

YEAR IN REVIEW

2020-2021 - The COVID Edition



NC STATE

Student
Media

Board of Directors 2020-2021

Tania Allen, Assistant Professor, College of Art + Design
Tyler Dukes, Investigative Reporter, News & Observer
Melanie Flowers (ex-officio), Student Body President
Sarah Hartsell, (2020-2021 chair), fourth-year, History
Abi Hearn, second-year, Human Biology
Arianna Hinton, fourth-year, Communication
Josh Hyatt, Technical Writer, North Carolina State Employees Credit Union
Sarah Gagner, third-year, Psychology
Dean Phillips, Senior Lecturer Emeritus, Communication
Robbie Williams, Senior Account Executive, Ameresco

Senior Leaders 2020-2021

Rachael Davis, Technician Editor-in-Chief
Elikem Dodor, Nubian Message Editor-in-Chief
Lucas Martin, Business Office General Manager
Cliff Maske, Roundabout Editor-in-Chief
Laura Mooney, WKNC General Manager
Cameron Motsinger, Agromeck Editor-in-Chief
Xenna Smith, Windhover Editor

Professional Staff 2020-2021

Ellis "Ray" Black III, Photography Mentor
Martha Collins, Administrative and Annual Publications Coordinator
Jamie Lynn Gilbert, Associate Director
Ellen Meder, Editorial Adviser
Patrick Neal, Director of Student Media Advising
Zanna Swann, Business and Marketing Manager

ON THE COVER: DJ Ethan Myers, right, shows trainee Curtis Cheung how to log songs on Spinitron. WKNC continued to train new DJs in person during the COVID-19 pandemic, but used Zoom for class lectures. Photo by Jamie Lynn Gilbert

Data for this report was compiled by the professional staff and submitted to the University on behalf of NC State Student Media by Director of Student Media Advising Patrick Neal.

Student Media weathers COVID-19 pandemic

As was the case for virtually all University departments, COVID-19 had a profound impact on Student Media's operations in 2020-2021. While these impacts will be explored throughout this report, the pandemic deserves its own section here.

The most obvious – and most concerning – impact was recruitment, as the virus was a body blow to overall participation numbers. While senior leaders and their staffs did an admirable job of keeping their respective organizations going under some of the most difficult circumstances imaginable, they added very little “new blood,” resulting in a year-over-year decline of 40% overall (210 members in 2020-2021 versus a near-record 350 members in 2019-2020). It marked the first time Student Media had seen fewer than 300 participating students since 2015-2016.

The pandemic affected the operations of both the individual groups and the department overall. Those operational changes and effects are detailed throughout this report, but the most notable included the following:

- On March 17, 2020, NC State announced all classes would be switching to an online format and all students living in residence halls would have to move out. In response to this, both Nubian Message and Technician suspended their regular print operations for the remainder of the spring 2020 semester.
- The University attempted a “normal” fall 2020 semester, offering a mixture of online and in-person classes. By Aug. 20, 2020, all classes were moved

online and students moved out of University housing by Sept. 6. With minimal foot traffic on campus, Technician and Nubian again suspended print publications. Both publications elected to extend that suspension into the spring after the University announced a hybrid class format in the spring 2021 semester.

- With no foot traffic on campus, and no website or any other real digital presence yet built, Roundabout essentially went on hiatus for the 2020-2021 academic year. While Roundabout's flagship product – its Welcome to Campus edition – did not carry the Roundabout name in summer 2021, the revenues generated (and corresponding expenses) from that issue were still credited/debited to Roundabout to provide a firm budgetary foundation upon which to rebuild. In a fortunate turn of events prompted by extremely unfortunate circumstances, that Welcome to Campus edition smashed every previous revenue record for such editions after Student Media announced it would be mailing hard copies of the magazine to every new student matriculating in the fall. Not only did the success of that issue result in a generous budget surplus for the magazine, but it provided a blueprint for future welcome to campus editions.
- With reduced operations on campus, members of the professional staff joined their colleagues from most

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Student Media weathers COVID-19 pandemic (cont'd)

other departments in working remotely for more than four months. The professional staff returned to their offices Aug. 3, 2020, the first day employees were allowed back on campus without restriction. The student groups, in turn, adopted hybrid remote and in-person operations, with WKNC adopting additional precautions regarding cleaning equipment and spacing out DJ shifts. Similar precautions were also adopted by the photography staff with shared equipment.

- In terms of coverage, Agromeck was the most severely impacted by COVID-19. With many on-campus events canceled or reduced, most classes virtual and a minimal local student population, members of the yearbook staff had to radically alter their normal coverage strategies. Even so, the staff continued virtual weekly meetings for both all-staff and leadership to maintain communication and continuity as much as possible, and the leadership team continued to hold in-person office hours in addition to their virtual meetings.
- Despite COVID-19, Windhover was able to solicit and obtain a generous number of submissions for the 2021 book. The leadership and committee teams held weekly virtual meetings to foster communication and continuity. Even so, the magazine was forced to cancel its scheduled 2020-2021 open mic nights.
- WKNC canceled its 18th annual Double Barrel Benefit fundraiser in February 2021, resulting in a \$6,000 loss in budgeted ticket and sponsorship revenue for the radio station. The station also canceled what would have been its sixth annual Radio Ride bicycle ride scavenger hunt. Even more impactful was the loss of \$8,000+ in revenue from baseball and women's basketball broadcasts over two fiscal years, as both teams played radically shortened schedules due to COVID.
- All the state and national student media organizations – College Media Association, Associated Collegiate Press, College Broadcasters Inc., College Media Business and Advertising Managers and the North Carolina College Media Association – went remote with their respective conventions and other annual workshops normally held in person. While the students certainly missed traveling, the relatively low prices charged for these events, coupled with the fact that most of them charged a flat fee per school rather than the per-student registration fees traditionally charged, meant more students were able to avail themselves of these groups' offerings than in most years.
- Yearbook portrait sessions plunged for 2020-2021. In all, 235 students had their senior portraits taken at sessions Agromeck and Lifetouch sponsored in both the fall and spring semesters. Portrait sittings were held

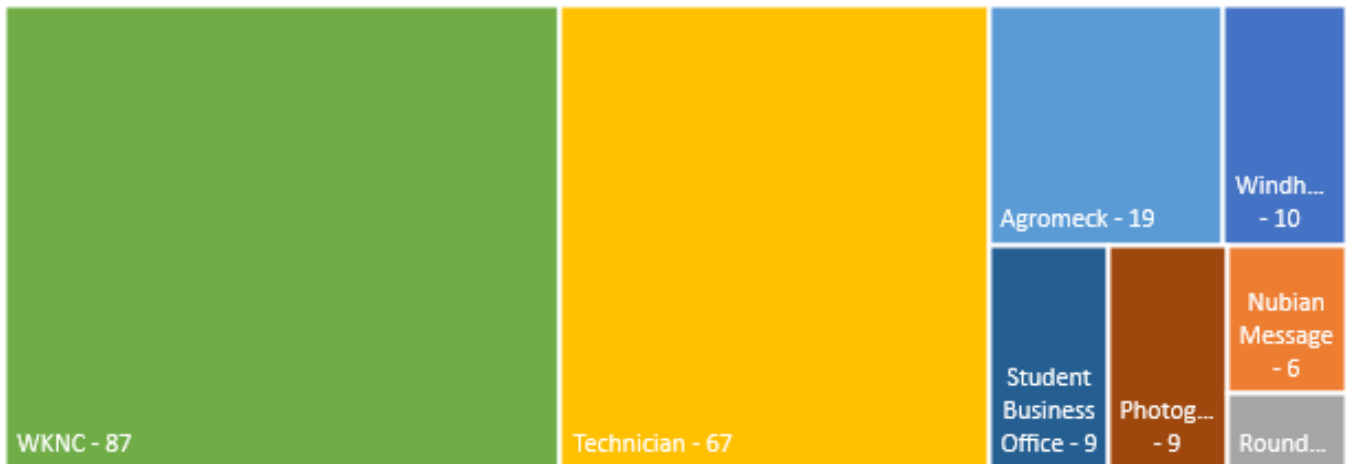
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Student Media weathers COVID-19 pandemic (cont'd)

in a Talley Student Union space and were scheduled to limit contact. This represented a 46% decrease from the 439 seniors who had their portraits taken for the 2020 Agromeck.

Despite these hurdles and setbacks, the after-effects of the pandemic were not all bad, especially with regard to the unit's overall fiscal health. At the outset of the pandemic, one major fear was that a precipitous drop in revenues would wreck Student Media's budget, but by the end of the fiscal year it was clear the unit's financial position had actually improved significantly. A decrease in local ad revenues was largely offset by an influx of political advertising totaling nearly \$20,000. Also, Technician's weekly newsletter launched fall 2020 proved to be extremely popular with both readers and advertisers, boasting a mailing list of more than 35,000 and an open rate of better than 50%. At the same time, the unit saw major savings in a variety of areas, from printing to payroll to travel. In the final analysis, Student Media ended the year nearly \$50,000 in the black when the department had budgeted to go more than \$93,000 in the red, a net positive swing of over \$140,000. (For more details on the budget, please see Page 8.)

