

# NC STATE STUDENT MEDIA BOARD OF DIRECTORS AGENDA

*Tuesday, January 9, 2024 • 7 p.m. • 4280 Talley Student Union*

## **CALL TO ORDER AND INTRODUCTIONS**

## **APPOINTMENT OF RECORDING SECRETARY**

## **BUSINESS AND DISCUSSION ITEMS**

1. Approval of October 10, 2023 meeting minutes
2. January 2024 budget update (Jamie)
  - a. WKNC emergency HVAC repair
3. Overview of FY 2024-2025 budget process (Jamie)
4. Reminder: Call for 2024-2025 EIC & GM applications (Patrick)
5. Dean Phillips Award for General Excellence nominations open (Patrick)
6. Update on Visual Media Adviser position (Patrick)
7. Constitution working group recommendations (Patrick, Jamie, Dean, Tyler, Erie, Ray)
8. Proposal to create WKNC Enhancement Fund (Patrick and Jamie)
  - a. Authorization of \$4,138.10 transfer from Student Media Enhancement Fund to WKNC Enhancement Fund
9. Midyear membership update (Jamie)
10. Assessment Update: SMART Goals (Jamie)
11. Organization updates (*NOTE TO STUDENT LEADERS: This is for items and/or updates that were not included in the written board report. If you have no additions to your written board report, please respond "No update."*)
  - a. Agromeck – Jermaine Hudson
  - b. Business Office – Garrett Gough
  - c. Nubian Message – Milan Hall
  - d. Roundabout – Bran Poster
  - e. Technician – Jameson Wolf & Ethan Bakogiannis
  - f. Windhover – Ryley Fallon
  - g. WKNC – Erie Mitchell

## **EXECUTIVE SESSION**

## **ADJOURN**

**NC State Student Media Board of Directors  
October 2023 meeting minutes**

**Tuesday, October 10, 2023 • 7 p.m.**

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

Members present: Christa Gala (via Google Meet), Dean Phillips, Jake Seaton, Robbie Williams, Tyler Dukes, Julianna Lopez (via Google Meet), Caitlin Laye, Madeline Renneker, Bran Poster, Ethan Bakogiannis, Jameson Wolf (via Google Meet), Garrett Gough, Erie Mitchell, Jermaine Hudson, Jeanine Ikekhua (representing Nubian Message for Milan Hall), Patrick Neal

Absent: Ryley Fallon, Milan Hall

Staff and guests present: Jamie Lynn Gilbert, Ben McNeely, Zanna Swann, Ray Black, Imani Beard

**CALL TO ORDER & INTRODUCTIONS**

In the absence of a board chair, Patrick Neal called the meeting to order at 7:02 p.m., and the board members introduced themselves.

**ELECTION OF BOARD OFFICERS**

Dean Phillips nominated Julianna Lopez as board chair for 2023-2024, with Christa Gala providing a second. After no other nominations were offered, Tyler Dukes moved to close the nominations with Dean providing a second. The board unanimously voted to appoint Julianna as chair of the board, at which point Patrick turned the meeting over to her.

Julianna then invited nominations for the vice-chair's position and Bran Poster offered to serve in the role. Dean moved to appoint Bran as the vice-chair, with Christa seconding the motion. The board voted unanimously to appoint Bran vice-chair for 2023-2024.

**APPOINTMENT OF BOARD SECRETARY**

Jameson Wolf agreed to serve as recording secretary for the meeting.

**REVIEW OF NOTES FROM APRIL MEETING**

There were no official meeting minutes from the April 11, 2023 meeting of the board, as it lacked a quorum of voting members, but the notes from the meeting were included in the meeting package for members' review. Members had no questions about or revisions to those notes.

**APPROVAL OF MARCH MEETING MINUTES**

Since the board lacked a quorum of voting members in April and was thus unable to

approve the minutes of the March 7, 2023 meeting, Dean made a motion to approve those minutes, and Tyler seconded the motion, which passed unanimously.

## **2022-2023 FISCAL YEAR REVIEW**

Jamie Lynn Gilbert reported on Student Media's final fiscal status at the end of the 2022-2023 Fiscal Year. She noted the following:

- Agromeck payroll was at 102%, so just a little over budget. Current services were way over budget because after years of underbudgeting printing costs (corrected in the next budget cycle). Agromeck ended the fiscal year by spending 112% of its budget but making 132% of its income goal. Ultimately, Agromeck ended the year \$3,300 in the red.
- Nubian Message's payroll was vastly over budget at 162%. Current services were also 167% over budget due to an increase in printing costs (corrected in the next budget cycle). Nubian ended the fiscal year by spending 152% of its budget but making 122% of its income goal. Ultimately, Nubian ended the year \$11,700 in the red.
- Roundabout's payroll was vastly underbudgeted in previous years and when it was actually used properly this year we ended up over budget at 211% of payroll (corrected in the next budget cycle). Current services were under budget because the summer issue printing bill was moved to July instead of June. Roundabout ended the fiscal year by spending 100% of its budget and earning 128% of its income goal. Ultimately, Roundabout ended the year \$9,800 in the black.
- Technician's payroll was over budget, at 107%. Current services were also 139% over budget due to an increase in printing costs (corrected in the next budget cycle). Technician ended the fiscal year by spending 111% of its budget but making 155% of its income goal. Ultimately, Technician ended the year \$4,900 in the black.
- Windhover's payroll was under budget at 71%. Windhover ended the fiscal year by spending 99% of its budget and having 98% in student fees. Ultimately, Windhover ended the year \$400 in the red.
- WKNC's Payroll was under budget at 58%. Supplies were way over budget due to an emergency capital supply purchase. WKNC ended the fiscal year spending only 75% of its budget but making 129% of its income goal. Ultimately, WKNC ended the year \$35,000 in the black.
- General Administration's temporary payroll was at 86%. GA was the only group that did not meet its non-fee income goal, only earning 81% of its share of kiosk revenue. GA ended the year spending 99% of its budget and getting 97% of its income. Ultimately, GA ended the year \$27,900 in the red.
- The Student Media Enhancement Fund ended the year at \$8,600 and the Technician Century Fund had \$47,400.

Overall, Student Media budgeted to be \$16,600 in the red and ended the year \$9,600 in the black, a "positive swing" of \$26,200. Jamie noted that we collectively spent within \$5,000 of our overall budget, with a large overage of \$12,700 in current services and a large underage of \$18,400 in temp payroll from unspent WKNC funds. The Business Office and WKNC team brought in \$47,500 more than initially budgeted, which was timely because for the first time in a long time we did not receive 100% of our student fee allocation – some \$19,600 less than originally projected by the DASA Budget Director.

With regard to the shortfall in student fees, Tyler asked if all departments would have seen a similar shortfall. Patrick said all units receiving fees would have been affected equally, as all are provided the same fee projection numbers from the DASA Budget Director.

With regard to the overage in current services, Jamie and Patrick noted that while materials and service costs had increased more than originally anticipated, they said the problem was exacerbated by layouts that didn't make the most efficient use of the color available. They said they were working with the editors moving forward to ensure that both publications were printing as efficiently as possible.

[IMPORTANT NOTE] The 2022 year-end budget update was included in the meeting package in error; the correct 2023 year-end budget update is attached here and included as part of these minutes.

### **OCTOBER 2023 BUDGET UPDATE**

Jamie then reviewed the October 2023 budget update, which was included in the meeting package and made part of these minutes by reference. She noted the following:

- Agromeck's payroll is at 16% and we are 25% through the year.
- For Nubian Message, \$600 has been deposited, which is 30% of its non-fee, non-kiosk income goal. Nubian is at 17% payroll.
- Roundabout's non-fee income is now at 80% of its goal. Payroll is at 20%.
- For Technician, \$6,000 has been deposited, which is 15% of its non-fee, non-kiosk income goal. Payroll is at 20%.
- Windhover's payroll is at 10%.
- WKNC's non-fee income is at 22%. Payroll is at 16%.
- General Administration's temporary payroll is at 7%.
- The Student Media Enhancement Fund is at \$8,800 and the Technician Century Fund is at \$47,600.

### **STATE OF STUDENT MEDIA 2023-2024**

Patrick gave his annual State of Student Media remarks, which are attached here and included as part of these minutes. He then invited the board to ask him any questions they might have. These included the following:

- In response to a question from Erie Mitchell, Patrick clarified that "ex officio" members of the board could not vote, and Jamie clarified further that such positions were different from voting positions in that all of the ex officio members held those positions by virtue of their office rather than by virtue of election or appointment.
- A discussion of the regular vacancies in the elected/Student-Body-President-appointed at-large student members followed. Patrick noted that the failure of the SBP to identify and appoint at-large members was not isolated to this year. With regard to elections, Patrick said he could only remember one occasion where someone had run for one of those seats, and in that case the person elected was ultimately unable to serve because he was an active member of Student Media at the time of his election. He said Student Media had been most successful in filling the seats when Student Media

identified students themselves and asked the SBP to appoint them.

- With regard to changing the constitution, Patrick said he would reach out to the board and empanel a working group to look at potential changes to the constitution, saying that that group would report its recommendations back to the full board and seek its approval before submitting it for inclusion on the spring general student election ballot.
- In response to a question about the possibility of shifting the responsibility of appointing student board members from the SBP to the deans of simpatico colleges, Patrick said that had worked well for the most part historically, though he did note that PCOM's seat went unfilled for 2022-2023.
- In response to another query, Patrick clarified that the SBP was an ex officio member of the board just like the other student leaders, was on the SMBOD mailing list, received the same correspondence as other board members, and was invited to every meeting. Patrick said that while most SBPs had not attended regularly in the past, he said some had done so or sent a representative. The idea, Patrick said, was for the SBP to appoint at-large members so that they could attend on the SBP's behalf and keep them apprised of any matters of interest or concern at Student Media. Jamie noted that one of the original reasons for the SBP being named to the board was because the SBP is also part of the Board of Trustees, so, in theory, the SBP was responsible for keeping the BOT – which holds WKNC's broadcast license – abreast of any matters of interest or concern at the radio station in particular.

## **PROPOSED CHANGES TO MEMBERSHIP GUIDELINES AND ACADEMIC PROGRESS POLICY**

Jamie proposed changing Student Media's membership guidelines and academic progress policy to be consistent with the policies other campus organizations followed, as Student Media's guidelines and policies were considerably more restrictive – and thus more exclusionary – than those proscribed by the university for registered and recognized organizations. For example, the university's guidelines allow any student taking one credit hour or more to be a member of a registered or recognized organization, while Student Media requires all members to be full-time students unless they are seniors in their final semester of study. Regarding grades, University Regulation 11.55.6 says that the top leaders of university organizations must maintain overall cumulative GPAs of 2.5; unlike the university at large, Student Media also currently requires rank-and-file members to maintain GPAs of 2.0. (Patrick clarified that all student leaders would still have to abide by the grade, class load and student conduct requirements outlined in Regulation 11.55.6 as before; the changes being discussed would apply only to volunteers like DJs, correspondents, staff writers and other non-leadership members.) Jamie noted that while the augmented requirements for Student Media were originally put in place to help keep students out of academic trouble – the theory being that if they stepped away from Student Media they'd have more time to shore up their GPAs – in reality, for some students, Student Media is their main connection to the university outside of the classroom, and denying them membership may actually hinder retention of such students. Furthermore, Jamie said not all students could afford to attend the university full-time, so Student Media was effectively excluding all such students.

After some discussion, Julianna asked for a motion to discontinue Student Media's membership requirements as stated in the Academic Progress Policy, essentially rescinding it in favor of Regulation 11.55.6. Jake Seaton moved to make such a motion with Tyler seconding. The motion carried unanimously.

