

STUDENT MEDIA BOARD OF DIRECTORS AGENDA

*Tuesday, September 8, 2020 • 7 p.m.
Via Teleconference*

CALL TO ORDER AND INTRODUCTIONS

ELECTION OF BOARD OFFICERS

1. Election of a chair – In accordance with the Student Media Constitution, “The board will elect, by majority vote, a chair and vice chair at the board’s first meeting. The chair of the board will be an elected or appointed student, not an ex-officio, non-voting member. In the absence of the chair, the vice chair will serve as the chair.
2. Election of a vice chair – Any board member may serve in this role.
3. Proposal for monthly election of meeting secretary (Patrick)
4. Election of a meeting secretary – Any board member may serve in this role, and a different secretary can be (and traditionally has been) appointed at each meeting.

NEW BUSINESS

1. Approve minutes from March 3, 2020 meeting
2. 2019-2020 fiscal year budget review (Jamie)
3. September 2019 budget update (Jamie)
4. State of Student Media 2020-2021 (Patrick)
5. Student Media Constitution referendum (Patrick)

REPORT ADDENDA

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

EXECUTIVE SESSION

The Student Media Board of Directors may adjourn into executive session to discuss matters of litigation, potential litigation or personnel.

ADJOURN

**NC State Student Media Board of Directors
March 2020 meeting minutes**

**Tuesday, March 3, 2020 * 7 p.m.
356 Witherspoon Student Center
(African American Cultural Center Conference Room)**

Members present: Jacob Trubey, Abi Hearn, Sarah Hartsell, Daniela Patino-Zabaleta, Josh Hyatt, Tania Allen, Julia Harrison, Yesenia Jones, Dan Gilliam, Xenna Smith, Laura Mooney, Patrick Neal

Absent: Dean Phillips, Robbie Williams, Tyler Dukes

Others present: Jamie Lynn Gilbert, Ellen Meder, Martha Collins, Zanna Swann, Cameron Motsinger, Lucas Martin, Rachael Davis, Alicia Thomas (remotely), Clifford Maske, Katie Tart, Aditya Penumarti, Camden Speight, Jake Caccavaro, Rafael Zingle, Jaylan Harrington, Nicholas Schnittker, Coleman Simpson

CALL TO ORDER, APPOINTMENT OF RECORDING SECRETARY AND CHANGES TO AGENDA

Board chair Jacob Trubey established that a quorum was present and called the meeting to order at 7:08 p.m. Yesenia Jones volunteered to serve as recording secretary for the meeting. At Patrick Neal's suggestion, all of the advisory board recommendations and votes for the 2020-2021 academic year were moved to the top of the agenda so that students could excuse themselves as needed during the meeting to work on coverage of both the Student Government and Super Tuesday elections. Patrick also asked Jacob to add an item entitled "Constitution update" to the end of the New Business agenda.

RECOMMENDATIONS FROM ADVISORY BOARDS FOR 2020-2021 SENIOR LEADERS

The advisory boards made the following recommendations and the full board took the following actions regarding senior leaders for the 2020-2021 academic year:

- On behalf of the Newspapers Advisory Board, Yesenia recommended that Elikem Dodor be named Editor-In-Chief of the Nubian Message for 2020-2021. Sarah Hartsell made a motion to that effect and Abi Hearn seconded it. The board voted unanimously to approve.
- Also on behalf of the Newspapers Advisory Board, Jacob recommended that Rachael Davis be named Editor-In-Chief of Technician for 2020-2021. Laura Mooney made a motion to that effect and Josh Hyatt seconded it. The board voted unanimously to approve.
- On behalf of the Roundabout Advisory Board, Dan Gilliam recommended that Clifford Maske be named Editor-In-Chief of Roundabout for 2020-2021 with two recommendations: 1) That Cliff complete copy-editing training with Technician, and 2) that he take some writing assignments prior to the end of the spring semester. Daniela Patino-Zabaleta made a motion to that effect and Laura seconded it. The board voted unanimously to approve.
- On behalf of the Annual Publications Advisory Board, Julia Harrison recommended that Cameron Motsinger be named Editor-In-Chief of Agromeck for 2020-2021. Laura made a motion to that effect and Xenna Smith seconded it. The board voted unanimously to approve.
- Also on behalf of the Annual Publications Advisory Board, Julia recommended that Xenna be named Editor-In-Chief of Windhover for 2020-2021. Daniela made a motion to that effect and Tania Allen seconded it. The board voted unanimously to approve.
- On behalf of the Business Office Advisory Board, Zanna Swann recommended that Lucas Martin be named General Manager of the Student Business and Marketing Office. Laura made a motion to that effect and Xenna seconded it. The board voted unanimously to approve. Noting that the position was currently vacant, Jamie Lynn Gilbert asked Lucas if he was interested in stepping into the role immediately or whether he wished to wait until the end of the semester. Lucas said he preferred to wait until the end of the semester.

- On behalf of the Broadcast Advisory Board, Jamie recommended that Laura Mooney be named General Manager of WKNC 88.1 FM HD-1/HD-2. Xenna made a motion to that effect and Abi seconded it. The board voted unanimously to approve.

APPROVAL OF JANUARY 2020 MINUTES

Laura moved that the minutes from the Jan. 14, 2020 meeting be approved, and Abi seconded the motion, which passed unanimously. The minutes were included with the meeting package and are made part of these minutes by reference.

MARCH 2020 BUDGET UPDATE

Jamie presented the March budget update, and noted the following:

- Nubian Message had spent 88% of its payroll budget at just 67% through the fiscal year.
- Technician deposited about \$19,000 in February, most of that coming from messages purchased in the Technician 100 publication. Jamie said the revised expectation of \$73,000 in regular Technician advertising (down from the original goal of \$85,000) looked increasingly unlikely, and that this was quite worrisome. Also worrisome was the fact that Technician had spent 80% of its payroll budget at just 67% through the fiscal year.
- WKNC was at 69% of its revenue goal at 67% through the fiscal year; Jamie predicted that the station should easily reach its 2019-2020 revenue goal.
- Finally, she said deposits into the Technician Century Fund grew from \$1,580 last month to \$9,590 this month.

