

STUDENT MEDIA BOARD OF DIRECTORS AGENDA

Tuesday, March 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 Feb. 7, 2022 meeting
2. March 2023 budget update (Jamie)
3. Advisory board recommendations for 2023-2024 Editors-In-Chief and General Managers
 - a. Student Business and Marketing Office
 - b. Annual Publications & Roundabout
 - i. Agromeck
 - ii. Windhover
 - iii. Roundabout
 - c. Newspapers
 - i. Nubian Message
 - ii. Technician
 - d. Broadcast
 - i. WKNC
4. Phillips Award for General Excellence voting (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
February 2023 meeting minutes**

Tuesday, February 7, 2023 • 7 p.m.
*Witherspoon 356 (African American
Cultural Center Conference Room.)*

Members present: Christa Gala (remote), Dean Phillips, Jake Seaton, Nate Shorter, Julianna Lopez, Robbie Williams, Tyler Dukes, Bran Poster, Maddie Jennette (remote), Shilpa Giri, Krishna Patel, Ryley Fallon, Jaz Bryant, Tim Werner, Patrick Neal

Absent: McKenzy Heavlin

Others present: Jamie Lynn Gilbert, Martha Collins, Zanna Swann, Ben McNeely, Ray Black, Nada Elraddaf

CALL TO ORDER & APPOINTMENT OF RECORDING SECRETARY

Board chair Nate Shorter called the meeting to order at 7:01 p.m. After introductions, Jaz Bryant volunteered to serve as recording secretary for the meeting.

APPROVAL OF SEPTEMBER 2022 MEETING MINUTES

Dean Phillips moved that the minutes from the board's Nov. 8, 2022 meeting be approved, with Tyler Dukes providing a second; the board voted unanimously to approve them. Those minutes were included in the meeting package and are made part of these minutes by reference.

WELCOME BEN McNEELY!

Ben McNeely said he was "proud, happy and thrilled" to be the new editorial adviser for Nubian Message and Technician. A Technician alum, Ben started out as a newspaper reporter before moving into the broadcast field as a producer for Spectrum News. Ben said he got his start at Technician and described himself as "just like [the newspaper staff members] except 20 years older." He said he'd reported and produced in hurricanes, covered two presidential inaugurations and been tear-gassed at protests in downtown Raleigh, among other highlights.

Jamie thanked everyone who had served on the student search committee, as well as everyone who came to help interview Ben during his visit to campus.

BOARD VACANCY/ELECTION OF NEW VICE CHAIR

Patrick Neal said board vice chair McKenna Edgerton had to resign from the board after taking a job as an RA with Housing, as her weekly meetings for that position are held at the same time as board meetings. Julianna Lopez volunteered to serve; Tyler moved that she be appointed vice chair, and Dean seconded the motion, which passed unanimously.

JANUARY AND FEBRUARY BUDGET UPDATE

Jamie Lynn Gilbert reviewed the January and February 2023 budget updates, which were included with the meeting package and made part of these minutes by reference. She noted the following:

- Nubian Message deposited more than \$3,600 in December, with a big chunk of that coming from ad sales from the 30th-anniversary issue. Payroll is now at 62% and we are 58% through the year - not a problem, but something worth noting. Nubian current services are at 77% due to higher-than-budgeted printing costs and the 30th-anniversary issue costing about \$2,100 - more than four times than budgeted for a regular issue. The ad sales more than covered the cost of printing, but with the remaining issues of the semester, we will go over budget for current services.
- Roundabout's non-fee income is now at 93% of its goal.
- Technician's non-fee income is now at 79% of its goal. Current services are now at 64%. As with Nubian, Technician printing will be over budget for the year due to larger-than-expected increases.
- About \$24,000 in kiosk revenue was deposited, which has been split between General Administration, Technician and Nubian, and will be reflected in the next monthly budget.
- WKNC's non-fee income is at 54%, but does not include any Double Barrel Benefit or Learfield Sports revenue.
- The Student Media Enhancement Fund is at \$6,700 after it received a \$1,000 "bonus" contribution from DASA after a friend of the program won a social media contest during the 2022 Day of Giving.
- The Technician Century Fund is at \$47,400, which does not reflect a transfer of about \$3,000 to cover Technician's additional fall CMA conference attendees.

