



NC STATE

Student
Media

**YEAR IN
REVIEW
2018-2019**

Board of Directors 2018-2019

Tania Allen, Assistant Professor, College of Art + Design
Darian Blakey, Senior, Communication
Tyler Dukes, Investigative Reporter, WRAL
Jess Errico (ex officio), Student Body President
Arianna Hinton, Sophomore, Communication
Josh Hyatt, Technical Writer, North Carolina State Employees Credit Union
Sam McRee, Junior, Political Science
Lilly Neal, Junior, Political Science
Dean Phillips, Lecturer, Communication
Adam Skrzecz, Senior, Political Science
Marie Smith, Senior, Business Administration
Robbie Williams, Sales Consultant, Schneider Electric

Senior Leaders 2018-2019

Jonathan Carter, Technician Editor
Jules Conlon, WKNC General Manager
Keilah Davis, Nubian Message Editor
Katie Tart, Agromeck Editor
Xenna Smith, Windhover Editor
Mersina Boynton, Business Office Manager

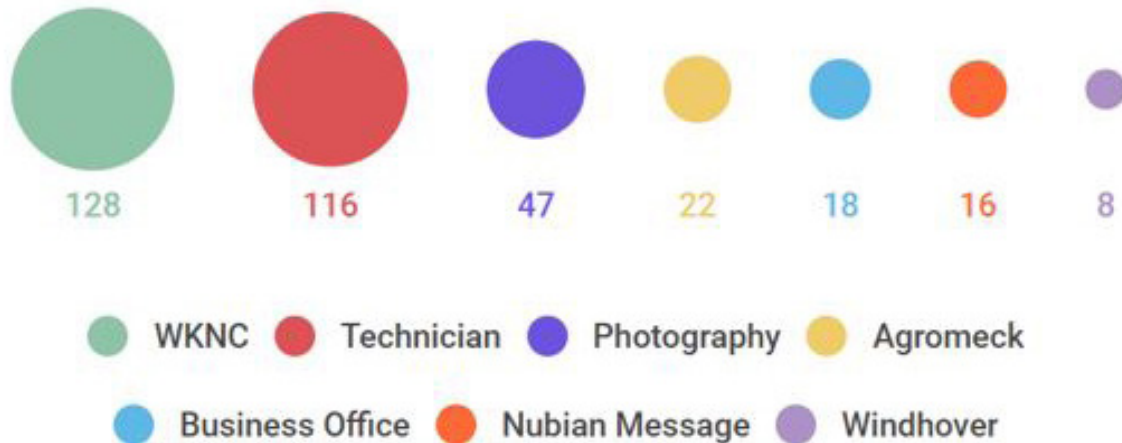
Professional Staff 2018-2019

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

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

Cover: Jonathan Carter, Technician's 2018-2019 Editor-In-Chief, accepts his Mathews Medal from Chancellor Randy Woodson. The Mathews Medal is the highest nonacademic honor NC State awards each year. For details, see Page 12.

Student Media Staff 18-19

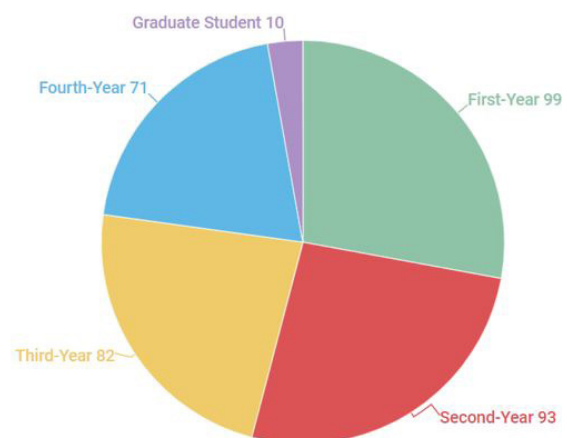


Student staff tops 350 mark for 2018-2019 academic year

A total of 355 students spent time with one or more of the Student Media at some point during the 2018-2019 academic year. This marks the third year in a row the staff has topped 300, with 333 students in 2017-2018, 317 students in 2016-2017 and 357 in 2014-2015. (Duplicate students are filtered from these results, with students holding multiple positions being counted in their primary medium only. Only students completing paperwork to be a paid or volunteer staff member are counted.)

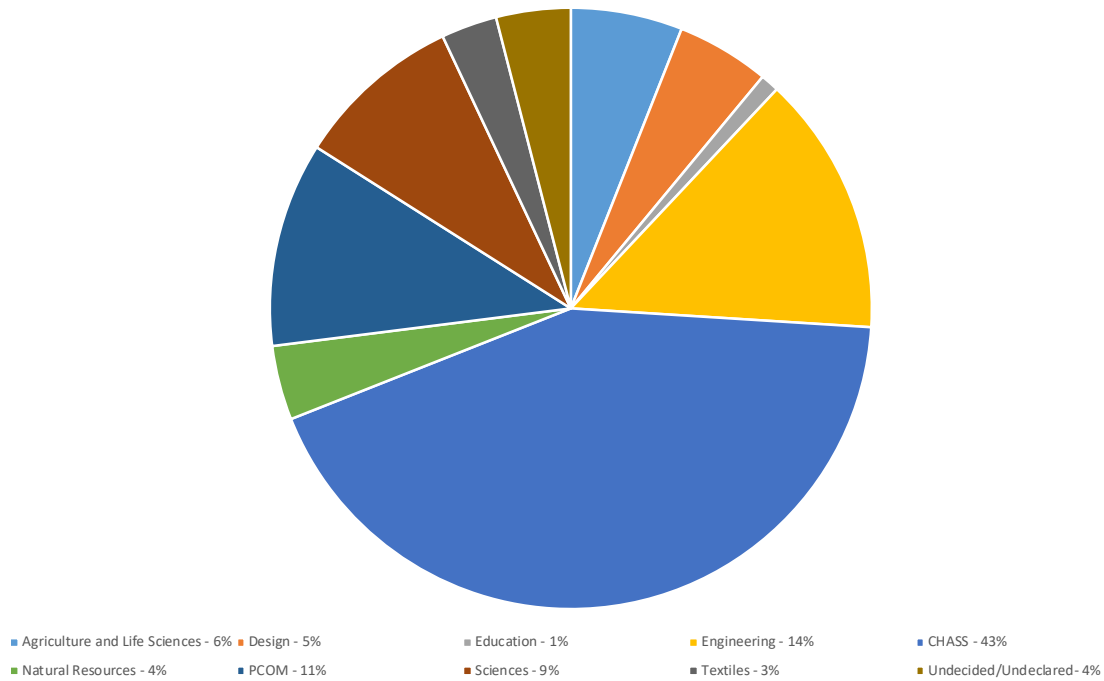
WKNC experienced a decrease in membership, dropping from 142 students in 2017-2018 to 128 in 2018-2019, though they still remain the largest media outlet. Technician saw a 20% increase, moving from 97 staffers to 116. The photography staff increased by an even larger margin, 62%, going from 29 to 47. Membership in the other groups remained relatively consistent with 2017-2018.

