

STUDENT MEDIA BOARD OF DIRECTORS AGENDA

Tuesday, October 12, 2021 • 7 p.m.

Witherspoon Student Center Room 356 (African American Cultural Center Conference Room)

CALL TO ORDER AND INTRODUCTIONS

ELECTION OF BOARD OFFICERS

1. Election of a chair – In accordance with the Student Media Constitution, “The board will elect, by majority vote, a chair and vice chair at the board’s first meeting. The chair of the board will be an elected or appointed student, not an ex-officio, non-voting member. In the absence of the chair, the vice chair will serve as the chair.”
2. Election of a vice chair – Any board member may serve in this role.
3. Appointment of meeting secretary

NEW BUSINESS

1. Approval of minutes from March 2, 2021 meeting
2. 2020-2021 fiscal year budget review, 2021-2022 fiscal year budget overview and September/October 2021 budget update (Jamie)
3. Consideration of Roundabout Editor-In-Chief candidate (Martha)
4. State of Student Media 2021-2022 (Patrick)
5. Approval of expenditures from Student Media Enhancement Fund (SMEF) (Patrick)
6. Resolution establishing an annual Student Media Award for General Excellence (Patrick)
 - a. Request for SMEF expenditure - \$250/year (Patrick)
7. Monthly Student Media senior leader gatherings (Martha)
 - a. Request for SMEF expenditure - \$50/gathering (Patrick)
8. Student Media Policy Revision Working Committee (Jamie)
9. Quinquennial Program Review (Patrick and Jamie)
10. Harambee/Witherspoon 30th Anniversary celebration (Patrick)

REPORT ADDENDA

(Please note: This portion of the agenda is only for items omitted from the written reports or for items deserving special attention.)

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

ADJOURN

**NC State Student Media Board of Directors
March 2021 meeting minutes**

Tuesday, March 2, 2021 • 7 p.m.

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

Members present: Joshua Hyatt, Tyler Dukes, Robbie Williams, Dean Phillips, Tania Allen, Sarah Gagner, Laura Mooney, Elikem Dodor, Cameron Motsinger, Rachael Davis, Xenna Smith, Melanie Flowers, Lucas Martin, Cliff Maske, Patrick Neal

Absent: Sarah Hartsell, Arianna Hinton, Abi Hearn

Others present: Jamie Lyn Gilbert, Ellen Meder, Martha Collins, Zanna Swann, Ray Black III, Maddie Jennette, Jaylan Harrington, Caryl Espinoza Jean, Matt Lundell, Mandy Stacy, Andrea Alford, Camilla Keil, Tristan Tucker, Don Bui, Jonny Zemola

CALL TO ORDER AND ELECTION OF MEETING SECRETARY

In the absence of board chair Sarah Hartsell, co-vice-chair Laura Mooney led the meeting. Cliff Maske agreed to serve as recording secretary for the meeting.

APPROVAL OF JANUARY 2021 MEETING MINUTES

Dean Phillips moved that the minutes from the board's Jan. 12, 2021 meeting be approved, with Tyler Dukes providing a second; the board voted unanimously to approve them. Those minutes were included in the meeting package and are made part of these minutes by reference.

MARCH 2021 BUDGET UPDATE

Jamie Lynn Gilbert presented the budget update through March 1, 2021, which is 67% of the fiscal year. The update was included in the meeting package and included as part of these minutes by reference. Jamie noted the following:

- Agromeck payroll is at 45% through 67% of the year.
- Nubian Message payroll is at 60%. Non-fee income is at \$2,300, which is well above Nubian's \$1,500 print/online ad goal. Jamie noted that the number is \$600 less than last month, as a payment intended for General Administration was accidentally deposited to Nubian's account.
- Technician payroll is at 41%. Technician had \$2,100 deposited in February, bringing them to 56% of their non-fee income goal.
- WKNC's payroll is at 55%. Another \$1,200 was deposited, bringing non-fee income to 19%.
- In General Administration, temp payroll is at 26%, and \$5,100 in revenue from the spring housing guide was deposited.
- There was another \$7 donation to the Student Media Enhancement Fund to total \$678.53, and there were \$65 in donations to the Technician Century Fund, to bring that fund total to \$27,960.45.

APPOINTMENTS OF 2021-2022 SENIOR LEADERS

Each of Student Media's advisory boards made their recommendations for the top leaders at each Student Media organization for the 2021-2022 academic year.

- On behalf of the Annual Publications Advisory Board, Cameron Motsinger recommended Don Bui and Mandy Stacy be hired as co-editors-in-chief of Agromeck for 2021-2022. The board unanimously approved the recommendation.
- On behalf of the Annual Publications Advisory Board, Xenna Smith recommended Camilla Keil be hired as editor-in-chief of Windhover for 2021-2022. The board unanimously approved the recommendation.
- On behalf of the Broadcast Advisory Board, Dean Phillips recommended Maddie Jennette be hired as general manager of WKNC 88.1 FM HD-1/HD-2 for 2021-2022 with the recommendation that she learn more about the Student Business and Marketing Office and how it can assist WKNC in its marketing efforts. The board unanimously approved the recommendation.
- On behalf of the Student Business Office Advisory Board, Robbie Williams recommended Jonny Zemola be hired as general manager of the Student Business and Marketing Office for 2021-2022. The board unanimously approved the recommendation.
- On behalf of the Newspapers Advisory Board, Elikem Dodor recommended Andrea Alford be hired as editor-in-chief of Nubian Message for 2021-2022. The board unanimously approved the recommendation.
- On behalf of the Newspapers Advisory Board, Rachael Davis recommended Jaylan Harrington be hired as editor-in-chief of Technician for 2021-2022. The board unanimously approved the recommendation.

ROUNDAABOUT VACANCY

Ellen Meder discussed the 2021-2022 editor-in-chief position, which drew no applicants during the application-and-interview cycle. She said she would be re-working the standard call for applications to include more details about the position. She asked the senior leaders to help her distribute it to their respective staffs, and also said she would be sending it to various campus partners, including the African American Cultural Center, the journalism minor instructors, the English Department, Art + Design and any student clubs which might have members with the interest and skills to apply. She said that she was hesitant to advertise the position in the Technician's weekly newsletter or other, outward-facing methods just yet, but she said that could be a direction we pivot if we need to in the future. In response from a question from Laura about timing, Ellen asked the senior leaders to stand by for the updated flyer and call for applicants before sending out any notices to their respective staffs.

UPDATE: KIOSKS

Patrick Neal said that after a number of parts-related delays that had been exaggerated by pandemic-related supply backlogs, the kiosks were about a week away from installation. He said he had visited the fabrication shop yesterday and that he was pleased with how they had turned out. He said once the kiosks were installed and he had had a chance to take some

photographs he would be publicizing them to departments in DASA and elsewhere who would be the most likely to utilize the outdoor advertising panels. He said he also planned to send out a news release as part of a “soft grand opening” for the service.

In response to a question from Laura, Patrick said he pitched the “winning design” from the proposals the board saw from the graduate Industrial Design class last spring to the University Architect’s Office, but unfortunately that office would only approve replacement kiosks that were very similar in appearance to the ones currently in place. He did add, however, that the new kiosks will be much improved, from the door mechanisms to the addition of stronger Lexan side panels, and should last for many years.

UPDATE: ELECTED STUDENT BOARD SEATS FOR 2021-2022

Patrick said that despite advertising the positions through various means, no one had run for any of the three at-large student seats on the board for 2021-2022. That being the case, he said he would reach out to whoever was elected Student Body President later this semester and let them know that they were responsible for appointing students to fill those seats. He noted that the appointees could not be active members of Student Government or Student Media, but that any student who did not fall in either category was eligible to serve, regardless of class or major. He once again encouraged the student leaders to let him know if any of them knew a student colleague who would be a good board member, saying that he would prefer to approach the future SBP with possible suggestions in hand. Jamie thanked those outlets who helped publicize the position through their various platforms.

UPDATE: LOSS OF BOARD CHAIR

Patrick said that Sarah Hartsell had notified him that she had a class conflict with the board meetings this semester and would thus be unable to attend any of the spring board meetings. That being the case, he told Laura that she and fellow co-chair Abi Hearn should be prepared to decide who would chair the board’s final regular meeting of the academic year in April.

REMINDER: DAY OF GIVING

Zanna Swann reminded the student leaders of the Day of Giving set for March 24. She said donors would be able to give to the Student Media Enhancement Fund and the Technician Century Fund. She noted that our groups would be listed and searchable on the main Day of Giving drop-down menu.

