

STUDENT MEDIA BOARD OF DIRECTORS AGENDA

*Tuesday, November 8, 2022 • 7 p.m.
Witherspoon 365 (African American Cultural Center Conference Room)*

CALL TO ORDER AND INTRODUCTIONS

APPOINTMENT OF RECORDING SECRETARY

BUSINESS AND DISCUSSION ITEMS

1. Approval of minutes from Sept. 13, 2022 meeting
2. November budget update (Jamie)
3. Nubian Message 30th anniversary edition (Jaz, Patrick, et al)
4. Oct. 1 Training Day recap (Martha, Christa, et al)
 - a. Community Issues (Jamie)
5. Conference travel updates
 - a. CMBAM (Zanna, Tim, et al)
 - b. ACP/CMA (Martha, Krishna, et al)
 - c. CBI (Jamie, Maddie, et al)
6. Pickup rate audit results (Patrick, Tim)
7. Editorial Adviser search update (Jamie)
8. 2023-2024 Editor-In-Chief/General Manager application preview (Patrick)

REPORT ADDENDA

(Please note: This portion of the agenda is only for items not included in the written organization reports or for items which otherwise deserve special attention.)

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

ADJOURN

**NC State Student Media Board of Directors
September 2022 meeting minutes**

Tuesday, September 13, 2022 • 7 p.m.

*Witherspoon 356 (African American
Cultural Center Conference Room.)*

Members present: Nate Shorter, Makenna Edgerton, Juliana Lopez, Dean Phillips, Christa Gala, Tyler Dukes, Jake Seaton, Maddie Jennette, Ugonna Ezuma-Igwe, Shilpa Giri, Bran Poster, Tim Werner, Krishna Patel, Ryley Fallon, McKenzy Heavlin

Absent: Robbie Williams

Others present: Jamie Lynn Gilbert, Martha Collins, Zanna Swann, Ray Black III, Jaz Bryant, Hannah Morris, Ethan Robinson, Patrick Neal

CALL TO ORDER, INTRODUCTIONS, ELECTION OF BOARD OFFICERS AND APPOINTMENT OF RECORDING SECONDARY

In the absence of a chair Patrick Neal called the meeting to order at 7:03 p.m. with a quorum of voting members present. After the members introduced themselves, Nate Shorter offered to serve a second term as board chair for 2022-2023. Dean Phillips made a motion in support of his appointment, with Tyler Dukes seconding it; the board voted unanimously in support. Makenna Edgerton offered to serve as vice-chair. Nate made a motion in support of her appointment, with Jake Seaton seconding it; the board voted unanimously in support. Patrick Neal offered to serve as recording secretary for this first meeting of the year.

APPROVAL OF APRIL 2022 MEETING MINUTES

Tyler moved that the minutes from the board's April 12 meeting be approved, with Dean 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.

2021-2022 FISCAL YEAR REVIEW

Jamie Lynn Gilbert reviewed how Student Media ended the 2021-2022 fiscal year and noted where the current budget was adjusted in light of last year's results. Overall, Student Media ended the year \$95,326.04 in the black when it was originally budgeted to end the year \$78,080 in the red. Specifically:

- Agromeck ended the year \$16,700 in the black. This was due to not spending \$10,200 (about half on leadership development/travel and the rest on printing). Leadership

development was budgeted at its historic levels for FY2223 and the printing budget was adjusted for FY2223 to be more accurate. Payroll ended at 101%, about \$300 over budget. Fixed charges were about \$400 over budget, mostly because we paid our CSPA membership for both 2022 and 2023 this fiscal year. Agromeck also had an additional \$4,800 in non-fee income from contract ad sales and Lifetouch portrait commissions. The ad sales budget remained the same (\$11,000), but Lifetouch was officially added into the budget for the first time to even out the overage for FY2223.

- Nubian Message ended the year \$16,400 in the black. This was due to not spending \$7,500 (\$3,400 on leadership development, \$2,100 in personnel and \$1,210 in current services). Nubian also had \$8,100 in additional non-fee income, thanks to high kiosk ad sales.
- Roundabout ended the year about \$11,800 in the red. This was due to the \$17,800 in printing for the summer 2022 Roundabout being paid for in FY2122 along with the summer 2021 issue. Moving forward, Roundabout's summer issue will be paid in June. Payroll ended at 157% of the budget, but as noted that is because of lots of commission on summer 2021 sales. Roundabout was about \$1,000 short of its non-fee income goal and receives no student fees.
- Technician ended the year \$58,000 in the black. This was due to \$37,800 not being spent, mostly in payroll. Payroll spending was only at 66% but is being treated as an aberration rather than something that needs to be adjusted for future spending. Non-fee income was about \$15,800 more than budgeted, thanks to high kiosk ad sales.
- Windhover ended the year \$600 in the red. This was primarily due to book printing costing \$13,300 while only budgeted to cost \$10,000. Printing costs were increased to \$12,500 for FY2223.
- WKNC ended the year \$20,200 in the black. While WKNC was about \$5,000 shy of its non-fee income goal, it didn't spend about \$23,000. \$18,400 of this was payroll and another \$4,000 in leadership development/travel.
- General Administration ended the year \$3,500 in the red when it was budgeted to go \$82,400 in the red. GA had \$17,500 in unbudgeted income from its kiosk share and housing guide ad sales. This is now budgeted for FY2223. There was also \$43,000 in unspent money in other categories; \$13,000 of that was in temp payroll, \$5,500 was in leadership development/travel and \$6,300 in capital outlay.
- The Student Media Enhancement Fund had \$13,900 (including \$8,500 in Foundation Grant money being held there for WKNC's tower painting project) and the Technician Century Fund had \$45,700 at the end of the fiscal year.

Overall, Student Media ended the year by spending \$855,300, which was 89% of its \$956,300 budget. The \$101,000 not spent breaks down this way:

- \$9,700 in FTE salaries and benefits due to Ellen's departure
- \$69,200 in temp payroll. Payroll calculations were revised for FY2223 to better reflect actual spending.
- \$1,400 in supplies
- \$19,500 in leadership development/travel which has already returned for FY2223

- \$2,500 in contracted services due to the consulting engineer not submitting invoices. This figure is recalculated for FY2223.
- \$6,300 in capital outlay due to the equipment reservation system project being delayed one fiscal year and savings on the AudioVAULT server.

The following categories were over budget:

- \$700 in admin service fees
- \$5,700 in current services (Roundabout printing was paid early)
- \$1,100 in fixed charges mainly due to Buffer addition

Income was at 108% of the budget. There was an additional \$28,200 in student fees and \$40,300 in non-fee revenue. Of the \$40,300:

- \$34,855 in kiosk panels was deposited. The budgeted goal was \$9,000 total so we had \$25,900 extra there. The FY2223 goal is \$33,000.
- Another \$3,900 came from the housing guide and other assorted money in GA (grad cords, mostly). The housing guide was unbudgeted in FY2122 but budgeted for \$3,000 in FY2223.
- Technician's non-kiosk income was about \$5,200 more
- Agromeck had \$4,800 in non-fee income from contract ad sales and Lifetouch portrait commissions.

The year-end budget update was included with the September meeting package and is made part of these minutes by reference.

