

# NC State Student Media Board of Directors Agenda

Tuesday, January 14, 2025

356 Witherspoon (African American Cultural Center Conference Room)

## CALL TO ORDER

## APPOINTMENT OF RECORDING SECRETARY

## BUSINESS AND DISCUSSION ITEMS

1. Approval of October 8, 2024 meeting minutes
2. January 2025 budget update (Jamie)
3. Update: Community issues for 2024-2025 (Jamie)
4. 2025-2026 senior leader applications and interviews (Patrick)
5. Nominations for Phillips Award now open (Jamie)
6. Budget discussion follow-up (Patrick and Jamie)
7. 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

## October 2024 meeting minutes

*Tuesday, October 8, 2024 • 7 p.m.*

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

*Members present: Dean Phillips, Christa Gala (via Google Meet), Jake Seaton, Robbie Williams, Tyler Dukes, Julianna Lopez, Emma Scott, Allie Gervase, Alianna Kendall-Brooks, Rose Kelley, Bran Poster, Kate Denning, Josie Headley, Patrick Neal*

*Members absent: Caleb Twigg, Madeline Renneker, Sydney Robbins, Garrett Gough, Scarlett Taylor*

*Staff and guests present: Jamie Lynn Gilbert, Abi Barefoot, Ray Black III, Layla Faith Batts*

### **CALL TO ORDER AND INTRODUCTIONS**

Board chair Julianna Lopez called the meeting to order after a quorum was established at 7:09 p.m.

### **APPOINTMENT OF RECORDING SECRETARY**

Alianna Kendall-Brooks agreed to serve as recording secretary for the meeting.

### **APPROVAL OF APRIL MEETING MINUTES**

Dean Phillips made a motion to approve the minutes from the September 10, 2024 meeting, Tyler Dukes seconded the motion, and the board unanimously approved them. Those minutes were included in the meeting package and are made part of these minutes by reference.

### **OCTOBER 2024 BUDGET UPDATE**

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

- The DASA Shared Services charge for Student Media has been posted, totaling \$101,300 across all groups.
- No non-fee income has been posted yet for Agromeck. Payroll is at 13% and we are 25% through the fiscal year.
- The Nubian Message's non-fee income is at 58%, with \$610 coming from ad and merchandise sales (31% of the goal) and \$6,300 coming from The Nubian's share of kiosk revenue. Student payroll is at 18%.
- Roundabout's non-fee income is at 81%. Student payroll is at 30%.
- Technician's non-fee income is at 39%, with \$12,900 coming from ad sales (33% of the goal) and \$6,300 coming from kiosk revenue. Student payroll is at 15%.
- Windhover's student payroll is at 24%.
- WKNC's non-fee income is at 29%. Student payroll is at 25%.
- General Administration's non-fee income is at 71% of its goal. Student payroll is at 14%.

- The Student Media Enhancement Fund is at \$10,900, WKNC Enhancement Fund at \$8,300 and Technician Century Fund at \$51,100.

## **RECOMMENDATION FOR 2024-2025 STUDENT BUSINESS OFFICE GENERAL MANAGER**

On behalf of the Student Business Office Advisory Board, Robbie Williams recommended that interim Student Business Office General Manager Allie Gervase be hired as General Manager for the remainder of the 2024-2025 academic year. Jake Seaton moved to accept the advisory board's recommendation, with Dean seconding the motion. It passed unanimously.

## **PROFESSIONAL STAFF ANNOUNCEMENT**

Patrick Neal announced that Abi Barefoot, who previously served as Student Media's Student Employment and Finance Associate, had been hired to succeed Zanna Swann as adviser to the Student Business Office. Abi's official first day in her new position was the day before the meeting, Monday, Oct. 7.

Patrick said the Employment and Finance Associate position would not be filled immediately due to budget constraints (see below). That being the case, he said Abi would continue to handle some tasks from the position with the assistance of two temporary student workers.

## **COMMUNITY ISSUES FOR 2024-2025**

As part of Student Media's assessment plan for 2024-2025, one goal is to identify a number of community issues that are newsworthy to our audiences and to cover those issues regularly throughout the academic year. To that end, Jamie led a brainstorming session at Student Media's Fall Training Day on Sept. 21 to identify such issues. A summary of the issues identified for coverage was included in the meeting package and is included in these minutes by reference. Jamie said she would update the board in January and again in April as to the various outlets' coverage of the issues identified.