QUESTION TO TABLE: DIVISION OF FUNDS FOR STUDENT ORGANIZATIONS

Patrick said Student Media had an opportunity to set up separate donor funds for each group but that he wanted the board to approve such an action before he did so. That means that in addition to the Student Media Enhancement Fund and the Technician Century Fund, donors could give money to a specific organization with the assurance that those funds would be spent on the organization they preferred. Patrick said Jamie had sent an inquiry out to the College Media Association and College Broadcasters, Inc. email lists, and that virtually everyone who replied said that they had specific funds for each of their groups, and that

they'd found alumni far more willing to give money to their specific former organization than to the program as a whole. Tyler asked what the downside would be to such a change, and Patrick replied that some groups, with larger alumni bases, would have an advantage with separate funds, and that in future times of crisis the group with the largest pool of donations might not necessarily be the group that needed help. While Patrick originally proposed that the board table the proposal for a fuller discussion in April, sufficient consensus emerged during the group discussion to call the question and make a decision. Laura asked if such funds could be set up by this year's Day of Giving, and Patrick replied that they would not have enough time. In the end, Tyler made a motion to establish separate donor funds and Dean seconded it. The board unanimously approved the motion.

REPORT ADDENDA

Each organization's written board report was included as part of the meeting package and is included as part of these minutes by reference. Addenda to those reports included the following:

- Cameron said Agromeck was waiting on proofs from their last deadline, as the most recent set was delayed due to winter storm-related power outages in Texas. She said the staff also met with the yearbook company today (March 2) to make some decisions on the cover and set up a timeline for completing it. Otherwise, she said Agromeck did well at this year's NCCMA awards, winning the following awards: Best of Show, first place in Student Life Copy, third place in Student Life Copy, first place in Photography, honorable mention in Photography, first place in Inside Spread Design, second place in Inside Spread Design, first place in Sports Copy and second place in Sports Copy.
- Lucas Martin said the Student Business and Marketing Office had a good meeting with their counterparts at the University of South Carolina's Garnet Media Group, including an after-meeting session with a USC alum who was a sales professional in the field.
- Elikem noted that the Nubian Message had won two awards from the North Carolina College Media Association over the weekend. She said she won a first-place award for Best One- or Two-Page Spread, and Nick Faulkner won a third-place award for a photograph.
- Cliff Maske said that he had been making progress on Roundabout's website until the university IT staffer he was working with left NC State, which had set the project back.
- Rachael said Technician won a number of awards in the NCCMA competition, including Best of Show in the Large Campus Newspaper division, Best of Show for Large Campus Online News, one first place and one honorable mention in Digital Storytelling, a third place award in Feature Writing, a third place award in News Writing, an honorable mention in Sports Writing and third place in Opinion Writing. Rachael also noted that she and Elikem were working together to organize this year's Student Media debate among student body president and vice president candidates.
- Xenna said Windhover also earned a Best of Show award at the NCCMA competition, as well as second place awards in both the Fiction and Poetry categories and third place for Best Two-Page Spread. On a separate note, she said two teachers from Athens Drive High School had reached out to get extra copies of Windhover for use in their yearbook and advertising and design classes. Xenna said that during the course of the conversation she offered to speak to the students, and the instructors jumped at the chance, so now Xenna and current design editor Emma Carter were planning to

• speak to them about both college publications and more advanced design techniques.

- Laura said they and the station's public affairs director were working on a piece focusing on the Chadwick Seagraves story. They said they had been working with Jamie and Patrick to make sure they were proceeding on solid legal footing and that they felt good about where they were with the piece. They said interviews would begin this week and continue next week.

ADJOURN

There being no need for an executive session, Dean moved to adjourn and Tyler seconded. The meeting was adjourned at 7:40 p.m.

STUDENT MEDIA BUDGET V. ACTUAL

DATE: June 30, 2021
PERCENT THROUGH FISCAL YEAR: 100%

AGROMECK				TECHNICIAN				GENERAL ADMIN			
	Budget	Actual	Percent		Budget	Actual	Percent		Budget	Actual	Percent
Temp payroll	\$ 28,100.00	\$ 25,475.77	91%	Temp payroll	\$ 106,500.00	\$ 76,355.15	72%	FTE salaries + benefits	\$ 395,200.00	\$ 388,701.23	98%
Supplies	\$ 700.00	\$ 626.56	90%	Supplies	\$ 400.00	\$ -	0%	Temp payroll	\$ 41,700.00	\$ 18,737.05	45%
Leadership develop.	\$ 1,880.00	\$ 941.97	50%	Leadership develop.	\$ 1,895.00	\$ 460.00	24%	Supplies	\$ 9,890.00	\$ 8,401.56	85%
Admin service charges	\$ 3,600.00	\$ 3,593.15	100%	Admin service charges	\$ 17,900.00	\$ 17,908.50	100%	Leadership develop.	\$ 3,100.00	\$ 3,635.17	117%
Current services	\$ 11,260.00	\$ 8,917.26	79%	Current services	\$ 21,500.00	\$ 4,118.93	19%	Admin service charges	\$ 97,300.00	\$ 97,265.83	100%
Fixed charges	\$ 1,065.00	\$ 1,206.43	113%	Fixed charges	\$ 7,580.00	\$ 9,513.18	126%	Current services	\$ 23,310.00	\$ 15,978.53	69%
TOTAL	\$ 46,605.00	\$ 40,761.14	87%	TOTAL	\$ 155,775.00	\$ 108,355.76	70%	Fixed charges	\$ 6,155.00	\$ 1,326.67	22%
Non-fee income	\$ 9,000.00	\$ 12,637.56	140%	Non-fee income	\$ 52,000.00	\$ 41,487.19	80%	Contracted services	\$ 5,000.00	\$ 250.00	5%
Fee income	\$ 37,605.00	\$ 38,482.84	5.15%	Fee income	\$ 103,775.00	\$ 106,197.49	14.22%	Capital outlay	\$ 22,300.00	\$ 23,445.50	105%
TOTAL	\$ 46,605.00	\$ 51,120.40	110%	TOTAL	\$ 155,775.00	\$ 147,684.68	95%	TOTAL	\$ 603,955.00	\$ 557,741.54	92%
Profit/Loss	\$ -	\$ 10,359.26		Profit/Loss	\$ -	\$ 39,328.92		Non-fee income	\$ -	\$ 9,813.37	
NUBIAN MESSAGE				WINDHOVER				Fee income	\$ 501,965.00	\$ 513,682.71	68.80%
	Budget	Actual	Percent		Budget	Actual	Percent	TOTAL	\$ 501,965.00	\$ 523,496.08	104%
Temp payroll	\$ 11,000.00	\$ 9,444.18	86%	Temp payroll	\$ 6,600.00	\$ 6,476.63	98%	Profit/Loss	\$ (101,990.00)	\$ (34,245.46)	
Supplies	\$ 200.00	\$ -	0%	Supplies	\$ 750.00	\$ 174.29	23%	OVERALL			
Leadership develop.	\$ 1,180.00	\$ 115.00	10%	Leadership develop.	\$ 905.00	\$ -	0%		Budget	Actual	Percent
Admin service charges	\$ 2,000.00	\$ 1,918.12	96%	Admin service charges	\$ 2,100.00	\$ 2,075.35	99%	FTE salaries + benefits	\$ 395,200.00	\$ 388,701.23	98%
Current services	\$ 6,500.00	\$ 857.58	13%	Current services	\$ 11,050.00	\$ 10,565.90	96%	Temp payroll	\$ 256,900.00	\$ 192,614.81	75%
Fixed charges	\$ 1,200.00	\$ 334.00	28%	Fixed charges	\$ 1,210.00	\$ 618.00	51%	Supplies	\$ 14,640.00	\$ 11,451.54	78%
TOTAL	\$ 22,080.00	\$ 12,668.88	57%	TOTAL	\$ 22,615.00	\$ 19,910.17	88%	Leadership develop.	\$ 10,550.00	\$ 5,251.14	50%
Non-fee income	\$ 3,500.00	\$ 3,413.01	98%	Non-fee income	\$ -	\$ 25.00		Admin service charges	\$ 131,100.00	\$ 130,846.68	100%
Fee income	\$ 18,580.00	\$ 19,013.73	2.55%	Fee income	\$ 22,615.00	\$ 23,142.92	3.10%	Current services	\$ 94,020.00	\$ 48,452.61	52%
TOTAL	\$ 22,080.00	\$ 22,426.74	102%	TOTAL	\$ 22,615.00	\$ 23,167.92	102%	Fixed charges	\$ 27,215.00	\$ 22,861.28	84%
Profit/Loss	\$ -	\$ 9,757.86		Profit/Loss	\$ -	\$ 3,257.75		Contracted services	\$ 5,000.00	\$ 250.00	5%
ROUNDAABOUT				WKNC				Capital outlay	\$ 22,300.00	\$ 23,445.50	105%
	Budget	Actual	Percent		Budget	Actual	Percent	TOTAL EXPENSES	\$ 956,925.00	\$ 823,874.79	86%
Temp payroll	\$ 3,700.00	\$ 810.34	22%	Temp payroll	\$ 59,300.00	\$ 55,315.69	93%	Non-fee income	\$ 133,900.00	\$ 126,178.18	94%
Supplies	\$ 200.00	\$ -	0%	Supplies	\$ 2,500.00	\$ 2,249.13	90%	Fee income	\$ 729,650.00	\$ 746,836.41	102%
Leadership develop.	\$ 760.00	\$ -	0%	Leadership develop.	\$ 830.00	\$ 99.00	12%	Interest income	\$ -	\$ 112.93	
Admin service charges	\$ 500.00	\$ 462.75	93%	Admin service charges	\$ 7,700.00	\$ 7,622.98	99%	Food purchases	\$ -	\$ -	
Current services	\$ 14,000.00	\$ 4,619.60	33%	Current services	\$ 6,400.00	\$ 3,394.81	53%	TOTAL INCOME	\$ 863,550.00	\$ 873,127.52	101%
Fixed charges	\$ 225.00	\$ 20.00	9%	Fixed charges	\$ 9,780.00	\$ 9,843.00	101%	Net Profit/Loss	\$ (93,375.00)	\$ 49,252.73	
TOTAL	\$ 19,385.00	\$ 5,912.69	31%	Contracted services	\$ -	\$ -			\$ 49,252.73		
Non-fee income	\$ 28,000.00	\$ 38,323.25	137%	TOTAL	\$ 86,510.00	\$ 78,524.61	91%	SM Enhancement Fund	\$ 3,088.10	663502	
Fee income	\$ -	\$ -	0.00%	Non-fee income	\$ 41,400.00	\$ 20,478.80	49%	Technician Century Fund	\$ 41,153.64	667736	
TOTAL	\$ 28,000.00	\$ 38,323.25	137%	Fee income	\$ 45,110.00	\$ 46,163.03	6.18%				
Profit/Loss	\$ 8,615.00	\$ 32,410.56		TOTAL	\$ 86,510.00	\$ 66,641.83	77%				
				Profit/Loss	\$ -	\$ (11,882.78)					