2023-2024 EDITOR-IN-CHIEF AND GENERAL MANAGER CANDIDATES

Patrick reported that the deadline for all but one organization had passed for Editor-In-Chief and General Manager candidates, and that every organization had at least one candidate vying for those positions. They are:

- Agromeck – Jermaine Hudson
- Nubian Message – Milan Hall
- Roundabout – Bran Poster
- Technician – Ethan Bakogiannis and Jameson Wolf (applying as co-EICs)
- Windhover – Ryley Fallon
- WKNC – Erie Mitchell

Patrick then briefly reviewed the process wherein the applicants would be interviewed by their organization's respective advisory boards over the next month, and that the full board would hear the advisory boards' recommendations at its March meeting. Patrick asked the senior leaders to remind their staffs that they were welcome to attend and ask questions of the candidates.

Patrick said he extended the deadline one week for the Student Business Office GM candidates, as one person who was planning to apply had a death in the family and had to return home the

week applications were due. Patrick said he extended the deadline for all applicants to keep the process fair, and that those applications were due on Thursday, Feb. 9.

COMMUNITY ISSUES UPDATE

Jamie updated the board with regard to Student Media's progress in reporting on the community issues the groups identified at their day-long all-organizations training session on Oct. 1, 2022. A list of those issues, along with a breakdown of the amount of coverage each had received thus far this year, was included in the meeting package and is included as part of these minutes by reference. These are part of Student Media's stated DASA assessment goals.

MENTAL HEALTH REPORTING TRAINING FEB. 10

Ben reminded everyone of the mental health reporting training set for Friday, Feb. 10 at the Butler Communications Building beginning at 2 p.m. Ben said Rose Hoban and Taylor Knopf from NC Health News would lead the training, and would also return to campus for a workshop to work one-on-one with writers after a month. Ben noted that representatives from University Communications and the Counseling Center were also invited so they could see firsthand the kind of training our students receive around mental health and student suicide reporting. Ben said about 20 people had signed up for the training, but added that there was still time for additional people to sign up.

PHILLIPS AWARD NOMINATIONS CLOSE MARCH 7

Patrick reminded everyone that one month remained before nominations would close for the 2022-2023 Dean Phillips Award for General Excellence. He said any student could nominate any other student (including themselves) except for the top leaders at each organization, since they will be voting on the eventual winner.

WKNC STUDENT INVOLVEMENT

Maddie Jennette and Jamie proposed that non-student DJs no longer be eligible to host shows on WKNC. This move would affect the hosts of three long-running specialty shows, Geet Bazaar, Both Kinds Radio and Friday Night Chainsaw Rock. Maddie said she and Jamie brought the matter to the board to ask for their support of the decision. The request prompted an extended discussion about both the proposal and what role, if any, the board should play in the decision.

Notable points discussed included the following:

- In response from an inquiry from Dean, Maddie said the DJ schedule was quite crowded and that the hosts' airtime should be reclaimed for student DJs.
- Robbie Williams asked if discontinuing the shows would have a negative effect on revenue. Jamie said that the amount of revenue those specific shows generated was negligible, and that even when the shows were generating revenue, the underwriters of those shows had been difficult to work with.
- Christa Gala noted that the shows in question had established audiences and were part of "station lore," and she asked how the station planned to answer those who might be unhappy with the discontinuation of the shows. Maddie clarified that the shows themselves would not necessarily be discontinued, saying that if current student DJs

wanted to continue the shows, they could. As for audience dissatisfaction, she recalled another very popular show that had been discontinued under her tenure as GM after the host graduated, saying that people should understand that the DJs are students, and that when they graduate, their time as DJs are over. In that light, she said, it was unfair to kick off one nonstudent DJ while letting another stay just because of longevity.

- Tyler said he was hesitant as a board member to weigh in on a decision that rightly belonged to the General Manager alone. Jamie said they sought the board's backing to give the decision permanence so that it could not be instantly reversed by a future GM. Other board and staff members noted that no other Student Media organization allowed nonstudent staff members; WKNC was the lone exception.
- Ben (who served as the fill-in DJ for Both Kinds Radio show prior to joining the full-time staff) noted that there were other local outlets – most notably Little Raleigh Radio – available to any of the nonstudent DJs if they wished to continue broadcasting.
- Tyler maintained that the role of the board was to stand behind and support the student leaders' decisions, and not to reach down into operational details like the personnel matter under discussion. Patrick said that when Jamie and Maddie came to him with the proposal, he had suggested they bring it before the board not to seek their permission, but because the DJs in question had been on the air a very long time, they would likely be upset by the decision, and that the board may hear from those DJs or some of their listeners in the future, so he wanted the board to be aware of and prepared for that possibility. In that light, Patrick said official board action might not be appropriate.
- When asked about the station's specific proposal/request, Jamie said the station wanted to give the current nonstudent DJs until the final day of spring semester, May 8, to continue their shows. Thereafter, she said, nonstudent DJs would be strictly prohibited at WKNC. This, she noted, would also affect newly-graduated DJs, who had formerly been allowed to continue their shows into the summer semester immediately following their graduation if the summer student DJ schedule allowed.

