

# STUDENT MEDIA BOARD OF DIRECTORS AGENDA

*Tuesday, October 13, 2020 • 7 p.m.  
Via Teleconference*

## **CALL TO ORDER AND INTRODUCTIONS**

## **ELECTION OF BOARD OFFICERS**

1. 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 Sept. 8, 2020 meeting
2. October 2019 budget update (Jamie)
3. Technician newsletter update (Rachael, Lucas, Ellen, Zanna)
4. Card access update (Patrick)
5. Board vacancies update (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

## September 2020 meeting minutes

Tuesday, Sept. 8, 2020 • 7 p.m.

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

Members present: Sarah Gagner, Abi Hearn, Arianna Hinton, Sarah Hartsell, Tyler Dukes, Robbie Williams, Tania Allen, Josh Hyatt, Cameron Motsinger, Cliff Maske, Rachael Davis, Lucas Martin, Elikem Dodor, Laura Mooney, Xenna Smith, Patrick Neal

Absent: Dean Phillips

Others present: Jamie Lynn Gilbert, Ellen Meder, Martha Collins, Zanna Swann, Sam Brohaugh (Chief of Staff and meeting proxy for Student Body President Melanie Flowers)

### **CALL TO ORDER AND INTRODUCTIONS**

In the absence of a chair Patrick Neal established a quorum and called the meeting to order at 7:02 p.m., and each of the board members present introduced themselves.

### **ELECTION OF BOARD OFFICERS**

Abi Hearn nominated Sarah Hartsell as board chair for 2020-2021 with Laura Mooney offering a second, and no other members either offered to serve or nominated another. Sarah was elected unanimously.

Both Abi and Laura offered to serve as vice chairs for the board and briefly outlined their experiences on the board before leaving the main meeting to allow the board to deliberate. After a brief deliberation, the board voted unanimously to name the candidates co-vice-chairs for the academic year, with Tania Allen offering the motion and Robbie Williams providing a second.

Before electing a recording secretary for the meeting, Patrick proposed that the board adopt an informal rule for 2020-2021 whereby the senior leader with the latest time/date stamp on their board report submission would serve as the meeting's recording secretary; in the case of a "tie" (i.e., if two or more senior leaders missed the board report deadline completely) Patrick said the position could be decided by a coin flip or a similar random-chance contest. After a brief discussion, the board did agree to abide by this rule for the year, with Laura and Abi agreeing to fill the post in cases where the latest submitter legitimately cannot serve or where other extenuating circumstances might apply. Once that question was settled, Patrick said the latest submitter for the meeting was Cliff Maske. Cliff did agree to serve as recording secretary of the meeting, but Laura relieved him shortly thereafter as technical limitations prevented him from being able to effectively fulfill the role.

### **APPROVAL OF MINUTES FROM MARCH 2020 MEETING**

Tyler Dukes moved that the minutes from the board's March 3, 2020 meeting be approved, with Laura seconding. The minutes were unanimously approved. Those minutes were included with the meeting package and are made part of these minutes by reference.

### **2019-2020 FISCAL YEAR BUDGET REVIEW**

Jamie Lynn Gilbert said that despite the pandemic and all of the disruptions it entailed, Student Media ended the fiscal year remarkably well. She said Student Media was originally budgeted to be \$25,765 in the red and ended up \$27,775 in the red, meaning the unit as a whole was only really \$2,010 over budget. She said the unit's expenses and income were both at 92% at year's end.

In terms of student fee revenue, Jamie said Student Media received just under \$789,000 total of the \$800,000 budgeted. That's an \$11,000 loss, but still 99% of what the unit was supposed to get, so that was very good news given the way the year ended.

Jamie said Agromeck ended the year with \$12,400 in non-fee revenue, which was about half of its budgeted goal. The goal should, however, have only been \$12,000 since the payment model has changed. Using the accurate figure, Jamie said Agromeck was at 103% of its income goal.

Agromeck spent only 61% of its budget. The bulk of that \$25,000 came from:

- \$16,200 extra budgeted to print the book before the payment model changed.
- \$4,200 in leadership development not spent due to only one student attending ACP/CMA and the summer retreat and workshop being canceled.
- \$3,300 in admin service fees not charged because the book wasn't charged until after the transition to the 2020-2021 fiscal year.

