

STUDENT MEDIA BOARD OF DIRECTORS AGENDA

Tuesday, January 7, 2023 • 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 Nov. 8, 2022 meeting
2. Welcome, Ben McNeely!
3. Board vacancy/election of new vice-chair
4. January & February 2023 budget updates (Jamie)
5. 2023-2024 EIC and General Manager applications (Patrick)
 - a. Appointments to advisory boards
6. Community issues update (Jamie)
7. Mental Health reporting training Friday, Feb. 10 (Ben)
8. Reminder: Phillips Award nominations close March 7 (Patrick)
9. WKNC student involvement (Maddie, Jamie)

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
November 2022 meeting minutes**

Tuesday, November 8, 2022 • 7 p.m.

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

Members present: Christa Gala, Dean Phillips, Jake Seaton, Makenna Edgerton, Nate Shorter, Julianna Lopez, Bran Poster, Maddie Jennette, Shilpa Giri, Krishna Patel, Ryley Fallon, McKenzie Heavlin, Patrick Neal

Absent: Robbie Williams (joined by phone for action items), Tim Werner, Jaz Bryant

Others present: Jamie Lynn Gilbert, Martha Collins, Zanna Swann, Ugonna Ezuma-Igwe, Emily Peedin, Radhika Patel

CALL TO ORDER & APPOINTMENT OF RECORDING SECRETARY

Board chair Nate Shorter called the meeting to order at 7:01 p.m. After introductions, Patrick Neal volunteered to serve as recording secretary for the meeting. Robbie Williams joined the meeting by phone to establish a quorum to approve the September meeting minutes.

APPROVAL OF SEPTEMBER 2022 MEETING MINUTES

Dean Phillips moved that the minutes from the board's Sept. 13 meeting be approved, with Jake Seaton 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.

NOVEMBER BUDGET UPDATE

Jamie Lynn Gilbert reviewed the November 2022 budget update, which was included with the meeting package and is made part of these minutes by reference. She noted the following:

- Jamie said that after overbudgeting for Agromeck's printing for several years in a row, she'd reduced it this year to bring it in line with what had actually been spent in previous years. For the most recent book, however, printing costs came in some \$7,000 more than what was budgeted. Martha Collins said Agromeck had originally contracted for 400 books, but when it was time to confirm the press run in April, the yearbook was so close to that number that she increased the order to 450 to cover complimentary books for advertisers, the library, the chancellor, the provost and Dr. Zapata at DASA, as well as any after-the-fact sales. On top of that, Martha said Agromeck had some credits on previous bills from the printer that did not recur for last year's book, which exaggerated the overage. Jamie said she would increase the yearbook's printing budget in next year's budget to bring it back up to where it needed to be.

- Nubian Message has no income booked yet, but insertion orders show about \$1,000 in sales billed, and the 30th anniversary issue (see below) should boost sales.
- Technician non-fee income is over \$25,000, about 54% of its goal with just 33% of the year elapsed. Jamie noted that Technician sent six people to the CMA/ACP fall convention in October, three more than what was originally budgeted for. Jamie said once all of the expenses from that trip were booked, the Technician Century Fund would cover any overage, as was discussed at the board's September meeting.
- Jamie said no kiosk revenue had been deposited on behalf of General Administration yet, but she said the Business Office had sold a substantial number of placements and sent invoices to clients for those placements, so that revenue should be deposited in the weeks and months to come.
- The Student Media Enhancement Fund was relatively unchanged at about \$5,500, and the Technician Century Fund was unchanged at about \$46,000.
- Roundabout's payroll stood at 76% with just 33% of the fiscal year elapsed, so it will go well over budget this year in that category and some others, but Jamie and Martha explained that this was the first year Roundabout had actually been fully staffed with staff members working weekly, so the original amount budgeted in several categories was woefully inadequate. Jamie encouraged EIC Bran Poster to keep going full steam ahead, and that she would use this year's expenditures as the new baseline for Roundabout in next year's budget.

NUBIAN MESSAGE 30TH ANNIVERSARY EDITION

Nubian Message Managing Editor Ugonna Ezuma-Igwe said the 30th anniversary edition had grown significantly larger than what anyone anticipated, and that the staff was currently planning on a 36-page issue to be published on Thursday, Dec. 1. Patrick added that ad sales had been very strong for the issue, with 10.75 pages sold so far; he said the space reservation deadline for the issue was not until Thursday, Nov. 10, so that number would likely grow. Patrick said the Nubian staff was planning a celebration similar to the one held in conjunction with the Nubian's 25th anniversary, but added that with the impending holidays, that celebration would likely come in the early part of 2023 rather than at the same time the anniversary issue published. Patrick said that the 30th anniversary issue would be on stands for the remainder of 2022 until the Nubian's first issue of the spring semester was published; he also noted that he would request an overrun of 1,000 copies to accommodate additional newsstand demand, as well as copies for distribution at the 30th anniversary celebration, info fairs and other events in the spring, and for archival purposes.

