

# NC STATE STUDENT MEDIA BOARD OF DIRECTORS AGENDA

*Tuesday, September 10, 2024 • 7 p.m.  
356 Witherspoon (African American Cultural Center Conference Room)*

## **CALL TO ORDER AND INTRODUCTIONS**

### **ELECTION OF BOARD OFFICERS**

1. Election of a chair – In accordance with the Student Media Constitution, 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. Election of a vice chair – Any board member may serve in this role.

### **APPOINTMENT OF RECORDING SECRETARY**

### **BUSINESS AND DISCUSSION ITEMS**

1. Approval of April 9, 2024 meeting minutes
2. 2023-2024 fiscal year review (Jamie)
3. September 2024 budget update (Jamie)
4. Policy proposal regarding Student Media payroll budgets (Jamie)
5. Personnel announcement (Patrick)
6. State of Student Media 2024-2025 (Patrick)
7. Student Business Office GM call for applications (Patrick)
8. Student Media Training Day (Patrick, et al)
9. Request for disbursement of funds
  - a. \$206.65 for two lunches for professional staff retreat May 7-8, 2024
  - b. \$600 for half of the AV costs associated with hosting NABJ meeting Oct. 5
10. 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 – Emma Scott
  - b. Business Office – Allie Gervase
  - c. Nubian Message – Alianna Kendall-Brooks
  - d. Roundabout – Bran Poster
  - e. Technician – Kate Denning
  - f. Windhover – Josie Headley
  - g. WKNC – Rose Kelley

### **EXECUTIVE SESSION**

### **ADJOURN**

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

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

Members present: Julianna Lopez, Caitlin Laye, Scarlett Taylor, Madeline Renneker, Tim Werner, Dean Phillips, Christa Gala, Ethan Bakogiannis, Jameson Wolf, Milan Hall, Josie Headley, Carter Fields, Garrett Gough, Bran Poster, Jermaine Hudson, Emma Carter, Kate Denning, Rose Kelley, Patrick Neal

Absent: Tyler Dukes, Robbie Williams, Jake Seaton, Ryley Fallon, Erie Mitchell

Staff and guests present: Jamie Lynn Gilbert, Zanna Swann, Ben McNeely, Abi Barefoot, Ray Black III, Emily Vespa

**CALL TO ORDER**

With a quorum of voting members present, board chair Julianna Lopez called the meeting to order at 7:03 p.m.

**APPOINTMENT OF BOARD SECRETARY**

Josie Headley agreed to serve as recording secretary for the meeting.

**APPROVAL OF MARCH MEETING MINUTES**

Dean Phillips made a motion to approve the minutes from the March 19, 2024 meeting, Christa 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.

**APRIL 2024 BUDGET UPDATE**

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

- As of April 1, we are now 75% through the year.
- Agromeck payroll is 75%, which is on track for the year.
- Nubian non-fee income is at 32% due to slow kiosk payments.
- Roundabout payroll is at 103%, which is not unexpected nor a problem. Roundabout non-fee income is at 93%.
- Technician payroll is at 85% and non-fee income is at 66%, again due to slow kiosk payments.
- Windhover payroll is at 56%.
- WKNC payroll is at 45% and non-fee income is at 72%.
- Temp payroll for General Administration is at 48%. Supplies are over budget at 115% and

capital outlay is over budget by 151% due to the emergency replacement of the AC system at WKNC's transmitter room at Hill Library and the purchase of the new equipment lockers. Non-fee income is at 41%, but about \$1,400 of that will be transferred to Nubian Message to account for their shares of kiosk income.

- The Student Media Enhancement Fund had \$2,740 deposited during Day of Giving, bringing the total to \$10,900. Technician had \$3,600 deposited during DoG, bringing that total to \$51,600. The WKNC Enhancement Fund had \$1,400 deposited during DoG, bringing that total to \$5,200.
- Overall, Student Media is at 63% of its non-fee income for the year, and at 95% of fee income. All told, 90% of income has been realized while only 75% of expenses have currently been spent.

## **TECHNICIAN FINAL FOUR EDITION**

Technician EICs Ethan Bakogiannis and Jameson Wolf, Agromeck EIC Jermaine Hudson, Student Business Office GM Garrett Gough, Ben McNeely and others spoke about their special editions and activities associated with the women and men's basketball teams' trip to the Final Four. Technician put together a Final Four edition that garnered both strong ad sales and unprecedented demand from students wanting copies. Despite printing 12,000 copies of the issue – which is four times the number of print copies Technician distributes in a normal week – every box on campus was quickly emptied, and hand-to-hand distribution of the issue on Stafford Commons led to lines that stretched literally around the building. A total of 2,000 copies were held back for sale through the Student Media e-store, and posters of both the ACC Tournament Championship and Final Four Technician covers were also printed for sale. As of the meeting date, Ben said sales of both papers and posters had generated nearly \$22,000 so far. The Student Business Office also sold a special commemorative edition after the tournament to be published on Friday, April 12. Patrick said the Final Four edition grossed about \$9,000 – some three times more than a regular Technician – and the commemorative edition was expected to gross over \$11,000. Patrick said the teams' historic tournament runs had also boosted Agromeck sales; Agromeck EIC Jermaine Hudson said the yearbook had sold 100 more copies than expected thanks to the teams' performances. Dean and Christa congratulated all of the leaders and their groups on their successes, and Patrick gave Abi Barefoot special recognition for managing the fulfillment of over 1,000 e-store orders for papers and posters.