TECHNICIAN 100TH RECAP

Patrick said that the Technician 100th celebration the weekend of Jan. 31-Feb. 2 could scarcely have gone better. He said turnout was overwhelming – the gala alone drew 382 alumni and guests, fully twice the number of people the organizers had expected initially – and that everyone who attended had been talking about how impressed they were with the entire weekend. Patrick added that it was paying off in terms of donations to the Technician Century Fund, which will be used to fund conference travel and other leadership development activities for Technician; so far, he said, alumni and other friends of the program had pledged some \$27,000 to the fund. Patrick also gave the board a summary of all income and expenses from the event, which was included in the meeting package and is included as part of these minutes by reference. He said that while expenses came in at roughly double what was originally budgeted – understandable, he said, given that the number of attendees was twice what was originally expected – the net cost of the event was less than \$10,000 once revenue from the 100th anniversary book and a \$6,000 contribution from DASA were taken into account. In the final analysis, Patrick said the event was worth every penny given the quality of the celebration and the goodwill and enthusiasm it generated among Technician's alumni.

DOUBLE BARREL RECAP

Laura updated the board on WKNC's 17th annual Double Barrel Benefit event held Feb. 7-8 at Kings. She said that attendance was outstanding – so outstanding, in fact, that the number of people who bought tickets actually exceeded the capacity of the venue (278 tickets sold, not including staff and bands, versus a venue capacity of 258.) All told, Laura said the event raised \$5,167 for the station even though no one stepped up as an official sponsor for it. Laura said that securing sponsors would be a primary focus for DBB18 planning. Laura thanked Technician and the other groups for helping to publicize the event and gave Windhover's Emma Carter special thanks for designing the magazine published in the days leading up to the event.

CMBAM RECAP

Lucas and Zanna Swann recounted their visit to San Francisco Feb. 27-29 for the 2020 College Media Business and Advertising Managers national convention. Dora Gonzalez, Student Media's Marketing

Manager, also attended, and she presented a session on starting a student media ambassadors program. In addition, she and Lucas were included as part of a “sell-off” competition and received a lot of good feedback from that, and NC State Student Media brought home a second-place award for the Packapalooza campaign. Otherwise, Lucas said they were able to attend sessions on marketing, sales and management, and were able to meet and learn from industry professionals in attendance.

NCCMA RECAP

Martha Collins, Ellen Meder and others briefed the board on the North Carolina College Media Association’s 2020 annual meeting and awards program held Saturday, Feb. 29 at East Carolina University. A total of 20 people, including advisers, attended this year, with all of the print organizations represented. In all, NC State’s organizations brought home 29 awards, including Best In Show awards for Agromeck, Windhover and Technician.

PROGRAM REVIEW

Patrick and Jamie briefed the board on Student Media’s five-year program review scheduled for April 2-3. (A schedule/agenda for those two days was included in the meeting package and is included as part of these minutes by reference.) The once-every-five-years process brings in reviewers from outside the program – two of them from outside the university and one from within it – and they are charged with speaking with all of the program’s various stakeholders and partners to identify both strengths and possible areas for improvement. Patrick said members of the board had a lunch with the review team scheduled for Thursday, April 2 and a meeting with the organizations’ current and incoming senior leaders that same afternoon. Patrick said if the leaders couldn’t make the afternoon session they could attend the luncheon as board members. In any case, he asked members of the board to be on the lookout from an invitation from either himself or Jordan Luzader from DASA; he also asked the student leaders to help maximize turnout for those sessions devoted to non-senior student staff members.

CONSTITUTION UPDATE

Patrick informed the board that the updated constitution they had been working on throughout the fall semester and at the first part of spring had not been included on the Student Body Elections ballot as expected. Patrick said he was still investigating how the constitution was omitted, as he had written Student Involvement about it on Jan. 15, Jan. 23 and again on Feb. 11, and was assured in every instance that it would be on the ballot. Patrick said he was investigating whether the ballot might be included on the runoff ballot if a runoff proved necessary.

Student Senate President Coleman Simpson, who was present at the meeting, said the reason it hadn’t been included on the ballot was that Student Government hadn’t approved a resolution to put the question on the ballot and that such a resolution would be necessary before the constitution could be put before the student body. Fortunately, he said, Student Senate could take up such a resolution at any time between now and the next election. In fact, he said, Student Media could request a special election for the sole purpose of putting the constitution before the student body on its own, but Patrick said he strongly preferred being on a general SB election ballot to a special election.

In the end, Patrick said that he would work to have the constitution put on the Fall 2020 ballot if being on the runoff ballot was not possible, and that he assumed those in charge of organization registration would be understanding of the circumstances involved when the certification period opened between now and that election.

BOARD REPORTS AND ADDENDA

Board reports for Agromeck and Windhover were included with the meeting package and are made part of these minutes by reference; board reports for the Student Business and Marketing Office, Nubian Message, Technician and WKNC are included here. Additional report items offered at the meeting included the following:

- Julia said Agromeck had finished its fourth deadline yesterday (Monday, March 2) and added that book sales were up to 83 copies.
- Yesenia said the Nubian had hired a photo editor and was in the process of hiring a new design editor. She also said that six members of the Nubian staff had attended the NCCMA meeting Feb. 27 (see above). Finally, she said that the Nubian had covered the SG debate in the days before the election.
- Laura asked if her counterparts at Technician and Nubian Message would be interested in collaborating on a series of "Tiny Desk"-style live sessions. She also spoke about "Free Friday," wherein the station gave away old CS and records to listeners.
- Xenna said that the student who ran the "NCSU Haikus" Twitter account was graduating, and had thus "bequeathed" it to Windhover to continue. With that addition to its social media portfolio, Xenna said it brought their total social media followership above 3,000.