OCT. 1 TRAINING DAY RECAP & COMMUNITY ISSUES

Martha Collins provided a recap of Student Media's day-long all-media training day held Saturday, Oct. 1. (A copy of the agenda for the training is included as an addendum to these minutes.) Martha said about 70 students signed up and 50+ students ended up attending, which was a great turnout for a rainy Saturday. Christa Gala, who led two sessions – one on feature writing and ledes and one focused on news ledes – said she was impressed with the students' enthusiasm and attentiveness. Martha added that Tyler Dukes led a session on sourcing and interviewing that was also well-attended, as was a session on social media strategies led by two alumni who now work in social media for University Communications.

As part of the training day, Jamie led a discussion wherein attendees identified broad areas of coverage and specific community issues they planned to address in their publications over the coming school year. (That issues list was included as part of the November meeting package and is made part of these minutes by reference.) As part of Student Media's annual assessment process, she would track how many stories in the various publications addressed one or more of the issues identified.

CONFERENCE TRAVEL RECAPS

Students and professional staff who attended the College Media Business Advisors and Managers (CMBAM), Associated Collegiate Press/College Media Association (ACP/CMA) and College Broadcasters, Inc. (CBI) meetings in October gave brief reports about their respective trips.

- Zanna Swann said she, Student Business and Marketing Office GM Tim Werner and sales associate Abi Barefoot attended the CMBAM conference in Minneapolis. (A summary of those sessions was included in the meeting package and are made part of these minutes by reference.) In addition to attending sessions, Zanna noted that Tim was also a presenter for one session on how to position one's staff members for success.
- Martha, Christa, Ryley Fallon, Emily Peedin, Krishna Patel and Radhika Patel spoke about their experiences at the ACP/CMA conference, which was held in Washington, D.C. Martha noted that 12 students representing Nubian Message, Agromeck, Roundabout and Technician attended, as did two professional staff members (Martha and photo mentor Ray Black) and one board member (Christa.) Martha noted that all of the publications signed up for critiques in addition to the various sessions, keynote speakers and other activities. Those who attended all agreed that it was a valuable experience that would help them in their various roles at their publications, and they all said they enjoyed meeting their counterparts from other colleges and universities.
- Jamie and Maddie Jennette spoke about the CBI conference, which was held in Baltimore. In addition to Jamie and Maddie, WKNC's delegation included three other members of the station's leadership. In addition to attending sessions, Jamie and Maddie helped co-present a session entitled "I'm In Charge – Now What?" Maddie also noted that she landed an internship with Spintron after speaking with their vendor reps.

PICKUP RATE AUDIT RESULTS

Patrick said that he and Tim had undertaken a pickup rate audit in late October for Technician, noting that it had been several years since the last such audit, and that it was a good time to do an audit now that the publications were back in print after COVID. (A summary of the audit was included with the meeting package and is included as part of these minutes by reference.)

Patrick said the overall pickup rate observed was just shy of 60%, which was better than anyone in the Business Office expected. Patrick noted, however, that while the pickup rate was much higher than the last audit in 2016, the number of papers getting picked up during any given week was very close to the same. He explained that the previous audit was done when Technician was coming out twice weekly, and that the press run for each issue at that time was 5,000 copies, as compared to 3,000 copies today. Patrick said that a pickup rate of 60% told him that Technician's press run was about right.

Jake Seaton asked if there were plans to move any boxes based on this audit. Patrick said that he'd like to do at least one more audit before making those decisions, as pickup rate audits like these could vary significantly from one audit to the next due to changes in traffic patterns, road closures and the like. He said his more immediate priority/concern were those boxes that were unattractive and in states of disrepair, as some of the boxes in place were very old.

EDITORIAL ADVISER SEARCH UPDATE

Jamie said that a total of 24 candidates had applied for the editorial adviser position, and that the eight-student search committee had identified five applicants who they wished to invite for second-round interviews. Of those five, Jamie said, one candidate had removed herself from consideration, and the search committee had interviewed the remaining four candidates. Of those, the committee interviewed had interviewed three of the four, with the remaining candidate scheduled for Thursday, Oct. 10. Jamie said she believed the four finalists were all very strong and that she believed the process had identified the strongest candidates out of the original pool. She said the committee would identify two finalists out of the four semifinalists currently under consideration, and that the finalists' visits to campus would be scheduled around the Thanksgiving holidays. Jamie said the goal of having someone in place by Jan. 3, 2023, the first day the university was open in the new year, remained doable.

2023-2024 EDITOR-IN-CHIEF/GENERAL MANAGER APPLICATION PREVIEW

Patrick said it would soon be time to send out the call for applications for next year's EICs and GMs. He said he planned to send out the call by Dec. 1 so that potential applicants could submit their applications before the Winter Break if they wished. He said the deadline for applications would be the first Thursday in February. He said the various advisory boards would interview the candidates during the month of February and then make their recommendations at the board's March meeting. He asked the student leaders to remind any potential applicants that they must have a minimum cumulative GPA of 2.5, that they must be free of any active sanctions at the Office of Student Conduct, and that they must be a full-time student for both semesters of their tenure unless they were a graduating senior in their last semester of study.