## **SMART GOALS**

Jamie gave the board a brief summary of national conference attendees' SMART (Specific, Measurable, Attainable, Relevant and Timebound) goals. Such goalsetting was part of this year's assessment plan for Student Media. Jamie said almost all of the students who attended the conference had submitted their goals and reported on their progress, and that she would provide a fuller report on those goals to the board when she distributed the May budget update to the board via email.

## **END-OF-SEMESTER MEMBERSHIP UPDATE**

A total of 427 individual students had spent time with one or more of Student Media's organizations in 2023-2024, which beats the previous single-year participation record of 411 students set just last year. She broke that number down as follows (with comparison numbers

from Fall 2023 included in parentheses:

- We had 603 records, of which 176 were duplicates, to leave 427 individual students:
  - 194 paid staff (up from 179)
  - 218 volunteers (up from 185)
  - 15 who have since been terminated (up from 8)
- By outlet (removing those who were terminated), we have 412 students:
  - 31 Agromeck (up from 27)
  - 9 Business Office (unchanged)
  - 30 Nubian Message (up from 26)
  - 60 Photo/Video (with a primary area of 13 Agromeck, 4 Nubian, 2 Roundabout and 41 Technician) (up from 50)
  - 19 Roundabout (up from 14)
  - 110 from Technician (up from 98)
  - 19 Windhover (unchanged)
  - 134 WKNC (up from 121)
- By class, there are:
  - 110 first-year (up from 89)
  - 115 second-year (up from 101)
  - 93 third-year (up from 86)
  - 78 fourth-year (or more) (up from 74)
  - 16 graduate students (up from 14)
- We look to have up to 78 graduating this spring semester (assuming plans didn't change), which is 18% of our staff.

Prior to COVID, Patrick noted that participation had been running at about 350 students per year, fell some 40% at the peak of the pandemic, and had “blown up” since students returned to in-person classes. “We are bigger than we’ve ever been,” he said.

## **PRESENTATION OF 2023-2024 DEAN PHILLIPS AWARD FOR GENERAL EXCELLENCE**

On behalf of Student Media, Ben presented the 2023-2024 Dean Phillips Award for General Excellence to Technician Managing Editor Emily Vespa for her investigative reporting work over the course of the academic year. In addition to her work, those nominating Emily noted her positive effect on staff morale and dedication to Technician.

## **BOARD MEMBER CHECK-IN FOR 2024**

Patrick went around the table to see which board members would be returning for 2024-2025. In doing so, Caitlin Laye and Tim Werner both said they would be graduating at the end of the semester, but all other members present said they planned to return to the board in 2024-2025.

## **ORGANIZATION UPDATES**

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

- Jermaine gave a special shout-out to senior Photographer Hallie Walker for her work covering the Final Four that had greatly enhanced both Agromeck’s and Technician’s

coverage.

- Bran thanked Garrett, Zanna and the rest of the Student Business Office staff for their strong sales effort for the Orientation edition of Roundabout.
- On behalf of Windhover, Josie Headley said the new book should be delivered next week.
- On behalf of WKNC, Rose Kelley said most positions had been filled for the summer and that she expected to fill the remaining positions shortly.

## **ADJOURN**

With no additional business before the board, Dean moved to adjourn the meeting with Christa seconding. The motion passed unanimously, and the meeting was adjourned at 7:35 p.m.