Student Media Staff 18-19

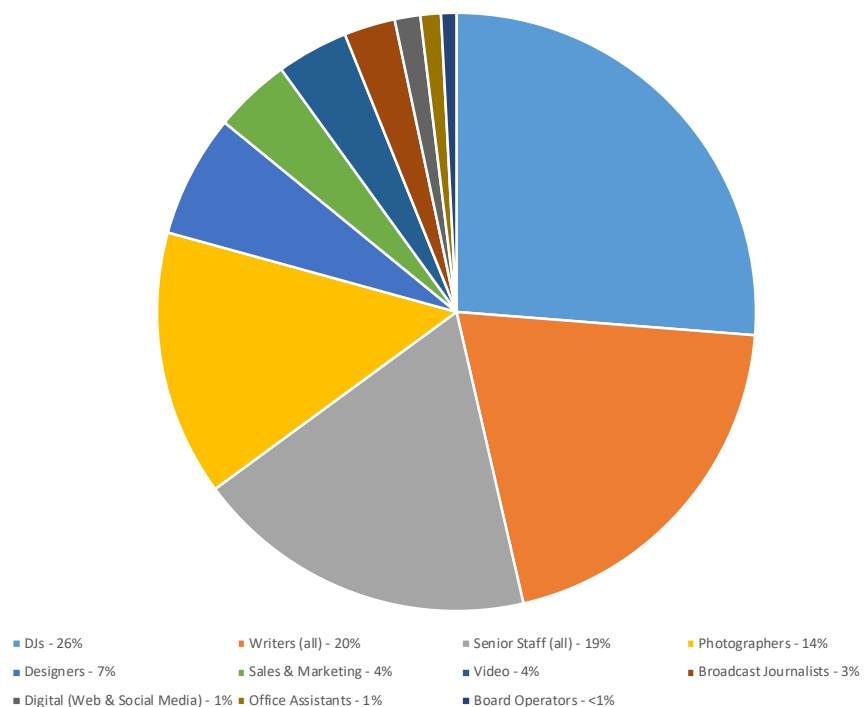


Student involvement was also tracked by class. The number of first-year, third-year, fourth-year and graduate students were consistent with 2017-2018. The number of second-year students saw a 39% percent increase, from 67 on staff in 2017-2018 to 93 in 2018-2019.

Student Media participation by college 2018-2019



Student Media participation by position 2018-2019



Student Media ends 2018-2019 fiscal year nearly \$130K ahead

Student Media ended FY2018-2019 with a surplus of almost \$130,000, as compared to an original forecast of a balanced budget at year's end.

A number of factors contributed to this surplus, with most of the overage resulting from one-time events.

Notable expense variations included the following:

- Agromeck's decision to start publishing the book in August instead of April led to a one-time savings of more than \$26,000, as the printing took place after the close of the fiscal year. There was a corresponding shortfall of about \$7,900 in revenue, as revenues from book sales were also delayed into the following fiscal year.
- Nubian Message exceeded its payroll by about 10% after adding two new senior staff positions for 2018-2019. On the revenue side, Nubian exceeded its income

goal by \$800, which more than offset the payroll shortfall.

- Technician exceeded its payroll budget by \$17,000. That was ascribed to the switch from a twice-weekly to a once-weekly schedule and move to hourly wages instead of a flat rate, which made estimating last year's payroll budget a challenge. This first-year data has been incorporated into future budgets.
- WKNC overspent its supply budget by about \$2,400, but that overage was planned and offset by savings in other categories. On the revenue side, WKNC exceeded its income goal by about \$2,500.
- General Administration accounted for the vast majority of the budget surplus, about \$110,000 of it. Most of that, in turn, was the result of \$58,000 in unspent payroll. Half of IT Manager Doug Flowers' salary and benefits had originally been included in last year's budget, but the Division of Academic

and Student Affairs ultimately paid those costs from other sources. That saved Student Media about \$36,000. The remaining payroll savings came from unspent student salaries. Also, Student Media had budgeted \$5,100 for Adobe software licenses, but the department was never charged for them.

Notable revenue variations included the following:

- General Administration exceeded its goal by about \$15,000 thanks to strong sales for Roundabout's Orientation issue.
- Overall, Student Media's total income exceeded its budgeted amount by about \$28,400. The vast majority of that came from a windfall of about \$27,000 in extra student fee income. On the expense side, Student Media spent about \$101,000 less than it budgeted once all of the units' administrative charges were added together.

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FY 2018-2019 Year-End Budget vs. Actual

056 AGROMECK				058 WINDHOVER			
	Budget	Actual	Percent		Budget	Actual	Percent
Payroll	\$ 28,000.00	\$ 22,518.28	80%	Payroll	\$ 5,700.00	\$ 5,567.12	98%
Supplies	\$ 700.00	\$ 508.05	73%	Supplies	\$ 750.00	\$ 988.91	132%
Leadership develop.	\$ 4,750.00	\$ 4,122.93	87%	Leadership develop.	\$ 1,170.00	\$ 2,880.85	246%
Admin service charges	\$ 4,000.00	\$ 3,338.00	83%	Admin service charges	\$ 1,300.00	\$ 991.00	76%
Current services	\$ 27,096.00	\$ 783.35	3%	Current services	\$ 12,350.00	\$ 8,377.32	68%
Fixed charges	\$ 955.00	\$ 1,231.86	129%	Fixed charges	\$ 425.00	\$ 1,347.44	317%
TOTAL	\$ 65,501.00	\$ 32,502.47	50%	TOTAL	\$ 21,695.00	\$ 20,152.64	93%
Non-fee income	\$ 24,000.00	\$ 16,140.00	67%	Non-fee income	\$ -	\$ 293.72	
Fee income	\$ 41,501.00	\$ 42,797.96	5.34%	Fee income	\$ 21,695.00	\$ 22,373.00	2.79%
TOTAL	\$ 65,501.00	\$ 58,937.96	90%	TOTAL	\$ 21,695.00	\$ 22,666.72	104%
Profit/Loss	\$ -	\$ 26,435.49		Profit/Loss	\$ -	\$ 2,514.08	
061 NUBIAN MESSAGE				059 WKNC			
	Budget	Actual	Percent		Budget	Actual	Percent
Payroll	\$ 6,800.00	\$ 7,507.70	110%	Payroll	\$ 54,000.00	\$ 50,417.14	93%
Supplies	\$ 200.00	\$ 66.95	33%	Supplies	\$ 2,600.00	\$ 4,220.48	162%
Leadership develop.	\$ 2,175.00	\$ 2,534.35	117%	Leadership develop.	\$ 5,290.00	\$ 4,140.86	78%
Admin service charges	\$ 1,200.00	\$ 996.00	83%	Admin service charges	\$ 5,100.00	\$ 3,951.50	77%
Current services	\$ 8,091.00	\$ 7,946.50	98%	Current services	\$ 7,430.00	\$ 5,464.72	74%
Fixed charges	\$ 640.00	\$ 838.00	131%	Fixed charges	\$ 4,850.00	\$ 7,923.95	163%
TOTAL	\$ 19,106.00	\$ 19,889.50	104%	Contracted services	\$ 1,000.00	\$ 250.00	25%
Non-fee income	\$ 1,000.00	\$ 1,796.08	180%	TOTAL	\$ 80,270.00	\$ 76,368.65	95%
Fee income	\$ 18,106.00	\$ 18,671.84	2.33%	Non-fee income	\$ 43,300.00	\$ 45,801.45	106%
TOTAL	\$ 19,106.00	\$ 20,467.92	107%	Fee income	\$ 36,970.00	\$ 38,125.36	4.76%
Profit/Loss	\$ -	\$ 578.42		TOTAL	\$ 80,270.00	\$ 83,926.81	105%
				Profit/Loss	\$ -	\$ 7,558.16	
057 TECHNICIAN				060 GENERAL ADMIN			
	Budget	Actual	Percent		Budget	Actual	Percent
Payroll	\$ 92,700.00	\$ 109,859.58	119%	Payroll	\$ 473,300.00	\$ 415,376.82	88%
Supplies	\$ 700.00	\$ 373.35	53%	Supplies	\$ 15,764.00	\$ 14,211.22	90%
Leadership develop.	\$ 6,215.00	\$ 8,105.10	130%	Leadership develop.	\$ 13,890.00	\$ 12,404.00	89%
Admin service charges	\$ 12,600.00	\$ 10,466.50	83%	Admin service charges	\$ 35,700.00	\$ 30,328.00	85%
Current services	\$ 35,220.00	\$ 31,128.33	88%	Current services	\$ 31,724.00	\$ 26,581.39	84%
Fixed charges	\$ 7,470.00	\$ 7,101.07	95%	Fixed charges	\$ 6,345.00	\$ 1,000.55	16%
TOTAL	\$ 154,905.00	\$ 167,033.93	108%	Contracted services	\$ 4,000.00	\$ 2,000.00	50%
Non-fee income	\$ 97,800.00	\$ 89,049.64	91%	Capital outlay	\$ 42,000.00	\$ 44,953.35	107%
Fee income	\$ 57,105.00	\$ 58,889.60	7.35%	TOTAL	\$ 622,723.00	\$ 546,855.33	88%
TOTAL	\$ 154,905.00	\$ 147,939.24	96%	Non-fee income	\$ 21,000.00	\$ 36,115.42	172%
Profit/Loss	\$ -	\$ (19,094.69)		Fee income	\$ 601,723.00	\$ 620,527.60	77.43%
				TOTAL	\$ 622,723.00	\$ 656,643.02	105%
				Profit/Loss	\$ -	\$ 109,787.69	