SEPTEMBER 2022 BUDGET UPDATE

The September 2022 budget update was included with the meeting package and is made part of these minutes by reference. Jamie noted the following:

- Roundabout's non-fee income is at \$21,000, which is 70% of the annual goal.
- Technician's non-fee income is at 14% and we are 17% through the year.
- WKNC 88.1 FM HD-1/HD-2's non-fee income is at \$8,300, which is 25% of the annual goal.
- There is no kiosk money to JV yet, but Jamie said she would do it every month from here on out as she compiles the budget update.
- The Student Media Enhancement Fund is at \$5,200 now that the \$8,500 in Foundation Grant money for WKNC's tower painting project has been disbursed, and the Technician Century Fund is at \$45,700.

STATE OF STUDENT MEDIA 2022-2023

Patrick gave his State of Student Media message; his written remarks are included here as part of these minutes. Patrick then invited board members to ask him any questions they may have.

- Christa Gala noted that the AP Stylebook had recently changed its guidance when it came to sources' pronouns and coverage of trans and LGBTQ matters, and asked what adjustments, if any, our groups had made. Shilpa Giri and Ugonna Ezumaligwe said they generally used last names in place of pronouns on second reference.
- Tyler noted that it was a contentious election year and that all Student Media publications needed to be especially careful in their election coverage, and to be mindful of any threats when covering any demonstrations, protests and other political events.

RECOMMENDATION FOR 2022-2023 NUBIAN MESSAGE EDITOR-IN-CHIEF

On behalf of the Newspapers Advisory Board, Ugonna recommended that Jaz Bryant be appointed Editor-In-Chief of the Nubian Message for the 2022-2023 academic year. Ugonna subsequently made a motion to that effect, with Christa seconding it. The motion passed unanimously.

EDITORIAL ADVISER SEARCH PROCESS AND UPDATE

Patrick updated the board on the search for Ellen Meder's successor as Editorial Adviser for Nubian Message and Technician. He said that the position had been posted at the beginning of the month and that it would remain live through the end of September, at least. Once the application window closed, he said a search committee composed entirely of students would be empaneled to winnow down the applicant pool, interview semifinalists and identify finalists to invite for on-campus visits and interviews. Patrick said that neither he nor any other DASA administrator knew of any previous instance when a search committee comprised solely of students had been employed to hire a full-time professional staff member, but he said he was grateful that he was able to convince his supervisor to support the idea, as he believed students would do a far better job than a traditional committee of professional staffers from other units. Patrick noted that while Jamie was nominally listed as the chair of the committee, her role would be to serve as scheduling coordinator and administrative support for the student committee. With this in mind, Patrick asked all of the student leaders to look at their respective staffs (including themselves) and identify students who would make good committee members for this task. Ideally, he said he'd like to get two members each from Nubian and Technician, and one member each from the other organizations for a final committee numbering six to eight members.

Dean asked how far and wide the interest had been among the applicants who had responded thus far. Patrick said that they'd seen a wide-ranging response, and noted that he'd augmented the university's posting by advertising the position in *Diverse Issues In Higher Education*, a periodical with a large readership and a robust section devoted to various higher-ed positions posted nationally.

The board was supportive of the approach. Ray Black noted that when he had been

interviewed for the Photo Mentor's position, the interview panel was composed solely of Ellen and a group of students, and that he'd never been to an interview where he'd been asked better, more relevant questions. Similarly, Tyler said that when he had gone through the traditional interview process when he'd served as adviser to the newspapers, the portions of the day-long process devoted to Q&A from students had constituted some of the only truly salient questions he'd been asked over the course of the day.

OCTOBER TRAINING DAY

In an addition to the agenda, Patrick spoke briefly about the day-long training set for Oct. 1 at Witherspoon. He thanked Martha for spearheading the effort, thanked the board members who had agreed to lead sessions, and urged the senior leaders to make sure all their members were aware of it.

TRAVEL EXPENDITURE FROM TECHNICIAN CENTURY FUND

In another addition to the agenda Patrick noted that all of the various national conventions would be coming up in October, and notified the board that he would be authorizing a disbursement from the Technician Century Fund to send three extra students to the ACP/CMA conference in Washington, D.C. He said that he'd spoken to Student Media's development representative at DASA over the summer, and that she had confirmed that Technician could begin spending Century Fund money before it reached the \$50,000 endowment threshold so long as it was spent in accordance with the established purpose of the fund, i.e., augmenting Technician's travel and leadership development efforts. With that in mind, he said Technician had tapped six students to travel to Washington even though it had budgeted for only three. He said this was a good year to do it, as air fares would be lower than usual for this trip, and he said he anticipated some volume-related savings on lodging as well. He said he believed donors to the fund would appreciate seeing a return on their investments now rather than waiting for until the fund surpassed \$50,000 and disbursing only interest proceeds from it. He said the fund should still reach that level eventually so long as disbursements didn't outstrip donations in any given year. Patrick said that even though he had been designated the sole authority to authorize disbursements from the fund, he assured the board that he would not do so without informing them beforehand so that they could voice any concerns they might have.

REPORT ADDENDA

Patrick said he had neglected to solicit board reports from the student leaders for this first meeting, but thanked those who'd submitted written reports anyway. (Those were included with the September meeting package and made part of these minutes by reference.) In lieu of those reports, Patrick invited the senior leaders to give brief remarks on what was happening at their various organizations:

- Krishna Patel said Agromeck's first deadline of the academic year was Oct. 3, and that work nights had been scheduled for the next two Wednesdays.

- Tim Werner said the Student Business and Marketing Office was fully staffed after hiring eight new media consultants. He also noted that their first group training was set for the following night (Wednesday, Sept. 14).
- After congratulating Jaz again for her appointment as Editor-In-Chief, Ugonna said the Nubian had hired eight new people and was in the process of hiring four more. She said the staff had decided to increase the size of the first print edition of the semester (Thursday, Sept. 8) from eight pages to 12. Finally, she said the staff had continue to see some issues with Adobe InDesign on production nights. Tyler thanked Ugonna for her service as acting Editor-In-Chief and providing outstanding leadership through the interview process.
- Bran Poster thanked Jamie and Patrick for helping him travel to the Formula Sun Grand Prix over the summer, making him the first student journalist to ever cover the event. He said the Solar Pack team from NC State posted the fastest lap in the history of the event. He said he'd already written about it for both Technician and Agromeck, and that it would be the cover story for the fall issue of Roundabout to be published Oct. 20. He also thanked Student Media for sending him to the College Media Mega Workshop. He then thanked those who'd manned the table at the summer Orientation info fairs for their recruitment efforts; thanks to them, he said, Roundabout was fully staffed for the first time in two years. Finally, he said he was working on assembling a working group of content creators interested in focusing on science and research on campus.
- Shilpa Giri echoed Bran's thanks for those who'd recruited for Student Media over the summer, saying Technician had filled all of its editorial board positions and had even created a few assistant positions as well. As another example, she said that Sports – which had lost most of its staff to graduation – had replenished its ranks so well that that its last meeting had been standing-room-only. She also noted that Technician was in the process of instituting a paperless correspondence tracking system similar to the paperless onboarding system implemented at the beginning of the semester. Otherwise, she said Technician had produced four print publications so far this year, the first one being 20 pages with good ad support.
- Maddie Jennette echoed her counterparts' reports with regard to seeing significantly more interest in the station than in years past, noting that WKNC's first interest meeting had drawn 70 students and that the second one had drawn 50 more. As a result, she said they've received five times more DJ applications than they could handle in their training classes, which were capped at 25 people.
- Martha Collins reminded the leaders present that their first monthly informal get-together was set for Friday, Sept. 23

ADJOURN

There being no need for an executive session, Dean moved to adjourn with Tyler seconding. The meeting adjourned at 8:11 p.m.

