

# STUDENT MEDIA BOARD OF DIRECTORS AGENDA

Tuesday, January 12, 2021 • 7 p.m.  
Via Teleconference

## CALL TO ORDER AND INTRODUCTIONS

## ELECTION OF MEETING SECRETARY

## BUSINESS AND DISCUSSION ITEMS

1. Approve minutes from Nov. 10, 2020 meeting
2. Welcome back, Dean!
3. January 2021 budget update (Jamie)
4. Budget outlook for remainder of FY20-21 (Jamie)
5. Budget schedule and process for FY21-22 (Jamie)
6. Midyear updates and spring 2021 outlooks (senior leaders)
  - Agromeck
  - Business Office
  - Nubian Message
  - Roundabout
  - Technician
  - Windhover
  - WKNC
7. Reminder: 2021-2022 senior leader applications (Patrick)
8. Spring 2021 advisory board assignments (Patrick)
9. Elected student board seats for 2021-2022 (Jamie & 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  
November 2020 meeting minutes**

**Tuesday, Nov. 10, 2020 • 7 p.m.**

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

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

Absent: Arianna Hinton, Cliff Maske, Melanie Flowers

Others present: Jamie Lynn Gilbert, Ellen Meder, Zanna Swann

**CALL TO ORDER AND ELECTION OF MEETING SECRETARY**

With a quorum of voting members present board chair Sarah Hartsell called the meeting to order at 7:04 p.m. Lucas Martin agreed to serve as recording secretary for the meeting.

**APPROVAL OF SEPTEMBER MEETING MINUTES AND OCTOBER MEETING NOTES**

Tyler Dukes moved to approve the minutes from the Sept. 8, 2020 meeting, with a second from Tania Allen. The minutes were approved unanimously. Tania moved to approve the notes from Oct. 13, 2020 meeting, with a second from Abi Hearn. The notes were approved unanimously.

**NOVEMBER 2020 BUDGET UPDATE**

Jamie Lynn Gilbert reviewed the November budget update, which was included in the meeting package and made part of these minutes by reference. Jamie noted the following:

- Agromeck's payroll is at 27% at 33% through the year.
- Nubian Message booked another \$170 in revenue for November, bringing it to about \$1,250 of its \$1,500 advertising goal. October payroll was about \$730, for 43% through the year; that was slightly more than in September but on pace to even itself out.
- Technician deposited about \$1,000 in October, bringing the total earned to about \$7,000 and 14% of its goal for the year. Technician was at 20% of income by Nov. 1, 2019. Payroll is at 26%, so they are doing well there.
- WKNC's income is at \$4,200, which is 10% of its goal. The station was at 14% of income by Nov. 1, 2018 (2019 isn't a good comparison year). Payroll is at 31%.
- In General Administration, temp payroll is at 19%, which is good. The first part of our card access bill was \$2,246.44 for the electrical work laying the conduit. The Student Media Enhancement Fund received another \$10 donation. Our total in the fund is \$652.49 (in a slight correction from last month's report). The Technician Century Fund received a \$125 donation, which brings that fund total to \$24,649.65 (also in a slight correction from last month).

**NOTICE OF ADDITIONAL ADMINISTRATIVE SERVICE FEES**

Patrick Neal said that the DASA budget office had notified him Thursday that Student Media's administrative service fee, which the unit pays DASA in lieu of rent, utilities, financial services and the like, would increase to 15% for both the current fiscal year and the 2021-2022 fiscal year. In the current year, he said, that would amount to an additional expense of a little over \$43,000 in the current fiscal year. To put that in perspective, he noted that that \$43,000 would pay for Roundabout and Nubian Message or Roundabout and Windhover, and fell about \$1,000 shy of paying for Windhover and Nubian. He said he expected next year's fee to be substantially lower, as the fees are based on the previous fiscal year's total expenses, so this year's greatly reduced expenses would mean a lower admin service fee next year.

Patrick said this increase was being levied to help fill a funding hole at University Housing, DASA's largest unit, and should allow Housing to avoid employee furloughs like the ones implemented at Dining, Transportation, Athletics and others. He said it would be assessed across the division for all units receiving student activity fee funds and noted that it would likely be a far greater hardship for some of them than for Student Media, which has a relatively large cash reserve. He said units receiving state funding would pay their share through different avenues, most notably the loss of lapsed salary funds. Patrick said that while a large, unbudgeted expense was never welcome news, he applauded DASA for doing what was necessary to protect its employees.