Overall, Jamie said Agromeck ended the year \$11,000 in the black. Payroll was just under \$200 from its budget, so Jamie complimented Agromeck on its good personnel budgeting.

Jamie said Nubian Message ended the year with just over \$1,500 in non-fee revenue to meet 77% of its goal. She said it is reasonable to think the Nubian could have met its \$2,000 goal had it not been for the COVID-19 pandemic.

Overall, Jamie said Nubian spent 103% of its budget. Payroll was at 149%, which Jamie said can't be allowed to continue for 2020-2021. Otherwise, savings in printing and summer travel made up most of the difference, but the Nubian still ended the year \$1,400 in the red.

Since Roundabout's orientation magazine was pushed to a welcome to campus magazine, it ended up about \$2,000 in the red. Only \$4,600 was spent of the \$21,500 budget, but only \$2,560 in income was deposited since all summer 2019 money went to General Administration.

Technician brought in \$6,500 in June, bringing its non-fee total to \$72,400 and 69% of its goal. With \$20,000+ of that from the Technician 100, Jamie said she believed its non-fee goal of \$52,000 is solid for the current fiscal year.

Technician ended at 106% of its budget with an additional \$11,000 in expenses. That's from \$14,600 in unbudgeted payroll (114% of its budget), offset a bit by \$4,700 in unused leadership development money. Overall, Technician's expenses came in at \$44,600 in expenses over revenue.

Jamie said Windhover did great, spending 91% of its budget and making \$307 from T-shirt sales and a \$150 sponsorship from Arts NC State. Windhover ended up \$2,100 in the black, the biggest section of that from unspent leadership development money.

WKNC was within \$3,000 of its non-fee income goal, which Jamie said it easily would have made from NC State baseball broadcasts had the season not been canceled. She said the station still ended up at 93%, which was outstanding in light of the thousands of dollars of sports broadcast revenue lost to the pandemic.

WKNC only spent 89% of its budget, leaving \$10,700 unspent. The bulk of that was payroll (\$6,700) with

the rest in supplies and current services. WKNC ended the year at \$7,100 in the black.

Jamie said Student Media General Administration spent 94% of its budget, for a savings of about \$40,000. That money can be broken down into:

- \$13,000 in temp payroll
- \$5,000 in fixed charges, for a set of Adobe licenses the unit has never been charged for
- \$3,500 in contracted services thanks to savings from WKNC's consulting engineer fees and honoraria unspent from Student Media's quinquennial program review, which was postponed due to the pandemic.
- \$22,000 not spent in capital expenses

In the end, Jamie said since General Administration had budgeted to be \$40,000 over at year's end, it ended up only \$3,000 over.

Finally, Jamie said, we ended the year with about \$600 in the Student Media Enhancement Fund and \$23,260 in the Technician Century Fund.

### **SEPTEMBER 2020 BUDGET UPDATE**

Jamie started with a global note on Student Media's admin service fees. They have all be paid, totaling more than \$87,000 for about 9.5% of the current year's budget.

She said Agromeck received its check from Lifetouch from senior portraits commission. That's not budgeted, so it's just icing on our yearbook cake. She said she revised Agromeck's non-fee expectation to \$9,000 to accommodate the increased sales goal from the outside consultant and business office. She said she adjusted the printing budget to match the new income figure. The 2020 book is on sale in the Student Media e-store and there has been one sale.

Jamie said Nubian Message has \$180 in income from a full-page ad by the NC State Christian Faculty/Staff Network in its Welcome Back edition. She said Nubian's payroll is at 24% when we are 17% through the year, and pointed out that continual spending at this rate will cause them to go over budget.

Jamie said \$6,000 was budgeted for the Roundabout welcome to campus issue, and it ended up costing only about \$4,500 so that's good. Roundabout income stood at \$560 as of Sept. 1.

Jamie said Technician's income is at \$1,087, and its payroll is only at 8% so that's great. Jamie said Windhover has had no notable revenues or expenditures thus far this year.

Jamie said WKNC had booked about \$1,100 in income and payroll was at 14% as of Sept. 1. She said she was keeping an eye on the payroll so the station doesn't go over.