For the last several years I've taken a few minutes of the first board meeting each year to provide a snapshot of where the program is as a whole as well as challenges to come both this year and beyond. As in years past I want to keep it brief out of respect for our board members' time.

In many of the most important ways, Student Media is in an enviable position. As you just heard, we finished the most recent fiscal year far better than we budgeted for, and we've done that for nine of the last 10 years, so we're on very sound financial footing. That money in the bank allows us to do things like increase our hourly wages 20% year over year. It allows us to travel well, which we'll talk about in a few minutes. It allows us to buy new equipment. Money is a wonderful thing to have, and thanks to some early wins by our sales and marketing team this year, I'm optimistic we can continue to maintain and even improve upon our current "standard of living" so to speak.

That's not to say we won't have some fiscal challenges this year. Inflation is going to hit us pretty hard, especially at our print publications. Windhover already saw it in April when they paid 30% more for the same book, specs-wise, that they printed just one year earlier. Back in February, when Jamie and I were putting the budget together, we increased the printing budgets of both newspapers by 15% thinking that surely that amount would cover any increase. When I received the new pricing grid from our printer a few weeks ago, I learned that printing and delivery costs would actually be going up by closer to 25%, so when you see us going over budget on the Current Services line over the course of the year, that's why. Again, we've got money in the bank, so this isn't a crisis by any means, and it isn't even something unexpected, but it is a concern that will bear watching in the future. Our revenue can always go down for any number of reasons, but these new, higher costs of doing business won't ever go down again, I can assure you.

Another fiscal concern moving forward are student staff wages. Even after moving our base hourly rate to \$10 an hour (which was a 20% increase) and our base per-story/per-photo rates to \$15 per story (which was a 50% increase) we are still just barely keeping pace with some large on-campus employers like Dining and Wellness and Recreation, and we're still squarely behind other on-campus employers like the Libraries. Once you move off-campus, we're not even in the same ballpark. That being the case, starting with next year's budget we're going to take another hard look at wages and hopefully come up with a plan that will allow us to bring those wages up incrementally over time instead of doing these huge catch-up increases every four or five years.

One more note on the money front, on the revenue side of the ledger. It's clear that over time our pricing, like our wages, haven't kept pace with market conditions. We have a newsletter that now goes out to more than 50,000 people each week that has excellent opening and click-through rates. That, in turn, is increasing our overall web traffic, which makes our digital offerings that much more valuable to advertisers. We've already been able to demand a bit more money for our women's basketball and baseball broadcasts on WKNC. To rectify this, Zanna and I this year will be putting together a peer group of student media organizations,

taking a hard look at our pricing compared to those comparables, and making changes accordingly.

There is, of course, more to Student Media than dollars and cents. In fact, at this moment my top three concerns for the program don't have anything to do with money, or at least not directly so.

The first is capacity. Just a year ago I was worried about the dip in participation we saw in 2020-2021 due to COVID. That's why you all heard me say "ABC - Always Be Crootin'" over and over throughout the year. And you guys more than delivered. I thought we'd be lucky to get back to our historically normal participation levels in two years, but we were able to make up virtually all that ground even before the spring semester had ended.

Ironically, in one year's time my worry has gone from one of low participation to one of program capacity. We have a LOT of new students coming in the door every day. I'm not sure if it's just pent-up demand coming out of COVID or whether it's being driven by the overall enrollment increase at the university generally. It's probably a combination of both. But whatever the reason it's happening, and once we get beyond 350 students or so, the professional staff is going to be stretched very, very thin. What happens when we hit the 400-student mark? I think there's a good chance we will blow past that this year. And if and when that happens, we may need to beef up the professional staff if only to keep up with the sheer administrative workload that many additional students will create.

Does that mean anything for our student leaders here in terms of recruiting? Absolutely not. ABC. Always Be Crootin'. Last year, this year and forever. Every fee-paying NC State student who wants to be a part of our organizations should have that chance. You guys keep doing what you're doing. If the time comes when we need reinforcements, that will be on me, not you. I mention it here mainly for people who may be on the board in years to come so that it doesn't come as a surprise to anyone.

My second concern is that the professional staff is short-handed and will continue to be short-handed until we find our next Editorial Adviser. That's a separate item on tonight's agenda, so I won't belabor it here.

My final concern is truly the one that I think of lying in bed at night, and that is that one or more of our groups could find themselves a political football by doing nothing more than the right thing. I'll give you two hypotheticals that come quickly to mind.

When we were interviewing our candidates for the Nubian Message EIC job, I asked each of them a variation of the following question: "What do you say to people who question why we even have a Black student newspaper?" Some people may ask that question in good faith, and many others won't. It's that latter group I'm worried about.

Another example is how LGBTQ-friendly all our groups are, particularly WKNC, where a significant number of the station's most visible and active members are trans or non-binary. This is a wonderful thing, it speaks well of us. It tells us that we provide a space where LGBTQ students can be themselves and feel safe, and I know from both past and present experience that all of our student leaders are serious about preserving that atmosphere. Students who come to work here and don't embrace that attitude don't tend to stay around very long. That's a good thing in one way, but in another way I think it can create an echo chamber where we might forget that many places aren't like Student Media. When I say "Our groups provide safe spaces for LGBTQ students," that's music to our ears here, but in today's political climate, when a certain, vocal segment of the political class has decided to make LGBTQ folk a political punching bag, "safe spaces for LGBTQ students" may not be received nearly as well.

When I think of these things, I think of it in terms of bad, worse and worst-case scenarios. It will be bad if some self-righteous student decides to appoint themselves the morality police and mount some sort of misguided crusade against us. It will be worse if some grandstanding state legislator or other public official decides to do the same thing. The worst-case scenario would of course be a self-righteous student whose dad happens to be a grandstanding state legislator. I've tried to tell myself I'm being paranoid about this, but as I look around at the political landscape, and where things seem to be headed in this state in particular, it just doesn't take much imagination to think how ugly things could get. And while I picked the Nubian and WKNC as examples, I could see it happening to any of our groups.

So what does this mean for our student leaders and our groups? Hopefully nothing. Hopefully I *am* just being paranoid. It sure doesn't mean that the Nubian Message should stop being NC State's Black student newspaper. It sure doesn't mean that WKNC or any of our organizations should stop being less friendly places for LGBTQ students to work and play. What it does mean, though, is that we all need to be vigilant and realize there is a big world outside these walls, and unfortunately that big world is home to a lot of people who are angry, bigoted, ignorant and loud. I hope you never hear from those folks, but if you do, be ready to stand your ground and take the fight to them if necessary. Just as important, remember always that if you're challenged you're not without friends. If someone wants to come at one of us, they should be prepared to deal with all of us.

These are my thoughts for the coming year. As always, I'm honored and proud to be associated with you, and I'm looking forward to another great year. And now I'd like to open up the floor to any questions you may have about literally anything here at the start of the year.