## **2023 FALL TRAINING DAY RECAP**

Leaders and attendees who participated in the 2023 Fall Training Day event Sept. 30 reported that the event went extraordinarily well. Patrick said more than 60 students signed up, and while not all of them showed up for the full day, attendance was extremely healthy for an all-day event held on a Saturday. Tyler and Christa, who both led sessions that day, said they were impressed with the turnout and engagement of the students who attended. Patrick thanked everyone who made the event possible and said he looked forward to making it an annual event.

## **TRAVEL NOTES**

Zanna said she and student media consultant Carter Fields would be attending the College Media Business and Advertising Managers (CMBAM) national conference Oct. 12-14 in Minneapolis.

Jamie said she, General Manager Erie Mitchell and five other members of the WKNC senior staff would be attending the College Broadcasters Inc.'s National Student Electronic Media Convention in Orlando Oct. 18-21.

Patrick said he, Ben and Ray would be attending the Associated Collegiate Press/College Media Association's national conference with 12 students – five from Technician; two each from Nubian, Agromeck and Windhover; and one from Roundabout– in Atlanta Oct. 29-Nov. 1.

## **ORGANIZATION UPDATES**

October organization reports were included with the meeting package and are included as part of these minutes by reference. Addenda to those reports included the following:

- Bran said all Roundabout staff members had completed their correspondence and were in the process of completing their hiring paperwork. He also said that the magazine would be seeking a new design editor for its spring issue.

## **ADJOURN**

There being no need for an executive session, Jake moved to adjourn with Dean seconding. The meeting adjourned at 8:21 p.m.

# State of Student Media 2023

*By Patrick Neal, Director of Student Media Advising*

*Tuesday, October 10, 2023*

Good evening everyone. I want to thank you all for being here tonight, and I want to thank all of our board members for their service to Student Media, especially those who have served on the board for many years. In an environment where our groups' senior leaders and many of their staff members turn over every year, consistent, steady leadership at the board level is extremely important, and I'm deeply thankful that we have that here.

Speaking of gratitude, this is a good time for us all to pause a moment and be thankful that we're at a university that values its student media. I know several of our student leaders here tonight have traveled to national conferences, and I know several others will be traveling to those same conferences later this month. Those who have traveled with us will tell you that if you spend any time at all talking with your fellow student editors and general managers, you'll quickly realize how good we have it here. In fact, let me go further and say that I know of no other student media program at any school of any size that is better resourced from top to bottom than ours. Not a single one. And that's true whether you're talking about student pay, equipment or the level of professional advising our groups receive. When I talk to student media directors at other schools, and I hear some of the fundamental resource challenges they face, I find myself having to be careful in what I say so that it doesn't come across as gloating.

But even the best-resourced programs have challenges. We have some ahead of us this year, and I'm about to touch upon some of them here, but as I do, please keep in mind that every challenge I mention is also an opportunity, and I'd encourage you to think about those opportunities as you listen tonight.

Our first challenge this year is achieving full staffing at the professional level. As most of you know, Martha Collins retired at the end of June, and Martha wore a lot of hats around here. In addition to advising Agromeck, Windhover and Roundabout, she also had several critical administrative responsibilities, from compiling and submitting student payroll to accounts payable to reconciling all of our P-Card purchases. As soon as Martha announced her retirement, we knew we were never going to find someone with her unique combination of knowledge, skills and talents. And in the meantime, student participation in our organizations has exploded since COVID. Last year we saw 411 unique students become a part of one or more of our groups, which absolutely destroyed our previous record of 355 students in 2018-2019, and we're on track to break that record again this year. As of this morning, we have already seen 344 unique

students so far this year, and we're only halfway through the fall semester. That many students more than justifies a full-time administrative staff member to make sure that all of those students are accounted for in our records, that everyone who is selected for a paid position is properly hired, and that when payday comes all of those students receive exactly what they're owed when they're owed it. As a bonus, this person will be able to take some administrative tasks off the individual advisers' plates so that they're doing less paperwork and more advising.

I'm happy to report that we're well on our way to filling that void. In your meeting package you'll find a copy of the position posting for our Student Employment & Finance Associate which just came down Friday. We received 17 applications, and the six members of our hiring committee – that's myself, Jamie, Zanna, Ben, Ray and Hilary Cork from the DASA Business Office – are now in the process of going through the applicants and identifying four to six people we'd like to invite for second-round interviews. Things are moving quickly now, so barring any unforeseen delay, we should have someone hired and in place before the end of the semester. I will, of course, keep you all apprised of how the process plays out.

So what about Agromeck, Windhover and Roundabout? Right now I'm serving as the interim adviser to those groups, but in the fullness of time the plan is to hire a full-time adviser for all of those groups as well as for our photographers, which would be our third-largest group if they were an organization themselves. In your meeting package you'll find a position proposal for what we're calling the Visual Media Adviser. It encompasses all of Martha's former advising responsibilities as well as Ray's current portfolio, and that person will also have some important responsibilities with regard to equipment checkout, maintenance and security. That aspect of the job will be critical as we replace our current 14-spot photo locker with a 42-spot unit that will hold all our laptop computers, tablets, microphones and other equipment in addition to just cameras and lenses.

Unlike our administrative position, the Visual Media Adviser position is not yet a done deal, but I am cautiously optimistic. We've shown how we can pay for it without a student activity fee increase. Dr. Zapata, my boss, fully supports us on it, and like me she is cautiously optimistic that University HR will eventually greenlight the position. My only concern is how much work the word "eventually" may or may not be doing in that sentence. Until very recently there was a moratorium on new positions, with the university saying no new positions would be considered until the legislature had passed a budget. Now that they've passed a budget we've been told to hang on until the state salary increases are actually processed and implemented, which could be as soon as the end of this month or as late as December. And even then we will be a part of a great



backlog of new positions requested by departments across the university, so it's unclear how long it will take University HR to get to ours for review. Suffice it to say that we're going to argue and advocate for the position for as long as it takes, but there's no good way to tell how long that will be. In a best-case scenario we could be looking at a similar timeline as Ben's hiring, with interviews happening in the late fall and our new Visual Media Adviser coming aboard the first day of the spring semester, though it's more likely that the process will start and end later than that. Whenever it does happen, we plan to empanel a student hiring committee like the one that hired Ben, with heavy representation from Agromeck, Windhover and Roundabout, with a couple of other spots set aside for reps from our other organizations. For an advising position like this one, it makes no sense to do it any other way.

So that's what's happening on the professional staffing front. Now I'd like to talk about some other challenges and opportunities ahead of us in the coming year.

As you all know, 2024 will be a presidential election year, and as any longtime board members will tell you, I live in perpetual fear of one or more of our groups becoming a political football either because of what we publish or broadcast, or just simply because of who we are. The hard part is that it can come from anywhere – from the left, from the right, from students, from administrators, from faculty members, from trustees, from legislators, or maybe from some person or place that we don't even know exists today – and it's hard to be prepared for something that unpredictable. Unless and until a specific challenge arises, the only general advice I can give our senior leaders is to resist an immediate emotional response to whatever the challenge may be, as knee-jerk reactions seldom turn out well when it comes to responding to political attacks. These things almost always go better when you've had a chance to cool off, get your head together, and confer with your staff and advisers before you respond.

Another perpetual fear of mine – and this one, unfortunately, has grown to eclipse all other worries – is fear for our students' physical safety. UNC-Chapel Hill has already dealt with an active-shooter situation this year, UNC-Charlotte lost two of its students to an active shooter in 2019, and those are just the incidents from the UNC System I can think of off the top of my head. And if you think about it, what offices on this campus are most likely to be the targets of angry, violent madness? There's the Office of Student Conduct. There are the student centers like the LGBTQ Pride Center. There's the African American Cultural Center, our next-door neighbors. And then there's us. There is a reason why most news organizations have armed guards, bulletproof glass and other security measures standing between the public and their journalists.

While those kinds of safeguards aren't really possible here in Witherspoon, that's not to say that we haven't taken some significant precautions recently. As longtime members of the board will remember, several years ago we installed card access units on all of our suite entrances and had locks installed so that every door can be locked from the inside. This semester we've made some additional safety-related changes, most notably adding every one of our students to every one of our card access-protected entrances so that they can get behind a locked door if they need to, regardless of where they are on the third floor or what group they're a part of. We've also opened up an additional emergency exit between the print suite and WKNC so students working there can quickly exit the building from either end of the space if necessary. And, finally, we've made training on what to do in an active-shooter situation more of a priority than in years past, as those of you who attended our Training Day September 30 can attest. "Run, Hide, Fight" is a miserable thing to have to memorize, but memorize it we must.

At the end of the day, though, all of these precautions are useless without some common sense and situational awareness. A door that's propped open isn't going to stop anything. And if you hear anything that you think might remotely be gunshots, remember: Run, Hide, Fight, in that order.

Finally – and this truly is more of an opportunity than a challenge – we need to amend our constitution this year. The last time we amended our constitution in 2020, it was unclear whether Roundabout was going to remain a viable as a stand-alone organization after COVID, so they weren't included as one of our enumerated groups in that constitution. Now, thanks to Bran and his staff's leadership, Roundabout is as strong as new rope and more than deserves a permanent spot on that list. And if we're going to have to amend the constitution for them, we may as well make any other changes we want to make while the proverbial books are open.

With that in mind, in your meeting package you will find a copy of our constitution with several sections highlighted. In addition to adding Roundabout to Section 3, I'm recommending that we revisit the way our three at-large student members are currently elected and/or appointed to the board. As was the case last year and almost every year before that, no one ran for any of our three seats in the most recent student body election. And also like last year, the Student Body President has failed to appoint anyone to these seats, so we will again be short three board members, and our ability to muster a quorum will again be made more difficult because of it. Perhaps it's time to change that for good. Perhaps it's time to allow more academic departments to appoint their students to the board as is now done for our CHASS and PCOM reps. We've had some great student board members from CHASS and PCOM over the years, and I

could see a number of other departments being excellent partners – I'm thinking Communication, Design, the Graduate School, or even DASA itself.

Beyond the question of how we fill those at-large seats, I've found myself wondering lately why amendments to our constitution must go on the ballot and be approved by the student body. Other than Student Government itself, I know of no other group on campus that is required to put its constitutional amendments up for a public referendum. I personally think a unanimous vote of this board should be sufficient to amend our constitution in the future as the need arises.

Finally, it may or may not be time to make our senior leaders full voting members of the board instead of ex-officio members, which is what they are now. And on this point, I'm of two minds. On the one hand it would give each of our groups a more tangible say in policy matters, but on the other hand it could be problematic when it comes to personnel decisions. Though it's not happened in my 12 years here at NC State, I know that some day some senior leader will face disciplinary action from the board, and that will entail calling an executive session and members of the board going behind closed doors to talk to that senior leader privately before making a decision. That's going to be a difficult situation in any case, but to my mind including one's fellow senior leaders on that proverbial jury will make a very hard meeting even harder for everyone involved. Perhaps there's a way to split the difference, with senior leaders voting on all matters except hiring and firing, and an "executive board" of non-members making personnel decisions. Perhaps someone here has a better solution than that. Perhaps we should just leave things as they are, which is the easiest option of all.

In any case, and with all of this in mind, I'd like to pull together a working group of senior leaders and board members to get together between now and our November meeting to discuss any proposed changes to the constitution, and once we've had that discussion we'll bring those proposed changes back for the full board's consideration next month. Once the full board arrives at a consensus on any changes it wants to make, we will incorporate those into a draft constitution and vote on a final draft at our January meeting. If we follow that timeline, it will give us just enough time to get that final draft included on the student body election ballot this spring..

So these are my thoughts for the year ahead. This year, like every year, I count myself extremely fortunate to be affiliated with a group of people who are all so knowledgeable, talented, ethical and wise. And like every year, I once again renew my commitment to your organizations and to you personally to help you absolutely every way I can, and I know every other member of the professional staff feels the same way. If you need help with anything at all, let us know. That's literally what we're all paid to do.