For General Administration, Jamie said 46% of our fee money has been deposited. Finally, Jamie noted a \$50 donation to the Technician Century Fund.

Overall, Jamie said, the unit's total income started off more or less on pace with last year. Non-fee income was at 2%, versus 3% on Aug. 1, 2019. Fee income was at 11% on Aug. 1, versus 13% of the unit's fee income by this time in 2019. Non-fee income was at 6% for Sept. 1, 2019, while it is now at 4%. Fee income was at 44% on Sept. 1, 2019, while we are at 46% now. Jamie said that since the unit receives more in student fees than from non-fees, our total income was actually at 39% right now while

we were at 36% total this time last year.

In the discussion that followed, Xenna Smith asked about the budgeting process with regard to payroll and how that was determined for each organization. Jamie said that the senior leaders generally consulted with their advisers on any proposed payroll increases and then she and Patrick did their best to incorporate their wishes into the budgets they put forth to the university.

Tyler asked for clarification of Roundabout's finances, as he said it appeared the magazine had run a loss on its welcome back edition. Jamie said Roundabout didn't get its own project number until September of 2019, which was after all of last year's orientation edition revenue had been booked to General Administration, which was Roundabout's previous home, budgetarily speaking, so it was complicated, and the nature of that transition gave a misleading picture of Roundabout's fiscal situation. Zanna and Patrick added that sales for the welcome back edition had actually gone better than expected, with some 12 pages (between \$14,000 and \$15,000 worth) of advertising sold, and none of the money from on-campus departments (which represented the vast majority of the sales for that piece) was reflected on the budget report. Zanna it generally takes a month or two for interdepartmental transfers to show up in the university's accounting system.

#### **STATE OF STUDENT MEDIA 2020-2021**

Patrick said he decided to read a prepared statement for this year given everything that was going on. That statement is attached here and included as part of these minutes by reference.

In the discussion that followed, Tyler asked Patrick and the senior leaders how they had balanced in-person and remote work, and each student leader outlined their strategies: an all-remote strategy at Nubian Message, Windhover and Roundabout; an optional in-person model at WKNC; hybrid remote-and-in-person models at Technician and Agromeck; and an in-person model in the Student Business and Marketing Office. All of the leaders also described the various precautions they were taking with regard to social distancing, disinfecting work stations and the like.

Tyler followed up with questions about Technician's "e-edition," which is essentially a print edition that is posted online but not actually printed. Tyler questioned the use of human resources on such an endeavor. In the discussion that ensued, Rachael Davis, Ellen Meder and Patrick said they had much the same debate about launching the e-edition before ultimately moving forward with it, saying that foregoing any kind of print production process would make resumption of the real thing maximally difficult. In the end, Tyler recommended that Technician continue to evaluate that endeavor moving forward, and Ellen said she would gather some analytics and share them with the board.

#### **STUDENT MEDIA CONSTITUTION REFERENDUM**

Patrick said the Student Senate had passed a resolution placing Student Media's updated constitution on the fall Student Government elections ballot. He said that the resolution ultimately passed without any discussion and only one dissenting vote.

#### **REPORT ADDENDA**

September board reports for all of the organizations were included with the meeting package and are included as part of these minutes by reference.

Addenda included the following:

- Cameron Motsinger said that while Agromeck would continue its class ring partnership with Balfour, Agromeck staff members would not be tabling with the class ring reps, as this year Balfour was doing its ring consultations by appointment only, but she said that they would have flyers and other information about the yearbook on hand at their table. She said Agromeck was still planning on doing senior portraits and working to procure a space to hold those.
- Lucas Martin said that the Student Business and Marketing Office was concentrating solely on the transition from print to digital for Technician and Nubian, and said the media consultants had had some success selling underwriting for WKNC. Otherwise, he said the main foci of his team would be the new Technician newsletter in the immediate near term and outdoor advertising immediately thereafter.
- Elikem Dodor said that since submitting her board report, the Nubian Message staff had met and decided to retain its biweekly schedule for its online-only approach this semester. She said that would start next week.
- Cliff Maske said that given the uncertainty of Roundabout's print schedule, he planned to focus on building a website and then deciding whether to break new content there instead of just in e-editions of its print product.
- Rachael said the "welcome" email for its newsletter had gone out Monday to 35,502 recipients, which represents every student email address listed in the student directory. Of those, she said 18,812 people had opened the newsletter and only 314 had unsubscribed. Ellen encouraged members of the board to subscribe.
- Xenna said that she and her staff are working on an additional short-form publication, a "zine," focusing on the black artistic community at NC State. She said a committee would be working on fine-tuning the concept and that she would update her fellow student leaders as the project solidified.
- Laura said that WKNC had hired a new program director, Molly Dubois, since they submitted their board report, and that the Molly would begin work as soon as she cleared the university's approval process. Jamie added that the station's "dump button," which allows an eight-second delay for DJs to censor problematic content, had been replaced.

