



# YEAR IN REVIEW *2019-2020*

**NC STATE**

Student  
Media



## Board of Directors 2019-2020

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**Emma Carter (ex-officio)**, 2019-2020 Student Body President  
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**Dean Phillips**, Lecturer, Communication  
**Jacob Trubey (2019-2020 chair)**, fourth-year, Political Science  
**Robbie Williams**, Senior Account Executive, Ameresco

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## Senior Leaders 2019-2020

**Mersina Boynton**, Business Office General Manager  
**Dan Gilliam**, Technician Editor-in-Chief  
**Julia Harrison**, Agromeck Editor-in-Chief  
**Yesenia Jones**, Nubian Message Editor-in-Chief  
**Cliff Maske**, Roundabout Editor-in-Chief  
**Laura Mooney**, WKNC General Manager  
**Xenna Smith**, Windhover Editor

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## Professional Staff 2019-2020

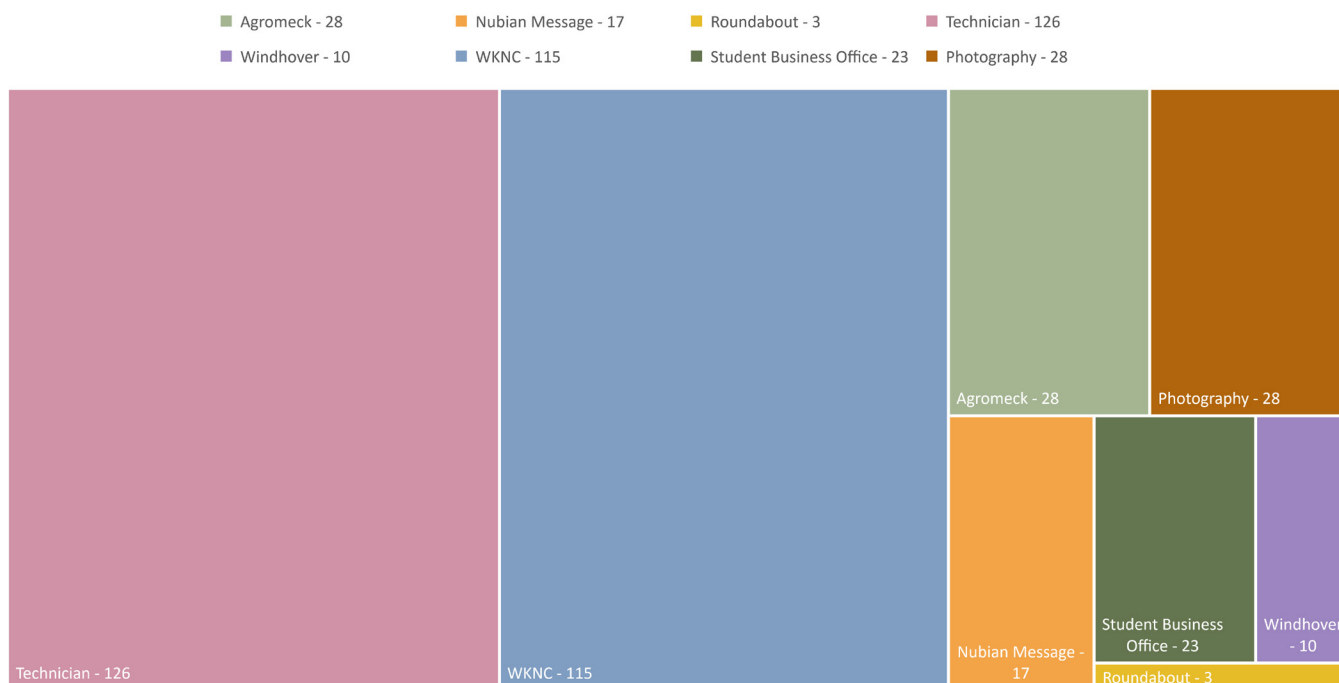
**Ellis "Ray" Black III**, Photography Mentor  
**Martha Collins**, Administrative and Annual Publications Coordinator  
**Jamie Lynn Gilbert**, Associate Director  
**Ellen Meder**, Editorial Adviser  
**Patrick Neal**, Director of Student Media Advising  
**Zanna Swann**, Business and Marketing Manager

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

*Cover: In this photo by Minh Pham, 2014-2015 Arts & Entertainment Associate Editor Kevin Schaefer (left) and 2014-2015 Editor-In-Chief Ravi Chittila toast Technician during its 100th anniversary celebration. For details, see Page 13.*

## 2019-2020 staff by medium



## Student Media welcomes 350 unique students in 2019-2020

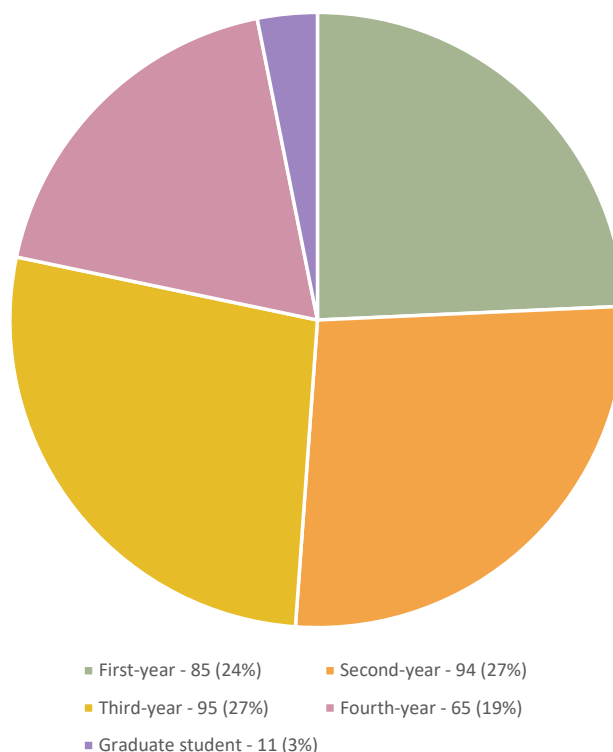
A total of 350 students spent time with one or more of the Student Media at some point during the 2019-2020 academic year. This marks the second year in a row the staff has topped 350, with 355 students in 2018-2019. Student Media has seen participation numbers above 300 every year since 2015-2016. (Duplicate students are filtered from these results, with students holding multiple positions being counted in their primary medium only. Only students completing paperwork to be a paid or volunteer staff member are officially counted.)

Technician had the highest number of student staff, with 126. That marks an 8% increase over 2018-2019 staffing levels.

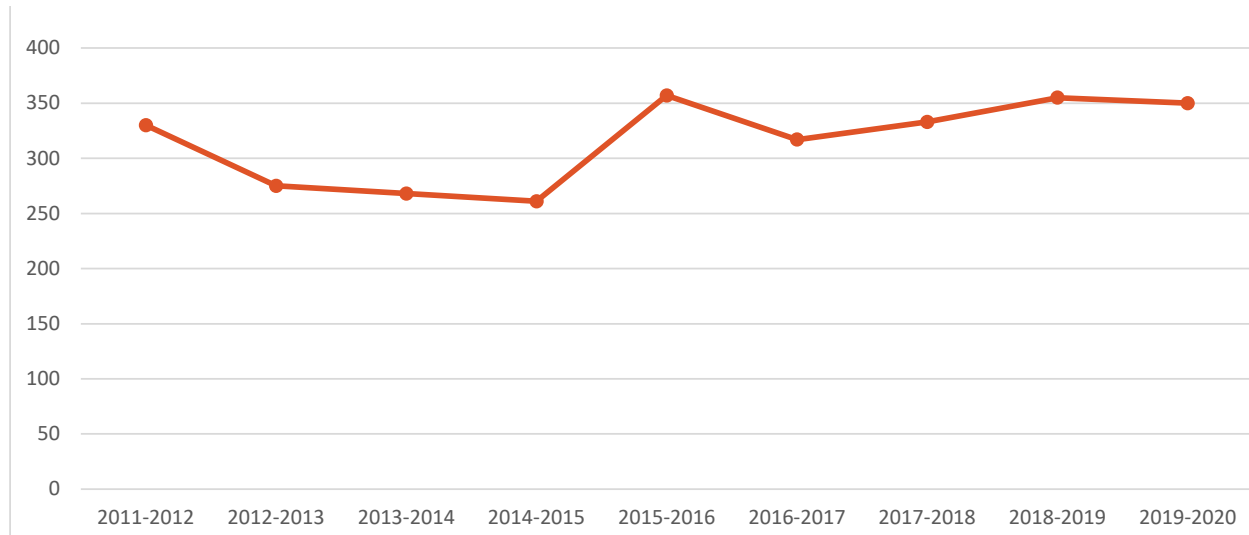
WKNC experienced a 10% decrease in staff numbers, dropping from 128 students in 2018-2019 to 115 in 2019-2020. The station had

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## 2019-2020 staff by class



## Total student participation 2011-2020



previously served a high of 147 students in 2016-2017.

