

STUDENT MEDIA BOARD OF DIRECTORS AGENDA

*Tuesday, March 1, 2022 • 7 p.m.
Via Google Teleconference*

CALL TO ORDER AND INTRODUCTIONS

APPOINTMENT OF RECORDING SECRETARY

BUSINESS AND DISCUSSION ITEMS

1. Approval of minutes from Jan. 11, 2022 meeting
2. February/March budget update (Jamie)
3. 2022-2023 senior leader recommendations and appointments
 - a. Agromeck
 - b. Student Media Business and Marketing Office
 - c. Technician
 - d. Windhover
 - e. WKNC
4. Vacant senior leader positions
 - a. Nubian Message
 - b. Roundabout
5. FY2022-2023 budget update/student compensation
6. Dean Phillips Award for General Excellence nominees and process
7. Ellen's departure
 - a. Request for Student Media Enhancement Fund expenditure

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 November 2021 meeting minutes
Tuesday, January 11, 2022 • 7 p.m.
Via Google teleconference

Members present: Andrea Alford, Fatima Baloch, Don Bui, Sarah Gagner, Christa Gala, Jaylan Harrington, McKenzy Heavlin, Maddie Jennette, Camilla Keil, Madissen Keys, Patrick Neal, Dean Phillips, Jake Seaton, Nathan Shorter, Mandy Stacy, Robbie Williams, Jonny Zemola

Absent: Abi Hearn, Tyler Dukes

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

CALL TO ORDER AND ELECTION OF MEETING SECRETARY

With a quorum of voting members present, board chair Nate Shorter called the meeting to order. Jaylan Harrington served as recording secretary for the meeting.

APPROVAL OF NOVEMBER 2021 MEETING MINUTES

Dean Phillips moved that the minutes from the board's Nov. 9, 2021 meeting be approved, with Robbie Williams 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.

JANUARY 2022 BUDGET UPDATE

Jamie Lynn Gilbert presented the budget update through Jan. 1, 2022, the midpoint of the 2021-2022 fiscal year. The update was included in the meeting package and included as part of these minutes by reference. Jamie noted the following:

- Agromeck's payroll is at 44% with 50% of the fiscal year complete. Agromeck's non-fee revenue was at 26%, or about \$2,300, which doesn't include ad sales that are typically deposited in April.
- Nubian Message's payroll is at 37%. The Nubian is at 21% of its non-fee revenue goal, but at 66% of their goal for print, social media and the like.
- Roundabout's payroll is at 80%; as Jamie reported in previous budget updates, that number is the result of commissions paid on excess sales for the Orientation issue. Roundabout is at 69% of its revenue goal and should have no problem reaching its full goal once the 2022 Orientation magazine is taken into account.
- Technician's payroll is at 32%, which is a little low, but Jamie said she and Patrick had spoken to Ellen about it, and based on those conversations will not be adjusting Technician's payroll for future budgeting purposes. Non-fee revenue is at 20%, and 52% of its overall goal.
- Windhover's payroll is at 6%. Jamie said that was normal, as Windhover paid almost all of its people all at one time in April of each year.
- WKNC's payroll is at 36%, and its non-fee revenues is at 29%.
- General Administration's student payroll is at 41%. Also, Student Media's new utility vehicle has been paid for at about \$10,000 and is now reflected in the budget report. General Administration also paid \$800 for kiosk repair. Jamie said the low bid for painting

WKNC's tower came in at roughly double the \$8,500 grant WKNC received to pay for it (see below.) She said Student Media would cover that overage with unspent travel funds and deferring another capital project until next year. General Administration non-fee income is at about \$17,000, which represents proceeds from both kiosk advertising sales and the Spring Housing Guide published by the Student Business Office.

- The Student Media Enhancement Fund is at about \$12,000, which includes the \$8,500 tower painting grant that has been deposited there temporarily.
- The Technician Century Fund is unchanged at about \$41,750 on deposit.

2022-2023 BUDGET PROCESS REVIEW

Jamie said that while Student Media hadn't yet received its official budget deadlines from the DASA Business Office, the budget is typically due around Valentine's Day, so she and Patrick were planning ahead based on that timetable. Jamie said she planned to submit a budget draft to Patrick on Feb. 7, so she needed any requests and proposed changes to the current year's budget by 10 a.m. Monday, Jan. 31. To that end she asked all of the student leaders to meet with their advisers over the next couple of weeks to look over the budget and see what, if any, changes they wanted to make for 2022-2023. Jamie said she and Patrick would do their best to accommodate any requests.