OVERALL			
	Budget	Actual	Percent
	\$ 660,500.00	\$ 611,246.64	93%
	\$ 20,714.00	\$ 20,368.96	98%
	\$ 33,490.00	\$ 34,188.09	102%
ies	\$ 59,900.00	\$ 50,071.00	84%
	\$ 121,911.00	\$ 80,281.61	66%
	\$ 20,685.00	\$ 19,442.87	94%
	\$ 5,000.00	\$ 2,250.00	45%
	\$ 42,000.00	\$ 44,953.35	107%
	\$ 964,200.00	\$ 862,802.52	89%
	\$ 187,100.00	\$ 189,196.31	101%
	\$ 777,100.00	\$ 801,385.35	103%
	\$ -	\$ 2,784.77	
	\$ -	\$ 704.09	
	\$ 964,200.00	\$ 992,662.34	103%
	\$ -	\$ 129,859.82	
	\$ 585.70		

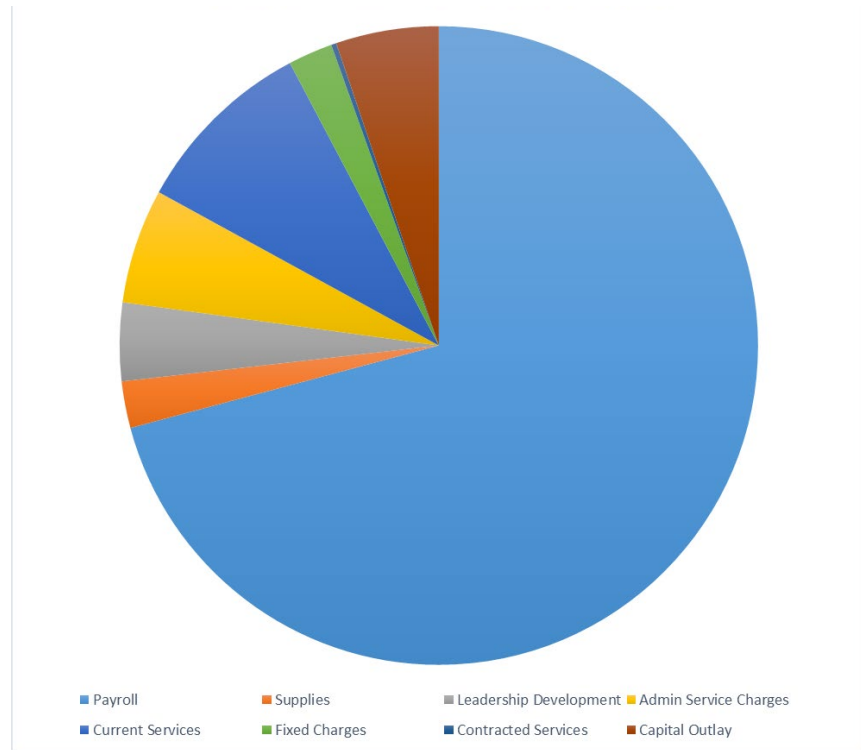
With this year's results, Student Media has posted significant surpluses for three years in a row – including a surplus of nearly \$90,000 in 2017-2018 and about \$45,000 in 2016-2017.

With regard to projected expenses, WKNC's infrastructure upgrades are scheduled for completion in 2019-2020 (see Page 13), which will provide significant ongoing savings for the department, as will Technician's switch from a twice-weekly to a once-weekly schedule (see Page 9.)

With regard to future revenue trends, an outdoor advertising initiative set to launch in the fall of 2020 should begin bringing in significant new revenue from 2020-2021 forward.

At the same time, over the past five years the department has been able to raise hourly wages for senior leaders. All of the groups have been able to send larger delegations to state and national conventions than ever before. All of the groups are adequately resourced in terms of technology and other operational costs. And Student Media's reserve fund is more adequate to cover any conceivable shortfall or emergency.

Total expenses by category 2018-2019



In light of all this, and in consultation with Holly Durham, Assistant Vice Chancellor for Finance for DASA, Student Media will request that its student fee allotment be reduced by \$1 per student, from \$27.25 per student currently to \$26.25 per student starting in 2020-2021. The department has an ethical obligation to the student body to only ask for what's needed and, wherever possible, decrease the fee burden on all students, including all of the students associated with Student Media -- especially since the decrease should have no noticeable effect on the unit

moving forward.

Notable changes to the 2019-2020 budget as compared to the 2018-2019 budget include the following:

- Technician's printing budget was increased by \$20,000 to account for the printing of its special 100th anniversary edition. This should be offset by a \$20,000 increase in Technician's revenue goal in anticipation of additional ad sales for that piece.
- One-time additions to the capital/technology budget included

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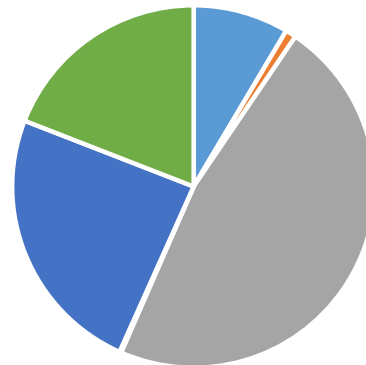
an additional \$7,000 for photo equipment, \$11,000 for the installation of card access readers on the four main Student Media suite doors, \$30,000 for the construction of newspaper kiosks (see below) and \$5,000 to complete WKNC's HD upgrade.