ADJOURN

There being no need for an executive session, Dean moved to adjourn with Jake seconding. The meeting adjourned at 7:57 p.m.

STUDENT MEDIA BUDGET V. ACTUAL

DATE: January 1, 2023
PERCENT THROUGH FISCAL YEAR: 50%

AGROMECK				TECHNICIAN				GENERAL ADMIN			
	Budget	Actual	Percent		Budget	Actual	Percent		Budget	Actual	Percent
Temp payroll	\$ 33,200.00	\$ 13,786.35	42%	Temp payroll	\$ 112,700.00	\$ 57,407.15	51%	FTE salaries + benefits	\$ 407,391.00	\$ 186,044.38	46%
Supplies	\$ 700.00	\$ 296.02	42%	Supplies	\$ 500.00	\$ 206.37	41%	Temp payroll	\$ 46,300.00	\$ 17,160.69	37%
Travel	\$ 4,680.00	\$ 2,521.85	54%	Travel	\$ 5,195.00	\$ 7,544.16	145%	Supplies	\$ 11,260.00	\$ 5,856.78	52%
Admin service charges	\$ 4,210.00	\$ 3,821.78	91%	Admin service charges	\$ 10,710.00	\$ 11,053.84	103%	Travel	\$ 12,630.00	\$ 11,565.39	92%
Current services	\$ 5,635.00	\$ 12,027.60	213%	Current services	\$ 22,300.00	\$ 14,186.53	64%	Admin service charges	\$ 51,450.00	\$ 49,639.66	96%
Fixed charges	\$ 1,065.00	\$ 25.00	2%	Fixed charges	\$ 10,910.00	\$ 5,289.27	48%	Current services	\$ 29,280.00	\$ 22,104.51	75%
TOTAL	\$ 49,490.00	\$ 32,478.60	66%	TOTAL	\$ 162,315.00	\$ 95,687.32	59%	Fixed charges	\$ 4,910.00	\$ 1,300.21	26%
Non-fee income	\$ 11,000.00	\$ 350.00	3%	Non-fee income	\$ 47,000.00	\$ 35,090.71	75%	Contracted services	\$ 1,000.00	\$ -	0%
Fee income	\$ 38,490.00	\$ 26,362.22	4.66%	Fee income	\$ 115,315.00	\$ 78,980.49	13.96%	Capital outlay	\$ 23,500.00	\$ 17,735.81	75%
TOTAL	\$ 49,490.00	\$ 26,712.22	54%	TOTAL	\$ 162,315.00	\$ 114,071.20	70%	TOTAL	\$ 587,721.00	\$ 311,407.43	53%
Profit/Loss	\$ -			Profit/Loss	\$ -			Non-fee income	\$ 14,000.00	\$ 11.19	
								Fee income	\$ 555,655.00	\$ 380,574.12	67.26%
								TOTAL	\$ 569,655.00	\$ 380,585.31	67%
								Profit/Loss	\$ (18,066.00)		
NUBIAN MESSAGE				WINDHOVER				OVERALL			
	Budget	Actual	Percent		Budget	Actual	Percent		Budget	Actual	Percent
Temp payroll	\$ 13,700.00	\$ 7,355.09	54%	Temp payroll	\$ 9,500.00	\$ 3,059.14	32%	FTE salaries + benefits	\$ 407,391.00	\$ 186,044.38	46%
Supplies	\$ 200.00	\$ -	0%	Supplies	\$ 750.00	\$ 222.75	30%	Temp payroll	\$ 292,400.00	\$ 123,497.50	42%
Travel	\$ 3,430.00	\$ 2,612.82	76%	Travel	\$ 2,165.00	\$ 2,366.78	109%	Supplies	\$ 16,110.00	\$ 8,361.97	52%
Admin service charges	\$ 1,650.00	\$ 1,556.28	94%	Admin service charges	\$ 1,970.00	\$ 2,318.53	118%	Travel	\$ 34,555.00	\$ 33,007.67	96%
Current services	\$ 7,900.00	\$ 5,943.91	75%	Current services	\$ 13,550.00	\$ -	0%	Admin service charges	\$ 79,700.00	\$ 78,604.23	99%
Fixed charges	\$ 375.00	\$ 25.00	7%	Fixed charges	\$ 1,380.00	\$ 109.00	8%	Current services	\$ 106,165.00	\$ 61,758.43	58%
TOTAL	\$ 27,255.00	\$ 17,493.10	64%	TOTAL	\$ 29,315.00	\$ 8,076.20	28%	Fixed charges	\$ 30,410.00	\$ 10,919.33	36%
Non-fee income	\$ 12,500.00	\$ 3,811.32	30%	Non-fee income	\$ -	\$ -		Contracted services	\$ 1,000.00	\$ -	0%
Fee income	\$ 14,755.00	\$ 10,105.86	1.79%	Fee income	\$ 29,315.00	\$ 20,078.16	3.55%	Capital outlay	\$ 23,500.00	\$ 17,735.81	75%
TOTAL	\$ 27,255.00	\$ 13,917.18	51%	TOTAL	\$ 29,315.00	\$ 20,078.16	68%	TOTAL EXPENSES	\$ 991,231.00	\$ 519,929.32	52%
Profit/Loss	\$ -			Profit/Loss	\$ -			Non-fee income	\$ 148,500.00	\$ 82,264.72	55%
								Fee income	\$ 826,125.00	\$ 565,821.95	68%
								Interest income	\$ -	\$ 879.56	
								Food purchases	\$ -	\$ -	
								TOTAL INCOME	\$ 974,625.00	\$ 648,966.23	67%
ROUNDAABOUT				WKNC				Net Profit/Loss	\$ (16,606.00)		
	Budget	Actual	Percent		Budget	Actual	Percent				
Temp payroll	\$ 4,200.00	\$ 4,674.45	111%	Temp payroll	\$ 72,800.00	\$ 20,054.63	28%	SM Enhancement Fund	\$ 5,654.96	663502	
Supplies	\$ 200.00	\$ 325.55	163%	Supplies	\$ 2,500.00	\$ 1,454.50	58%	Technician Century Fund	\$ 47,407.89	667736	
Travel	\$ 2,165.00	\$ 3,053.31	141%	Travel	\$ 4,290.00	\$ 3,343.36	78%				
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	\$ 5,377.34	28%	Current services	\$ 8,300.00	\$ 2,118.54	26%				
Fixed charges	\$ 225.00	\$ -	0%	Fixed charges	\$ 11,545.00	\$ 4,170.85	36%				
TOTAL	\$ 28,540.00	\$ 17,361.34	61%	Contracted services	\$ -	\$ -					
Non-fee income	\$ 30,000.00	\$ 25,583.90	85%	TOTAL	\$ 106,595.00	\$ 37,425.33	35%				
Fee income	\$ -	\$ -	0.00%	Non-fee income	\$ 34,000.00	\$ 17,417.60	51%				
TOTAL	\$ 30,000.00	\$ 25,583.90	85%	Fee income	\$ 72,595.00	\$ 49,721.10	8.79%				
Profit/Loss	\$ 1,460.00			TOTAL	\$ 106,595.00	\$ 67,138.70	63%				
				Profit/Loss	\$ -						