The photography team saw the sharpest decline, going from 47 in 2018-2019 to 28 in 2019-2020. This does not necessarily mean there were fewer active photographers, as they may have been counted as Technician, Agromeck or Nubian staff members.

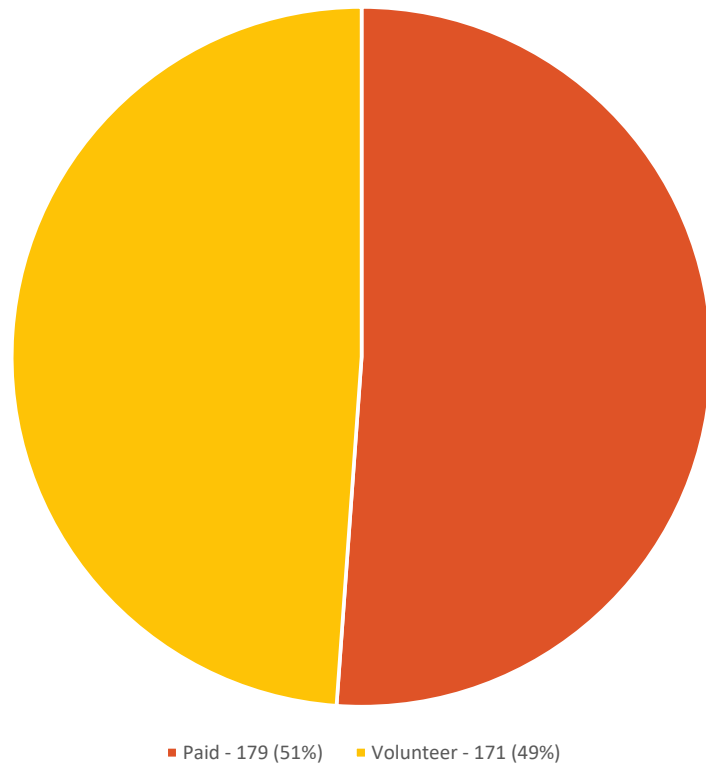
Other groups saw minimal staffing changes. Roundabout was added as a stand-alone medium in 2019-2020 with a staff of three. The Student Business and Marketing Office averaged six staff over the two years.

Student involvement was also tracked by class. The number of second-year and graduate students was consistent with the previous year. Involvement by first-

year students declined by 14% while fourth-year student involvement dropped

8%. Third-year students saw a 16% increase in participation.

## 2019-2020 paid vs. volunteer staff





## Despite COVID-19, Student Media on track financially at end of FY 2019-2020

Despite the pandemic and all of the disruptions it entailed, Student Media weathered the fiscal year remarkably well.

The unit was originally budgeted to be \$25,765 in the red and ended up \$27,775 in the red, meaning the unit as a whole missed its budget by just \$2,010, or less than 0.2% based on an original budget of just over \$1 million. The unit's expenses and income were both at 92% at year's end.

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

At the organizational level, notable budget items were as follows:

**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 year-book's payment model has

changed. Using the corrected numbers, Agromeck was at 103% of its income goal.

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

- \$16,200 extra budgeted to print the book before the payment model changed.
- \$4,200 in leadership development was not spent due to only one student attending ACP/CMA in Fall 2019 and cancelling the 2020 summer retreat and workshop.
- \$3,300 in admin service fees were not changed because the book wasn't charged until after the transition to the 2020-2021 fiscal year.

Overall, Agromeck ended the year \$11,000 in the black.

**Nubian Message** ended the year with just over \$1,500 in non-fee revenue to meet 77% of its goal, though it would have almost certainly reached its \$2,000 goal had it not been for the COVID-19 pandemic and the Nubian's print edition going on hiatus because of it.

Overall, Nubian spent 103% of its budget. Payroll was at 149%, which was addressed in the 2020-2021 budget. 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 falling in the 2020-2021 Fiscal Year, it ended up about \$2,000 in the red. Only \$4,600 was spent of the magazine's \$21,500 budget, but only \$2,560 in income was deposited since all summer 2019 money went to General Administration, as Roundabout was not established as its own project until Fall 2019.

**Technician's** non-fee revenue totaled \$72,400, or 69% of its goal, with more than \$20,000 of that coming from Technician's 100th anniversary book.

Technician ended at 106% of its budget with an overage of \$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.

**Windhover** spent 91% of its budget and made a total of \$307 from T-shirt

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## FY 2019-2020 Year-End Budget vs. Actual

| 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         |         |

| 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) |         |

| 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 |         |

| 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) |         |

| 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) |         |

| 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  |         |

| 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) |         |

| 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  |         |



sales and a \$150 sponsorship from Arts NC State. Windhover ended up \$2,100 in the black, most of that from unspent leadership development money.

**WKNC** came within \$3,000 of its non-fee income goal, and would have easily have made that from NC State baseball broadcasts had the season not been canceled. The station still ended up at 93% of its overall goal, which was outstanding in light of some \$10,000 of sports broadcast and underwriting 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.

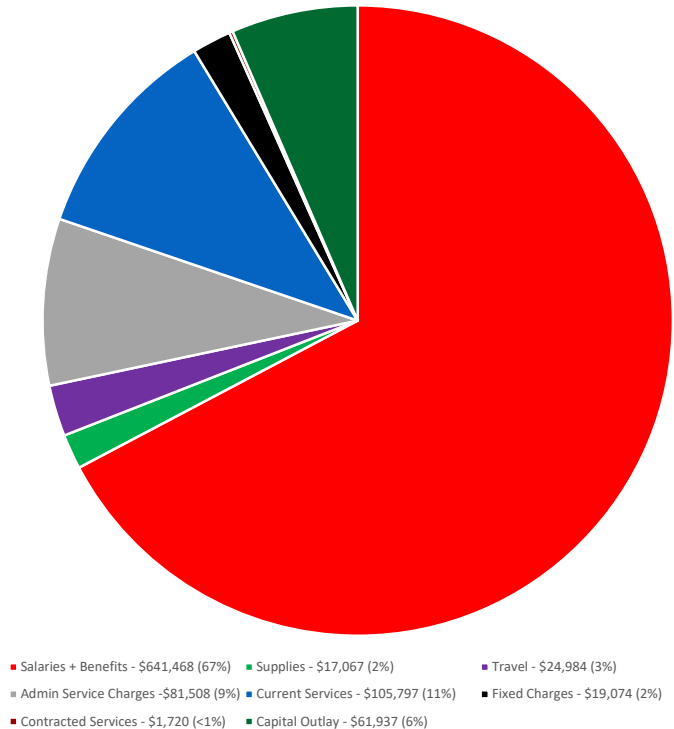
**Student Media General Administration** spent 94% of its budget, for a savings of about \$40,000. That money can be broken down into:

- \$13,000 in temp payroll
- \$5,000 in fixed charges, for a set of Adobe licenses for which the unit has never been charged
- \$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, as the pandemic halted some project spending

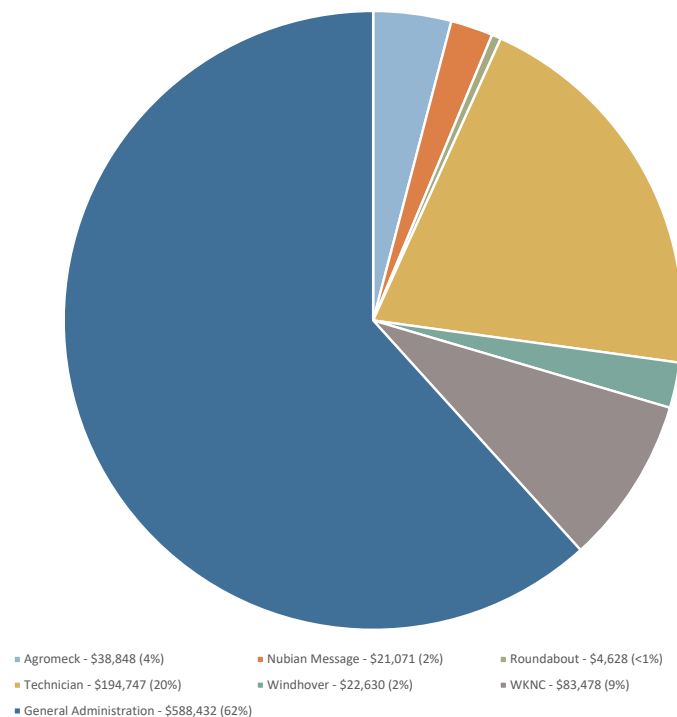
Since General Administration had budgeted to be \$40,000 over at year's end, it ended up only \$3,000 over.

Finally, Student Media ended the year with about \$600 in the **Student Media Enhancement Fund** and \$23,260 in the newly created **Technician Century Fund**.

