

# NC STATE STUDENT MEDIA BOARD OF DIRECTORS AGENDA

*Tuesday, April 9, 2024 • 7 p.m.  
356 Witherspoon (African American Cultural Center Conference Room)*

## **CALL TO ORDER**

## **APPOINTMENT OF RECORDING SECRETARY**

## **BUSINESS AND DISCUSSION ITEMS**

1. Approval of March 19, 2024 meeting minutes
2. April 2024 budget update (Jamie)
3. Technician Final Four edition (Ethan, Jameson, Ben, et al)
4. SMART Goals (Jamie)
5. End-of-semester membership update (Jamie)
6. Presentation of 2023-2024 Dean Phillips Award for General Excellence (Ben)
7. Board member check-in for 2024-2025
8. 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

## **ADJOURN**

**NC State Student Media Board of Directors  
March 2024 meeting minutes**

**Tuesday, March 19, 2024 • 7 p.m.  
356 Witherspoon Student Center  
(African American Cultural Center  
Conference Room)**

Members present: Madeline Renneker, Caitlin Laye, Tim Werner, Dean Phillips, Tyler Dukes, Julianna Lopez, Jake Seaton, Scarlett Taylor, Robbie Williams, Milan Hall, Ethan Bakogiannis, Jameson Wolf, Garrett Gough, Jermaine Hudson, Erie Mitchell, Bran Poster, Patrick Neal

Absent: Christa Gala, Ryley Fallon

Staff and guests present: Ben McNeely, Abi Barefoot, Zanna Swann, Jamie Lynn Gilbert, Ray Black, Emilia Rivadeneira (via Google Meet), Emily Vespa, Allie Gervase, Carter Fields, Kate Denning, Emma Scott, Elaine Vespa, Josie Headley, Rose Kelley, Alianna Kendall-Brooks, Caleb Twigg

**CALL TO ORDER**

With a quorum of voting members present, board chair Julianna Lopez called the meeting to order at 7:01 p.m.

**APPOINTMENT OF BOARD SECRETARY**

Jermaine Hudson agreed to serve as recording secretary for the meeting.

**APPROVAL OF JANUARY MEETING MINUTES**

Dean Phillips made a motion to approve the minutes from the Jan. 9, 2024 meeting, Tyler Dukes seconded the motion, and the board unanimously approved them. Those minutes were included in the meeting package and are made part of these minutes by reference.

**MARCH 2024 BUDGET UPDATE**

Jamie Lynn Gilbert reviewed the March 2024 budget update, which was included in the meeting package and made part of these minutes by reference. She noted the following:

- We are now 67% through the fiscal year.
- Agromeck – We’ve been told from our outside ad sales firm that they are on track to sell 16 pages, which is in line with our budget. Payroll is at 57%, which is great.
- Nubian Message - Nubian now has \$4,800 in revenue, which breaks down to \$2,700 in kiosk revenue and \$2,100 in ad sales. Payroll is at 31%.
- Roundabout - Roundabout income is at 93%, and by our next meeting we should have met or exceeded our goal. Payroll is at 69%.
- Technician - Technician received a huge chunk of revenue this month, bringing it to 65% of

its goal. As with Nubian, this now includes \$2,700 in kiosk revenue. Payroll is at 64%, which is great.

- Windhover - Payroll is at 37%. Looks good. We were able to get a much cheaper printing quote so that will save several thousand dollars.
- WKNC 88.1 FM HD-1/HD-2 - Non-fee income is now at 63%, which includes \$3,300 in ticket sales from WKNC's Double Barrel Benefit 20. Payroll is at 37%. Some personnel changes were made to hopefully get that number higher.
- General Administration - Non-fee revenue from kiosk sales is at 24%, but the kiosks are fully booked out for the rest of the semester, so our original goal is still attainable. Temp payroll is at 37%. The Student Media Enhancement Fund has \$8,300, Technician Century Fund has \$48,300 and the WKNC Enhancement Fund has \$3,900.
- Jamie reminded everyone that tomorrow (March 20) was NC State's annual Day of Giving, and she encouraged everyone to give themselves and/or encourage others to give.
- Zanna added that both newspapers and WKNC were running house ads linked directly to their respective funds, and Jamie said WKNC had produced two videos to air that day.