STUDENT MEDIA BUDGET V. ACTUAL

DATE: September 1, 2021
PERCENT THROUGH FISCAL YEAR: 17%

AGROMECK			
	Budget	Actual	Percent
Temp payroll	\$ 28,100.00	\$ 483.13	2%
Supplies	\$ 700.00	\$ 225.56	32%
Leadership develop.	\$ 4,480.00	\$ -	0%
Admin service charges	\$ 3,400.00	\$ 3,716.80	109%
Current services	\$ 11,010.00	\$ 3,076.80	28%
Fixed charges	\$ 1,065.00	\$ 4.29	0%
TOTAL	\$ 48,755.00	\$ 7,506.58	15%
Non-fee income	\$ 12,000.00	\$ 2,065.00	17%
Fee income	\$ 36,755.00	\$ 3,449.30	4.80%
TOTAL	\$ 48,755.00	\$ 5,514.30	11%
Profit/Loss	\$ -		

NUBIAN MESSAGE			
	Budget	Actual	Percent
Temp payroll	\$ 11,000.00	\$ 100.70	1%
Supplies	\$ 200.00	\$ -	0%
Leadership develop.	\$ 3,430.00	\$ -	0%
Admin service charges	\$ 1,500.00	\$ 1,075.08	72%
Current services	\$ 6,750.00	\$ -	0%
Fixed charges	\$ 1,110.00	\$ -	0%
TOTAL	\$ 23,990.00	\$ 1,175.78	5%
Non-fee income	\$ 4,500.00	\$ -	0%
Fee income	\$ 19,490.00	\$ 1,829.06	2.55%
TOTAL	\$ 23,990.00	\$ 1,829.06	8%
Profit/Loss	\$ -		

ROUNDAABOUT			
	Budget	Actual	Percent
Temp payroll	\$ 3,500.00	\$ 2,357.10	67%
Supplies	\$ 200.00	\$ 15.67	8%
Leadership develop.	\$ 760.00	\$ -	0%
Admin service charges	\$ 1,100.00	\$ 544.99	50%
Current services	\$ 14,000.00	\$ 8,459.42	60%
Fixed charges	\$ 475.00	\$ -	0%
TOTAL	\$ 20,035.00	\$ 11,377.18	57%
Non-fee income	\$ 29,000.00	\$ 15,440.00	53%
Fee income	\$ -	\$ -	0.00%
TOTAL	\$ 29,000.00	\$ 15,440.00	53%
Profit/Loss	\$ 8,965.00		

TECHNICIAN			
	Budget	Actual	Percent
Temp payroll	\$ 110,200.00	\$ 5,002.10	5%
Supplies	\$ 500.00	\$ 212.17	42%
Leadership develop.	\$ 5,195.00	\$ -	0%
Admin service charges	\$ 8,600.00	\$ 9,044.91	105%
Current services	\$ 22,050.00	\$ 2,009.09	9%
Fixed charges	\$ 10,640.00	\$ 2,631.00	25%
TOTAL	\$ 157,185.00	\$ 18,899.27	12%
Non-fee income	\$ 38,000.00	\$ 482.20	1%
Fee income	\$ 119,185.00	\$ 11,185.02	15.58%
TOTAL	\$ 157,185.00	\$ 11,667.22	7%
Profit/Loss	\$ -		

WINDHOVER			
	Budget	Actual	Percent
Temp payroll	\$ 6,600.00	\$ -	0%
Supplies	\$ 750.00	\$ -	0%
Leadership develop.	\$ 1,965.00	\$ -	0%
Admin service charges	\$ 1,800.00	\$ 1,783.48	99%
Current services	\$ 10,800.00	\$ -	0%
Fixed charges	\$ 1,290.00	\$ -	0%
TOTAL	\$ 23,205.00	\$ 1,783.48	8%
Non-fee income	\$ -	\$ -	
Fee income	\$ 23,205.00	\$ 2,177.69	3.03%
TOTAL	\$ 23,205.00	\$ 2,177.69	9%
Profit/Loss	\$ -		

WKNC			
	Budget	Actual	Percent
Temp payroll	\$ 58,600.00	\$ 7,662.71	13%
Supplies	\$ 2,000.00	\$ 52.19	3%
Leadership develop.	\$ 4,090.00	\$ -	0%
Admin service charges	\$ 7,300.00	\$ 7,090.62	97%
Current services	\$ 7,050.00	\$ 162.99	2%
Fixed charges	\$ 11,520.00	\$ 4,181.85	36%
Contracted services		\$ -	
TOTAL	\$ 90,560.00	\$ 19,150.36	21%
Non-fee income	\$ 36,700.00	\$ 6,477.83	18%
Fee income	\$ 53,860.00	\$ 5,054.54	7.04%
TOTAL	\$ 90,560.00	\$ 11,532.37	13%
Profit/Loss	\$ -		

GENERAL ADMIN			
	Budget	Actual	Percent
FTE salaries + benefits	\$ 407,100.00	\$ 65,267.35	16%
Temp payroll	\$ 40,000.00	\$ 2,981.50	7%
Supplies	\$ 8,030.00	\$ 1,405.66	18%
Leadership develop.	\$ 11,430.00	\$ 346.51	3%
Admin service charges	\$ 45,600.00	\$ 46,047.60	101%
Current services	\$ 24,510.00	\$ 3,727.98	15%
Fixed charges	\$ 2,300.00	\$ 795.53	35%
Contracted services	\$ 5,000.00	\$ 500.00	10%
Capital outlay	\$ 29,500.00	\$ 1,540.00	5%
TOTAL	\$ 573,470.00	\$ 122,612.13	21%
Non-fee income	\$ -	\$ -	
Fee income	\$ 512,505.00	\$ 48,096.48	66.99%
TOTAL	\$ 512,505.00	\$ 48,096.48	9%
Profit/Loss	\$ (60,965.00)		