ADJOURN

There being no need for an executive session, Laura moved that the meeting be adjourned with Tania providing a second. The board unanimously approved, and the meeting was adjourned at 8:12 p.m.

Business Office

Sales Revenue

OUTLET	TARGET	SOLD YTD	PAID YTD
Technician	\$ 100,000	\$ 41,527.60	\$ 38,178.60
Technician 100	\$ 20,000	\$ 27,750.00	\$ 1,225.00
Nubian Message	\$ 2,500	\$ 1,776.00	\$ 1,371.50 Payment is from last year sale.
Roundabout	\$ 40,000	\$ 4,601.25	\$ 1,341.25
WKNC	\$ 25,000	\$ 15,505.46 *shared w/sponsorship director	\$ 10,802.50
NC State Channels *Student Media receives 20%.	\$ 3,000		

Personnel

The Business and Marketing Advisory Board conducted the application process for the 2020-2021 Business and Marketing General Manager. They are recommending Lucas Martin to the NC State Student Media Board for this position.

College Media Business and Marketing (CMBAM) Conference

Marketing Director Dora Gonzalez, Media Consultant Lucas Martin and Adviser Zanna Swann attended the College Media Business and Advertising Managers Association (CMBAM) from Feb. 26 through Sun. Mar. 1. At the conference, Gonzalez was asked to present on creating a student ambassador program. She also received an Undergraduate Research travel grant to supplement the costs of attending the conference. The students are providing the NC State Student Media board a report on how what they learned will be incorporated into the NC State Student Media Business and Marketing team.

Technician

Ad invoices for the special publication for Technician 100 have been completed and payments and interdepartmental transfers expected for the more than \$27,750 in sales.

The business and marketing team is focusing on prospecting and incorporating new business opportunities to increase sales. Street teams and out-of-home opportunities have been popular recently, particularly for the election year. The Student Media Ambassador team will be the on-call, go-to staff for these episodic opportunities.

We are entering into a partnership with Parents and Families Services to produce a graduation publication that will feature baby photos of graduating students along with a congratulatory message. The Parents and Families team was so pleased with the idea at the mid-February meeting that they asked if we could begin it this year. They are

including the information in their next three email newsletter blasts and on social media that goes out to more than 30,000 people.

Nubian Message

Nubian Message is on target to meet or exceed their non-revenue goal.

WKNC

Nothing new to report.

Roundabout

The push is now on for the Orientation issue, which leads in advertiser interest of all Roundabout s.

Deadlines

Orientation Roundabout issue - ad deadline April 27

Graduation Publication – ad deadline April 23

Nubian Message

Submitted by Yesenia Jones, Editor-in-Chief

Personnel

- We have brought on Swathi Karthik as our Photo Editor
- We are in the process of hiring two new staff writers

Training

- Six of our staff members, including myself, received training at the NCCMA conference

Technology

- No Updates

Coverage

- Student government debate and filmed two tiny desk performances in our office

Deadline

- No Updates

Ethical Issues

- No Updates

Technician

Submitted by Dan Gilliam, Editor-in-Chief

Expenditures

Nothing to report.

Personnel

Hired asst. photo editor.

Training

4 staff members attended the NCCMA conference at ECU. Awarded Best of Show for print and web, 15 individual awards.

Editorial staff members have been progressing through full copy desk correspondencies. This should improve the quality of live content that misses the copy desk.

Technology

Nothing to report.

Coverage/Outreach

In full swing with SG election coverage. Ready for primary coverage. Preparing for COVID-19 coverage. Given the Wake County case, possibility for first campus cases and university response within a couple weeks.

Deadlines

Nothing to report.

Ethics/Legal issues

Nothing to report.

WKNC 88.1 FM HD-1/HD-2

Submitted by Laura Mooney, General Manager

Revenue

Non-fee income (money in the bank), as of March 1, 2020: \$28,977.47

Sponsor Sales \$8,245.00

Women's Basketball \$1,920.00

Men's Baseball \$2,325.00

Event Promotions \$6,250.00

Merchandise Sales \$1,548.19

Studio Rental \$60.00

Other \$1,457.50

Event Tickets \$6,181.78

Event Sponsorships \$0.00

Personnel

We recently hired three new Content Creators. Our Blog CC's are now Beau Whiteside and Miranda Owen. Our Video CC is Zach Kalmanson who just completed his I-9 paperwork yesterday. Minh Pham, our Multimedia Director, has filmed two Lounge Sessions at this point and has scheduled more than five in the coming few weeks.

Technology

New skimmer that utilizes Google Drive. It is easier to use and more secure since it doesn't require everyone to use the same account.

Training

DJ Training for the Spring class is now complete and board tests have begun. We had a total of 20 students accepted into the class. 17 of them took the written exam. 15 passed the written exam. The other two have scheduled times to retake the exam, the three who did not take the test have not communicated with me further. All students who have taken the board test thus far have passed.

Outreach

-Double Barrel Benefit 17 was a huge success. With NO outside sponsorship we raised over \$5000 and completely sold out the venue for Night Two (in fact we oversold-- oops!)

-On March 20th we are promoting Against Me!, Stef Chura, and Museum Mouth at Motorco.

-We are currently in talks with another event to promote in April as we would like to do a Presents show every month.

-We now giveaway CDs outside the office on a daily basis to engage with passerby students and individuals.

-We have begun #WKNCFreeFriday to giveaway vinyl records in our offices to social media followers.

Expenditures

We have purchased extra hand sanitizer and clorox wipes to encourage our students to practice positive hygiene in the wake of COVID.