CALL FOR 2022-2023 SENIOR LEADER APPLICATIONS AND PHILLIPS AWARD NOMINEES

Patrick said that he has already sent out the call for senior leader applications to the current senior leadership, and he asked them to make sure that every member of their staff receives it so that anyone interested can submit their applications by Feb. 3 at noon. Once that deadline has passed, Patrick said the various advisory boards would meet during the month of February to interview candidates and ready their recommendations for the board's March 1 meeting. Patrick reminded everyone that the board can and sometimes does waive certain requirements for senior leadership, like the minimum-of-two-semesters-of-experience-with-the-medium rule, but they cannot waive the 2.5-minimum-cumulative-GPA rule nor the rule that requires all applicants to be free of active sanctions from the Office of Student Conduct.

Dean asked if students were showing interest in the open positions. Patrick said that such discussions were definitely happening at the various organizations, but he added that in years past most applicants had waited until the very last minute to submit their packages, so the final list of applicants almost certainly wouldn't be known until the deadline had passed.

Patrick also reminded board members about the first-ever Phillips Award for General Excellence, which is open to all Student Media students except the EICs and General Managers, who will be voting along with the rest of the board. He said he'd included a link to a Google form for nominations with the senior leader application emails, and that nominations would be accepted until the date of the March board meeting. Patrick said he would send the list of nominees out to the board immediately after the March meeting so that the board could make its selection in time for its final meeting of the 2021-2022 academic year in April.

Dean asked if board members would be voting, and Patrick confirmed that they would. After a brief discussion, it was agreed that Dean, as the award's namesake, would only vote to

break a tie if necessary. Jamie asked if the winner would be announced at the April board meeting. Patrick said he would keep up with the votes and make the announcement at that meeting unless additional time was needed for a tiebreaker.

WKNC TOWER PAINTING BIDS

Patrick said the initial estimate he'd used in Student Media's successful request for a \$8,500 grant from the NC State Foundation to cover the cost of WKNC's tower painting project was "a mile off," and that the lowest bid came in at more than twice that amount. (The list of bids received was included with the meeting package and is included as part of these minutes by reference.) Patrick said that he had assumed that the University would solicit bids directly from firms that do this kind of work, but he subsequently learned that the university only allows certain "authorized contractors" to bid on projects, and that those contractors, in turn, subcontract the work out to firms who could and would actually do the work. Patrick said that he planned to follow up with Facilities to try and ascertain why the bids came in so high, but he acknowledged that Student Media would almost certainly move forward with the project anyway to finish it in the current fiscal year as the Foundation grant requires.

Dean asked why the bid had come in so much higher than the initial estimate, and whether COVID, supply chain issues, inflation, markups or something else was to blame. Patrick said he wasn't sure how much any or all of those things affected the bids, but he did note that the firm that provided the initial estimate would almost certainly be the one to do the work as a subcontractor, so he'd have a chance to ask about it. Jamie noted that Student Media had asked if they could send the call for bids directly to the tower maintenance firms they'd identified when putting the call for bids together, but they were told no.

PROGRAM REVIEW AND NEXT STEPS

Patrick said Student Media had the program reviewers' final report and recommendations in hand. He said the review went very well except for very low turnout for the student staff feedback sessions. Patrick then briefly outlined what would happen next:

- Patrick will work with DASA Assessment Assistant Director Jordan Luzader to draft responses for each of the reviewers' recommendations.
- Patrick, Jordan, Patrick's boss Lisa Zapata and DASA Vice Chancellor Doneka Scott to discuss those responses.
- Once that discussion is done, Patrick and the professional staff would begin working on ways to implement any programmatic or operational changes, and that they would share the results of that work with the board at its April meeting. He said the professional staff would begin implementing those changes over the summer.

