candidate must agree to attend all required training.<sup>1,2</sup>
- For the University regulation for undergraduate student leadership, consult regulation 11.55.6.

<sup>1</sup> The board may decide to waive this requirement.

<sup>2</sup>For the *Technician* and *Nubian Message* editors, this includes the Management Seminar for College News Editors in Georgia in July as well as retreats to be scheduled at the beginning of the fall and spring semesters. For the *Agromeck* editor, this includes a summer workshop TBD. For the *WKNC* and Student Business and Marketing Office general managers and *Roundabout* editor, this includes the College Media Mega Workshop, which is typically held in July.

## STEP ONE: The position package — due Thursday, Feb. 6, noon, 307A Witherspoon

The position package is due by noon to Patrick Neal in 307A Witherspoon Student Center. As we are a deadline-driven organization, packages won't be accepted, copied or distributed late. The position package should consist of a one-page cover letter, a one-page resume, a position paper of no more than five pages (one-sided, black-and-white), and an unofficial copy of your transcript. For more detailed instructions, please review the "Position Package" memorandum accompanying this one. For more suggestions on what you might include in your position package, contact any of the Student Media professional staff members or current student leaders. Past position packages are available for candidates' review upon request.

## STEP TWO: Interviews with advisory boards — dates, times and locations to be announced

The five advisory boards - Newspapers, Broadcast, Annual Publications, Business Office and Roundabout - will meet at times and locations to be determined to interview all eligible candidates. Each advisory board will ultimately make a recommendation to the Student Media Board of Directors. Those meetings will be held between Monday, Feb. 10 and Monday, March 2. The question-and-answer portions of the meeting will be open to the public; the advisory boards will deliberate in executive (closed) session in arriving at their recommendations.

## STEP THREE: The hiring — Tuesday, March 3, 7 p.m., 356 Witherspoon

The members of the Student Media Board of Directors hire the top editors and managers after hearing recommendations from each advisory board. Candidates may contact members of the board and may answer questions prior to the meeting. During the meeting, each candidate may be given time to answer questions, ask questions and/or give a statement, so all applicants should plan to attend this meeting. Results will be announced immediately following the Board meeting.

# THE POSITION PACKAGE

## for Student Media Leader Candidates

**To:** Prospective applicants for 2020-2021 senior editors of *Agromeck*, *Nubian Message*, *Roundabout*, *Technician* and *Windhover*, and senior managers of the Student Business and Marketing Office and WKNC.

**Date:** Jan. 6, 2020

**Re:** The Position Package

### STEP TWO: The position package — due Thursday, Feb. 6, noon, 307A Witherspoon

The position package is a key part of your application.

As we are a deadline-driven organization, papers won't be accepted, copied or distributed late.

The position package consists of four parts.

1) *A cover letter (one page maximum)*

The cover letter should be the front page of the package that explains to members of the Student Media Board of Directors why they should hire you. It should grab members' attention and point out why you, above all other applicants, should be interviewed and hired. In no more than one page, focus on what position you're applying for and why. Be brief and specific.

2) *Your resume (one page maximum)*

The resume should be packaged like your cover letter. Presentation is important.

3) *Position paper (five pages maximum)*

Sample copies of past position papers are available for inspection with your Student Media adviser. The position paper should be NO MORE THAN FIVE PAGES and should include (but should not be limited to) the following sections:

- a) Positive aspects of this medium and things you plan to continue
- b) Plans for recruitment and retention of staff
- c) Plans for improving coverage of the campus, students, faculty, staff and alumni
- d) Plans for improving timeliness and planning aspects of this medium
- e) Other problems you've identified for the medium and plans for improvement including everything from credibility to copy editing to staff bonding.

4) *Transcript*

An unofficial copy printed off the website is perfectly fine. You may also come by the Student Media office and speak with the Student Media adviser to provide documentation of your student status. This transcript will NOT be distributed to the Board of Directors but will only be used to verify that you meet the minimum grade and full-time student status requirements.

All pages should be submitted together with a paper clip, no staples or binding. The pages should be printed on one side only and on white paper. The package will be photocopied in black-and-white, so pages should not rely on any color.

### POSSIBLE ISSUES TO DISCUSS

- What is your experience (here at NC State and elsewhere) that makes you the best qualified for the position?
- How will you improve the credibility of our media?
- With declining advertising revenues in the media, how will you produce a vibrant product?
- Why do you want the job? The editors will influence what students at NC State know about their fellow students. They produce what will be an integral part of the history of the university forever. And they are entrusted with the wise expenditure of student fees to benefit students.
- How do you intend to improve upon the foundation past staffs have built? Or do you just intend to maintain things the way they are?
- How do you plan to enhance your media's online presence?
- How will your media serve NC State students?
- How do you relate to fellow staff members?
- What will you bring, personally, to the position?
- How will you ensure that your media best serves students?
- What are your goals? Be specific. Don't have glittering generalities. Address monetary issues. Have a vision. What about the quality of the media? What about the content?
- What kinds of things would you like to see at required training?