## **ADJOURN**

There being no need for an executive session, Laura moved to adjourn the meeting with Tyler seconding the motion. The board voted unanimously to adjourn at 8:56 p.m.

# STUDENT MEDIA BUDGET V. ACTUAL

DATE: October 1, 2020  
 PERCENT THROUGH FISCAL YEAR: 25%

AGROMECK				TECHNICIAN				GENERAL ADMIN			
	Budget	Actual	Percent		Budget	Actual	Percent		Budget	Actual	Percent
Temp payroll	\$ 28,100.00	\$ 3,150.35	11%	Temp payroll	\$ 106,500.00	\$ 17,135.42	16%	FTE salaries + benefits	\$ 395,200.00	\$ 96,390.89	24%
Supplies	\$ 700.00	\$ -	0%	Supplies	\$ 400.00	\$ -	0%	Temp payroll	\$ 41,700.00	\$ 5,403.30	13%
Leadership develop.	\$ 1,880.00	\$ -	0%	Leadership develop.	\$ 1,895.00	\$ -	0%	Supplies	\$ 9,890.00	\$ 1,124.38	11%
Admin service charges	\$ 3,600.00	\$ 3,593.15	100%	Admin service charges	\$ 17,900.00	\$ 17,974.72	100%	Leadership develop.	\$ 3,100.00	\$ -	0%
Current services	\$ 11,260.00	\$ 8,434.76	75%	Current services	\$ 21,500.00	\$ 2,197.46	10%	Admin service charges	\$ 53,700.00	\$ 53,650.35	100%
Fixed charges	\$ 1,065.00	\$ -	0%	Fixed charges	\$ 7,580.00	\$ 2,792.00	37%	Current services	\$ 23,310.00	\$ 3,420.19	15%
TOTAL	\$ 46,605.00	\$ 15,178.26	33%	TOTAL	\$ 155,775.00	\$ 40,099.60	26%	Fixed charges	\$ 6,155.00	\$ 1,033.68	17%
Non-fee income	\$ 9,000.00	\$ 9,492.56	105%	Non-fee income	\$ 52,000.00	\$ 6,018.89	12%	Contracted services	\$ 5,000.00	\$ -	0%
Fee income	\$ 37,605.00	\$ 18,563.33	5.15%	Fee income	\$ 103,775.00	\$ 51,227.47	14.22%	Capital outlay	\$ 22,300.00	\$ -	0%
TOTAL	\$ 46,605.00	\$ 28,055.89	60%	TOTAL	\$ 155,775.00	\$ 57,246.36	37%	TOTAL	\$ 560,355.00	\$ 161,022.79	29%
Profit/Loss	\$ -			Profit/Loss	\$ -			Non-fee income	\$ -	\$ 360.00	
								Fee income	\$ 501,965.00	\$ 247,789.92	68.80%
								TOTAL	\$ 501,965.00	\$ 248,149.92	49%
								Profit/Loss	\$ (58,390.00)		
NUBIAN MESSAGE				WINDHOVER				OVERALL			
	Budget	Actual	Percent		Budget	Actual	Percent		Budget	Actual	Percent
Temp payroll	\$ 11,000.00	\$ 3,962.33	36%	Temp payroll	\$ 6,600.00	\$ -	0%	FTE salaries + benefits	\$ 395,200.00	\$ 96,390.89	24%
Supplies	\$ 200.00	\$ -	0%	Supplies	\$ 750.00	\$ -	0%	Temp payroll	\$ 256,900.00	\$ 41,808.68	16%
Leadership develop.	\$ 1,180.00	\$ -	0%	Leadership develop.	\$ 905.00	\$ -	0%	Supplies	\$ 14,640.00	\$ 1,326.47	9%
Admin service charges	\$ 2,000.00	\$ 1,918.12	96%	Admin service charges	\$ 2,100.00	\$ 2,075.35	99%	Leadership develop.	\$ 10,550.00	\$ -	0%