STUDENT MEDIA BUDGET V. ACTUAL

DATE: July 1, 2020
PERCENT THROUGH FISCAL YEAR: 100%

354056	AGROMECK		
	Budget	Actual	Percent
Payroll	\$ 28,900.00	\$ 28,811.79	100%
Supplies	\$ 700.00	\$ 411.19	59%
Leadership develop.	\$ 5,730.00	\$ 1,504.08	26%
Admin service charges	\$ 6,200.00	\$ 2,916.45	47%
Current services	\$ 21,000.00	\$ 4,493.06	21%
Fixed charges	\$ 1,000.00	\$ 711.43	71%
TOTAL	\$ 63,530.00	\$ 38,848.00	61%
Non-fee income	\$ 25,500.00	\$ 12,368.43	49%
Fee income	\$ 38,030.00	\$ 37,504.52	4.75%
TOTAL	\$ 63,530.00	\$ 49,872.95	79%
Profit/Loss	\$ -	\$ 11,024.95	

354061	NUBIAN MESSAGE		
	Budget	Actual	Percent
Payroll	\$ 7,900.00	\$ 11,772.87	149%
Supplies	\$ 200.00	\$ 55.34	28%
Leadership develop.	\$ 2,240.00	\$ 1,497.95	67%
Admin service charges	\$ 1,800.00	\$ 1,889.35	105%
Current services	\$ 7,385.00	\$ 5,106.06	69%
Fixed charges	\$ 885.00	\$ 748.97	85%
TOTAL	\$ 20,410.00	\$ 21,070.54	103%
Non-fee income	\$ 2,000.00	\$ 1,535.69	77%
Fee income	\$ 18,410.00	\$ 18,155.62	2.30%
TOTAL	\$ 20,410.00	\$ 19,691.31	96%
Profit/Loss	\$ -	\$ (1,379.23)	

376322	ROUNDAABOUT		
	Budget	Actual	Percent
Payroll	\$ 4,100.00	\$ 542.23	13%
Supplies	\$ 200.00	\$ -	0%
Leadership develop.	\$ 1,220.00	\$ 30.00	2%
Admin service charges	\$ -	\$ -	#DIV/0!
Current services	\$ 15,740.00	\$ 4,055.34	26%
Fixed charges	\$ 240.00	\$ -	0%
TOTAL	\$ 21,500.00	\$ 4,627.57	22%
Non-fee income	\$ 36,000.00	\$ 2,560.00	7%
Fee income	\$ -	\$ -	0.00%
TOTAL	\$ 36,000.00	\$ 2,560.00	7%
Profit/Loss	\$ 14,500.00	\$ (2,067.57)	

354057	TECHNICIAN		
	Budget	Actual	Percent
Payroll	\$ 101,700.00	\$ 116,313.98	114%
Supplies	\$ 1,700.00	\$ 1,912.97	113%
Leadership develop.	\$ 8,430.00	\$ 3,707.70	44%
Admin service charges	\$ 14,300.00	\$ 15,789.50	110%
Current services	\$ 49,300.00	\$ 49,774.46	101%
Fixed charges	\$ 8,385.00	\$ 7,248.32	86%
TOTAL	\$ 183,815.00	\$ 194,746.93	106%
Non-fee income	\$ 105,000.00	\$ 72,368.16	69%
Fee income	\$ 78,815.00	\$ 77,725.98	9.85%
TOTAL	\$ 183,815.00	\$ 150,094.14	82%
Profit/Loss	\$ -	\$ (44,652.79)	

354058	WINDHOVER		
	Budget	Actual	Percent
Payroll	\$ 7,000.00	\$ 7,902.13	113%
Supplies	\$ 750.00	\$ 458.31	61%
Leadership develop.	\$ 2,150.00	\$ 1,326.25	62%
Admin service charges	\$ 2,100.00	\$ 1,876.55	89%
Current services	\$ 11,550.00	\$ 10,587.73	92%
Fixed charges	\$ 1,225.00	\$ 479.00	39%
TOTAL	\$ 24,775.00	\$ 22,629.97	91%
Non-fee income	\$ -	\$ 306.92	
Fee income	\$ 24,775.00	\$ 24,432.67	3.10%
TOTAL	\$ 24,775.00	\$ 24,739.59	100%
Profit/Loss	\$ -	\$ 2,109.62	

354059	WKNC		
	Budget	Actual	Percent
Payroll	\$ 61,100.00	\$ 54,398.74	89%
Supplies	\$ 2,600.00	\$ 1,737.81	67%
Leadership develop.	\$ 5,100.00	\$ 5,121.74	100%
Admin service charges	\$ 7,600.00	\$ 7,383.47	97%
Current services	\$ 7,450.00	\$ 5,645.57	76%
Fixed charges	\$ 9,365.00	\$ 9,071.00	97%
Contracted services	\$ 1,000.00	\$ 120.00	12%
TOTAL	\$ 94,215.00	\$ 83,478.33	89%
Non-fee income	\$ 42,000.00	\$ 39,096.38	93%
Fee income	\$ 52,215.00	\$ 51,493.52	6.53%
TOTAL	\$ 94,215.00	\$ 90,589.90	96%
Profit/Loss	\$ -	\$ 7,111.57	

354060	GENERAL ADMIN		
	Budget	Actual	Percent
FTE salaries + benefits	\$ 377,400.00	\$ 384,677.65	102%
Temp payroll	\$ 50,000.00	\$ 37,048.13	74%
Supplies	\$ 14,050.00	\$ 12,491.18	89%
Leadership develop.	\$ 16,860.00	\$ 11,795.96	70%
Admin service charges	\$ 55,500.00	\$ 51,652.73	93%
Current services	\$ 19,165.00	\$ 26,135.05	136%
Fixed charges	\$ 6,045.00	\$ 915.64	15%
Contracted services	\$ 5,000.00	\$ 1,500.00	30%
Capital outlay	\$ 84,000.00	\$ 61,937.40	74%
TOTAL	\$ 628,020.00	\$ 588,153.74	94%
Non-fee income	\$ -	\$ 5,798.02	#DIV/0!
Fee income	\$ 587,755.00	\$ 579,633.75	73.47%
TOTAL	\$ 587,755.00	\$ 585,431.77	100%
Profit/Loss	\$ (40,265.00)	\$ (2,721.97)	