OVERALL			
	Budget	Actual	Percent
FTE salaries + benefits	\$ 407,100.00	\$ 65,267.35	16%
Temp payroll	\$ 258,000.00	\$ 18,587.24	7%
Supplies	\$ 12,380.00	\$ 1,911.25	15%
Leadership develop.	\$ 31,350.00	\$ 346.51	1%
Admin service charges	\$ 69,300.00	\$ 69,303.48	100%
Current services	\$ 96,170.00	\$ 17,436.28	18%
Fixed charges	\$ 28,400.00	\$ 7,612.67	27%
Contracted services	\$ 5,000.00	\$ 500.00	10%
Capital outlay	\$ 29,500.00	\$ 1,540.00	5%
TOTAL EXPENSES	\$ 937,200.00	\$ 182,504.78	19%
Non-fee income	\$ 120,200.00	\$ 24,465.03	20%
Fee income	\$ 765,000.00	\$ 71,792.09	9%
Interest income	\$ -	\$ -	
Food purchases	\$ -	\$ -	
TOTAL INCOME	\$ 885,200.00	\$ 96,257.12	11%
Net Profit/Loss	\$ (52,000.00)		
SM Enhancement Fund	\$ 3,194.12	663502	
Technician Century Fund	\$ 41,711.64	667736	

STUDENT MEDIA BUDGET V. ACTUAL

DATE: October 1, 2021
PERCENT THROUGH FISCAL YEAR: 25%

AGROMECK				TECHNICIAN				GENERAL ADMIN			
	Budget	Actual	Percent		Budget	Actual	Percent		Budget	Actual	Percent
Temp payroll	\$ 31,300.00	\$ 3,349.92	11%	Temp payroll	\$ 110,200.00	\$ 12,340.62	11%	FTE salaries + benefits	\$ 407,100.00	\$ 99,143.57	24%
Supplies	\$ 700.00	\$ 225.56	32%	Supplies	\$ 500.00	\$ 212.17	42%	Temp payroll	\$ 39,000.00	\$ 6,010.25	15%
Leadership develop.	\$ 4,480.00	\$ -	0%	Leadership develop.	\$ 5,195.00	\$ 30.00	1%	Supplies	\$ 11,000.00	\$ 1,672.82	15%
Admin service charges	\$ 3,380.00	\$ 3,716.80	110%	Admin service charges	\$ 8,580.00	\$ 9,044.91	105%	Leadership develop.	\$ 11,430.00	\$ 346.51	3%
Current services	\$ 11,260.00	\$ 3,243.50	29%	Current services	\$ 22,300.00	\$ 6,944.28	31%	Admin service charges	\$ 44,950.00	\$ 46,047.60	102%
Fixed charges	\$ 1,065.00	\$ 287.58	27%	Fixed charges	\$ 10,640.00	\$ 3,436.00	32%	Current services	\$ 32,280.00	\$ 4,791.33	15%
TOTAL	\$ 52,185.00	\$ 10,823.36	21%	TOTAL	\$ 157,415.00	\$ 32,007.98	20%	Fixed charges	\$ 1,100.00	\$ 820.53	75%
Non-fee income	\$ 9,000.00	\$ 2,137.30	24%	Non-fee income	\$ 38,000.00	\$ 2,415.05	6%	Contracted services	\$ 5,000.00	\$ 500.00	10%
Fee income	\$ 43,185.00	\$ 20,563.06	5.65%	Fee income	\$ 119,415.00	\$ 56,860.90	15.61%	Capital outlay	\$ 33,500.00	\$ 1,540.00	5%
TOTAL	\$ 52,185.00	\$ 22,700.36	43%	TOTAL	\$ 157,415.00	\$ 59,275.95	38%	TOTAL	\$ 585,360.00	\$ 160,872.61	27%
Profit/Loss	\$ -			Profit/Loss	\$ -			Non-fee income	\$ -	\$ -	
NUBIAN MESSAGE				WINDHOVER				Fee income	\$ 503,005.00	\$ 239,511.94	65.75%
	Budget	Actual	Percent		Budget	Actual	Percent	TOTAL	\$ 503,005.00	\$ 239,511.94	48%
Temp payroll	\$ 11,000.00	\$ 978.81	9%	Temp payroll	\$ 6,600.00	\$ -	0%	Profit/Loss	\$ (82,355.00)		
Supplies	\$ 200.00	\$ -	0%	Supplies	\$ 750.00	\$ 175.98	23%	OVERALL			
Leadership develop.	\$ 3,430.00	\$ -	0%	Leadership develop.	\$ 1,965.00	\$ -	0%		Budget	Actual	Percent
Admin service charges	\$ 1,470.00	\$ 1,075.08	73%	Admin service charges	\$ 1,790.00	\$ 1,783.48	100%	FTE salaries + benefits	\$ 407,100.00	\$ 99,143.57	24%
Current services	\$ 7,000.00	\$ 1,711.27	24%	Current services	\$ 11,050.00	\$ 120.76	1%	Temp payroll	\$ 262,000.00	\$ 36,117.42	14%
Fixed charges	\$ 1,110.00	\$ 35.00	3%	Fixed charges	\$ 1,290.00	\$ -	0%	Supplies	\$ 15,850.00	\$ 2,625.38	17%
TOTAL	\$ 24,210.00	\$ 3,800.16	16%	TOTAL	\$ 23,445.00	\$ 2,080.22	9%	Leadership develop.	\$ 31,350.00	\$ 376.51	1%
Non-fee income	\$ 4,500.00	\$ 150.00	3%	Non-fee income	\$ -	\$ -		Admin service charges	\$ 68,590.00	\$ 69,303.48	101%
Fee income	\$ 19,710.00	\$ 9,385.16	2.58%	Fee income	\$ 23,445.00	\$ 11,163.62	3.06%	Current services	\$ 105,690.00	\$ 26,462.67	25%
TOTAL	\$ 24,210.00	\$ 9,535.16	39%	TOTAL	\$ 23,445.00	\$ 11,163.62	48%	Fixed charges	\$ 27,200.00	\$ 8,840.96	33%
Profit/Loss	\$ -			Profit/Loss	\$ -			Contracted services	\$ 5,000.00	\$ 500.00	10%
ROUNDBABOUT				WKNC				Capital outlay	\$ 33,500.00	\$ 1,540.00	5%
	Budget	Actual	Percent		Budget	Actual	Percent	TOTAL EXPENSES	\$ 956,280.00	\$ 244,909.99	26%
Temp payroll	\$ 3,700.00	\$ 2,357.10	64%	Temp payroll	\$ 60,200.00	\$ 11,080.72	18%	Non-fee income	\$ 117,200.00	\$ 28,624.41	24%
Supplies	\$ 200.00	\$ 15.67	8%	Supplies	\$ 2,500.00	\$ 323.18	13%	Fee income	\$ 765,000.00	\$ 364,264.04	48%
Leadership develop.	\$ 760.00	\$ -	0%	Leadership develop.	\$ 4,090.00	\$ -	0%	Interest income	\$ -	\$ -	
Admin service charges	\$ 1,090.00	\$ 544.99	50%	Admin service charges	\$ 7,330.00	\$ 7,090.62	97%	Food purchases	\$ -	\$ -	
Current services	\$ 14,500.00	\$ 8,459.42	58%	Current services	\$ 7,300.00	\$ 1,192.11	16%	TOTAL INCOME	\$ 882,200.00	\$ 392,888.45	45%
Fixed charges	\$ 475.00	\$ -	0%	Fixed charges	\$ 11,520.00	\$ 4,261.85	37%	Net Profit/Loss	\$ (74,080.00)		
TOTAL	\$ 20,725.00	\$ 11,377.18	55%	Contracted services	\$ -	\$ -		SM Enhancement Fund	\$ 3,270.38	663502	
Non-fee income	\$ 29,000.00	\$ 17,240.00	59%	TOTAL	\$ 92,940.00	\$ 23,948.48	26%	Technician Century Fund	\$ 41,711.64	667736	
Fee income	\$ -	\$ -	0.00%	Non-fee income	\$ 36,700.00	\$ 6,682.06	18%				
TOTAL	\$ 29,000.00	\$ 17,240.00	59%	Fee income	\$ 56,240.00	\$ 26,779.36	7.35%				
Profit/Loss	\$ 8,275.00			TOTAL	\$ 92,940.00	\$ 33,461.42	36%				
				Profit/Loss	\$ -						

Proposed Guidelines for an Award for General Excellence

- This award will be open to any Student Media student except for the top editors/managers of each group, as they will be voting on who wins it each year (see below).
- Students can nominate themselves, and any Student Media student (including the senior leaders) can nominate anyone else they wish to nominate. We will have a nomination form where each nominator will have a chance to explain why they think the nominee should get the award. Nominators will be strongly encouraged to include examples of the nominees' work whenever possible and appropriate.
- I will send all valid nominations to the full board, and each board member – including all ex officio members except myself – will get one vote. If no nominee garners a majority of the vote, the board will re-vote on the two nominees receiving the most votes in the first round.
- The call for nominations will go out the first day of each spring semester and due by the March board meeting date. The winner will be announced at the April meeting each year.
- The honoree each year will receive a \$250 award from the Student Media Enhancement Fund, and their names will be placed on a perpetual plaque to be hung in a place of honor on the third floor. They will also receive special recognition at our year-end celebration events in years when such events are held.