- Technician's payroll was increased and General Administration's student payroll was decreased in light of results from the 2018-2019 fiscal year.
- Some \$4,000 was added to the General Administration budget to cover expenses associated with Student Media's five-year program review, which will happen in April of 2020.

Business office adapts to changing sales landscape

The 2018-2019 academic year presented a handful of new challenges with regard to revenue. Technician's switch to a once-weekly schedule had an impact on sales. A planned Fall Living Fair on Centennial Campus was canceled due to

Non-free revenue by medium 2018-2019



■ Agromeck - \$16,140
 ■ Technician - \$89,050
 ■ WKNC - \$45,801

■ Nubian Message - \$1,796
 ■ Windhover - \$294
 ■ General Administration - \$36,115

inclement weather. Roundabout canceled its edition scheduled for January. Finally, Agromeck changed its publication date to August, pushing that revenue (and expense) into the 2019-2010 fiscal year.

In the face of those challenges, the Student Business and Marketing Office worked to expand Student Media's prospect pool, develop more sales training and accountability for student media consultants, make multiple sales per client call, and increase the overall value of annual contracts.

The student sales team made major strides toward these goals through stronger, more structured training and better, more

effective reporting accountability.

At the beginning of the fiscal year, business and marketing team adviser and manager Zanna Swann updated and revised the office's job descriptions, and also created a training manual in consultation with other student media programs and current media consultants.

During the first few weeks of the fall and spring semesters, a training was held with guest speaker and program alum Mark Tate, a four-year veteran of the Student Business and Marketing Office who served as its general manager for two of those four years. Tate currently works as a key

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account manager for LORD Corp.

Boynton and Swann worked one-on-one with students extensively throughout the year. Boynton also conducted periodic work evaluations and created several recognition and rewards programs, the most notable being the Sales Oscar that was initially selected by her; thereafter, each recipient selected the next recipient at the next staff meeting, and explaining why they made the choice they did.

Over the summer and throughout the year, Boynton and her team worked closely with the advisers, editorial teams and office assistants to develop stronger cross-functional communication.

The Business and Marketing staff had two students return from the previous year. Boynton marketed open positions via campus electronic bulletin boards, American Marketing Association meetings, Poole College of Management postings and announcements, website ads and campus Open House.

During the year, the Business and Marketing team had 10 business and marketing employees and

four office assistants. It is one of the most diverse teams in Student Media, as 40% identify as male and 60% female, and 50% identify as a race other than white.

In order to increase media consultants' accountability, the Business and Marketing Office instituted an organizational structure that measured production of calls, client meetings and fulfillment activities. Each timesheet must now include a contact report and commission report, which ultimately establish the basis for individual media consultant goal-setting.

During the first four months of this new scheme, the team reported the following:

Total Contacts (includes duplicates) -- 6,588
Meetings -- 210
Telephone calls -- 3,237

Technician leans into once-weekly printing schedule

After a called meeting of the Newspaper Advisory board in April of 2018, and a vote of the full Student Media Board of directors in the same month, it was decided that Technician would transition to producing a print

edition once weekly instead of twice a week, and would only produce online content over the summer instead of a weekly print edition.

The decision was made for two reasons: in the student leadership and professional staff's estimation, the staff was ready to fully transition to thinking of Technician's top priority as breaking news online, and because it would save about \$25,000 in annual printing costs, making up about half of a budget shortfall left by declining print advertising sales.

The implementation of the change went well overall. Hours for staff were kept largely the same cumulatively, but were shifted between positions to better focus on online production and keep the volume of content available high. Changing the leadership staff to using the hourly KABA system helped keep track of the work done and better positioned the outlet to plan a sustainable personnel budget moving forward.

The editor-in-chief chose to expand the social media leadership positions, and the social media presence greatly increased with the

Continued on Page 10

renewed online focus. It has included consistent features like a weekly news recap on Instagram stories.

There was also additional focus on creating graphics for the website, and greatly increased quality and quantity of video content.

Technicianonline.com saw an influx of readers, with an average of 25,612 page views, up from 23,639 in the previous year. The website also has between 34,000 and 61,000 unique users per month.

Meanwhile, the print publication was reframed as a place to put more evergreen content, and larger, more in-depth pieces since it would sit on stands for a week and more timely content, like reviews, game recaps and event previews went up online as soon as they were written and edited on one of the three print production nights or sooner if it was breaking news.

Distribution of the 4,000 print editions on Thursdays went well, with the added bonus savings on delivery costs, as Nubian Message also moved its fortnightly print edition to Thursdays as well.

Senior portrait sessions up 40% in 2018-2019

A total of 486 students had their senior portraits taken at sessions Agromeck sponsored in November and January.

Portrait sittings were held in the University's bookstore, Wolfpack Outfitters.

This is an increase of 40% over the 348 seniors who had their portrait taken for the 2018 Agromeck.

Ring partnership boosts Agromeck sales for 2018-2019

The 2019 Agromeck totaled 328 pages. It was completed and submitted to the publisher May 12 and was scheduled to ship the week of Aug. 1

Agromeck sold a total of 393 books, including 49 mailed to advertisers who bought a quarter-page advertisement or larger, and 240 as a result of the Balfour class ring partnership.

Since Agromeck extended coverage through May graduation this year, the final cut off for sales through Studio Balfour was not until June 14.

The book was added to the Student Media thereafter, and has been on sale continuously since.

The partnership with Balfour's ring division guaranteed payment for a minimum of 400 Agromecks for the 2019 edition. Although overall sales fell short of that goal, the yearbooks senior leadership felt the effort was a success and definitely gave Agromeck more exposure to the senior target market. To that end, the ring sales staff and the Agromeck staff partnered at tabling events in Talley Student Union and Wolfpack Outfitters to increase visibility and awareness.

DBB16, Radio Ride nets WKNC \$4,500

WKNC raised \$4,000 from its Double Barrel Benefit 16 and another \$500 in registrations from Radio Ride, an alleycat-style bicycle ride scavenger hunt.

This amount was down \$3,000 from the previous year, due to smaller attendance numbers and the absence of cash sponsors for either event.

The Double Barrel Benefit magazine, which typically brings about \$400 in profit, was also not published

in 2019 due to minimal ad sales.

E-store sales total \$2,500 for WKNC and Agromeck

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

WKNC earned more than \$1,800 from May 1, 2018-April 30, 2019 in sales of merchandise, studio/equipment rentals and registrations for its Radio Ride.

Agromeck book sales from the e-store totaled under \$700.

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

Academic summary: Fall 2018 semester

At the end of fall 2018, Student Media had 270 students in our records, including volunteers. This number is one student more than at the end of fall 2017.

There were 206 students (76%) with a 3.00 or greater cumulative GPA. There were 123 students (46%) with

greater than a 3.50 GPA for the semester, qualifying them for the University's Dean's List. There were 38 students (14 percent) with a 4.00 GPA or higher for the semester and 23 (9%) with a cumulative GPA of 4.00 or higher.