STUDENT MEDIA BUDGET V. ACTUAL

DATE: November 1, 2022
 PERCENT THROUGH FISCAL YEAR: 33%

AGROMECK				TECHNICIAN				GENERAL ADMIN			
	Budget	Actual	Percent		Budget	Actual	Percent		Budget	Actual	Percent
Temp payroll	\$ 33,200.00	\$ 7,816.19	24%	Temp payroll	\$ 112,700.00	\$ 33,769.18	30%	FTE salaries + benefits	\$ 407,391.00	\$ 124,694.53	31%
Supplies	\$ 700.00	\$ 296.02	42%	Supplies	\$ 500.00	\$ 206.37	41%	Temp payroll	\$ 46,300.00	\$ 8,966.28	19%
Travel	\$ 4,680.00	\$ 903.40	19%	Travel	\$ 5,195.00	\$ 4,581.24	88%	Supplies	\$ 11,260.00	\$ 5,232.54	46%
Admin service charges	\$ 4,210.00	\$ 3,821.78	91%	Admin service charges	\$ 10,710.00	\$ 11,053.84	103%	Travel	\$ 12,630.00	\$ 5,530.51	44%
Current services	\$ 5,635.00	\$ 11,971.74	212%	Current services	\$ 22,300.00	\$ 7,081.67	32%	Admin service charges	\$ 51,450.00	\$ 49,639.66	96%
Fixed charges	\$ 1,065.00	\$ -	0%	Fixed charges	\$ 10,910.00	\$ 3,480.00	32%	Current services	\$ 29,280.00	\$ 20,624.41	70%
TOTAL	\$ 49,490.00	\$ 24,809.13	50%	TOTAL	\$ 162,315.00	\$ 60,172.30	37%	Fixed charges	\$ 4,910.00	\$ 1,060.51	22%
Non-fee income	\$ 11,000.00	\$ 275.00	3%	Non-fee income	\$ 47,000.00	\$ 25,151.34	54%	Contracted services	\$ 1,000.00	\$ -	0%
Fee income	\$ 38,490.00	\$ 18,481.82	4.66%	Fee income	\$ 115,315.00	\$ 55,371.03	13.96%	Capital outlay	\$ 23,500.00	\$ 17,735.81	75%
TOTAL	\$ 49,490.00	\$ 18,756.82	38%	TOTAL	\$ 162,315.00	\$ 80,522.37	50%	TOTAL	\$ 587,721.00	\$ 233,484.25	40%
Profit/Loss	\$ -			Profit/Loss	\$ -			Non-fee income	\$ 14,000.00	\$ -	
								Fee income	\$ 555,655.00	\$ 266,809.93	67.26%
								TOTAL	\$ 569,655.00	\$ 266,809.93	47%
								Profit/Loss	\$ (18,066.00)		
NUBIAN MESSAGE				WINDHOVER				OVERALL			
	Budget	Actual	Percent		Budget	Actual	Percent		Budget	Actual	Percent
Temp payroll	\$ 13,700.00	\$ 2,797.56	20%	Temp payroll	\$ 9,500.00	\$ 1,114.23	12%	FTE salaries + benefits	\$ 407,391.00	\$ 124,694.53	31%
Supplies	\$ 200.00	\$ -	0%	Supplies	\$ 750.00	\$ 26.95	4%	Temp payroll	\$ 292,400.00	\$ 71,580.03	24%
Travel	\$ 3,430.00	\$ 903.40	26%	Travel	\$ 2,165.00	\$ 997.14	46%	Supplies	\$ 16,110.00	\$ 7,379.10	46%
Admin service charges	\$ 1,650.00	\$ 1,556.28	94%	Admin service charges	\$ 1,970.00	\$ 2,318.53	118%	Travel	\$ 34,555.00	\$ 15,210.76	44%
Current services	\$ 7,900.00	\$ 1,171.50	15%	Current services	\$ 13,550.00	\$ -	0%	Admin service charges	\$ 79,700.00	\$ 78,604.23	99%
Fixed charges	\$ 375.00	\$ -	0%	Fixed charges	\$ 1,380.00	\$ -	0%	Current services	\$ 106,165.00	\$ 42,143.18	40%
TOTAL	\$ 27,255.00	\$ 6,428.74	24%	TOTAL	\$ 29,315.00	\$ 4,456.85	15%	Fixed charges	\$ 30,410.00	\$ 8,211.36	27%
Non-fee income	\$ 12,500.00	\$ -	0%	Non-fee income	\$ -	\$ -		Contracted services	\$ 1,000.00	\$ -	0%
Fee income	\$ 14,755.00	\$ 7,084.94	1.79%	Fee income	\$ 29,315.00	\$ 14,076.24	3.55%	Capital outlay	\$ 23,500.00	\$ 17,735.81	75%
TOTAL	\$ 27,255.00	\$ 7,084.94	26%	TOTAL	\$ 29,315.00	\$ 14,076.24	48%	TOTAL EXPENSES	\$ 991,231.00	\$ 365,559.00	37%
Profit/Loss	\$ -			Profit/Loss	\$ -			Non-fee income	\$ 148,500.00	\$ 60,146.62	41%
								Fee income	\$ 826,125.00	\$ 396,682.03	48%
								Interest income	\$ -	\$ 424.92	
								Food purchases	\$ -	\$ -	
								TOTAL INCOME	\$ 974,625.00	\$ 457,253.57	47%
ROUNDAABOUT				WKNC				Net Profit/Loss	\$ (16,606.00)		
	Budget	Actual	Percent		Budget	Actual	Percent	SM Enhancement Fund	\$ 5,511.53	663502	
Temp payroll	\$ 4,200.00	\$ 3,199.86	76%	Temp payroll	\$ 72,800.00	\$ 13,916.73	19%	Technician Century Fund	\$ 46,012.89	667736	
Supplies	\$ 200.00	\$ 295.65	148%	Supplies	\$ 2,500.00	\$ 1,321.57	53%				
Travel	\$ 2,165.00	\$ 1,135.19	52%	Travel	\$ 4,290.00	\$ 1,159.88	27%				
Admin service charges	\$ 2,550.00	\$ 3,930.69	154%	Admin service charges	\$ 7,160.00	\$ 6,283.45	88%				
Current services	\$ 19,200.00	\$ 34.90	0%	Current services	\$ 8,300.00	\$ 1,258.96	15%				
Fixed charges	\$ 225.00	\$ -	0%	Fixed charges	\$ 11,545.00	\$ 3,670.85	32%				
TOTAL	\$ 28,540.00	\$ 8,596.29	30%	Contracted services	\$ -	\$ -					
Non-fee income	\$ 30,000.00	\$ 21,010.00	70%	TOTAL	\$ 106,595.00	\$ 27,611.44	26%				
Fee income	\$ -	\$ -	0.00%	Non-fee income	\$ 34,000.00	\$ 13,710.28	40%				
TOTAL	\$ 30,000.00	\$ 21,010.00	70%	Fee income	\$ 72,595.00	\$ 34,858.08	8.79%				
Profit/Loss	\$ 1,460.00			TOTAL	\$ 106,595.00	\$ 48,568.36	46%				
				Profit/Loss	\$ -						

Community Issues

The following ideas were collected at the Oct. 1, 2022 Student Media Training Day as issues impacting the NC State University community that could be addressed in Student Media publications.

