

# STUDENT MEDIA BOARD OF DIRECTORS AGENDA

*Tuesday, April 11, 2023 • 7 p.m.  
Witherspoon 365 (African American Cultural Center Conference Room)*

## **CALL TO ORDER**

## **APPOINTMENT OF RECORDING SECRETARY**

## **BUSINESS AND DISCUSSION ITEMS**

1. Approval of minutes from March 7, 2023 meeting
2. April 2023 budget update (Jamie)
3. Presentation of 2022-2023 Dean Phillips Award for General Excellence (Patrick)
4. Board membership for 2023-2024 (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**  
**March 2023 meeting minutes**

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

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

Absent: Jake Seaton, Jaz Bryant

Others present: Garrett Gough, Carter Fields, Hannah Van Buren, Jermaine Hudson, Erie Mitchell, Jamie Lynn Gilbert, Ben McNeely, Martha Collins, Zanna Swann, Ethan Bakogiannis, Jameson Wolf, Ugonna Ezuma-Igwe, Milan Hall, Ray Black III

**CALL TO ORDER & APPOINTMENT OF RECORDING SECRETARY**

Board vice-chair Julianna Lopez established that a quorum (which included board chair Nate Shorter on the phone) was present and called the meeting to order at 7:15 p.m. Maddie Jennette was tapped as recording secretary for the meeting.

**APPROVAL OF FEBRUARY 2023 MEETING MINUTES**

Dean Phillips moved that the minutes from the board's Feb. 7, 2023 meeting be approved, with Robbie Williams providing a second; the board voted unanimously to approve them. Those minutes were included in the meeting package and are made part of these minutes by reference.

**ADVISORY BOARD RECOMMENDATIONS FOR 2023-2024 EICs AND GMs**

- On behalf of the Student Business Office Advisory Board, Robbie Williams recommended Garrett Gough be hired as General Manager of the Student Business Office for 2023-2024. Garrett was appointed by unanimous acclamation.
- On behalf of the Annual Publications and Roundabout Advisory Board, Krishna Patel recommended Jermaine Hudson be hired as Editor-In-Chief of Agromeck for 2023-2024. Jermaine was appointed by unanimous acclamation.
- On behalf of the Annual Publications and Roundabout Advisory Board, Krishna recommended Ryley Fallon be hired as Editor-In-Chief of Windhover for 2023-2024. Ryley was appointed by unanimous acclamation.
- On behalf of the Annual Publications and Roundabout Advisory Board, Krishna recommended Bran Poster be hired as Editor-In-Chief of Roundabout for 2023-2024. Bran was appointed by unanimous acclamation.
- On behalf of the Newspapers Advisory Board, Ugonna Ezuma-Igwe recommended Milan Hall be hired as Editor-In-Chief of Nubian Message for 2023-2024. Milan was appointed by unanimous acclamation.

- On behalf of the Newspapers Advisory Board, Shilpa Giri recommended Jameson Wolf and Ethan Bakogiannis be hired as co-Editors-In-Chief of Technician for 2023-2024. Jameson and Ethan were appointed by unanimous acclamation.
- On behalf of the Broadcast Advisory Board, Julianna recommended Erie Mitchell be hired as General Manager of WKNC for 2023-2024. Erie was appointed by unanimous acclamation.

### **MARCH 2023 BUDGET UPDATE**

Jamie Lynn Gilbert reviewed the March 2023 budget update, which was included with the meeting package and is made part of these minutes by reference. She noted the following:

- Nubian Message's non-fee income, including almost \$8,000 from kiosk ad sales, is now at 96%. The printing budget is officially over budget at 104% of current services spent. Payroll is at 83% and we are 67% through the fiscal year.
- Roundabout's non-fee income is now at 95%
- Technician's non-fee income, including just under \$8,000 from kiosk ad sales, is now at 105%. Payroll is at 63%, so that is looking good. \$3,200 in travel expenses were charged to the Technician Century Fund, bringing travel back to 85%. The remainder is allocated to summer conference travel.
- WKNC's non-fee income is at 62%, which does not yet include nearly \$4,800 from Double Barrel Benefit 19 tickets.
- General Administration's non-fee income is back to 57% after about \$16,000 in kiosk revenue was transferred to Nubian and Technician.
- The Student Media Enhancement fund is now at \$6,800, and the Technician Century Fund is down to \$44,200 after it paid for ACP/CMA travel.