This concludes my prepared remarks, and I thank you all for your time, attention and consideration. At this point, I'd like to stop reading to you and welcome any questions you may have, whether it's about something I've mentioned here or something completely different.

STUDENT MEDIA BUDGET V. ACTUAL

DATE: July 1, 2023  
PERCENT THROUGH FISCAL YEAR: 100%

AGROMECK				TECHNICIAN				GENERAL ADMIN			
	Budget	Actual	Percent		Budget	Actual	Percent		Budget	Actual	Percent
Temp payroll	\$ 33,200.00	\$ 33,758.63	102%	Temp payroll	\$ 112,700.00	\$ 120,416.69	107%	FTE salaries + benefits	\$ 407,391.00	\$ 413,738.67	102%
Supplies	\$ 700.00	\$ 752.25	107%	Supplies	\$ 500.00	\$ 576.36	115%	Temp payroll	\$ 46,300.00	\$ 39,718.09	86%
Travel	\$ 4,680.00	\$ 3,910.51	84%	Travel	\$ 5,195.00	\$ 6,503.56	125%	Supplies	\$ 11,260.00	\$ 11,505.73	102%
Admin service charges	\$ 4,210.00	\$ 3,821.78	91%	Admin service charges	\$ 10,710.00	\$ 11,053.84	103%	Travel	\$ 12,630.00	\$ 15,514.31	123%
Current services	\$ 5,635.00	\$ 12,377.15	220%	Current services	\$ 22,300.00	\$ 31,042.63	139%	Admin service charges	\$ 51,450.00	\$ 49,639.66	96%
Fixed charges	\$ 1,065.00	\$ 835.79	78%	Fixed charges	\$ 10,910.00	\$ 10,813.62	99%	Current services	\$ 29,280.00	\$ 28,049.55	96%
TOTAL	\$ 49,490.00	\$ 55,456.11	112%	TOTAL	\$ 162,315.00	\$ 180,406.70	111%	Fixed charges	\$ 4,910.00	\$ 2,668.21	54%
Non-fee income	\$ 11,000.00	\$ 14,569.00	132%	Non-fee income	\$ 47,000.00	\$ 72,696.83	155%	Contracted services	\$ 1,000.00	\$ 1,000.00	100%
Fee income	\$ 38,490.00	\$ 37,575.55	4.66%	Fee income	\$ 115,315.00	\$ 112,575.33	13.96%	Capital outlay	\$ 23,500.00	\$ 19,828.09	84%
TOTAL	\$ 49,490.00	\$ 52,144.55	105%	TOTAL	\$ 162,315.00	\$ 185,272.16	114%	TOTAL	\$ 587,721.00	\$ 581,662.31	99%
Profit/Loss	\$ -	\$ (3,311.56)		Profit/Loss	\$ -	\$ 4,865.46		Non-fee income	\$ 14,000.00	\$ 11,298.82	81%
NUBIAN MESSAGE				WINDHOVER				Fee income	\$ 555,655.00	\$ 542,453.67	67.26%
	Budget	Actual	Percent		Budget	Actual	Percent	TOTAL	\$ 569,655.00	\$ 553,752.49	97%
Temp payroll	\$ 13,700.00	\$ 22,231.66	162%	Temp payroll	\$ 9,500.00	\$ 6,711.84	71%	Profit/Loss	\$ (18,066.00)	\$ (27,909.82)	
Supplies	\$ 200.00	\$ 30.49	15%	Supplies	\$ 750.00	\$ 496.39	66%	OVERALL			
Travel	\$ 3,430.00	\$ 3,515.22	102%	Travel	\$ 2,165.00	\$ 3,117.58	144%		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	\$ 413,738.67	102%
Current services	\$ 7,900.00	\$ 13,177.47	167%	Current services	\$ 13,550.00	\$ 16,001.81	118%	Temp payroll	\$ 292,400.00	\$ 273,974.23	94%
Fixed charges	\$ 375.00	\$ 808.00	215%	Fixed charges	\$ 1,380.00	\$ 368.00	27%	Supplies	\$ 16,110.00	\$ 23,368.07	145%
TOTAL	\$ 27,255.00	\$ 41,319.12	152%	TOTAL	\$ 29,315.00	\$ 29,014.15	99%	Travel	\$ 34,555.00	\$ 39,992.65	116%
Non-fee income	\$ 12,500.00	\$ 15,217.98	122%	Non-fee income	\$ -	\$ -		Admin service charges	\$ 79,700.00	\$ 78,604.23	99%
Fee income	\$ 14,755.00	\$ 14,404.45	1.79%	Fee income	\$ 29,315.00	\$ 28,618.53	3.55%	Current services	\$ 106,165.00	\$ 118,847.10	112%
TOTAL	\$ 27,255.00	\$ 29,622.43	109%	TOTAL	\$ 29,315.00	\$ 28,618.53	98%	Fixed charges	\$ 30,410.00	\$ 26,770.07	88%
Profit/Loss	\$ -	\$ (11,696.69)		Profit/Loss	\$ -	\$ (395.62)		Contracted services	\$ 1,000.00	\$ 1,000.00	100%
ROUNDAABOUT				WKNC				Capital outlay	\$ 23,500.00	\$ 19,828.09	84%
	Budget	Actual	Percent		Budget	Actual	Percent	TOTAL EXPENSES	\$ 991,231.00	\$ 996,123.11	100%
Temp payroll	\$ 4,200.00	\$ 8,974.45	214%	Temp payroll	\$ 72,800.00	\$ 42,162.87	58%	Non-fee income	\$ 148,500.00	\$ 195,991.13	132%
Supplies	\$ 200.00	\$ 325.55	163%	Supplies	\$ 2,500.00	\$ 9,681.30	387%	Fee income	\$ 826,125.00	\$ 806,497.80	98%
Travel	\$ 2,165.00	\$ 3,908.11	181%	Travel	\$ 4,290.00	\$ 3,523.36	82%	Interest income	\$ -	\$ 3,242.27	
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	\$ 11,510.76	60%	Current services	\$ 8,300.00	\$ 6,687.73	81%	TOTAL INCOME	\$ 974,625.00	\$ 1,005,731.20	103%
Fixed charges	\$ 225.00	\$ -	0%	Fixed charges	\$ 11,545.00	\$ 11,276.45	98%	Net Profit/Loss	\$ (16,606.00)	\$ 9,608.09	
TOTAL	\$ 28,540.00	\$ 28,649.56	100%	Contracted services	\$ -	\$ -		SM Enhancement Fund	\$ 8,612.30	663502	
Non-fee income	\$ 30,000.00	\$ 38,414.90	128%	TOTAL	\$ 106,595.00	\$ 79,615.16	75%	Technician Century Fund	\$ 47,443.79	667736	
Fee income	\$ -	\$ -	0.00%	Non-fee income	\$ 34,000.00	\$ 43,793.60	129%				
TOTAL	\$ 30,000.00	\$ 38,414.90	128%	Fee income	\$ 72,595.00	\$ 70,870.28	8.79%				
Profit/Loss	\$ 1,460.00	\$ 9,765.34		TOTAL	\$ 106,595.00	\$ 114,663.88	108%				
				Profit/Loss	\$ -	\$ 35,048.72					

## STUDENT MEDIA BUDGET V. ACTUAL

DATE: January 1, 2024

PERCENT THROUGH FISCAL YEAR: 50%

AGROMECK				TECHNICIAN				GENERAL ADMIN			
	Budget	Actual	Percent		Budget	Actual	Percent		Budget	Actual	Percent
Temp payroll	\$ 34,400.00	\$ 15,700.90	46%	Temp payroll	\$ 104,200.00	\$ 55,170.58	53%	FTE salaries + benefits	\$ 451,350.00	\$ 215,082.89	48%
Supplies	\$ 700.00	\$ -	0%	Supplies	\$ 500.00	\$ 528.85	106%	Temp payroll	\$ 49,200.00	\$ 15,153.08	31%
Travel	\$ 4,580.00	\$ 1,911.80	42%	Travel	\$ 6,070.00	\$ 4,516.81	74%	Supplies	\$ 11,840.00	\$ 10,479.91	89%
Admin service charges	\$ 4,570.00	\$ 5,163.44	113%	Admin service charges	\$ 15,130.00	\$ 16,935.28	112%	Travel	\$ 12,730.00	\$ 10,506.94	83%
Current services	\$ 11,875.00	\$ 691.81	6%	Current services	\$ 28,520.00	\$ 15,957.84	56%	Admin service charges	\$ 53,810.00	\$ 53,202.27	99%
Fixed charges	\$ 1,075.00	\$ 304.00	28%	Fixed charges	\$ 10,910.00	\$ 4,915.00	45%	Current services	\$ 24,355.00	\$ 6,761.82	28%
TOTAL	\$ 57,200.00	\$ 23,771.95	42%	TOTAL	\$ 165,330.00	\$ 98,024.36	59%	Fixed charges	\$ 4,615.00	\$ 1,257.91	27%
Non-fee income	\$ 11,000.00	\$ 844.59	8%	Non-fee income	\$ 52,000.00	\$ 16,301.38	31%	Contracted services	\$ 1,000.00	\$ -	0%
Fee income	\$ 46,200.00	\$ 31,647.89	5.42%	Fee income	\$ 113,330.00	\$ 77,633.22	13.30%	Capital outlay	\$ 30,000.00	\$ 44,129.57	147%
TOTAL	\$ 57,200.00	\$ 32,492.48	57%	TOTAL	\$ 165,330.00	\$ 93,934.60	57%	TOTAL	\$ 638,900.00	\$ 356,574.39	56%
Profit/Loss	\$ -			Profit/Loss	\$ -			Non-fee income	\$ 13,000.00	\$ 557.34	4%
NUBIAN MESSAGE				WINDHOVER				Fee income	\$ 550,900.00	\$ 377,377.07	64.63%
	Budget	Actual	Percent		Budget	Actual	Percent	TOTAL	\$ 563,900.00	\$ 377,934.41	67%
Temp payroll	\$ 13,500.00	\$ 3,449.20	26%	Temp payroll	\$ 9,500.00	\$ 2,373.00	25%	Profit/Loss	\$ (75,000.00)		
Supplies	\$ 200.00	\$ -	0%	Supplies	\$ 1,000.00	\$ 122.14	12%	OVERALL			
Travel	\$ 3,530.00	\$ 2,730.18	77%	Travel	\$ 3,940.00	\$ 1,929.56	49%		Budget	Actual	Percent
Admin service charges	\$ 2,570.00	\$ 3,976.28	155%	Admin service charges	\$ 2,700.00	\$ 2,669.56	99%	FTE salaries + benefits	\$ 451,350.00	\$ 215,082.89	48%
Current services	\$ 12,650.00	\$ 5,519.79	44%	Current services	\$ 17,550.00	\$ -	0%	Temp payroll	\$ 289,500.00	\$ 117,939.67	41%
Fixed charges	\$ 455.00	\$ 50.00	11%	Fixed charges	\$ 1,545.00	\$ 304.00	20%	Supplies	\$ 16,940.00	\$ 11,821.54	70%
TOTAL	\$ 32,905.00	\$ 15,725.45	48%	TOTAL	\$ 36,235.00	\$ 7,398.26	20%	Travel	\$ 39,900.00	\$ 27,479.07	69%
Non-fee income	\$ 15,000.00	\$ 2,222.33	15%	Non-fee income	\$ -	\$ -		Admin service charges	\$ 91,290.00	\$ 91,751.89	101%
Fee income	\$ 17,905.00	\$ 12,265.27	2.10%	Fee income	\$ 36,235.00	\$ 24,821.67	4.25%	Current services	\$ 136,250.00	\$ 56,936.76	42%
TOTAL	\$ 32,905.00	\$ 14,487.60	44%	TOTAL	\$ 36,235.00	\$ 24,821.67	69%	Fixed charges	\$ 31,145.00	\$ 12,197.81	39%
Profit/Loss	\$ -			Profit/Loss	\$ -			Contracted services	\$ 1,000.00	\$ -	0%
ROUNABOUT				WKNC				Capital outlay	\$ 30,000.00	\$ 44,129.57	147%
	Budget	Actual	Percent		Budget	Actual	Percent	TOTAL EXPENSES	\$ 1,087,375.00	\$ 577,339.20	53%
Temp payroll	\$ 6,500.00	\$ 3,414.65	53%	Temp payroll	\$ 72,200.00	\$ 22,678.26	31%	Non-fee income	\$ 160,000.00	\$ 61,561.64	38%
Supplies	\$ 200.00	\$ 56.71	28%	Supplies	\$ 2,500.00	\$ 633.93	25%	Fee income	\$ 852,375.00	\$ 583,893.23	69%
Travel	\$ 3,440.00	\$ 1,100.21	32%	Travel	\$ 5,610.00	\$ 4,783.57	85%	Interest income	\$ -	\$ 2,876.10	
Admin service charges	\$ 2,470.00	\$ 2,471.89	100%	Admin service charges	\$ 10,040.00	\$ 7,333.17	73%	Food purchases	\$ -	\$ -	
Current services	\$ 32,700.00	\$ 27,135.40	83%	Current services	\$ 8,600.00	\$ 870.10	10%	TOTAL INCOME	\$ 1,012,375.00	\$ 648,330.97	64%
Fixed charges	\$ 505.00	\$ 254.00	50%	Fixed charges	\$ 12,040.00	\$ 5,112.90	42%	Net Profit/Loss	\$ (75,000.00)		
TOTAL	\$ 45,815.00	\$ 34,432.86	75%	Contracted services	\$ -	\$ -		SM Enhancement Fund	\$ 11,988.20	663502	
Non-fee income	\$ 31,000.00	\$ 28,800.00	93%	TOTAL	\$ 110,990.00	\$ 41,411.93	37%	Technician Century Fund	\$ 48,234.29	667736	
Fee income	\$ 14,815.00	\$ 10,148.56	1.74%	Non-fee income	\$ 38,000.00	\$ 12,836.00	34%				
TOTAL	\$ 45,815.00	\$ 38,948.56	85%	Fee income	\$ 72,990.00	\$ 49,999.55	8.56%				
Profit/Loss	\$ -			TOTAL	\$ 110,990.00	\$ 62,835.55	57%				
				Profit/Loss	\$ -						