## **STUDENT MEDIA CONSTITUTION REFERENDUM OUTCOME**

Patrick Neal said that Student Media's amended constitution passed overwhelmingly, with 82% of the student body voting to approve it. The changes mean that Roundabout is now an official member of Student Media; the three at-large seats on the board will no longer be elected; the Student Body President will have until the first day of class each fall semester to make their appointments, and after that time the board would fill the seats themselves; and future amendments to the constitution will no longer require a vote of the entire student body. Patrick also noted that Caleb Twigg had run for one of the at-large seats, and he welcomed Caleb, who was present at the meeting. Caleb introduced himself, said that he was current IRC president, and said he was excited to start working with the board in 2024-2025.

## **VISUAL MEDIA AVISER POSITION UPDATE**

Patrick said Student Media was very close to making an official announcement, but said they were waiting on University HR; he noted that both Student Media and DASA HR had completed their parts of the process as of last Tuesday, March 12. He said the student-led hiring process went extremely well again, and he thanked all the students who had served on the committee or otherwise took part in the candidate interview sessions.

## **SMART GOAL REMINDER**

As part of Student Media's 2023-2024 assessment plan, Jamie said she emailed the 19 students who attended national media conventions in the fall to inquire about the outcomes of their goals. She said it was fine if students made little or no progress, saying the goal-setting process was what was being assessed. She asked them all to get their results to her by April 1 so she could report the results back to the board at its April meeting.

## ADVISORY BOARD RECOMMENDATIONS AND APPOINTMENT OF 2024-2025 SENIOR LEADERS

- On behalf of the Annual Publications Advisory Board, Jermaine Hudson recommended Emma Scott be named Editor-in-Chief of Agromeck for 2024-2025. Robbie Williams moved to accept the advisory board's recommendation, with Dean Phillips seconding. Emma was unanimously approved.
- On behalf of the Annual Publications Advisory Board, Jermaine recommended Josie Headley be named Editor-in-Chief of Windhover for 2024-2025. Jake Seaton moved to accept the advisory board's recommendation, with Tim Werner seconding. Josie was unanimously approved.
- On behalf of the Roundabout Advisory Board, Jermaine recommended Bran Poster be named Editor-in-Chief of Roundabout for 2024-2025. Jake moved to accept the advisory board's recommendation, with Robbie seconding. Bran was unanimously approved.
- On behalf of the Broadcast Advisory Board, Julianna recommended Rose Kelley be named General Manager of WKNC for 2024-2025. Dean moved to accept the advisory board's recommendation, with Tyler seconding. Rose was unanimously approved.
- On behalf of the Student Business Office Advisory Board, Robbie recommended Carter Fields be named General Manager of the Student Business Office for 2024-2025. Tyler moved to accept the advisory board's recommendation, with Dean seconding. Carter was unanimously approved.
- On behalf of the Newspapers Advisory Board, Milan Hall recommended Alianna Kendall-Brooks be named Editor-in-Chief of Nubian Message for 2024-2025. Tyler moved to accept the advisory board's recommendation, with Dean seconding. Alianna was unanimously approved.
- On behalf of the Newspapers Advisory Board, Tyler recommended Emilia Rivadeneira be named Editor-in-Chief of Technician for 2024-2025. Tyler moved to accept the advisory board's recommendation, with Tim seconding.

When the chair asked if there was any discussion, Technician Co-Editor-In-Chief Ethan Bakogiannis read the following statement on behalf of himself and his Co-Editor-In-Chief Jameson Wolf:

“To preface our statement, we respect both candidates and the work they have done and continue to do for Technician, and we also respect the advisory board and the board as a whole for their work throughout this process. We will fully support whoever the board votes to appoint and will work to smoothly pass on leadership responsibilities over the next several weeks.

That being said, as the current Editors-in-Chief of Technician, we disagree with the Advisory Board's decision to recommend Emilia as the publication's next Editor-in-Chief.

We believe that having someone with strong journalistic ethics and a foundational understanding of objective reporting at the helm of Technician is vital to maintaining high quality content and credibility as a publication, and through her work as news editor over the past year, Technician's other candidate, Kate Denning, has proven to be intentional and motivated in each of these areas.