STUDENT MEDIA BUDGET V. ACTUAL

DATE: February 1, 2023
PERCENT THROUGH FISCAL YEAR: 58%

AGROMECK				TECHNICIAN				GENERAL ADMIN			
	Budget	Actual	Percent		Budget	Actual	Percent		Budget	Actual	Percent
Temp payroll	\$ 33,200.00	\$ 14,430.25	43%	Temp payroll	\$ 112,700.00	\$ 58,130.88	52%	FTE salaries + benefits	\$ 407,391.00	\$ 223,307.48	55%
Supplies	\$ 700.00	\$ 296.02	42%	Supplies	\$ 500.00	\$ 286.04	57%	Temp payroll	\$ 46,300.00	\$ 18,011.70	39%
Travel	\$ 4,680.00	\$ 2,521.85	54%	Travel	\$ 5,195.00	\$ 7,654.34	147%	Supplies	\$ 11,260.00	\$ 6,175.73	55%
Admin service charges	\$ 4,210.00	\$ 3,821.78	91%	Admin service charges	\$ 10,710.00	\$ 11,053.84	103%	Travel	\$ 12,630.00	\$ 12,345.55	98%
Current services	\$ 5,635.00	\$ 12,095.13	215%	Current services	\$ 22,300.00	\$ 14,685.40	66%	Admin service charges	\$ 51,450.00	\$ 49,639.66	96%
Fixed charges	\$ 1,065.00	\$ 25.00	2%	Fixed charges	\$ 10,910.00	\$ 5,289.27	48%	Current services	\$ 29,280.00	\$ 23,331.55	80%
TOTAL	\$ 49,490.00	\$ 33,190.03	67%	TOTAL	\$ 162,315.00	\$ 97,099.77	60%	Fixed charges	\$ 4,910.00	\$ 3,245.21	66%
Non-fee income	\$ 11,000.00	\$ 470.00	4%	Non-fee income	\$ 47,000.00	\$ 37,234.13	79%	Contracted services	\$ 1,000.00	\$ -	0%
Fee income	\$ 38,490.00	\$ 34,490.94	4.66%	Fee income	\$ 115,315.00	\$ 103,333.92	13.96%	Capital outlay	\$ 23,500.00	\$ 17,735.81	75%
TOTAL	\$ 49,490.00	\$ 34,960.94	71%	TOTAL	\$ 162,315.00	\$ 140,568.05	87%	TOTAL	\$ 587,721.00	\$ 353,792.69	60%
Profit/Loss	\$ -			Profit/Loss	\$ -			Non-fee income	\$ 14,000.00	\$ 23,995.19	
NUBIAN MESSAGE				WINDHOVER				Fee income	\$ 555,655.00	\$ 497,923.18	67.26%
	Budget	Actual	Percent		Budget	Actual	Percent	TOTAL	\$ 569,655.00	\$ 521,918.37	92%
Temp payroll	\$ 13,700.00	\$ 8,550.64	62%	Temp payroll	\$ 9,500.00	\$ 3,138.75	33%	Profit/Loss	\$ (18,066.00)		
Supplies	\$ 200.00	\$ -	0%	Supplies	\$ 750.00	\$ 222.75	30%	OVERALL			
Travel	\$ 3,430.00	\$ 2,612.82	76%	Travel	\$ 2,165.00	\$ 2,366.78	109%		Budget	Actual	Percent
Admin service charges	\$ 1,650.00	\$ 1,556.28	94%	Admin service charges	\$ 1,970.00	\$ 2,318.53	118%	FTE salaries + benefits	\$ 407,391.00	\$ 223,307.48	55%
Current services	\$ 7,900.00	\$ 6,043.91	77%	Current services	\$ 13,550.00	\$ -	0%	Temp payroll	\$ 292,400.00	\$ 128,486.96	44%
Fixed charges	\$ 375.00	\$ 25.00	7%	Fixed charges	\$ 1,380.00	\$ 109.00	8%	Supplies	\$ 16,110.00	\$ 8,770.94	54%