## Position Description Form - New Proposed Position

Please use to submit information to DASA Human Resources for review

### HELPFUL RESOURCES

[SHRA Career Banded Titles & Profiles](#)

[SHRA Career Banding Rates](#)

[EHRA Non-Faculty Classification](#)

### Section I:

**Position Number (or indicate new): N/A - NEW POSITION**

**Please describe the basis for your request (applies for new OR updates/reclassifications):** In June, 2023, Student Media's longtime Annual Publications and Administrative Coordinator retired. With Student Media participation surpassing 400 students in 2022-2023, that position was modified to encompass the administrative duties formerly performed by the retired employee along with some other administrative duties previously performed by the organizations' primary advisers. This position would fill the advisory gap at our annual and quarterly publications (Agromeck, Windhover and Roundabout) and add advisement of Student Media's photo and video department, which typically numbers 50+ students and serves all of the other organizations.

***For SAAO II positions only:*** title changes/requests for new positions require UNC System Office approval. These requests also require:

1. an organizational chart listing all positions to include employee name and position number, along with the new position and its hierarchy in the organizational chart
2. a full job description to include effort percentages for each of the primary duties
3. justification/reason/rationale for the title change or the establishment of a new position (usually one to two paragraphs).

### Section II:

	COMPLETE SECTIONS AS DIRECTED
Classification Title	Visual Arts Specialist
Working Title (if applicable)	Visual Media Adviser
Classification Level (SHRA only)	Journey
OUC & Unit Name	244090
Position Type	SHRA
Supervisor Name	Patrick Neal

**Position Description Form - New Proposed Position**

Please use to submit information to DASA Human Resources for review

and Title	Director of Student Media Advising
Appointment Length	12 month
Proposed Salary Range	\$51,000-\$53,000/year
Market Reference Rate (HR use)	
Funding Source Details	Student Media General Administration (354060) - 100%
Primary Function of Organizational Unit	<p><u>DASA Description:</u> The Division of Academic &amp; Student Affairs (DASA) is where students discover connections and community. It is where students live, where they gather, where they improve themselves, each other, and their university. DASA is where students seek guidance and support, both in and outside of the classroom. The division serves all students at NC State through three integrated components: academic affairs, student affairs, and University College.</p> <p>The Division of Academic and Student Affairs is the place to work for values-driven faculty and staff who are passionate about promoting the success of the whole student.</p> <p>NC State was named a great place to work in the 2022 Forbes annual survey as the best large employer in North Carolina. The Division of Academic and Student Affairs is the place to work for faculty and staff who are passionate about promoting the success of the whole student.</p> <p><u>Unit Description:</u> Student Media is a department of NC State University's Division of Academic and Student Affairs. It supports NC State's six student-run media outlets - two student newspapers, a student radio station, a yearbook, a literary magazine and a general interest magazine - who are in turn governed by the Student Media Board of Directors, which includes student leaders, faculty, program alumni and local media professionals. As a public forum for free expression, the student media at North Carolina State University exist to inform and to entertain, first and foremost, NC State students followed by members of the surrounding community and peers in the journalism profession. Working in student media gives participants hands-on experience in the mass media which will assist them regardless of their career goals. By upholding the highest standards of journalistic ethics, the student-run media will help students become competent as ethical and responsible adults, who are enthusiastic about their future involvement in human affairs and optimistic about their future.</p>
General Scope of Duties - <i>this section</i>	The Visual Media Adviser will support and assist NC State Student Media's photography and videography staff that serve all Student Media outlets, and will also serve as the



**Position Description Form - New Proposed Position**

Please use to submit information to DASA Human Resources for review

<p><i>will appear in job postings.</i></p> <p>Note: for SHRA only, list competencies in section below.</p>	<p>primary adviser for Agromeck yearbook, Roundabout magazine and Windhover literary and visual arts magazine in producing high-quality content.</p> <p>The successful candidate will:</p> <ul style="list-style-type: none"> <li>• Contribute coaching, advisement, critiques and edit recommendations to student advisees with regard to best journalistic style/story structure, planning/conducting interviews, reporting, photography, web/print design, newsroom work, and management of productions with tight deadlines</li> <li>• Understand common and routine arts and media principles, and procedures to provide training for student staff covering all aspects of mass media production, including media law, ethics, privacy and copyright</li> <li>• Remain relevant on trending and new media forms and techniques, collecting qualitative and quantitative data regularly through surveys, focus groups, source interview and/or other appropriate forums regarding media coverage, credibility, recruitment/retention and conduct training based on information learned from that data</li> <li>• Possess high-level oral and verbal communication skills to carry out the daily tasks as well as maintain good rapport and relationships with various campus divisions and departments</li> <li>• Be familiar with, if not proficient in, Microsoft Office and Adobe Creative Suite</li> <li>• Have experience with innovating solutions and working on projects as a team</li> </ul> <p>Duties include:</p> <ul style="list-style-type: none"> <li>• Develop and maintain training materials for student staff</li> <li>• Provide guidance and mentorship to student journalists, photographers and videographers in the creation of visual media content</li> <li>• Teach students the fundamentals of photography, videography and multimedia production</li> <li>• Provide feedback and constructive criticism to students to improve the quality of their work.</li> <li>• Ensure that all visual media projects adhere to ethical standards, copyright laws, and university policies.</li> <li>• Oversee the maintenance and organization of visual media equipment, including cameras, lighting equipment, and other relevant tools.</li> <li>• Assist in budgeting, purchasing, and upgrading equipment as needed.</li> <li>• Assist with other duties and projects as assigned.</li> </ul>
<p><b>Number of Permanent Positions Supervised</b></p>	<p>none</p>
<p><b>Minimum Experience &amp; Education</b></p>	<ul style="list-style-type: none"> <li>• Bachelor's degree; or an equivalent combination of training and experience.</li> <li>• Previous experience with photography and videography required; experience in a university setting or student media department preferred</li> <li>• Proficiency in industry-standard software and tools such as Adobe Creative Suite (Photoshop, Premiere Pro, Illustrator), or similar applications</li> </ul>

**Position Description Form - New Proposed Position**

Please use to submit information to DASA Human Resources for review

	<ul style="list-style-type: none"> <li>• Experience in teaching or mentoring students in visual media production preferred</li> <li>• Excellent written and verbal communication skills</li> <li>• Knowledge of ethical guidelines and copyright laws related to visual media production</li> <li>• Strong organizational and time-management skills with the ability to manage multiple tasks simultaneously</li> <li>• Ability to complete work efficiently with many interruptions</li> <li>• Ability to work independently and as part of a team</li> <li>• Proficiency with Microsoft Office and Google Suite</li> </ul>
Proposed Minimum Education & Experience	<ul style="list-style-type: none"> <li>• Bachelor's degree; or an equivalent combination of training and experience.</li> <li>• Previous experience with photography and videography required; experience in a university setting or student media department preferred</li> <li>• Proficiency in industry-standard software and tools such as Adobe Creative Suite (Photoshop, Premiere Pro, Illustrator), or similar applications</li> <li>• Experience in teaching or mentoring students in visual media production preferred</li> <li>• Excellent written and verbal communication skills</li> <li>• Knowledge of ethical guidelines and copyright laws related to visual media production.</li> <li>• Strong organizational and time-management skills with the ability to manage multiple tasks simultaneously</li> <li>• Ability to complete work efficiently with many interruptions</li> <li>• Ability to work independently and as part of a team</li> <li>• Proficiency with Microsoft Office and Google Suite</li> </ul>
Department Required	High school diploma from a state-accredited school or equivalent.
Mandatory / Non-Mand Designation	Non-Mandatory
Other Information: <input type="checkbox"/> Work Schedule <input checked="" type="checkbox"/> License or Certification Required <input checked="" type="checkbox"/> NC Driver's License Required?	Schedule is Monday through Friday, 9 a.m. until 5 p.m. This is not a remote position.