017412	OVERALL		
	Budget	Actual	Percent
FTE salaries + benefits	\$ 377,400.00	\$ 384,677.65	102%
Payroll	\$ 260,700.00	\$ 256,789.87	99%
Supplies	\$ 20,200.00	\$ 17,066.80	84%
Leadership develop.	\$ 41,730.00	\$ 24,983.68	60%
Admin service charges	\$ 87,500.00	\$ 81,508.05	93%
Current services	\$ 131,590.00	\$ 105,797.27	80%
Fixed charges	\$ 27,145.00	\$ 19,074.36	70%
Contracted services	\$ 6,000.00	\$ 1,720.00	29%
Capital outlay	\$ 84,000.00	\$ 61,937.40	74%
TOTAL EXPENSES	\$ 1,036,265.00	\$ 953,555.08	92%
Non-fee income	\$ 210,500.00	\$ 134,033.60	64%
Fee income	\$ 800,000.00	\$ 788,946.07	99%
Interest income	\$ -	\$ 3,548.23	
Food purchases	\$ -	\$ (677.49)	
TOTAL INCOME	\$ 1,010,500.00	\$ 925,850.41	92%
Net Profit/Loss	\$ (25,765.00)	\$ (27,704.67)	
SM Enhancement Fund	\$ 594.34	663502	
Technician Century Fund	\$ 23,260.00	667736	

STUDENT MEDIA BUDGET V. ACTUAL

DATE: September 1, 2020
PERCENT THROUGH FISCAL YEAR: 17%

AGROMECK			
	Budget	Actual	Percent
Temp payroll	\$ 28,100.00	\$ 1,085.03	4%
Supplies	\$ 700.00	\$ -	0%
Leadership develop.	\$ 1,880.00	\$ -	0%
Admin service charges	\$ 3,600.00	\$ 3,593.15	100%
Current services	\$ 11,260.00	\$ -	0%
Fixed charges	\$ 1,065.00	\$ -	0%
TOTAL	\$ 46,605.00	\$ 4,678.18	10%
Non-fee income	\$ 9,000.00	\$ 2,958.00	33%
Fee income	\$ 37,605.00	\$ 17,110.72	5.15%
TOTAL	\$ 46,605.00	\$ 20,068.72	43%
Profit/Loss	\$ -		

NUBIAN MESSAGE			
	Budget	Actual	Percent
Temp payroll	\$ 11,000.00	\$ 2,632.40	24%
Supplies	\$ 200.00	\$ -	0%
Leadership develop.	\$ 1,180.00	\$ -	0%
Admin service charges	\$ 2,000.00	\$ 1,918.12	96%
Current services	\$ 6,500.00	\$ 347.57	5%
Fixed charges	\$ 1,200.00	\$ 50.00	4%
TOTAL	\$ 22,080.00	\$ 4,948.09	22%
Non-fee income	\$ 3,500.00	\$ 180.00	5%
Fee income	\$ 18,580.00	\$ 8,454.12	2.55%
TOTAL	\$ 22,080.00	\$ 8,634.12	39%
Profit/Loss	\$ -		

ROUNDAABOUT			
	Budget	Actual	Percent
Temp payroll	\$ 3,700.00	\$ -	0%
Supplies	\$ 200.00	\$ -	0%
Leadership develop.	\$ 760.00	\$ -	0%
Admin service charges	\$ 500.00	\$ 462.75	93%
Current services	\$ 14,225.00	\$ 4,586.20	32%
Fixed charges	\$ 225.00	\$ 20.00	9%
TOTAL	\$ 19,610.00	\$ 5,068.95	26%
Non-fee income	\$ 28,000.00	\$ 560.00	2%
Fee income	\$ -	\$ -	0.00%
TOTAL	\$ 28,000.00	\$ 560.00	2%
Profit/Loss	\$ 8,390.00		

TECHNICIAN			
	Budget	Actual	Percent
Temp payroll	\$ 106,500.00	\$ 8,132.91	8%
Supplies	\$ 400.00	\$ -	0%
Leadership develop.	\$ 1,895.00	\$ -	0%
Admin service charges	\$ 17,900.00	\$ 17,908.68	100%
Current services	\$ 21,500.00	\$ 9.16	0%
Fixed charges	\$ 7,580.00	\$ 328.00	4%
TOTAL	\$ 155,775.00	\$ 26,378.75	17%
Non-fee income	\$ 52,000.00	\$ 1,087.48	2%
Fee income	\$ 103,775.00	\$ 47,218.86	14.22%
TOTAL	\$ 155,775.00	\$ 48,306.34	31%
Profit/Loss	\$ -		

WINDHOVER			
	Budget	Actual	Percent
Temp payroll	\$ 6,600.00	\$ -	0%
Supplies	\$ 750.00	\$ -	0%
Leadership develop.	\$ 905.00	\$ -	0%
Admin service charges	\$ 2,100.00	\$ 2,075.35	99%
Current services	\$ 11,050.00	\$ -	0%
Fixed charges	\$ 1,210.00	\$ -	0%
TOTAL	\$ 22,615.00	\$ 2,075.35	9%
Non-fee income	\$ -	\$ -	
Fee income	\$ 22,615.00	\$ 10,290.09	3.10%
TOTAL	\$ 22,615.00	\$ 10,290.09	46%
Profit/Loss	\$ -		