TOTAL	\$ 27,255.00	\$ 18,788.65	69%	TOTAL	\$ 29,315.00	\$ 8,155.81	28%	Travel	\$ 34,555.00	\$ 33,898.01	98%
Non-fee income	\$ 12,500.00	\$ 3,811.32	30%	Non-fee income	\$ -	\$ -		Admin service charges	\$ 79,700.00	\$ 78,604.23	99%
Fee income	\$ 14,755.00	\$ 13,221.98	1.79%	Fee income	\$ 29,315.00	\$ 26,269.21	3.55%	Current services	\$ 106,165.00	\$ 64,072.10	60%
TOTAL	\$ 27,255.00	\$ 17,033.30	62%	TOTAL	\$ 29,315.00	\$ 26,269.21	90%	Fixed charges	\$ 30,410.00	\$ 15,921.33	52%
Profit/Loss	\$ -			Profit/Loss	\$ -			Contracted services	\$ 1,000.00	\$ -	0%
ROUNDAABOUT				WKNC				Capital outlay	\$ 23,500.00	\$ 17,735.81	75%
	Budget	Actual	Percent		Budget	Actual	Percent	TOTAL EXPENSES	\$ 991,231.00	\$ 570,796.86	58%
Temp payroll	\$ 4,200.00	\$ 4,674.84	111%	Temp payroll	\$ 72,800.00	\$ 21,549.90	30%	Non-fee income	\$ 148,500.00	\$ 111,785.14	75%
Supplies	\$ 200.00	\$ 325.55	163%	Supplies	\$ 2,500.00	\$ 1,464.85	59%	Fee income	\$ 826,125.00	\$ 740,291.71	90%
Travel	\$ 2,165.00	\$ 3,053.31	141%	Travel	\$ 4,290.00	\$ 3,343.36	78%	Interest income	\$ -	\$ 1,178.09	
Admin service charges	\$ 2,550.00	\$ 3,930.69	154%	Admin service charges	\$ 7,160.00	\$ 6,283.45	88%	Food purchases	\$ -	\$ -	
Current services	\$ 19,200.00	\$ 5,436.82	28%	Current services	\$ 8,300.00	\$ 2,479.29	30%	TOTAL INCOME	\$ 974,625.00	\$ 853,254.94	88%
Fixed charges	\$ 225.00	\$ -	0%	Fixed charges	\$ 11,545.00	\$ 7,227.85	63%	Net Profit/Loss	\$ (16,606.00)		
TOTAL	\$ 28,540.00	\$ 17,421.21	61%	Contracted services	\$ -	\$ -		SM Enhancement Fund	\$ 6,693.77	663502	
Non-fee income	\$ 30,000.00	\$ 27,823.90	93%	TOTAL	\$ 106,595.00	\$ 42,348.70	40%	Technician Century Fund	\$ 47,407.89	667736	
Fee income	\$ -	\$ -	0.00%	Non-fee income	\$ 34,000.00	\$ 18,450.60	54%				
TOTAL	\$ 30,000.00	\$ 27,823.90	93%	Fee income	\$ 72,595.00	\$ 65,052.48	8.79%				
Profit/Loss	\$ 1,460.00			TOTAL	\$ 106,595.00	\$ 83,503.08	78%				
				Profit/Loss	\$ -						

Board Meeting Update: Community issues reporting

1 message

Jamie Gilbert <jlgilber@ncsu.edu>
To: Patrick Neal <pcneal@ncsu.edu>

Wed, Jan 18, 2023 at 12:39 PM

Patrick,

With Martha's help, I have analyzed all the stories from Agromeck, Nubian Message, Technician, Roundabout and WKNC published in the fall 2022 semester and coded them for their primary community issue.