2020-2021 staff by medium



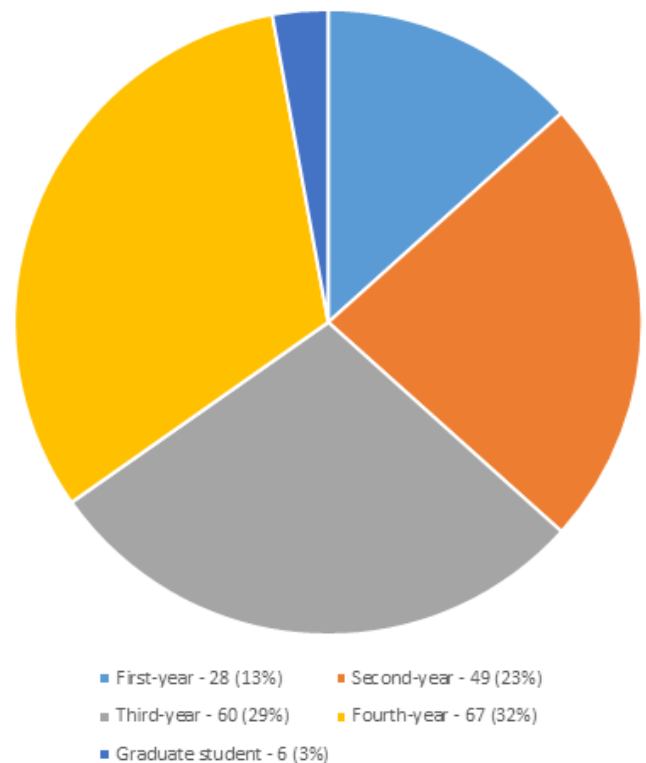
Student Media staff falls 40% after near-record 2019-2020

A total of 210 students spent time with one or more of the Student Media at some point during the 2020-2021 academic year. With recruitment efforts hampered considerably by the pandemic, Student Media's staff dropped 40% from its near-record high of 350 participants in 2019-2020. Student Media had seen participation numbers above 300 since 2015-2016. (Duplicate students are filtered from these results, with students holding multiple positions being counted in their primary medium only. Only students completing paperwork to be a paid or volunteer staff member are counted.)

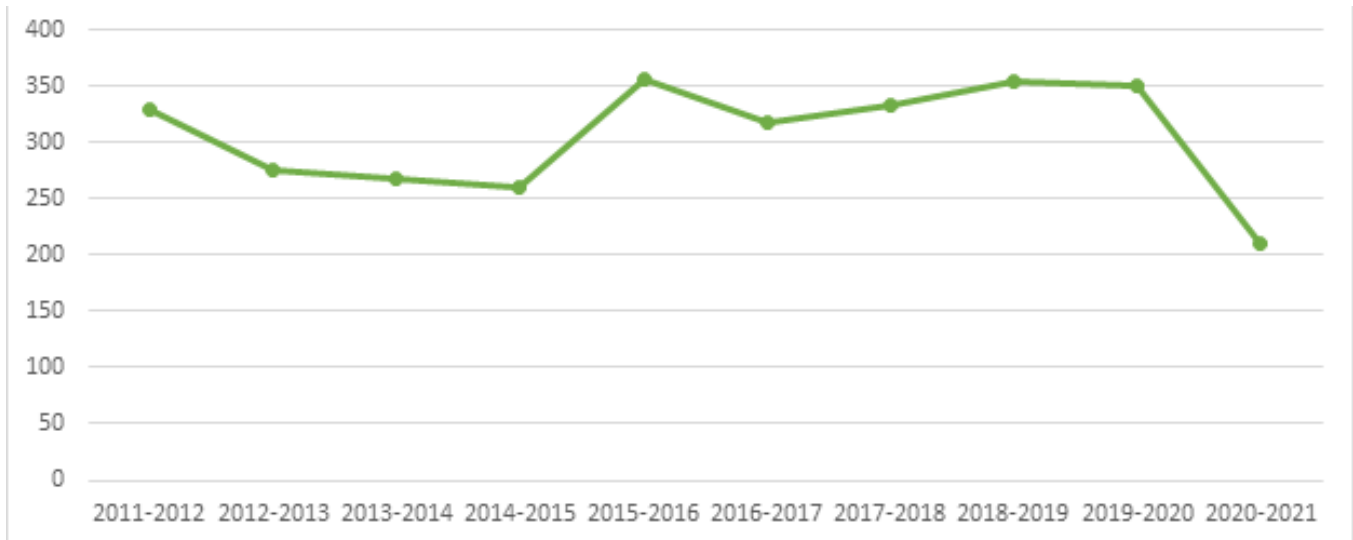
WKNC had the highest number of student staff, with 87. The station had previously served a high of 147 students in 2016-2017 and the current level marks a 24% decrease from 2019-2020 staffing levels. Technician had the second-largest staff, with 67 students for

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2020-2021 staff by class



Total student participation 2011-2021

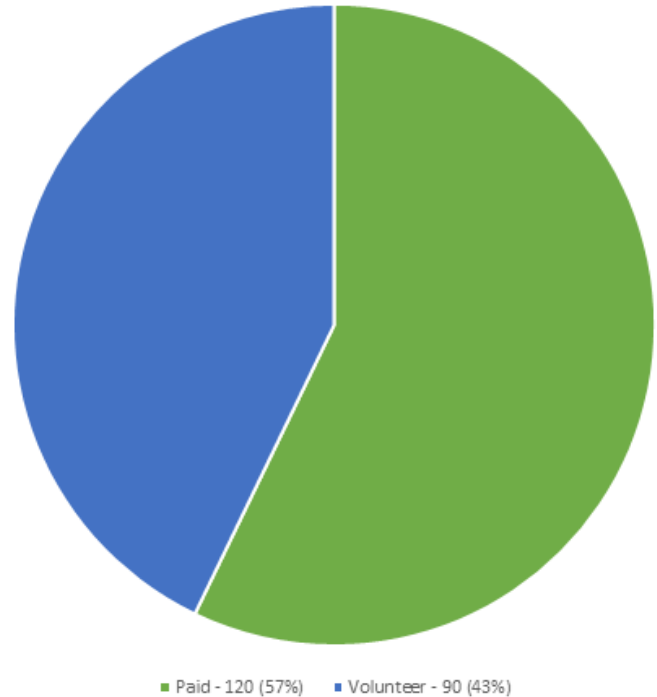


47% fewer than the previous year. Agromeck's staff totaled 19, which was a 32% decrease but only a loss of nine students. Windhover maintained a staff of 10, as it did the previous year.

The next largest group was the Student Media Business Office, which dropped from 23 in 2019-2020 to just nine in 2020-2021. While that represents a 61% reduction, the need for staffing also declined. There were also nine photographers on staff, a 68% drop from 28 in 2019-2020. While photographers may have been counted as Technician, Agromeck or Nubian staff members there were also fewer photography assignments, as the campus population was limited. Nubian Message also saw a sharp 65% decline, dropping from 17 in 2019-2020 to just six in 2020-2021. Roundabout stayed consistent from the previous year with three staff members.

Another metric Student Media began tracking in 2019-2020 was paid vs. volunteer staff. That year's students were split fairly evenly, with 51% paid and 49% volunteers (DJs or correspondents working

2020-2021 paid vs. volunteer staff



their way up to paid entry-level positions). In 2020-2021, that skewed to 57% paid staff and 43% volunteer – likely tied to the decrease in first-year student participation.

Deep COVID-related spending reductions result in budget surplus for 2020-2021 fiscal year

Student Media ended the 2020-2021 fiscal year far better than projected thanks to greatly reduced spending due to COVID. Only WKNC - which depends on live events and sports broadcasts for a significant portion of its revenues - saw a substantial pandemic-related revenue setback.

The group-by-group breakdown was as follows:

- Agromeck had a good year, fiscally speaking. Printing was \$2,000 less than budgeted and they only spent half of their leadership development budget. They only budgeted \$9,000 in non-fee income after very conservative estimates from our outside sales firm but ended up with \$12,600. That broke down to about \$3,000 in senior portrait commissions from LifeTouch, \$9,200 from ad sales and \$400 in book sales through the e-store. Agromeck spent about \$40,800 (87% of budget) and had income of \$51,100 (110% of budget - which includes student fee allocation) to end \$10,300 in the black.
- Nubian Message also had a fiscally good year. Printing costs were obviously very low, along with leadership development. Sales were very strong, totaling \$3,400. The goal was \$1,500 in print/social/online advertising and \$2,000 for Nubian's share of kiosk ads, so they did very well. Nubian spent about \$12,700 (57%) and had \$22,400 in income (98%), to end \$9,700 in the black.
- Roundabout also had a fiscally good year. Printing and personnel costs were minimal without a print product. They spent \$5,900 (31%) and had \$38,300 in income (137%) to end the year \$32,400 in the black.
- Technician followed the good-year pattern. Printing and leadership development costs were very low. Sales were pretty good, meeting 80% of a \$52,000 goal. Technician spent \$108,4000 (88%) and had \$147,300 in income (95%), ending \$39,300 in the black.
- Windhover also had a fiscally good year. They spent \$19,900 (88%) and ended the year \$3,200 in the black.
- WKNC did not have a fiscally good year. Spending was down in leadership development and current services (musician payments). Non-fee income was only \$20,500, which was not quite half the goal due to no income from Double Barrel Benefit, Cat's Cradle or Live Nation. WKNC spent \$78,500 (91%) and had \$66,600 in income (77%) to end \$11,900 in the red.
- General Administration rounded out the group with \$557,700 in spending (92%) and \$523,500 in income (104%) at \$34,200 in the red (but \$67,700 better than budgeted for).

Overall, Student Media budgeted to go \$93,375 in the red and ended the year \$48,734.87 in the black.