We have not seen the same initiative and commitment to journalistic ethics from Emilia and are concerned about her ability to be an effective leader and custodian of Technician. Namely, we are troubled by her lack of thoughtfulness and objectivity.

While not a disqualification from becoming EIC, we also want to make sure the board considers the reality and the difficulty of hiring, standing up and directing a new staff while Emilia is studying abroad in Spain for the rest of the semester.

Once again, we respect the process the advisory board goes through in making a recommendation, but we believe that the close margin and confusion surrounding the advisory committee's vote in addition to our above concerns, warrant further consideration from the board on this matter. Thank you."

At that point, Dean made a motion that the board go into executive session to discuss personnel, and that the executive session include both Co-Editors-In-Chief, Editorial Adviser Ben McNeely and Patrick.

Patrick asked the board to pause briefly so he could offer an explanation of what an executive session was, and also to sort out the proper parliamentary procedure for handling the two motions on the floor.

He said that North Carolina open meetings laws allowed public boards to go into executive (i.e., closed) session under a few narrow circumstances to speak privately, and that personnel was one of those recognized exceptions. He noted that the board could take no official action in executive session, and that all votes must be taken publicly. He said the board might also ask others to join the closed session, so he asked everyone to remain available in case they chose to do so.

With regard to parliamentary procedure, Patrick said Tyler would need to either table or withdraw his motion before the board could vote on whether or not they would go into executive session. Tyler moved to table his motion until the executive session was concluded. Dean seconded the motion. The board voted unanimously to table it.

Dean's motion to go into executive session was seconded by Jake and the board approved it unanimously. The board went into executive session at 7:31 p.m. In that session, the board discussed the Co-Editor-In-Chiefs' concerns, and also asked that one of the candidates join them for a portion of the session so that the voting board members could ask them questions. Those included in the executive session were Julianna Lopez, Caitlin Laye, Madeline Renneker, Scarlett Taylor, Tim Werner, Dean Phillips, Robbie Williams, Jake Seaton, Tyler Dukes, Ethan Bakogiannis, Jameson Wolf, Ben McNeely and Patrick Neal.

The board concluded the executive session at 8:56 p.m., with Dean moving to return to open session and Jake seconding. The motion was approved unanimously.

The board then returned to the original motion to name Emilia Rivadeneira Editor-In-Chief of Technician for 2024-2025. That motion failed 0-9, with all voting members voting "nay."

Tyler then offered a motion to appoint Kate Denning Editor-In-Chief of Technician for 2024-2025, with Dean seconding. Kate was unanimously approved.

## **ADJOURN**

With no addenda to the organizations' board reports (which were included with the meeting package and made part of these minutes by reference) Dean moved to adjourn the meeting, with Robbie seconding. The motion passed unanimously, and the meeting was adjourned at 9 p.m.