# STUDENT MEDIA BUDGET V. ACTUAL

DATE: September 1, 2024  
 PERCENT THROUGH FISCAL YEAR: 17%

AGROMECK				TECHNICIAN				GENERAL ADMIN			
	Budget	Actual	Percent		Budget	Actual	Percent		Budget	Actual	Percent
Temp payroll	\$ 37,100.00	\$ 2,080.05	6%	Temp payroll	\$ 104,100.00	\$ 5,984.69	6%	FTE salaries + benefits	\$ 537,830.00	\$ 92,134.74	17%
Supplies	\$ 700.00	\$ 48.52	7%	Supplies	\$ 500.00	\$ 3.65	1%	Temp payroll	\$ 29,000.00	\$ 2,012.60	7%
Travel	\$ 6,080.00	\$ 1,070.26	18%	Travel	\$ 8,070.00	\$ 1,327.64	16%	Supplies	\$ 11,680.00	\$ 5,554.64	48%
Shared services	\$ 5,552.00	\$ -	0%	Shared services	\$ 16,986.00	\$ -	0%	Travel	\$ 12,330.00	\$ 771.97	6%
Current services	\$ 14,400.00	\$ 155.00	1%	Current services	\$ 29,760.00	\$ 460.59	2%	Shared services	\$ 60,424.00	\$ -	0%
Fixed charges	\$ 1,125.00	\$ -	0%	Fixed charges	\$ 10,910.00	\$ 1,744.00	16%	Current services	\$ 22,660.00	\$ 5,181.88	23%
TOTAL	\$ 64,957.00	\$ 3,353.83	5%	TOTAL	\$ 170,326.00	\$ 9,520.57	6%	Fixed charges	\$ 4,835.00	\$ 673.68	14%
								Contracted services	\$ -	\$ -	#DIV/0!
Fee income	\$ 53,957.00	\$ 23,700.53	6.48%	Fee income	\$ 121,326.00	\$ 53,292.27	14.58%	Capital outlay	\$ 17,000.00	\$ 12,570.46	74%
Non-fee income	\$ 11,000.00	\$ -	0%	Non-fee income	\$ 49,000.00	\$ 12,418.42	25%	TOTAL	\$ 695,759.00	\$ 118,899.97	17%
TOTAL	\$ 64,957.00	\$ 23,700.53	36%	TOTAL	\$ 170,326.00	\$ 65,710.69	39%				
Profit/Loss	\$ -			Profit/Loss	\$ -			Fee income	\$ 517,759.00	\$ 227,424.87	62.22%
								Non-fee income	\$ 10,000.00	\$ 5,022.13	50%
								TOTAL	\$ 527,759.00	\$ 232,447.00	44%
								Profit/Loss	\$ (168,000.00)		
NUBIAN MESSAGE				WINDHOVER				OVERALL			
	Budget	Actual	Percent		Budget	Actual	Percent		Budget	Actual	Percent
Temp payroll	\$ 16,700.00	\$ 781.37	5%	Temp payroll	\$ 9,500.00	\$ 974.01	10%	FTE salaries + benefits	\$ 537,830.00	\$ 92,134.74	17%
Supplies	\$ 200.00	\$ 194.46	97%	Supplies	\$ 1,000.00	\$ -	0%	Temp payroll	\$ 265,500.00	\$ 23,900.67	9%
Travel	\$ 3,530.00	\$ 1,062.37	30%	Travel	\$ 3,940.00	\$ 592.29	15%	Supplies	\$ 16,780.00	\$ 5,864.44	35%
Shared services	\$ 2,964.00	\$ -	0%	Shared services	\$ 1,587.00	\$ -	0%	Travel	\$ 43,000.00	\$ 5,119.96	12%
Current services	\$ 13,130.00	\$ 664.85	5%	Current services	\$ 9,550.00	\$ 8.17	0%	Shared services	\$ 101,295.00	\$ -	0%
Fixed charges	\$ 455.00	\$ 2,050.00	451%	Fixed charges	\$ 1,545.00	\$ 155.00	10%	Current services	\$ 137,000.00	\$ 6,850.63	5%
TOTAL	\$ 36,979.00	\$ 4,753.05	13%	TOTAL	\$ 27,122.00	\$ 1,729.47	6%	Fixed charges	\$ 32,725.00	\$ 6,260.68	19%
								Contracted services	\$ -	\$ -	#DIV/0!
Fee income	\$ 24,979.00	\$ 10,971.99	3.00%	Fee income	\$ 27,122.00	\$ 11,913.30	3.26%	Capital outlay	\$ 17,000.00	\$ 12,570.46	74%
Non-fee income	\$ 12,000.00	\$ 5,092.14	42%	Non-fee income	\$ -	\$ -	#DIV/0!	TOTAL EXPENSES	\$ 1,151,130.00	\$ 152,701.58	13%
TOTAL	\$ 36,979.00	\$ 16,064.13	43%	TOTAL	\$ 27,122.00	\$ 11,913.30	44%				
Profit/Loss	\$ -			Profit/Loss	\$ -			Fee income	\$ 832,130.00	\$ 365,511.87	44%
								Non-fee income	\$ 151,000.00	\$ 55,295.69	37%
								A/R interest income	\$ -	\$ 25.23	
								Stif interest income	\$ -	\$ 416.70	
								Food purchases	\$ -	\$ (337.67)	
								TOTAL INCOME	\$ 983,130.00	\$ 420,911.82	43%
								Net Profit/Loss	\$ (168,000.00)		
ROUNDAABOUT				WKNC 88.1 FM HD-1/HD-2							
	Budget	Actual	Percent		Budget	Actual	Percent				
Temp payroll	\$ 5,500.00	\$ 858.49	16%	Temp payroll	\$ 63,600.00	\$ 11,209.46	18%	SM Enhancement Fund	\$ 10,946.77	663502	
Supplies	\$ 200.00	\$ -	0%	Supplies	\$ 2,500.00	\$ 63.17	3%	WKNC Enhancement Fund	\$ 8,945.05	669963	
Travel	\$ 3,440.00	\$ 295.43	9%	Travel	\$ 5,610.00	\$ -	0%	Technician Century Fund	\$ 51,096.91	667736	
Shared services	\$ 6,820.00	\$ -	0%	Shared services	\$ 6,962.00	\$ -	0%				
Current services	\$ 39,200.00	\$ 46.99	0%	Current services	\$ 8,300.00	\$ 333.15	4%				
Fixed charges	\$ 505.00	\$ 245.00	49%	Fixed charges	\$ 13,350.00	\$ 1,393.00	10%				
TOTAL	\$ 55,665.00	\$ 1,445.91	3%	Contracted services	\$ -	\$ -					
				TOTAL	\$ 100,322.00	\$ 12,998.78	13%				
Fee income	\$ 24,665.00	\$ 10,834.06	2.96%	Fee income	\$ 62,322.00	\$ 27,374.85	7.49%				
Non-fee income	\$ 31,000.00	\$ 25,180.00	81%	Non-fee income	\$ 38,000.00	\$ 7,583.00	20%				
TOTAL	\$ 55,665.00	\$ 36,014.06	65%	TOTAL	\$ 100,322.00	\$ 34,957.85	35%				
Profit/Loss	\$ -			Profit/Loss	\$ -						