Patrick said that he didn't believe this charge should affect any media organization's current plans. He urged them to continue practicing frugality wherever possible, but beyond that to disregard the charge in making decisions for the future, including whether or not Technician or Nubian Message resumed their print editions in the spring. In the latter case specifically, he encouraged the editors to postpone their print decision as long as possible given the worsening trajectory of the pandemic.

A short discussion ensued. Ellen Meder asked for clarification as to whether the \$43,000 charge was for both this year and next; Patrick and Jamie said that it was just for this year, and that next year's charge was currently projected at a little over \$33,000, though Patrick said that was based on current budgeted expenditures. He said he believed the actual charge would come in at less than that next year.

Tyler asked whether Student Media would be receiving any additional services for this fee; Patrick confirmed that it would not. He followed up by noting that once units were able to ask for fee increases this would likely mean a fee increase for all students; Patrick said he didn't know that to be true but said it was probably a reasonable prediction.

Ellen asked whether this plan assumed a true "worst-case scenario" for Housing. Patrick said that as far as he was aware, Housing was still planning to have 4,700 students return to residence halls for the spring for about half capacity, but he didn't know exactly what scenario DASA had used in arriving at its figure.

## **NSEMC CONFERENCE RECAP**

Laura Mooney and Jamie gave a brief recap of the National Student Electronic Media Convention, which was held virtually Oct. 28-30. Laura said five of their staff as well as Jamie, Patrick and Student Media IT Manager Doug Flowers attended, and all wrote up session summaries. Those summaries were included in the meeting package and are made part of these minutes by reference. Jamie said the virtual conference was \$100 per organization regardless of the number of attendees, so she felt eight attendees for \$100 was a great investment.

Patrick noted that Jamie won College Broadcasters, Inc.'s first-ever Excellence in Advising award.

## **REPORT ADDENDA**

Organization reports were included in the meeting package and are made part of these minutes by reference. Addenda to those written reports included the following:

- Cameron Motsinger said Agromeck had just submitted pages for its second deadline last night (Monday, Nov. 9) and that she expected them to be sent back by Friday, Nov. 13. Otherwise, she said the yearbook staff had decided to schedule a second week of senior portraits on campus, but that they were taking a "wait and see" approach with regard to scheduling portraits for the spring.
- Lucas offered a slight correction to his written report, noting that the \$20,057 sold year to date did, in fact, include recent election ads sold through the Flytedesk agency. He also said his team was in the process of selling for a printed housing guide to be published in January. Tyler asked if there was a contingency plan if the housing guide didn't pan out. Lucas and Patrick responded that the guide wasn't included in the budget, so if it did not "make" it would not put Student Media in any larger financial hole than it would be otherwise. In response to a question from Ellen, Lucas confirmed that the guide would be branded as an NC State Student Media product.
- On behalf of Cliff Maske, Patrick said Cliff had asked him to pass along a word of clarification that the target completion date for Roundabout's website would be late December; Ellen said

it was more likely going to be January.

- Rachael Davis said that after the editorial board's Nov. 5 group counseling session with Daniel Goldberg from the Counseling Center, it was agreed that additional sessions were needed, and that those sessions should be two hours instead of one. Daniel said he would be able to lead such a session once per month.
- Laura said there may be some programming changes in January, including the addition of an ethics committee to its music selection process. They said those plans weren't set in stone, but said they'd update the board about any concrete changes made.
- Finally, Tyler congratulated all of the groups on surviving a very difficult election season.

## **ADJOURN**

There being no need for an executive session, Tyler moved to adjourn, with Robbie Williams offering a second. The motion passed unanimously, and the meeting was adjourned at 7:44 p.m.