## 2019-2020 expenses by category

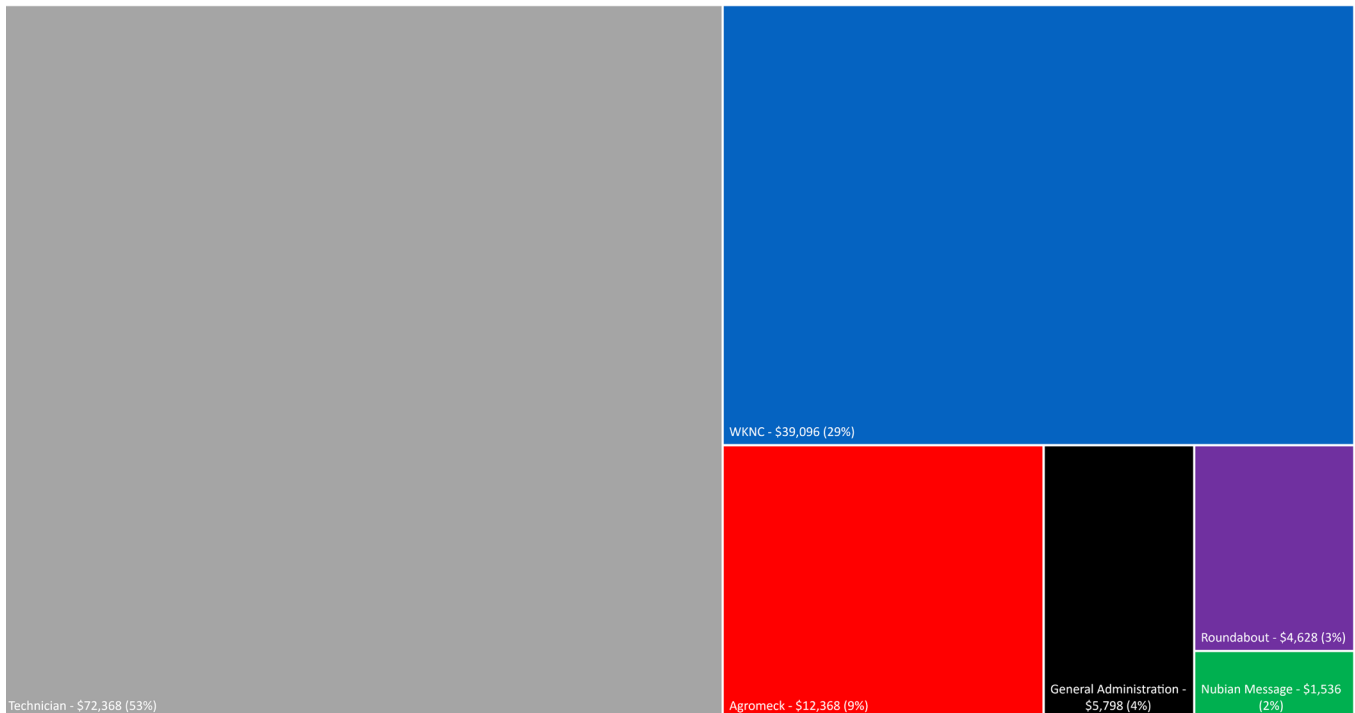


## 2019-2020 expenses by group



## 2019-2020 non-fee revenues earned by group

■ Agromeck - \$12,368 (9%) ■ Nubian Message - \$1,536 (2%) ■ Roundabout - \$4,628 (3%) ■ Technician - \$72,368 (53%) ■ WKNC - \$39,096 (29%) ■ General Administration - \$5,798 (4%)



## 2019-2020 student fees allotted by group

■ Agromeck - \$37,505 ■ Nubian Message - \$18,156 ■ Roundabout - n/a ■ Technician - \$77,726  
 ■ Windhover - \$24,433 ■ WKNC - \$51,494 ■ General Administration - \$579,634







PHOTO BY ZANNA SWANN

***Ugonna Ezuma-Igwe, left, of the Nubian Message, and Amega Newton with the Student Business and Marketing Office staff the table during the 2019 Involvement Fair. A total of 175 students expressed an interest in Student Media at the event.***

## Enhanced recruitment efforts yield record-high number of contacts

During NC State's 2019 summer orientation, information fair and summer tours, the Business and Marketing team joined with the media outlets to promote Student Media and recruit student staff members for the fall semester.

Roundabout's Welcome Back edition was handed to students and their families as they walked from registration in Bragaw to events in Talley and Witherspoon. Volunteers representing a cross section of our outlets hosted information tables in Talley at the Student Involvement information fairs during both semesters.

During Wolfpack Welcome Week, Stu-

dent Media held departmental tours and open houses both semesters with Howling Cow ice cream in the fall and warm beverages and cookies in the spring.

These events were promoted via electronic billboards, in-class announcements, online advertisements and social media posts.

Sign-ups at official recruitment events, along with historical comparisons, were as follows:

| Fall Events                             | 2019       | 2018       | 2017       | 2016       |
|---|------------|------------|------------|------------|
| Orientation Fairs                       | 232        | 229        | 116        | 186        |
| Campus Connections/<br>Involvement Fair | 175        | 99         | 39         | 72         |
| Open House                              | 82         | 108        | 131        | 76         |
| Back 2 School Jam                       | n/a        | 24         | 34         | n/a        |
| <b>Total</b>                            | <b>489</b> | <b>460</b> | <b>320</b> | <b>334</b> |

## Academic Summary for Fall 2019

At the end of fall 2019, Student Media had 302 students in our records, including volunteers. This number is a 12% increase from 270 students at the end of fall 2018.

There were 233 students (77%) with a 3.00 or greater cumulative GPA. There were 153 students (51%) with greater than a 3.50 GPA for the semester, qualifying them for the University's Dean's List. There were 50 students (17%) with a 4.00 GPA or higher for the semester and 37 (12%) with a cumulative GPA of 4.00 or higher.

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

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Of the student leaders who are specifically targeted by University Regulation 11.55.6: nine had below a 2.50 for the fall semester (up from just two in fall 2018); three had below a 2.50 cumulative, nine had a 4.00 or higher for the semester, and four maintained a 4.00 or higher cumulative.

## Academic Summary for Spring 2020

At the end of spring 2020, we had 331 students in our records, including volunteers. This number is eight fewer than at the end of spring 2019.

There were 268 students (80%) with a 3.00 or greater cumulative GPA. There were 216 students (65%) with greater than a 3.50 GPA for the semester, qualifying them for the University's Dean's List. There were 92 students (28%, double the figure for spring 2019) with a 4.00 GPA or higher for the semester and 39 (12%) with a cumulative GPA of 4.00 or higher.

Five students had a cumulative GPA below 2.00, making them ineligible for continued participation under the Student Media Academic Progress Policy.

Of the student leaders who are specifically targeted by University Regulation 11.55.6: two had below a 2.50 for the spring 2020 semester (although neither was continuing in their leadership role), two had below a 2.50 cumulative (although neither was continuing in their leadership role), 13 had a 4.00 or higher for the semester, and five maintained a 4.00 or higher cumulative.

## Student Media e-store sales total \$2,500 in 2019-2020

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

WKNC earned more than \$1,900 from May 1, 2019-April 30, 2020 in sales of merchandise, studio/equipment rentals and registrations for its Radio Ride. Agromeck sales from the e-store totaled more than \$400, with the rest from Windover and Technician merchandise sales.

These totals are not all profit, as sales tax and shipping costs are also collect-

ed, as well as a 3% fee for using CASHNet.

## Windhover lands first sponsor

Windhover has been focusing on creating the necessary infrastructure to support patronage revenue for the last three years.

In 2020, the publication received its first-ever patronage donation of \$150 from Arts NC State after two semesters of organizational networking and relationship building.

The staff hopes to grow its financial outreach efforts for 2021-2022 by reaching out to Windhover alumni and arts/creatively-focused organizations both on and off-campus.

## Agromeck posts sales and portrait stats for 2019-2020

The 2020 Agromeck totaled 304 pages. Originally scheduled for 328 pages, the page count was reduced due to the impact the coronavirus shutdown would have on content availability and coverage.

It was completed and submitted to the publisher

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PHOTO BY RAY BLACK III

***Agromeck photographer Jay Encarnacion-Rivera, left, and senior photographer Nick Faulkner work on the 2019 edition. The 2019 edition marks 118 continuous years of publication for Agromeck.***

May 18 and scheduled to ship late August/early September. Agromeck sold a total of 337 books - 229 as a result of the Balfour ring partnership and 108 through Studio Balfour, our printer's online sales portal. Our final cut off for sales through Studio Balfour is Aug. 31, and we anticipate additional sales. We will add the book to the Student Media e-store once Studio Balfour closes, and the book will be on sale continuously. Book sales through the e-store totaled \$473.43.