Jake Seaton asked why student participation was so low. Patrick said he didn't know, exactly, but added that the review falling so close to the Thanksgiving holiday probably did not help turnout. Maddie Jennette said the review happening during the day, when many students had class, also did not help, and added that it was difficult, generally speaking, to get students to show up for and do things. Martha Collins echoed Maddie's remarks, adding that students may not have realized the importance of attending the review sessions.

REPORT ADDENDA

Board reports included with the meeting package are made part of these meetings by reference; Technician's board report, which was not included with the meeting package, is included here and also made part of these minutes by reference. Addenda to those written reports included the following:

REPORT ADDENDA

November 2021 board reports were included with the meeting package and are made part of these minutes by reference. Other items including the following:

- Don Bui they had received a set of proofs for their third deadline but saw some issues with the photos included in that section. He said Balfour sent new proofs which rectified the issue, and that the staff was reviewing those corrected proofs now.
- Jonny Zemola said Jordan Hall, a media consultant, would be leaving the sales team after being called up to the NC State soccer team from the club soccer team. Jonny also said that he was stepping down as Student Business Office General Manager, and he thanked everyone for helping make his time as GM a good experience.
- Maddie said that the DJ interest meeting held just before the board meeting had seen excellent turnout, and that the announcement for WKNC's 2022 Double Barrel Benefit to be held March 11-12 had also gone well.

ADJOURN

Dean moved to adjourn the meeting, with Jake seconding the motion. The meeting was adjourned at 7:39 p.m.

Technician

Submitted by Jaylan Harrington, Editor-in-Chief

Revenue

- No updates.

Expenditures

- Sent a writer and photographer to San Diego to cover the football bowl game which didn't happen. Still had articles/galleries which couldn't have happened without having people there, so everything worked out.

Personnel

- Editorial board is at 15 positions filled of 20 heading into the spring semester. Open positions: two news assistant editors, assistant photo editor, assistant video editor, brand manager. Expect to hire a news assistant editor soon, could also hire a new brand manager soon.

Training

- No updates.

Technology

- No updates.

Coverage/Outreach

- No updates.

Deadlines

- No updates, print production begins again the week of Jan. 10.

Ethics/Legal issues

- No updates.