**Section III: SHRA ONLY - List competencies, descriptions and percentage of time. DO NOT complete this section for EHRA positions.**

## Position Description Form - New Proposed Position

Please use to submit information to DASA Human Resources for review

Competency #1	<p>Consulting/Advising - 30%</p> <ul style="list-style-type: none"><li>Assist the Student Media photography and videography staff that serve all Student Media outlets; and the staff of Roundabout, NC State's thrice-yearly feature magazine; Agromeck, NC State's annual yearbook; and Windhover, NC State's annual literary and visual arts magazine, in producing high-quality content. Although the final content will be determined by the students, the successful candidate will have the opportunity to coach and advise the students with regard to reporting, writing, photography, design, editing and production.</li></ul>
Competency #2	<p>Project Management - 25%</p> <ul style="list-style-type: none"><li>The successful candidate will understand the goals and needs of the team to contribute regular recommendations, ideas and critiques of publications. The candidate must be able to work well in a student-centered environment where students' knowledge and abilities may vary greatly. The successful candidate will also be expected to help the student editors plan special projects – i.e., special sections, story series/recurring packages, etc.</li></ul>
Competency #3	<p>Knowledge-Technical - 25%</p> <ul style="list-style-type: none"><li>The successful candidate will understand common and routine arts and media principles, procedures, and techniques to provide training for student staff covering all aspects of mass media production, including media law, ethics, privacy and copyright. To that end, the successful candidate will collect data regularly regarding deadline, coverage, credibility, recruitment/retention and conduct training based on information learned from that data.</li></ul>
Competency #4	<p>Client/Customer Service - 10%</p> <ul style="list-style-type: none"><li>The successful candidate will work with other areas of campus to maintain a good rapport with all campus divisions, and will be required to communicate both orally and in writing with many different audiences, including his/her student advisees, other members of the NC State Student Media staff, members of the Student Media Board of Directors, colleagues in Student Leadership &amp; Engagement, the Division of Academic and Student Affairs and members of various academic departments across campus.</li></ul>
Competency #5	<p>Technical Solution Development - 10%</p> <ul style="list-style-type: none"><li>The successful candidate will help develop and maintain a robust check-in/check-out procedure for all equipment using Student Media's smart locker system. The successful candidate will also maintain the department's inventory of cameras and lenses, troubleshoot and facilitate repair as needed, and suggest future technology equipment purchases.</li></ul>

## Position Description Form - New Proposed Position

*Please use to submit information to DASA Human Resources for review*

***Share with DASA HR as a Google Doc for review and edits. Be sure to rename the file with the name of the position and date.***

# CONSTITUTION

## PREAMBLE

The student media are valuable in establishing and preserving an atmosphere of free and responsible discussion and intellectual exploration within the University community. As public forums for student expression, the students determine the content of all student media without prior review. The student media also allow NC State students to expand upon their creative endeavors, gain professional experience, and have access to their organizations' platforms and resources. To that end, the North Carolina State University Student Media and its board of directors exist to ensure that a free and responsible student media are maintained at North Carolina State University.

## 1.0 PURPOSE AND SCOPE

The Student Media Statutes are the by-laws of the North Carolina State University Student Media.

## 2.0 THE STUDENT MEDIA BOARD OF DIRECTORS

The board will serve to assist the official student media at North Carolina State University in their efforts to provide on-time, quality publications. In addition, board members will serve to maximize the educational experiences for members of the student media. Students who work on official student media determine the content of those media and are responsible for that content.

### 2.1 Composition

Representation of the Student Media Board of Directors shall be:

1. Three student body representatives ~~elected at-large in a student body election;~~ **appointed by the Student Body President who are neither active members of any Student Media organization nor active members of any branch of Student Government; student body representative seats remaining unfilled by the first day of classes each fall semester may be filled by the Student Media Board of Directors as provided by the Student Media Documents of Policy;**
2. Three student college representatives, appointed by the dean of the college, as apportioned to the colleges in the Media policies;
3. Two faculty representatives, serving on staggered two-year terms, as apportioned to the colleges in the Media policies;
4. Three individuals not under the employ of the University providing expertise on media management qualified and selected as provided by the Media policies;

5. One representative from each media outlet chosen as provided by the Media policies, nonvoting.
6. The president of the Student Body, ex-officio, non-voting;
7. The senior-most professional employee of the Student Media, ex-officio, non-voting
8. ~~Elected student members shall not be members of the Student Senate, of a Student Body Medium or any other campus-wide advisory or governance body as defined in the Documents of Policy.~~

## **2.2 Term of office**

The term for all members of the Student Media Board of Directors begin May 1 and end April 30.

## **2.3 Elections**

~~Elections for the Student Media Board of Directors will be held in conjunction with the spring Student Body elections and governed by the Student Government Board of Elections and the Student Media Election Code contained in the Student Media Documents of Policy.~~

## **2.3 Vacancies**

- All vacancies shall be filled in a manner similar to the manner in which the individual was originally appointed.
- ~~Student body representative vacancies shall be filled by appointment of the student body president~~
- Appointees who fill vacancies shall serve until the original position was set to expire.

## **2.4 Officers**

- The board will elect, by majority vote, a chair and vice chair at the board's first meeting.
- The chair of the board will be an elected or appointed student, not an ex-officio, non-voting member.
- In the absence of the chair, the vice chair will serve as the chair.

## **2.5 Powers and Duties**

Members of the board, in general, are responsible for the vision and direction of the Student Media. Board members are not charged with day-to-day operational issues that are left up to student staff or professional staff members. The board is charged with

- Approving the mission statement for each student body medium.

- Selecting each media outlet's senior leader, provided that all such appointments be made in sessions open to the Student Body.
- Oversight of Student Media's budget.
- Determining and updating when necessary, the Student Media Documents of Policy.

## **2.6 Meetings**

1. The board shall meet at least once a month during the months of September, October, November, January, March and April.
2. During the months when no regular meeting is scheduled, the chair of the board or a majority of the board members may call a special meeting.
3. The chair of the board or a majority of the board members may call a special meeting at any time to deal with emergency matters.
4. The board will follow all applicable laws generally applied to governmental entities for open meetings including posting notice for any meeting at least 72 hours in advance.
5. A majority of the voting members present shall constitute a quorum. No official business, including the appointment of editors/manager, will take place if a quorum is not present. All motions approved by a student-majority quorum shall be final. If students comprise the minority of a quorum present, any senior leader may make a Motion for Reconsideration of any decision. If such a motion is duly seconded and approved by a majority vote of the senior leaders present, the original motion in question shall be considered tabled until such time as a student-majority quorum of the board is present to make a final determination.
6. The senior-most professional employee of the Student Media will set the agenda for each meeting in consultation with the board and appoint a member to maintain the minutes which will be distributed to all board members and posted in public within 72 hours of the conclusion of the meeting.
7. All members of the board may vote on all issues. No proxy votes are allowed.
8. Meetings will be governed by Robert's Rules of Order.
9. Email votes or any other asynchronous communication methods are not allowed, though members may join meetings telephonically or via other synchronous communication methods.

## **3.0 MEDIA**

The Board of Directors shall be charged with approving the mission of each media outlet that uses student fees. All media which are supported in whole or in part by funds from University Student Media Fees shall be defined as Student Media.

### **3.1 Agromeck**

The Agromeck is an annual publication which serves as a year in review from a student perspective.

### **3.2 Student Media Business and Marketing Office**

The Student Media Business and Marketing Office raises revenue for all of Student Media's organizations through sales of advertisements, broadcast underwriting, and other goods and services, and also provides marketing support for the entire unit.

### **3.3 Nubian Message**

Nubian Message serves as the Black student publication at NC State. As stated in its original mission, Nubian Message emphasizes coverage of the African-American community, but also focuses on issues relevant to any underrepresented community at NC State.

### **3.4 Roundabout**

Roundabout is a general-interest magazine that focuses on student life and culture.

### **3.5 Technician**

Technician is an editorially independent student news organization that covers issues and events of interest to the NC State community, while also serving as an open forum for campus opinion and discussion.

### **3.6 Windhover**

Windhover is a literary, visual and musical arts publication representing the creativity of students, faculty, staff and alumni.

### **3.7 WKNC 88.1 FM HD-1 HD-2**

WKNC is student-run, noncommercial radio operating 24/7 that provides entertainment and information to the students of NC State and the citizens of the Raleigh-Durham area.

## **4.0 DOCUMENTS OF POLICY**

The Student Media Documents of Policy shall contain listings and descriptions of policies which deal with operational responsibilities common to the Student Media. They may be modified by a majority vote of the Student Media Board of Directors.



## 5.0 AMENDMENTS

All amendments to Student Media Constitution shall require a ~~majority vote of those students voting in the next scheduled campus-wide election following:~~ **unanimous vote by the Student Media Board of Directors.**

1. ~~a majority vote of the Student Media Board of Directors, or~~
2. ~~a petition signed by 15 percent of all University enfranchised students.~~

## 6.0 DISSOLUTION

The board may, by majority vote, dissolve any individual Student Media outlet for lack of participation, lack of funding or any combination thereof for a minimum of two full academic years. Once the meeting minutes reflecting that vote are approved, or at the end of spring semester, whichever comes first, the senior-most professional employee of the Student Media shall officially notify the Division of Academic and Student Affairs of the dissolution. The former outlet's remaining assets, if any, shall be re-allocated within Student Media the following fiscal year in consultation with both the board and appropriate administrators in the division. Upon dissolution of the Student Media department, all debts will be settled and remaining assets will be re-allocated by the Division of Academic and Student Affairs.

## 7.0 EQUALITY OF OPPORTUNITY

While participation in Student Media is a privilege and not a right, we maintain a policy to provide equality of opportunity in education and employment for all students and employees. Educational and employment decisions should be based on factors that are germane to academic abilities or job performance. Discrimination is unfavorable treatment with regard to a term or condition of employment, or participation in an academic program or activity based upon age (40 or older), color, disability, gender identity, genetic information, national origin, race, religion, sex (including pregnancy), sexual orientation or veteran status. Discrimination includes the denial of a request for a reasonable accommodation based upon disability or religion. Student Media will follow all University, state and federal procedures, policies and laws regarding equal opportunity employment.

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## Some staff numbers

1 message

**Jamie Gilbert** <jlgilber@ncsu.edu>

Thu, Dec 14, 2023 at 3:48 PM

To: Patrick Neal <pcneal@ncsu.edu>, Zanna Swann <zswswann@ncsu.edu>, Ben McNeely <bmmcneel@ncsu.edu>, Ray Black <erblack@ncsu.edu>, Abi Barefoot <agbaref2@ncsu.edu>

Hey folks,

At the end of every fall and spring semester, I send a list of all our students to Registration and Records to verify their compliance with University Regulation 11.55.6. In doing so, I gather some nice data I want to share with you.

We had 514 records, of which 141 were duplicates. We get duplicate records when someone becomes a correspondent (record 1) and then a paid staff (record 2) and then when they change jobs (record 3), etc. Removing duplicates, we had **372 students** touch at least one of our media outlets during the summer. They include:

- 179 paid staff
- 185 volunteers
- 8 who have since been terminated

By outlet (removing those who were terminated), we have:

- 27 Agromeck
- 9 Business Office
- 26 Nubian Message
- 50 Photo/Video (with a primary area of 12 Agromeck, 3 Nubian, 2 Roundabout and 33 Technician)
- 14 Roundabout
- 98 Technician
- 19 Windhover
- 121 WKNC

By class, there are:

- 89 first-year
- 101 second-year
- 86 third-year
- 74 fourth-year (or more)
- 14 graduate students

We look to have up to eight graduating this fall semester (assuming plans didn't change) and 71 graduating in the spring.

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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

All electronic mail messages in connection with State business sent to or received by this account are subject to the NC Public Records Law and may be disclosed to third parties.

## **Student Media SMART Goals**

**Outcome:** Student Media's student staff will set SMART goals to implement personal or organizational improvement.

NC State Student Media regularly sends students from all its media outlets to national and regional conventions and workshops to help improve both individual student skill sets and the overall quality of their organization. To maximize learning, students will create SMART goals for personal or organizational improvement.

A total of 19 students attended a fall 2023 convention from the College Media Business and Advertising Managers (CMBAM), College Broadcasters, Inc. (CBI) or College Media Association (CMA).

### **Carter Fields, Business and Marketing Office, CMBAM**

**Short-term Solution:** To meet our immediate needs, I recommend creating and implementing a new master client sheet with unique features. This sheet will serve as a solution to enhance data organization, streamline access provide security for client information and contact reports.

**Long-term Goal:** Looking forward, I aspire to transition to a more modern client database system, such as HubSpot, which is already available to NC State Student Media. This transition will not only modernize our client management practices but also align us with some of the best practices, maximizing our client relationships and selling potential.

I believe that these strategic steps will help us address our current challenges and position us for a more efficient and secure future in client data management.

### **Spencer Grattan, WKNC 88.1 FM HD-1/HD-2, CBI**

Create a Google Suite system to keep track of the releases of independent artists and to facilitate connections with such artists. This is to be accomplished within the next three months and will be considered a success if the system is completed, organized, and populated to any degree.