Agromeck

By Don Bui & Mandy Stacy, Co Editors-In-Chief

September 2021

Revenue

- Currently, we have no book sales.
- This year we will continue our partnership with the Student Alumni Association and the Balfour ring division to give students who purchase an extended ring warranty with their class ring a free copy of the yearbook.
- In our Balfour contract for this year we agreed to 400 copies of a 328 paged book. • The 2021 Agromecks arrived the first week of August. Pre-sold books through Studio Balfour were mailed the same week as well. The remainder of the books are available for sale on the e-store.

Expenditures

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

Personnel

- Back in May, we hired five new members of leadership staff:
 - Anne Nemeth - Copy Editor
 - Savannah Aker - Assignments Editor
 - Kierra Shook - Design Editor
 - Cameron Motsinger - Promotions Manager
 - Natalie Folsom - Photo Editor
- We have one returning writer and one returning designer.
- Our leadership staff attended the Student Media Block Party, the Student Media Open House, and the Student Involvement Fair for interested students to come and ask questions about joining Agromeck.
- After our first interest meeting, we have a total of 32 new staff members making up both designers and writers

Training

- All of the leadership staff attended a retreat at Bald Head Island in May where we built relationships between the staff, planned for the upcoming year, and collaborated with one another to create a practice spread.
- We held writing and design training sessions in person Monday, Aug. 30th.
- The writing training was administered by our copy editor, Anne Nemeth. Writers learned the basics of AP style, interviewing tips and general writing skills.

- The design training was administered by our design editor, Kierra Shook. Designers were taught a general overview of InDesign and the design basics for this year.
- New designers will also go through a basic one-on-one training session with me or our design editor, Kierra Shook, when they come in to start their first spread. New writers received an overview of AP style and Student Media/Agromeck style before their first assignment.

Coverage

- Our coverage for this year will focus on student life and the events around campus. We will also be covering the ongoing impacts upon the school and students surrounding COVID-19.
- We plan to include more testimonials from students to make the coverage more personable to NCSU students.

Technology

- N/A

Deadlines

- We are on track to meet our first deadline of the year Sept. 27 and will include 46 pages.
- We will have seven deadlines over the course of the year to complete the 328 pages we need to submit for the entire 2022 Agromeck.

Ethics/Legal Issues

- N/A

October 2021

Revenue

- As of Oct. 6th, we have sold one book.
- The Balfour ring division was on campus in September to sell rings and promote the extended ring warranty that gives a free yearbook to those who purchase it.

Expenditures

- N/A

Personnel

- N/A

Training

- We held a second writing and design training session in person Sept. 13th.
- The writing training was administered by our copy editor, Anne Nemeth. Writers learned how to

interview people and write spotlights for the book.

- The design training was administered by our Editor-in-Chief, Don Bui. Designers were taught how to create infographics within InDesign.

Coverage

- We are continuing our coverage of student life, campus events, and any ongoing impacts of the COVID-19 pandemic.

Technology

- N/A

Deadlines

- We submitted our first deadline of 48 pages on time Sept. 27.
- We are currently working towards our next deadline of 56 pages on Oct 25.

Ethics/Legal Issues

- N/A

Student Business Office

By Jonny Zemola, General Manager

September 2021

Revenue

OUTLET	TARGET	SOLD YTD* ending 09/08/21	PAID YTD** ending 09/08/21
Technician	\$ 60,000	\$ 9,972	\$ 595
Nubian Message	\$ 5,000	\$ 625	\$ 0000
WKNC	\$ 12,000	\$ 1,018	\$ 12,000
Roundabout Magazine	\$ 40,000	\$ 0000	\$ 15,440
Agromeck* Zanna and Patrick for departmental sales	\$ 3,000	\$ 00000	\$ 0000
Student Media* Kiosks, services, etc.	\$ 20,000	\$ 11,040	\$ 0000

* 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.

Personnel

- This summer, the Business & Marketing team added two new faces to the team which now brings us to a total of four media consultants and one general manager. Those two new hires are Jordan Hall, a senior in Business Administration, and Nani Suarez, a junior transfer in Communications. Both have adapted to the work environment proficiently so far. Jordan made his first official sales back in the first week of classes so congrats to him.
- Since two of the four members will be graduating this academic year (one graduating this semester), I have been in the midst of recruiting new media consultants and graphic designers to set up the team for the future. I have interviewed six people with the intent to hire three of them. I have not made my decision yet since I extended the interview process to contain a “Cold Email” exercise in which applicants were given a client and asked to send a mock cold email to the client representative (played by me). My focus in hiring is on retention for years to come as well as to see who possesses the necessary skill sets already. Because of this, I have interviewed three freshmen, two juniors, and one graduate student, who have all appeared to be strong candidates for the position. My decisions will be made before the meeting Tuesday and I will report them then.

Training

- During the summer, CMBAM held their annual 2-week long MEGA workshop. All staff members were required to attend at least 3 of the 6 virtual sessions and complete write-ups for the ones they attended. Those write-ups have been attached to the agenda package and are included for reference. Three of our five media consultants had never attended a CMBAM event and seemed to enjoy the opportunity to speak and learn from other media consultants around the nation. All-in-all, it was a great learning experience for everyone on the team and I ask that the business office continues to have the opportunity to attend future CMBAM events.
- Two-weeks before the semester began, the Business & Marketing team held their annual one-day training session in which we went over the sales function process, daily procedures, and held team-building exercises. Patrick spoke to the team about the seriousness of our organization and what role we exactly play amongst the other outlets and did a great job in setting the tone. We also had board member, Robbie Williams, as a guest speaker come in and tell us about his experience working as a media consultant while he attended the university a few years ago. Robbie also fielded any and all questions we had about his tenure here as well as how it lead to his current professional career. The training session was very insightful and left the team motivated for the current academic year.
- Lastly, Zanna and I have instituted bi-weekly one-on-one meetings with each media consultant in which we will be going over their current sales, completing training activities in the areas the media consultants request help, and discussing their student life so that we can make sure that we have efficient relationships with them outside of the work area. These meetings allow us to strengthen the trust of the team and their overall experience while at work.

Technology

- All hardware/software have been used adequately and effectively. We had a few hiccups on our Business & Marketing team website where we complete insertion orders for sales. Those hiccups involved random ad sizes popping up on various insertion forms but have since been

resolved. The media consultants have been instructed to inform Zanna and mel about any irregularities that may occur.

- The Nubian Message WordPress site was recently updated which led to some of the uploading procedures being altered. However, thanks to Ellen, we have a screen recording video on the new methods for uploading and taking down ads for the site.
- The buffer passwords have been updated for Technician online. Thank you again Ellen for getting that situated. We ask to be informed us about any future password updates for the Buffer account so that we do not run around trying to get an ad placed, thank you in advance so that we don't miss being able to place an ad. However, we also are aware that all media outlets will be shifting to a higher tier Buffer account, whereby the Business & Marketing team should be getting its on log-in profile so that the need for more random updates for staff changes don't negatively impact the placement of ads.

Coverage/Outreach

- To help with the recruitment process, the business office participated in the Student Media welcome week event, "Block Party". At the event, we spoke with multiple students who showed interest and engaged in conversations discussing the organizations and our functions. Prior to the event, the business team helped to advertise it through placements in the outlet products, across campus, and through new student marketing programs at the university level. We thank everyone who placed the ad within their respective outlet's products and websites. Despite the inclement weather that occurred, it was still a successful event.
- To capitalize off the brief conversations had with students at the Block Party, the Business team held their own personal Open House. Information about the Open House was emailed directly to students who filled out the Student Media Interest Google form. The Open House was a success with multiple students stopping by and even a group of four staying for a whole hour listening to me explain the positions available and fielding any questions they had. This event led to five people gaining interviews for available positions.

Deadlines

- The Business & Marketing team has no current deadlines to report. Our only deadlines pertain to client artwork which we are requesting to be received a week before each publication date, radio announcement, or digital post. We apologize to the other outlets for any artwork that is delivered "last minute" and creates any inconvenience.

Sales

- The Business & Marketing team has achieved a great amount of success in cross-selling for all of the respective outlets. Our team has been pitching bundle deal campaigns in which the clients can purchase products from each outlet over extended period of time. Clients such as OIED (handled by myself) have purchased six half-gallon bundles that include six placements in each newspaper, social posts, WKNC announcements, and even a spot in one of our eight Student Media outdoor kiosks. Other clients who have also purchased bundles include Hillsborough St (handled by Tim Werner) and NC by Train (handled by Devin Raines) who have all purchased make-shift bundle deals that include the aforementioned items along with Technician Newsletter placements and Orientation Guide spots. Also, several ad agencies have purchased multiple placements for the following clients: PNC Bank buying six full-page back covers in

Technician, TIAA placing many social posts across the media outlets and premium website spots for six months and Spectrum placing three months of ads in all eight outdoor kiosks.