In other year-end notes, the Student Media Enhancement Fund ended the year above \$3,000, and Technician Century Fund had broken \$41,100 by July 1, 2021.

Fiscal Year 2020-2021 Year-End Budget vs. Actual

	OVERALL		
	Budget	Actual	Percent
FTE salaries + benefits	\$ 395,200.00	\$ 388,701.23	98%
Temp payroll	\$ 256,900.00	\$ 192,614.81	75%
Supplies	\$ 14,640.00	\$ 11,451.54	78%
Leadership develop.	\$ 10,550.00	\$ 5,251.14	50%
Admin service charges	\$ 131,100.00	\$ 130,846.68	100%
Current services	\$ 94,020.00	\$ 48,452.61	52%
Fixed charges	\$ 27,215.00	\$ 22,861.28	84%
Contracted services	\$ 5,000.00	\$ 250.00	5%
Capital outlay	\$ 22,300.00	\$ 23,445.50	105%
TOTAL EXPENSES	\$ 956,925.00	\$ 823,874.79	86%
Non-fee income	\$ 133,900.00	\$ 126,178.18	94%
Fee income	\$ 729,650.00	\$ 746,836.41	102%
Interest income	\$ -	\$ 112.93	
Food purchases	\$ -	\$ -	
TOTAL INCOME	\$ 863,550.00	\$ 873,127.52	101%
Net Profit/Loss	\$ (93,375.00)	\$ 49,252.73	\$ 49,252.73
SM Enhancement Fund	\$ 3,088.10		
Technician Century Fund	\$ 41,153.64		

	AGROMECK		
	Budget	Actual	Percent
Temp payroll	\$ 28,100.00	\$ 25,475.77	91%
Supplies	\$ 700.00	\$ 626.56	90%
Leadership develop.	\$ 1,880.00	\$ 941.97	50%
Admin service charges	\$ 3,600.00	\$ 3,593.15	100%
Current services	\$ 11,260.00	\$ 8,917.26	79%
Fixed charges	\$ 1,065.00	\$ 1,206.43	113%
TOTAL	\$ 46,605.00	\$ 40,761.14	87%
Non-fee income	\$ 9,000.00	\$ 12,637.56	140%
Fee income	\$ 37,605.00	\$ 38,482.84	102%
TOTAL	\$ 46,605.00	\$ 51,120.40	110%
Profit/Loss	\$ -	\$ 10,359.26	

	TECHNICIAN		
	Budget	Actual	Percent
Temp payroll	\$ 106,500.00	\$ 76,355.15	72%
Supplies	\$ 400.00	\$ -	0%
Leadership develop.	\$ 1,895.00	\$ 460.00	24%
Admin service charges	\$ 17,900.00	\$ 17,908.50	100%
Current services	\$ 21,500.00	\$ 4,118.93	19%
Fixed charges	\$ 7,580.00	\$ 9,513.18	126%
TOTAL	\$ 155,775.00	\$ 108,355.76	70%
Non-fee income	\$ 52,000.00	\$ 41,487.19	80%
Fee income	\$ 103,775.00	\$ 106,197.49	102%
TOTAL	\$ 155,775.00	\$ 147,684.68	95%
Profit/Loss	\$ -	\$ 39,328.92	

	GENERAL ADMIN		
	Budget	Actual	Percent
FTE salaries + benefits	\$ 395,200.00	\$ 388,701.23	98%
Temp payroll	\$ 41,700.00	\$ 18,737.05	45%
Supplies	\$ 9,890.00	\$ 8,401.56	85%
Leadership develop.	\$ 3,100.00	\$ 3,635.17	117%
Admin service charges	\$ 97,300.00	\$ 97,265.83	100%
Current services	\$ 23,310.00	\$ 15,978.53	69%
Fixed charges	\$ 6,155.00	\$ 1,326.67	22%
Contracted services	\$ 5,000.00	\$ 250.00	5%
Capital outlay	\$ 22,300.00	\$ 23,445.50	105%
TOTAL	\$ 603,955.00	\$ 557,741.54	92%
Non-fee income	\$ -	\$ 9,813.37	
Fee income	\$ 501,965.00	\$ 513,682.71	102%
TOTAL	\$ 501,965.00	\$ 523,496.08	104%
Profit/Loss	\$ (101,990.00)	\$ (34,245.46)	

	NUBIAN MESSAGE		
	Budget	Actual	Percent
Temp payroll	\$ 11,000.00	\$ 9,444.18	86%
Supplies	\$ 200.00	\$ -	0%
Leadership develop.	\$ 1,180.00	\$ 115.00	10%
Admin service charges	\$ 2,000.00	\$ 1,918.12	96%
Current services	\$ 6,500.00	\$ 857.58	13%
Fixed charges	\$ 1,200.00	\$ 334.00	28%
TOTAL	\$ 22,080.00	\$ 12,668.88	57%
Non-fee income	\$ 3,500.00	\$ 3,413.01	98%
Fee income	\$ 18,580.00	\$ 19,013.73	102%
TOTAL	\$ 22,080.00	\$ 22,426.74	102%
Profit/Loss	\$ -	\$ 9,757.86	

	WINDHOVER		
	Budget	Actual	Percent
Temp payroll	\$ 6,600.00	\$ 6,476.63	98%
Supplies	\$ 750.00	\$ 174.29	23%
Leadership develop.	\$ 905.00	\$ -	0%
Admin service charges	\$ 2,100.00	\$ 2,075.35	99%
Current services	\$ 11,050.00	\$ 10,565.90	96%
Fixed charges	\$ 1,210.00	\$ 618.00	51%
TOTAL	\$ 22,615.00	\$ 19,910.17	88%
Non-fee income	\$ -	\$ 25.00	
Fee income	\$ 22,615.00	\$ 23,142.92	102%
TOTAL	\$ 22,615.00	\$ 23,167.92	102%
Profit/Loss	\$ -	\$ 3,257.75	

	ROUNDBOUT		
	Budget	Actual	Percent
Temp payroll	\$ 3,700.00	\$ 810.34	22%
Supplies	\$ 200.00	\$ -	0%
Leadership develop.	\$ 760.00	\$ -	0%
Admin service charges	\$ 500.00	\$ 462.75	93%
Current services	\$ 14,000.00	\$ 4,619.60	33%
Fixed charges	\$ 225.00	\$ 20.00	9%
TOTAL	\$ 19,385.00	\$ 5,912.69	31%
Non-fee income	\$ 28,000.00	\$ 38,323.25	137%
Fee income	\$ -	\$ -	0.00%
TOTAL	\$ 28,000.00	\$ 38,323.25	137%
Profit/Loss	\$ 8,615.00	\$ 32,410.56	

	WKNC		
	Budget	Actual	Percent
Temp payroll	\$ 59,300.00	\$ 55,315.69	93%
Supplies	\$ 2,500.00	\$ 2,249.13	90%
Leadership develop.	\$ 830.00	\$ 99.00	12%
Admin service charges	\$ 7,700.00	\$ 7,622.98	99%
Current services	\$ 6,400.00	\$ 3,394.81	53%
Fixed charges	\$ 9,780.00	\$ 9,843.00	101%
Contracted services	\$ -	\$ -	
TOTAL	\$ 86,510.00	\$ 78,524.61	91%
Non-fee income	\$ 41,400.00	\$ 20,478.80	49%
Fee income	\$ 45,110.00	\$ 46,163.03	102%
TOTAL	\$ 86,510.00	\$ 66,641.83	77%
Profit/Loss	\$ -	\$ (11,882.78)	

Academic Summary for Fall 2020

At the end of fall 2020, Student Media had 146 students in our records, including volunteers. This number is a 52% decrease from 302 students at the end of fall 2019. There were 124 students (85%) with a 3.00 or greater cumulative GPA. There were 94 students (64%) with greater than a 3.50 GPA for the semester, qualifying them for the University's Dean's List. There were 33 students (23%) with a 4.00 GPA or higher for the semester and 18 (12%) with a cumulative GPA of 4.00 or higher. There were zero students with below a 2.00 cumulative GPA, making them ineligible for continued participation under the Student Media Academic Progress Policy.

Of the student leaders who are specifically targeted by University Regulation 11.55.6: three had below a 2.50 for the fall semester (unchanged from fall 2019); one had below a 2.50 cumulative, eight had a 4.00 or higher for the semester, and four maintained a 4.00 or higher cumulative.

Academic Summary for Spring 2021

At the end of spring 2021, we had 210 students in our records, including volunteers. This number is a 37% decrease from the 331 students in our records at the end of spring 2020. There were 182 students (87%) with a 3.00 or greater cumulative GPA. There were 147 students (70%) with greater than a 3.50 GPA for the semester, qualifying them for the University's Dean's List. There were 56 students (27%, double the figure for spring 2019 but consistent with spring 2020 levels) with a 4.00 GPA or higher for the semester and 25 (12%) with

a cumulative GPA of 4.00 or higher. There were zero students with below a 2.00 cumulative GPA, making them ineligible for continued participation under the Student Media Academic Progress Policy.

Of the student leaders who are specifically targeted by University Regulation 11.55.6, zero had below a 2.50 for the spring 2020 semester, zero had below a 2.50 cumulative, 13 had a 4.00 or higher for the semester, and four maintained a 4.00 or higher cumulative.

Donors generous to Student Media funds for 2021 Day of Giving

Both the Technician Century Fund and the Student Media Endowment Fund saw outstanding results for NC State's 2021 Day of Giving.