### **PHILLIPS AWARD FOR GENERAL EXCELLENCE VOTING**

Jamie Lynn Gilbert said nominations for the 2022-2023 Dean Phillips Award for General Excellence officially closed at 7 p.m., with 13 nominations of 11 individuals. She said the nominators' names had been omitted and that nomination packages for each nominee were included on the ballot for board members' review. She asked the board to cast their votes over the next two weeks; if there is a tie, Jamie said that would give the board time to cast tiebreaker votes if necessary prior to the April meeting, when this year's winner will be announced.

### **REPORT ADDENDA**

Written reports from the senior leaders of each organization were included with the meeting package and are made part of these minutes by reference. Addenda to those reports were as follows:

- Krishna said the computers in the Agromeck office were down last night, which caused them to miss their deadline, but she said the problem had been rectified and that the staff was currently at work to make up for that lost time.
- Bran distributed copies of the spring issue of Roundabout, saying he was very pleased with it.
- Maddie said the microphones in the main studio were chronically going out and that they were working to identify the exact issue. If the issues turns out to be the computer

“brain” of the studio, it would cost an estimated \$6,500, which would need to be put out for bids no later than March 31. Maddie also said that WKNC would have a shack in this year’s Shack-A-Thon event benefiting the local chapter of Habitat for Humanity. She said the station planned to have live music performances among other activities at the shack, and she encouraged everyone to come visit them during the week of Shack-A-Thon.

## **ADJOURN**

There being no need for an executive session, Robbie moved to adjourn with Tyler Dukes seconding. The meeting adjourned at 7:30 p.m.