- Since students have returned to campus, the success of the outdoor kiosk skyrocketed. All eight locations appear to be booked all the way until mid-January. We have a large whiteboard that displays the availability of each kiosk over the course of this year up until August 2022.
- Also, the 2021-2022 Orientation magazine, which tends to split its revenue between last fiscal year and this fiscal year achieved the highest revenue to date with about \$40,000 in ad revenue -- attributing to the \$15,440 in revenue for Roundabout. A good thing since the commissions are payable this fiscal year.

October 2021

Revenue

OUTLET	TARGET	SOLD YTD* ending 10/06/21	PAID YTD** ending 10/06/21
Technician	\$ 60,000	\$ 12,406	\$ 2,403
Nubian Message	\$ 5,000	\$ 834	\$ 150
WKNC	\$ 12,000	\$ 1,068	\$
Roundabout Magazine	\$ 40,000	\$ 15,440	\$ 17,240
Agromeck* Zanna and Patrick for departmental sales	\$ 3,000	\$	\$
Student Media*Kiosks, services, etc.	\$ 20,000	\$ 15,915	\$

* 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.

Personnel

- Over the course of the past month, I have hired four new members for the Business & marketing Team. Abi Barefoot (Junior in Marketing), Sharon George (Freshman in Marketing), Travis Nguyen (Junior in Communications), and Bran Poster (Freshman in Exploratory Studies) have all been hired as media consultants for the team. All have completed initial rounds of training and seem to be grasping the material in a quick and efficient manner. They are eager to learn more about our team as well as the other outlets through their respective duties and I am excited to have them on board for years to come.

- I have implemented “specialized roles” for myself and two other media consultants that extend beyond the primary sales responsibilities of each. These roles are Campaign Strategist, Social Media Coordinator, and Initial Outreach Specialist. These roles are intended to emphasize the skillsets of the consultant appointed to the position and provide them with more duties, responsibilities, and value to the organization. Tim Werner was appointed to Campaign Strategist due to his outstanding success in pitching and closing campaign proposals to clients, Devin Raines was appointed to Social Media Coordinator due to his knowledge and experience with posting ads within the Buffer platform, and I have appointed myself to Initial Outreach Specialist due to my experience with training individuals on cold contacting.
- The roles listed above will not receive a pay raise. They were created to maximize the skillset of experienced consultants and inspire/motivate the new media consultants. Moving forward, these positions will be appointed in consultation between the Business & Marketing General Manager and the Business & Marketing team’s advisor. I will provide an update on the role’s success within the team at the next board meeting.

Training

- As just mentioned, I have hired four new employees and all have completed initial rounds of training. Training has involved going through all of our shared Google documents, Sheets, and Calendars and explaining their functions and purposes. We have covered cold contacting and completed role playing activities in which they took turns “calling” and emailing clients. We took a look at the rate card and I emphasized the importance of knowing its content to them since it will be their best friend while they are here working at Student Media.
- I, personally, have trained the new hires in the aforementioned fields but Zanna and I have to determine when we should have them come in for the typical 4-hour training session that all new employees attend. I feel as if they have a strong understanding of everything thus far but extra training would not hurt at all. Once we have a date set for it, I will let you all know.

Technology

- Technology seems to be running smoothly for everyone in the office. The new hires have all been granted access to the respective files and emails as far as I know so we should be all good on that note.

Coverage/Outreach

- Since we have completed recruitment for media consultants, coverage has gone in that aspect. We are still continuing to put Student Media-focused ads within the publications when available or if there is a lack of ads to be placed.
- Outreach moving forward - in regards to clients - will be centered around our Housing Guide coming out in November. The team has been notified and instructed to make this

a main selling point so hopefully it can have a similar success as the Orientation Guide from the summer.

Deadlines

- The commitment deadline for the Housing Guide is October 28, 2021. The art deadline for it is November 4, 2021, and the publication date is November 18, 2021.

Sales

- The Business & Marketing team is continuing its efforts in cross-selling for all of the respective outlets. Notable sales include another bundle deal for Hillsborough St (Community Service Center) handled by Tim Werner, fulfilling the six bundles for NC State OIED managed by me, A Dreamville Technician and WKNC bundle and NC State Gregg Museum cross-outlet bundle sold by Devin Raines, and an all-outlet print publication, Twitter and online bundle for NC State's New Student Programs handled by recent hire Nani Suarez.

Nubian Message

By Andrea Alford, Editor-In-Chief

September 2021

Personnel

- We have 6 new staff members.

Training

- No updates.

Technology

- No updates.

Coverage/Outreach

- We've been sending the new staff members to recent events. Also have been covering events ourselves as editors.

Deadlines

- No missed deadlines.
- Changed production nights to accommodate the new 6 p.m. deadline.

October 2021

Personnel

- No updates.

Training

- Our correspondents have been attending trainings with Ellen.
- We have also started training another correspondent on layout.

Technology

- No updates.

Coverage/Outreach

- No updates.

Deadlines

- No updates.

Ethics/Legal issues

- No updates.

Roundabout

By Charles Smalls, Editor-In-Chief

October 2021

Revenue

- Nothing new to report.

Expenditures

- Nothing new to report.

Personnel

- At the moment Roundabout recruitment is ongoing and we are hoping to have applications to sort through shortly after Fall Break ends and then the interviewing process will begin soon after.

Training

- As the Editor-in-Chief I have been reading about magazine fundamentals and reading through other popular publications.

Technology

- Nothing new to report.

Coverage/Outreach

- Currently a poster is being developed for Roundabout to advertise the magazine.

Deadlines

- Nothing new to report.

Ethics/Legal Issues

- Nothing new to report.

Technician

By Jaylan Harrington, Editor-In-Chief

September 2021

Revenue

- N/A

Expenditures

- N/A

Personnel

- News Editor Cassie Englund withdrew from school, Avery Davis promoted to replace her
- E-board is at 17 members out of a max 20.
- New position this year -- brand manager, eliminated the three social media positions.

Training

- The staff underwent a variety of trainings over the summer including copy training, Blox training, breaking news training, social media training and alternative story form training.
- Also met with various campus leaders during retreat.

Technology

- No problems aside from an issue with server access which forced us to halt print production on Sept. 7, but the issue was cleared up by the next morning.
- Now utilizing otter to share/store interview recordings.

Coverage/Outreach

- We're focusing coverage on things either on campus or of special interest to college students. COVID reporting, reports about the struggles of getting back on campus, etc.
- Seeing strong interest in terms of guest essays, LTTEs.

- Hosted the student media block party with other outlets, two open houses in August.

Deadlines

- Print production is ending quicker than it has in my time on E-board.
- Print production now occurs on Tuesdays as the printer has no third shift.

Ethics/Legal issues

- Corrected an 8/31 article about the women's center, had an incorrect date.

October 2021

Revenue

- N/A

Expenditures

- N/A

Personnel

- E-board is at 17 members out of a max 20.
- Asst. video editor is currently taking a break, not expected to be an extended one.
- Staff below e-board is solid though ABC still applies, going to work to add more graphic designers in particular.

Training

- Ellen and Ray are leading various section-specific trainings.

Technology

- Acquired more camera batteries due to increased demand.

Coverage/Outreach

- Doing more print editions focused on specific groups on campus -- helps us be more intentional with representation.
- Planning on utilizing posters around campus to advertise ourselves.
- Will likely have an open house later this month/early November.

Deadlines

- Print production continues to go smoothly.

Ethics/Legal issues

- Videographer had their pass taken at Hopscotch for a breach of protocol, was removed from coverage. Was a misunderstanding, was smoothed over by the next day via email... no concerns moving forward with any of the parties involved.

Windhover

By Camilla Keil, Editor-In-Chief

September 2021

Revenue + Expenditures

- There have been no changes in revenue or expenditures.

Personnel

- Windhover is in the process of hiring for several staff positions, including: all medium editors, a managing editor, a staff writer, and an assistant design editor. Our design editor Emma Carter was rehired, bringing the staff total to nine, though we are still seeking a promotions designer.

Training

- All new staff will undergo basic training related to their positions in the following weeks.

Technology

- Nothing to report.

Coverage/Outreach

- We will be hosting an Open Mic night Thursday, October 14th in Caldwell Lounge.

Deadlines

- Nothing to report.

Ethics/Legal Issues

- Nothing to report.