# STUDENT MEDIA BUDGET V. ACTUAL

DATE: January 1, 2021  
 PERCENT THROUGH FISCAL YEAR: 50%

AGROMECK				TECHNICIAN				GENERAL ADMIN			
	Budget	Actual	Percent		Budget	Actual	Percent		Budget	Actual	Percent
Temp payroll	\$ 28,100.00	\$ 11,316.06	40%	Temp payroll	\$ 106,500.00	\$ 36,745.29	35%	FTE salaries + benefits	\$ 395,200.00	\$ 193,842.96	49%
Supplies	\$ 700.00	\$ -	0%	Supplies	\$ 400.00	\$ -	0%	Temp payroll	\$ 41,700.00	\$ 9,662.30	23%
Leadership develop.	\$ 1,880.00	\$ -	0%	Leadership develop.	\$ 1,895.00	\$ -	0%	Supplies	\$ 9,890.00	\$ 1,936.89	20%
Admin service charges	\$ 3,600.00	\$ 3,593.15	100%	Admin service charges	\$ 17,900.00	\$ 17,974.81	100%	Leadership develop.	\$ 3,100.00	\$ -	0%
Current services	\$ 11,260.00	\$ 8,686.31	77%	Current services	\$ 21,500.00	\$ 3,059.37	14%	Admin service charges	\$ 97,300.00	\$ 97,265.83	100%
Fixed charges	\$ 1,065.00	\$ 325.00	31%	Fixed charges	\$ 7,580.00	\$ 4,544.18	60%	Current services	\$ 23,310.00	\$ 6,598.92	28%
TOTAL	\$ 46,605.00	\$ 23,920.52	51%	TOTAL	\$ 155,775.00	\$ 62,323.65	40%	Fixed charges	\$ 6,155.00	\$ 1,158.67	19%
Non-fee income	\$ 9,000.00	\$ 9,612.56	107%	Non-fee income	\$ 52,000.00	\$ 10,653.94	20%	Contracted services	\$ 5,000.00	\$ -	0%
Fee income	\$ 37,605.00	\$ 26,237.72	5.15%	Fee income	\$ 103,775.00	\$ 72,405.77	14.22%	Capital outlay	\$ 22,300.00	\$ 6,508.44	29%
TOTAL	\$ 46,605.00	\$ 35,850.28	77%	TOTAL	\$ 155,775.00	\$ 83,059.71	53%	TOTAL	\$ 603,955.00	\$ 316,974.01	52%
Profit/Loss	\$ -			Profit/Loss	\$ -			Non-fee income	\$ -	\$ -	
								Fee income	\$ 501,965.00	\$ 350,230.44	68.80%
								TOTAL	\$ 501,965.00	\$ 350,230.44	70%
								Profit/Loss	\$ (101,990.00)		
NUBIAN MESSAGE				WINDHOVER				OVERALL			
	Budget	Actual	Percent		Budget	Actual	Percent		Budget	Actual	Percent
Temp payroll	\$ 11,000.00	\$ 5,985.99	54%	Temp payroll	\$ 6,600.00	\$ 2,066.12	31%	FTE salaries + benefits	\$ 395,200.00	\$ 193,842.96	49%
Supplies	\$ 200.00	\$ -	0%	Supplies	\$ 750.00	\$ 142.31	19%	Temp payroll	\$ 256,900.00	\$ 92,189.32	36%
Leadership develop.	\$ 1,180.00	\$ -	0%	Leadership develop.	\$ 905.00	\$ -	0%	Supplies	\$ 14,640.00	\$ 2,384.55	16%
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	\$ 857.58	13%	Current services	\$ 11,050.00	\$ 60.49	1%	Admin service charges	\$ 131,100.00	\$ 130,912.99	100%
Fixed charges	\$ 1,200.00	\$ 225.00	19%	Fixed charges	\$ 1,210.00	\$ 109.00	9%	Current services	\$ 94,245.00	\$ 25,730.87	27%
TOTAL	\$ 22,080.00	\$ 8,986.69	41%	TOTAL	\$ 22,615.00	\$ 4,453.27	20%	Fixed charges	\$ 27,215.00	\$ 11,428.85	42%
Non-fee income	\$ 3,500.00	\$ 1,296.00	37%	Non-fee income	\$ -	\$ -		Contracted services	\$ 5,000.00	\$ -	0%
Fee income	\$ 18,580.00	\$ 12,963.62	2.55%	Fee income	\$ 22,615.00	\$ 15,778.91	3.10%	Capital outlay	\$ 22,300.00	\$ 6,508.44	29%
TOTAL	\$ 22,080.00	\$ 14,259.62	65%	TOTAL	\$ 22,615.00	\$ 15,778.91	70%	TOTAL EXPENSES	\$ 957,150.00	\$ 462,997.98	48%
Profit/Loss	\$ -			Profit/Loss	\$ -			Non-fee income	\$ 133,900.00	\$ 41,372.86	31%
								Fee income	\$ 729,650.00	\$ 509,090.56	70%
								Interest income	\$ -	\$ 112.93	
								Food purchases	\$ -	\$ -	
								TOTAL INCOME	\$ 863,550.00	\$ 550,576.35	64%
ROUNDAABOUT				WKNC				Net Profit/Loss	\$ (93,600.00)		
	Budget	Actual	Percent		Budget	Actual	Percent	SM Enhancement Fund	\$ 665.51	663502	
Temp payroll	\$ 3,700.00	\$ 231.38	6%	Temp payroll	\$ 59,300.00	\$ 26,182.18	44%	Technician Century Fund	\$ 27,188.55	667736	
Supplies	\$ 200.00	\$ -	0%	Supplies	\$ 2,500.00	\$ 305.35	12%				
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	\$ 1,882.00	29%				
Fixed charges	\$ 225.00	\$ 20.00	9%	Fixed charges	\$ 9,780.00	\$ 5,047.00	52%				
TOTAL	\$ 19,610.00	\$ 5,300.33	27%	Contracted services	\$ -	\$ -					
Non-fee income	\$ 28,000.00	\$ 14,531.25	52%	TOTAL	\$ 86,510.00	\$ 41,039.51	47%				
Fee income	\$ -	\$ -	0.00%	Non-fee income	\$ 41,400.00	\$ 5,279.11	13%				
TOTAL	\$ 28,000.00	\$ 14,531.25	52%	Fee income	\$ 45,110.00	\$ 31,474.10	6.18%				
Profit/Loss	\$ 8,390.00			TOTAL	\$ 86,510.00	\$ 36,753.21	42%				
				Profit/Loss	\$ -						