The partnership with Balfour's ring division guaranteed payment for a minimum of 320 Agromecks for the 2020 edition. Although we fell short of that goal, we increased our percentage of goal to 71% versus 34% of last year's goal and feel like overall the effort was a success.

Tabling with the Balfour ring division staff to promote sales was halted early March by the coronavirus, so in-person promotions were cut short, and promo-

tions manager Katie Tart moved the sole focus to social media and direct emails.

A total of 439 students had their senior portraits taken at sessions Agromeck sponsored in November and January. Portrait sittings were held outside of and inside the University's bookstore, Wolfpack Outfitters. This is a slight decrease from the 489 seniors who had their portraits taken for the 2019 Agromeck.

Finally, Agromeck's contract ad sales exceeded the goal for 12 pages by three pages, totaling 15 pages. Revenue from ad sales totaled \$11,250, or \$2,250 above goal, in spite of the coronavirus shutdowns.

## WKNC raises \$6,100 from Double Barrel, other events

WKNC raised \$5,000 from its Double Barrel Benefit 17 and another \$1,100 from a combination of Radio Ride registrations, a Chainsaw Rock heavy metal showcase and College Radio Day showcase

This marks a \$1,600 increase in event ticket income from the previous year.

## WKNC completes seven-year infrastructure project

From the fall 2012 semester through spring 2020, Student Media invested more than \$288,000 in a new HD transmitter and other infrastructure improvements that should serve the station for years -- if not decades -- to come.

In addition to the transmitter, improvements included construction of a climate-controlled space to house the new transmitter and the old one as an emergency backup, a 23% (by area) increase in

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## Achievements & Activities

the station's FM "footprint," a complete analog-to-digital switchover at the station that has included new equipment for the FM/HD-1 studio, renovation of two production studios, and the addition of an HD-2 signal (which WKNC uses) and an HD-3 signal (which the station leases to WolfBytes Radio, which is housed in the Office of Information Technology).

### Nubian grows staff, engagement numbers through social media

It was an excellent year for Nubian Message in terms of growing its staff and increasing its digital reach.

With student leader recruitment efforts and community outreach, Nubian Message maintained the number of official staff members coming through the doors at 20, but saw an uptick in those who completed correspondence in the year from five to eight, though the pandemic did hamper the process for several staff members. The retention improvement also included onboarding more staff members into previously informal roles like

copy editor and page designer. Editor-in-Chief Yesenia Jones, along with Managing Editors Kevin Moyer and Jalen Rose, and Staff Designers Elikem Dodor and Ugonna Ezuma-Igwe, worked hard to create a culture for meetings and production nights that promoted staff bonding.

Additionally, Dodor took on the role of social media manager, greatly increasing the outlet's engagement, particularly on Instagram, by giving readers timely community calendars, evolving a specific voice for the outlet and balancing fun, of-the-moment culture with calls to action. She more than doubled the followers from 386 in April 2019 to 777 as of May 2020, while slightly increasing followers on Twitter to 1,154 and Facebook to 751.

Additionally, the leadership team experimented with not only utilizing Instagram Live for breaking news events, but also filming music videos in their office with local artists to create a "Tiny Office Concert Series" akin to NPR's Tiny Desk Concerts and WKNC's Lounge Sessions.



## **Achievements & Activities**



PHOTO BY RAY BLACK III

***Technician's 100th anniversary gala drew 30 former editors, and the event overall drew alumni stretching back to the Class of 1952. Attendees came from 18 states, including California.***

### **Technician 100th celebration draws nearly 500 alumni, friends**

With help from hundreds of alumni and dozens of campus partners, Technician celebrated 100 years of student journalism at NC State the weekend of Jan. 31-Feb 2, 2020. After more than two years of planning and work, Student Media and the Technician 100 Committee put together a memorable weekend of events to pay tribute to all the student newspaper has accomplished. The current Technician editorial staff also created a stunning commemorative book.

The 100-page, full-color, perfect-bound books distributed on campus and to alumni and guests the celebration weekend represented not only a true marathon of work for the 2019-2020 Technician leadership staff, in a format unfamiliar to them, but also a brief glimpse into the millions of hours spent by generations of NC State student journalists working to keep the campus community informed, and often entertained.



PHOTO BY RAY BLACK III

***Copies of Technician's 100th anniversary retrospective book were provided to every attendee at the gala held Saturday, Feb. 1, 2020.***

Technician Managing Editor Rachael Davis led the charge to create this unique, historical product, meeting with many stakeholders and collaborators across campus, as well as reaching out to alumni

***Continued on Page 14***



# ✓ — Achievements ✓ — & Activities ✓ —

## Technician 100th celebration draws nearly 500 alumni, friends (cont'd)

across the country for input. Current staff interviewed former staffers about their experiences and pored over thousands of Technician archives to try and capture the arc of coverage on many topics from protests and tragedies to athletic championships and fashion trends. The staff also looked to professionals to help contextualize not only shining moments of journalistic ethics and drive, but also to reflect on times the paper fell short in its mission.

Davis had enormous amounts of backup on content editing, photography gathering and lots of thoughtful visual design from Editor-in-Chief Dan Gilliam, Photo Editor Emma Sheppard and Design Editor Rafael Zingle, respectively, as well as many other student leaders, and advisers Ray Black and Ellen Meder. The book is a piece of history and a journalistic, archival feat in its own right, and garnered many hard-earned compliments around campus and online.

For the celebration weekend, The Technician 100 Committee invited thousands of Technician alumni to campus to celebrate the

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PHOTO BY DAVID TRACEY

***From left, alumni sports panelists Scott Keeper, Greg Hatem, Jim Pomerantz and NC State basketball legend Derek Whittenburg talk about the Wolfpack's fabled 1983 NCAA National Championship run.***

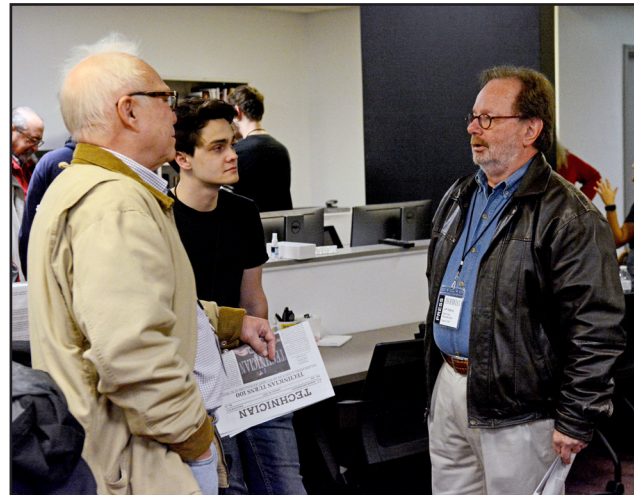


PHOTO BY AMRITA MALUR

***2019-2020 Editor-in-Chief Dan Gilliam, center, speaks to former Technician staff members during an open house luncheon held Saturday, Feb. 1 at Witherspoon Student Center.***

***Former Student Media Director Stan North Martin, left, renews an old friendship with 1993-1994 Ad Production Manager Bruce Myles at an ice cream social held Friday, Jan. 31 at the Gregg Museum.***



PHOTO BY EMMA SHEPPARD



# Achievements & Activities

## Technician 100th celebration draws nearly 500 alumni, friends (cont'd)

once-in-a-lifetime milestone and was fortunate enough to welcome nearly 400 former Technician staffers and their guests, along with dozens of campus partners and friends of the program through the years. The group of old friends and colleagues of all ages, the earliest graduating class represented being 1952, traveled from 18 states to attend the celebrations and included 30 former editors-in-chief and several former advisers.

The crowd got to enjoy a variety of events over the celebration weekend: a Howling Cow ice cream reception at the Gregg Museum; a panel discussion about covering national championship runs, featuring former reporters, photographers and even NC State men's basketball legend Derek Whittenburg of the famed 1983 NCAA National Championship team; a Student Media Open House lunch with tours of the newsroom, one-on-one time with current staff and lunch catered by Amedeo's; a Hunt Library film screening of the "Hondros" documentary, which tells the story of the late war pho-

*Continued on Page 16*



PHOTO BY RAY BLACK III



PHOTO BY RYAN FARISCHON

***Technician hosted a pre-gala reception in the 1887 Bistro, where alums like 2002 Photo Editor Jason Ivester and his wife Jeromie had a chance to take selfies with Mr. Wuf.***

***Also prior to the gala, NC State Libraries brought a display of historic Technician memorabilia and pages for alumni to peruse in Talley Student Union's State Ballroom.***



PHOTO BY NATALIE FOLSOM



## **Achievements & Activities**

### **Technician 100th celebration draws nearly 500 alumni, friends (cont'd)**

tographer and Student Media alumnus Chris Hondros; and a brunch at the Lonnie Poole Golf Course Club House.