# STUDENT MEDIA BUDGET V. ACTUAL

DATE: April 1, 2024  
 PERCENT THROUGH FISCAL YEAR: 75%

AGROMECK				TECHNICIAN				GENERAL ADMIN			
	Budget	Actual	Percent		Budget	Actual	Percent		Budget	Actual	Percent
Temp payroll	\$ 34,400.00	\$ 25,792.23	75%	Temp payroll	\$ 104,200.00	\$ 88,548.83	85%	FTE salaries + benefits	\$ 451,350.00	\$ 334,110.20	74%
Supplies	\$ 700.00	\$ -	0%	Supplies	\$ 500.00	\$ 528.85	106%	Temp payroll	\$ 49,200.00	\$ 23,513.71	48%
Travel	\$ 4,580.00	\$ 1,971.80	43%	Travel	\$ 6,070.00	\$ 4,786.81	79%	Supplies	\$ 11,840.00	\$ 13,635.82	115%
Admin service charges	\$ 4,570.00	\$ 5,163.44	113%	Admin service charges	\$ 15,130.00	\$ 16,935.28	112%	Travel	\$ 12,730.00	\$ 11,830.77	93%
Current services	\$ 11,875.00	\$ 10,918.75	92%	Current services	\$ 28,520.00	\$ 25,799.53	90%	Admin service charges	\$ 53,810.00	\$ 53,202.27	99%
Fixed charges	\$ 1,075.00	\$ 304.00	28%	Fixed charges	\$ 10,910.00	\$ 7,020.00	64%	Current services	\$ 24,355.00	\$ 13,019.27	53%
<b>TOTAL</b>	<b>\$ 57,200.00</b>	<b>\$ 44,150.22</b>	<b>77%</b>	<b>TOTAL</b>	<b>\$ 165,330.00</b>	<b>\$ 143,619.30</b>	<b>87%</b>	Fixed charges	\$ 4,615.00	\$ 2,464.91	53%
Non-fee income	\$ 11,000.00	\$ 899.59	8%	Non-fee income	\$ 52,000.00	\$ 34,064.12	66%	Contracted services	\$ 1,000.00	\$ -	0%
Fee income	\$ 46,200.00	\$ 43,848.62	5.42%	Fee income	\$ 113,330.00	\$ 107,562.00	13.30%	Capital outlay	\$ 30,000.00	\$ 45,406.37	151%
<b>TOTAL</b>	<b>\$ 57,200.00</b>	<b>\$ 44,748.21</b>	<b>78%</b>	<b>TOTAL</b>	<b>\$ 165,330.00</b>	<b>\$ 141,626.12</b>	<b>86%</b>	<b>TOTAL</b>	<b>\$ 638,900.00</b>	<b>\$ 497,183.32</b>	<b>78%</b>
Profit/Loss	\$ -	\$ 597.99		Profit/Loss	\$ -	\$ (1,993.18)		Non-fee income	\$ 13,000.00	\$ 5,267.12	41%
								Fee income	\$ 550,900.00	\$ 522,861.59	64.63%
								<b>TOTAL</b>	<b>\$ 563,900.00</b>	<b>\$ 528,128.71</b>	<b>94%</b>
								Profit/Loss	\$ (75,000.00)	\$ 30,945.39	
NUBIAN MESSAGE				WINDHOVER				OVERALL			
	Budget	Actual	Percent		Budget	Actual	Percent		Budget	Actual	Percent
Temp payroll	\$ 13,500.00	\$ 7,401.25	55%	Temp payroll	\$ 9,500.00	\$ 5,278.78	56%	FTE salaries + benefits	\$ 451,350.00	\$ 334,110.20	74%
Supplies	\$ 200.00	\$ -	0%	Supplies	\$ 1,000.00	\$ 170.50	17%	Temp payroll	\$ 289,500.00	\$ 189,533.13	65%
Travel	\$ 3,530.00	\$ 2,940.18	83%	Travel	\$ 3,940.00	\$ 1,959.56	50%	Supplies	\$ 16,940.00	\$ 15,840.58	94%
Admin service charges	\$ 2,570.00	\$ 3,976.28	155%	Admin service charges	\$ 2,700.00	\$ 2,669.56	99%	Travel	\$ 39,900.00	\$ 29,402.90	74%