October 2021

Revenue + Expenditures

- There have been no changes in revenue or expenditures.

Personnel

- All staff was officially hired, though we are still seeking an assistant design editor.

Training

- Nothing to report.

Technology

- Nothing to report.

Coverage/Outreach

- We will be hosting an Open Mic night Thursday, October 14th in Caldwell Lounge, and submissions will open around the same time. We're also doing our own Inktober on Instagram.

Deadlines

- Priority deadline for submissions will be November 23rd.

Ethics/Legal Issues

- Nothing to report.

WKNC 88.1 FM HD-1/HD-2

By Maddie Jennette, General Manager

September 2021

Revenue

WKNC income (money in the bank) as of Sept. 1, 2021: \$6,477.83

- Sponsor Sales \$0.00
- Women's Basketball \$0.00
- Men's Baseball \$3,520.00
- Event Promotions \$200.00
- Merchandise Sales \$557.83
- HD-3 Lease \$2,200
- Other \$0.00
- Event Sponsorships \$0.00
- Event Tickets \$0.00

Personnel

- Since the previous board meeting in April, WKNC has undergone two staff hiring cycles - one for the summer session, from May-August, and the ongoing one for the fall session, beginning in August and ending in December. We had 21 different paid staff members in the summer, and 22 currently. One of our Blog Content Creators left the position last week, and we are looking for a replacement. Also, we added a new Content Creator position for the fall, the Interview Content Creator position, and have had good success with the position so far, hiring two people for the position. We also have a full Public Affairs section for the first time, having one Manager and two Content Creators. As for DJs, 5 DJs were selected for the training class over the summer, and they all completed training, passed exams, and hold regular, weekly shifts. There are currently 21 DJs in the fall training class.

Training

- I held position-specific training for the first time over the summer, as one of my main platforms as GM was hoping to increase training for our paid staff. I believe the training was very successful, in not only increasing productivity amongst staff, but also for the staff to get to know each other. Before training was held for staff, I was not confident at all in many staff members, which made it hard for me to trust them with assignments, but I feel much better about this now. Besides live training, I also redid several of WKNC's "How To" document guides for new staff members, as well as recorded some YouTube videos going through the process of uploading music. I sent surveys to the staff members after the summer session had ended for them to share their thoughts on the training they had received, and all three training supplements- in-person, documents, and recorded videos- were helpful for various staff members. Even if future GMs do not hold staff training, the staff now has several documents and videos to look back on for reference.

Technology

- We are having issues with one of our desktop computers that our Music Directors use to upload music to the station. It perpetually seems to be running out of space, no matter how often our IT manager, Doug, wipes the data. It has made the process of uploading music basically impossible on the computer, so now we only have one computer for 8 Music Directors to use.
- Another platform I was running on as GM was to increase the community and communication at the station. I started a station Discord server in January earlier this year, and the reaction so far has been great. I can definitely tell that the community aspect of WKNC has increased a lot and it's a great way for new members to make friends. The Discord is also super helpful for staff communication with private staff-only channels and planning events through the use of polls.

Coverage/Outreach

- Over the summer, WKNC DJs held sets at the Den outside Witherspoon every Thursday and Friday. Otherwise, there weren't many events for us over the summer due to things still being cancelled due to COVID. With the return of in-person activities with the start of the Fall 2021 semester, I worked hard to schedule and promote many events for WKNC in the first few weeks of classes. On August 13, WKNC partnered with Cardigan Records for a WKNC Presents show at Local 506. WKNC also ran a live music event for UAB's Talley Takeover on Aug 14. Our DJ interest meetings, held on Aug 17 and 18, were a huge success, with about 30 people coming to each session. We were scheduled to have a merch tent at an event by NC State Live, Rock the Dock, on Aug 20, but it got rained out. We had a table at the Student Involvement fair on Aug 21 and I got to talk to many interested students there. One of our DJs performed a live set as part of the AMP Club's music showcase on Aug 25. Finally, we partnered with NC State Libraries last Thursday, Sept 9, to present our Hopscotch Day Party.

October 2021

Revenue

WKNC income (money in the bank) as of Oct. 1, 2021: \$6,682.06

- Sponsor Sales \$0.00
- Women's Basketball \$0.00
- Men's Baseball \$3,520.00
- Event Promotions \$200.00

- Merchandise Sales \$762.06
- HD-3 Lease \$2,200
- Other \$0.00
- Event Sponsorships \$0.00
- Event Tickets \$0.00

Personnel

- WKNC currently has a full staff of 24, with our newest hires being a Blog Content Creator, Video Content Creator, and Assistant Daytime Music Director. All but one of the 21 DJs in the fall training class have completed their in-class written exam. About a third of the DJs have also taken their board exam, with the rest of the board exams hopefully occurring in the next three weeks. Once a DJ takes their written and board exams, they will need to have 4 non-consecutive DJ shifts on HD-2 before moving to HD-1. We had a select number of DJs already start their HD-2 shifts over World College Radio Day, which is discussed in the Coverage section.

Technology

- We were finally able to fix the computer in the Music Director office that was mentioned in the previous report.
- We had an issue with our card scanner on our front door where it wouldn't give anyone access to the station. Only those with a key were able to get into the studio. It caused a lot of headache for the 3 or so days it was out, but has since been fixed.
- Our Production Manager, Charles Smalls, has been having issues with poor audio quality while recording in our studios. DASA Tech has been alerted of this issue.

Coverage/Outreach

- Our Hopscotch Day Party was a relative success, or as much as a success that an event held on a Thursday at noon, outside, while it's raining, can be. We also sent five DJs/staff members to cover Hopscotch, so our YouTube channel, blog, and podcasts have been filled with new content from the festival. Two DJs also went to and covered Merlefest. In terms of upcoming events, we plan to send some DJs to cover the Manifest Festival on Oct 15 and 16 as well, as well as Dreamville next year.
- WKNC held its first-ever DJ celebration of World College Radio Day on October 1, 2021. For the event, we hosted non-stop DJs on HD-1 for 24 hours, various DJs on HD-2, and a livestream of the entire event. The highlight of the event was a special guest appearance by NC State Chancellor Randy Woodson, who appeared on a DJ's set playing some of his favorite songs and talking about them over the air.

Student Media Program Review Agenda

Date(s): November 17-19, 2021

External reviewer(s): Rachele Kanigel, Greg Weston

Internal reviewer(s): Stan North Martin

DASA Representative: Jordan Luzader

PRE-REVIEW DINNER - November 17, 2021			
Session	Participants	Time and Place	Discussion Items
Rachele Kanigel – United Airlines 420/6085, arriving 5:55 p.m. (Hotel Confirmation #200713) Greg Weston – Delta Airlines 2357/2600, arriving 5:16 p.m. (Hotel Confirmation #200732)			
Dinner meeting	Review team	7:30pm David's Dumpling	Preparation for the Review
November 18, 2021			
Session	Participants	Time and Place	Discussion Items
Discussion of unit, priorities, and background information	<ul style="list-style-type: none"> Review team Dr. Lisa Zapata Dr. Doneka Scott 	8:30-9:30am Witherspoon 324	Reviewers have the opportunity to ask questions about the unit, division, and priorities for the review
Discussion of unit; focus for program review	<ul style="list-style-type: none"> Review team Patrick Neal Jamie Lynn Gilbert 	9:30-10:30am Witherspoon 324	Reviewers have the opportunity to ask questions about the unit and priorities for the review
Break	<ul style="list-style-type: none"> Review team 	10:30-10:45am	Break for review team
Meeting with Student Media professional staff	<ul style="list-style-type: none"> Review team Unit Staff 	10:45-11:45am Witherspoon 324	<ul style="list-style-type: none"> Work environment Strengths and areas for improvement of the unit Specific needs of staff Recommendations for improvement
Lunch with Advisory Board Members	<ul style="list-style-type: none"> Review team Advisory Board 	11:45am-1:00pm Witherspoon 356	<ul style="list-style-type: none"> Strengths and areas for improvement of the unit Recommendations for improvement Other needs
Break and tour of the facilities	<ul style="list-style-type: none"> Review team Patrick and/or Jamie 	1:00-1:45pm Witherspoon suite	Adequacy and location of facilities
Meeting with Senior Leaders of media outlets	<ul style="list-style-type: none"> Review team Senior Leaders of media outlets 	1:45-2:30pm Witherspoon 324	<ul style="list-style-type: none"> Work environment Strengths and areas for improvement of the unit Specific needs of staff Recommendations for improvement
Travel to Talley	Review team	1:45-2:00pm	
Meeting with student writers, DJs, photographers, etc.	<ul style="list-style-type: none"> Review team Student employees 	2:45-3:30pm Talley 5101	