The premier event of the weekend was a Saturday night gala in Talley Student Union, featuring a happy hour in 1887 Bistro sponsored by the Alumni Association, complete with a cameo from Mr. Wuf, a photo booth, a show and tell of archival materials from the NC State Libraries Special Collections, and a delicious meal for all. The program featured not only amazing alumni-submitted photos and a student-produced video about the important work of Technician, but remarks from Chancellor Randy Woodson, Editor-in-chief Dan Gilliam, Saja Hindi of the Denver Post and keynote speaker Thushan Amarasiriwardena of Google.

The gala marked the official kickoff for the Technician Century Leadership Fund, which was created by Student Media in coordination with DASA Development to provide future generations of Technician students with professional development opportunities. As of the end of May the fund had gar-



PHOTO BY DAVID TRACEY

***Longtime NC State Vice Chancellor for Student Affairs and friend of Technician Tom Stafford took a group of alumni on a one-of-a-kind nighttime tour of the newly renovated Reynolds Coliseum.***



PHOTO BY EMMA SHEPPARD

nered \$33,000 in pledges from alumni and friends.

Partners in the celebration, in addition to Technician's sibling outlets, includ-

ed the NC State Libraries, the Alumni Association, NC State Communications, DASA Development and the division leadership.

## ✓ — Achievements ✓ — & Activities ✓ —

Technician 100th celebration draws nearly 500 alumni, friends (cont'd)



PHOTO BY RAY BLACK III

*The 100th anniversary gala, the pinnacle of the weekend celebration, was held Saturday, Feb. 1 in the Talley Student Union's State Ballroom. For many of the nearly 500 alumni and friends of the program in attendance, it was their first chance to see the new Talley, which reopened to students in 2015 after a complete renovation. Featured Speakers for the program included, below, from left, Saja Hindi of the Denver Post; keynote speaker Thushan Amarasiriwardena of Google; and Chancellor Randy Woodson. At the event, Hindi announced the creation of the Technician Century Fund, which will support Technician's travel and leadership development needs in its second century.*



PHOTOS BY RAY BLACK III



## ✓ — Achievements ✓ — & Activities ✓ —

### Meder earns 2019-2020 Chancellor's Award for Excellence

NC State Student Media Editorial Adviser Ellen Meder received the Chancellor's Award for Excellence for 2019-2020.

Meder is one of five DASA staff members who won the award, which is the highest honor NC State bestows upon non-faculty employees. Meder, who was nominated in the Human Relations category, received the award at DASA's virtual year-end celebration May 13.

In addition to her work advising Technician, Nubian Message and Roundabout, nominators emphasized Meder's leadership in spearheading Technician's 100th anniversary celebration weekend held Jan. 31-Feb. 2, 2020, as well as helping members of the Technician staff put together a 100-page retrospective looking back at the paper's first century of service.

"The event simply couldn't have gone any better," wrote Director of Student Media Advising Patrick Neal. "Everyone from the Chancellor on down has been raving about both the celebration and the 100th anniversary publication, and our alumni are engaged and energized at a level unprecedented in Technician's history."

"We've heard rave reviews from alumni who attended, those who wished they'd attended after hearing about its success, from advertisers, students and staff," wrote Business and Marketing Manager Zanna Swann. "The event would not have been the caliber it was or received the results it did without Ellen."

"Ellen leaves a positive impact on all of the students who work here, and those of us lucky enough to have worked closely with her will no doubt find greater success upon graduation because of her," Techni-



***Ellen Meder pauses for a snapshot with 2017-2019 Technician Editor-in-Chief Jonathan Carter at Technician's 100th anniversary celebration held Saturday, Feb. 1, 2020.***

cian Editor-In-Chief Dan Gilliam and Managing Editor Rachael Davis wrote in their nomination.

Meder holds a degree in journalism from the University of South Carolina and worked as a multimedia journalist for both the Florence (S.C.) Morning News and WS-PA-TV in Spartanburg, S.C., before joining the NC State Student Media staff in September of 2014.



# ✓ — Achievements ✓ — & Activities ✓ —

## Roundabout becomes stand-alone organization

Through the 2019-2020 academic year Roundabout shifted from being a product of Technician to acting as its own independent media outlet, with content, budget and leadership autonomy.

The change happened first informally with the Technician editor agreeing that the final editorial decision making should rest with the Roundabout editor, then with the financial account separation of the two outlets, and finally with the call for applications for an independent editor-in-chief for the 2020-2021 year.

In March, the Student Media Board of Directors approved the newly formed Roundabout advisory board's pick for the first editor-in-chief, Cliff Maske, who served as the magazine's photo editor and content editor this year. Also, for the first time Roundabout leaders kicked off the year with a dedicated, day-long leadership retreat with Editorial Adviser Ellen Meder, to go through trainings on magazine fundamentals and strategize on how to accomplish the small team's



*The cover of Roundabout's Winter, 2020 issue.*

specific goals.

Throughout the year, largely under Cliff's leadership for two of four issues, the publication added more content, more pages, better integrated photography and written articles, and greatly advanced the visual branding of the magazine into a more mature, creative style that garnered many compliments within Student Media and around campus.

While the final print edition of the year was transitioned into an online-only issue and the Orientation issue planned for June 2020 was pushed back to be a Welcome Back Issue in the fall, Maske is already laying the ground work for another expansive year of Roundabout. He has hired a new

content editor to increase the depth of the articles, as well as a print and a digital design editor so the publication can continue evolving the visuals, expand social media presence and reach, and create an independent website.

## WKNC expands content creation initiative, podcasts

In summer 2019, WKNC General Manager Laura Mooney created the new position of content creator specifically tasked with making blog posts and audiovisual (podcast or video) content. By fall the station added a new position of content manager to oversee weekly content creation.

WKNC's goal was to increase its average monthly blog output from 20 per month to 30. From May 2019 to April 2020 the station posted an average of 38 posts per month, with a high of 55 in October and low of 23 in December. Monthly blog pageviews also increased from 423 per month to 583.

WKNC also set a monthly goal of 10 podcasts, up from the previous average of 7 podcasts. WKNC fell

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## **Achievements & Activities**

short of this goal, posting an average of 9 podcasts per month, with a high of 12 in January and 4 in June.

WKNC launched three new podcasts (Get Psyched, The Saw's Electric Chair and Shawn's SoapBox), began podcasting interviews from existing program Mystery Roach and relaunched its FemRock podcast as the rebranded MargRock.

WKNC increased its number of videos posted per month from 0.5 to 1 but fell short of the lofty goal of three per month. Seeing the shortcoming in January, WKNC decided to specialize its content creators – two each for blogs and podcasts, and one for video.

While the station hired a video content creator he wasn't set to begin work until mid-semester and never actually started due to the COVID-19 pandemic.

### Newspaper and photo staffs fine-tune trainings

Editorial Adviser Ellen Meder continued providing a menu of a dozen different journalistically foundational trainings for students, working with new staff members and student leaders to provide sessions that were



PHOTO BY RAY BLACK III

***Members of Student Media's photography department, which serves Agromeck, Technician and Nubian Message, gather for their first meeting of the year in September 2019.***

both more frequent and more robust than in previous years.

Reporting in Diverse Communities — a training required of all Nubian Message, Technician, photo and Roundabout correspondents — was expanded to two hours to better accommodate information, discussions and activities centered on newsroom inclusivity, unconscious bias and best practices for serving the entire community of readers.

Photo Mentor Ray Black created and deployed a much-needed Intro to Photojournalism training for the

first time.

Over the course of the fall semester students attended trainings held by Meder and Black 86 times and included 77 individual students.

The year-over-year total was down to 155 from last year's 273 training attendances with 129 individual students due to the COVID-19 campus shutdown, though some virtual trainings were well-attended in the late spring semester.

While the pandemic's disruption to the normal flow of education for new

***Continued on Page 21***

## Achievements & Activities

student journalists has meant it is taking longer for some students to graduate from correspondent to paid staff member, it has also meant that more new staff members are staying engaged with training over the summer since not being on campus is no longer a barrier to attending the trainings that have moved online.

At the request of student leaders, several virtual trainings have been scheduled that would normally be held until the start of the fall semester.

### Students and staff attend 2019 national convention in D.C.

Annual Publications Adviser Martha Collins and Editorial Adviser Ellen Meder accompanied a group of eight students to the National College Media Convention in Washington, D.C. hosted by the Associated Collegiate Press and the College Media Association: Agromeck Assignments Editor Mandy Stacy, Nubian Message Designer Ugonna Ezuma-Igwe, Technician Editor-in-Chief Dan Gilliam, Technician Managing Editor Rachael Davis, Technician News Editor Alicia Thomas, Technician Video Editor Jaylan Harrington, Technician Assistant Video Editor Matt Norris, and Windhover Editor-in-Chief Xenna Smith.