STUDENT MEDIA BUDGET V. ACTUAL

DATE: February 1, 2022
 PERCENT THROUGH FISCAL YEAR: 58%

AGROMECK				TECHNICIAN				GENERAL ADMIN			
	Budget	Actual	Percent		Budget	Actual	Percent		Budget	Actual	Percent
Temp payroll	\$ 31,300.00	\$ 14,354.93	46%	Temp payroll	\$ 110,200.00	\$ 35,887.42	33%	FTE salaries + benefits	\$ 407,100.00	\$ 236,015.95	58%
Supplies	\$ 700.00	\$ 225.56	32%	Supplies	\$ 500.00	\$ 212.17	42%	Temp payroll	\$ 39,000.00	\$ 17,438.53	45%
Leadership develop.	\$ 4,480.00	\$ -	0%	Leadership develop.	\$ 5,195.00	\$ 3,607.38	69%	Supplies	\$ 11,000.00	\$ 5,036.06	46%
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	\$ 912.74	8%
Current services	\$ 11,260.00	\$ 3,991.05	35%	Current services	\$ 22,300.00	\$ 12,736.72	57%	Admin service charges	\$ 44,950.00	\$ 46,047.60	102%
Fixed charges	\$ 1,065.00	\$ 358.36	34%	Fixed charges	\$ 10,640.00	\$ 6,581.00	62%	Current services	\$ 32,280.00	\$ 14,852.17	46%
TOTAL	\$ 52,185.00	\$ 22,646.70	43%	TOTAL	\$ 157,415.00	\$ 68,069.60	43%	Fixed charges	\$ 1,100.00	\$ 3,730.14	339%
Non-fee income	\$ 9,000.00	\$ 2,322.30	26%	Non-fee income	\$ 38,000.00	\$ 20,601.77	54%	Contracted services	\$ 5,000.00	\$ 2,500.00	50%
Fee income	\$ 43,185.00	\$ 41,052.18	5.65%	Fee income	\$ 119,415.00	\$ 113,517.33	15.61%	Capital outlay	\$ 33,500.00	\$ 16,010.63	48%
TOTAL	\$ 52,185.00	\$ 43,374.48	83%	TOTAL	\$ 157,415.00	\$ 134,119.10	85%	TOTAL	\$ 585,360.00	\$ 342,543.82	59%
Profit/Loss	\$ -			Profit/Loss	\$ -			Non-fee income	\$ -	\$ 21,277.38	
								Fee income	\$ 503,005.00	\$ 478,162.57	65.75%
								TOTAL	\$ 503,005.00	\$ 499,439.95	99%
								Profit/Loss	\$ (82,355.00)		
NUBIAN MESSAGE				WINDHOVER				OVERALL			
	Budget	Actual	Percent		Budget	Actual	Percent		Budget	Actual	Percent
Temp payroll	\$ 11,000.00	\$ 4,109.39	37%	Temp payroll	\$ 6,600.00	\$ 1,002.97	15%	FTE salaries + benefits	\$ 407,100.00	\$ 236,015.95	58%
Supplies	\$ 200.00	\$ 156.11	78%	Supplies	\$ 750.00	\$ 276.54	37%	Temp payroll	\$ 262,000.00	\$ 98,230.41	37%
Leadership develop.	\$ 3,430.00	\$ -	0%	Leadership develop.	\$ 1,965.00	\$ -	0%	Supplies	\$ 15,850.00	\$ 7,640.58	48%
Admin service charges	\$ 1,470.00	\$ 1,075.08	73%	Admin service charges	\$ 1,790.00	\$ 1,783.48	100%	Leadership develop.	\$ 31,350.00	\$ 4,835.12	15%
Current services	\$ 7,000.00	\$ 3,052.83	44%	Current services	\$ 11,050.00	\$ 242.89	2%	Admin service charges	\$ 68,590.00	\$ 69,303.48	101%
Fixed charges	\$ 1,110.00	\$ 260.00	23%	Fixed charges	\$ 1,290.00	\$ 139.00	11%	Current services	\$ 105,690.00	\$ 48,334.77	46%
TOTAL	\$ 24,210.00	\$ 8,653.41	36%	TOTAL	\$ 23,445.00	\$ 3,444.88	15%	Fixed charges	\$ 27,200.00	\$ 19,142.35	70%
Non-fee income	\$ 4,500.00	\$ 1,045.10	23%	Non-fee income	\$ -	\$ -		Contracted services	\$ 5,000.00	\$ 2,500.00	50%
Fee income	\$ 19,710.00	\$ 18,736.56	2.58%	Fee income	\$ 23,445.00	\$ 22,287.10	3.06%	Capital outlay	\$ 33,500.00	\$ 16,010.63	48%
TOTAL	\$ 24,210.00	\$ 19,781.66	82%	TOTAL	\$ 23,445.00	\$ 22,287.10	95%	TOTAL EXPENSES	\$ 956,280.00	\$ 502,013.29	52%
Profit/Loss	\$ -			Profit/Loss	\$ -			Non-fee income	\$ 117,200.00	\$ 77,652.54	66%
								Fee income	\$ 765,000.00	\$ 727,218.15	95%
								Interest income	\$ -	\$ -	
								Food purchases	\$ -	\$ -	
								TOTAL INCOME	\$ 882,200.00	\$ 804,870.69	91%
ROUNDAABOUT				WKNC				Net Profit/Loss	\$ (74,080.00)		
	Budget	Actual	Percent		Budget	Actual	Percent	SM Enhancement Fund	\$ 12,327.54	663502	
Temp payroll	\$ 3,700.00	\$ 3,004.10	81%	Temp payroll	\$ 60,200.00	\$ 22,433.07	37%	Technician Century Fund	\$ 42,213.84	667736	
Supplies	\$ 200.00	\$ 15.67	8%	Supplies	\$ 2,500.00	\$ 1,718.47	69%				
Leadership develop.	\$ 760.00	\$ 115.00	15%	Leadership develop.	\$ 4,090.00	\$ 200.00	5%				
Admin service charges	\$ 1,090.00	\$ 544.99	50%	Admin service charges	\$ 7,330.00	\$ 7,090.62	97%				
Current services	\$ 14,500.00	\$ 11,129.26	77%	Current services	\$ 7,300.00	\$ 2,329.85	32%				
Fixed charges	\$ 475.00	\$ -	0%	Fixed charges	\$ 11,520.00	\$ 8,073.85	70%				
TOTAL	\$ 20,725.00	\$ 14,809.02	71%	Contracted services	\$ -	\$ -					
Non-fee income	\$ 29,000.00	\$ 20,040.00	69%	TOTAL	\$ 92,940.00	\$ 41,845.86	45%				
Fee income	\$ -	\$ -	0.00%	Non-fee income	\$ 36,700.00	\$ 12,365.99	34%				
TOTAL	\$ 29,000.00	\$ 20,040.00	69%	Fee income	\$ 56,240.00	\$ 53,462.42	7.35%				
Profit/Loss	\$ 8,275.00			TOTAL	\$ 92,940.00	\$ 65,828.41	71%				
				Profit/Loss	\$ -						