There were 223 total stories (which include print/online stories, photo galleries, videos and audio stories/podcasts) across the five media outlets.

Issue	Stories	Length
Affordable housing	3	1,968 words
Diversity and inclusion	57	31,007 words, 24 photos, 44 minutes, 6 spreads
Economy	31	19,652 words, 115 minutes, 1 spread
Education	41	23,253 words, 111 minutes, 2 spreads
Elections and voting	23	15,860 words, 157 minutes
Health (physical and mental)	48	28,360 words, 43 minutes, 5 spreads
Safety	13	6,983 words, 3 minutes, 2 spreads
Transportation	7	4,379 words, 10 min

Jamie Lynn Gilbert (she/her/hers)
Associate Director, Student Media
Adviser, WKNC 88.1 FM HD-1/HD-2
NC State University
919-513-1918 office

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Organization Reports – January 2023

Agromeck

Submitted by Krishna Patel, Editor-in-Chief

Revenue

- As of Jan. 3, we have sold 79 books.
- Senior portraits are being held the week of Jan. 17 - Jan 20, Jan. 23 - Jan 27, and Jan. 30 - Feb. 3 at the bookstore in Talley. Seniors who take their senior portrait will receive a \$10 off discount code for the book.
- I plan on pushing sales a lot harder following our upcoming deadline as it's the time of the year that students/family members are more likely to be thinking about purchasing a yearbook.

Personnel & Recruitment

- At the end of fall semester, we hired Kacey Cooper as our new copy editor and Hallie Walker as our new photo editor.
- We are planning a spring mini retreat for our new leadership staff members.

Metrics

- We continue to work on our website and social media to increase our outreach for sales and engagement.

Training

- We plan to host a design and writing training this month and are continuing to implement one-on-one training along with a reflective session with Martha to initiate their hiring process.
- 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 Jan. - Feb.
- Recruitment Tabling is in the works with Talley. .

Corrections

- Nothing to report.

Challenges

- Nothing to report.

Other Notes

- The upcoming deadline is Jan. 30, 48 pages.

Student Business and Marketing Office

Submitted by Tim Werner, General Manager

Revenue

OUTLET	TARGET	SOLD YTD* ending 12/31/22	PAID YTD** ending 12/31/22
Technician	\$ 65,000	\$ 29,036	\$ 26,141
Nubian Message	\$ 6,000	\$ 4,621	\$ 3,811
WKNC	\$ 15,000	\$ 2,520	\$ 1,815
Roundabout Magazine	\$ 47,000	\$ 10,310	\$ 25,584
Student Media (Kiosks, services, etc.)	\$ 27,000	\$ 27,318	\$ 17,1460

* 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

- Last semester we had a team of eight Media Consultants. All but one have decided to come back this semester. Additionally, three of the returning seven are applying for the General Manager role for '23-'24.
- We have created a new sales game/competition in our office to strengthen morale, bonding, and motivation. We have already had two winners of the \$5 prize.
- 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.
- Each Media Consultant completed a self-evaluation performance review. I will be meeting with each of them privately over the next week or two to discuss action plans moving forward.

Training

- We continue to do a mix of strategy and/or training at our mandatory weekly team meetings. We will likely have a "refresher" workshop in the coming first weeks of the semester.

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 are beginning a clean up of our internal client list, its organization, and how they are distributed.

Coverage/Outreach/Marketing

- We are exploring the possibility of giving each Media Consultant additional responsibilities based on their skillsets. For instance, one who might be particularly good at outreach may have more clients. Furthermore, one who may not enjoy the outreach process but thrives with the internal operations role might be given more operations tasks.

Deadlines

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

Nubian Message

Submitted by Jaz Bryant, Editor-in-Chief

Personnel & Recruitment

- Jaz Bryant, Editor-in-Chief; Ugonna Ezuma-Igwe , Managing Editor; Milan Hall, Communications Lead; Alianna Kendell, Social Media Chair
- The marketing manager position has been eliminated.

Metrics

- Lower traffic numbers due to break.

Training

- Current staff is up to date on training. New members will have to go through all sessions.

Outreach

- Movie night planned for Jan. 26 in the Witherspoon Student Center.
- Recruitment planned for Jan. 11-13.

Corrections

- Corrections made on “Revolutions” article, updated date on Iranian revolution.

Challenges

- Transitioning to broadcast.
- The green ink is not printing correctly, a computer does not work in the office, there is an issue with accessing Adobe via the computer.

Roundabout

Submitted by Bran Poster, Editor-in-Chief

Revenue

- Fingers crossed for Spring Issue ads!!

Personnel & Recruitment

- We hopefully snagged some new recruits after the involvement fair/open house, I'll have definite numbers next month

Metrics

- Start tracking # of Fall Issue magazines taken out of kiosks?