Gilliam and Harrington joined two student media graduates in leading a conference session about how to build and lead a video section at a newspaper, enjoying a lot of engaged Q&A. Collins assisted with yearbook and literary/art magazine critiques, while Meder did the same for newspapers and news websites.

The conference contingent gained valuable information from four days of sessions tailored for their assorted endeavors and goals, as well as keynotes

from award-winning journalists including Washington Post Executive Editor Marty Baron, NPR's lead legal affairs reporter Nina Totenberg, and reporters who covered the aftermath of and led the Capital Gazette through a newsroom shooting tragedy in 2018.

Each student compiled their session notes and shared them with their respective publication staffs to spread the knowledge they acquired. The NC State Student Media delegation also got to meet and bond with their counterparts from NC A&T University, as the two programs carpooled to and from the event.

### Sales staff attend 2020 CMBAM conference

Second-year Media Consultant and incoming Business and Marketing General Manager Lucas Martin, along with 2019-2020 Student Media Marketing Director Dora Gonzalez, attended the 2020 College Media Business and Advertising Managers' National College Media Convention in San Francisco Feb. 27-29, 2020. They were accompanied by NC State Student Media Business and Marketing Manager Zanna Swann.

Prior to the convention, sales teams from across the country submitted entries in the National Pitchoff Competition. Martin and Gonzalez were chosen to present at the convention as one of the top five teams. This is the first time that NC State has entered the pitchoff competition.

In the competition, teams are given a client and an advertising budget. The teams must research the client and make a proposal to them based on the student media organization's individual media offerings.

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## Achievements & Activities

Then, upon being selected for the final pitchoff competition, the teams must create a full presentation and deliver it to a team of judges, including a corporate marketing representative in charge of making advertising buying decisions every day.

While NC State's team did not place in the top two, the feedback provided this first time around gave the 2020-2021 general manager the foundation from which to build for the 2021 pitchoff.

Also at the convention, Swann participated in a critique session of the NC State Student Media training program and rate card. Additionally, Swann was nominated for Secretary of CMBAM in her second full year with the organization.

### Gonzalez presents session on brand ambassadors

Dora Gonzalez (CMBAM's Sales Representative of the Year for 2019) received an NC State Undergraduate Research Travel Grant to lead a session on developing an ambassador program at the CMBAM Conference.

This past year, Gonzalez

established the NC State Student Media Ambassador program in an effort to support the marketing, outreach and engagement efforts across our media outlets.

While the primary objective with the ambassador program is to promote and market NC State Student Media, the team also will serve as a street team to support efforts on behalf of paying clients. During this inaugural semester, the team earned over \$400 from clients for this effort.

### 18 students attend NCCMA awards at East Carolina

Advisers Martha Collins and Ellen Meder took 18 students to the North Carolina College Media Convention at East Carolina University in Greenville in February. Seven Nubian Message, five Agromeck, four Technician and two Windhover staff members represented their respective outlets at the convention.

Collins conducted liter-



ary/art magazine critiques, while Meder coordinated and provided newspaper and magazine critiques for other student media staff members from around the state.

The students who attended said they enjoyed sessions about furthering engagement with readers and covering elections using multimedia before hearing that NC State Student Media collectively racked up 25 awards and five honorable mentions in the 2019 Statewide College Media Awards.

### WKNC staffers lead sessions at CBI St. Louis

WKNC General Manager Laura Mooney, Promotions Director Annelise Thorn and Content Manager/Chainsaw Rock Music Director Erika Bass received NC State Undergraduate Research Travel Grants to lead sessions at the College Broadcasters, Inc. National Student Electronic Media Convention Oct. 31-Nov. 2 in St. Louis.

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

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## Achievements & Activities

Mooney and Pia Rizzo-Wittlin, local music director for 92 WICB at Ithaca College, presented the session “Music (Un)Incorporated: How to Grow Your Local Music Scene.” Mooney also co-led the roundtable “The Music Director’s Responsibility in the #MeToo Era” with Kate Sustick, station manager for VIC Radio at Ithaca College. Faith Kessler, social media director for WSOU-FM at Seton Hall University and Tayla Frey, WSOU promotions director, joined Mooney for the session “Strategies to Market Merch.” For the session, “How Promotions and Social Media Work Hand in Hand,” Thorn also worked with Kessler and Frey from WSOU.

Bass spoke on two panels. For the first, “‘And With Me Today Is...’: Interviewing For Beginners,” Bass worked with Valentino Petrarcca, assistant music director for WSOU, Bob Towey, WSOU news director and WSOU music director Nicholas Polis. The session was moderated by Dave Black, general manager at WSUM Radio at University of Wisconsin-Madison. Bass’s second session, “Eat, Pray, Blog” paired her with Lauren Jurgemeyer, web content manager for

KTSW 89.9 at Texas State University.

Podcast Manager Shawn Fredericks also presented the session “Teach the Teachers: Use Your Audio Knowledge to Share Theirs” with Matthew Cunningham, faculty adviser of WCRX-FM at Columbia College Chicago, and Julie Burstein, Peabody Award-winning radio producer and author of “Spark: How Creativity Works.”

Associate Director Jamie Lynn Gilbert led three sessions.

She co-presented the session “I’m in Charge, Now What?!” with Mark Maben, general manager for WSOU at Seton Hall University and WSOU’s student station manager Wilnir Louis.

Gilbert partnered with IT Manager Doug Flowers and Pat Kogos, a business analyst with Washington University Information Technology, for the presentation “Improving Accessibility for Social Media.”

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

Program Director Henry Boyd, Production Manager

Romir Seth and Assistant Daytime Music Director Safia Rizwan also attended.

### Gilbert serves as CBI treasurer, judges contests

Associate Director Jamie Lynn Gilbert finished her third year of a three-year term as treasurer for College Broadcasters, Inc. in 2019.

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

Gilbert volunteered as a judge for CBI’s National Student Production Awards. She has done so each year since 2007. Gilbert also judged entries for the Texas Intercollegiate Press Association in 2020.

### Technician fall retreat draws 21 student leaders

Before the start of the academic year, 21 members of the Technician leadership team got together for a two-day local retreat to train on important topics and discuss the outlet’s

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# Achievements & Activities

mission and goals for the year. Editorial Adviser Ellen Meder planned the itinerary with assistance from the editor-in-chief and managing editor to fit the particular group's needs.

The intensive sessions included training from Patrick Neal on legal concerns for the paper, including avoiding libel, a tailored version of the Reporting in Diverse Communities, a discussion on avoiding burn-out from the Counseling Center, discussions of covering underrepresented groups on campus by the GLBT Center's Andy DeRoin and John Robinson-Miller of the African American Cultural Center, a Belltower Tour led by legendary Vice Chancellor Emeritus Tom Stafford, a tabletop breaking news simulation, a communication style quiz to spark discussion of best communication practices and a discussion of the staff's goals and plans to accomplish them over a cook-out lunch at Lake Johnson.

## WKNC General Manager named to CBI Board

Laura Mooney, a third-year student studying social work and the general

manager for the campus radio station WKNC 88.1 FM HD-1/HD-2, was elected to a one-year term on the College Broadcasters, Inc. (CBI) Board of Directors.

CBI is a national, member-driven organization serving students and advisers of college and high school electronic media outlets across the country.

Mooney will begin their term on May 1 as the board's student representative and serve alongside six professional media advisers.

The organization hosts the annual National Student Electronic Media Convention, a student production awards contest, and advocates on behalf of student electronic media.

## Gilbert presents virtual convention session for BEA

Associate Director Jamie Lynn Gilbert recorded the session "Better Living Through Training and Documentation" for the annual Broadcast Education Association Convention in April 2020.

Converted to a #VirtualVegas convention in the wake of the COVID-19 pandemic, Gilbert's session was

part of a panel titled "Pitfalls and Pratfalls of Advising a student run radio station" with colleagues from Northern Arizona University and Oakland University.

## Students attend College Media Mega Workshop

WKNC General Manager Laura Mooney and Program Director Becca Feserman, Windhover Editor Xenna Smith and Agromeck editor Julia Harrison attended the College Media Mega Workshop July 11-14, 2019 in Minneapolis.

Mooney and Feserman attended the Radio Management track hosted by College Broadcasters, Inc. Smith and Harrison attended the yearbook and magazine track.

## Agromeck staffers attend leadership retreat at Bald Head

Editor-in-Chief Julia Harrison, Web Editor Kaydee Gawlik, Assignments Editor Mandy Stacy, Promotions Manager Katie Tart and Design Editor Cameron Motsinger attended Agromeck's annual leader-

*Continued on Page 25*



## ✓ — Achievements ✓ — & Activities ✓ —

ship retreat May 14-17, 2019 with Annual Publications Adviser Martha Collins.

Balfour representative Kent Sutton joined the group for a day of critiques of the 2019 book and marketing and promotions brainstorming. Collins led work sessions on leadership, team-building/bonding and staff development, and reviewed previous retreat spread assignments in preparation for creating the 2019 practice spread.