Current services	\$ 6,500.00	\$ 347.57	5%	Current services	\$ 11,050.00	\$ 34.80	0%	Admin service charges	\$ 87,500.00	\$ 87,297.42	100%
Fixed charges	\$ 1,200.00	\$ 135.00	11%	Fixed charges	\$ 1,210.00	\$ -	0%	Current services	\$ 94,245.00	\$ 20,267.48	22%
TOTAL	\$ 22,080.00	\$ 6,363.02	29%	TOTAL	\$ 22,615.00	\$ 2,110.15	9%	Fixed charges	\$ 27,215.00	\$ 7,958.68	29%
Non-fee income	\$ 3,500.00	\$ 1,066.00	30%	Non-fee income	\$ -	\$ -		Contracted services	\$ 5,000.00	\$ -	0%
Fee income	\$ 18,580.00	\$ 9,171.83	2.55%	Fee income	\$ 22,615.00	\$ 11,163.66	3.10%	Capital outlay	\$ 22,300.00	\$ -	0%
TOTAL	\$ 22,080.00	\$ 10,237.83	46%	TOTAL	\$ 22,615.00	\$ 11,163.66	49%	TOTAL EXPENSES	\$ 913,550.00	\$ 255,049.62	28%
Profit/Loss	\$ -			Profit/Loss	\$ -			Non-fee income	\$ 133,900.00	\$ 33,743.29	25%
								Fee income	\$ 729,650.00	\$ 360,184.30	49%
								Interest income	\$ -	\$ 112.93	
								Food purchases	\$ -	\$ -	
								TOTAL INCOME	\$ 863,550.00	\$ 394,040.52	46%
ROUNDAABOUT				WKNC				Net Profit/Loss	\$ (50,000.00)		
	Budget	Actual	Percent		Budget	Actual	Percent	SM Enhancement Fund	\$ 678.68	663502	
Temp payroll	\$ 3,700.00	\$ 130.78	4%	Temp payroll	\$ 59,300.00	\$ 12,026.50	20%	Technician Century Fund	\$ 24,751.80	667736	
Supplies	\$ 200.00	\$ -	0%	Supplies	\$ 2,500.00	\$ 202.09	8%				
Leadership develop.	\$ 760.00	\$ -	0%	Leadership develop.	\$ 830.00	\$ -	0%				
Admin service charges	\$ 500.00	\$ 462.75	93%	Admin service charges	\$ 7,700.00	\$ 7,622.98	99%				
Current services	\$ 14,225.00	\$ 4,586.20	32%	Current services	\$ 6,400.00	\$ 1,246.50	19%				
Fixed charges	\$ 225.00	\$ 20.00	9%	Fixed charges	\$ 9,780.00	\$ 3,978.00	41%				
TOTAL	\$ 19,610.00	\$ 5,199.73	27%	Contracted services	\$ -	\$ -					
Non-fee income	\$ 28,000.00	\$ 14,531.25	52%	TOTAL	\$ 86,510.00	\$ 25,076.07	29%				
Fee income	\$ -	\$ -	0.00%	Non-fee income	\$ 41,400.00	\$ 2,274.59	5%				
TOTAL	\$ 28,000.00	\$ 14,531.25	52%	Fee income	\$ 45,110.00	\$ 22,268.09	6.18%				
Profit/Loss	\$ 8,390.00			TOTAL	\$ 86,510.00	\$ 24,542.68	28%				
				Profit/Loss	\$ -						

# Agromeck

*By Cameron Motsinger, Editor-In-Chief*

## Revenue

- Currently, we have no book sales.
- We will be holding senior portrait sessions Oct. 26 - 30, and Nov. 2 - 6 in room 3222, Talley Student Union.

## Expenditures

- Reserving a room for senior portraits cost \$400.