WKNC			
	Budget	Actual	Percent
Temp payroll	\$ 59,300.00	\$ 8,142.93	14%
Supplies	\$ 2,500.00	\$ 189.65	8%
Leadership develop.	\$ 830.00	\$ -	0%
Admin service charges	\$ 7,700.00	\$ 7,622.98	99%
Current services	\$ 6,400.00	\$ 85.91	1%
Fixed charges	\$ 9,780.00	\$ 3,958.00	40%
Contracted services	\$ -	\$ -	
TOTAL	\$ 86,510.00	\$ 19,999.47	23%
Non-fee income	\$ 41,400.00	\$ 1,100.92	3%
Fee income	\$ 45,110.00	\$ 20,525.58	6.18%
TOTAL	\$ 86,510.00	\$ 21,626.50	25%
Profit/Loss	\$ -		

GENERAL ADMIN			
	Budget	Actual	Percent
FTE salaries + benefits	\$ 395,200.00	\$ 64,227.48	16%
Temp payroll	\$ 41,700.00	\$ 2,724.80	7%
Supplies	\$ 9,890.00	\$ 1,065.20	11%
Leadership develop.	\$ 3,100.00	\$ -	0%
Admin service charges	\$ 53,700.00	\$ 53,650.35	100%
Current services	\$ 23,310.00	\$ 2,521.64	11%
Fixed charges	\$ 6,155.00	\$ 503.13	8%
Contracted services	\$ 5,000.00	\$ -	0%
Capital outlay	\$ 22,300.00	\$ -	0%
TOTAL	\$ 560,355.00	\$ 124,692.60	22%
Non-fee income	\$ -	\$ -	
Fee income	\$ 501,965.00	\$ 228,400.03	68.80%
TOTAL	\$ 501,965.00	\$ 228,400.03	46%
Profit/Loss	\$ (58,390.00)		

OVERALL			
	Budget	Actual	Percent
FTE salaries + benefits	\$ 395,200.00	\$ 64,227.48	16%
Temp payroll	\$ 256,900.00	\$ 22,718.07	9%
Supplies	\$ 14,640.00	\$ 1,254.85	9%
Leadership develop.	\$ 10,550.00	\$ -	0%
Admin service charges	\$ 87,500.00	\$ 87,231.38	100%
Current services	\$ 94,245.00	\$ 7,550.48	8%
Fixed charges	\$ 27,215.00	\$ 4,859.13	18%
Contracted services	\$ 5,000.00	\$ -	0%
Capital outlay	\$ 22,300.00	\$ -	0%
TOTAL EXPENSES	\$ 913,550.00	\$ 187,841.39	21%
Non-fee income	\$ 133,900.00	\$ 5,886.40	4%
Fee income	\$ 729,650.00	\$ 331,999.40	46%
Interest income	\$ -	\$ 112.93	
Food purchases	\$ -	\$ -	
TOTAL INCOME	\$ 863,550.00	\$ 337,998.73	39%
Net Profit/Loss	\$ (50,000.00)		
SM Enhancement Fund	\$ 590.18	663502	
Technician Century Fund	\$ 21,771.30	667736	

Organization Board Reports

September 2020

Agromeck

By Cameron Motsinger, Editor-In-Chief

Revenue

- Currently, we have no book sales.
- This year we will continue our partnership with the Student Alumni Association and the Balfour ring division to give students who purchase an extended ring warranty with their class ring a free copy of the yearbook.
- In our Balfour contract for this year we agreed to 400 copies of a 288-page book.
- The 2020 Agromecks arrived at the end of August. We took delivery of 80 books, mailed out 34 to advertisers, and the remainder are available for sale on the estore. Pre-sold books were mailed out from the Dallas Balfour plant the week of 8/17.
- Our ad rep company, College Publications, has already sold the 10 pages they committed to and project a few more pages by spring. Revenue from ad sales = \$6500

Expenditures

- We purchased two font families for the production of the book.

Personnel

- Back in April, I hired six new members of leadership staff:
 - Mandy Stacy - Copy Editor
 - Savannah Aker - Assignments Editor
 - Don Bui - Design Editor
 - Julia Harrison - Promotions Manager
 - Aditya Penumarti - Photo Editor
 - Neha Suresh - Web Editor
- We have seven returning writers and four returning designers.
- We held an open house event on Harris Field for new members to come and ask questions about joining Agromeck.
- After open house and our first interest meeting, we have 3 new staff members making up both designers and writers. (one new staff member began their writing correspondence, and two began their design correspondence)

Training

- We held virtual writing and design training sessions via Zoom Monday, Aug. 24.
- The writing training was administered by our copy editor, Mandy Stacy. Writers learned the basics of AP style, interviewing tips and general writing skills.
- The design training was administered by our design editor, Don Bui. Designers were taught a general overview of InDesign and the design basics for this year.
- Recordings of the training were sent out to the entire staff and will be posted on our website.
- New designers will also go through a basic one-on-one training session with me or our design editor, Don Bui, when they come in to start their first spread. New writers receive an overview of AP style and Student Media/Agromeck style virtually before their first assignment.

Coverage

- A large portion of our coverage this year is centering around COVID-19 and its impacts on the school and students.
- We plan to include more testimonials from students to make the coverage more personable to NCSU students.

Technology

- Our weekly staff meetings are now being held via Zoom after some technical difficulties of holding it through Google Meets.
- A desktop computer has been moved from the main office room to the back office to increase distance between workspaces, and we have not experienced any issues with the desktop since the move.
- If increased restrictions are placed on Witherspoon and student media operations, I would like to look into acquiring an InDesign license for me and my design editor for us to work remotely.

Deadlines

- We are on track with our first deadline of the year is Sept. 28 and will include 48 pages.
- We will have six deadlines over the course of the year to complete the 288 pages we need to submit for the entire 2021 Agromeck.