The staff chose to do their spread on the damage and challenges faced by Bald Head Island in the aftermath of Hurricane Florence. The leadership team selected the 2020 book's theme, "Perspectives," with guidance from Harrison.



*The 54th edition of Windhover included a complimentary "Greetings From Raleigh" post card.*

### Windhover hosts fall Open Mic Night, virtual release party for 54th edition

The 2020 edition of Windhover totaled 96 pages. It was submitted to the publisher in March and 1,250 copies were delivered in April.

The April 17 release party planned for

Artspace in downtown Raleigh was cancelled due to the coronavirus. The staff held a virtual release party online that was well received. The books will be distributed in the fall, and the hope is that an event can be scheduled in conjunction with that effort.

Windhover also hosted an Open Mic Night in Caldwell Lounge Nov. 7. The event was well attended, with 12 performers and a total of 60-70 attendees. Students had the opportunity to perform music, recite poetry and display their original artwork at the events. The March Open Mic night was cancelled due to the coronavirus.

### WKNC hosts Concert on the Lawn for Welcome Week

WKNC hosted an on-campus concert to kick off the academic year. The annual Concert on the Lawn was held Aug. 19 during Wolfpack Welcome Week and featured performances by Linanthem and DOTWAV Media.

# **Achievements & Activities**

## NC State Student Media awards announced in 2019-2020

### Associated Collegiate Press

Best of Show - Windhover 2019 (edited by Xenna Smith)

Best of Show - Agromeck 2019 (edited by Katie Tart)

### College Broadcasters, Inc.

Visual Media Festival

Finalist, Digital Shorts - Cliff Jenkins

### College Media Association

Pinnacle Awards

Third Place, Four-Year Radio Station of the Year - WKNC

Honorable Mention, Best Radio Promo/PSA - WKNC

Honorable Mention, Best Online Main Page - Nubian Message

First Place, Best Sports News Photo - Technician Film Festival

Honorable Mention, News Package - Jonathan Carter and Dan Gilliam, Technician

### College Media Business and Advertising Managers Conference

First Place, Best Sales Representative - Dora Gonzalez

Second Place, Best Self-Promotion Ad - Zack Cokas

Second Place, Best Advertising Campaign - Zack Cokas

Honorable Mention, Best Business Manager - Mersina Boynton

### Columbia Scholastic Press Association

Gold Crown - Windhover 2019

Gold Circle Awards for Agromeck 2019

First Place, Feature Writing: Student Life, Sam Griffin

Honorable Mention, Alternative Story Form, Katie Tart

Second Place, Cover Design, Katie Tart

First Place, Sports Action Photo, Swathi Karthik

Third Place, Sports Action Photo, Sarah Cochran

Honorable Mention, Sports Action Photo, David Tracey

Second Place, Sports Feature Photo, Nick Faulkner

Third Place, Opening and Closing Spread Design, Julia Harrison

### Independent Weekly Best of the Triangle

Finalist, Best Radio Station - WKNC

### North Carolina College Media Association

Agromeck 2019

Best of Show, Yearbook

First Place, Student Life Copy - Sam Griffin

Second Place, Student Life Copy - Madison Earp

First Place, Photography - Nick Faulkner

Third Place, Photography - Sarah Cochran

Second Place, Inside Spread Design - Nathan Wyatt-Ingram

Technician 2019

Best of Show, Newspaper

Best of Show, Online News

First Place, Cartoon - Sindy Huang

Honorable Mention, Cartoon - Sunshine Chang

Second Place, Digital Storytelling - Eric Matthews, Minh Pham, Alexander Figgatt, Matt Norris

Honorable Mention, Digital Storytelling - Alicia Thomas, Nick Faulkner, Amrita Malur

First Place, Illustration/Graphic - Rafael Zingle

Second Place, Illustration/Graphic - Kyle Howe

Third Place, Illustration/Graphic - Anna Lee

First Place, News Writing - Rachael Davis, Alicia Thomas, Boz Kaloyanov

Second Place, News Writing - Rachael Davis

First Place, Photography - Nick Faulkner

Second Place, Photography - Sarah Cochran

Honorable Mention, Photography - David Tracey

First Place, Sports Writing - Jake Caccavaro

Second Place, Sports Writing - Alec Sawyer, Camden Speight, Andrew Schnittker

Nubian Message 2019

Second Place, Single- or Two-Page Design -

Elikem Dodor, Ugonna Ezuma-Igwe

Third Place, Opinion Writing - Shawn Fredericks

Honorable Mention, Feature Writing - Yesenia Jones

Windhover 2019

Best of Show, Literary Magazine

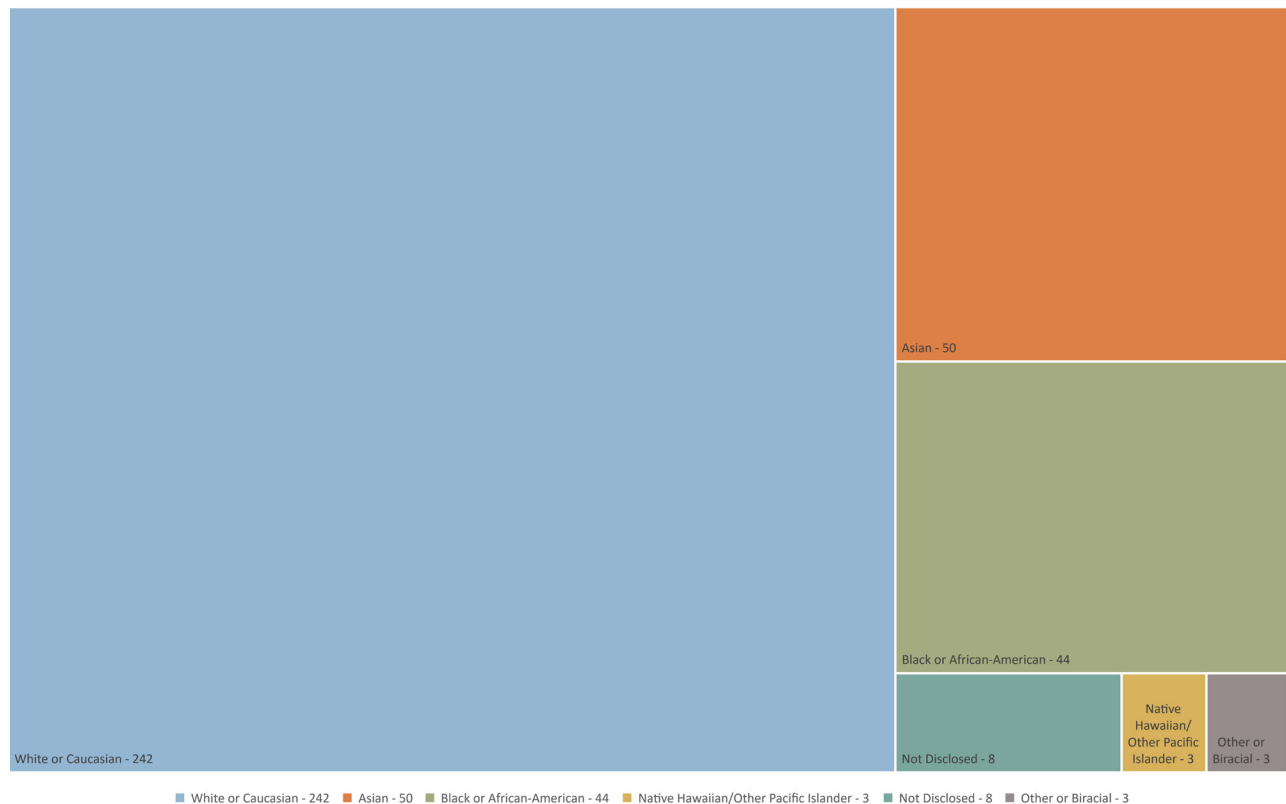
First Place, Poetry - Bryan Cambra

First Place, Fiction - Claire Spina

First Place, Two-Page Spread - Ashley Darrisaw



## 2019-2020 staff by race



## Student Media makes progress in some key areas for 2019-2020

Student Media tracks demographic data about our student employees and volunteers.

The staff's female representation increased to 57% in 2019-2020 from 55% in 2018-2019 and 52% in 2017-2018. Male representation dropped correspondingly to 42%. Fall 2019 enrollment reports from the Office of Institutional Research and Planning show the student population is 52% male, so females continue to be over-represented in Student Media. A combined

1% of students identified as genderqueer/non-binary or uncertain/questioning. That number is half of its 2018-2019 rate.

The number of students who identify as white or Caucasian increased from 68% in 2018-2019 to 69% this year. Black or African American students remained at 12%. Asian American representation dropped from 16% to 14%. About 1% of students identified as Native Hawaiian/Other Pacific Islander. Three students designated biracial

or other as their race, while eight did not disclose their race. Of the 350 total students, 11 students selected multiple races.