In the end, the board took no action on the question, saying the ultimate decision should reside with the General Manager.

REPORT ADDENDA

Written organization reports for both January and February were included with the meeting package and are made part of these minutes by reference. Addenda to those reports are as follows:

- Tim Werner noted that sales were going well for Roundabout's spring issue, with some \$9,000 sold before discounts. He said the sales team was on track to meet or surpass last year's revenue total for the piece.
- Jaz said the faulty computer noted in the Nubian's board report had been replaced, so that was no longer an issue. Otherwise, she said she planned to move forward with filling a dedicated photo editor for the Nubian.
- Bran again thanked the sales staff for their efforts on behalf of Roundabout. He also thanked Ben for putting together the Feb. 10 mental health training and inviting all of the organizations to it. Finally, he noted that Roundabout planned to move up the time it submitted its files to the printer for both the spring and Orientation issues. He said those changes should not affect the time the issues were on the stands.
- Maddie said Double Barrel Benefit 19, which was held the previous weekend, was

very successful, with great performances by the artists and a packed house both nights.

- Tyler asked Shilpa Giri about the canceled United Poultry Concerns ad she mentioned in her board report. Shilpa said the organization had sought to run an ad concerning experiments the Vet School had done on chickens. She said the ad was formatted to resemble an article, and that the ad made several claims she and her staff had no time to verify before publication, as they hadn't known about the ad until production night for the Dec. 1 issue. Zanna added that the ad amounted to sponsored content, which Technician does not accept. Tim said the episode was a good reminder of the importance of communication between the sales team and our publications, and that procedures had been implemented to prevent last-minute cancellations moving forward. Patrick said that in the days after Shilpa spiked the ad, the Business Office received a handful of calls from people presumably aligned with UPC who wished to express their displeasure with the decision. He said the calls were still coming, noting that Martha had fielded such a call earlier that day, and that the group had also inundated the Chancellor's Office with calls and emails in the days after Technician spiked the ad. Patrick said he believed the group was under the misapprehension that the Chancellor or some representative of the poultry industry had forced Technician to spike the ad, but he confirmed that the decision had been Shilpa's alone.