**NC STATE**

**STUDENT MEDIA**

# **Training Day 2024**

Saturday, Sept. 21 at [Witherspoon Student Center](#)

**8:30-9 a.m.**

- Welcome/Continental Breakfast - Rm. 126 (Washington Sankofa Room)

**9-9:50 a.m.**

- Keynote Speech (Bridget Foster, senior news director, Spectrum News North Carolina) - Rm. 126

**10-10:15 a.m.**

- Active Threat Response Training and General Safety Notes (Patrick Neal, Director of Student Media Advising) Rm. 126

**10:15-10:50 a.m.**

- Creating Responsive Programming for Community Issues (Jamie Lynn Gilbert, Associate Director of Student Media Advising) Rm. 126

**11-11:50 a.m.**

- From Editor-In-Chief to Homicide Detective: One Alum's Journey (Detective Sam DeGrave, Asheville Police Department) Rm. 126

**Noon-12:50 p.m.**

- Lunch - Rm. 126

After lunch, students will break into tracked sessions for business/marketing, news/print, visual media/design and broadcast/podcast. All sessions are open to all students. Room numbers will be added before the event.

**1-1:50 p.m.**

1. Business/Marketing - An Introduction to Cold Calling (Robbie Williams, senior account executive, Ameresco and guests)
2. News/Print - Solutions Journalism (Michael Davis, Solutions Journalism Network)
3. Visual Media/Design - Creative Portrait Lighting (Ray Black III, Visual Media Adviser, and Tim Lytvinenko, artist and photographer)
4. Broadcast/Podcast - Marketing & Promotions - Doing It Right (Chris Edge, Brand Manager MIX 101.5/WRAL FM and That Station/WRAL-HD2)

**2-2:50 p.m.**

1. Business/Marketing - "You Don't Need a Hashtag For That!" and other social media tips (Megan Ellison, Director of Social Media, NC State Communications and Molly Donovan, Assistant Director of Social Media, NC State Communications.)
2. News/Print - News Reporting 101 (Ben McNeely, Editorial Adviser)
3. Visual Media/Design - Curiosity Leads to Creativity (Juli Leonard, photojournalist and documentary photographer, formerly News & Observer).
4. Broadcast/Podcast - On-Air Delivery, Inflection, Pacing, Communicating (Chris Edge, Brand Manager MIX 101.5/WRAL FM and That Station/WRAL-HD2)

**3-3:50 p.m.**

1. Business/Marketing - A Deep Drive into the Business Office (Abi Barefoot, Student Employment and Finance Associate and Allie Gervase, interim General Manager)
2. News/Print - Reporting on Mental Health (Ben McNeely, Editorial Adviser)
3. Visual Media/Design - Photojournalism 101 (TBD)
4. Broadcast/Podcast - Digital Accessibility for Student Media (Jamie Lynn Gilbert, Associate Director of Student Media Advising)

**3:50-4 p.m.**

- Wrap-up & Adjournment Rm. 201



# Agromeck

*Emma Scott, Editor-in-Chief*

## **Revenue & Expenditures**

- As of 8/28/23, we have sold 0 books. We were having issues with StudioBalfour and Balfour store regarding the yearbook in the online store.
  - As per last year, we are launching an early-bird special for 2 weeks that is selling the book for \$55 instead of the normal \$85.
- We are waiting to hear back about Ring Week to launch our ring partnership book package.
- We plan to continue our partnership with the Student Alumni Association and Balfour ring division to provide a free copy of the yearbook to those who purchase an extended ring warranty.
- In our Balfour contract, we agreed to 450 copies of a 336 page book.
- Our ad contract states College Publications will sell 12 minimum pages at \$750 each.