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

Of the student leaders who are specifically targeted by University Regulation 11.55.6: two had below a 2.50 for the fall 2017 semester (down by one from fall 2017); zero had below a 2.50 cumulative, six had a 4.00 or higher for the semester, and four maintained a 4.00 or higher cumulative.

Academic summary: Spring 2019 semester

At the end of spring 2019, we had 339 students in our records, including volunteers. This is 44 more than at the end of spring 2018.

There were 261 students (77 percent) with a 3.00 or greater cumulative GPA. There were 158 students (47 percent) with greater than a 3.50 GPA for the semester, qualifying them for the University's Dean's List.

There were 48 students (14 percent) with a 4.00 GPA or higher for the semester and 25 (7 percent) with a cumulative GPA of 4.00 or higher.

There were two students with below a 2.00 cumulative GPA, making them ineligible for continued participation under the Student Media Academic Progress Policy. Of the student leaders who are specifically targeted by University Regulation 11.55.6: seven had below a 2.50 for the spring 2019 semester (two more than spring 2018), zero had below a 2.50 cumulative (a decrease from one in spring 2018), nine had a 4.00 or higher for the semester, and four maintained a 4.00 or higher cumulative.

Achievements & Activities

Technician Editor Jonathan Carter earns 2019 Mathews Medal

Two-time Editor-in-Chief Jonathan Carter was awarded the Mathews Medal by the Alumni Association Student Ambassador Program and the 2019 award committee one month before he graduated with his Bachelor of Arts in political science.

The award, which is the highest nonacademic award conferred on NC State students, honors those who have built a legacy of leadership and service during their time at the university.

Carter's four years of work at Technician, specifically his final two leading the entire 100-plus-student organization, not only improved and strengthened the community, structure, work ethic and product of the Technician, but helped serve the entire NC State community by enriching it with access to important information. Director Patrick Neal and Editorial Adviser Ellen Meder both submitted recommendation letters for Carter after asking him to consider applying, and both were there to see him accept the medal from Chancellor Woodson in April.

At Technician, Carter leaves a legacy of warmth, professionalism, dedication to accuracy, tenacity in



Jonathan Carter delivers remarks at the 2019 Mathews Medal Award ceremony at the Park Alumni Center April 4, 2019.

chasing public information that has been hidden from public eyes, follow through on accountability stories and commitment to growing and collaborating with his fellow student leaders. Carter was not the only Student Media-affiliated student to receive a Mathews Medal.

Adam Skrzecz, a political science major who chaired Student Media's Board of Directors in 2018-2019, also earned the honor.



Another 2019 Mathews Medal recipient, Adam Skrzecz, chaired the Student Media Advisory Board for 2018-2019.

Achievements & Activities



In this file photo from 2016, Student Media IT Manager Doug Flowers, left, and WKNC Consulting Engineer Will Patnaud power up the station's new transmitter. The HD-capable unit added the capability to broadcast on up to four channels simultaneously.

Launch of HD sub-channels fulfills longtime HD goal at WKNC

More than a decade after first investigating HD radio, WKNC officially launched its HD-2 channel on Jan. 9, 2019.

The first live DJ shift was March 17, allowing the classic country and western specialty show "Both Kinds Radio" to keep its Sunday broadcast time despite a conflict with NC State baseball broadcast. The first regularly scheduled HD-2 DJ with Jacob DeCicco shift was March 22.

WKNC HD-2 offers a "flipped" programming schedule, with indie rock airing from 6 p.m. to 6 a.m. each day and 6 a.m. to 6 p.m. devoted to heavy metal on Mondays, hip-hop Tuesday through Thursday and electronic music Friday through Sunday.

Named "Studio H" after NC State student radio's first general manager Harrison Wroton, the studio has undergone extensive revision including new equipment, furniture, sound panels and a paint job.

On May 3, 2019, WKNC began a partnership with NC State OIT to air Wolfbytes Radio on its HD-3 channel.



DJ Jacob DeCicco was the first student to broadcast a regularly scheduled program on WKNC HD-2 on March 22, 2019.

— Achievements — & Activities —

Business staffers attend CMBAM convention in California

NC State Student Media Business and Marketing students travelled to 2019 CMBAM Conference in La Jolla, California, from Feb. 28 – March 2, 2019.

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

Attendees included Business and Marketing General Manager Mersina Boynton, Media Consultant Dora Gonzalez and their Adviser and Student Media Business and Marketing Manager Zanna Swann.



From left, Student Business and Marketing Office GM Mersina Boynton, adviser Zanna Swann and Marketing Manager Dora Gonzalez pause for a snapshot at the 2019 CMBAM national convention.



2018-2019 WKNC General Manager Jules Conlon.

WKNC GM featured in 'State of Sound' series

WKNC General Manager Jules Conlon spoke on Wednesday, March 20, 2019 as part of "State of Sound: Stories," an NC State Libraries event series celebrating the audio side of NC State.

Jason Evans Groth of NC State University Libraries hosted the conversation with Conlon about WKNC, broadcasting, and being an integral and influential part of the world of music without playing instruments or writing songs.

Achievements & Activities

Technician staff and alumni form 100th steering group

With Technician's 100th anniversary falling on Feb. 1, 2020, members of the Student Media staff and a group of alumni currently working on campus formed an advisory committee to help plan the event. Student Media staff on the committee are Patrick Neal, Ellen Meder and Zanna Swann. Alumni include Tim Peeler, Roger Winstead, Mark McLawhorn and Megan Ellisor, all from University Communications, as well as Jennifer Gilmore from Campus Enterprises.

The group made great progress in planning the celebration weekend, which will include panel discussion, an encore showing of the documentary "Hondros," an exhibit at D.H. Hill Library, and a banquet at Talley Student Union, among other less structured activities for our alumni.

While the primary goal is of course celebrating Technician's history, our hope is to also lay the groundwork for creating an endowed fund to support Technician in perpetuity. To that end, Swann worked with Student Media staff

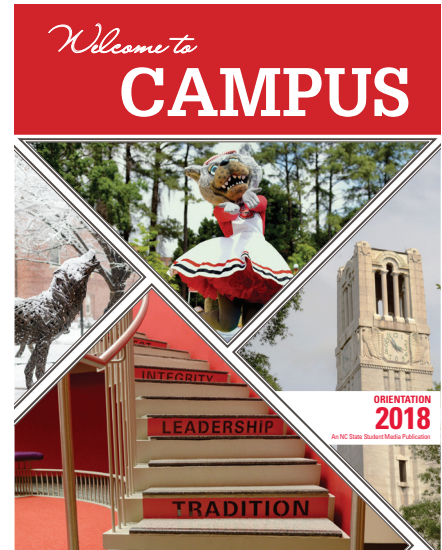
to create a more current alumni database for the Technician 100th. This list was provided to DASA Development (Nicole Peterson and Ellie Cook) to code and research potential prospects. As we approach the Technician's anniversary, this list will provide a foundation for NC State alumni to receive appropriate and scheduled communications about the event and future efforts.

Roundabout gets dedicated staff for 2018-2019 issues

Technician's quarterly magazine completed its first full year of having a dedicated leadership team instead of a collaborative process between various outlet leaders as it was the prior year.