**Erie Mitchell, WKNC 88.1 FM HD-1/HD-2, CBI**

My goal coming out of this is to restore volunteer hours for all WKNC DJs who have a set in a particular semester, ideally beginning next semester [spring 2024]. This will take the form of a signup sheet of tasks released at the beginning of things that can be done to maintain the "flavor" of the station but aren't specifically assigned to anyone in particular. Tasks include making buttons, tabling outside Witherspoon or on the Brickyard periodically, making a new poll on the HD-1 whiteboard, changing the letters on the dinosaur in HD-1, writing a blog, cleaning up the lounge, and other activities that would not only improve the feel of the station but could also make people feel more involved in it. Since I've been at the station I've noticed an increased connectedness and sense of community but there are definitely people who slip through the cracks and I want to encourage them to not just think of the station as a place you see for an hour when you play a playlist but as a safe and welcoming place.

I think having one activity mandatory and if two are done then they receive additional priority for shift selection. How the sheet would be laid out would be activities listed in as much detail as possible at the beginning of the semester to sign up for, I want to get it out of the way early so there isn't a buildup of people trying to do everything at the end, as the clearly stated consequence for not doing and logging an activity would be barring from requesting a shift for the next semester. Activities would be updated throughout the semester as needed (if a particular date becomes relevant). This wouldn't really impact the more regular members just formalizing expectations for everyone and would hopefully open the door to more involvement pushes in the future as this would likely have to be a gradual process.

I was inspired to do this by the GM roundtable when they mentioned ways to motivate attendance (this was mostly in smaller stations that were having trouble with any form of attendance but are still relevant to us). Other station volunteer hours were one per month, which I know was the previous requirement at WKNC and wasn't being enforced since nobody was doing them. By introducing a smaller requirement, I think there will be a larger block of people who will do them and thus either motivate other DJs to carry it out or eliminate people who don't really care about WKNC.

**Nick Pinto, WKNC 88.1 FM HD-1/HD-2, CBI**

The discussion around DJ surveys during the 'Radio By The Numbers' session was intriguing to me. I'm not aware of any information gathering we do beyond surveying members of WKNC for demographic information like gender identity and sexual

orientation. My proposal is that we survey DJs and other station staff to have both quantitative and qualitative data on who we are and the health of the station.

The specific goals of the survey would be to

1. Gauge how active members of WKNC are in different aspects of the station's activities (participation in WCRD, Double Barrel, Local Lunch, activity in the Discord, time spent listening to WKNC) and the local scene (types of shows they go to, their favorite venues, etc.).
2. Gather more detailed demographic information (majors & major changes, transfer vs traditional, on-campus vs off-campus housing, in-state or out-of-state, etc.). There'd be no harm in including some more fun questions as well to encourage station members to look through the results themselves.
3. Get feedback from members of the station on their experience at WKNC, changes they'd like to see, and how their time at the station has impacted their personal and academic lives.

**Rose Kelley, WKNC 88.1 FM HD-1/HD-2, CBI**

My goal is to implement the usage of Adobe Podcast in the content department, which will be successful when a majority of the content department uses the tools provided. I will fully understand how Adobe Podcast works and what its limitations are by the end of November and will update training guides for the content department to include information on how Adobe Podcast works. By the end of the fall semester the majority of the content department producing audio content will use Adobe Podcast during recording and editing.

**Claire Conklin, WKNC 88.1 FM HD-1/HD-2, CBI**

I will reach out to at least five local organizations (e.g. Girls Rock NC) or student groups (e.g. LGBT Pride Center) to get public service announcements running or do event collaborations with them (depending on their needs and abilities) by the end of the fall 2023 semester.

**Sophia Cunningham, WKNC 88.1 FM HD-1/HD-2, CBI**

I will write a "short review of recent adds" blog every quarter by the end of the academic year.

**Milan Hall, Nubian Message, CMA**

Our goal is to have a significant increase viewership and interaction on our digital platforms (Instagram, Twitter and our website) by the end of the 2024 Spring semester. Our viewership can be measured through engagement (likes, comments, views) and impressions. We are aiming for a 15% increase in viewership. Our main reason for wanting to increase our digital presence is to direct people who may not regularly read our printed issues to our online versions and to have Nubian still producing content in between our releases.

**Emily Peedin, Roundabout, CMA**

My ultimate goal for Roundabout is for us to grow and maintain a consistent, reliable number of staff, with hopes of later expanding our production. As an actual measurement of this goal, my hopes are for us to have five writers and three designers produce content for one issue cycle (fall, spring, orientation). This goal is completely, totally achievable with the proper work and dedication put towards it and, to be frank, is necessary given the current lack of reliable staff (all of our active writers and designers have been working for the publication for less than a year) and graduating editors. Realistically, this goal should be accomplished by next fall, but some milestones to look out for could be gaining three staff writers and two staff designers by the end of this academic year.

**Hallie Walker, Agromeck, CMA**

My goal is to have 10 photographers get promoted to staff by the end of the Spring semester. I want to figure out what part of photo correspondence is holding up our photographers and how I can encourage them to complete their correspondence. I think that by having photographers moved up to staff it improves our retention rate and motivates them to pick up more assignments as well. I have noticed this year that the section has struggled with photographers showing up every now and then and the uncertainty with how many people will show up to our meetings. This is because we encourage our photographers to put school first and make sure that they know they can take assignments when they're able to (schedule wise). While we have had low numbers at a few of our meetings, we still have photographers showing up and taking assignments. I believe that by having more photographers on staff we will see them more often and we will have more assignments picked up by the general staff.

**Emily Vespa, Technician, CMA**

Technician will establish a culture that emphasizes perpetual growth by implementing training sessions for more experienced writers to expand on their knowledge and skills, encouraging all writers to engage in editing sessions with a more experienced writer and encouraging members of the editorial board to lead by example. These efforts will not only improve the depth and quality of content for Vol. 104, but will set the tone for future writers and editors.

By the end of the spring semester, we will hold at least two different intermediate and advanced training sessions (four new trainings in total). We will promote these trainings at section meetings, send emails to get the word out and include them on the training sign-up sheet so they're easily accessible.

I will encourage staff writers and editors to have at least one editing session or portfolio review with a supervisor every semester. We will encourage members of the editorial board to be visible in their efforts to grow as a writer and a leader to demonstrate that everyone has room for improvement.

**Justin Welch, Technician, CMA**

Create an opinion section that is the most prolific, productive, insightful and thought-provoking university group in the state: The driving ethos of the section, more of a qualitative sentiment than something that can be measured. This goal leverages the capacities of all writers in the section and seeks to produce the most effective and impactful results possible. Produce content that is boundary pushing and pertinent to the NC State community. Embrace a host of voices from campus and expand the section's capacities.

**Ryley Fallon, Windhover, CMA**

Windhover will host an Open Mic and zine-making event in Caldwell Lounge in the second half of February 2023 in collaboration with NCSU's English Club. This event will be attended by 50 guests and 10 performers.

**Jermaine Hudson, Agromeck, CMA**

My personal goal for Agromeck to increase the marketing efforts of our publication through the increased Instagram engagement with our followers as well as more direct contact with the student population through mailing lists and in-person events. With us promoting and selling yearbook, we have to market in a way that will entice people into investing in an \$80 product that they won't see for months after they purchased it which is why social media engagement and increased marketing efforts is a important issue to me. By the end of the spring semester, we will see our follower count increase from 1,212 to 1,500. With this increased follower count, we hope to increase the buy-in of the yearbook in order to make it a more recognized tradition as we can include spreads our followers and student body want to see.

We will increase our follower count by utilizing NC State accounts known to be highly followed by students including clubs, Greek life, housing, and "Class of 202X" accounts. We will also promote our social media account through the promotion of it via emails but also photographers. We will encourage photographers to direct students to our Instagram page and website if asked about photos. We will implement this by encouraging photographers to carry Agromeck press passes when on assignment for Agromeck. We will also use our Instagram as a way of teasing parts of the book by posting quotes from interviews or photos from events we covered.

As a result, Agromeck will not just benefit from a sales standpoint, but also will able to include coverage that connects to the student body more due to the increased social media presence acting as a type of direct-report.

**Ethan Bakogiannis, Technician, CMA**

At the beginning of each volume, my goal is to have every team of section editors create an "editor contract agreement" that acts as a set and defined plan of how each section's editors will divide responsibilities, duties and tasks among themselves. While each set of section editors are provided with a set of daily duties and job responsibilities, in the past, each and every editor team has divided and operated these duties in different fashions that work for them. In theory, this would be similar to a roommate agreement that many sign with roommates when entering college, so getting these specific plans in writing will be good for our team. Furthermore, these editors will put this in writing on documents to be discussed, reviewed and approved by the Editor-in-Chief and Managing Editors.



**Nicole Shearon, Windhover, CMA**

My goal is to further highlight artists and creative endeavors around campus through Windhover's Subvolo. In the coming semester, I will interview 3-5 students on campus to further understand the issues and motivations of the creative voices on campus.

**Kate Denning, Technician, CMA**

A concept that became a theme of the team's trip was encouraging storytelling rather than simply "having content." As the team gets into the groove of the semester and the work and the schedule begins to become monotonous, it is easier to go into the week with the mindset of merely generating enough content to fill the page. This approach however, takes for granted the unique position we are in as student journalists — a job we don't get to keep forever and many will never have at all. If we truly want to meet the moment we're living in, we should be recognizing it as just that: a historical moment that deserves to be memorialized through our work. By encouraging our staff to seek out and tell stories, rather than doing just enough to get words in the paper, we are maximizing our impact on the student body and our staff.

**Emilia Rivadeneira, Technician, CMA**

No goal provided.

**Kaela Belingon, Nubian Message, CMA**

No goal provided.

# Agromeck – November 2023

*Jermaine Hudson, Editor-In-Chief*

## Revenue & Expenditures

- As of 11/8/23, we have sold 64 books.
  - This does not account for ring partnership books, we do not have these numbers until April
- Senior portraits were held the week of Oct. 30 - Nov. 3 & Nov. 6 - 10 next to the giant ring in Talley
  - Seniors get a \$10 discount if they purchase the book and take a portrait

## Personnel & Recruitment

- Our correspondents are starting to become staff
  - We should have around 6-8 writers and designers completing paperwork this week if not next

## Metrics

- We're aiming to expand our Instagram usage. We grew our Instagram by a lot over the summer and working on ways to engage with our followers

## Training & Travel

- Me and Hallie (my photo editor) went to ACP/CMA College Media Convention

## Outreach

- We're constantly sending out emails, specifically to seniors and freshmen
- We also constantly sending portrait emails to seniors using balfour – as a result this is also boost recognition of our publication as well

## Challenges

- Nothing to report

## Corrections

- Nothing to Report

## Deadlines

- Next deadline is Nov 17

## Other Notes

- Our Balfour representative, Kent Sutton, is visiting us 11/14

# Agromeck – January 2024

*Jermaine Hudson, Editor-In-Chief*

## Revenue & Expenditures

- As of 1/3/24, we have sold 133 books.
  - This does not account for ring partnership books, we do not have these numbers until April
- Senior portraits are starting again on January 16 and will last until February 2
  - Seniors get a \$10 discount if they purchase the book and take a portrait

## Personnel & Recruitment

- We have 4 people on paid staff with more to come after this deadline.
- We are tabling separately from student media again at student involvement fair due to the success last semester was
- We have an interest meeting FDOC and the Monday following the involvement fair to maximize recruitment

## Metrics

- We're aiming to expand our Instagram usage. We grew our Instagram by a lot over the summer and working on ways to engage with our followers
- We're also figuring out ways to utilize our website more efficiently

## Training & Travel

- We are starting to do more advanced training for our designers.
- With recruitment season upon us, we'll be hosting more training sessions for the new correspondents
- We're updating our correspondence sheets to include the new mental health training requirement

## Outreach

- We have access to a mailing list with all the students at NC State
  - It's taking a bit but we had to clean out the old emails and manually add each email
  - We're planning to utilize this list to send out portrait reminders, get more student input for certain spreads, and overall marketing of the book

## Challenges

- Our deadline 2 proofs were very late. Pages were submitted around thanksgiving break and hasn't been returned as of the end of the year

## Corrections

- Nothing to Report

### Deadlines

- Next deadline is Feb 15
- The cover will also be finalized this month

### Other Notes

- The 2023 book is a CSPA crown finalist. Decisions are released in March on whether we'll receive a gold or silver crown.