## **Personnel & Recruitment**

- We have 7 leadership staff positions including Editor-in-Chief. We have retained 4 staff members that were in leadership last year including Emma Scott, Krishna Patel, Jermaine Hudson and Griffin Cunningham. We have 3 new leadership staff members including Pilar Parker, Kimani Potts and Violet Beesley.
- We had 30+ students come to our interest meeting, where in past years it has been <20.
- After our interest meeting, we have new writing correspondents and new design correspondents, and many photography correspondents.
- We were able to achieve this number of students from many recruitment opportunities including summer orientation, student media open house, student involvement fair, and packapalooza.

## **Metrics**

- Expansion of our Instagram and website content is underway. We have grown in number over the summer and have been brainstorming ways to keep the audience engaged with our content.

## **Training & Travel**

- We had our first staff training day on August 28, 2024.
  - Both training materials are in the Google Drive and printed in the office for all to access. Additionally, leadership staff have provided their office hours to staff for additional training.

- Griffin will have separate sports training for staff interested in sports writing specifically.
- This past summer, I (Emma) went to the ACP Mega Workshop in Minneapolis.
- Travel coverage will include the Griffin covering NCSU v. Tennessee Duke Mayo Bowl Game September 7.

### **Challenges**

- We have 3 new leadership staff and Ray as our new advisor so it has been a learning process for everyone.
- The online store launched later than expected and has had some effects on book sales and students taking advantage of the early bird discount but we are marketing the deal on Instagram to combat that issue.

### **Corrections**

- Nothing to report.

### **Deadlines**

- First Deadline is September 16th — all assignments have been taken and are being worked on.

### **Other Notes**

- Nothing to report.

# Business Office

Allie Gervase, Interim General Manager

## Revenue

OUTLET	TARGET	SOLD YTD* ending 08/30/24	PAID YTD** ending 08/30/24
Technician	\$ 45,000	\$7,402***	\$8,271***
Nubian Message	\$ 5,000	\$305	\$990
WKNC	\$ 15,000	\$250	\$250
Roundabout Magazine	\$ 45,000	\$	\$25,180
Student Media Kiosks, services, etc.	\$ 25,000	\$13,949***	\$5,022***

- \* 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.
- \*\*\* Totals from Flytedesk mostly for elections and Uber Eats includes placements for Student Media Sales for kiosks is \$5,909 with \$2,133 paid and Technician sales of \$565 in sales and payments of \$3980. There is often a 90-day plus lag time between Flytedesk placements and payments. For this fiscal year to date, there is reported \$27,500 committed from Flytedesk.

## Personnel & Recruitment

- **Key/Summarized Notes:**
  - Allie Gervase is the current Interim General Manager of the Student Media Business Office.
  - Three new media consultants have been hired and one returned from last year.
  - Interviews are currently taking place to fill the last two media consultant positions.
  - Recruitment efforts were high over the summer with Orientation and the Open House.
  - The team is off to a great start and we are excited about the upcoming year!
- **Interim General Manager:** Allie Gervase

- **Change in General Manager:** Over the summer, Allie worked as a Media Consultant at the Student Media Business Office and worked on setting up clients for the fall, and additionally taking on the hiring efforts for the new media consultants. Carter Fields was the acting General Manager at this time, but also working at Hitachi Energy throughout the week for his internship. Due to Carter's superb job performance at his internship, he was offered another position that lasts the entire school year working at the company. Carter was given an offer he couldn't refuse and took this internship. To then fill the General Manager position at the Student Media Business Office, Allie Gervase was offered the position as Interim General Manager, which she accepted. While we are sad that Carter is leaving Student Media, we will not gloss over any work that he has done for the team over the past 2 years as one of the top media consultants the Business Office has ever had.
- **Media Consultants:** Eli Smith, Caitlyn Muniz, Layla Faith Batts, Sreen Alsalti
  - **Hiring:** Over the Summer and early in the school year the Business Office hired 3 new media consultants (Caitlyn, Layla Faith, and Sreen) and brought back one media consultant from last year (Eli). Currently the team is interviewing people to fill the other 2 available spots and hope to have them starting at the end of September/ early October.
  - **Recruitment:** The primary focus of the Business Office's recruitment has been from the Freshman and Transfer student Orientation. We believe that having a dedicated person from the Business Office attend these orientations has been very impactful, and we had 30+ people show direct interest in the position. From there, first and second round interviews have taken place to see who would be a good fit in the position. As we interview the next round of students, we also have a "waitlist" of students that did not get hired at the beginning of the year but are still interested and want to be part of our team, knowing they would start later.
  - **Initial Weeks:** Allie and the Business Office team have been incredibly excited with the hiring and work that has been done so far. The media consultants are eager to learn more about sales and are working very well together in problem solving, and learning more about all the outlets.