Current services	\$ 12,650.00	\$ 8,067.36	64%	Current services	\$ 17,550.00	\$ -	0%	Admin service charges	\$ 91,290.00	\$ 91,751.89	101%
Fixed charges	\$ 455.00	\$ 50.00	11%	Fixed charges	\$ 1,545.00	\$ 304.00	20%	Current services	\$ 136,250.00	\$ 94,042.35	69%
<b>TOTAL</b>	<b>\$ 32,905.00</b>	<b>\$ 22,435.07</b>	<b>68%</b>	<b>TOTAL</b>	<b>\$ 36,235.00</b>	<b>\$ 10,382.40</b>	<b>29%</b>	Fixed charges	\$ 31,145.00	\$ 20,203.05	65%
Non-fee income	\$ 15,000.00	\$ 4,797.81	32%	Non-fee income	\$ -	\$ -		Contracted services	\$ 1,000.00	\$ -	0%
Fee income	\$ 17,905.00	\$ 16,993.71	2.10%	Fee income	\$ 36,235.00	\$ 34,390.80	4.25%	Capital outlay	\$ 30,000.00	\$ 45,406.37	151%
<b>TOTAL</b>	<b>\$ 32,905.00</b>	<b>\$ 21,791.52</b>	<b>66%</b>	<b>TOTAL</b>	<b>\$ 36,235.00</b>	<b>\$ 34,390.80</b>	<b>95%</b>	<b>TOTAL EXPENSES</b>	<b>\$ 1,087,375.00</b>	<b>\$ 820,290.47</b>	<b>75%</b>
Profit/Loss	\$ -	\$ (643.55)		Profit/Loss	\$ -	\$ 24,008.40		Non-fee income	\$ 160,000.00	\$ 101,110.64	63%
								Fee income	\$ 852,375.00	\$ 808,992.82	95%
								Interest income	\$ -	\$ 5,416.29	
								Food purchases	\$ -	\$ -	
								<b>TOTAL INCOME</b>	<b>\$ 1,012,375.00</b>	<b>\$ 915,519.75</b>	<b>90%</b>
ROUNDBOUT				WKNC				Net Profit/Loss	\$ (75,000.00)	\$ 95,229.28	
	Budget	Actual	Percent		Budget	Actual	Percent	SM Enhancement Fund	\$ 10,868.67	663502	
Temp payroll	\$ 6,500.00	\$ 6,714.25	103%	Temp payroll	\$ 72,200.00	\$ 32,284.08	45%	Technician Century Fund	\$ 51,582.10	667736	
Supplies	\$ 200.00	\$ 329.30	165%	Supplies	\$ 2,500.00	\$ 1,176.11	47%	WKNC Enhancement Fund	\$ 5,204.40	669963	
Travel	\$ 3,440.00	\$ 1,130.21	33%	Travel	\$ 5,610.00	\$ 4,783.57	85%				
Admin service charges	\$ 2,470.00	\$ 2,471.89	100%	Admin service charges	\$ 10,040.00	\$ 7,333.17	73%				
Current services	\$ 32,700.00	\$ 30,592.71	94%	Current services	\$ 8,600.00	\$ 5,644.73	66%				
Fixed charges	\$ 505.00	\$ 264.00	52%	Fixed charges	\$ 12,040.00	\$ 9,796.14	81%				
<b>TOTAL</b>	<b>\$ 45,815.00</b>	<b>\$ 41,502.36</b>	<b>91%</b>	Contracted services	\$ -	\$ -					
Non-fee income	\$ 31,000.00	\$ 28,800.00	93%	<b>TOTAL</b>	<b>\$ 110,990.00</b>	<b>\$ 61,017.80</b>	<b>55%</b>				
Fee income	\$ 14,815.00	\$ 14,060.98	1.74%	Non-fee income	\$ 38,000.00	\$ 27,282.00	72%				
<b>TOTAL</b>	<b>\$ 45,815.00</b>	<b>\$ 42,860.98</b>	<b>94%</b>	Fee income	\$ 72,990.00	\$ 69,275.13	8.56%				
Profit/Loss	\$ -	\$ 1,358.62		<b>TOTAL</b>	<b>\$ 110,990.00</b>	<b>\$ 96,557.13</b>	<b>87%</b>				
				Profit/Loss	\$ -	\$ 35,539.33					