Training

- New Roundabout correspondence form is going into effect starting this semester

Outreach

- Student Media Involvement Fair booth with the legendary Tim
- Having designers make promo ads for the Spring Issue, to raise awareness/increase pickup rate

Challenges

- Winter Break fugue

Other Notes

- Welcome and congrats Mr. McNeely!

Technician

Submitted by Shilpa Giri, Editor-in-Chief

Personnel & Recruitment

- Sports editor Bryan Pyrtle and Asst. Video editor Ankith Krishna both graduated in December!
- Both of our assistant sports editors, Ben Ellis and Ethan Bakogiannis have stepped up as co-editors of the section.
- At the time of turning in this report we have received three applications for Asst. Sports editor and two applications for Asst. Video editor. Interviews are being conducted this week (Jan. 3-Jan. 7) and we should have both editors selected by Jan. 9.
- All other section editors are returning to the role for this semester.

Metrics

- Social media reach and engagement has been lower than usual this past month because of the winter break. We plan on getting back to posting regularly and getting our numbers up.

Training

- Nothing to report.

Outreach

- We are planning to have an open house on Jan. 9 (FDOC) and we will have a better report on how it did by Jan. 10.
- Design editor Ellie Bruno is working on designing some new Student Media and Technician flyers, as well as updated house ads to help our outreach efforts.

Corrections

- Nothing to report.

Challenges

- We turned down an advertisement from United Poultry Concerns as the advertisement in question was designed to look like a news article which we considered deceptive. The ad also made a number of factual accusations in their advertisement, and we had no time to independently verify any of them.

Windhover

Submitted by Ryley Fallon, Editor-In-Chief

Revenue

- N/A

Personnel & Recruitment

- No Updates

Metrics

- Website and Instagram are performing as usual. The submission portal is working well.
- We currently have 170 submissions.

Training

- No Updates

Outreach

- Windhover representatives will attend the Student Media Open House

Corrections

- N/A

Challenges

- No Updates

Other Notes

- Windhover has changed its submission deadline to the following.
 - Passed: Literary Deadline—Friday, December 16th
 - Visual Deadline—Monday, January 9th
 - Audio/Video Deadline—Tuesday, January 31st

WKNC 88.1 HD-1/HD-2

Submitted by Maddie Jennette, General Manager

Revenue

- Non-fee income (money in the bank), as of Jan. 1, 2023: \$17,417.60
- Sponsor Sales \$2,912.00
- Women's Basketball \$1,260.00
- Men's Baseball \$2,560.00
- Event Promotions \$3,500.00
- Merchandise Sales \$1,915.60
- DJ Services \$3,070.00
- Studio Rental \$0.00
- HD-3 Lease \$2,200.00
- Event Tickets \$0.00

Personnel & Recruitment

We currently have an entirely filled paid staff. We will be hosting our two semesterly interest meetings on January 11th and 12th and will soon after have a new DJ class of 20-30 students.

Outreach

We have been hosting weekly listening parties where we listen to two releases selected by our Music Directors and they have gone well, but I'd like to have more non-WKNC individuals show up. We hosted a Local Lunch Live (at night) event at the Corner in mid December and it was an overwhelming success. I plan to host several more concerts at the Corner after Double Barrel. Double Barrel planning is fully underway and will take place on February 3rd and 4th.

Organization Reports – February 2023

Agromeck

Submitted by Krishna Patel, Editor-In-Chief

Revenue

- As of Jan. 30, we have sold 96 books.
- Final and last week of senior portraits is Jan. 30 - Feb. 3 at the bookstore in Talley. Seniors who take their senior portrait, receive a \$10 off discount code for the book.

Personnel & Recruitment

- We have 1 new writing correspondent and 1 new design correspondent.

Metrics

- We continue to work and update our website and social media to increase our outreach for sales and engagement.
- We added Photo of the Week and are working on adding Story of the Deadline to our website.

Training

- We hosted a design and writing training Jan. 23 and are continuing to implement one-on-one training along with a reflective session with Martha to initiate their hiring process.
- We are adding two writing training sessions () as requirements for correspondents.
- 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 Jan. - Feb.
- Yearbook Sales Tabling is in the works with Talley.

Corrections

- Nothing to report.

Challenges

- Nothing to report.

Other Notes

- We submitted 48 pages Jan. 30.

Student Business and Marketing Office

Submitted by Tim Werner, General Manager

Revenue

OUTLET	TARGET	SOLD YTD* ending x/x/23	PAID YTD** ending x/x/23
Technician	\$ 65,000		
Nubian Message	\$ 6,000		
WKNC	\$ 15,000		
Roundabout Magazine	\$ 47,000		
Student Media (kiosks, services, etc.)	\$ 27,000		

* 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

- Last semester we had a team of eight Media Consultants. All but one have decided to come back this semester. Additionally, two or three of the returning seven are applying for the General Manager role for '23-'24. All candidates are competitive and will be interviewed in February.
- We have created a new sales game/competition in our office to strengthen morale, bonding, and motivation. We have already had two winners of the \$5 prize.
- 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.
- Each Media Consultant completed a self-evaluation performance review. I will be meeting with each of them privately over the next week or two to discuss action plans moving forward.