STUDENT MEDIA BUDGET V. ACTUAL

DATE: March 1, 2022
 PERCENT THROUGH FISCAL YEAR: 67%

AGROMECK				TECHNICIAN				GENERAL ADMIN			
	Budget	Actual	Percent		Budget	Actual	Percent		Budget	Actual	Percent
Temp payroll	\$ 31,300.00	\$ 18,382.93	59%	Temp payroll	\$ 110,200.00	\$ 43,002.72	39%	FTE salaries + benefits	\$ 407,100.00	\$ 271,383.44	67%
Supplies	\$ 700.00	\$ 225.56	32%	Supplies	\$ 500.00	\$ 212.17	42%	Temp payroll	\$ 39,000.00	\$ 19,226.53	49%
Leadership develop.	\$ 4,480.00	\$ -	0%	Leadership develop.	\$ 5,195.00	\$ 3,607.38	69%	Supplies	\$ 11,000.00	\$ 5,130.13	47%
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	\$ 912.74	8%
Current services	\$ 11,260.00	\$ 4,006.35	36%	Current services	\$ 22,300.00	\$ 15,077.24	68%	Admin service charges	\$ 44,950.00	\$ 46,047.60	102%
Fixed charges	\$ 1,065.00	\$ 362.36	34%	Fixed charges	\$ 10,640.00	\$ 7,351.00	69%	Current services	\$ 32,280.00	\$ 16,227.04	50%
TOTAL	\$ 52,185.00	\$ 26,694.00	51%	TOTAL	\$ 157,415.00	\$ 78,295.42	50%	Fixed charges	\$ 1,100.00	\$ 3,730.14	339%
Non-fee income	\$ 9,000.00	\$ 2,322.30	26%	Non-fee income	\$ 38,000.00	\$ 23,181.36	61%	Contracted services	\$ 5,000.00	\$ 2,500.00	50%
Fee income	\$ 43,185.00	\$ 41,750.14	5.65%	Fee income	\$ 119,415.00	\$ 115,447.34	15.61%	Capital outlay	\$ 33,500.00	\$ 16,010.63	48%
TOTAL	\$ 52,185.00	\$ 44,072.44	84%	TOTAL	\$ 157,415.00	\$ 138,628.70	88%	TOTAL	\$ 585,360.00	\$ 381,168.25	65%
Profit/Loss	\$ -			Profit/Loss	\$ -			Non-fee income	\$ -	\$ 25,968.57	
								Fee income	\$ 503,005.00	\$ 486,292.26	65.75%
								TOTAL	\$ 503,005.00	\$ 512,260.83	102%
								Profit/Loss	\$ (82,355.00)		
NUBIAN MESSAGE				WINDHOVER				OVERALL			
	Budget	Actual	Percent		Budget	Actual	Percent		Budget	Actual	Percent
Temp payroll	\$ 11,000.00	\$ 4,709.97	43%	Temp payroll	\$ 6,600.00	\$ 1,002.97	15%	FTE salaries + benefits	\$ 407,100.00	\$ 271,383.44	67%
Supplies	\$ 200.00	\$ 156.11	78%	Supplies	\$ 750.00	\$ 276.54	37%	Temp payroll	\$ 262,000.00	\$ 115,264.65	44%
Leadership develop.	\$ 3,430.00	\$ -	0%	Leadership develop.	\$ 1,965.00	\$ -	0%	Supplies	\$ 15,850.00	\$ 8,022.33	51%
Admin service charges	\$ 1,470.00	\$ 1,075.08	73%	Admin service charges	\$ 1,790.00	\$ 1,783.48	100%	Leadership develop.	\$ 31,350.00	\$ 4,835.12	15%
Current services	\$ 7,000.00	\$ 3,540.49	51%	Current services	\$ 11,050.00	\$ 242.89	2%	Admin service charges	\$ 68,590.00	\$ 69,303.48	101%