## **BUDGET DISCUSSION**

Patrick and Jamie gave an overview of Student Media's participation numbers, revenue and printing costs over time. The presentation also summarized various cost-cutting and revenue-generating initiatives over time, as well as a 15-year history of Student Media's student activity fee funding. Finally, it included scenarios showing the budgetary impact of continuing unchanged with current operations versus scenarios based on a reduction in the print schedules of both Technician and The Nubian Message. (The presentation is included here and made part of these minutes by reference.) In short, Patrick said Student Media was on an unsustainable fiscal course that would lead to a negative cash balance by the end of the 2025-2026 fiscal year absent significant operational changes or a significant increase in revenues.

Patrick said that to continue current operations and fill the vacant Student Employment and Finance Associate position, Student Media would need an additional \$5 per student in fee funding. He said that Student Media had been invited to make a formal request for such an increase in late September, but he said he ultimately declined on behalf of the unit given the short

notice received for the presentation and his discomfort with making such a significant request without first consulting with the board.

Patrick also noted that while he and Jamie had run the numbers on various scenarios that included the outright elimination of some groups, he did not include those in the presentation because he was unwilling to ask the board to consider any scenario he could not himself support in good conscience. He said a reduction in the newspapers' print schedules was the only scenario he could find that he could reluctantly support given the experience of other student newspapers around the country that had ceased print years ago that nevertheless continued to be viable and vital news organizations for their respective campuses.

Finally, Patrick said that the scenarios presented were meant to serve as conversation starters, and that there would be no immediate changes for any group. He said that the potential "fiscal cliff" was some two to three years in the future, so there should be time to have a long, thoughtful conversation about the best path forward.

A wide-ranging discussion followed. Questions raised and points covered during the course of that discussion included the following:

- There was a general concern that moving from the current print schedules (30 per year for Technician and 15 per year for The Nubian Message) to a schedule of just six issues per year for each was too drastic, and that such a change would fundamentally change the nature of both newspapers.
- The board asked if all units were seeing the same kinds of fee revenue shortfalls as Student Media. Patrick replied that they were, as all DASA units receiving student activity fees were provided the same guidance for the budget process. He said several units were facing even more severe and immediate impacts than Student Media thanks to those shortfalls.
- The board asked how much business had been lost due to the Housing Portal. Patrick said he would gather that information for the board's next meeting.
- For reference, the board asked what other units were receiving student activity fees and which ones were requesting additional funds. Patrick said he would also gather that information for the board's next meeting.
- There was a discussion of augmenting Student Media's funding through donations from alumni. Patrick said that while Student Media currently had three Enhancement Funds – the general Student Media Enhancement Fund to benefit all groups, the Century Fund established as part of Technician's 100th-anniversary celebration in 2020, and the newly created WKNC Enhancement Fund – he said he did not foresee those funds growing enough in the near term to provide significant, sustainable support for the unit's overall operations. It was also noted that a group would need at least \$3,000 to establish a fund specific to that group. Jamie said that she maintained a spreadsheet noting any Student Media Enhancement Fund donation where a specific group was named by the donor; she said that once any group reached the \$3,000 threshold, Student Media could request a new Enhancement Fund for that group, but that no group except WKNC had come close to that amount so far.
- Patrick noted that the budget presentation did not include any increases in hourly wages for any of the groups, but he said the groups themselves could increase their staffers' standard hourly pay from \$10/hour to \$11/hour as soon as the spring semester if they could find a way to eliminate positions and reallocate those funds toward the positions

kept.

- A question arose about the possibility of saving on printing costs by decreasing the number of copies printed. Patrick said most of the costs of web printing are tied up in the initial setup, and thus the cost per 1,000 copies was almost negligible, about \$50 per 1,000 copies. So if the Nubian, for example, cut its press run in half to 1,000 copies per issue, it would only save about \$50. Jamie also noted that decreasing print and circulation numbers would make the newspapers significantly less attractive to advertisers.
- In the end, there was an initial, general consensus that Student Media had a strong case for the \$5-per-student fee increase given the service they provided the campus, the number of students involved and the opportunities Student Media presented for all students.