Martha Collins and Ellen Meder co-advised the editors — a content editor, photo editor and design editor — who answered to the Technician editor and worked with writers and photographers across Student Media.

The structure increased clarity and accountability and gave the students more ownership over their work, allowing them to move the



The 2018 Orientation edition of Roundabout generated a record \$26,967 benefiting all Student Media organizations.

magazine forward with a cohesive design and content.

However, due to a tight turn around between the winter and spring issues, Roundabout was limited to an Orientation Issue, a fall living issue and a winter food and culture issue, as there was no time to complete the sales or editorial content for a spring issue.

The outgoing editors, incoming editors and advisers discussed a transition from themed issues to create a true general-interest magazine, and discussed timing the work and release of the magazine to better suit the sales and editorial teams in the future.

Achievements & Activities

Nubian retools website, improves accessibility

Nubian Message Editor-in-Chief Keilah Davis and adviser Ellen Meder spent summer 2018 upgrading the Nubian Message's website, thenubianmessage.com, to create an easily navigable web platform for the newspaper's content that also looks vastly more appealing and reflects the outlet's branding.

After creating a plan, and learning new software to supplement WordPress and implementing the plan, Davis also added better tagging to aid access.

With Student Media Associate Director Jamie Lynn Gilbert's help with accessibility scans, the staff was able to identify an accessibility problem with the past years of images and use archives to re-upload images with appropriate alternative text and increase the website's accessibility.

Not only were editors able to help delegate the work of uploading new content while maintaining control over what was published, but they were also able to better share their content on social media,

knowing posts would send readers to a clean, professional website.

New features also enabled readers to share Nubian Message content on their social media platforms more easily, increasing overall visibility.

Over the course of the academic year, this increased the website's average weekly page views during when classes were in session and new content was created to 796, from 615 the previous year.

Average monthly unique users of the website also increased to 2,159 from 1,556 the previous year, increasing the outlet's reach by hundreds every month.

Two of six Leader of the Pack finalists from Student Media

Nubian Message editor Keilah Davis and WKNC DJ Kat Kirby were two of six finalists for NC State's prestigious Leader of the Pack award.

According to Leadership and Civic Engagement, "The Leader of the Pack Program recognizes undergraduate students who make outstanding contributions to NC State

in the areas of leadership, scholarship and community service.

Finalists for the honor are selected based on grade-point average, a personal interview, extra-curricular activities, written essays on their leadership and service experience and student-body vote."

Concerts on the Lawn bookend 2018-2019 academic year

WKNC hosted on-campus concerts to bookend the academic year.

The first Concert on the Lawn was held Aug. 20 during Wolfpack Welcome Week and featured performances by Pack Wolf and Sonny Miles.

WKNC then closed out the year with a concert April 24 during the last week of classes. That event had music by Earther and Noah Cross.

Before the start of the academic year, 20 members of the Technician leadership team got together for a two-day local "retreat" to train on important topics and discuss the outlet's mission and goals for the year. Editorial adviser Ellen

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Achievements & Activities

Meder planned the itinerary with assistance from the editor-in-chief and managing editor to fit the particular group's needs.

The first day included a personality assessment gears to help people with different priorities work together, a training from director Patrick Neal on legal concerns for the paper, including avoiding libel, a tailored version of the Reporting in Diverse Communities training a payroll training from the DASA Business Office team, a discussion on avoiding burn-out from the Counseling Center, a discussion of covering underrepresented groups on campus by the GLBT Center's Andy DeRoin and a Belltower Tour led by legendary Vice Chancellor Emeritus Tom Stafford.

The second day included training and an exercise on covering breaking news, review and discussion of the Technician staff manual, and a discussion of the staff's goals and plans to accomplish them over a cook-out lunch at Lake Johnson.

The event wrapped up with team bonding time at an indoor trampoline park, but started many important discussions for the year.

Annual publication editors attend Spring CMA conference

Agromeck's 2019-2020 editor-in-chief, Julia Harrison, attended the College Media Association's spring convention in March along with Windhover Editor-in-Chief Xenna Smith and Adviser Martha Collins.

Smith and Collins led a session on Design Basics for Literary/Art magazines and a leadership roundtable for literary/art magazines at the convention.

WKNC students lead sessions at 2018 CBI national conference

WKNC General Manager Jules Conlon and Promotions Director Annelise Thorn received NC State Undergraduate Research Travel Grants to lead sessions at the College Broadcasters, Inc. National Student Electronic Media Convention Oct. 25-27 in Seattle.

More than 500 students, advisers/managers and professionals attended the three-day event.

Conlon and Luis Rodriguez, public affairs director

for WUSC FM & HD1 at University of South Carolina, presented the session "Fundraising – When Student Fees Aren't Enough." In that session, Conlon detailed various ways WKNC earns more than half its annual operating budget, including hosting a benefit concert for the station, selling merchandise and underwriting.

Conlon also led a station manager's roundtable with Dave Black, general manager at WSUM at University of Wisconsin-Madison and WSUM Music Director Tyler Dallman.

For the session, "Zines! A Brief History and Workshop," Thorn worked with Kat Cone, co-publicity director for KALX FM at University of California Berkeley, Promotions Directors Jenelle Faynor and Cassidy Miller from KUSF at University of San Francisco and KUSF General Manager Miranda Morris. Thorn's experience with zines comes from her volunteer work at Girls Rock NC.

Joining Conlon and Thorn at the convention were Podcast Manager Claire Fasel, Sponsorship Director Gab Scaff, Student

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Achievements & Activities

Media Associate Director Jamie Lynn Gilbert and IT Manager Doug Flowers.

Agromeck staff heads to coast for annual retreat

Editor-in-chief Katie Tart, photo editor Kaydee Gawlik, digital content specialist Anna Long, and assignments editor Madison Earp, attended the annual leadership retreat May 13 - 16 with adviser Martha Collins, newspaper editorial adviser Ellen Meder, and guest trainer and 2015 editor-in-chief Liz Moomey.

Balfour representative Kent Sutton joined the group for a day of critiques of the 2018 book and marketing and promotions brainstorming. Collins led work sessions on leadership, team-building/bonding and staff development, and reviewed previous retreat spread assignments in preparation for creating the 2018 practice spread.

The staff did their spread on Bald Head Island pollution and conservation. The leadership team selected the 2019 book's theme, "Connected," with guidance from Tart. Meder led a "True Colors" personality test session for the group.

Windhover hosts Open Mic Nights in both fall and spring

Windhover hosted Open Mic nights in Caldwell Lounge Oct. 18, 2018 and March 21, 2019.

The events were well attended, with 12-15 performers each and a total of 60-70 attendees in on both occasions.

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

Expanded editorial training sessions spurs 88% increase

Ellen Meder expanded the scope of the trainings available to all Technician, Nubian Message and Photography staff members by offering more sessions, and working with student leaders to strategize on what staff members most needed and when they needed them.

Over the course of the academic year, students attended these sessions 273 times, which is an 88% increase from 145 the previous year, and included 129 individual students.

Windhover unveils 53rd volume with April release party

The 2019 edition of Windhover totaled 96 pages. It was submitted to the printer in March, and 1,250 copies were delivered April 11.

The April 12 release party drew more than 100 people to Artspace in downtown Raleigh and featured performances by both student artists and student alumni.