# SEEKING APPLICATIONS for Student Media Leader Candidates

**To:** Prospective applicants for 2021-2022 editors-in-chief of *Agromeck*, *Nubian Message*, *Roundabout*, *Technician* and *Windhover*, and senior managers of the Student Business and Marketing Office and WKNC.

**Date:** Nov. 16, 2020

**Re:** Vacancies in leadership positions

## QUALIFICATIONS

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

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

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

## STEP ONE: The position package — due Thursday, Jan. 28, 2021 at noon, 307A Witherspoon

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

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

The five advisory boards - Newspapers, Broadcast, Annual Publications, Business Office and Roundabout - will meet at times and locations to be determined to interview all eligible candidates. Each advisory board will ultimately make a recommendation to the Student Media Board of Directors. Those meetings will be held between Friday, Jan. 29 and Monday, March 1. The question-and-answer portions of the meeting will be open to the public; the advisory boards will deliberate in executive (closed) session in arriving at their recommendations.

## STEP THREE: The hiring — Tuesday, March 2, 7 p.m., location TBA

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

# THE POSITION PACKAGE

## for Student Media Leader Candidates

**To:** Prospective applicants for 2021-2022 editors-in-chief of *Agromeck*, *Nubian Message*, *Roundabout*, *Technician* and *Windhover*, and senior managers of the Student Business and Marketing Office and WKNC.

**Date:** Nov. 16, 2020

**Re:** The Position Package

### STEP TWO: The position package — due Thursday, Jan. 28, 2021 at noon, 307A Witherspoon

The position package is a key part of your application.

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

The position package consists of four parts.

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

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

2) *Your resume (one page maximum)*

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

3) *Position paper (five pages maximum)*

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

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

4) *Transcript*

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

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

### POSSIBLE ISSUES TO DISCUSS

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

NC State Student Media advisory boards membership and prospective members as of Jan. 8, 2021:

**Annual Publications**

Liz Moomey  
Tania Allen  
Cameron Motsinger  
Xenna Smith  
Arianna Hinton  
Martha Collins

**Broadcast**

Joe Ovies  
Kelly McCullen  
Yvonne Chazal  
Dean Phillips  
(Student Rep will be named by Jan. 22)  
Laura Mooney  
Jamie Lynn Gilbert

**Business Office**

Robbie Williams  
Kellie Brys LeBlanc  
Amy Callahan  
Mark Tate  
Lucas Martin  
Zanna Swann

**Newspapers**

Josh Hyatt  
Cory Smith  
Nancy Wykle  
Ben McNeely  
Tyler Dukes  
Toni Thorpe  
Paul Isom  
Megan Ellisor  
Rachael Davis  
Elikem Dodor  
Ellen Meder

**Roundabout**

Ellen Meder  
Abi Hearn  
Sarah Hartsell  
Cliff Maske

**Unassigned board members as of January 2021:** Sarah Gagner



# Agromeck

*By Cameron Motsinger, Editor-In-Chief*

## Revenue

- As of Jan. 4, we have sold 82 books.
- Our final count for the fall session of senior portraits is 134.
- We will be holding a second session of senior portraits Feb. 1 - 5, and March 1 - 3 in room 3222, Talley Student Union.