## Metrics

- The majority of kiosk spots have been filled for the Fall.
  - September: 15/16 Outdoor, 1/4 indoor
  - October: 16/16 Outdoor, 4/4 indoor
  - November: 16/16 Outdoor, 4/4 indoor

## Training & Travel

- ACP Mega Media Workshop
  - Allie Gervase attended this workshop in Minneapolis in July. She participated in the Business Track and received 2nd place in the Pitch Competition.
  -

- CMBAM
  - We are currently deciding who will be attending the CMBAM conference in November. Abi Barefoot will be attending for the advisor role and 2 media consultants will be attending.
- Training
  - Intro Training: Each new media consultant started on their first day with one on one training with Allie regarding the main tools that they will use in our office. This included the sales tracker, master client list and contact report.
  - Cold Call Training: The 3 new media consultants have been recently working on cold calling and strategies to be effective while doing this. Allie led these trainings and this will continue over the coming weeks to grow these skills.
  - One-on-One Training: To learn the ins and outs of sales and working with our clients, we have done lots of one on one or small group training. These have been on topics such as email writing, knowing our products, and making connections with clients. These trainings have been led by Allie and Abi, and will continue to occur throughout the year.

### **Challenges**

- Nothing to report.

### **Corrections**

- Nothing to report.

### **Deadlines**

- Roundabout Fall: The commitment deadline is September 6th and the artwork deadline is September 15th.

# **The Nubian Message**

*Alianna Kendall-Brooks, Editor-In-Chief*

### **Revenue & Expenditures**

- Launch Party food: \$500

### **Personnel & Recruitment**

- Current Staff (20 Members)
  - 10 Writers (6 paid, 4 Correspondents)
  - 2 Copy Editors
  - 3 Layout Designers (2 paid; 1 Correspondent)
  - Social Media Manager: Shaere Delgiudice
  - Multimedia Editor: Abi Harris
  - Photo Editor: Kaela Belington
  - E-I-C & ME: Alianna KB & Isaac Davis

- What recruitment efforts have you undertaken, and how successful have those efforts been?
  - Interest Meeting: 10 people attended and there was a big interest in photography; at least four new photo staff

### **Metrics**

- Recent Issuu Impressions (As of Aug. 10):
  - 6,970 Impressions
- Instagram
  - Accounts reached: 8,112 (+544%)
  - Accounts engaged: 391 (+610%)
  - Total Followers: 1,836 (+1.4%)

### **Training & Travel**

- N/A

### **Outreach**

- Tabling at Symposium for Multicultural Scholars and Talley Student Union (9/6 and 9/9)
- Launch Party on 9/12

### **Challenges**

- Need more copy editors
- Need more leadership positions to facilitate recruitment, training and production process for different job types (opinion editor, news editor, etc)

### **Corrections**

- N/A

### **Deadlines**

- Issue Release: 9/12

### **Other Notes**

- N/A

## **Roundabout**

*Bran Poster, Editor-In-Chief*

### **Revenue & Expenditures**

- Best of luck to the biz team in getting ads in our fall issue!! And thank you Allie for stepping in.

## **Personnel & Recruitment**

- Over the summer, our great design editor Briana got a demanding but very well-deserved internship and sadly won't be able to continue with us. By the time this board meeting is in session, however, applications for our next design editor will have been submitted. We already have one designer who definitely will apply, and two others that might!
- I'll have definitive numbers on new recruits by the time y'all are reading this because our interest meeting hasn't yet happened at the time I'm writing this. Let me say, though, that from the amount of people who filled out the interest form and came to the open house, I have lofty expectations!

## **Metrics**

- At this point, I can't find orientation issues on kiosks anywhere except in Witherspoon and Talley, and that definitely says something about how much the campus appreciated it!

## **Training & Travel**

- Layney had an awesome time in Minnesota this summer and took back some interesting lessons (she made a [whole presentation](#) about it)! She had some very unique experiences there, to say the least.

## **Outreach**

- Thanks to Layney and Ray for some fantastic Roundabout recruitment digital billboards around campus and at Packapalooza!

## **Challenges**

- The designer who said they'll definitely apply for editor will be studying abroad this summer. If we do hire her, we'll eventually have to have another design editor for orientation.

## **Corrections**

- We had a placement error in the orientation issue: a Fraternity & Sorority Life ad was supposed to be centerfold. It got shifted after we had to add four more pages to fit additional content and missing ads that Zanna found. I think the biggest lesson here is to triple check that we've included every ad so we don't have any surprises close to production! And as y'all know, the inimitable Zanna will not be here to safeguard ads in future issues, so we need to step up our game.

## **Deadlines**

- We're planning on submitting the fall issue to print around October 9 for release on Thursday, October 24.

## Other Notes

- Zanna's last board meeting!?!
- Thank you Ray for agreeing to get us pizza at our interest meeting!!