ADJOURN

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

STUDENT MEDIA BUDGET V. ACTUAL

DATE: March 1, 2023
 PERCENT THROUGH FISCAL YEAR: 67%

| AGROMECK | | | | TECHNICIAN | | | | GENERAL ADMIN | | | |
|-----------------------|--------------|--------------|---------|-----------------------|---------------|---------------|---------|-------------------------|----------------|---------------|---------|
| | Budget | Actual | Percent | | Budget | Actual | Percent | | Budget | Actual | Percent |
| Temp payroll | \$ 33,200.00 | \$ 18,626.44 | 56% | Temp payroll | \$ 112,700.00 | \$ 71,460.63 | 63% | FTE salaries + benefits | \$ 407,391.00 | \$ 262,437.24 | 64% |
| Supplies | \$ 700.00 | \$ 296.02 | 42% | Supplies | \$ 500.00 | \$ 286.04 | 57% | Temp payroll | \$ 46,300.00 | \$ 22,350.06 | 48% |
| Travel | \$ 4,680.00 | \$ 2,521.85 | 54% | Travel | \$ 5,195.00 | \$ 4,433.98 | 85% | Supplies | \$ 11,260.00 | \$ 7,487.76 | 66% |
| 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 | \$ 12,167.88 | 216% | Current services | \$ 22,300.00 | \$ 18,343.28 | 82% | Admin service charges | \$ 51,450.00 | \$ 49,639.66 | 96% |
| Fixed charges | \$ 1,065.00 | \$ 550.00 | 52% | Fixed charges | \$ 10,910.00 | \$ 6,159.27 | 56% | Current services | \$ 29,280.00 | \$ 24,015.16 | 82% |
| TOTAL | \$ 49,490.00 | \$ 37,983.97 | 77% | TOTAL | \$ 162,315.00 | \$ 111,737.04 | 69% | Fixed charges | \$ 4,910.00 | \$ 2,375.21 | 48% |
| Non-fee income | \$ 11,000.00 | \$ 470.00 | 4% | Non-fee income | \$ 47,000.00 | \$ 49,144.42 | 105% | Contracted services | \$ 1,000.00 | \$ 1,000.00 | 100% |
| Fee income | \$ 38,490.00 | \$ 35,570.19 | 4.66% | Fee income | \$ 115,315.00 | \$ 106,567.34 | 13.96% | Capital outlay | \$ 23,500.00 | \$ 18,341.67 | 78% |
| TOTAL | \$ 49,490.00 | \$ 36,040.19 | 73% | TOTAL | \$ 162,315.00 | \$ 155,711.76 | 96% | TOTAL | \$ 587,721.00 | \$ 399,992.31 | 68% |
| Profit/Loss | \$ - | | | Profit/Loss | \$ - | | | Non-fee income | \$ 14,000.00 | \$ 8,005.87 | 57% |
| | | | | | | | | Fee income | \$ 555,655.00 | \$ 513,503.65 | 67.26% |
| | | | | | | | | TOTAL | \$ 569,655.00 | \$ 521,509.52 | 92% |
| | | | | | | | | Profit/Loss | \$ (18,066.00) | | |
| NUBIAN MESSAGE | | | | WINDHOVER | | | | OVERALL | | | |
| | Budget | Actual | Percent | | Budget | Actual | Percent | | Budget | Actual | Percent |
| Temp payroll | \$ 13,700.00 | \$ 11,392.98 | 83% | Temp payroll | \$ 9,500.00 | \$ 4,097.71 | 43% | FTE salaries + benefits | \$ 407,391.00 | \$ 262,437.24 | 64% |
| Supplies | \$ 200.00 | \$ 30.49 | 15% | Supplies | \$ 750.00 | \$ 222.75 | 30% | Temp payroll | \$ 292,400.00 | \$ 159,359.19 | 55% |
| Travel | \$ 3,430.00 | \$ 2,612.82 | 76% | Travel | \$ 2,165.00 | \$ 2,366.78 | 109% | Supplies | \$ 16,110.00 | \$ 10,121.52 | 63% |
| Admin service charges | \$ 1,650.00 | \$ 1,556.28 | 94% | Admin service charges | \$ 1,970.00 | \$ 2,318.53 | 118% | Travel | \$ 34,555.00 | \$ 30,677.65 | 89% |
| Current services | \$ 7,900.00 | \$ 8,203.74 | 104% | Current services | \$ 13,550.00 | \$ 30.00 | 0% | Admin service charges | \$ 79,700.00 | \$ 78,604.23 | 99% |
| Fixed charges | \$ 375.00 | \$ 111.00 | 30% | Fixed charges | \$ 1,380.00 | \$ 109.00 | 8% | Current services | \$ 106,165.00 | \$ 73,728.95 | 69% |
| TOTAL | \$ 27,255.00 | \$ 23,907.31 | 88% | TOTAL | \$ 29,315.00 | \$ 9,144.77 | 31% | Fixed charges | \$ 30,410.00 | \$ 16,532.33 | 54% |
| Non-fee income | \$ 12,500.00 | \$ 12,025.98 | 96% | Non-fee income | \$ - | \$ - | | Contracted services | \$ 1,000.00 | \$ 1,000.00 | 100% |
| Fee income | \$ 14,755.00 | \$ 13,635.70 | 1.79% | Fee income | \$ 29,315.00 | \$ 27,091.20 | 3.55% | Capital outlay | \$ 23,500.00 | \$ 18,341.67 | 78% |
| TOTAL | \$ 27,255.00 | \$ 25,661.68 | 94% | TOTAL | \$ 29,315.00 | \$ 27,091.20 | 92% | TOTAL EXPENSES | \$ 991,231.00 | \$ 650,802.78 | 66% |
| Profit/Loss | \$ - | | | Profit/Loss | \$ - | | | Non-fee income | \$ 148,500.00 | \$ 119,298.77 | 80% |
| | | | | | | | | Fee income | \$ 826,125.00 | \$ 763,456.10 | 92% |
| | | | | | | | | Interest income | \$ - | \$ 1,537.55 | |
| | | | | | | | | Food purchases | \$ - | \$ - | |
| | | | | | | | | TOTAL INCOME | \$ 974,625.00 | \$ 884,292.42 | 91% |
| ROUNDAABOUT | | | | WKNC | | | | Net Profit/Loss | \$ (16,606.00) | | |
| | Budget | Actual | Percent | | Budget | Actual | Percent | SM Enhancement Fund | \$ 6,834.43 | 663502 | |
| Temp payroll | \$ 4,200.00 | \$ 5,606.77 | 133% | Temp payroll | \$ 72,800.00 | \$ 25,824.60 | 35% | Technician Century Fund | \$ 44,223.04 | 667736 | |
| Supplies | \$ 200.00 | \$ 325.55 | 163% | Supplies | \$ 2,500.00 | \$ 1,472.91 | 59% | | | | |
| 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 | \$ 5,436.82 | 28% | Current services | \$ 8,300.00 | \$ 5,532.07 | 67% | | | | |
| Fixed charges | \$ 225.00 | \$ - | 0% | Fixed charges | \$ 11,545.00 | \$ 7,227.85 | 63% | | | | |
| TOTAL | \$ 28,540.00 | \$ 18,353.14 | 64% | Contracted services | \$ - | \$ - | | | | | |
| Non-fee income | \$ 30,000.00 | \$ 28,454.90 | 95% | TOTAL | \$ 106,595.00 | \$ 49,684.24 | 47% | | | | |
| Fee income | \$ - | \$ - | 0.00% | Non-fee income | \$ 34,000.00 | \$ 21,197.60 | 62% | | | | |
| TOTAL | \$ 30,000.00 | \$ 28,454.90 | 95% | Fee income | \$ 72,595.00 | \$ 67,088.03 | 8.79% | | | | |
| Profit/Loss | \$ 1,460.00 | | | TOTAL | \$ 106,595.00 | \$ 88,285.63 | 83% | | | | |
| | | | | Profit/Loss | \$ - | | | | | | |