Fixed charges	\$ 1,110.00	\$ 553.00	50%	Fixed charges	\$ 1,290.00	\$ 139.00	11%	Current services	\$ 105,690.00	\$ 53,451.08	51%
TOTAL	\$ 24,210.00	\$ 10,034.65	41%	TOTAL	\$ 23,445.00	\$ 3,444.88	15%	Fixed charges	\$ 27,200.00	\$ 22,175.35	82%
Non-fee income	\$ 4,500.00	\$ 1,169.90	26%	Non-fee income	\$ -	\$ -		Contracted services	\$ 5,000.00	\$ 2,500.00	50%
Fee income	\$ 19,710.00	\$ 19,055.12	2.58%	Fee income	\$ 23,445.00	\$ 22,666.02	3.06%	Capital outlay	\$ 33,500.00	\$ 16,010.63	48%
TOTAL	\$ 24,210.00	\$ 20,225.02	84%	TOTAL	\$ 23,445.00	\$ 22,666.02	97%	TOTAL EXPENSES	\$ 956,280.00	\$ 562,946.08	59%
Profit/Loss	\$ -			Profit/Loss	\$ -			Non-fee income	\$ 117,200.00	\$ 86,568.92	74%
								Fee income	\$ 765,000.00	\$ 739,582.27	97%
								Interest income	\$ -	\$ -	
								Food purchases	\$ -	\$ -	
								TOTAL INCOME	\$ 882,200.00	\$ 826,151.19	94%
								Net Profit/Loss	\$ (74,080.00)		
ROUNABOUT				WKNC				SM Enhancement Fund	\$ 12,380.55	663502	
	Budget	Actual	Percent		Budget	Actual	Percent	Technician Century Fund	\$ 42,260.34	667736	
Temp payroll	\$ 3,700.00	\$ 3,260.89	88%	Temp payroll	\$ 60,200.00	\$ 25,678.64	43%				
Supplies	\$ 200.00	\$ 295.29	148%	Supplies	\$ 2,500.00	\$ 1,726.53	69%				
Leadership develop.	\$ 760.00	\$ 115.00	15%	Leadership develop.	\$ 4,090.00	\$ 200.00	5%				
Admin service charges	\$ 1,090.00	\$ 544.99	50%	Admin service charges	\$ 7,330.00	\$ 7,090.62	97%				
Current services	\$ 14,500.00	\$ 11,132.06	77%	Current services	\$ 7,300.00	\$ 3,225.01	44%				
Fixed charges	\$ 475.00	\$ -	0%	Fixed charges	\$ 11,520.00	\$ 10,039.85	87%				
TOTAL	\$ 20,725.00	\$ 15,348.23	74%	Contracted services	\$ -	\$ -					
Non-fee income	\$ 29,000.00	\$ 20,040.00	69%	TOTAL	\$ 92,940.00	\$ 47,960.65	52%				
Fee income	\$ -	\$ -	0.00%	Non-fee income	\$ 36,700.00	\$ 13,886.79	38%				
TOTAL	\$ 29,000.00	\$ 20,040.00	69%	Fee income	\$ 56,240.00	\$ 54,371.38	7.35%				
Profit/Loss	\$ 8,275.00			TOTAL	\$ 92,940.00	\$ 68,258.17	73%				
				Profit/Loss	\$ -						

Agromeck

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

Revenue

- As of Feb. 21, we have sold 140 books.
- We held senior portraits from Jan. 18-28. Seniors who get their portrait taken will get \$10 off the yearbook.
- We tabled during ring week (Feb. 21-25) to promote book sales; anyone who purchases the ring protection plan gets a free yearbook.

Expenditures

- Nothing to report.