# STUDENT MEDIA BUDGET V. ACTUAL

DATE: April 1, 2023  
 PERCENT THROUGH FISCAL YEAR: 75%

AGROMECK				TECHNICIAN				GENERAL ADMIN			
	Budget	Actual	Percent		Budget	Actual	Percent		Budget	Actual	Percent
Temp payroll	\$ 33,200.00	\$ 23,855.66	72%	Temp payroll	\$ 112,700.00	\$ 95,087.47	84%	FTE salaries + benefits	\$ 407,391.00	\$ 300,048.57	74%
Supplies	\$ 700.00	\$ 296.02	42%	Supplies	\$ 500.00	\$ 398.94	80%	Temp payroll	\$ 46,300.00	\$ 29,228.47	63%
Travel	\$ 4,680.00	\$ 2,581.85	55%	Travel	\$ 5,195.00	\$ 4,673.98	90%	Supplies	\$ 11,260.00	\$ 7,537.32	67%
Admin service charges	\$ 4,210.00	\$ 3,821.78	91%	Admin service charges	\$ 10,710.00	\$ 11,053.84	103%	Travel	\$ 12,630.00	\$ 13,815.46	109%
Current services	\$ 5,635.00	\$ 12,271.68	218%	Current services	\$ 22,300.00	\$ 23,936.33	107%	Admin service charges	\$ 51,450.00	\$ 49,639.66	96%
Fixed charges	\$ 1,065.00	\$ 576.79	54%	Fixed charges	\$ 10,910.00	\$ 7,033.62	64%	Current services	\$ 29,280.00	\$ 24,563.64	84%
TOTAL	\$ 49,490.00	\$ 43,403.78	88%	TOTAL	\$ 162,315.00	\$ 142,184.18	88%	Fixed charges	\$ 4,910.00	\$ 2,375.21	48%
Non-fee income	\$ 11,000.00	\$ 550.00	5%	Non-fee income	\$ 47,000.00	\$ 52,344.69	111%	Contracted services	\$ 1,000.00	\$ 1,000.00	100%
Fee income	\$ 38,490.00	\$ 36,600.20	4.66%	Fee income	\$ 115,315.00	\$ 109,653.21	13.96%	Capital outlay	\$ 23,500.00	\$ 19,828.09	84%
TOTAL	\$ 49,490.00	\$ 37,150.20	75%	TOTAL	\$ 162,315.00	\$ 161,997.90	100%	TOTAL	\$ 587,721.00	\$ 448,036.42	76%
Profit/Loss	\$ -			Profit/Loss	\$ -			Non-fee income	\$ 14,000.00	\$ 8,835.25	63%
								Fee income	\$ 555,655.00	\$ 528,373.19	67.26%
								TOTAL	\$ 569,655.00	\$ 537,208.44	94%
								Profit/Loss	\$ (18,066.00)		
NUBIAN MESSAGE				WINDHOVER				OVERALL			
	Budget	Actual	Percent		Budget	Actual	Percent		Budget	Actual	Percent
Temp payroll	\$ 13,700.00	\$ 17,198.79	126%	Temp payroll	\$ 9,500.00	\$ 5,535.90	58%	FTE salaries + benefits	\$ 407,391.00	\$ 300,048.57	74%
Supplies	\$ 200.00	\$ 30.49	15%	Supplies	\$ 750.00	\$ 222.75	30%	Temp payroll	\$ 292,400.00	\$ 209,207.33	72%
Travel	\$ 3,430.00	\$ 2,912.82	85%	Travel	\$ 2,165.00	\$ 2,396.78	111%	Supplies	\$ 16,110.00	\$ 18,144.56	113%
Admin service charges	\$ 1,650.00	\$ 1,556.28	94%	Admin service charges	\$ 1,970.00	\$ 2,318.53	118%	Travel	\$ 34,555.00	\$ 32,807.56	95%
Current services	\$ 7,900.00	\$ 10,016.06	127%	Current services	\$ 13,550.00	\$ -	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	\$ 88,086.99	83%
TOTAL	\$ 27,255.00	\$ 31,825.44	117%	TOTAL	\$ 29,315.00	\$ 10,582.96	36%	Fixed charges	\$ 30,410.00	\$ 18,426.98	61%
Non-fee income	\$ 12,500.00	\$ 13,129.98	105%	Non-fee income	\$ -	\$ -		Contracted services	\$ 1,000.00	\$ 1,000.00	100%
Fee income	\$ 14,755.00	\$ 14,030.55	1.79%	Fee income	\$ 29,315.00	\$ 27,875.68	3.55%	Capital outlay	\$ 23,500.00	\$ 19,828.09	84%
TOTAL	\$ 27,255.00	\$ 27,160.53	100%	TOTAL	\$ 29,315.00	\$ 27,875.68	95%	TOTAL EXPENSES	\$ 991,231.00	\$ 766,154.31	77%
Profit/Loss	\$ -			Profit/Loss	\$ -			Non-fee income	\$ 148,500.00	\$ 135,088.42	91%
								Fee income	\$ 826,125.00	\$ 785,563.52	95%
								Interest income	\$ -	\$ 1,897.09	
								Food purchases	\$ -	\$ -	
								TOTAL INCOME	\$ 974,625.00	\$ 922,549.03	95%
ROUNDAABOUT				WKNC				Net Profit/Loss	\$ (16,606.00)		
	Budget	Actual	Percent		Budget	Actual	Percent	SM Enhancement Fund	\$ 8,533.08	663502	
Temp payroll	\$ 4,200.00	\$ 7,419.08	177%	Temp payroll	\$ 72,800.00	\$ 30,881.96	42%	Technician Century Fund	\$ 47,257.79	667736	
Supplies	\$ 200.00	\$ 325.55	163%	Supplies	\$ 2,500.00	\$ 9,333.49	373%				
Travel	\$ 2,165.00	\$ 3,083.31	142%	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	\$ 11,400.66	59%	Current services	\$ 8,300.00	\$ 5,898.62	71%				
Fixed charges	\$ 225.00	\$ -	0%	Fixed charges	\$ 11,545.00	\$ 8,221.36	71%				
TOTAL	\$ 28,540.00	\$ 26,159.29	92%	Contracted services	\$ -	\$ -					
Non-fee income	\$ 30,000.00	\$ 31,394.90	105%	TOTAL	\$ 106,595.00	\$ 63,962.24	60%				
Fee income	\$ -	\$ -	0.00%	Non-fee income	\$ 34,000.00	\$ 28,833.60	85%				
TOTAL	\$ 30,000.00	\$ 31,394.90	105%	Fee income	\$ 72,595.00	\$ 69,030.70	8.79%				
Profit/Loss	\$ 1,460.00			TOTAL	\$ 106,595.00	\$ 97,864.30	92%				
				Profit/Loss	\$ -						

# Agromeck

*Submitted by Krishna Patel, Editor-In-Chief*

## Revenue

- As of April 5, we have sold 118 books.
- We are tabling for yearbook sales April 5-6 and April 10-11

## Personnel & Recruitment

- Jermaine Hudson has officially been hired to be the 2023-2024 editor-in-chief.
- He sent out a call to staff to apply to be on leadership staff for the 2023-2024 school year, all interviews have been completed.
- We should be receiving ads from Rick by April 17.