Affordable housing

- Local apartments are being labeled as “luxury” for a higher price point
- Increasing the amount of on-campus housing, as there always seems to be a shortage
- Lack of on-campus housing leading to an inability for non-first year students to live on campus, forcing them to more costly off-campus housing
- How have on- and off-campus housing costs increased over the last academic year?

Diversity and inclusion

- Student experiences with diversity (or lack thereof) on campus
- Nationwide LGBTQ erasure, particularly in the asexual/aromantic community
- Explaining asexuality/aromanticism
- Showcasing the GLBT Center and queer clubs on campus
- Do queer students feel safe and supported on campus?
- Does fraternity and sorority life invite diversity as part of its structure?
- Campus accessibility for those with physical disabilities, including faulty elevators, lack of cohesive and consistent student transportation for mobility aid users, uneven bricks, inaccessible parking and tunnels flooding
- Integrating international students into the NC State and local community
- Are the resources to promote diversity in classrooms effective? Accessible? Adequately anonymous?
- Lack of collective spaces for neurodivergent students to discuss their experiences, particularly for students of color
- How many neurodivergent students drop out or fail out of NC State?
- Diversity in college acceptance. What are the statistics of applications v. acceptance related to diversity? What is the diversity within honors and scholarship programs vs. general programs?
- Are resources to report bias incidents effective and helpful?
- Representation among professors, such as a Black cinema class being taught by a white professor who uses and allows students to use antiquated/offensive language
- Finding identity and community for marginalized populations at a predominantly white institution
- Finding identity and community for international students

Economy

- Student wages and issues student workers face, including an assessment on how much students in different on-campus jobs are paid and asking whether on-campus jobs are good at keeping student schedules in mind
- Student loans and inflation
- Stocks 101
- How to invest
- How and why to budget
- Roth IRAs
- Credit scores
- President Biden's loan forgiveness program
- Rising tuition and housing costs
- Extra costs for class materials, like Cengage and Achieve to access homework

Education

- It can take a long time for students with ADHD to get testing accommodations for their classes at NC State
- Alternate entry programs, such as spring connect students
- Accessing the tutoring center for real help with no shame
- Does NC State have enough resources to bring in thousands of new students?
- Stress campus departments feel due to the surplus of incoming students
- How unhelpful Spring Connect is to its students
- Lack of career preparation resources in the College of Humanities and Social Sciences
- Is the campus bicycle-friendly?
- How effective is the system for reporting misconduct?

Elections and voting

- Access to voting and voter involvement/registration
- How to register to vote
- NC State as an early voting location
- How abortion is impacting the next election
- How different parties beat each other down rather than communicate their points of strength
- Roe v. Wade: six-month update on the policy and its shadow over the NC State campus and student resources

Health (physical and mental)

- Student counseling at NC State is only short-term
- Balancing work, school and personal life
- Burnout and the ramifications on a student's grades and physical health
- How to ask for an extension on an assignment
- The gifted kid to mental wreck pipeline
- Imposter syndrome
- Dealing with loneliness
- Sleep deprivation, including a scientific report on the impact of lack of sleep couples with student anecdotes
- How to connect with student organizations to find a sense of belonging
- How academic struggles and stress lead to mental health issues and deprivations in other areas of life
- Overcommitment
- Are Campus Health resources enough to support a community as large as NC State?

Safety

- How many campus buildings (Dabney? Broughton? Lee?) might have asbestos? Or have cockroaches, mold or be prone to flooding?
- Food safety in dining halls and Talley. Reports of raw, uncooked meat found in Fountain. Are staff doing anything to help?
- Is the number of Wolf Alerts just a symptom of big-city living or should students be more concerned for their safety?
- Poor food quality in the dining halls
- Tunnels on campus are flooding due to rain
- Anti-hazing in fraternity and sorority life, including organizations that work toward prevention, sororities that advocate against hazing and the big-little organizational structure

Transportation

- How to navigate NC State's TransLoc app
- Student parking issues with unfair pricing, a shortage of spots and students who need spots are unable to get them (especially first-year students)
- Why does Wolf Ridge give way more passes than spots and force students to park at satellite parking lots?
- Bus routes
- Low staffing for Wolfline drivers
- The Power Forward initiative has changed some bus routes
- Cost of parking

ACP College Media Mega Workshop

Day 1 →

The Speakers:

1) "Report for America" representative spoke and gave information about the importance of reporting local news and how it contributes to benefits for the community.

- Local news helps fix infrastructure, brings attention to education/water/etc issues + holds communities accountable when issues arise, local news helps instigate change
- Gave hiring information for seniors on the Report for America website

2) Two journalists spoke about the Star Tribune of Minneapolis and their experience working there while covering the death of George Floyd and the trial of the police officers.

- Spoke about the impact this story had on them, the disorganization of developing stories, the importance of being out in the field and looking for those stories
- Importance in regards to journalism about putting your well being first.

Breakout Session #1:

Account Managers → Important! Face of the company, advocate for the company. Matching client needs with your company's products and services. Revenue generator for your company, and your client (CLIENT FIRST).

- Knowing your product and services is as important as knowing your clients products and services (Who are their customers/ their market/ their competitors? What is the frequency of your products/benefits of the products/features of the products?)

Relationship Sales → The softer side of selling, relationship selling focuses on the interaction between the buyer and the salesperson vs the price (sale is a one time event, but the relationship goes on). Prioritize connections w/ customers, develop trust, etc.

- **Contents for Good Relationship Sales**
 - 1) Listen (your client will tell you what they want if you give them a chance to)
 - 2) Seek Feedback (find out if your product fits what they're looking for)
 - 3) Respond Promptly (make them a priority)
 - 4) Have Conversations (avoid sales pitches, don't push them to buy)
 - 5) Be Genuine (people can tell when you're doing a pitch)
 - 6) Make Their Lives Easier (make working with you and your company enjoyable)
- Customers are human beings...treat them with kindness and respect, don't make yourself look like every other salesperson who just wants money.
- Be Curious. Be Considerate. Be Confident. Be Creative.

Knowing the Products Features + Benefits → Features tell customers what you do and the capabilities of the products, benefits tell customers why it matters to them the value of the products (aka knowing what your products offer, the facts and why it benefits the client)

- **Print Media:** Features = themed issues, number of readers, frequency of publication, circulation #'s. Benefits = reliability of a publishing schedule, convenience of locations for pick up, years of credibility, and tailoring advertisements to different times of year.
- **Digital Media:** Features = 24/7 content delivery, data on number of website visits and newsletter subscriptions, public and private interaction. Benefits = being able to pick the

frequency of ads, immediately determine message connection, seen by an audience that is interested in the campus community, and is trusted content (like print).

- **Social Media:** Features = use social media as a megaphone for stories and marketing/engagement, number of followers helps track engagement aka immediate analytics, public and private interactions, paid boost availability. Benefits = clients can pick a day and time for message delivery, drive traffic to client's website/socials, message connection determination, students talking to students.
- **Out of Home:** Features = 24/7 content delivery, target audience, student produced, delivered w/ your media's news content. Benefits = more permanent, bigger space, accounts for foot traffic/ a wider community to see ads.