Meeting with student writers, DJs, photographers, etc.	<ul style="list-style-type: none"> Review team Student employees 	3:30-4:15pm Talley 5101	<ul style="list-style-type: none"> Work environment Strengths and areas for improvement of the unit Specific needs of staff Recommendations for improvement
Review team meeting	<ul style="list-style-type: none"> Review team 	4:15-5:30pm Witherspoon 324	Review of findings and prepare for drafting Review report
External Reviewers transported back to Aloft hotel.			
November 19, 2021			
Session	Participants	Time and Place	Discussion Items
Review team meeting	<ul style="list-style-type: none"> Review team 	8:00-9:00am Talley 3210	Continue discussion and set priorities for the day
Meeting with OIED campus partners	<ul style="list-style-type: none"> Review team Invited individuals 	9:00-9:45am Talley 3210	<ul style="list-style-type: none"> Strengths and areas for improvement of the program Specific needs of stakeholders Recommendations for improvement Communication with unit
Meeting with campus partners	<ul style="list-style-type: none"> Review team Invited individuals 	10:00-10:45am Talley 3210	
Meeting with DASA Partners	<ul style="list-style-type: none"> Review team Invited individuals 	11:00-11:45am Talley 3210	
Travel to Witherspoon	<ul style="list-style-type: none"> Review team 	11:45-noon	
Working lunch	<ul style="list-style-type: none"> Review team 	noon-1:00pm Witherspoon 324	<ul style="list-style-type: none"> Continue drafting report
Individual meetings with interested stakeholders	<ul style="list-style-type: none"> 10-minute individual meetings (sign-up required) 	1:00-2:00pm Witherspoon 324	Opportunity to hear about any particular issues that stakeholders wish to discuss in private
Review Team Working Time	<ul style="list-style-type: none"> Review team 	2:00-3:00pm Witherspoon 324	Review team works on and ideally completes a draft outline of report
Exit meeting with Senior Leadership and Unit Director	<ul style="list-style-type: none"> Review team Patrick Neal Dr. Lisa Zapata Dr. Doneka Scott 	3:00-4:00pm Witherspoon 324	Review team presents initial observations and recommendations
External Reviewer Flight Information:			
Rachele Kanigel – United Airlines 1769, leaving 6:45 p.m.			
Greg Weston – Delta 2442/2506, leaving 7:59 p.m.			

CMBAM MEGA Bootcamp Write-Up

Jonny Zemola

Training Programs:

The “Training Programs” session was conducted mainly by Alessandra Pintado-Urbanc of the Daily Pennsylvania and Jacon Horton of Utah State University. The session attendees took turns discussing various training exercises that cover a wide range of procedures and functions. What I found most interesting was that everyone had a different method of training that varied in duration, it reminded me that training is a consistent thing that takes practice and is instilled with routine. This session helped me gain new insights on how to conduct training exercises that will be the most effective and beneficial for the team in building trust and knowledge of job processes.

Innovation & New Products:

The “Innovation New Products” session was conducted mainly by Eric Hoang of the Daily Pennsylvania and Jacob Horton of Utah State University. The session discussed the scope of introducing new products as well as how to improve upon already existing ones. The thing I found most intriguing was brought up by CMBAM organizer, Katherine Ross (also Marketing Advisor of the Dailly Pennsylvania), who introduced the concept of directly asking customers/clients what they look for in products and services. I found this tactic useful because most industries do similar things through surveys and product engagement (prior to their releases) to find out what clients want in their products. I don’t know exactly how I would go about this but I would like to implement it in one way or another.

Media Management:

The “Media Management” session was conducted by Katherine Ross of the Daily Pennsylvania and Jacob Horton of Utah State University. The session began with the attendees introducing themselves and for which organization they represent from their respective school. The basis of discussion throughout the event was just how each attendee’s organization is comprised and their current goals. One student from Miami discussed how due to COVID, he basically lead a one-man team (himself) for his school’s paper but now was going to get the opportunity to create and staff a team when students return. I found the information inspiring since it provided me with a sense hope that even if I don’t do the best job at managing to begin with, there are so many ways to manage and facilitate productivity within a team that I can try a bunch and see what works myself.

CMBAM MEGA Ad Rep Workshop Write-Ups

Jordan Hall

Session 3 - 7/28/2021

The third CMBAM MEGA Ad Rep Workshop was both interesting and informative, because it focused on dealing with rejection and segwaying to closing the sale. Oftentimes clients will immediately have objections or reject a sale in order to draw new information from the salesman. It's important for whoever is selling to understand how to work new angles and present the information from a different perspective. During the workshop we watched several clips from sales movies, but one quote that stood out to me was from the movie "Boiler Room". In the clip, Ben Affleck was in a meeting with his employees and said "every call ends in a sale --either we sell to the client, or the client sells us on why they can't buy". Considering I am relatively new to selling, this gave me great insight as to how diligent you need to be in making sales. You can't take no for an answer. In the last bit of the workshop, we talked about a few types of closings; two of which are the assumptive close and the summary close. The assumptive close assumes that the sale has already been made in which case the sales rep asks questions in terms of quantity and delivery time. The summary close leaves the door a little more open than the assumptive close as it basically just summarizes the details of the product and presents it once more to the client. This session helped me view rejection in a different light and was very informative about how to close a sale.

Session 4 - 7/29/2021

The fourth CMBAM MEGA Rep Workshop was a very good hands-on experience. During the session the group was divided into teams, who were all tasked with meeting with one of the advisors that acted as a business that we needed to sell to. The goal was to collaborate with our group in order to perform a needs analysis, presentation, deal with an objection, and finally close the sale. The business that my group had to work with was called Campus Pizza. The business owner, David, already had a good amount of business; however, most of the business was college students and he wanted to expand his clientele and also do more catering. It was important that as we performed our needs analysis in front of the group we highlighted all of the needs that we researched prior to the actual meeting. Bringing these points up during the needs analysis allows for a stronger sale, because we can vocalize what is currently lacking in advertising and in the business and then directly offer a solution to those problems in the presentation. I was in charge of presenting a solution by offering a set of products to David. After I presented a set of products, my teammate was able to set up a date and time to meet with David again to close the sale. My group ended up finishing in first place and received a reward! This session was very helpful for me to see the direct streamlined process going from needs analysis to closing.

CMBAM MEGA Ad Rep Workshop Write-Ups
Tim Werner

07/19 – From the get-go we analyzed how as business managers (or future business managers) we can help meet the needs of the student employees and the organization fiscally. Individually we reflected on how our student media organizations are structured and how to be more effective. As a large group, we debated how and why news publications are becoming less of a focus and how social media advertising is becoming increasingly profitable and efficient. We all agreed that, as students, we get the majority of our local and national news from social media platforms – so why wouldn't we push that for advertising!? At the end of the session, we broke down a few new products that we would want to push to clients as the newer age of digital advertising takes path.

07/22 – Today we began by discussing the recruiting, interviewing, and hiring process as a manager. It was interesting to hear different managers share their methods of hiring. The most notable included having elections, reverse interviews, a "term for life" where once someone is elected, they can be the manager for as long as they are a student. Reflecting on the processes we have at NC State Student Media, this conversation sparked many ideas for interviewing potential new hires in general but also for how our process could be made more effective. In conclusion, we had a round-table discussion about leaders that we look up to. Everyone shared something particular about their role-model leader in hopes to better us as a leader.

07/26 – In the first session of the Ad Rep Bootcamp, we listened to a guest speaker present about how to sales and be effective sales representatives. He walked us through how to do research on a client, how to discuss options with them, and then finally, how to close the sale. The most interesting thing I took away from this call is to how to efficiently ask questions to get the client talking (and to talk more than the salesperson does). I learned how to stray away from short response questions and how to ask questions the provoke interest and thought.

07/27 – In the second session, we discussed product and client research and how important it is to know what you are selling! Not only does a salesperson need to be an expert on what they are selling, they need to know what the best fit for the client is. In addition to that discussion, we went over what to bring to a sales call in order to be most prepared. I learned that, as a sales representative, you are not only selling ads, you are selling yourself and your company. It is equally important to represent your company well and to make the client feel like you are the best fit for them.

07/28 – In the third session of the Ad Rep Bootcamp we went over handling objections and closing the sale! It was interesting to see how many hoops a sales person may need to jump through in order to truly connect with a client and make a sale – the road might not be so smooth, but that is okay! My favorite part of this session was participating in exercises with other ad reps practicing difficult sales calls. I was enlightened by the fact that there are certain questions and avenues one can take in order to help sway a tough client. I am thoroughly excited to begin using all of the skills I learned in order to better initiate, negotiate and close more sales.