The Student Media Enhancement Fund nearly tripled with \$1,883 in donations and pledges -- 55 of them in all -- taking it from \$679 to \$2,562.

Meanwhile, the Technician Century Fund moved to within \$9,000 of full endowment status, raising \$6,875 through 48 donations and pledges.

Agromeck sales total 315 copies for 2020-2021, ad sales strong despite COVID

The 2021 Agromeck totaled 288 pages. It was completed and submitted to the publisher May 19. As of June 30, 2021 we had sold a total of 315 books, 170 of those coming as a result of the Balfour ring partnership through Studio Balfour online. The final cut-off for sales through Studio Bal-

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four was July 1, so any sales after that date will be booked in the 2021-2022 fiscal year. The book is now on sale at the Student Media e-store, where it will remain on sale continuously while supplies last.

Our contract was for 400 books; we sent complimentary copies to 27 advertisers who purchased quarter-pages or more, with additional copies retained for our archives and award entries.

Agromeck's contract ad sales exceeded the goal for 10 pages by four pages, totaling 14 pages. Revenue from ad sales totaled \$9,100, or \$2,600 above out budgeted goal, in spite of the coronavirus shutdowns.

Student Media sells \$2,800 through e-store

The Student Media e-store, a CASHNet payment solution launched by the University in September 2014, continues to raise non-fee revenue for Student Media.

The department sold more than \$2,800, an increase of \$300 from the previous year. WKNC earned more than \$1,800 from May 1, 2020-April 30, 2021 from merchandise sales. Agromeck book sales from the e-store totaled more than \$500, with an additional \$250 for Technician and \$50 for Windhover T-shirt sales.

These totals are not all profit, as sales tax and shipping costs are also collected and the university charges a 3% fee for using CASHNet.

✓ — Achievements ✓ — & Activities ✓ —

Gilbert wins CBI's first Excellence in Advising Award

Student Media Associate Director Jamie Lynn Gilbert was named the inaugural recipient of the College Broadcasters, Inc. (CBI) Excellence in Advising Award.

The award was announced during a virtual awards ceremony on Oct. 30 as part of the National Student Electronic Media Convention. CBI treasurer Dave Black from University of Wisconsin-Madison presented the award.

"I can't think of anyone more deserving," Black said. "[Gilbert] is both kind and firm with her students. She is dedicated to the mission of her university and of her particular media and she is just the best all-around adviser I could possibly think of."

Gilbert joined NC State Student Media in May 2006 as adviser to the student radio station, WKNC 88.1 FM HD-1/HD-2. Since that time, she has trained over 800 students in all facets of radio, including programming, promotion and technical operations.

"CBI has more than 200 member media outlets across the country staffed



Jamie Lynn Gilbert received the Excellence in Advising Award Oct. 30, 2020 as part of College Broadcasters Inc.'s National Student Electronic Media Convention, which was virtual due to COVID.

by top-notch advisers," Gilbert said. "To be the first person to receive the Excellence in Advising Award is a tremendous honor."

Laura Mooney, WKNC general manager, nominated Gilbert for the award. "Though she is our adviser, Jamie respects her students' autonomy and individuality," Mooney said. "This leadership style that Jamie employs gives student leaders the room to grow into themselves and feel as though their choices, and subsequent results, are their own."

Erika Bass, WKNC's content manager and Chainsaw Rock music director, also provided a recommendation for Gilbert. "Not only has Jamie helped me with

WKNC, but she has helped me in the world beyond WKNC, as well," Bass said. "She is always there if you need her. Jamie has always had my back and treated me as if I was one of her own. Every time I see her, I give her a hug because she means so much to me."

"Jamie's positive influence extends far beyond the walls of the radio station here at NC State," wrote Patrick Neal, director of Student Media, in his letter of support. "As our associate director, she fulfills a variety of roles and sets a positive example for all our media organizations, from responsible budgeting to rigorous assessment. I've never met anyone with a

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Achievements & Activities

steadier ethical compass or a more robust work ethic. She is an exemplary adviser in the truest sense of that word.”

This is Gilbert’s third advising award. In 2017 she received the Outstanding Student Organization Advisor award during the NC State Student Leadership, Engagement and Development Awards. Gilbert also received the Honor Roll Four-Year Broadcast Adviser award from the College Media Association in 2011.

Student Media provides big staffing boost for Pack Essentials Grant program

Four members of the Student Media staff - Director Patrick Neal, Editorial Adviser Ellen Meder, Annual Publications Adviser Martha Collins and Business and Marketing Manager Zanna Swann - were among the first “class” of operators who volunteered to help administer the Pack Essentials Grant program when demand peaked in the spring and early summer of 2020 due to the COVID-19 pandemic.

In all, Student Media staffers disbursed 710 grants totaling \$324,070. To put that into perspective, one out of every four dollars disbursed over that period was disbursed by a member of the Student Media staff.

Student Media staff among the first to return to campus after partial shutdown

After working remotely for most of the summer due to reduced campus operations, professional staff at Student Media returned to their offices Aug. 3, the first

day employees were welcomed back to campus without restriction.

All of the student groups adopted hybrid remote and in-person operations, with WKNC adopting additional precautions with regard to cleaning equipment and spacing out DJ shifts. Similar precautions were also adopted by the photography staff’s share equipment.

Pandemic tests print outlets, Student Business Office in an unpredictable school year

As NC State’s quintessential “student facing” student organizations, COVID-19 posed a special challenge to all of Student Media’s organizations, particularly its newspapers and Student Business Office. Those organizations adopted various strategies and practices to navigate the pandemic, some of which are detailed on Pages 3-5 of this report.

Organization-specific strategies in 2020-2021 included the following:

Technician

Going fully digital and taking Technician’s production process 90% remote had benefits and challenges in 2020-2021, but the team ultimately weathered the storm of uncertainty and change with grace and enthusiasm. The end result was continuing Technician’s core mission: to create a supportive learning lab for students to collaborate in to grow their skills while providing all of campus with high-quality, timely reporting to create an informed, engaged community. Of particular note:

Continued on Page 14

Achievements & Activities

- Technician was able to produce three print issues of the paper in the fall semester before campus had to be vacated, and the team pivoted to providing all content on the website. The editorial board decided to continue creating PDF e-editions - files that would normally become print papers - every other week. This allowed readers to enjoy some of the familiarity of a more traditional newspaper format. But it was mostly determined to be the best course of action to allow the team to keep its skills sharp on the specific processes that are required to produce that type of file, regardless of whether it was to be sent to the printer, or strictly the online issue “bookshelf.” E-edition production nights helped bolster institutional knowledge, as well as the unique problem solving that comes from the trial-and-error of putting together a print product. The team created a hybrid work flow, in which all writers, photographers and graphic designers were fully remote, most copy editors were remote and a very small group of leadership staff finalized the copy editing, photo editing and page layouts in-person. The seven to nine person team adhered strictly to safety guidelines, working distantly in masks in the newsroom in order to collaborate in person in a manner everyone felt safe. In fact, Editor-in-Chief Rachael Davis required all in-person staff members to receive a negative COVID test before coming into the newsroom from the start of the semester, even before it became a campus requirement. The team did go on to produce an extended print edition of a voter guide to serve campus during the early voting period, as well as two book-ending print editions in the spring semester.
- All production nights that didn’t produce e-editions, three or four each week, were strictly virtual. Staff members submitted assignments via Google Drive, and editors worked through each piece of content according to their standard processes by which each article had four readers before publication, and all multimedia received at least two edits. Using the collaborative tools in Google Docs, and the handy functionality of Google Meets in the background during production hours, the team was able to keep up their content quality and quantity. The team created 1,401 articles, 41 photo galleries and 43 videos during the academic year; that is down about 14% for articles, but considering the reduced recruitment and staffing, remote work processes and many new challenges, the work still far exceeds expectations.
- Technician’s team also worked hard to give campus timely, actionable updates about how COVID-19 was impacting campus as a whole, and the individuals in the community. The team worked frequently and closely with many campus partners as sources for their pandemic coverage, producing countless social media updates, more than 50 specific COVID-19 spreads, containment and policy news pieces, with hun-

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dreds more news articles and opinion pieces looking at the far-ranging impacts the global pandemic had on NC State.

- The biggest way Technician adapted to reach readers' changing needs was launching an email newsletter in September 2020. Without papers on racks and varying social media engagement within the student body, everyone in Student Media knew it would be important to find another, consistent way to deliver pressing news to the community. Technician leaders worked closely with professional staff members Ellen Meder, Zanna Swann and Patrick Neal to activate the newsletter functionality of the outlet's existing content management system, BLOX. With a very short runway, Neal worked with the DASA Assessment team to acquire the database of public directory student emails; Swann and the business staff worked overtime to create pricing, rate cards, ad positions and client packages for the newsletter ad spots, including capitalizing on the desirability during the 2020 election cycle; and Meder and the three top Technician leaders researched newsletter user experience, built out the design of the newsletter and integrated it into the editorial team's production process. It was a scramble, but everyone came together to release the first newsletter to 35,238 subscribers on Sept. 10, 2020, which had an excellent 45% open rate. In the following months the Technician team delivered 30 newsletters to campus inboxes every Thursday morning, highlighting the most

important news, sports, culture and campus opinions, plus some exciting multimedia features. Between the addition of 191 new campus emails in January, some organic growth, and natural fluctuation, the email list ended the year with 36,191 subscribers on May 6. While data analysis is ongoing, the newsletter is undoubtedly a driving force behind the nearly 10% growth in Technician's website users, year-over-year, with 416,067 unique users in 2020-2021. Email referrals account for about 90% of that bump of 37,000 users, or about 8% of overall site traffic.