Personnel

- We will be holding a banquet for the 120th anniversary of Agromeck April 16 (tentative date) from 6-9 p.m on Harris field. We will be inviting past editors and past members of leadership staff to the banquet.
- We interviewed Krishna Patel, our current promotions manager, for the 2022-2023 editor-in-chief

Training

- We are continuing to hold one-on-one sessions with correspondents as they begin to complete their correspondence.

Coverage

- We are continuing our coverage of student life, campus events, and any ongoing impacts of the COVID-19 pandemic.
- Due to the success of senior portraits, we are looking to add additional pages to the yearbook.

Technology

- Nothing to report.

Deadlines

- We submitted our fourth deadline of 38 pages Jan. 31
- We are currently working on our fifth deadline, which we will submit on March 7.
- We submitted proofs from our third and fourth deadlines.
- We submitted the cover of the 2021-2022 Agromeck Feb. 15.

Ethics/Legal Issues

- We had an issue with sending photographers to the feed the pack food pantry. The person in charge of the pantry expressed concern over privacy issues regarding the patrons that utilize the pantry. We communicated with the person that reached out to us and agreed not to use any pictures we had of the patrons.

Student Business and Marketing Office

By Zanna Swann, Student Business and Marketing Adviser

Revenue

OUTLET	TARGET	SOLD YTD* ending 02/22/22	PAID YTD** ending 02/22/22
Technician	\$ 60,000	\$ 24,571	\$ 21,545
Nubian Message	\$ 5,000	\$ 1,835	\$ 1,106
WKNC	\$ 12,000	\$ 3,912	\$ 2,662
Roundabout Magazine	\$ 40,000	\$ 18,800	\$ 15,440
Agromeck* Zanna and Patrick for departmental	\$ 3,000	\$	\$
Student Media* Kiosks, services, etc.	\$ 20,000	\$ 30,675	\$ 17,115***

* 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.

*** Pre-PAID 20-21 due to COVID budgeting needs, some on-campus clients pre-paid from 2020-2021 fiscal year funds for 2021-2022 ad placements

Personnel

- At the beginning of the Spring 2022 semester, the business and marketing team saw the resignation of four employees, including the general manager. This was half the staff. Of these resignations, one was due to graduation, two were due to other jobs/internships and one due to too many commitments and a need to focus. Spring semester is often the time the sales team experiences such transition, which is why an emphasis has been placed on hiring more staff in the fall semesters so that our team can maintain the level of client prospecting and sales that are necessary.
- For Student Media as a whole, recruitment ads are being run as well as the teams participated in a Spring Welcome to Camps Block Party the first week of classes and in the Student Involvement Fair in February. Each interested person who signed up is to be contacted by the outlets to which they expressed interest.
- The NC State Student Media Business and Marketing Advisory Board met on February 15, 2022. During this time, the Advisory team interviewed Tim Werner for the NC State Student Media

Business and Marketing General Manager position. The recommendation will be put forth at the NC State Student Media Board Meeting in March.

Training

- Given that the general manager is one of the people who needed to resign, Zanna Swann (business and marketing adviser), will be picking up the training duties in a more concentrated form as time permits. Sales have intensified for this three-person team in addition to having more product deadlines that need to be sold in a short amount of time due to breaks and production schedules.

Technology

- Technology seems to be running smoothly for everyone in the office. The team has received access to Buffer, thus the business and marketing team can place social media for all Student Media outlets as well as pull the analytical reports that are provided to clients.

Coverage/Outreach

- The current team of media consultants have been dedicated and successful at selling across media outlets as well as attempting to sell for WKNC's Double Barrel benefit and two Roundabout magazines (the Spring edition and orientation issue). The latter three had deadlines set in January for the most part, which provided a short sales cycle. However, they sold 1¾ pages in the spring Roundabout and have already sold nine pages in the 2022-2023 Orientation magazines – of which, all premium spots have already been sold.
- Our team continues to do a great job in prospecting and adding new clientele to the Master Client List which lists all of our existing and potential clients. Although, they are focused mostly on serving current clients and responding to commitments at this time.

Deadlines

- The advertising deadline for all ads is always at least one week prior to publication. In the case of magazines, it technically is one week prior to layout stage by the editorial team. The team sets earlier deadlines to allow for corrections and issues with the ads received from clients. As such, the only deadline outside of the weekly, bi-weekly and on-air promotions is Roundabout Welcome to Campus (orientation issue), which has a preferred art deadline of April 15, which allows for the students to get most of the work done before the last day of classes, exams and graduation.