Ethics/Legal Issues

- N/A

Business and Marketing Office

By Lucas Martin, General Manager

Sales Revenue

OUTLET	TARGET	SOLD YTD* ending xx/xx/xx	PAID YTD** ending xx/xx/xx
Technician	\$ 80,000	3855.00	
Nubian Message	\$ 5,000	916.00	
Roundabout	\$ 36,000	14,481.00	
WKNC	\$ 25,000	1020.00	
Agromeck	\$ 5,000		
Student Media	\$ 10,000		

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

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

Technician

With all publications putting their print production on a hold, our sales team is focused on selling digital placements and the kiosk boxes. In Technician, this comes in the form of newsletter, website ad placements and social media posts. Lucas Martin has taken over scheduling of Technician social media artwork / copy, with the agreement that if issues arise with scheduled posts, it will be the responsibility of the Technician social team to edit / notify me of issues before the post goes live. In general, Lucas is invested in improving the effectiveness of our sales team's capacity to sell digital ad space, newsletter positions and paper kiosks. Technician Social media has seen strong response from prospective clients in our current digital environment. As of Sept. 2, all of the commercially available newsletter spots have been sold. The election year is presenting opportunities for the launch of the newsletter.

Nubian Message

The business and marketing team is focused on selling digital ad space for the Nubian Message. Lucas is working on strategies to improve our team's selling effectiveness for Nubian Message products.

WKNC

The media consultants are committed to selling across platforms and, especially Selling WKNC radio donor announcements. Additional training will be sought so that the team members have greater technical knowledge needed for FCC requirements for a non-commercial station. The team is working to sell WKNC Radio, Online, and social media space. One prospective client is considering a large campaign focused mainly in WKNC Radio.

Personnel

This semester, our business and marketing team consists of 3 media consultants and 1 designer.

The business and marketing team had two sales reps leave to return home due to COVID-19 related issues. Their positions are to be reinstated when they return in the Spring. The current staff and their respective positions are listed below.

- Business Office General Manager: Lucas Martin
- Media Consultants: Devin Raines, Jonny Zemola, Gerry Potoka
- Business Office Designer: Alexis Maroulakis
- Office Assistants: Amega Newton and Aubrey Suri

New media consultant positions are all contingent on background checks. All paperwork was signed and turned in to Martha Collins as of August 1.

Training

After discussing within the team, we made an agreed decision to hold weekly meetings. The first meeting took place August 19th. During the August 26th meeting, a Pitch-Off competition was held, which had teams of sales reps compete to give the most convincing sales pitch to a panel composed of Zanna and Lucas. This opportunity was used to both praise and critique techniques used to sell and communicate within our teams.

The business and marketing team is planning to conduct a collaborative meeting with Garnet Media Group from the University of South Carolina to share advice and training material. This is planned to take place during the last week of September. Periodic training and performance reports are taking place and performance reviews will occur at the end of the semester. Lucas is planning for meetings to have a strong teaching/training component during the semester. From holding sales competitions to creating sales incentives, to enacting role playing exercises and quizzes, there needs to be a strong base of knowledge on all of the platforms and products we offer to be able to sell said products effectively.

Deadlines

As Technician is gearing up to begin its weekly publishing of a student newsletter. This newsletter will include spaces to advertise in and is basically guaranteed thousands of student impressions. The first run of the newsletter will begin on Sept. 10th and its ad slots have been sold out. Lucas will be working on training initiatives designed to prepare media consultants to sell those spots effectively during this academic year.

Nubian Message

By Elikem Dodor, Editor-In-Chief

Revenue

- No updates.

Personnel

- We have hired a social media manager, copy editor, and layout designer. We rehired our photo editor. We currently have eight people on staff.

Training

- During the last week of July, two people on staff (EIC & Managing Editor) attended the College Media MegaWorkshop. The workshop was conducted by Associate Collegiate Press. The training was semi-effective. The workshop was very scattered and unorganized due to the online format. Additionally, the sessions were extremely long and drawn out. We were still able to learn a few things about digital storytelling and how to improve our website.

Technology

- We are accessing the drive remotely in order to limit personnel from entering the office.

Coverage/Outreach

- We are actively posting flyers from different NC State organizations on our Instagram story. We participated in BSB's welcome Black week. We are hoping to continue expanding our use of our social media platforms and are brainstorming more ways to engage followers.

Deadlines

- The staff is doing fairly well at meeting deadlines. Out of all three issues, we have only had one staff writer miss a deadline but we were able to plan ahead and have backup content. The person who missed their deadline was a correspondent, not a staff member.

Ethics/Legal Issues

- Early August, we received a death threat via email. This called for conversations to arise about the safety of our staff and office space. The staff handled this pretty well and did not spread the news or post about it on social media. We have been able to keep the entire situation relatively quiet. After contacting UPD, they have been investigating the incident and discovered that the individual who communicated the threat is out of state (New York). NCSU police are still conducting their investigation but there may be a push to press charges on the individual who communicated the death threat. The detective discovered that the individual has a history of

sending death threats to prominent individuals like Nanci Pelosi and the CEO of Apple but is not exactly sure how they found our publication. In addition to UPD, we also filed a BIRT report.

Roundabout

By Cliff Maske, Editor-In-Chief

Revenue

Ad goal could potentially be reduced to \$5,000 based on proposed changes.

Expenditures

Nothing new to report.

Personnel

Down one staff member, our multimedia design editor decided to step away.

Training

Nothing new to report.

Technology

Mostly just having to adapt to Zoom meetings and emails exclusively for staff, everyone seems comfortable with this now though.

Coverage/Outreach

Nothing new to report.

Deadlines

Doing design work when all of staff was away from campus proved to be difficult initially since our designer had no server access, but that should not be a problem now.

Ethics/Legal Issues

Nothing new to report.