# Student Business and Marketing Office – November 2023

*Garrett Gough, General Manager*

### Revenue

OUTLET	TARGET	SOLD YTD* ending 09/30/23	PAID YTD** ending 08/31/23 WRS closed
Technician	\$ 40,000	\$ 12,955	\$ 5,640
Nubian Message	\$ 5,000	\$ 1,204	\$ 607
WKNC	\$ 15,000	\$ 4,385	\$ 1,758
Roundabout Magazine	\$ 45,000	\$ 4,136	\$ 24,810
Student Media* Kiosks, services, etc.	\$ 25,000	\$ 4,790	\$ -0-

\* SOLD YTD reflects value of future advertising commitments regardless of publication dates as the goal is to sell multiple placements and campaigns to increase efficiency and value.

\*\* PAID YTD equals revenue received as reflected on campus financial reporting system, which includes payments for current advertising, income from events, revenue for rack advertising, past due account receipts from previous fiscal years, etc.

### Personnel & Recruitment

- We have continued our weekly meetings to discuss housekeeping items, training topics, and general discussion.
- I will be sending out a Semester Review Google Form for media consultants to fill out to collect feedback about their performance and other suggestions to enhance the business office.
- Meetings will be scheduled with each consultant to go over these responses and any other points of discussion prior to Winter Break.

### Metrics

- Nothing to report.

### Training & Travel

- Zanna and Carter attended CMBAM from October 12th-14th in Minneapolis, Minnesota; we discussed their experiences at our weekly meetings.

- We recently had a great training session focused on gaining responses to general emails, acquiring important information from clients, and how to have a productive phone call.
- We have also utilized sales games and mock call practices to test knowledge and give feedback on how to approach specific interactions.

### **Outreach**

- We have seen increased instances of face-to-face meetings with clients among the new media consultants compared to past years which has been very encouraging.

### **Challenges**

- Some of the consultants have had difficulty understanding the importance of the small details, and how those are oftentimes more important than the sale itself.

### **Deadlines**

- Nothing to report.

# Student Business and Marketing Office – January 2024

*Garrett Gough, General Manager*

## Revenue

OUTLET	TARGET	SOLD YTD* ending 12/31/2023	PAID YTD** ending 12/31/2023
Technician	\$ 40,000	\$ 27,395	\$ 15,278
Nubian Message	\$ 5,000	\$ 1,883	\$ 1,665
WKNC	\$ 15,000	\$ 4,827	\$ 5,105
Roundabout Magazine	\$ 45,000	\$ 10,422	\$ 28,800
Student Media*  Kiosks, services, etc.	\$ 25,000	\$ 5,168	\$ 1,672

\* SOLD YTD reflects value of future advertising commitments regardless of publication dates as the goal is to sell multiple placements and campaigns to increase efficiency and value.

\*\* PAID YTD equals revenue received as reflected on campus financial reporting system, which includes payments for current advertising, income from events, revenue for rack advertising, past due account receipts from previous fiscal years, etc.

## Personnel & Recruitment

- We have all six media consultants returning from last semester!
- I had semester feedback meetings with each consultant to go over their performance in the office and any comments they had to improve our processes.
- Some of the suggestions included merging our client lists, alterations to our training process, potential for teaming up on large clients, and in-depth workshops on sales specifics.

## **Metrics**

- Nothing to report.

## **Training & Travel**

- See Carter's CMBAM report for his thoughts on the conference.
- We have had numerous training sessions in our weekly meetings to cover certain improvements we would like to see made in the office.
- Topics have included tips on approaching cold calls, gaining better response rates, mock client interactions, and research techniques.

## **Outreach**

- We have had several media consultants express interest in the General Manager role.
- I will be scheduling meetings with those who mentioned they were interested to give better insight into what the role entails.

## **Challenges**

- Nothing to report.

## **Deadlines**

- We have several Roundabout Spring deadlines approaching:
  - Confirmation by January 10th
  - Discount deadline on January 12th
  - Artwork submission by January 25th

## **College Media Business and Advertising Managers 2023-2024 Conference session summaries**

*By Carter Fields*

1. In the AI lecture, it was emphasized that AI should be carefully managed for editorial purposes while proving to be a valuable resource for revenue generation. Generative AI can assist service representatives who may struggle with client interactions by creating custom sales scripts, personalized content, and enhancing customer engagement. The lecture pointed out that generative AI has the potential to impact all roles within a sales department, from sales representatives to managers. It stressed the importance of personalized content, as generic scripts can devalue an organization's message. Additionally, the lecture highlighted the role of AI in helping sales representatives overcome rejection by continuing conversations and ultimately increasing conversion rates, especially in initial email interactions. The use of AI to track key performance indicators (KPIs) was also discussed, with specific attention given to crafting effective subject lines and pitches, including the advice, "Don't marry your client on the first date."

2. In the "Activating Your Alumni" session, the focus was on the significance of alumni engagement for building a sense of community and providing benefits to both alumni and the institution. The session delved into strategies like organizational storytelling, philanthropy, volunteering, and professional networking as a means of fostering connections. The session provided insights into creating dedicated alumni websites for various activities and the need to support both the business and editorial sides of media organizations. Leveraging biweekly

newsletters was presented as an effective method to keep alumni informed and engaged, with an emphasis on not always soliciting donations but offering opportunities for alumni to contribute.

3. The Advertising Sales Panel session offered practical tools and strategies for sales prospecting. Sales Navigator and Hunter.io were highlighted as valuable tools for sales representatives to find potential leads and validate email addresses. The session explored the importance of using social media platforms like Instagram and Facebook for messaging and outreach. Moreover, the session introduced the potential of Customer Relationship Management (CRM) systems in sales and the capabilities of platforms like ClickDimensions, which can integrate with CRM systems and provide real-time insights into client engagement.

4. In the “Events and Sponsorships” session, the emphasis was on how events and sponsorships can serve as powerful marketing tools for brands. The session discussed the creation of memorable interactions and offered strategies such as involving multiple employees from each sponsor or co-sponsor, using photography and backdrop opportunities, and providing giveaways. It highlighted the idea of presenting sponsors, category sponsors, and event-only sponsors, demonstrating the importance of tailoring sponsorship packages to match the event’s audience and meet revenue goals. The session underscored the value of initiating conversations with potential sponsors before sending presentation materials and the importance of formal agreements that outline all event details.

5. Another session I attended was the “turning student media into a full-time career.” This session brought valuable information for students to examine how their current roles can help match them with future career opportunities. The speaker discussed his experiences with agency work, in house marketing, and running his company. This eye-opening session helped me discover other potential career opportunities outside of student media and sales.

# Nubian Message – November 2023

*Milan Hall, Editor-In-Chief*

## Revenue & Expenditures

- N/A

## Personnel & Recruitment

- Current Staff (19 Members)
  - 10 Writers (6 paid, 4 Correspondents)
  - 3 Copy Editors
  - 2 paid Layout Designers
    - 1 New layout Design Correspondent
  - Communication Lead: Shaere Delgiudice
  - Photo Editor: [Kaela Belington](#)



- E-I-C & ME: Milan Hall & [Jeanine Ikekhua](#)

### **Metrics**

- Issuu Impression(As of Nov. 6) :
  - Sept. 28 Issue: 5,962
  - Oct. 19 Issue: 8,890
  - Nov. 2 Issue: 1,825
- Instagram (As of Nov. 6)
  - Accounts reached: 1,993
  - Accounts engaged: 182

### **Training & Travel**

- 3 Staff Members attended Ben's trainings
- 2 Staff members will be at Ben's reporting on mental health trainings
- Milan and Kaela are attending The Fall National College Media Convention

### **Outreach**

- We've been attempting to strengthen our relationships with other on campus organizations through social media coverage.

### **Challenges**

- For wordpress, our monsterinsights plugin is outdated, preventing us from seeing our stats for the website.

### **Corrections**

- Minor mistypings in print version which we've corrected in our online version

### **Deadlines**

- N/A

### **Other Notes**

- N/A

# **Nubian Message – January 2024**

*Milan Hall, Editor-In-Chief*

### **Revenue & Expenditures**

- N/A

## **Personnel & Recruitment**

- Current Staff (19 Members)
  - 10 Writers (9 paid, 1 Correspondent)
  - 5 Copy Editors (All Paid)
  - 2 Layout Designers (1 Paid, 1 layout Correspondent)
  - Communication Lead: Shaere Delgiudice
  - Photo Editor: [Kaela Belington](#)
  - E-I-C & ME: Milan Hall & [Jeanine Ikekhua](#)
- Jo Miller will be rejoining us in the Spring semester
- Abigail Harris and Carmella Holloway will be leaving us for the Spring Semester

## **Metrics**

- Recent Issuu Impressions(As of Jan. 4) :
  - Nov. 29 Issue: 12,661 Impressions

## **Training & Travel**

- N/A

## **Outreach**

- We're planning to table in Talley for new issue releases
- We're planning interest meetings for the Spring Semester- Unsure of dates yet but we're going to hold 2-3 meetings
- Student Media Open House
- Winter Involvement Fair

## **Challenges**

- For wordpress, our monsterinsights plugin is outdated, preventing us from seeing our stats for the website.

## **Corrections**

- N/A

## **Deadlines**

- N/A

## **Other Notes**

- N/A

# Roundabout – November 2023

*Bran Poster, Editor-In-Chief*

## Revenue & Expenditures

- Sending luck to Zanna and the business team for selling ads in our coming Spring issue!

## Personnel & Recruitment

- Our design editor position is currently vacant. However, all 4 of the designers on our staff have expressed interest in stepping into that role in some capacity. I am following up with them and aim to have a design editor (or potentially design co-editors) confirmed next semester.

## Metrics

- I don't have any concrete pickup rate statistics to share about the Fall issue, but by all accounts it is popular and people are taking it off the stands!

## Training & Travel

- Our photo editor Emily went to the media convention in Atlanta (they were on their way back at the time this was written)
- Had a great outing with Patrick & Ben touring the TriWeb Printing facility

## Outreach

- OUR FIRST EVER SWAG DESIGNS ARE OFF TO BE MANUFACTURED!!!
- Promoted the Gothic issue on Instascam, Twitter and website with help from WKNC, thank you Jamie!

## Challenges

- Our previous design editor went completely AWOL and we didn't see it coming.

## Corrections

- During the final editing process for the Gothic Issue, I swapped out an article about roommate horror stories that had anonymous interviewees because Ben sagely saw the risk of defamation. I'm responsible for this, because I gave the writer the green light to have those anonymous interviews. Thankfully the writer was understanding, but this is another reason why I miss Martha!!

## Deadlines

- We will submit our Spring issue to the printer on Feb 21st to go to stands on March 1st.

## Other Notes

- Uncountable thanks again to Ray, Ben and Patrick for stepping in to support me when I needed it most!! The Gothic Issue would have looked very different without your help.