- Though Technician's 100th anniversary fell in February 2020, on the eve of the pandemic, the enthusiasm generated with alumni continued into this year. With additional 100th T-shirt sales, requests for copies of the commemorative, student-created Technician 100 book, and robust engagement with Day of Giving for the first time, Technician alumni stayed connected this year. Additionally, two Student Media leaders, Technician Editor-in-Chief Rachael Davis and Nubian Message Managing Editor Ugonna Ezuma-Igwe, dazzled hundreds of NC State alumni during "Campus History Series – Technician 100 Panel Discussion," a virtual event hosted by the NC State Libraries and the Alumni Association in April 2021. Both students discuss what it has meant to look back at both outlets' histories on campus, to reconnect with predecessors, and reflect on what it has meant to them being a student journalist at NC State.

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Nubian Message

Recruitment faltered for Nubian Message throughout 2020 without the ability to connect to students in person, especially without traditionally great events like the Multicultural Scholars Symposium or the Back 2 School Jam. The small team had an even smaller bench of talent this year, but the leaders, writers and copy editors who stuck around stepped up. Some examples:

- Traditionally, Nubian Message does not publish during the summer. But in the wake of the killing of Breonna Taylor, Ahmaud Arbery and George Floyd and the resulting protests and calls to end police violence and racial injustice in the legal system, the Nubian team snapped into action to serve their readers. With coverage of campus and Raleigh protests and an on-going series of editorials, Nubian Message leaders were thoughtful about how they could serve as both a resource to the broader NC State community, and to utilize the platform to amplify student voices. Resource and action guides the staff compiled during protests and on Black Out Tuesday offered readers many concrete ways to put pain and distress into action.
- Though there were few staff members near campus to produce extensive news coverage during the summer and fall, the Nubian Message team produced several bold editorials, staff columns, calls to action and letters to the editor that pointedly reflected the mood, concerns and fears of many, especially Black and other underrepresented students. They fulfilled their duty to maintain an

editorial voice and aim to be a service to their readers. Editor-in-chief Elikem Dodor and Managing Editor Ugonna Ezuma-Igwe also collaborated with other Black student leaders from eight prominent campus organizations to produce two petitions on advancing Black student life and demanding changes to policing policies. The widely circulated petitions, and corresponding editorials, concisely critiqued administration responses and long-standing policies alike, providing a rallying point for the long-held frustrations of many Black students. The Nubian team spent hours pouring over the information to consolidate broad concern into something actionable. While not every demand could be met by the university, the team's tenacity did influence action on seven of 10 demands to improve Black student life, and saw Dodor directly advocating for students in discussions with university leaders, including Chancellor Randy Woodson. Several times throughout the year the team also sought and thoughtfully considered counsel from Meder on some of the tricky areas where federal law, educational directives, state employment law and free speech rights intersect and legally limit the university from meeting some common student requests regarding student and staff hate speech.

- The team also served a unique niche as students grappled with the impacts of COVID-19. Nubian Message continued with outspoken editorials and columns seeking to hold cam-

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pus decision-makers accountable for student safety. They also provided many how-to service journalism pieces aimed at helping readers navigate the many challenges, from navigating refund and remotely connecting to campus organizations to picking the right mask and safely casting ballots by mail.

Student Business & Marketing Office

The NC State Student Media business and marketing team had a pivotal year literally and fiscally. For example:

- While staff members were retained to assure we had employees trained and contacting their clients, their hours were greatly reduced based loosely on past productivity and sales. Four media consultants (a second-year, two third-years and a fourth-year students) the student business general manager fourth-year student) and two office assistants (fourth-year students) were retained from the previous academic year.
- Moving into the new fiscal year faced with the COVID-19 pandemic, the NC State Student Media Business and Marketing team had been working remotely all summer. One of the benefits of the remote operations by most universities and businesses is that the College Media Business and Advertising Managers Association offered their Mega Workshop sessions for a flat price for each member organization; thus all of our media consultants intending to return the next semester were able to attend. All but one on the returning staff did attend, which provided continuing education for the team. This training also led to a stronger relationship with the University of South Carolina sales team, which brought about three collaborative calls with their team.
- The sales team sold more than \$97,445 during this past year amid a period of limited print products, reduced staff, remote work environments and advertising budget cuts. Election advertising, digital products for the inaugural Technician e-newsletter and 2021-2022 Welcome to Campus magazine mailing provided advertising opportunities for our clients. A small, but proactive team helped sell the advertising positions that we had available. Providing the e-newsletter to all active NC State email addresses as well as mailing the Welcome to Campus magazine to all incoming student families provided great selling points to our prospects. Furthermore, being a swing state in an election year was very profitable.
- Technician's e-newsletter was met with interest and sales success. Approximately 36% of the Technician revenue came in via e-newsletter ad sales with a revenue total of \$12,960 after discounts. Each issue of the e-newsletter had at least one ad in it and about 95% were filled completely. Toward key weeks (i.e. homecoming, end of semesters and Spring Break), we had to add a position and turned some clients away due to being full.

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Windhover takes release party outdoors for 2021 to highlight 'Perspectives'

The 2021 edition of Windhover totaled 96 pages. It was submitted to the publisher in March and 1,250 copies arrived in April.

Approximately 75 people attended a limited Release Party April 21 at The Den on Harris Field. Contributors were invited to perform their poetry, prose, and audio with about a dozen participants. WKNC incoming General Manager Maddie Jennette served as DJ for the event.

The staff devoted half of the 2021 book to a Perspectives edition dedicated to and solely featuring Black artists and was well received.

Business and Marketing team spearheads virtual recruitment efforts

Student Media Business and Marketing General Manager Lucas Martin represented Student Media in a virtual Student Involvement Fair and Question and Answer Session for students joining the NC State campus during the virtual Wolfpack Welcome Week activities for fall 2020.

As campus planned for Orientation 2021 and Wolfpack Welcome Week 2021, the NC State Student Media team collaborated on a Welcome to Campus video. The video was hosted by the 2021-2022 Business and Marketing General Manager Jonny Zemola and featured each of the incoming student leaders: Agromeck Co-Editors-in-Chief Don Bui and Amanda Stacy, Nubian Message Editor-in-Chief Andrea Alford, Technician Editor-in-Chief Jaylan

Harrington, Windhover Editor-in-Chief Camilla Keil, and WKNC General Manager Maddie Jennette.

WKNC named one of the country's top college radio stations by CMA

Student radio station WKNC 88.1 FM HD-1/HD-2 took the number two slot for Radio Station of the Year in the College Media Association's (CMA) Pinnacle Awards. The honor was announced Friday, Oct. 23, during the Virtual Fall National College Media Convention.

Radio Station of the Year, divided into two- and four-year categories, recognizes excellence in coverage, content and reporting, production quality, service to the campus community, and innovative use of audio/video.

Windhover, Agromeck earn Best of Show awards at both the state and national levels

The 2020 Windhover and Agromeck received Best of Show Awards from both the NCCMA and spring ACP/CMA conventions.

Agromeck also won 17 individual Gold Circle Awards and a Silver Crown from the Columbia Scholastic Press Association.

Newspaper training sessions go virtual for 2020-2021 due to COVID

The pandemic did not stop Student Media from providing regular training oppor-

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tunities, plus some specific lessons to meet the publications' new challenges. Editorial Adviser Ellen Meder continued providing a suite of 15 different trainings for all staff members of Technician and Nubian Message using virtual meetings, plus a few additional one-off presentations about libel, safely covering protests and how to conduct better virtual source interviews.

Training attendance was actually up in 2020-2021 with 153 training attendances from 65 individual students, while the previous year that number was 116. However, the last COVID-free academic year did have 273 training attendances from 134 individuals.

There are several factors for the one-year increase, but the overall reduction compared to 2018-2019 was largely attributable to an atypical end to the 2019-2020 year and very few new recruits for multimedia positions that require more in-person training and assignments, like photography, videography and layout design.

WKNC senior staffers lead roundtables at virtual 2020 NSEME convention

WKNC General Manager Laura Mooney and Content Manager/Chainsaw Rock Music Director Erika Bass led roundtable discussions for the College Broadcasters, Inc. National Student Electronic Media Convention Oct. 28-30. in Seattle. More than 1,000 students, advisers/managers and professionals from around the world attended the three-day virtual event.

Mooney paired with Sean Horvath, station manager for WSUM 91.7 at University of Wisconsin-Madison, for a Student Radio Station Managers roundtable to consider

effective management techniques and challenges student managers face.

In her roundtable for student music directors, Bass led a discussion on how to find new music and manage music rotation, and demonstrated how WKNC manages rotation using RCS GSelector.

Joining Mooney and Bass at the convention were Program Director Molly DuBois, Daytime Music Director Maddie Jenette, Promotions Director Becca Fesperman, Student Media Director Patrick Neal, Student Media Associate Director Jamie Lynn Gilbert, and IT Manager Doug Flowers. Gilbert led a swag show-and-tell where participants shared ideas for station stickers, pens, T-shirts and more.

As part of the educational mission of Student Media, WKNC publishes the students' summaries so others can learn from the conference.

Gilbert also served as a judge for CBI's National Student Production Awards, as she has since 2007.

Print publications take advantage of virtual events from CMA, NCCMA

Students from Student Media's print publications also capitalized on state and national virtual conference offerings in 2020-2021.