NC State Student Media advisory boards membership and prospective members as of Jan. 14, 2020

**Annual Publications**

Liz Moomey  
Tania Allen  
Katie Tart  
Julia Harrison  
Xenna Smith  
Arianna Hinton  
Martha Collins

**Broadcast**

Joe Ovies  
Kelly McCullen  
Yvonne Chazal  
Dean Phillips  
Haven Penn  
Laura Mooney  
Jamie Lynn Gilbert

**Business Office**

Robbie Williams  
Kellie Brys LeBlanc  
Chanon Smith  
Amy Callahan  
Mark Tate  
Zanna Swann

**Newspapers**

Josh Hyatt  
Cory Smith  
Nancy Wykle  
Ben McNeely  
Tyler Dukes  
Toni Thorpe  
Paul Isom  
Megan Ellisor  
Dan Gilliam  
Ellen Meder

**Roundabout**

Ellen Meder

**Unassigned board members:** Abi Hearn, Jacob Trubey, Sarah Hartsell, Daniela Patino-Zabaleta, Emma Carter



# Student Media organization reports for January 2020

## Agromeck

*Submitted by Julia Harrison, Editor-In-Chief*

### Revenue:

- We have currently sold 56 books.
- In November, we tabled for two weeks with LifeTouch for senior portraits. Seniors who take their senior portrait are sent a \$10 off discount code for the book.
- We will be tabling in Talley for both Senior Portraits with Lifetouch and with the Student Alumni Association and Balfour ring representatives next week.
- We may add another week of senior portraits following sometime after the session next week.

### Expenditures:

- Our promotions manager, Katie Tart, is still ordering more swag, as we have very little right now. We have just ordered 1,000 stickers and plan to order more unique swag in the near future.

### Personnel:

- Many of our correspondents are starting their payroll hiring process.
- We have a few people on staff that are interested in applying for the position of EIC.
- Web editor, Kaydee Gawlik has graduated, so we do not have a web editor at this time.

### Training:

- Writers and Designers are meeting with me to review their past assignments and how they could improve, this meeting is completed to finish their correspondence.

### Coverage:

- We are continuing coverage of events important to students, covering aspects of student life, relevant news coverage, etc.

### Technology:

- Any problems we had with the changes done to the server over break have been resolved.

### Deadlines:

- In order to avoid a conflict with the MLK holiday, we have pushed our upcoming deadline 3 back by one week. Originally set for January 27, it is now set for February 3. We are on track to meet this deadline.
- On Nov. 25, we submitted our deadline 2, we received and returned proofs from this deadline as well.
- We have submitted 104 pages so far.

### Ethics/Legal Issues:

- NA

# Student Business and Marketing Office

Submitted by Zanna Swann, Business and Marketing Adviser

## Sales Revenue

OUTLET	TARGET	SOLD YTD	PAID YTD
Technician	\$ 100,000	\$ 38,717.60	\$ 35,317.60
Technician 100	\$ 20,000	\$ 27,750.00	\$ 800.00
Nubian Message	\$ 2,500	\$ 1,546.25	\$ 1,371.50 Payment is from last year sale.
Roundabout	\$ 40,000	\$ 4,201.25	\$ 1,341.25
WKNC	\$ 25,000	\$ 10,502.50.00	\$ 6,722.85
NC State Channels *Student Media receives 20%.	\$ 3,000		

### **Technician**

- Ad sales went well for the special publication for Technician 100. Revenue came primarily for campus partners and Technician alumni who bought ads.
- Ad sales for Technician have slowed significantly despite strong prospecting and sales calls. Classifieds, too, have dropped significantly. Alternative revenue opportunities are being considered to help boost revenue. Postering, street teams and graduate messages are being reviewed for implementation. This is \$25,000 less than last year and about \$6,500 less than the previous year. Both years had more insertions from national ad agencies, which have been reduced nationally as well.

### **Nubian Message**

- Nothing new to report.

### **WKNC**

- Nothing new to report.

### **Roundabout**

- Nothing new to report.

### **Personnel**

- Previous general manager Mersina Boynton helped train and transition some responsibilities to marketing director Dora Gonzalez. As noted at the last meeting, a general manager will not be hired for this semester since the annual leadership application process will begin soon.

- Dora, recognized by the College Media Business and Advertising Managers Association (CMBAM) as 2019 Best Sales Representative, has been asked to present at CMBAM 2020 on developing a marketing ambassador program. She will be joined at the conference by fellow media consultant colleague Lucas Martin and adviser Zanna Swann.