Agromeck

Submitted by Krishna Patel, Editor-In-Chief

Revenue

- As of March 1, we have sold 108 books.
- Grad Fair tabling will take place March 8 - 9.
- In January, we tabled for senior portraits. Seniors who take their senior portrait are sent a \$10 off discount code for the book.
- We tabled in Talley during the February Ring Week, to advertise the yearbook and the Extended Ring Protection Plan.
- I plan on shifting our focus to sales now following our upcoming deadline as it's the time of the year that students/family members are more inclined to purchase a yearbook.

Personnel & Recruitment

- Nothing to report.

Metrics

- Our website is up to date and we are using social media to increase our outreach for sales and engagement.

Training

- We hosted writing and design training Jan. 23.
- 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

- Grad fair tabling is March 8 - 9.
- Book Promotion Tabling is in the works with Talley.

Corrections

- Nothing to report.

Challenges

- Nothing to report.

Other Notes

- Our upcoming deadline is March 6, 48 pages.

Student Business and Marketing Office

Submitted by Tim Werner, General Manager

Revenue

| OUTLET | TARGET | SOLD YTD* ending 02/28/23 | PAID YTD** ending 02/28/23 |
|--|-----------|------------------------------|-------------------------------|
| Technician | \$ 65,000 | \$ 42,361 | \$ 41,150 |
| Nubian Message | \$ 6,000 | \$ 5,187 | \$ 4,031 |
| WKNC | \$ 15,000 | \$ 4,443 | \$ 3,557 |
| Roundabout Magazine | \$ 47,000 | \$ 20,296 | \$ 28,455 |
| Student Media (Kiosks, services, etc.) | \$ 27,000 | \$ 31,679 | \$ 23,995 |

* 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 are seeing an increase in motivation, morale, and bonding due to our sales game/competition in our office. We have already had four winners of the \$5 prize.
- Each Media Consultant completed a self-evaluation performance review. I met with each of them individually for about 20 minutes each as part of their mid-year review. I am taking the notes I collected and having them guide my training/strategy sessions in our weekly meetings.

Training

- We continue to do a mix of strategy and/or training at our mandatory weekly team meetings. Most recently, we have done a Roundabout Orientation prospecting session, team sales role play, cold call philosophy review and practice, and a features and benefits game.
- Based on what I learned from the mid-year review, one-on-one training/refreshers are being held when needed.

Technology

- We are beginning a clean up of our internal client list, its organization, and how they are distributed.
- We are enjoying the use of the new digital timesheets - seeing many benefits.