## **ADVISORY BOARD ASSIGNMENTS**

Patrick quickly polled the board members to confirm their preferred advisory board assignments. Dean and Julianna indicated they would remain part of the Broadcast Advisory Board, Tyler and Christa would remain part of the Newspapers Advisory Board, Robbie would remain part of the Business Office Advisory Board, and Jake would switch from the Newspapers Advisory Board to the Business Office Advisory Board given his current position and experience with digital product sales.

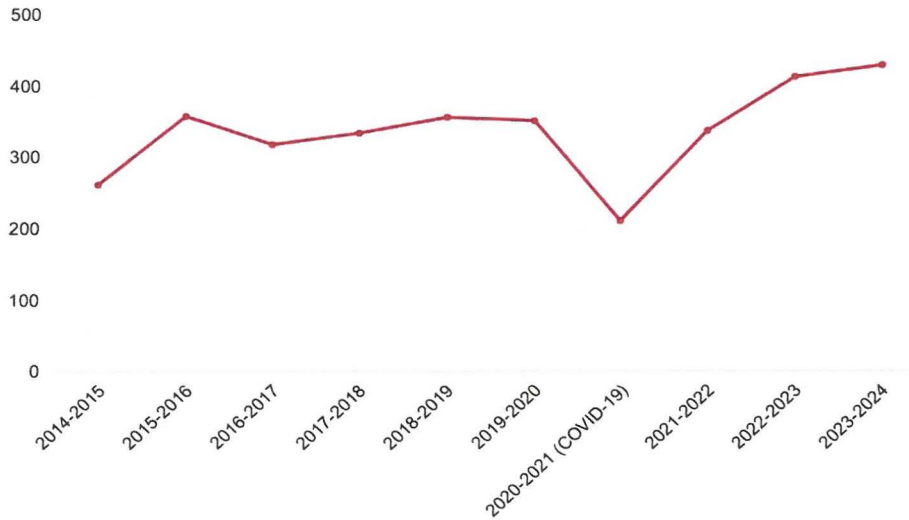
## **ORGANIZATION UPDATES**

Written board reports for the October meeting were included with the meeting package and are made part of these minutes by reference. Addenda to those written reports included the following:

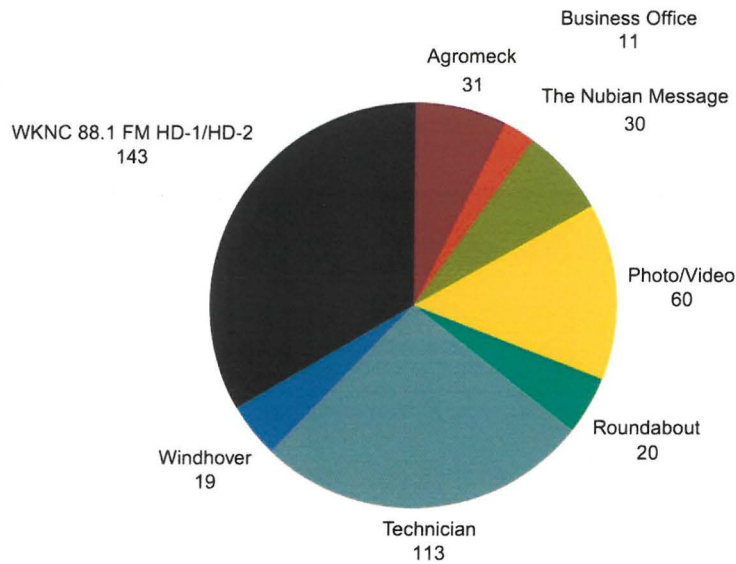
- Alianna reported that The Nubian Message's launch party had been a great success, drawing more than 70 people, including a number of Nubian alumni who spoke as part of a panel discussion.
- Bran thanked Jamie for getting the header ads on Roundabout's website working.

There being no need for an executive session, Dean moved to adjourn the meeting with Tyler seconding. The motion passed unanimously, and the meeting was adjourned at 8:36 p.m.