Know your Market → Knowing the size of your audience for your university, does your demographic include the surrounding area? What is the general student population? Campus life and demographics of student population (gender, race, age, etc). **WE AT STUDENT MEDIA ARE THE TARGETED AUDIENCE!**

- Know your client's history (Internal vs External Research) + Competitors!
- **Internal Research** (ad history, annual budget, past/current schedule, what types of ads do they prefer, do they utilize any of our services, what did past ads look like, etc.)
- **External Research** (Website, social media platforms, what do they promote, are their online services user friendly/ is it outdated, does the website meet their needs as a brand, what are their competitors doing, etc.)

Day 2→

Getting that First Meeting:

- **Elevator Pitches** (Video from "intern queen")

Ex) Hi my name is Halle Speight. I'm a media consultant for Student Media at NC State University in Raleigh, North Carolina. I've been a big fan of your company and I've been using your products and services for some time now. I was wondering if you'd be interested in chatting sometime about spreading the word surrounding your company? Thank you so much for your time. I look forward to the opportunity of working with you.

- **Emailing Tips:**
 - 1) Be concise, Keep it simple
 - 2) Use meaningful subject lines
 - 3) Personalize the message and utilize the first name frequently + Be genuine
 - 4) Proofread !
 - 5) Don't overuse exclamation points, or don't use them at all (same with capitalization)
 - 6) Depending on the message, use bullet points if you have a lot of info to cover
- **Phone Tips:**
 - 1) Use elevator pitch (modify it a bit based on the purpose of the call)
 - 2) Pretend it's your cool aunt
 - 3) Practice it a bit so you don't get flustered
 - 4) Adapt the convo to fit the needs of your call/ the client (busy client v.s. the talker)
 - 5) While talking to the client, take notes
 - 6) Smile on the phone, it makes your voice sound more enthusiastic
 - 7) Make it a conversation, don't just give them a prompt

Fact Finding→

Important things to note and figure out about your client when making a sale

- Target Audience
- Geography (where do clients come from)
- Seasonality (when are the best times aka hours, days, weeks, months)
- Best Offers/Sellers (what do you use to get clients in the door)
- Current and Past Strategies
- Tonality (what feeling do you want your brand to invoke)
- Positioning (what sets you apart from competitors)
- Budget

Meeting Tips→

- Ask precise questions
- Call/Stop if you need more info
- 80/20 rule, let them talk more
- Take good notes
- Don't interrogate, be relaxed but curious
- Be conversational and don't just give a pitch
- Schedule next appointment to meet with client again

A.B.C = Always Be Closing

- Follow up with those clients, thank them for their time and for working with them
- Keep in touch with the client as the sale ends/ask them about the campaign
- Take monthly reports on analytics, send report about algorithm and engagement

Day 3→

Handling Objections: Steps to take when someone doesn't want to buy an advertisement aka when a client says "no"

- Recognizing the issues that may incline your client to say no, understand their perspective
- Could say your prices are too high, they don't have it in the budget right now, your media doesn't cater well to their audience
- Don't ask what's wrong with the offer, address the objection and agree to an extent; see their perspective and recognize their reasonings
- If a client says that they don't have "time" to advertise, it means they think running and creating an ad will be too much work and strain for their business; sell the value of running an advertising campaign, offer your assistance beyond being a salesperson.

ORGANIZATION REPORTS, OCTOBER 2022

Agromeck

Submitted by Krishna Patel, Editor-In-Chief

Revenue

- As of 10/6/2022, we have sold one book.
- 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, we agreed to 450 copies of a 328 page book.
- We are still waiting to hear back about senior portrait sessions.

Personnel & Recruitment

- After our first deadline, we have two new writing correspondents and two new design correspondents.
- Anne will be graduating in December, hence, we will need to open Copy Editor applications.
- We are sending out applications this month through email.

Metrics

- We are working on updating our website and trying to increase our outreach through social media.

Training

- We held a training on Wednesday, Sept. 8. We trained one new designer and two new writers.
- We have uploaded the September writing and design training presentation to our shared drive for all staff members to access.
- Currently, we plan to hold one-on-one training sessions with new correspondents before they began their first assignments.

Outreach

- Grad Fair tabling is Oct 19 - Oct 20
- Recruitment tabling is in the works with Talley.

Corrections

- Nothing to report.

Challenges

- Recruitment

Other Notes

- Submitted first deadline Oct. 3, 50 pages

Student Business and Marketing Office

Submitted by Tim Werner, General Manager

Revenue

OUTLET	TARGET	SOLD YTD* ending 09/30/22	PAID YTD** ending 09/30/22
Technician	\$ 65,000	\$ 28,861	\$ 17,025
Nubian Message	\$ 6,000	\$ 576	\$0
WKNC	\$ 15,000	\$ 1,993	\$ 1,250
Roundabout Magazine	\$ 47,000	\$ 5,597	\$ 21,010
Student Media (Kiosks, services, etc.)	\$ 27,000	\$ 23,190	\$0

* SOLD YTD reflects the 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

- We now have a fully trained team of eight Media Consultants who all started on, or around, 09/26. They each have been assigned 80-90 clients, and most of them have already been in contact with the majority of their clients (in two weeks). Super impressed with what we are seeing thus far.
- Zanna, Tim, and Abi traveled to the Fall 22 CMBAM conference from 10/12-10/25. Tim presented/led a session on "How to Equip Your Sales Team for Success."

Training

- All formal hiring training sessions have been concluded. We continue to do a mix of strategy and/or training at our mandatory weekly team meetings on Monday evenings.

Technology

- We continue to utilize our new Buffer access for all of the scheduling ads on all of the outlet's social media platforms. This makes communication and deadlines flow much more seamless.
- We now have a computer camera in our call room for Media Consultants to utilize for their video meetings with clients. The call room has been cleaned, organized, and full equipped with anything one might need on a call (rate card, legal pad, new scripts, deadlines, publication dates, pens, sticky notes, the sales processes and procedures guide, sales tracker templates, etc).
- We have created a template sales tracker and campaign proposal form for all Media Consultants to utilize for clearer communication with the client and for themselves to remember what steps they have left to complete or have already completed.

Coverage/Outreach/Marketing

- All Kiosks boxes are full for the remainder of the semester, for the most part.

Deadlines

- Nubian Message 30th deadline TBD.
- Roundabout Spring deadline needs to be prepared for (likely around Winter Break).

Nubian Message

Submitted by Jaz Bryant, Editor-In-Chief

Personnel & Recruitment

- Ugonna Ezuma-Igwe: Managing Editor; Milan Hall: Communications Lead; Ethan Robinson: Marketing Director
- No vacant positions.
- Yes, I have hired Milan Hall and Ethan Robinson.
- I added the position of Communications Lead so that social media and secretarial duties could be dispersed more evenly. Prior to this, the Managing Editor was responsible for these things. I added the position of Marketing Director so that more ads could be sold for the paper throughout the school year and especially for the upcoming thirtieth issue.

Metrics

- Increased engagement on Instagram by roughly 69% in the last month, increased followers by 1% as well.
- On the website, session have increased 24%, pageviews have increased by 30%, session duration has increased 14%, and bounce rate has decreased by 3%.

Training

- New employees have started training; 3 employees have completed the training.
- Plan for the rest of employees to complete training by this weekend.

Outreach

- Creating monthly recruiting events; plan for movie night in the upcoming week.
- “Wassappened” Instagram stories that advertise upcoming events for the week from different organizations and clubs.
- Reaching out to different individuals for advertising.

Corrections

- Went from 8 page to 12 page issues for the last three issues.