In lieu of typical summer training travel Nubian Message sent two leaders to a week of virtual training through the College Media Association's annual Mega Workshop on the Digital Storytelling and Organizational Leadership tracks.

Student Media sent 15 people to the virtual North Carolina College Media Con-

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ference in March including Ellen Meder and Martha Collins, two Agromeck staffers, four Nubian Message staffers, six Technician staffers and one Windhover staffer. As in years past, Collins assisted with contest judging for small school newspapers.

Additionally, Meder, four Technician staffers and one Nubian staffer attended two cram-packed days of sessions during the virtual Spring National College Media Convention, also in March.

Business Office staff attends Connect21 virtual convention

This year, CMBAM produced Connect21 as their annual college media convention. All three sales staff members, as well as adviser Zanna Swann, attended these sessions virtually.

Topics and notes for these were shared and archived with the rest of the staff. Overall it was a positive learning experience for the sales and marketing team as they gained new knowledge and connections heading into 2021-2022.

WKNC staff helps CBI launch new webinar series in 2020

WKNC General Manager Laura Mooney, who also served as the student representative for the College Broadcasters, Inc. board of directors for 2020-2021, facilitated two of the organization's new webinars. Mooney hosted "Planetary and Remote Promotion: Brainstorming and Collaboration" with CJ Simonson, a promoter for Planetary Group, in July 2020 and was part of "Student Roundtable: Social Media Strategies and Digital Engagement" with students from University of Iowa's KRUI

and WMUC at University of Maryland in March 2021.

Associate Director Jamie Lynn Gilbert also participated in CBI's new webinar series, co-presenting the session "I'm in Charge, Now What?!" with Mark Maben, general manager for WSOU at Seton Hall University and WSOU's sports director Wilnir Louis in August 2020.



WKNC clothing, book drives help Wake Women's Center, Prison Books Collective

In support of its local community, WKNC 88.1 FM HD-1/HD-2 held a winter clothing drive on Jan. 3. Donations were dropped off at the Wake County Women's Center in downtown Raleigh.

All items collected in this drive were distributed between Healing Transitions and the Women's Center on Jan. 4. Healing Transitions is a center aimed at assisting homeless, uninsured and underserved individuals struggling with alcoholism and drug addictions on the road to recovery. The Women's Center has helped women for over 40 years by providing resources and assistance in breaking the cycles of

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abuse and homelessness.

Thanks to WKNC's audience, the drive was able to collect four XL boxes of women's apparel, three XL boxes of men's clothing, another box of children's supplies, seven containers of blankets, four sleeping bags, and an excess of hats, gloves, socks, shoes, bras, scarves and bags/backpacks.

In March, WKNC partnered with Prison Books Collective to host a book drive. From March 15 to March 26, individuals could drop off books in labeled bins outside of WKNC's studios on the NC State campus.

Thanks to WKNC's audience, the drive was able to collect 125 books for Prison Books Collective, a Carrboro-based non-profit that distributes paperback books and zines to incarcerated people across North Carolina and Alabama.

Gilbert featured in Radio World article on pandemic's effects on college stations

Student Media Associate Director Jamie Lynn Gilbert was one of four college radio station advisers featured in an article on how college radio stations across the country are handling the COVID-19 pandemic.

Published by Radio World on Sept. 30, "College Radio: Great Hopes, Great Fears" offered perspectives on the long-term impact of the pandemic including producing content remotely and new DJ training

In the article, Gilbert discussed the financial impact of COVID-19, including the loss of upwards of \$10,000 in revenue from the cancelation of Wolfpack sports broadcasts and the shuttering of local music venues, the station's largest underwriting clients.

Swann serves on COVID-19 Response Team facilitating campus-wide testing effort

As faculty, staff and students returned to campus in fall 2020, members of the campus community were required to have a negative COVID-19 test in order to be approved to be on campus. Thereafter, faculty, staff and students who had regular in-person, front-facing contact with the campus community were required to be tested weekly.

Business and Marketing Adviser and Manager Zanna Swann served on the NC State COVID Response team on a weekly basis to help test people on campus at the Witherspoon Student Center testing site.

Business Office adopts HubSpot CRM system

The business and marketing team began using HubSpot as its customer relationship management (CRM) system for 2020-2021.

The system allows for better tracking of interactions with clients and permits more reporting and analysis related to customers, sales and productivity.

WKNC applies for grant to paint tower atop D.H. Hill

On behalf of WKNC, Student Media applied for an NC State Foundation grant of \$8,500 to defray the cost of painting WKNC's tower on top of D.H. Hill Library.

The station must keep the tower painted a specific red-and-white pattern per Federal Aviation Administration and Federal

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Communications Commission regulations.

Campus Police also maintain a repeater unit on the tower to ensure continuous radio coverage on campus when the department's regular frequency, shared with Wake County, is unavailable.

Gilbert completes RCS software certification

Amid a global pandemic that kept staff and volunteers out of the station for nearly four months, WKNC 88.1 FM HD-1/HD-2 stayed on the air 24/7/365. To keep the station sounding fresh, music directors continued to add music, and even upgraded their software from RCS Selector to GSelector, a scheduling program that immediately improved the sound of WKNC.

Station adviser and Student Media Associate Director Jamie Lynn Gilbert has completed the RCS Academy GSelector Certification program in September 2020. She is one of about 100 users to have completed the certification program since its launch in 2019. The certification program offers in-depth training on a variety of topics such as library selection, clock development and goals, rules, and priority list management.

WKNC has been using RCS Selector, GSelector's predecessor, since 2004 and has more than 27,000 songs in its database. RCS software is used by 14,500 media outlets worldwide.

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NC State Student Media awards announced in 2020-2021

All of Student Media's organizations fared well in various competitions at the state and national level. Awards announced in 2020-2021 included the following:

Associated Collegiate Press

- Pacemaker Finalist - Windhover 2020
- Best of Show - Windhover 2020
- Fourth Place, Yearbook Spread Design, Don Bui, Agromeck

College Media Association

- Second Place, Pinnacle Awards, Four-Year Radio Station of the Year - WKNC

College Media Business and Advertising Managers

- First Place, Best Audio Ad or Underwriting Spot - Romir Seth, WKNC
- Honorable Mention, Best Self-Promotion Audio Ad - Gab Scaff and Tegan Kelleher, WKNC
- Honorable Mention, Best Non-Advertisement Multimedia Project - Minh Pham, Laura Mooney and Erika Bass, WKNC

Columbia Scholastic Press Association

- Silver Crown - Agromeck 2020
- CSPA Gold Circle - Windhover 2020
- First Place, Informational Graphics: Portfolio - Cameron Motsinger, Agromeck
- Second Place, Academic Spread (One Spread) - Katie Tart, Agromeck
- Second Place, Organization/Greek Writing - Julia Harrison, Agromeck
- Third Place, Student Life Spread (Multi-

- Paged) - Cameron Motsinger, Swagata Pathak and Anushka Srinivasan, Agromeck
- Third Place, Academic Writing - Julia Harrison, Agromeck
- Third Place, End Sheets - Julia Harrison, Agromeck
- Honorable Mention, Personality Profile - Mandy Stacy, Agromeck
- Honorable Mention, Theme and Concept - Julia Harrison and Cameron Motsinger, Agromeck
- Honorable Mention, Cover Design - Julia Harrison and Aditya Penumarti, Agromeck
- Honorable Mention, Title Page - Cameron Motsinger, Agromeck
- Honorable Mention, Sports Action Photo - Aditya Penumarti, Agromeck
- Honorable Mention, Feature Photo - Jay Encarnacion-Rivera, Agromeck
- Honorable Mention, Photo Portfolio - Aditya Penumarti, Agromeck
- Honorable Mention, Informational Graphics (Single) - Julia Harrison, Agromeck
- Honorable Mention, Opening and Closing Spread Design - Cameron Motsinger, Agromeck
- Honorable Mention, Student Life Spread (One Spread) - Akshay Sridhar, Agromeck
- Honorable Mention, Academic Spread (Multi-Paged) - Julia Harrison, Agromeck
- Honorable Mention, People Spread - Julia Harrison, Agromeck
- Honorable Mention, Organization of Greeks Spread - Gazal Maleki, Agromeck

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NC State Student Media awards announced in 2020-2021 (cont'd)