# Agromeck

*Jermaine Hudson, Editor-In-Chief*

## Revenue & Expenditures

- As of 3/26/23, we have sold 375 books.
  - We want to order 450 but depending on ad sales, we might have to bump this number.
- We were told that we were on track to sell 16 pages of ads.

## Personnel & Recruitment

- Emma has sent out leadership applications for the Vol. 123 staff.

## Metrics

- We're continuing to expand our Instagram usage by following student organizations as well as incoming students to establish the culture of yearbooks existing at the college level.
- We're utilizing the NCAA tournament hype as a marketing tool.

## Training & Travel

- My photo and sports editors, Hallie & Griffin, traveled to Dallas to cover the Sweet 16 & Elite 8 men's game.

## Outreach

- We're constantly sending out emails, specifically to seniors and freshmen.

## Challenges

- Nothing to report.

## Corrections

- Nothing to Report.

## Deadlines

- Next deadline is April 8 and April 29.

## Other Notes

- Cover and endsheets are finalized.



# Student Business and Marketing Office

*Garrett Gough, General Manager*

## Revenue

OUTLET	TARGET	SOLD YTD* ending 04/03/24	PAID YTD** ending 03/29/24
Technician	\$ 40,000	\$ 54,515	\$ 30,754
Nubian Message	\$ 5,000	\$ 5,130	\$ 1,980
WKNC	\$ 15,000	\$ 10,795	\$ 8,495
Roundabout Magazine	\$ 45,000	\$ 33,372	\$ 28,800
Student Media* Kiosks, services, etc.	\$ 25,000	\$ 22,495	\$ 5,874

\* 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

- All six media consultants have been working diligently since the last board meeting.
- Carter Fields has been announced as the new General Manager!
- Throughout this month, I will be meeting with Carter regularly to get him trained on specifics associated with the job, as well as having him solo-lead one of our weekly team meetings.
- We will be holding exit interviews next week to get feedback from all media consultants regarding their experiences throughout this year.
- This will be very valuable in gaining insight to improve the business office for years to come, and also give us an idea of who will be returning next year.

## Metrics

- We are currently at 22 pages for Roundabout Orientation, and will continue to push sales all the way up to our April 5th commitment deadline.

## Training & Travel

- We have assigned three separate groups containing two media consultants each to begin working on campaigns for large national clients. This is a new task, and have therefore had numerous training on gaining contacts and responses from agencies.
- We recently had a large sale with one of these large national clients, as Allie Gervase and Elaine Vespa created a great campaign for Deloitte.
- This has proven to be a great professional development and networking opportunity, and we hope to see more connections like this in the future.

## Outreach

- We have seen improved sales and created incentives with our new March Madness Sales Game.
- Carter Fields has reached out to current media consultants regarding their decisions to come back to the Business Office next year.

## Challenges

- Nothing to report.

## Deadlines

- Roundabout Orientation: Commitment Deadline by April 5th, Artwork Deadline by April 12th

# Nubian Message

*Milan Hall, Editor-in-Chief*

## Revenue & Expenditures

- N/A

## Personnel & Recruitment

- Current Staff (21 Members)
  - 11 Writers (9 paid, 2 Correspondents)
  - 4 Copy Editors (All Paid)
  - 4 Layout Designers (2 Paid, 2 layout Correspondents)
  - Communication Lead: Shaere Delgiudice
  - Photo Editor: Kaela Belington
  - E-I-C & ME: Milan Hall & Jeanine Ikekhua

## Metrics

- Recent (Past 30 days) Issuu Impressions (As of April 1) :
  - Impressions: 14,859
  - Reads: 623
  - March 7 Issue: 8,686 Impressions
  - March 28th Issue: 1,437
- Website (As of April 1)
  - Average Page views over past 30 days: 14,814 (48% Increase)
  - Sessions over past 30 days: 10,862 (23% Increase)
  - New users: 9,627 (26% Increase)
  - Total users: 9,679 (26% Increase)
- Instagram Insights (As of April )
  - Accounts reached over past 30 days: 1198
  - Accounts engaged over past 30 days: 234293 (49.4% increase)
  - .5% increase in followers
  - 45.2% increase in people going to our website from our instagram

## Training & Travel

- N/A

## Outreach

- Tabled at Talley on March 29.
- Planning to table on April 12.

## Challenges

- N/A

## Corrections

- N/A

#### **Deadlines**

- N/A

#### **Other Notes**

- N/A

## **Roundabout**

### *Bran Poster, EIC*

#### **Revenue & Expenditures**

- 27 ads on the orientation issue calendar as of the day this report was written!!!! I haven't added up their total value yet, but I have a hunch Garrett and Zanna's team has broken last year's revenue record for orientation.

#### **Personnel & Recruitment**

- All of our current leadership staff (and the main staff as far as I know) are returning next semester!! Plus y'all already know Ray is coming in as our professional staff adviser!!!!!! CONGRATS RAY!!!!!!!!!!!!

#### **Metrics**

- I don't have hardcore pickup rate stats on the Duality issue, but by all accounts it's a popular kiosk nab!!

#### **Training & Travel**

- I talked with Emily, and she had good things to say about the progress we've made on her SMART goals since the Georgia conference. I imagine she'll fill y'all in at this board meeting!

#### **Outreach**

- Layney's social media savviness and the WKNC promotions request form were both a big help in spreading awareness of the duality issue!