Challenges

- Creating and planning the thirtieth issue.
- Printer doesn't correctly show colors or layout. We have been working to adjust our design based on this technical difficulty.

Roundabout

Submitted by Bran Poster, Editor-In-Chief

Revenue

- Bravo to the business office for selling four quarter pages, two full pages, and the back page of this upcoming issue!

Personnel & Recruitment

Roundabout Senior Staff	
Emily Peedin	Photo Editor
Audrey Javan	Copy Editor
Josh Cobb	Design Editor
Bran Poster	EIC

- No vacant senior staff positions!
- Created the position of Web Designer – the great Joey Zhao is setting up our website

Metrics

- Something to think about: we do not currently have quantifiable numbers for magazine engagement except for the number of magazines we mail for the orientation issue. Start tracking magazines taken out of kiosks?
- 8 new posts and 2 new stories on our Instagram since the start of tenure – significantly more than last year's 0!
- Once our website is up we'll have data from that

Training

- Attended Oct 1 Student Media training day with all editors!
- Creating Roundabout correspondence form, it will go into effect starting next semester

Outreach

- KIOSK CAMPOUT!!!!

Challenges

- OIT did not allow us to use the Divi theme :(

Other Notes

- MARK YOUR CALENDARS: OCTOBER 20TH!!!!!!!!!!!!!!!!!!!!

Technician

Submitted by Shilpa Giri, Editor-In-Chief

Personnel & Recruitment

- Our editorial board consists of 21 people including myself. Hiring for Vol. 103's editorial board took place in April 2022 towards the end of the 2021-22 academic year, and there have been no changes to the staff since then.
- All positions are filled, with every section except for design having at least one assistant.
- Added a new position of assistant copy desk chief for Vol. 103 which has been beneficial in managing copy editing for production and also training new copy correspondents.

Metrics

- Website traffic and newsletter continues to do well, with every section doing equally well over the weeks.
- Newsletter open rates are around 50% every week.
- Social media metrics have increased significantly since the hiring of our new brand manager. As of Oct 7, we reached +239% more accounts in the last 90 days compared to April-June. We have also had a growth in followers by 4.1%.

Training

- Patrick is sending out training schedules on a monthly basis, which students have been signing up for with no issues.
- Writer correspondent portfolio reviews for writers will now be conducted by the Technician managerial staff (editor-in-chief and managing editors) while design correspondent portfolio reviews will be conducted by our Design editor Ellie Bruno in an effort to ease Patrick's workload while we search for a full-time editorial advisor.
- Managing editors Sam and Wade have been working on digitizing both correspondence sheets and quizzes via google forms.
- The staff manual quiz has been updated from being one generic quiz for all new correspondents to separate quizzes for different sections to include more relevant questions for new hires. As of Oct. 7, the updated writer and copy editor correspondence sheets and quizzes have been finalized. The remaining sections' correspondence sheets and quizzes should be finalized within the next week.

Outreach

- Tabling during new student orientation and open house during welcome week proved to be very beneficial in the recruitment of new correspondents. There are no current plans for other such tabling or outreach events until the start of the spring semester.

Corrections

- Nothing to report

Challenges

- InDesign was having issues last print production night (10/4).

Other Notes

- An update has been made to the newsletter to include a cartoon section underneath the photo and video blocks.

Windhover

Submitted by Ryley Fallon, Editor-In-Chief

Personnel & Recruitment

- Senior Staff
 - Design Editor: Emma Carter
 - Assistant Design Editor: Sophia Chunn
 - Audio/Video Editor: Javian Evans
 - Literary Editor: Tuesday Pil
 - Assistant Literary Editor: Protima Mukherjee
- Visual Editor and Promotions Designer positions are currently vacant. An application with a deadline of October 1st, 2022 was created. Positions will be filled by mid-October after interviews and further consideration. Windhover has received a lot of interest from volunteers.
- Tuesday Pil and Protima Mukherjee completed our literary committee this month.
- Windhover advertised an open position for a social media manager; however, we will not be hiring someone for this position. Instead, the content for social media will be a team responsibility.

Metrics

- Windhover's Instagram is receiving standard traffic.

Training

- I attended the Student Media Training Day. I plan to bring that insight to my team, specifically advice given on social media strategies. Additionally, I will attend the ACP/CMA convention later this month.

Outreach

- Windhover is open for submissions. The Priority Deadline is Wednesday, November 23rd.
- Windhover will be hosting an Open Mic Thursday, November 10th.

Corrections

- Nothing to Report.

Challenges

- Windhover's Facebook account is currently inaccessible.

Other Notes

- Nothing to report.

WKNC 88.1 HD-1/HD-2

Submitted by Maddie Jennette, General Manager

Revenue

Non-fee income (money in the bank), as of Oct. 1, 2022: \$12,183.28

- Sponsor Sales \$1,250.00
- Women's Basketball \$0.00
- Men's Baseball \$2,560.00
- Event Promotions \$2,500.00
- Merchandise Sales \$1,323.28
- DJ Services \$2,350.00
- Studio Rental \$0.00
- HD-3 Lease \$2,200.00
- Event Tickets \$0.00

Personnel & Recruitment

We currently have an entirely filled paid staff, except for two open positions as Public Affairs Content Creators. We are constantly working to fill these two positions.

Training

25 DJs are finishing up new DJ training right now. More than half of them have taken their board exams and will start having DJ shifts soon. Many students are interested in working with WKNC as Content Contributors, and we have several virtual training sessions coming up for anyone interested in getting involved.

Outreach

Hopscotch went well. We were contacted about DJing the Pack Disco, which was a huge success. We just wrapped up World College Radio Day on October 7th, making it the second year in a row we've had 24 hours of nonstop programming to celebrate. This year, our entire HD-2 schedule was also filled, as well as most times of our Production Studio, which was featured on our YouTube livestream. It's definitely the highlight of the fall semester and a great way for all the DJs to get to know each other.

Challenges

We've been having lots of issues with the microphones in HD-1 and two are currently out of commission. We're having issues with the audio board in the production studio. If there is ever a single day where all of our equipment and programs are working at the same time, it will be a miracle.

ORGANIZATION REPORTS, NOVEMBER 2022

Agromeck

Submitted by Krishna Patel, Editor-In-Chief

Revenue

- As of Nov. 1, we have sold 17 books.
- Senior portraits are being held the week of Oct. 31 - Nov. 4, Nov. 7 - 11, and Nov. 14 - Nov. 18 at the bookstore in Talley. Seniors who take their senior portrait will receive a \$10 off discount code for the book.

Personnel & Recruitment

- We have two new writing correspondents and four new design correspondents.
- We are in the process of hiring a new copy editor for spring semester. Applications are due Monday, Nov. 7. We will be reaching out to all applicants for interviews.
- Natalie Folsom is no longer photo editor and we'll be recruiting for that position.

Metrics

- We are working on updating our website and trying to increase our outreach through the use of social media.

Training

- We are in the middle of our second deadline, hence, we are training correspondents one-on-one.
- Writing and design training presentations are uploaded on our shared drive for all staff members to access and I email new correspondents the presentations.

Outreach

- Senior Portrait tabling runs through the first three weeks Nov.
- Recruitment Tabling is in the works with Talley.
- Submitted house ads. and working on flyers to hang around campus.

Corrections

- Nothing to report.

Challenges

- Nothing to report.