Independent Weekly Best of the Triangle

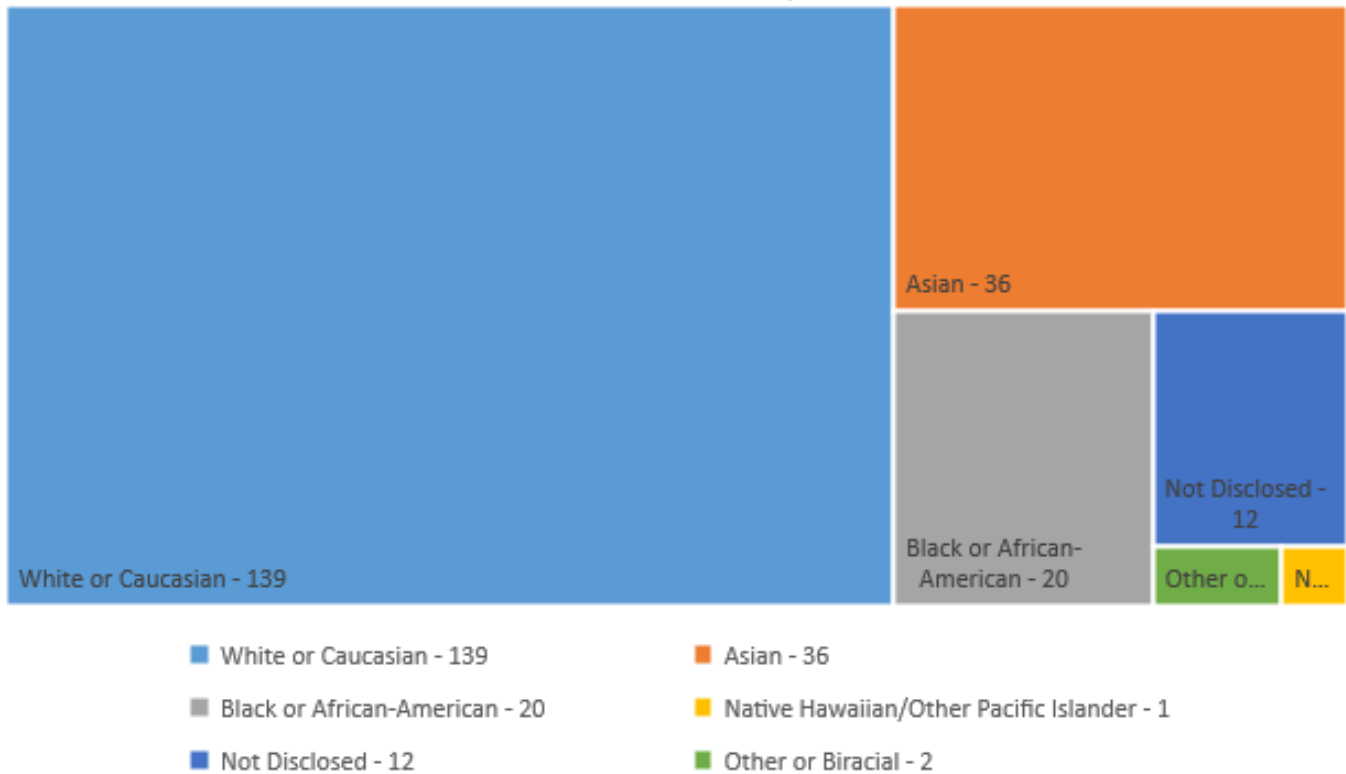
- Finalist, Best Radio Station - WKNC

North Carolina College Media Association

- Best of Show, Yearbook - Agromeck 2020
- Best of Show, Newspaper - Technician 2020
- Best of Show, Online News - Technician 2020
- Best of Show, Literary Magazine - Windhover 2020
- First Place, Student Life Copy - Julia Harrison, Agromeck
- First Place, Sports Copy - Elizabeth Stavrakakis, Agromeck
- First Place, Photography - Sarah Cochran, Agromeck
- First Place, Inside Spread Design - Cameron Motsinger, Agromeck
- First Place, Digital Storytelling - Jaylan Harrington, Austin Dunlow and Cassidy Englund, Technician
- First Place, Single- or Two-Page Spread Design - Elikem Dodor, Nubian Message
- Second Place, Sports Copy - Katie Tart, Agromeck
- Second Place, Inside Spread Design - Sagnik Nayak, Agromeck
- Second Place, Poetry - Prairie Moon Dalton, Windhover
- Second Place, Fiction - Hannah Cooper, Windhover
- Third Place, Student Life Copy - Mandy Stacy, Agromeck
- Third Place, Feature Writing - Austin Dunlow, Technician
- Third Place, News Writing - Rachael Davis, Alicia Thomas and Cassidy Englund, Technician
- Third Place, Opinion Writing - Editorial Board, Technician
- Third Place, Photography - Nick Faulkner, Nubian Message
- Third Place, Two-Page Design Spread - Design Staff, Windhover
- Honorable Mention, Photography - Jay Encarnacion-Rivera, Agromeck
- Honorable Mention, Digital Storytelling - Camden Speight and Nicholas Schnittker, Technician
- Honorable Mention, Sports Writing - Rachel Bilenki, Technician



2020-2021 staff by race



2020-2021 demographic data shows Student Media’s diversity

Student Media tracks demographic data about our student employees and volunteers in an effort to track the unit’s diversity along as many demographics as possible.

The staff’s female representation stayed steady at 57%, while male representation dropped from 42% to 40%. Fall 2020 head-count enrollment reports from Institutional Strategy and Analysis show the student population is 51% male, so females continue to be over-represented in Student Media.

A combined 4% of students identified as transgender, genderqueer/non-binary or uncertain/questioning. Ten students either selected prefer not to disclose or otherwise did not indicate gender (which are not included in the percentage calculations).

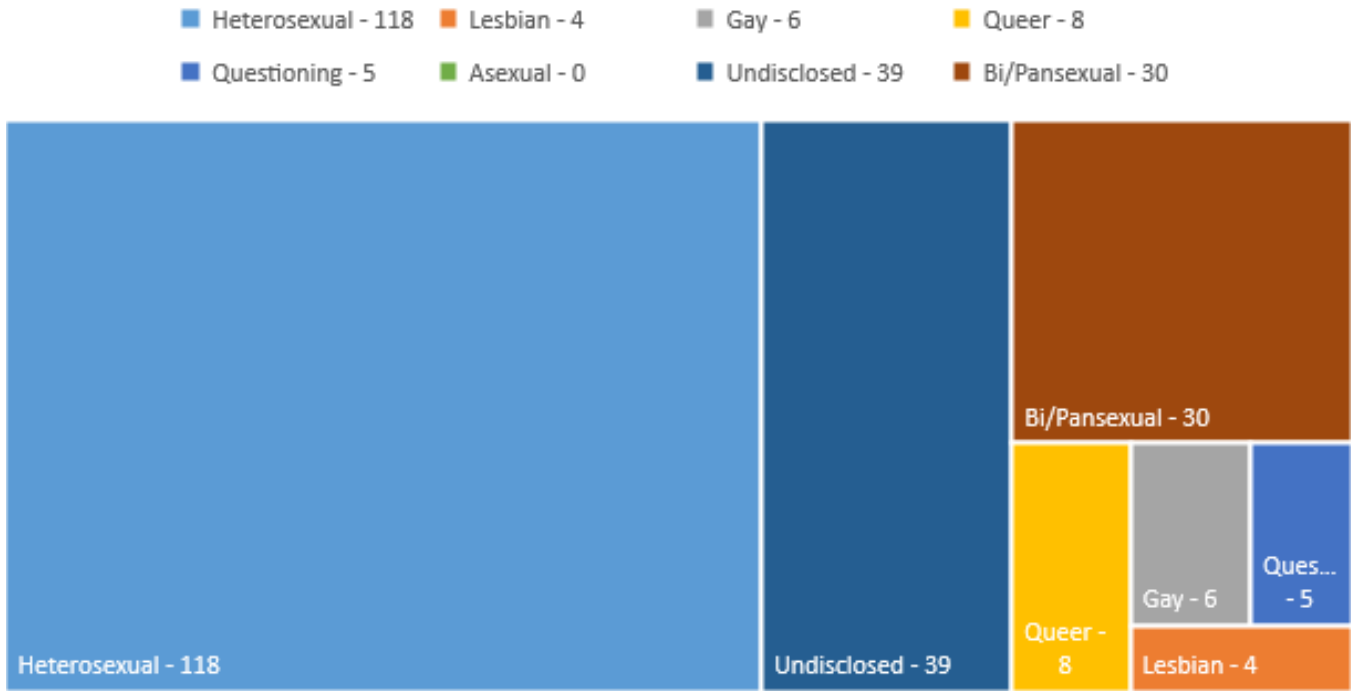
The number of students who identify as white or Caucasian has remained steady at around 70%. Black or African American students dropped slightly from 12% to 10%. Asian American representation increased from 14% to 18%. One student identified as Native Hawaiian/Other Pacific Islander. Two students designated biracial or other as their race, while 12 did not disclose their race (and are not included in the percentage calculations). Of the 210 total students, eight students selected multiple races with all but one selecting white or Caucasian.

The University population increased to 64% white in fall 2020 data, so white students continue to be overrepresented in Student Media. Asian Americans and

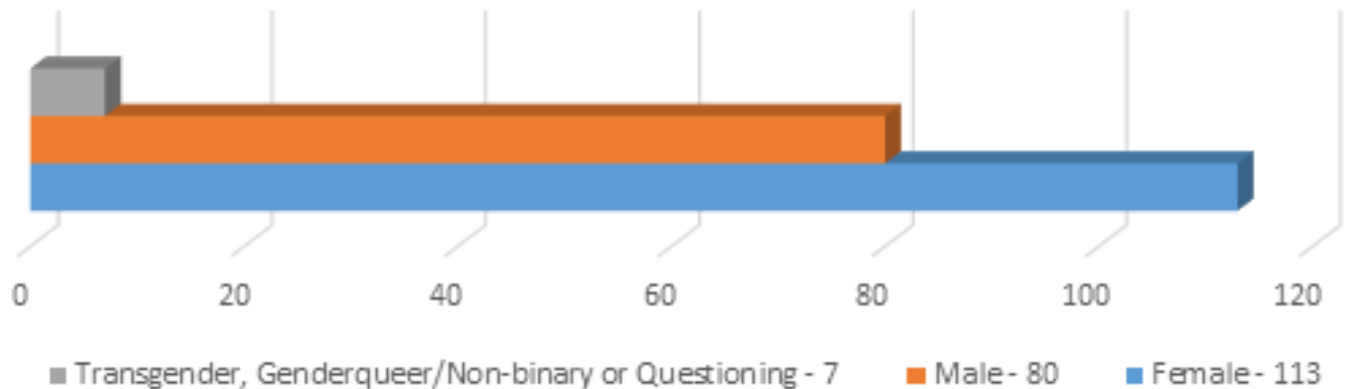
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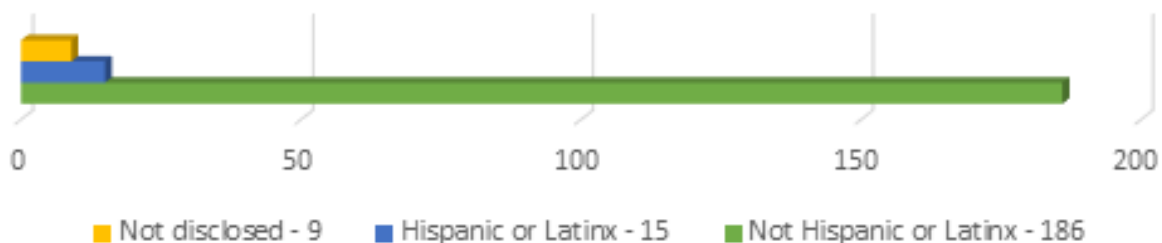
2020-2021 staff by sexual orientation