## Metrics

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

## Training

- 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

- Yearbook Sales Tabling is April 5-6 and April 10-11

## Corrections

- Nothing to report.

## Challenges

- Nothing to report.

## Other Notes

- Cover and Endsheets have been submitted.
- We are currently working on submitting proofs from our fourth deadline.
- We submitted our fifth deadline, 64 pages, April 3

# Student Business and Marketing Office

Submitted by Tim Werner, General Manager

## Revenue

OUTLET	TARGET	SOLD YTD* ending 03/31/23	PAID YTD** ending 03/31/23
Technician	\$ 65,000	\$ 43,899	\$ 52,345
Nubian Message	\$ 6,000	\$ 5,197	\$ 4,031
WKNC	\$ 15,000	\$ 6,456	\$ 4,556
Roundabout Magazine	\$ 47,000	\$ 34,031	\$ 31,394
Student Media (Kiosks, services, etc.)	\$ 27,000	\$ 33,695	\$ 24,784

\* 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 five winners of the \$5 prize, and we are expecting a sixth soon.
- Our weekly "Sales Grammy" remains a hit and promotes healthy, fun competition among Media Consultants.
- We will likely not have any Media Consultants available to work this Summer, but two will return to work in the Fall semester.

## Training

- Based on what I learned from the mid-year review, one-on-one training/refreshers are being held when needed. These have also occurred as group sessions in our weekly team meetings. The second half of each meeting, I leave time for either a training session or strategy session.
- I am meeting with Garrett (next GM) once or twice a week to train him on various aspects of the role for next year. For example, I am having him prepare and lead our team meeting next week.

## Technology

- Having Buffer access for each of the social media channels has been a great source of efficiency. We are able to pull the social media analytics directly from there as well ensuring that clients receive them in a timely manner. This is currently owned by myself with assistance from Zanna.

## Coverage/Outreach/Marketing

- For the rest of the school year, we have been entirely booked for our Technician Newsletter, and we have extremely limited availability of Technician/Nubian Message/WKNC leaderboards and rail ads. Print ads have the highest availability rate.

- We are beginning to wrap up our Roundabout Welcome to Campus/Orientation sales with about \$30,000 sold after discounts and about \$39,000 before discounts. About 24 pages of ads sold.
- In addition, we are selling for two more Technician Newsletters, two more Technician print, and one more Nubian Message print - among the limited online options.
- We've had success prospecting clients as a group (based on the Roundabout Magazine content ladder) in our weekly team meetings. Pairing this with a required minimum number of calls is working well. I am hoping for at least one more sale per Media Consultant.

#### **Deadlines**

- Roundabout Orientation has a commitment deadline of 04/10/23 with artwork due by 04/27/23.
- Garrett will begin his tenure as General Manager on 04/20/23.

## **Nubian Message**

*Submitted by Milan Hall, Editor-in-Chief*

#### **Personnel & Recruitment**

- We are currently working to hire a photoeditor
- We are going to open applications for Social Media Chair for the 23-24 school year
- We are going to open applications for Communications Lead for the 23-24 school year

#### **Metrics**

- N/A

#### **Training**

- People still need to receive required trainings

#### **Outreach**

- We are planning for our pan-Af issue and Pan-Af social media coverage
- Planning to purchase merchandise (stickers) for 23-24 school year

#### **Corrections**

- N/A

#### **Challenges**

- Photoshop not working properly on some of our computers
- New computer does not have any of the Adobe apps



# Roundabout

*Submitted by Bran Poster, Editor-in-Chief*

## Revenue

- UNBELIEVABLE WORK FROM ZANNA, TIM, AND THE GANG ON ORIENTATION ISSUE: MORE THAN 23 PAGES OF ADS SOLD ALREADY!!!!!!!!!!!!!!

## Personnel & Recruitment

- I will make sure all of our staff complete their rehiring forms by the 25th!