## Expenditures

- Reserving a room for senior portraits costs \$320.00.

## Personnel

- N/A

## Training

- N/A

## Coverage

- Our coverage is continuing to encompass student life, athletics and the continued impact of COVID-19 on campus.

## Technology

- N/A

## Deadlines

- We submitted our second deadline of 36 pages Nov. 9.
- We submitted the proofs for our second deadline Nov. 18.
- We are working towards our third deadline of 40 pages Feb. 8.

## Ethics/Legal Issues

- N/A

# Business Office

By Lucas Martin, General Manager

## Revenue

OUTLET	TARGET	SOLD YTD*	PAID YTD**
Technician	\$ 80,000	\$24,546 Flytedesk election ads \$15,949 included	\$10,233.94
Nubian Message	\$ 5,000	\$2,061 Flytedesk Voter Guide \$900 included	\$1,296
WKNC	\$ 25,000	\$3,665***	\$3,240***
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	\$6,250 Flytedesk Estimated \$600 postering and \$6,650 housing guide	

\* 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.

\*\*\* Please note that last meeting's report had incorrect figures for WKNC due to some discounts that were incorrectly listed and a deposit that was not a payment for sales.

### Technician

With the first Technician Newsletter dropping Jan. 21 and the first print edition coming up Jan. 28, our team will be hard at work selling ad spots to support the publications.

Also a huge shoutout to Rachel, Ryan and Marissa in Photo for covering the Housing Guide.

### Nubian Message

The team is to continue selling online and social for Nubian Message.

### WKNC

Nothing new to report.

## Personnel

As of current, Martin, Jelani and Lexi, past media consultants and designer, respectively who had left due to fall 2020's on-campus-housing mandate, will not be returning to the office in spring 2021.

This means that this semester, our business and marketing team consists of two media consultants, one designer and one general manager.

Wolfpack Welcome Week is when we open up recruitment. The hope is that a couple of media consultants can be hired so that they can be trained and ready to sell next semester and be available over the summer and into next fall semester.

The current staff and their respective positions are listed below.

- Business Office General Manager: Lucas Martin
- Media Consultants: Devin Raines, Jonny Zemola
- Business Office Designer:
- Office Assistants: Aubrey Suri

Paperwork for returning media consultants and designer pending. Students will return to work in earnest in some capacity beginning the week of Monday, Jan. 11.

## **Training**

Nothing new to report. (*Marketing team members have not been in the office due to break.*)

## **CMBAM Awards**

The business and marketing adviser and general manager will be reviewing CMBAM Awards categories with the hope of submitting our work within the appropriate categories. Given the limited outlet publications and sales options, the submissions may be limited. However, all CMBAM outlets are in similar positions. We were fortunate this past year that we began a newsletter and were a swing state in the election, thus we have been better than many programs with insertions and revenue options.

## **Deadlines**

Lucas, Jonny and Devin wrote article content for the guide during winter break. Photo worked to take covers for respective articles. The student Media Housing Guide content deadline was set on Jan. 4th. Everything was turned in on time, and a formatted draft is being currently revised for a planned Jan. 16 circulation.

## **Semester Outlook**

### ***Personnel***

Seeing as though we'll have a small team to begin the spring semester. I look to hire incoming students to help with the selling required to sustain student outlets.

Even though I feel that our team is a cohesive unit, there is always room for individual self-reflection. Last semester, I hadn't assigned performance reviews, but I plan to for this semester as I hope this will improve areas that each team member struggles with. I'm planning on having the first performance review before the end of January, with a final performance review near the end of April.

Our team has adopted strong communication practices during the fall semester to adapt to the quick pace of last semester. I'm planning on capitalizing on that foundation and furthering frequent communication between the team to enhance decision making and time-management.

### ***Training***

Last semester, we saw success in training through discussion Zoom meetings with Garnet Media and sales exercises. I plan to continue these collaborative sessions and make them a mandatory meeting for sales reps during the semester. Garnet Media's input has led to some good discussions, but I'd also like to collaborate with other university media groups to gain different perspectives on sales / marketing strategies. I will work to reach out to other media groups to get a collaborative discussion meeting going once a month.

## **Nubian Message**

*By Elikem Dodor, Editor-In-Chief*

### **Personnel**

- No updates.

### **Training**

- No updates.

### **Technology**

- No updates.