Nubian Message

By Andrea Alford, Editor-In-Chief (May 2021-February 2022)

Personnel

- Andie resigned from EIC position because of several professional conflicts and it was effective Feb. 28, 2022. Andie will not be serving Nubian in any capacity.
- Elikem Dodor moved into the EIC role for the remainder of the 2021-2022 school year.
- Ugonna Ezuma-Igwe moved into the Managing Editor position for the remainder of the 2021-2022 school year.
- Milan Hall was added to the paid staff as layout designer.
- Austin Modlin finished their writer correspondency and is also working toward paid staff (at the time of submission).
- At this time Elikem Dodor is still completing social media manager tasks.

Training

- No updates.

Technology

- No updates.

Coverage/Outreach

- No updates.

Deadlines

- No updates.

Ethics/Legal issues

- No updates.

Roundabout

By Charles Smalls, Editor-In-Chief

Revenue

- Nothing new to report.

Expenditures

- Nothing new to report.

Personnel

- We will soon be looking to hire an on-staff copy editor. We successfully hired a copy editor for the publication in our fall 2021 semester but she has since stepped down. With our next issue of Roundabout submitted to printers, we will have the time to possibly look for a short term replacement.

Training

- Nothing new to report.

Technology

- Nothing new to report.

Coverage/Outreach

- With plans for March's issue of Roundabout to hit the stands very soon on March 3, we intend on revamping our presence on our social media to advertise the issue. Our goal is to submit a collection of teaser posts leading up to and a short time after the magazine is released.

Deadlines

- By the time this meeting commences, our most recent deadline would be our date to submit to printers, which is Feb. 21. The only next deadline for Roundabout will be the launch day of March 3.

Ethics/Legal Issues

- Nothing new to report.

Technician

Submitted by Jaylan Harrington, Editor-in-Chief

Revenue

- No updates.

Expenditures

- As we enter postseason play for winter sports, we expect an increase in travel costs.

Personnel

- Editorial board is at 17 positions filled of 20 heading halfway through the spring semester. Open positions: one news assistant editor, assistant photo editor, assistant video editor. Hired a news assistant editor and brand manager.

Training

- With Ellen leaving, there's an increase in trainings. She's recording them so things should stay relatively the same until her position is filled.

Technology

- No updates.

Coverage/Outreach

- No updates.

Deadlines

- No updates.

Ethics/Legal issues

- No updates.

Windhover

Submitted by Camilla Keil, Editor-in-Chief

Revenue + Expenditures

- Nothing to report.

Personnel

- Nothing to report.

Training

- Nothing to report.

Technology

- Nothing to report.

Coverage/Outreach

- We will start promoting and book and release event in mid-late March.

Deadlines

- The first draft of Windhover should be submitted to the advisor and EIC by Feb. 28 for review, and it will be sent to print by March 4.

Ethics/Legal Issues

- Nothing to report.

WKNC 88.1 FM HD-1/HD-2

Submitted by Maddie Jennette, General Manager

Revenue

- WKNC income (money in the bank) as of Feb. 1, 2022: \$12,365.99
 - Sponsor Sales \$2,089.60
 - Women's Basketball \$1,120.00
 - Men's Baseball \$3,520.00
 - Event Promotions \$1,700.00
 - Merchandise Sales \$1,556.39
 - DJ Services \$180.00
 - HD-3 Lease \$2,200.00
 - Other \$0.00
 - Event Sponsorships \$0.00
 - Event Tickets \$0.00

Personnel

- After filling the Public Affairs vacancies, we now have a full staff at WKNC. We also are nearly done with training the new DJ class, which has 22 students and 1 honorary faculty member.

Coverage/Outreach

- WKNC has now officially partnered with Technician for Eye on the Triangle, WKNC's weekly news segment. Technician staff will send WKNC a segment every week to include in that week's EOT episode. So far, we have only had two episodes that featured their segments, but they were well received.
- WKNC is working on spreading coverage for our upcoming Double Barrel Benefit concert. Magazines and 11x17 posters have been printed and are being distributed around campus and the Triangle.