## Personnel

- After our first deadline, we have one designer who has completed her correspondence and is now on payroll.

## Training

- We have uploaded the recordings of our Aug. writing and design training to our shared drive for all staff members to access.
- We held one-on-one training sessions with new correspondents both before they began their assignments and after our first deadline.

## Coverage

- We are continuing to highlight COVID-19 impacts on student life, academics and sports.
- We are beginning to work on election coverage which will make up a significant portion of our third deadline.

## Technology

- We are continuing to update our website and trying to increase our outreach through social media.
- We have successfully been using Zoom to complete weekly staff meetings and have posted recordings of the meetings to our website.

## Deadlines

- We submitted our first deadline of 44 pages on time Sept. 28.
- We are currently working towards our next deadline of 40 pages on Nov. 9.

## Ethics/Legal Issues

- N/A



# Business and Marketing Office

By Lucas Martin, General Manager

## Sales Revenue

OUTLET	TARGET	SOLD YTD*	PAID YTD**
Technician	\$ 80,000	\$8,057 Flytedesk election ads not included	\$6,019
Nubian Message	\$ 5,000	\$1,066	\$1,066
WKNC	\$ 25,000	\$2,184	\$2,034
Roundabout Magazine	\$ 36,000	\$14,531	\$14,531
Agromeck* Sales team portion	\$ 3,000	\$0.00	\$0.00
Student Media* Kiosks, services, etc.	\$ 10,000	\$900 Estimated postering	

\* 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

- Newsletter positions are selling extremely well, with all slots booked through Nov. 3. The election year is presenting a lot of opportunities for non-partisan groups to advertise through our outlets, so we look to continue this success without compromising the editorial content of our media outlets.

### Nubian Message

- While Nubian Message has halted print publications and is focusing more on social media, several of our on-campus and voter education clients have chosen to advertise through Nubian Message, thus helping their non-fee revenue budget.

## WKNC

- WKNC has a new website which allows for upper and lower block rail-sized and leaderboard digital spaces placements to be sold. This means we have more positions to sell ad space, which our team will work to sell to clients looking to advertise on the WKNC website.

## Personnel

- The returning home of students has reduced the size of the business and marketing team, thus making effective prospecting and relationship-building a challenge. In an effort to maintain our momentum, we are promoting an open position for the role of Media Consultant and the role of Brand Ambassador. So far, two candidates have come in for interviews for the position of media consultant. Media Consultant is a paid position while Brand Ambassadors are unpaid positions.

## Training

- NC State Student Media conducted a collaborative Zoom meeting with Garnet Media Group from the University of South Carolina to share advice and training material. This meeting took place at 10:00 am on Monday, September 28. The session lasted about an hour. We plan to schedule another meeting with Garnet Media Group during October. Additionally, the business team has completed a walk down Hillsborough St. to stop into streetside businesses and generate leads for future outreach. We took precautions to wear safety masks and we wore Student Media Brand Ambassador shirts to promote the organization. The opportunity made for a good learning experience on conducting cold sales meetings.

## Deadlines

- The Student Media Business and Marketing team is planning to produce a housing guide for distribution to students. While full details are speculative, we plan to have clients commit to the guide by pand compile and distribute the printed copies of the housing guide the beginning of next semester. The goal of the guide is to provide students with a way of comparing nearby housing options, as well as market the guide to nearby housing clients for potential placements to generate revenue.

# Nubian Message

*By Elikem Dodor, Editor-In-Chief*

## Personnel

- No updates.

## Training

- No updates.

## Technology

- No updates.

## **Coverage/Outreach**

- We've been having a lot of student orgs reach out about our WHTW Instagram stories, consistently been doing well. We're working on more stories but there has been a significant decline in the number of writers we have.
- We plan on producing a voter guide + a staff Instagram video that will increase our coverage/outreach

## **Deadlines**

- No updates.

## **Ethics/Legal Issues**

- The case with the death threat is now closed.

# **Roundabout**

*By Cliff Maske, Editor-In-Chief*

## **Revenue**

Nothing new to report.

## **Expenditures**

Nothing new to report.

## **Personnel**

Nothing new to report.

## **Training**

Nothing new to report.

## **Technology**

Beginning the first steps of developing a website to host Roundabout content with the goal of launching towards the end of November.