## Metrics

- \$\$\$\$ GOING UP

## Training

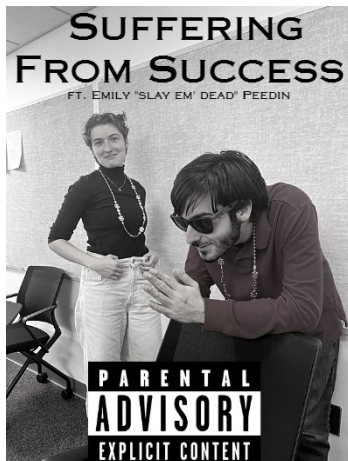
- While we wait for the last pieces of content/photos to come in, we have begun work on a formal Roundabout Style Guide

## Outreach

- Check out the excellent Technician features article "[Roundabout Spring Issue Draws Attention to the Arts at NC State](#)" by Savannah Woodman!

## Challenges

\$\$\$ SUFFERING FROM SUCCESS \$\$\$



## Other Notes

- Another thank you to Zanna for putting one of our house ads in the e-newsletter
- Thank you to Ben for keeping us abreast of potential story worthy events

# Technician

*Submitted by Shilpa Giri, Technician Editor-in-Chief*

## **Personnel & Recruitment**

- Vol. 104's editorial board has officially been hired! They are currently in the process of training and shadowing the current editors, and they will officially take over on April 18, the day Technician will make the last print edition of the school year.
- Ethan and Jameson (Vol. 104's EICs) have introduced one new position on the editorial board — Asst. Design Editor. They will mainly be taking the lead on layout design on print nights to help the Design editor have time to take on more leadership and creative roles.
- The role of social media manager/brand manager has not been filled yet. Once Ethan and Jameson have a more concrete idea of what the role will look like (expectations, workload, etc.) they will open up applications.

## **Metrics**

- Nothing new to report

## **Training**

- A Reporting in Diverse Communities training will be held on April 7.
- The design 101 training had to be rescheduled (hope you're feeling better now Ben!), but should be back on the calendar soon.
- We are in the process of making updated design correspondence quizzes so folks can get on payroll for the new academic year.

## **Outreach**

- Nothing to report

## **Corrections**

- Nothing to report.

## **Challenges**

- Nothing to report.

# Windhover

*Submitted by Ryley Fallon, Editor-In-Chief*

## **Personnel & Recruitment**

- The following positions are vacant at Windhover. Applications and job descriptions are available at [windhover.ncu.edu](http://windhover.ncu.edu), due Sunday, April 16th at 11:59p.
  - Managing Editor
  - Assistant Design Editor
  - Promotions Designer
  - Assistant Literary Editor
  - Assistant Visual Editor

## **Metrics**

- The website is performing as usual. Our assistant design editor is in the process of updating the website. Instagram has been gaining traction with more posting.

## **Training**

- N/A

## **Outreach**

- We will be having our release party at the Craft Center at 6p on Thursday, April 20th.

## **Corrections**

- No updates

## **Challenges**

- No updates

## **Other Notes**

- N/A

# WKNC 88.1 FM HD-1/HD-2

*Submitted by Maddie Jennette, General Manager*

## Revenue

- Non-fee income (money in the bank), as of April 1, 2023: \$28,833.60
- Sponsor Sales \$4,266.00 (53% of goal)
- Women's Basketball \$3,780.00 (79% of goal)
- Men's Baseball \$2,560.00 (27% of goal)
- Event Promotions \$4,750.00 (255% of event/merch/dj goal)
- Merchandise Sales \$2,431.60
- DJ Services \$4,070.00
- Studio Rental \$0.00
- HD-3 Lease \$2,200.00 (100% of goal)
- Event Tickets \$4,776.00 (96% of goal)

## Personnel & Recruitment

- The upcoming General Manager, Erie, has been handling interviews for the summer, so I'm not 100% sure on all of the details, but I am pretty sure everything is going well.

## Technology

- The microphones in HD-1 are still acting up but our engineering team thinks they discovered what the issue is and are working to fix it.

## Outreach

- Participating in Shack-A-Thon went very well. The full amount raised is still being calculated but I imagine WKNC should be in at least the top 5, which is awesome. Our DJs had a lot of fun building and manning the shack. I hope Shack-A-Thon becomes something that WKNC can participate in every year going forward.
- We are planning to partner with a class to present a show at the Corner on Centennial, and we are also partnering with LIVE@Lake Raleigh to present shows on the shore of Lake Raleigh.