Other Notes

- Submitted first deadline Oct. 3, 50 pages.
- The upcoming deadline is Nov. 21, 48 pages.

- Radhika Patel and I attended the College Media Convention. We gained a ton of insight from our sessions and critiques that we shared with the rest of the leadership staff. Thank you to the Student Media Board for this opportunity and making this possible for us!

Student Business and Marketing Office

Submitted by Tim Werner, General Manager

Revenue

OUTLET	TARGET	SOLD YTD* ending 10/31/22	PAID YTD** ending 010/31/22
Technician	\$ 65,000	\$ 29,036	\$ 25,151
Nubian Message	\$ 6,000	\$ 1,133	\$0
WKNC	\$ 15,000	\$ 2,076	\$ 1,815
Roundabout Magazine	\$ 47,000	\$ 5,897	\$ 21,010
Student Media (Kiosks, services, etc.)	\$ 27,000	\$ 23,190	\$0

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Personnel

- Zanna, Tim, and Abi traveled to the Fall 22 CMBAM conference from 10/12-10/25. Tim presented/led a session on “How to Equip Your Sales Team for Success.” Session report is attached.
- Our team of eight Media Consultants (all hired and trained in September) continue to be surpassing all expectations. All but one have already received at least one sale confirmation from a client and are now managing said sale. The majority have already completed their initial contact with all 80-90 of their assigned clients and are prospecting new ones daily.
- We have created a new sales game/competition in our office to strengthen morale, bonding, and motivation.
- We have added a part-time designer to our team. We will utilize him for help with creating requested client ad artwork and spec ads to aid sales pitches.

Training

- All formal hiring training sessions have been concluded. We continue to do a mix of strategy and/or training at our mandatory weekly team meetings on Monday evenings.

Technology

- We continue to utilize our new Buffer access for all of the scheduling ads on all of the outlet’s social media platforms. This makes communication and deadlines flow much more seamless. Zanna and myself are in charge of scheduling the social media posts - hoping to have a current Media Consultant soon step-up to be our “Social Media Coordinator” (unofficial role).
- We now have a computer camera in our call room for Media Consultants to utilize for their video meetings with clients. The call room has been cleaned, organized, and fully equipped with

anything one might need on a call (rate card, legal pad, new scripts, deadlines, publication dates, pens, sticky notes, the sales processes and procedures guide, sales tracker templates, etc).

- We have created a template sales tracker and campaign proposal form for all Media Consultants to utilize for clearer communication with the client and for themselves to remember what steps they have left to complete or have already completed.

Coverage/Outreach/Marketing

- All Kiosks boxes are full for the remainder of the semester, for the most part.
- Tim and Patrick completed a pick-up rate audit of the Technician Newspaper on the evening of 10/26 for the 10/20 publication. The result was a pickup rate of 59.4%!

Deadlines

- Roundabout Spring has a discount deadline by 12/12/22, commitment deadline of 01/13/23 with artwork due by 01/27/23.
- Roundabout Orientation has a discount deadline by 03/10/23, commitment deadline of 04/10/23 with artwork due by 04/27/23.

Nubian Message

No report submitted as of Monday, Nov. 7

Roundabout

Submitted by Bran Poster, Editor-in-Chief

Revenue

- You already know the biz office will SELL OUT our Spring issue

Personnel & Recruitment

- Once orgs.ncsu.edu/roundabout has been fully polished, the great Joey Zhao has agreed to remain as on-call tech support for us

Metrics

- Now that our website is up and running we can start getting visitation data from it
- At the start of Spring we can count up the remaining Fall issues in kiosks to measure popularity

Training

- Roundabout correspondence form is created, after Martha approves I will digitize it. It will go into effect starting next semester
- Got some good feedback on Roundabout at the Fall Media Fest

Outreach

- We likely won't have outreach events until the Spring since tomorrow is our last official meeting of the semester

Challenges

- Please remember to unlock Witherspoon 204!

Other Notes

- GET YOUR COPY OF THE FALL ISSUE IF YOU HAVEN'T ALREADY!!!!!!!!!!
- Student Media History has been made: Instant Pot Pizza Celebration

Technician

Submitted by Shilpa Giri, Editor-in-Chief

Personnel & Recruitment

- Staff has been the same and they are all doing well!
- We will begin the hiring process for a new Asst. Video Editor as the student currently in the role is set to graduate in December.

Metrics

- Website traffic and newsletter continues to do well and newsletter open rates are still consistently around 50% every week.

Training

- Some new correspondents have finished correspondency. Portfolio reviews with managerial staff has been going well, and the updated correspondent quiz has been working well.

Outreach

- Nothing to report.

Corrections

- We have had a decent number of breaking news stories about the student deaths recently. There were no corrections, but the stories were updated regularly.
- In our Voter Guide 2022 issue, we mistakenly did not cover DaQuanta Copeland's mayoral candidacy. This mistake was rectified in the form of a second story about Copeland in the next week's issue.

Challenges

- Nothing to report.

Other Notes

- Five students represented Technician at the 2022 National College Media Convention in Washington D.C. I was unable to attend due to a last-minute medical emergency, but the convention was very beneficial. Students came back with multiple ideas, and we will be using feedback from the critique to improve the paper.

Windhover

Submitted by Ryley Fallon, Editor-In-Chief

Personnel & Recruitment

- *Windhover* hired Ben Daggs as Visual Editor and Cora Jones as Promotions Designer.

Metrics

- Website and Instagram are performing as usual. We anticipate increased traffic now that submissions are open.

Training

- I attended MediaFest at the end of October and received training on promoting literary magazine and the mission of student media as a whole.

Outreach

- *Windhover* is open for submissions. The priority deadline is Wednesday, November 23rd at 11:59p.
- *Windhover* will be hosting an Open Mic Thursday, November 10th from 6-8p in Caldwell Lounge.
- After attending MediaFest, funds have been pledged to help *Windhover* reach our STEM students.

Challenges

- *Windhover's* Facebook is inaccessible at this point.

WKNC 88.1 HD-1/HD-2

Submitted by Maddie Jennette, General Manager

Revenue

Non-fee income (money in the bank), as of Sept. 1, 2022: \$12,183.28

- Sponsor Sales \$1,250.00
- Women's Basketball \$0.00
- Men's Baseball \$2,560.00
- Event Promotions \$2,500.00
- Merchandise Sales \$1,323.28
- DJ Services \$2,350.00
- Studio Rental \$0.00
- HD-3 Lease \$2,200.00
- Event Tickets \$0.00

Personnel & Recruitment

We currently have an entirely filled paid staff, except for two open positions as Public Affairs Content Creators. We had one application for this position and plan to hire the applicant. We also now have some openings in our Video Content Creation team.

Training

All new DJs from the fall DJ training class have taken their board exams, and more than half have signed up to start having shows.

Outreach

WKNC sent 4 people, including station adviser Jamie, to College Broadcasters, Inc's National Student Electronic Media Convention on October 26 through the 30th. The convention went excellent, was a lot of fun, and our students learned a lot that they'll bring with them to their jobs at WKNC. Our Local Lunch Live series, which features North Carolinian artists playing on Centennial Campus, started on October 12 and has been going well. I have plans to start hosting WKNC events open to any NCSU students, including listening parties, karaoke, game nights, and movie nights, which should help spread the word about WKNC.