## **Coverage/Outreach**

Nothing new to report.

## **Deadlines**

Nothing new to report.

## **Ethics/Legal Issues**

Nothing new to report.

# Technician

*By Rachael Davis, Editor-in-Chief*

## Personnel

- No changes; still 22 out of 23 positions filled on editorial board

## Training

- Ellen has been holding regular trainings for those still completing their correspondence
- Ellen held a story idea training for the news section during one of their weekly meetings
- Ellen held a summary training for the entire editorial board to improve our newsletter teasers
- Alicia Thomas, managing editor, Sarah Newton, copy desk chief and I held a news training with Cassie Englund and Anna Beth McCormick, the two co-news editors, in order to improve their editing skills and article content for the section

## Coverage/Outreach

- Newsletter was delivered to 34,997 people on Oct. 1
  - -505 subscriber difference since we sent out the welcome newsletter on Sept. 7
- Voter Guide will be printed and distributed on-campus on Oct. 15 due to ad money
  - Editorial board members and staff writers are reaching out to political candidates for interviews
    - Cassie Englund, co-news editor, has already interviewed David Price (Congressman)
  - Graphic design and photo team will be meeting with me, Alicia Thomas and Jaylan Harrington, multimedia managing editor, on Oct. 7 to plan the layout of the paper
- Caryl Espinoza Jaen, opinion editor, and I have been working with Nancy Whelchel and Anthony Sbarra from NC State's Institutional Strategy and Analysis department to distribute a poll to the student body
  - We sent out a political poll to a random sample of 6,000 undergraduates and 2,000 graduate students on Oct. 5
    - The poll will end on Oct. 12

## Deadlines

- Nothing new to report.

## Ethics/Legal Issues

- Nothing new to report.

# Windhover

*By Xenna Smith, Editor-In-Chief*

## Revenue

Nothing new to report.

## Expenditures

Nothing new to report.

## **Personnel**

We are currently still recruiting volunteers for the various medium committees. We just officially onboarded a staff writer as well.

## **Training**

Nothing new to report.

## **Technology**

Nothing new to report.

## **Coverage**

Our newest Subvolo article a “Q&A with Zack Cokas: Making Music During COVID-19” was released a couple of weeks ago. The article was the smash, good things all around came from it. It seems as though we will be collaborating with Gregg Art Museum in early December for some sort of virtual artist-talk event/event-series. No tentative plans are made just yet. The zine for Black artists is underway we are currently in the stage of rallying community support.

## **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 HD-1/HD-2**

*By Laura Mooney, General Manager*

## **Revenue**

- Non-fee income (money in the bank), as of Oct. 1, 2020: \$2,274.59
  - Sponsor Sales \$2,034.00
  - Women's Basketball \$0.00
  - Men's Baseball \$0.00
  - Event Promotions \$0.00
  - Merchandise Sales \$240.59
  - Studio Rental \$0.00
  - Other \$0.00
  - Event Tickets \$0.00
  - Event Sponsorships \$0.00

## **Expenditures**

- WKNC has overspent its \$1,000 engineering repair budget with a \$1,115.14 bill for fixing our

program delay monitor. As a new one costs around \$2,700. It was a necessary expense and the \$115 overage can be accounted for with a reduction in other current services.

## **Personnel**

- Our new Program Director, Molly DuBois, has started her position and is doing stellar. We also rehired two Board Operators, Jack Schroeder and Ethan Myers, in preparation for the Women's Basketball season beginning again.

## **Training**

- All 10 DJs passed their written exams and are now in the process of taking their board tests. Furthermore, three previous trainees who never took their board tests have scheduled time to take them as well. We anticipate adding 13 new DJs to our roster by the end of the month.

## **Technology**

- New website! Shout out to Adam Bernot in DASA Tech Apps Dev. We have just started using an auto-transcription service called Otter.ai, approved by DASA Tech, to provide video captions and transcripts.

## **Coverage/Outreach**

- Our social media is as busy as ever, though we have amended how we want to handle Instagram advertisements going forward. Recently we posted an updated station tour which has received good responses from students and alumni alike.

## **Deadlines**

- No specific deadlines to report.

## **Ethics/Legal issues**

- None to report.