Coverage/Outreach/Marketing

- To incentivize WKNC sales (since that is the one outlet in particular that is behind on the fiscal goal), I have implemented a 2x bonus on our office sales game. All of the Media Consultants have reached out to their music venue/concert clients last week as they are a top prospect.
- We are also trying to increase sales of our bundles to ensure we are selling equally for all of our outlets and not just pushing one particular product.
- For almost the entire school year, we have been entirely booked for our Technician Newsletter and Technician/Nubian Message leaderboards. Rail Ads are popular as well.
- Specifically for the Roundabout Orientation Magazine (Welcome to Campus), I am having the Media Consultants strategize marketing needs for their top prospect clients. Then they are

reaching out to their clients with a specific reason for why they should advertise. I expect this strategy to be more effective than simply asking if they are interested.

Deadlines

- Roundabout Orientation has a discount deadline by 03/10/22, commitment deadline of 04/10/23 with artwork due by 04/27/23. We are currently at half of our budget goal.

The Nubian Message

Submitted by Jaz Bryant, Editor-in-Chief

Personnel & Recruitment

- We have added two additional correspondents.

Metrics

- 2570 website views this past month

Training

- New hires are mostly complete with training. They want the opportunity to do the copy editing

Outreach

- We had a movie night on 2/28

Roundabout March Board Report

Submitted by Bran Poster, Editor-in-Chief

Revenue

- Shared our orientation issue ladder with Tim and the gang for even more orientation issue \$\$-making potential

Personnel & Recruitment

- All of our existing editorial staff have confirmed that they will reapply next year!

Metrics

- Is it feasible to see how many Against All Odds issues were left in kiosks by March 3rd (when State of the Art issues were put in kiosks)?

Training

- Now that the State of the Art issue is complete, we're going to organize the first ever Roundabouting 101 training

Outreach

- Savannah from Technician Features is working on a piece about the State of the Art issue's design process (Thank you Technican!)

Challenges

- Poor Josh had norovirus, he's healthy now though.

Other Notes

- GET YOUR COPY OF THE STATE OF THE ART ISSUE IF YOU HAVEN'T ALREADY!!!! VERY EXCITING
- Big thank you to Ray for coming to two of our editor meetings

Windhover

Submitted by Ryley Fallon, Editor-In-Chief

Personnel & Recruitment

- Windhover has started staff recruitment for next year. Our top priority is securing a design editor.

Metrics

- The website is performing as usual. We are hoping to do an overhaul on the design soon. Instagram has been gaining traction with more posting.

Training

- I attended the Mental Health Workshop and shared that information with my staff.
- I attended the NCCMA conference in February and gained some insight on helping my staff deal with stress and burnout.

Outreach

- No Updates

Corrections

- N/A

Challenges

- No Updates

Other Notes

- Windhover is hoping to have the book sent off for printing by mid-March.

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: \$21,197.60
- Sponsor Sales \$3,432.00
- Women's Basketball \$2,340.00
- Men's Baseball \$2,560.00
- Event Promotions \$4,225.00
- Merchandise Sales \$2,370.60
- DJ Services \$4,070.00
- Studio Rental \$0.00
- HD-3 Lease \$2,200.00
- Event Tickets \$0.00 (note: \$4,776.00 to be deposited)

Personnel & Recruitment

We have some openings in our Podcast and Public Affairs Content Creator positions but we are in the process of interviewing for these positions. At this point, the spring training class has ended and students are in the process of signing up for their new shows.

Outreach

Double Barrel was excellent. At this point we are beginning to plan for Shack-A-Thon, which we will be participating in in April.

Technician

Submitted by Shilpa Giri, Technician Editor-in-Chief

Personnel & Recruitment

- No changes have been made to the staff since the last board meeting

Metrics

- For our Instagram, accounts engaged went up 260% and accounts reached went up 90%. The Daily Tar Hell post did really well, and might have something to do with our good numbers for the month.
- Newsletter open rates have been steady at roughly 50%

Training

- Ben organized a mental health training on Feb. 10, which went really well. The staff learned a lot and we have already started to incorporate a lot of the points mentioned by the guest speakers. The training also gave us a lot of story ideas, which we have started working on and should be coming out soon in the next few weeks.
- Ben has also been working on an Opinion training which should be held sometime in the next few weeks!

Outreach

- I reached out to the College of Design to hopefully recruit more layout designers as we currently have roughly 2-3 layout designers who regularly come in for print production, one of whom is our design editor.

Corrections

- Nothing to report.

Challenges

- Nothing to report.

Other

- Technician had 7 students represent the outlet at the NCCMA in Charlotte on Feb. 25 and Technician also did really well at the NCCMA awards!