WKNC's five-year studio project to wrap up in Fall '19

WKNC will finish a five-year project to completely overhaul its space when it puts the finishing touches on its production studio.

New equipment, furniture and sound panels should be installed in the freshly painted room by fall 2019.

Student GMs attend 'Mega Workshop,' Gilbert leads session

WKNC General Manager Jules Conlon and Mersina Boynton, who would be

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Achievements & Activities

named Business Office General Manager in September 2018, attended the College Media Mega Workshop July 12-15 in Minneapolis.

Conlon attended the Radio Management track hosted by College Broadcasters, Inc. while Boynton attended the Student Ad Managers track from the College Media Business & Advertising Managers.

Associate Director Jamie Lynn Gilbert joined fellow members of the College Broadcasters, Inc. board of directors to lead sessions for the radio management track participants.

Thirty student leaders from electronic media outlets across the country attended the workshop, including Conlon.

Gilbert's sessions dealt with advanced social media and web presences and training your DJs and management staff.

Gilbert, Flowers lead NSEMC sessions in Seattle for 2018

Associate Director Jamie Lynn Gilbert again three sessions at College Broadcasters, Inc.'s National Student Electronic Media Convention Oct. 25-27, 2018 in Seattle.

Gilbert led the session "Social Media Analytics Made Simple" with Lisa Marshall, station manager for WMCO at Muskingum University. Gilbert partnered with IT Manager Flowers and Terrill Thompson, a technology accessibility specialist at University of Washington, for the presentation "Are You Accessible?: Web Accessibility Tips for Audio, Video and The Web."

Gilbert also facilitated the convention's "swag swap" in which participants bring swag – stickers, pens, T-shirts, koozies, bottle openers, etc. – to swap with their peer media outlets.

Gilbert and Flowers partnered with Terrill Thompson, technology accessibility specialist for the University of Washington, to present the session "Are You Accessible?: Web Accessibility Tips for Audio, Video and The Web."

The session featured information on how to improve website accessibility through selecting accessible fonts, using descriptive link text, adding alt text to images and checking color contrast.

Gilbert continued the second of a three-year term as treasurer for College

Broadcasters Inc. for 2018-2019.

The organization represents more than 200 student radio and video outlets across the country. Gilbert previously served as the organization's secretary for seven years.

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

25 travel to NC A&T for 2019 state student media conference

Martha Collins, Ellen Meder and Patrick Neal attended the North Carolina College Media Convention at North Carolina Agricultural & Technical State University in Greensboro in February with 22 students from Agromeck, Nubian Message, Technician and Windhover.

Technician Editor-in-Chief Jonathan Carter co-led a well-attended session on covering student government with Zila Sanchez, The A&T Register editor.

Meder coordinated critiques for the conference and conducted several

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Achievements & Activities

newspaper critiques for other schools' students, and Collins conducted yearbook critiques. Collins and Meder also served as judges for the North Carolina College Media Association's annual contest in the small schools categories.

Swann certified for Quickbooks and PCI compliance

In 2018-2019, Business Office General Manager Zanna Swann received her Quickbooks Certification, as well as training in PCI Security Compliance and Quickstart, the University's business practices program.

Meder, Gilbert stay active with GLBT and EOI programs

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

According to a Technician article, the program now tops 350 advocates.

Director Patrick Neal became a GLBT Center Ally in 2012.

Gilbert also completed her third year as a graduate scholar in the University's Equal Opportunity Institute training program. Graduate scholars complete three diversity-related trainings each year.

Gilbert completes digital accessibility course at Durham Tech

Associate Director Jamie Lynn Gilbert continued her work with accessibility by completing the Fundamentals of Digital Accessibility for Instructors course at Durham Technical Community College.

The two-week program featured trainings related to accessible text, color and contrast, creating accessibility content structure, making accessible images, hyperlinks and multimedia, and using accessibility checkers.

Achievements & Activities

NC State Student Media awards announced in 2018-2019

Associated Collegiate Press Pacemaker Awards

Agromeck 2018, fourth place, Best of Show, Yearbook 300+ pages, ACP College Media Convention 2018
Windhover 2018, first place Best of Show, Literary Magazine, ACP College Media Convention 2018

Columbia Scholastic Press Association

Silver Crown Award Yearbook, Agromeck 2018
Silver Crown Award Literary-Art Magazine, Windhover 2018
Gold Circle Awards — Agromeck 2018
Feature writing, Student Life - Sophie Holmes, third place
Sports feature writing - Anna Plybon, third place
Headline writing - Anna Long and Megan Wong, third place
End sheets - Anna Long, third place
Sports action photo - Bryan Murphy, first place
Feature photo - Nicholas Faulkner, honorable mention
Feature presentation - Emma Dimig, Dhruvi Fulfagar and Megan Wong, third place; Julia Harrison and Maggie He, honorable mention

North Carolina College Media Association 2018 Awards

Agromeck 2018, second place, Best of Show
Agromeck 2018, first place, Student Life Copy, Megan Wong; second place, Student Life Copy, Katie Tart
Agromeck 2018, Sports Copy first place, Madison Earp; second place, Kenton Gibbs
Agromeck 2018, Inside Spread Design, third place, Ponni Theetharappan
Agromeck 2018, Photography, first place, Nick Faulkner; honorable mention, Kaydee Gawlik
Nubian Message, Best of Show Newspaper, Large School
Nubian Message, Honorable Mention Design Spread: Keilah Davis and Anahzsa Jones for "Pan-Af"

Nubian Message, 1st place Illustration: Kaydee Gawlik for "Healthy is the New Sexy"
Nubian Message, 3rd place Cartoon: Anna Lee and Casey Johnson for "Spend Two Days Giving Back..."

Nubian Message, 3rd place News Writing: Kennysha Woods for "Study Reveals Food and Housing Insecurity at NC State"

Nubian Message, Honorable Mention Opinion writing: Kevin Moyer for "Getting rid of affirmative action hurts all minorities"

Technician, Best of Show Online News, Large School

Technician, 3rd place Photography: Nick Faulkner for "Men's Basketball vs. Duke"

Technician, 2nd place Illustration: Nick Weaver for "Prevention Recovery"

Technician, 2nd place Digital Storytelling: Mary Dare Martin, Minh Pham, Alicia Thomas and Daniel Gilliam for "A day in the life of Chancellor Woodson"

Technician, 2nd place Cartoon: Cindy Huang for "Applications"

Technician, 2nd place Sports Writing: Alec Sawyer for "Avent's legacy continues to grow in Raleigh"

Technician, 3rd place Sports Writing: Andrew Schnittker for "The making of a winner: Drive for success fuels NC State's Kevin Keatts"

Technician, 2nd place Opinion Writing: Noah Jabusch for "50-50 male-to-female ratio is only the first step to gender equality"

Windhover 2018, honorable mention, Two-Page Spread, Clara May and Anna Schecterson

College Media Association Pinnacle Awards

Best Radio Talk/Entertainment Program, WKNC, first place, "Mister Mellow by Washed Out," Nick Weaver

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NC State Student Media awards announced in 2018-2019

Best Podcast, WKNC, third place, "Protected Class:

Moses T. Alexander Greene," Carter Pape

Best Viral Video, WKNC, third place, "Hopscotch

Apple Bake," Katelyn Auger

Best Yearbook Division/Page Spread, Agromeck

2017, honorable mention

Best Sports Feature Photo, Agromeck 2017, second place

College Media Association Film Festival

Audio Documentary, WKNC, second place, "The

Living Room Experience," Marissa Jerden

Audio Documentary, WKNC, third place, "The Hi-

story of DASA," Carter Pape

College Media Business and Advertising Managers (CMBAM) 2019

Awards

Dora Gonzalez - First Place - Best Sales Representative

Zack Cokas - Third Place - Best Digital Self-promotion Ad (Fall Frolic)

Mersina Boynton - Honorable Mention - Best Sales or Operations Manager

Independent Weekly Best of the Triangle 2019

WKNC, finalist, best radio station

Strange Carolinas Best of NC awards 2019

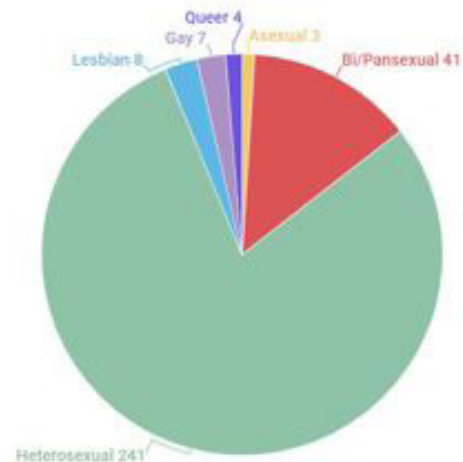
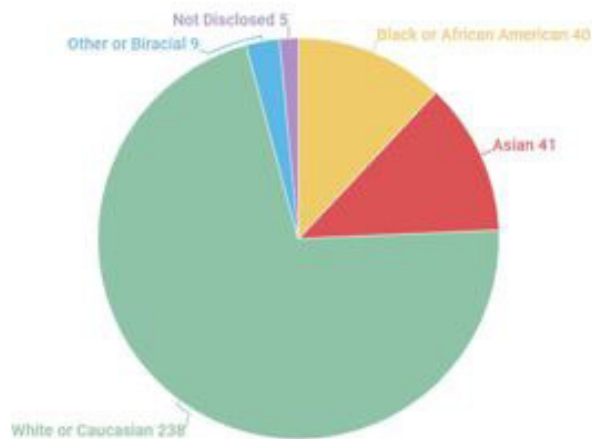
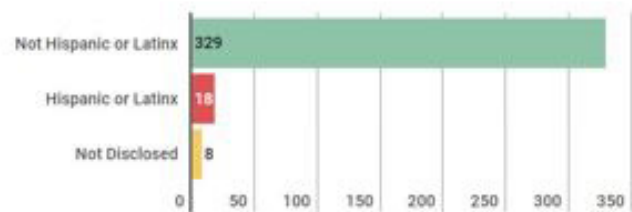
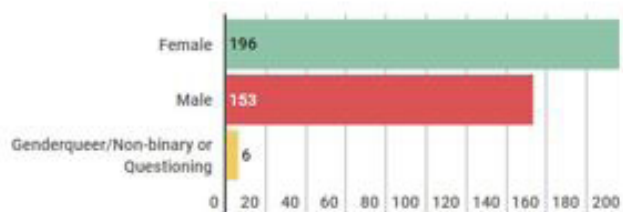
WKNC, third place, best radio station

NC State Web Accessibility Challenge

Windhover, first place (tied), 1-500 web pages



Student Media Staff 18-19



2018-2019 staff demographics: Student Media staff at 55% female

Efforts continued this year to capture demographic data about our student employees and volunteers. The staff's female representation increased to 55% in 2018-2019 from 52% in 2017-2018. Male representation dropped from 46% to 43% although the number of males on staff stayed consistent. Fall 2018 enrollment reports from the Office of Institutional Research and Planning show the student population is 53% male, so females continue to be over-represented in Student

Media. A combined two percent of students identified as genderqueer/non-binary or uncertain/questioning. This is consistent with last year's data.

Student Media continued to make small progress toward increasing diversity among its staff. The number of students who identify as white or Caucasian dropped to 68% from 71% the previous two years. Black or African American students remained at 12%. Asian American representation increased from 12% to 16%.

Six students designated biracial or other as their race, while another 18 students selected multiple races.

The University population dropped to 62% white in fall 2018 data, so whites continue to be over-represented in Student Media. Asian Americans and blacks/African Americans were also over-represented at Student Media, at 16% and 12% respectively, compared to each comprising six percent of the University population. Even excluding

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Focus On Diversity

the staff of Nubian Message, our biweekly African American newspaper, an 8% black/African American representation at Student Media is still higher than the 6% on-campus rate. Five percent of students identified as Hispanic or Latinx, which is comparable to their 5% representation on campus.

Student Media also asked students to identify their sexual orientation. 68% of students identified as heterosexual or straight. 18% selected an LGBTQA+ identity, which is down from 19% last year. 12% identified as bisexual or pansexual. 2% identified as gay, 2% as lesbian and 1% as queer. Less than one percent identified as asexual. Eighteen percent of student respondents chose not to disclose their sexual orientation.

As there are no official campus statistics at NC State, there is no way to correlate these numbers to the campus population.

There were 17 international students on staff, representing 5% and a 325% increase from the four international students in 2018-2019. This compares to nearly 13% of the campus population in fall 2017 (the most recent data available).

Diversity training for reporters expands again for 2018-2019

All students who were hired on as new paid staff members at Technician, Nubian Message and the Photography staff completed the Reporting in Diverse Communities Training in the 2018-2019 academic year.

The training — which Meder curated using lessons, activities and information from various National Coalition Building Institute, Equal Opportunity Institute and OIED center trainings, as well as research on national media trends, best practices and problems — was expanded to be 1.5 hours to accommodate information about the importance of representative reporting, inclusion fails in media, unconscious bias and best practices, as well as time for discussion within the group.

This year 91 students participated in the training, up from 60 in 2017-2018. There are plans to expand it to two full hours next year to better accommodate more activities, discussion and additional details on how to best serve the whole community by striving for representative reporting.

WKNC hosts special programs for 2018 Diversity Ed Week

To celebrate NC State's Diversity Education Week Oct. 15-19, WKNC 88.1 FM HD-1 aired five episodes of "Protected Class," a podcast series about identity and communication.

Created by WKNC broadcast journalist Carter Pape in spring 2018, the eight-part special series is described as "a deep dive into the quirks, challenges, and privileges of being who you are." It features extended interviews with students, faculty and staff at NC State.

One of the interviews, with Dr. Moses T. Alexander Greene of the African American Cultural Center, earned third place in Best Audio Podcast in College Media Association's Pinnacle Awards.

WKNC's weekday schedule features program blocks of indie rock, electronic, hip-hop and heavy metal. But like many other non-commercial radio stations, WKNC's weekend program is more of a mixed schedule of specialty genres. Since 2001, WKNC's weekly two-hour program "Geet

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Focus On Diversity

Bazaar” has showcased the music of South Asia, including India, Pakistan and Bangladesh.

Additionally, the “Oak City Move” weekly program regularly discussed diversity and inclusion with guests representing groups including The Nubian Message and We Bleed Red.