#### **Challenges**

- We're including more articles in this coming orientation issue than we have in any past issue, which is awesome, but more than half of them need graphic/illustration visuals and we only have so many designers. We're having to pace out the workload, and I'm also taking responsibility for a few spreads. Worst case scenario, in the future I may set a cap on articles with graphical visuals per issue based on the # of designers on staff.

## **Corrections**

- Yikes – Zanna caught the misspelling of my own name after my editor's note!! Yes it's funny, but it's still a big editorial oversight on my part. It's often the smallest things that slip through the cracks!

## **Deadlines**

- The orientation issue printer deadline is still May 30th!

## **Other Notes**

- Thanks to Jamie, we've submitted the lunar calendar spread from last semester's issue to MSU's spread design contest!

# **Technician**

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

## **Revenue & Expenditures**

- We spent the remainder of our travel budget for staff to cover the Sweet Sixteen and Elite Eight runs.

## **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.
- The official turnover date to move from Vol. 104 to Vol. 105 staff is Tuesday, April 16. Vol. 105 has hired a new editorial board who will take over on that date.
- At this time, assistant design editor, copy desk chief and assistant copy desk chief positions are vacant for Vol. 105.

## **Metrics**

- Our most recent newsletter open rate is at about 49%.
- Our Instagram account engagement has increased 709% in the last month, reaching 28,800 accounts and engaging 8,238 accounts.
- We have gained 985 followers on Instagram over the past 30 days

## **Training & Travel**

- Ben has continued to offer our regular trainings for our correspondents.
- Colby Trotter, Noah Teague and Hallie Walker traveled to Pittsburgh to cover the first and second rounds of the NCAA men's basketball tournament.
- Hallie Walker and Griffin Cunningham traveled to Dallas to cover the Sweet Sixteen and Elite Eight faceoffs for men's basketball.
- Colby Trotter, Noah Teague and Hallie Walker traveled to Phoenix to cover the Final Four game for men's basketball.

- Erin Ferrare and Violet Beasley traveled to Cleveland for the women's Final Four game.

### **Outreach**

- Through the March Madness frenzy we have started handing out papers in person when they come out on Thursdays.

### **Challenges**

- We have struggled to meet demand for the past couple basketball special editions. Our biggest problem seems to be that some people are stealing large stacks of the papers from distribution boxes rather than sticking to their one copy.

### **Corrections**

- Nothing to report.

### **Deadlines**

- We have met all weekly print deadlines.

### **Other Notes**

- Nothing to report.

# **Windhover**

*Ryley Fallon, Editor-In-Chief*

### **Personnel & Recruitment**

- Josie Headley is the Windhover 24-25 Editor-In-Chief
- Josie is working to secure the paid staff for next semester
- 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 recently.
- Windhover is now housed on a new website link!

### **Training & Travel**

- Nothing to report.

### **Outreach**

- We hosted an Open Mic/Zine Making event in collaboration with NCSU Libraries, and it was a success! We had about 30 attendees and eight performers.
- Our managing editor Nicole Shearon is working on relaunching our podcast and subvolvo section.
- We are working on planning our release part.

### **Challenges**

- We are a bit behind on planning our release party, but we are hoping to figure it out quickly.

### **Corrections**

- N/A

### **Deadlines**

- The book is currently being printed and should get to us next week.
- We are working toward having our release party by the end of April, location TBD.

### **Other Notes**

- N/A

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

*By Erie Mitchell, General Manager*

### **Revenue**

- WKNC income (money in the bank) as of March 1, 2024: \$23,777.00
- Sponsorship sales \$6,495.00
- Women's Basketball \$2,315.00
- Men's Baseball \$2,600.00
- Event Promotions \$3,400.00
- Merchandise sales \$1,442.00
- DJ services \$2,000.00
- HD-3 lease \$2,200.00
- Event tickets \$3,325.00

### **Personnel**

- New general manager has begun the hiring process, applications received for most positions.

### **Training**

- None right now, will be training new hires at the end of month.

### **Technology**

- Mic 1 light still does not light up, working on a solution. Explored using Substack for blogs.

### **Coverage/Outreach**

- End of semester show planned with WXDU, did Day of Giving videos, ran Shackathon.

### **Deadlines**

- None to report.

### **Ethics/Legal issues**

- None to report.

## **Awards**

- None new.