# Technician

*Kate Denning, Editor-In-Chief*

## Personnel & Recruitment

- We filled the copy desk chief position that was previously vacant. Olivia is now working on Sunday and Tuesday nights which has been a weight lifted off of everyone's shoulders, but we are actively working to get more copy editors scheduled on a regular basis beyond those two days.
- The assistant design editor and assistant culture editor and assistant copy desk chief positions are still open, but that isn't causing too much stress for staff at the moment. I would like to turn my attention toward filling those positions in the coming months, but we are doing OK in those areas for now.
- Summer orientation sessions led to turnout of about 12 at our first interest meeting. To my knowledge, almost all of those attendees have gotten started with at least one section. I plan to host another interest meeting soon with the people who signed up at the involvement fair last week.
- I'll be starting section check-ins with our other editors next week. I hope to make these more regular than in past years to keep an open line of communication with senior leadership and the rest of the editorial board.

## Metrics

- 13,033 accounts reached on Instagram in the last 30 days

## Training

- I will be hosting our first Technician 101 training this Thursday and another next Thursday. We have 10 folks signed up for those at the moment.
- I will be opening up the conference form to our staff on Sept. 8.

## Challenges

- Technician received a letter to the editor from the shooter of the 2004 tailgate murders. I planned to put it into the print issue this past week, but received feedback from multiple editors expressing concern over its place in the opinion section for fear of backlash and the potentially rushed nature of its publication. I opted to not run it yet in order to give ample notice to all of e-board that it would



be going up. I do plan to publish it in the coming days with a letter from the editor, as opposed to a short editor's note, accompanying it detailing why we feel it is our obligation to publish it.

### **Corrections**

- We issued the following correction on a culture article:  
*Editor's Note: Information in this article, originally published Aug. 19, 2024, has been corrected. The name of the "Teletype" play, the name of its main character and the number of times Mia Self has directed the play were misstated. Incorrect information regarding the plot of "Teletype" has been removed.*
- The correction was made by me in under an hour and the sources who sent the corrections thanked us for our swift action and for the story in spite of the errors.

### **Deadlines**

- All major deadlines have been met.

### **Revenue and Expenditures**

- Nothing to report.

# **Windhover**

*Josie Headley, Editor-In-Chief*

### **Personnel and Recruitment**

- *Paid Staff* - There are currently 9 people on paid staff for Windhover, meaning we have a full staff. All positions carried on from last year, with the exception of the Audio & Video Editor position, which has been reinstated after being vacant for two publication cycles. See our personnel chart below:

<b>Personnel</b>	<b>Name</b>
Editor-in-Chief	Josie Headley
Managing Editor	Patrick Mays
Design Editor	Cora Jones
Assistant Design Editor	Katharine Spanberg
Visual Editor	Jordan Webster

Audio and Video Editor	Kira Brown
Literary Editor	Tuesday Pil
Assistant Literary Editor	Will LaMarche
Promotions Designer	Vy Hoang

- Volunteer recruitment efforts so far this fall:
  - Promotional materials distribution across campus
  - Included flyers, postcard-size interest meeting advertisements, etc.
  - Word-of-Mouth
  - We gained a lot of traction through having editors speak to their classes and other clubs they are part of about Windhover. We were able to connect with the Film department and form closer ties with English Club, to name specific examples.
  - Student Media Open House
  - Interest Meeting
  - Prior to the interest meeting, we had about 37 people on our volunteer interest form, so we almost doubled that number after the meeting and Student Media Open House (see below.)
  - Art and poetry from past editions giveaway (tabling at Talley)
  - This was a new event that we haven't done in the past, but it helped us to get our name out there, helped people to know what we truly are, and got us a lot of volunteer and submitter interest
  
- After our recruitment efforts, we have 71 volunteers committed to our team for the 2024-2025 publication cycle. This is almost triple how many volunteers we have had in the recent past, so we are extremely happy about this turnout. Our volunteer form will still be up until our submissions open on September 13th, so we expect to reach at least 75 volunteers on staff. We will have 80 roles filled when we take into account those who signed up for multiple committees.
  
- We found that submitting our events to the Wolfpack Welcome Week calendar helped a lot with recruitment and gaining interest about the publication. In addition, tabling at Talley helped with reaching people who did not previously know what our publication was. In addition, continued redistribution of Volume 58 and attaching promotional materials to the copies that were redistributed helped people to connect the physical publication with us as an organization.

## Metrics

- *Submission Interest* - For the first time, Windhover has set up a form that potential submitters can fill out to be notified when submissions open and when priority and final deadlines are approaching. We hope that this system will result in more submitter traction and us being able to more seamlessly transform

interested artists to submitted artists. This form currently has 39 unique respondents. It will remain open until submissions finally close in December.

- *Volume 58 Continued Distribution* - Windhover still holds approximately 125 copies of Volume 58. With continued redistribution through the submission period, we hope to get these out to interested parties. We have found that the most popular locations are Talley, locations on Cates Avenue and other centralized locations.