### **Coverage/Outreach**

- We are hoping to start a food series to highlight various businesses around the Triangle area -- specifically Black and other minority-owned.
- We are still on the fence about continuing "regular" print publications due to low staff and low pick up but we want to push for more online content.
- We have a sports writer/podcaster correspondent to bring new content.

### **Deadlines**

- No updates.

### **Ethics/Legal Issues**

- A former student is threatening to get her lawyers involved in a story that has been removed -- very doubtful but we will be keeping an eye out.

# 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

Nothing new to report

## Coverage/Outreach

Nothing new to report.

## Deadlines

The deadline for our next issue was loosely set for the beginning of February. Content has already been discussed and is in progress, and photo assignments are read to be passed out when photographers return to school.

## Ethics/Legal Issues

Nothing new to report.

# Technician

*By Rachael Davis, Editor-in-Chief*

## Personnel

- One of the Co-News Editors quit over Winter Break, so we moved Cassie Englund up as News Editor and hired two new Assistant News Editors, Sam Overton and Kaitlyn Mahoney

- Antonio Dinkens, one of our Social Media Editors, graduated in December, so we are hiring Ali Hurst, one of our Copy Editors to take his place
- 23 out of 23 positions filled on e-board

## **Training**

- To prepare the new hires in News and to improve the section overall this semester, Alicia and I are holding a two week training period for Cassie, Sam and Kaitlyn. Ellen will also be holding trainings for them as well, including breaking news, headlining and libel training

## **Technology**

- First newsletter will be sent out Jan. 21
- First e-edition will be out Jan. 27

## **Coverage/Outreach**

- We did not publish much over the break besides breaking news and Sports coverage
- We will be holding Winter Welcome Week events with Student Media the first week of classes
- Technician will continue its schedule from last semester with e-editions coming out every other week; we are hoping to have one print issue in the beginning of the semester (TBD)

## **Deadlines**

- Nothing new to report

## **Ethics/Legal Issues**

- Nothing new to report

# **Windhover**

*By Xenna Smith, Editor-In-Chief*

## **Revenue**

We are still attempting to create a structure and gameplan for Windhover patronages. Bringing in revenue is a point we are making at the moment.

## **Expenditures**

Nothing new to report.

## **Personnel**

Nothing new to report

## **Training**

Nothing new to report.

## **Technology**

Nothing new to report.

## **Coverage**

We released a video interview (filmed pre-COVID) with visual artist and student Jakada Khalfani and our event with the Gregg went as well as it could have.

## **Deadlines**

Our deadlines for visual and literary submissions has officially passed. Submissions for audio/video are still open until Feb. 14.

## **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 Jan. 1, 2021: \$5,279.11
- Sponsor Sales \$3,240.00
- Women's Basketball \$0.00
- Men's Baseball \$0.00
- Event Promotions \$0.00
- Merchandise Sales \$839.11
- Studio Rental \$0.00
- Other \$1,200.00
- Event Tickets \$0.00
- Event Sponsorships \$0.00

## **Expenditures**

We will be paying \$200 to electronic music collective, The Floor, for their performance and partnership on our Afterhours livestream (see Technology and Coverage/Outreach).

## **Personnel**

As reported in November, the vast majority of our staff members have rolled over into the spring with the exception of two graduating students. Due to these openings we hired Ethan Myers as a video content creator however, the position of Public Affairs Director has re-opened for hiring.

## **Training**

On Wednesday, January 20th and Thursday, 21st at 6pm WKNC will be hosting interest meetings for our Spring 2021 DJ Training Class. Both the interest meetings and the training classes will be held over Zoom. Accepted students will meet for six weeks beginning on January 27th to train to be DJs.

## **Technology**

Requested help with the Afterhours livestream. "Dance Stream," which was quoted to be done "done either free or cheaply but we'll need to do some testing" via DASATech. Nothing has been purchased yet but Doug will communicate that potential necessity to Jamie, if it arises.

## **Coverage/Outreach**

Summary of winter clothing drive. Dance stream. Afterhours Reunion Show.

## **Deadlines**

Public Affairs Director applications were initially due on Monday, January 4th but as I have yet to receive any applications, I will accept them on a rolling basis. DJ class applications are due on January 24th at 11:59PM so that I can accept and reject applications on Monday, the 25th in anticipation of the first class day that coming Wednesday. We are also planning on adjusting the genre block schedule to expand hours for Underground and will be officially doing so on January 18th.

## **Ethics/Legal issues**

None to report.

## **Awards**

No new awards.