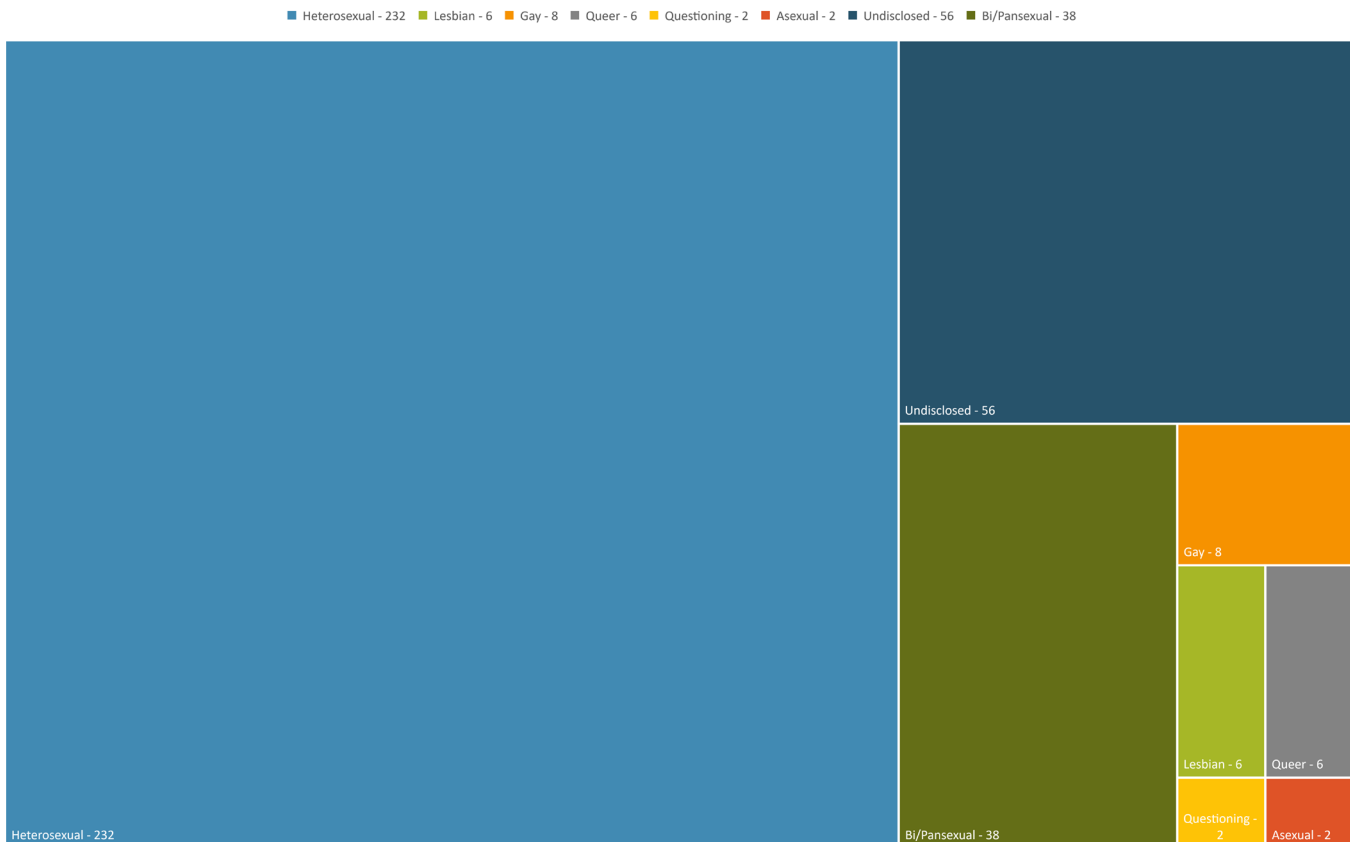
The University population remained at 62% white in fall 2019 data, so whites continue to be over-represented in Student Media. Asian Americans and Blacks/African Americans were also over-represented at Student Media, at 14% and 12% respectively, compared to each comprising 6-7% percent of

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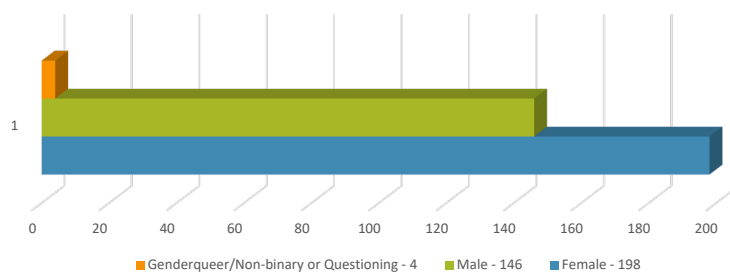




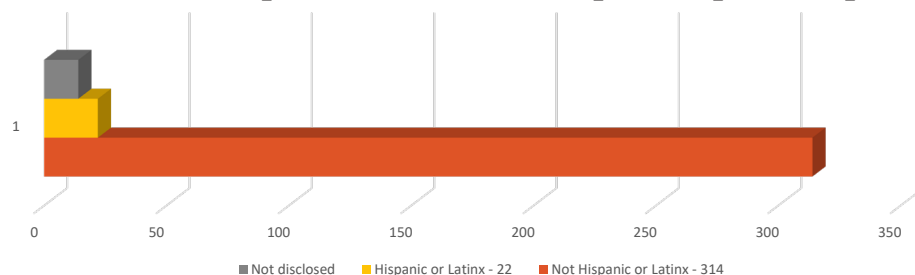
## 2019-2020 staff by sexual orientation



## 2019-2020 staff by gender



## 2019-2020 Hispanic vs. non-Hispanic participation





## Focus On Diversity

the University population. Even excluding the staff of Nubian Message, our bi-weekly Black student newspaper, an 8% Black/African American representation at Student Media is still higher than the 6% on-campus rate. The number of students identifying as Hispanic or Latinx was up 1% from 2018-2019, which equals their 6% representation on campus.

Student Media also asked students to identify their sexual orientation. Two thirds identified as heterosexual or straight and 18% selected an LGBTQA+ identity, which is the same as last year; 11% identified as bisexual or pansexual, 2% identified as gay, 2% as lesbian and 2% as queer. Less than one percent identified as asexual or uncertain/questioning. Overall 16% chose not to disclose their sexual orientation. As there are no official campus statistics at NC State, there is no way to correlate these numbers to the campus population.

There were 12 international students on staff, representing 3% and a decrease from 17 in 2018-2019. This compares to nearly 13% of the campus population in fall 2019 (the most recent data available).

### Gilbert, Flowers lead accessibility session for CBI

Associate Director Jamie Lynn Gilbert and IT Manager Doug Flowers partnered with Pat Kogos, a business analyst with Washington University Information Technology, to present the session "Improving Accessibility for Social Media" at College Broadcasters, Inc.'s National Student Electronic Media Convention Oct. 31-Nov. 2 in St. Louis.

The session featured practical information on how to improve social media accessibility by adding alt text to images, using CamelCase hashtags, text color contrast and video captions.

### Gilbert stays active with GLBT Advocate Program

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

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

Nearly one out of five Student Media students identify as LGBTQ+.

### WKNC continues diversity-oriented programming

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

Since 2001, WKNC's weekly two-hour program "Geet Bazaar" has showcased the music of South Asia, including India, Pakistan and Bangladesh.

### WKNC hosts queer-oriented Hopscotch party

To celebrate Raleigh's first-ever city-sanctioned Pride Festival and honor the 50th anniversary of the Stonewall Riots, WKNC hosted a Hopscotch Day Party on Sept. 7, 2019 featuring a queer-oriented line-up for the 10th Hopscotch Festival. The event, held at Legends Nightclub Complex, was held in partnership with the NC State GLBT Center.



### WKNC relaunches diversity-themed music podcast

NC State's student radio station is creating space for female and LGBTQ performers with a newly relaunched podcast.

MargRock celebrates and brings into focus music created by and for people of marginalized genders and sexualities. The podcast

is a re-branding of FemRock, a punk-minded, music-based podcast about female and gender non-binary

representation in the North Carolina music scene. FemRock produced six episodes from October 2016 to October 2017, but it has been dormant since then.

"I wanted to restart the podcast because I saw that there wasn't really any representation for people in the punk/rock scene that weren't predominantly straight white cis guys," said Liz Baron, a junior in political science who relaunched the podcast. "Learning more about local bands made up of people of marginalized sexualities and genders — and spreading the word about how sick these bands are — is really important to me."

Baron said she wanted to change the name from FemRock to MargRock to be more inclusive, as many musicians don't identify with "fem" in any way. "Expanding the reach of the podcast allows for more underrepresented voices to be heard," she said.