### **Training & Travel**

- Josie traveled to Minneapolis, Minnesota for the ACP College Media Mega Workshop in July. Learning included Adobe Indesign training, workshops on creativity and what judges look for in pieces being reviewed for award and networking with other student magazine professionals. *Windhover* received Best in Show for literary magazines and sixth place in all-around People's Choice Award at the workshop.
- In addition, Josie and Managing Editor Patrick Mays have been engaging with new staff in one-on-one training sessions and workshop sessions to gauge what we can do better this year compared to years past. These will continue to be scheduled throughout the month of September.

### **Challenges**

- *Excess Number of Volunteers* - Though it is a good problem to have, the large number of volunteers we now have on our team is a big adjustment for *Windhover*. Especially in our Design Committee, we are brainstorming ways to incorporate these volunteers and make their positions feel important and intentional while still keeping our process streamlined and concise.
- *Audio and Video* - Because *Windhover* has not historically received many audio and video submissions or had a strong audio and video department after we stopped producing CDs to go along with our books, we do not have strong connections established within the musical and film communities at NC State. However, Josie and Kira Brown (Audio and Video Editor) are working to establish these connections through talking to professors and film courses as well as making a plan to do a collaborative event with the Film Society during October or November 2024. With a committed editor in this section, we will accomplish the goal of revamping our audio and video section. This "revamp" will also include changing how we upload our digital pieces to the website and get them out to students, but how we will do this is not concrete. Josie will update the Board when it is secured.

### **Corrections**

- We are currently looking forward to the next edition and aiming to create more clear guidelines for submissions across sections so that we do not encounter legal and technical difficulties this year. Each section editor is creating a list of guidelines to be workshopped with leadership staff, who are engaged in creating more clear legal guidelines concerning copyright and rights to works.

## Deadlines

- *September 13th*: submissions open, submissions form and legal adjustments and guidelines must be done by this date.
- *September 24th*: first event, collaboration with English Club, 6PM-8PM Open Mic and Blackout Poetry in Caldwell Lounge.
- *November 1st*: priority deadline for submitters
- *December 1st*: final deadline for submitters, composition on book begins.

# Windhover

*Rose Kelley, Editor-In-Chief*

## Revenue

- Non-fee income (money in the bank), as of Sept. 1, 2024: \$5,064 (20% of total)
  - Sponsorship Sales \$250.00
  - Women's Basketball \$0.00
  - Men's Baseball \$3,325.00
  - Event Promotions \$1,550.00
  - Merchandise Sales \$238.00
  - DJ Services \$0.00
  - HD-3 Lease \$2,200
  - Event Tickets \$0.00

## Expenditures

- Our most notable expenditures recently have been the purchase of a new audio console and monitors for our HD-1 studio, funded by a generous donation to the WKNC enhancement fund. Additionally, we have begun a new policy of awarding paid staff who complete 10 hours of work a free WKNC colored t-shirt. This is a one time reward for staff members which will only cost no more than \$150 per semester.

## Personnel

- As of September 6th, we have 117 students currently on staff, including 25 DJ trainees. This does not include the 23 DJs and content team members who still have not completed their paperwork. We have 31 paid staff members filling out all paid staff positions, this marks the first instance this year we have no open positions. We took the initiative for recruitment by tabling at the Pride Symposium, and during the summer recruitment we had 52 individuals express interest in joining WKNC who were all reached out to. 11 of these students followed up by attending the Fall interest meetings, 3 of whom submitted DJ applications, 2 of which were accepted. Separately from DJ applications one of these 11 students was subsequently hired as a paid staff member.

## Training

- Both the General Manager, Rose Kelley, and the Daytime Music Director, Sarah Hernando, attended the virtual CBI Summer Leadership Workshop. Additionally

the Public Affairs Director, Emilia Rivadeneira, attended the virtual workshop Soundwaves of Success: Podcast Production for College Student Media. 77 students attended the Fall WKNC interest meetings, and an additional 5 reached out for applications who could not attend either meeting. Out of these 82 students 40 sent DJ applications. Out of the 40 applications received 27 students were accepted into the DJ training class representing a 67.5% acceptance rate. Two students have had to drop the training class due to schedule conflicts bringing the number of new DJs in training to 25 as of September 6th. A number of students have met with Jamie to be content contributors and continue to meet with Jamie, however none have joined the staff yet.

### **Programming**

- We have pursued new relationships and maintained others to further promote WKNC, including our renewed partnership with Visit Centennial for WKNC's Local Lunch Live. Beginning in July WKNC has entered a partnership with Neptunes to hold monthly Locals Only! shows on the second Thursday of each month. For the Hopscotch music festival 3 staff members have been tasked with covering the festival and producing content surrounding it. We are also set to DJ for a number of events including a show at Fishmarket gallery on September 6th, and West Fest on September 11th. On October 4th WKNC will be celebrating for the fourth year in a row in World College Radio Day with 24 hours of live DJ programming.

### **Awards**

- WKNC is a finalist for two awards from the College Media Association Pinnacle awards. The first is for Best audio newscast, Division I, "Eye on the Triangle Weekly News Jan. 29, 2024," by Ellie Feaga. The second is for Radio Station of the Year, Division I.