2020-2021 staff by gender



2020-2021 Hispanic vs. non-Hispanic participation





Focus On Diversity

Blacks/African American students were also over-represented at Student Media, at 18% and 10% respectively, compared to each comprising 6-7% percent of the University population. Even excluding the staff of Nubian Message, our biweekly Black newspaper, black/African American representation at Student Media is still higher than the on-campus rate. 7% of students identified as Hispanic or Latinx, up 1% from 2019-2020, which is comparable to their 7% representation on campus. There were nine international students on staff, representing 5% of all staff. This compares to 8% of the campus population in fall 2020.

Student Media also asked students to identify their sexual orientation. 56% of students identified as heterosexual or straight. A quarter selected an LGBTQA+ identity, which is up from 18% last year. 14% identified as bisexual or pansexual. 4% identified as queer, 3% identified as gay, 2% as lesbian and 2% as uncertain/questioning. No students identified as asexual. 19% of student chose not to disclose their sexual orientation. As there are no official campus statistics at NC State, there is no way to correlate these numbers to the campus population.

Gilbert stays active with GLBT Advocate Program, joined by Mooney

Associate Director Jamie Lynn Gilbert renewed her membership in the GLBT Center's Advocate Program, an initiative started in 2015-2016 intended to be a continuing education and engagement program for NC State faculty and staff. WKNC General Manager Laura Mooney also

joined the program as part of its new student-centered track.

The program now tops 350 advocates. A full 25% of Student Media staff identified as LGBTQT in 2020-2021.



WKNC disc jockey Nancy Koskik reacts to the crowd of students gathered in her booth at the studio. Around 45 students crowded into the WKNC offices to protest what they consider to be the unfair 10 p.m. to 6 a.m. scheduling of Magic 88, the only station format devoted to black music.

Students sit in at WKNC

By Jeff Drew
Senior Staff Writer

About 45 students staged a sit-in in the WKNC offices Tuesday afternoon in a protest of the radio station's programming policies.

The students entered the offices at around 12:45 p.m., crowding into the DJ booth and adjoining lobby. After making several song requests, the group left quietly at 2:30 p.m.

Dawn Gordon, one of the group's organizers, said the sit-in was staged to protest the 10 p.m. to 6 a.m. time period of the station's only black music block, Magic 88.

"We want more prime time hours for our Afro-centric music and this sit-in was to make our presence known," Gordon said. "This radio station is funded by student fees, and it's the purpose of all radio stations to serve the public, not just those who like rock."

WKNC plays rock from 6 a.m. to 6 p.m. Monday through Saturday in its current scheduling format. The alternative music show, Nightwave, runs from 6 p.m. to 10 p.m. Monday through Friday directly before the Magic, which runs Sunday through Thursday.

Gordon said the protest stemmed from a 45-minute meeting Nov. 9, between black student leaders and WKNC's general manager, Bekkie Reising, and programming director, Paul Williams.

"We had a meeting with Bekkie Reising and Paul Williams, and essentially they refused to make any changes in the format," Gordon said. "We decided to do this immediately afterwards to remind them that we're serious about making changes."

Williams, who arrived at the station about 1:20 p.m., said he had no problem with the sit-in itself.

So Sit-In Page 2

Sit-in held to protest WKNC

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but that the solution suggested by Gordon was unfeasible. Gordon is currently advocating a rotating block format that would for example, have the Magic block run from 10 a.m. to 6 p.m. some days and 9 a.m. to 6 p.m. other days.

"We want to keep established listeners and sponsors who are not going to like a rotating system," Williams said. "Sponsors are not going to buy into programming that runs at 9 a.m. some days and at 6 a.m. other days."

Williams said an attempt to incorporate more non-rock music into the daytime programming last semester had generated heavy opposition.

"We want to a more open format last spring, and it just didn't work," Williams said. "We had a lot of phone calls complaining about it."

When the students entered the offices, they proceeded to the DJ booth where Nancy Koskik was hosting her shift of Pure Rock. After what Koskik described as "10 tense minutes," the students began making song requests, and Koskik began making short comments about the situation on the air.

"I was in the middle of a Doors double shot when I hear all these voices and a group of African Americans start playing in around me," Koskik said. "They were asking me what I was playing, and I was real nervous because I felt like they had me on the defensive."

"We were in our Two for Tuesday format. And when I ask for requests on the air, I don't ask for just rock requests. So when they started requesting songs, I said I would play them, but that I had to finish the set I was in first. They understood that, so I played rap from about 1:30 to 2:30."

Koskik said that WKNC usually doesn't play rap during Pure Rock hours, but that "given the circumstances", she decided to play the requests. She said the group made no demands.

"They weren't aggressive at all," Koskik said.

No group members were allowed to speak on the air, Koskik said.

Williams described the group as very cooperative, saying that he was concerned mainly with possible Federal Communications Commission violations.

"My only concerns were that there were too many people in the control room, which is an FCC violation," Williams said. "They handled themselves well. When we asked them to move out of certain areas or to keep food away from the equipment, they did it with no problems."

Gordon agreed that the sit-in was low-key.

"Basically, we just went in and sat around, then we decided to make requests," Gordon said. "The DJ complied and it was no problem. In fact, she was joking around with us and it seemed to be going well."

WKNC expands hip-hop programming to remember and honor 1992 protest

On Jan. 18, WKNC started airing its Underground hip-hop format for a full 24 hours each Monday. This is in addition to the Saturday and Sunday night Under-

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ground blocks beginning at 6 p.m. and the one-hour segment of Local Rap Lunch on Monday at noon.

The adjustment to WKNC's schedule came as a response to a sit-in protest that was held in WKNC's studio in November 1992. The protest called upon WKNC's staff to devote prime-time hours to Magic 88 (hip-hop, R&B and rap), which at the time only played from 10 p.m. to 6 a.m. Sunday through Thursday. As originally reported by Technician, 65 students filled WKNC's studio and lobby to demand these changes. Although the segment was renamed "Underground" and eventually moved up to 9 p.m., along with a new gospel block on Sundays, the request for daytime hours was left unfulfilled. Thus, when WKNC's current staff learned of this protest, they decided action needed to be taken to answer this call. The legacy of this 95-minute sit-in will continue through every subsequent Monday, indefinitely, to finally give Underground the prime hours it deserves.

Dawn Gordon, an organizer of the sit-in of 1992, stated in Technician's article, "[WKNC] is funded by student fees, and it's the purpose of all radio stations to serve the public, not just those who like rock." Gordon was right in 1992, and is still correct today. Though WKNC prides itself in broadcasting a variety of genre formats, it also recognizes the disproportionate focus on indie and alternative music on its channels. It is their hope that this schedule adjustment will be a strong step towards accountability and a recognition of past mistakes.

Within the music industry, Black artistry has historically and continuously been discarded, overlooked and appropriated, yet Black musicians have founded many of

the genres WKNC plays on-air. The station recognizes that Black creators exist within all genres and corners of the industry. Expanding Underground is just one way WKNC can respond to the call of protesters from almost three decades ago.

WKNC continues to offer diversity-oriented programs

WKNC's weekday schedule features program blocks of indie rock, electronic, hip-hop and heavy metal. But like many other noncommercial radio stations, WKNC's weekend program is more of a mixed schedule of specialty genres.

Since 2001, WKNC's weekly two-hour program "Geet Bazaar" has showcased the music of South Asia, including India, Pakistan and Bangladesh. WKNC also aired "K-Bops," a weekly one-hour show featuring Korean hip-hop.

Gilbert honored as champion by NC State IT Accessibility Office

NC State Student Media Associate Director Jamie Lynn Gilbert was recognized as an accessibility champion by the NC State IT Accessibility Office. The accolade is given quarterly to individuals and groups committed to making the NC State digital environment a more inclusive and accessible place.

Gilbert's accessibility outreach stretches beyond campus. Together with Student Media IT Manager Doug Flowers, Gilbert has presented informational sessions on digital accessibility at the College Broad-

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casters Inc. National Student Electronic Media Convention in 2018 and 2019 with accessibility specialists from University of Washington and Washington University in St. Louis, respectively.

This is Gilbert's fourth recognition for her accessibility work. She was previously honored in the 2013 World Usability Day Website Challenge and Global Accessibility Awareness Day Challenge in 2015 and 2018.