Training

- We continue to do a mix of strategy and/or training at our mandatory weekly team meetings.

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 are beginning a clean up of our internal client list, its organization, and how they are distributed.

Coverage/Outreach/Marketing

- We are exploring the possibility of giving each Media Consultant additional responsibilities based on their skill sets while still maintaining their status and functions as a Media Consultant. For instance, one who might be particularly good at outreach may have more clients. Furthermore, one who may not enjoy the outreach process but thrives with the internal operations role might be given more operations tasks.
- We sold just over \$9,000 in ads for Roundabout Spring before discounts. I expect much more than that for Orientation.

Deadlines

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

Nubian Message

Submitted by Jaz Bryant, Editor in Chief

Personnel & Recruitment

- Photo editor; we are undecided on whether to fill it.
- Yes, we have added 6 new writers and copy-editor correspondents.

Metrics

- Website and social media traffic and trends where applicable.
- There has been a 9% increase in sessions and a 23% increase in page views for the website. There has been a 48% increase in Instagram productivity.

Training

- Currently in the process of training new recruits. One additional person has completed training.

Outreach

- Trying to plan a move night.

Challenges

- We need to have access to a larger room for our staff meetings because of how many people we have grown to.
- We need a new computer in the corner because it has broken.

Roundabout

Submitted by Bran Poster, Editor-in-Chief

Revenue

- BUSINESS TEAM LEGENDS BROKE THE RECORD FOR MOST ADS SOLD IN A SPRING ISSUE, \$7900 DOLLARS BEFORE DISCOUNTS!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!
- Our budget has been adjusted to reflect the enormous organizational growth we've had since the start of last semester

Personnel & Recruitment

- Snagged three new recruits, it's a small amount but I'm satisfied with it. One of them said they discovered Roundabout and decided they wanted to join after reading our Against All Odds Issue!!!

Metrics

- At this point it might be worth doing a pickup audit on the Against All Odds Issue, since our next issue is coming on March 3rd.

Training

- Thank you BMac for all your trainings!!

- As part of the new Roundabout Correspondency, I'll be working with Martha and my editors to host a "Roundabouting 101" training

Outreach

- The legendary designers Alex and JJ made several house ads to promote our upcoming issue!!
- Our next big outreach project will be making Roundabout swag

Challenges

- Using Wordpress can be daunting

Other Notes

- Mark your calendars for March 3rd so you can grab our next issue!

Technician

Submitted by Shilpa Giri, Editor-in-Chief

Personnel & Recruitment

- We have two new members on our editorial board!
- Jenna Cuniowski is our new Asst. Sports editor, and Isaac Hernandez is our new Asst. Video editor.

Metrics

- Social media reach and engagement has gone back up to normal levels since the spring semester began.
- For our Instagram, accounts engaged metrics have gone up the most.
- Over the last month tweet impressions have gone up 800%, and followers and engagement has increased as well.

Training

- There have been multiple reporting in diverse communities training sessions this semester, and [Ben McNeely](#) (our new advisor!) has some more training sessions scheduled for the upcoming weeks.

Outreach

- Nothing to report

Corrections

- There was some miscommunication about how to format angela gay-audre's name, as it is intentionally lowercase. Her name was not formatted correctly when an article went up on the website, but has since been corrected and was formatted correctly in print.

Challenges

- Nothing to report.

Windhover

Submitted by Ryley Fallon, Editor-in-Chief

Personnel & Recruitment

- Windhover is beginning to look for a new design editor for next year, as this will mark a major shift in the publication.

Metrics

- The website and Instagram are performing as usual. The submission portal is working well.
- We have passed our visual and literary deadline, and received about 190 submissions.

Training

- Two team members will attend the Reporting on Mental Health workshop.

Outreach

- No Updates

Corrections

- N/A

Challenges

- No Updates

Other Notes

- Windhover has changed its submission deadline to the following.
 - Passed: Literary Deadline—Friday, December 16th
 - Passed: Visual Deadline—Monday, January 9th
 - Audio/Video Deadline—Tuesday, January 31st

WKNC 88.1 HD-1/HD-2

Submitted by Maddie Jennette, General Manager

Revenue

- Non-fee income (money in the bank), as of Feb. 1, 2023: \$187,50.60
- Sponsor Sales \$3,212.00
- Women's Basketball \$1,260.00
- Men's Baseball \$2,560.00
- Event Promotions \$4,100.00
- Merchandise Sales \$2,048.60
- DJ Services \$3,070.00
- Studio Rental \$0.00
- HD-3 Lease \$2,200.00
- Event Tickets \$0.00

Personnel & Recruitment

We currently have an entirely filled paid staff. We also have an ongoing training class with 26 people currently in it.

Outreach

By this point, Double Barrel 19 will have already happened. It has been so much fun planning it and creating everything (magazine, zine, promos, etc) that even if the show turns out terrible and no one shows up it will all be okay.