# Roundabout – January 2024

*Bran Poster, Editor-In-Chief*

## Revenue & Expenditures

- It's not even spring yet and I've seen spring issue ads on the poster already, great work Zanna and gang

## Personnel & Recruitment

- Hired a new design editor, the magnificently talented Briana Vreuls!
- Hired the inimitable Layney Keese for a new editorial position: promotion director (job title pilfered from WKNC). They will oversee our social media, help manage our website, and coordinate our overall public outreach. The full job description is [posted on our website](#).
- As of now, the promotion director position is semi-honorary, with Layney continuing to be paid at the writer flat rate. However, when the time for budget requests rolls around I will propose that it be an hourly position, and at Jamie's advice I will apply for PEP funding for it this coming March. Also per Jamie's advice, I plan to budget it at the same pay rate as our copy editor.

## Metrics

- Our social media audience engagement at the end of last semester went from nothing to something, thanks entirely to Layney! They've already hit the ground running with some excellent staff spotlights.

## Training & Travel

- Starting next semester, I will add Ben's mental health reporting training as an official requirement for completing the Roundabout correspondence
- Thanks to the great Carter Fields from the business office, we'll be going to report on the Wild Party indie rock band in concert at Cat's Cradle!

## Outreach

- THE FIRST-EVER ROUNDABOUT SWAG IS HERE: T-SHIRTS, STICKERS, AND PENS
- Thank you Patrick for ordering it all, it looks wonderful!

## Challenges

- Some of our staffers were too besieged by finals at the end of last semester to focus on Roundabout, which I think was to be expected

**Corrections**

- No corrections now – and hopefully none after the Spring issue is published

**Deadlines**

- We will submit our Spring issue to the printer on Feb 21st to go to stands on March 1st

**Other Notes**

- If you'd like a lucky pen, you know who to ask

# **Technician – November 2023**

*Jameson Wolf & Ethan Bakogiannis, Editors-in-Chief*

**Revenue & Expenditures**

- Nothing to report

**Personnel & Recruitment**

- We currently have 22 editors on our editorial board and approximately 30 additional paid staff members (writers, copy editors, videographers, layout designers), as well as several correspondents working to become staff members.
- We recently hired Cate Humphreys as Assistant Photo Editor.
- We have not done organized recruitment since the beginning of the semester but have taken up informal recruitment through an Instagram takeover that showed behind the scenes with our video editor, which stirred up substantial interest in video.

**Metrics**

- Our most recent newsletter open rate is at about 49%.
- Our Instagram account engagement has increased 20% in the last month, reaching 6,308 accounts and engaging 1,335 accounts.
- BLOX analytics are not currently working so we can't look at site views.

**Training & Travel**

- Ben has continued to offer our regular trainings for our correspondents.
- We had five editors attend CMAs in Atlanta at the end of October and they attended lots of different training sessions and got very valuable information to bring back to other editors and staff.
- Jameson, Ethan and Kate Denning (News Editor) attended a collaborative mental health project meeting put on by Daily Tar Heel in Charlotte. We are planning to work with schools from around the state for the next few months on this project and eventually make one of our spring semester print editions centered around these articles.
- We sent our sports editor, a sports writer and our video editor to ACC Tipoff in Charlotte.

### **Outreach**

- We have increased engagement on social media significantly through different types of content such as the Video takeover during ACC Tip Off.
- We also included a crossword in the paper for the first time in a long time and are doing an Instagram giveaway for those who fill it out. We are hoping this will increase our pickup rate.

### **Challenges**

- BLOX has been giving us headaches recently, particularly with concern to the newsletter being sent out and including all information it displays on the BLOX site builder. We are excited to get the process of switching onto a different cms in motion.

### **Corrections**

- In 'Grad student grievances: Graduate students at the University say they're underpaid, overworked' (p. 10, Oct. 26, 2023), Technician included incorrect information regarding the length of Egemen Aras' workday and stipend amounts and misstated Corbin Goodwin's degree program. Technician regrets the errors.
- We have reached out and apologized to those whose information was misrepresented, corrected the story with an editor's not online and printed a correction in the subsequent issue of the print paper

### **Deadlines**

- We have met all print deadlines.

### **Other Notes**

- Nothing to report.

## **Technician – January 2024**

*Jameson Wolf & Ethan Bakogiannis, Editors-in-Chief*

### **Revenue & Expenditures**

- Nothing to report

### **Personnel & Recruitment**

- We currently have 22 editors on our editorial board and approximately 30 additional paid staff members (writers, copy editors, videographers, layout designers), as well as several correspondents working to become staff members.
- We recently hired Matthew Burkhardt and Riya Kannan as Assistant News Editor and Assistant Culture Editor respectively to fill the need left by Emilia Rivadeneira, former Culture Editor, who is studying abroad this semester and Amelia Russell's transfer from the news to the culture section.

- We have not done organized recruitment since the beginning of the semester but have taken up informal recruitment through an Instagram takeover at ACC Tip-Off that showed behind the scenes with our video editor, which stirred up substantial interest in video.
- Organized recruitment incoming with the Winter Involvement Fair and the Student Media Open House.

### **Metrics**

- Our most recent newsletter open rate is at about 49%.
- Our Instagram account engagement has increased 20% in the last month, reaching 6,308 accounts and engaging 1,335 accounts.
- BLOX analytics are not currently working so we can't look at site views.

### **Training & Travel**

- Ben has continued to offer our regular trainings for our correspondents.
- We recently sent Ethan Bakogiannis and Griffin Bryant to cover the Pop Tarts Bowl in Orlando, Florida.

### **Outreach**

- We have increased engagement on social media significantly through different types of content such as the Video takeover during ACC Tip-Off and Emilia's print night takeover. Assistant Sports Editor Erin Ferrare also did an Instagram Takeover while covering NC State football's game against UNC-Chapel Hill.
- We also included a crossword in the paper for the first time in a long time and are doing an Instagram giveaway for those who fill it out. We are hoping this will increase our pickup rate.
- This week, we will participate in the Student Media Open House and have representatives at Winter Welcome Week

### **Challenges**

- BLOX has been giving us headaches recently, particularly with concern to the newsletter being sent out and including all information it displays on the BLOX site builder. We are excited to get the process of switching onto a different cms in motion.

### **Corrections**

- In a column published Nov. 16, Caden Noonkester was referred to by the wrong first name.
- We have corrected the story with an editor's note online and printed a correction in the subsequent issue of the print paper.

### **Deadlines**

- We have met all print deadlines.

## **Other Notes**

- Nothing to report.

# **Windhover – November 2023**

*Ryley Fallon, Editor-In-Chief*

## **Personnel & Recruitment**

- Windhover continues to gain volunteer interest. We are in the process of getting all volunteers documented through the hiring form.
- All paid staff positions are filled.

## **Metrics**

- Instagram engagement has increased slightly this past month with ACP convention posts and promotions.

## **Training & Travel**

- My managing editor, Nicole, and I attended Atlanta for the national ACP conference. We gained some great advice on how to increase Windhover's reach and have returned motivated to make progress. Last week, we shared a debrief with our staff.
- Windhover placed fourth Best of Show.

## **Outreach**

- We want to paint the freedom expression tunnel as a team to advertise our upcoming priority deadline.
- Plans to host an Open Mic this semester might be postponed to the Spring.

## **Challenges**

- Windhover's website is undergoing major changes with the help of Jamie.

## **Corrections**

- N/A

## **Deadlines**

- Priority Deadline (All submissions): Wednesday, November 22nd, 2023 11:59p
- Literary Final Deadline: Friday, December 15th, 2023 11:59p
- Visual + Multimedia Final Deadline: Friday, January 12th, 2023 11:59p

## **Other Notes**

- N/A



# Windhover – January 2024

*Ryley Fallon, Editor-In-Chief*

## **Personnel & Recruitment**

- Windhover continues to gain volunteer interest. We are in the process of getting all volunteers documented through the hiring form.
- A potential candidate is in the process of applying for the Editor-In-Chief position.
- Efforts are being made to ensure all new team members have completed onboarding tasks (join email group, drive, and Student Media spreadsheet).

## **Metrics**

- Instagram engagement has increased over the last semester!
- Windhover is now housed on a new website link!
- Windhover 2024 has one final deadline during the first week of the spring semester with a total of 140 submissions.

## **Training & Travel**

- My managing editor, Nicole, and I attended Atlanta for the national ACP conference. We gained some great advice on how to increase Windhover's reach and have returned motivated to make progress. Last week, we shared a debrief with our staff.
- Windhover placed fourth in Best of Show.

## **Outreach**

- We painted the freedom expression tunnel as a team to advertise our upcoming priority deadline.
- Planning to host an Open Mic/Zine Making event in collaboration with NCSU English this February.

## **Challenges**

- Submissions have dropped by about a quarter from last year. We're hopeful for our final push for submissions.

## **Corrections**

- N/A

## **Deadlines**

- Priority Deadline (All submissions): Wednesday, November 22nd, 2023 11:59p
- Literary Final Deadline: Friday, December 15th, 2023 11:59p
- Visual + Multimedia Final Deadline: Friday, January 12th, 2023 11:59p

## **Other Notes**

- N/A

# WKNC 88.1 FM HD1/HD2

## – November 2023

*By Erie Mitchell, General Manager*

### Revenue

- WKNC income (money in the bank) as of Oct. 1, 2023: \$8,277.00
- Sponsorship sales \$2008
- Women's Basketball \$-
- Men's Baseball \$2,600.00
- Event Promotions \$1,900.00
- Merchandise sales \$376.00
- DJ services \$-
- Studio rental \$-
- HD-3 lease \$2,200.00
- Event tickets \$-

### Personnel

Since sports games are starting to be broadcasted we've onboarded a number of Board Operators to work those.

### Training

We've begun scheduling the training classes for next semester and have done several more content contributor training sessions.

### Technology

Website has had some issues but those have been fixed.

### Coverage/Outreach

Joint DJ prom with WXYC and WXDU is occurring, Double Barrel Benefit has dates locked down and I'm starting to book artists for it, we're also partnering with Neon Nights to have a WKNC DJ as part of their program.

### Deadlines

None to report.

### Ethics/Legal issues

None to report.

### Awards

Winner of multiple National Student Production awards: Rainbow Riot, Best DJ; Rose Kelley, 2nd Best Podcast; Katie Quesinberry, Video Promo. We are also finalists for a number of College Media Association Pinnacle Awards: Carter Norfleet, Best Short; KONDE Brown and Maddy Moore, Best Audio Promo/PSA; Alexis Grant, Jeanine Ikekhua, Hamsata Mazou, Best Audio Talk/Entertainment Program.

# WKNC 88.1 FM HD1/HD2

## – January 2024

*By Erie Mitchell, General Manager*

### **Revenue**

- WKNC income (money in the bank) as of Jan. 1, 2024: \$12,044.00
- Sponsorship sales \$4,784.00
- Women's Basketball \$-
- Men's Baseball \$2,600.00
- Event Promotions \$2,000.00
- Merchandise sales \$460.00
- DJ services \$-
- Studio rental \$-
- HD-3 lease \$2,200.00
- Event tickets \$-

### **Personnel**

We continue to add board operators and are also planning on hiring a couple new staff members.

### **Training**

Interest meetings are scheduled for this week with training class beginning the week after. Content Creator Trainings are also beginning this week.

### **Coverage/Outreach**

Joint DJ prom with WXYC and WXDU is occurring, Double Barrel Benefit has dates locked down and I'm starting to book artists for it, we're also partnering with Neon Nights to have a WKNC DJ as part of their program.

### **Deadlines**

None to report.

### **Ethics/Legal issues**

None to report.

### **Awards**

International Student Broadcasting Championship named a number of finalists in WKNC including Beccy on Tour for Best Interview and Best New Podcast, Radio Bard for Best Interview, President Shrimpo for Best Established Podcast, and Fullmetal Racket for Best Video Execution