Technician

By Rachael Davis, Editor-in-Chief

Personnel

- Our News Editor from the beginning of the summer, Riley Wolfram, decided to take a gap semester, so we currently have two Co-News Editors, Anna Beth McCormick and Cassie Englund
- Hired Joey Rivenbark as our new Social Analytics Manager last month
- 22 out of 23 jobs are filled as of Sept. 2

Training

- Ellen is currently putting together the new training schedule for correspondents
 - We need to alter some requirements for correspondency due to the pandemic and social distancing measures (production night in the newsroom requirement)
- Had a breaking news training on Aug. 27 led by Ellen
 - This was mandatory for the editorial board and optional for other staff members
 - We had 3-5 non editorial board members join us for the training
- Had an investigative reporting training with Tyler Dukes back in July. It was really great and the staff learned a lot about requesting public records

Technology

- Technician weekly newsletter (coming soon or is already live)
 - Working with the Red and White shop for promotion; those who sign up can enter to win a \$25 virtual gift card

Coverage/Outreach

- Nothing much has changed. We replaced police blotter with an NC State campus resource list on page 2 of the print editions. We also now have NC State, North Carolina, United States and Global news recaps on page 2, instead of three North Carolina recaps
- In constant contact with Mick Kuliowski from University Communications about COVID-19 updates and coverage
- Alicia (Managing Editor), Jaylan (Multimedia Manager Editor) and I have attended Randy Woodson's press conferences in August
- Held a virtual open house in August; very small turn out, but everyone who came is currently involved with Technician
- Gained over a 1,000 followers on Twitter in August!

Ethics/Legal Issues

- Currently talking to Mick Kulikowski at University Communications — want photos of students getting tested for COVID-19 and or a Student Health worker testing students. There is a privacy issue but we are trying to work around it/ make a compromise, in order to document this important process

Windhover

By Xenna Smith, Editor-In-Chief

Revenue

Nothing new to report.

Expenditures

Nothing new to report.

Personnel

Five staff members were retained from last year to continue their positions. We hired three new staff members to complete the editorial team: Campbell Briggs as Assistant Design Editor, Camilla Keil as Visual Editor, and Alyssa Smith as Audio & Video Editor.

Training

New hires have been sufficiently onboarded into their positions, new volunteers will be onboarded by editors once committees start to form.

Technology

Nothing new to report.

Coverage

We are continuing our work managing NCSU Haikus which is currently sitting at 2,183 followers and climbing. A writer is currently working on a story for our feature section Subvolo, with other interested writers developing pitches for the next story we decide to pursue.

Deadlines

Our priority submission deadline is November 24th, at least 2-3 weeks earlier than previous years.

Ethics/Legal Issues

Nothing new to report.

WKNC 88.1 FM HD1/HD2

By Laura Mooney, General Manager

Revenue

- Non-fee income (money in the bank), as of Aug. 1, 2020: \$1,100.92
- Sponsor Sales \$1,020.00
- Women's Basketball \$0.00
- Men's Baseball \$0.00
- Event Promotions \$0.00
- Merchandise Sales \$80.92
- Studio Rental \$0.00
- Other \$0.00
- Event Tickets \$0.00
- Event Sponsorships \$0.00

Expenditures

No expenditures to report.

Personnel

Almost all staff for the fall semester have been hired. We have 18 individual staff members and are in the process of interviewing people for one more position. We have further expanded our Content Department and added a Music Bed Content Creator, Beau Whiteside. No one has been explicitly fired in the last several months.

Training

Our Multimedia Director, Minh Pham, has been creating a series of videos to supplement our virtual DJ training. We intend to use these videos for future training as well and are thus making several of them. We currently have 10 DJ trainees (we started with 16 but several dropped when campus closed) and one student from the spring who is completing their in-studio training this semester. So far I believe that the virtual class training has been effective, knowing that DJs are still receiving in-person board training, and I am hopeful that a smaller class allows for more intimate learning over Zoom. I will be modifying the usual exam to include testing on our COVID protocols and eliminate other, now outdated, information.

Technology

Our HD-1 Dump Button is currently defunct and being fixed. At the moment in time we do not have a Dump Button in HD-1 for this reason. We have also recently upgraded our scheduling software to GSelector and are working out those technical details.

Coverage/Outreach

Recently, WKNC partnered with the University Activities Board Black Students Board, Nubian Message, and African American Cultural Center to air a weeklong series of hour-long broadcasts of Black artistry from a variety of genres. All songs and informational pre-rolls were curated and compiled by the students in these organizations. We promoted this show on-air, social media, and have a permanent

playlist on our Spotify. To complete this partnership we needed multiple staff members to contribute, as well as the assistance of those other student organizations. Otherwise, we have also been running a weekly partnership of music with the Nubian Message that we call the Nubian Mixtape.

Over the summer WKNC also made an increased effort to post information and resources regarding Black artistry and Black Lives Matter. This included the creation of a public statement document, which can be found in our Instagram bio. To address the necessary professionalism of commenting on these issues a Content Council of WKNC leaders was formed to discuss complex issues and come to a team consensus of what to do. In the future this Content Council has several upcoming promotional plans/ideas that need to be further fleshed out before formally stating.

Lastly, it is my belief that our current Promotions Director (which has now absorbed the position of Social Media Director) Becca Fesperman is doing an excellent job of engaging with our audience online and developing a well-rounded social media presence. An upcoming series of posts highlighting our paid staff members really shows off her design skills and eye for aesthetics.

Deadlines

Our staff have done an incredible job of meeting deadlines. Recently, Jamie noted that our Content Creators posted 59 blog posts in the month of August, which is the most we have had in one month since 2014. This is largely due to the competence and diligence of our Content Manager, Erika Bass, who oversees the Creators and tracks their progress. She also sits on the Content Council. I will note, however, that a challenge to our production has been virtual working but we have been able to mitigate this difficulty by actively creating team meetings (full staff, departmental, Content Council) as well as frequent meetings between myself and Jamie Gilbert or myself and individual staff members.

Ethics/Legal issues

There are no ethical dilemmas to report. One could consider our stance on Black Lives Matter to be an ethical situation, but it caused no issue to us and was an internal decision rather than an external force. Legally, we have been told by a lawyer that we no longer need to maintain the physical public file (online only) so that process has stopped.