#### **Deadlines**

- Spring Roundabout issue – ad deadline February 7
- Orientation Roundabout issue - ad deadline April 27

## **Nubian Message**

*Submitted by Yesenia Jones, Editor-In-Chief*

#### **Personnel**

- We have recently lost our Managing Editor and Photo Editor. We are in the process of filling these positions.

#### **Training**

- No updates.

#### **Technology**

- We are hoping to purchase new technology this semester that will improve our livestreams and social media presence.

#### **Coverage**

- No updates.

#### **Deadline**

- No updates.

#### **Ethical Issues**

- No updates.

## **Technician**

*No report as of Jan. 10, 2020*

## **Windhover**

*Submitted by Xenna Smith, Editor-In-Chief*

#### **Revenue**

- We are currently selling t-shirts that will bring in a small amount of revenue once sold out.

#### **Expenditures**

- Purchased shirts.

## **Personnel**

- Nothing new to report.

## **Training**

- Nothing new to report.

## **Technology**

- Hopefully t-shirts and patronage packages will be available on the Student Media E-Store soon. We discovered an issue where large sized file submissions are not uploading properly. Douglas Flowers has found why this issue is occurring but is unable to get around to fixing it by our final submission deadlines, but hopefully by next year it will be resolved.

## **Coverage**

- Staff members/volunteers are working to create more content for the Subvolo feature section to come out within the month.

## **Deadlines**

- Literary and visual submission final deadlines have passed. Audio and video final deadline is Feb. 14.

## **Ethics/Legal Issues**

- Nothing new to report.

# **WKNC 88.1 FM HD-1**

*By Laura Mooney, General Manager*

## **Revenue**

Non-fee income (money in the bank), as of Jan. 1. 2020: \$19,487.06

- Sponsor Sales \$7,845.00
- Men's Baseball \$2,325.00
- Event Promotions \$4,850.00
- Merchandise Sales \$936.66
- Studio Rental \$60.00
- Other \$1,342.50
- Event Tickets \$1,137.90

We are at 46% of our non-fee income raised for the year at just 50% through the year.

## **Personnel**

Here is the list of our current staff and their positions. We hope to fill the vacant slots but are doing just fine without them. Jamie has graciously taken up scheduling duties in the absence of an Operations Manager and we are considering eliminating this position. We have also made some adjustments to the Content Creation line-up regarding a division of labor.

### **Senior Staff**

- General Manager Laura Mooney
- Program Director Henry Boyd
- Operations Manager Vacant
- Public Affairs Director Aaron Kling

### **Music Department**

- Daytime Music Director Leeann Diaz
- Assistant Daytime Music Director Safia Rizwan
- Afterhours Music Director Elizabeth Maynard
- Chainsaw Music Director Erika Bass
- Underground Music Director Makayla Mack
- Local Music Director Maddie Jennette
- Assistant Genre Music Director Vacant
- Assistant Genre Music Director Vacant
- Assistant Genre Music Director Vacant

### **Production Department**

- Production Manager Romir Seth
- Podcast Manager Shawn Fredericks
- Content Manager Erika Bass
- Content Creator - Blogs Leeann Diaz
- Content Creator - Blogs Vacant
- Content Creator – Podcasts Leeann Diaz
- Content Creator - Videos Vacant

### **Promotions Department**

- Promotions Director Becca Fesperman
- Sponsorship Director Sarah Thomas
- Multimedia Director Minh Pham
- Social Media Director Lauren Nakonechny

### **Training**

- Our training class begins THIS Wednesday, 01/15 in Witherspoon 201. Applications have been given out and they are due on Friday (01/10) by 5pm for announcement of selection by or before Monday (01/13) at 5pm. Training, as usual, will last for 6 weeks.

### **Outreach**

- The Verdict live podcast was hosted on Monday, Jan. 6 for the second time and quite honestly was a flop. I have very little to say about this as it was lackluster and under-attended.
- Double Barrel magazine is officially completed and 400 copies will be placed in various newspaper boxes for promotion while 100 copies will be available at the show. We are

so proud of Emma Carter and our Content Creators for all of their hard work.

- Last month we presented Mannequin Pussy, Kississippi, and Stevie at King's Raleigh and the show sold out. Not only are the headliners two of Laura's favorite artists, but the show went off without a hitch and was beyond amazing.
- We attempted to have another Wolfpack Welcome Week Concert in the Cinema for the start of the Spring semester but ultimately it did not pan out. It was originally intended to happen on January 13th but has been cancelled. This is disappointing but not terrible.

### **Expenditures**

- We are now over budget in leadership development but hope to make additional revenue to cover sending 1-2 people to the College Media Mega Workshop in July.