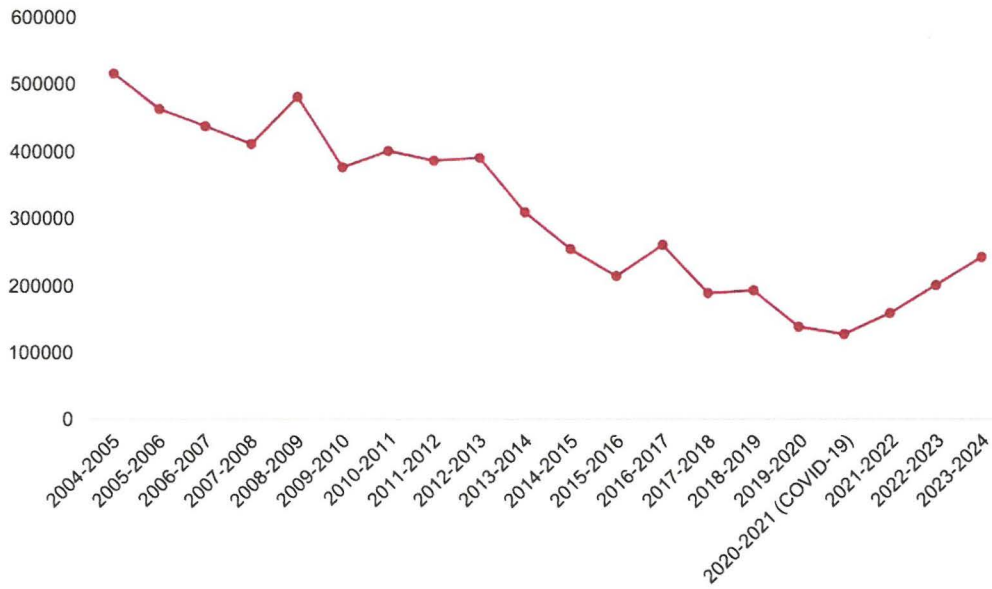
# Student Media participation - 2014-2024



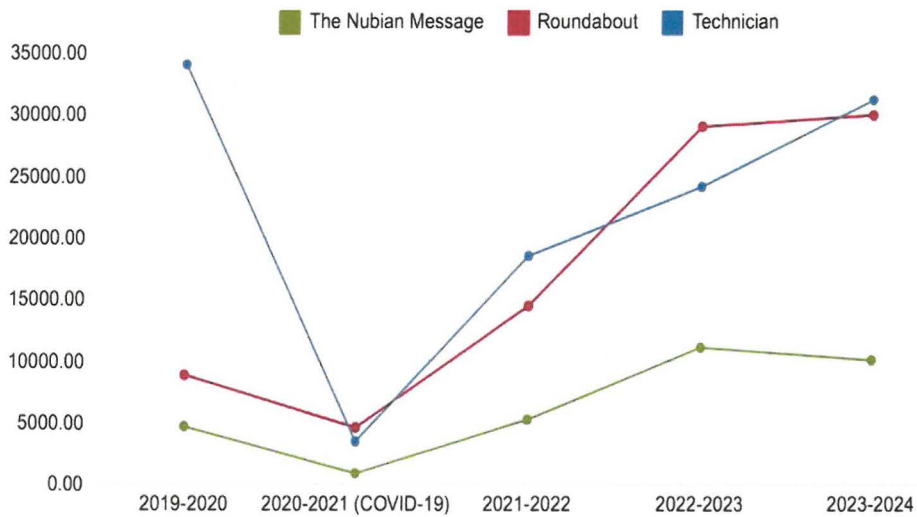
# 2023-2024 participation by group



# Non-fee revenue 2004-2024



# Printing costs 2019-2024



## Fee funding 2009-2024

Year	Regular Term Enrollment	Fee assessment	Summer Fee Revenue	Total
2009-2010	27,008	\$ 15.00		\$ 405,120.00
2010-2011	27,651	\$ 15.50		\$ 428,590.50
2011-2012	28,309	\$ 15.50		\$ 438,789.50
2012-2013	28,988	\$ 15.50		\$ 449,314.00
2013-2014	27,250	\$ 19.20	\$ 24,684.00	\$ 547,884.00
2014-2015	27,000	\$ 22.30	\$ 25,842.00	\$ 627,942.00
2015-2016	27,500	\$ 23.40	\$ 25,000.00	\$ 668,500.00
2016-2017	28,000	\$ 24.00	\$ 25,800.00	\$ 697,800.00
2017-2018	27,300	\$ 27.00	\$ 27,100.00	\$ 764,200.00
2018-2019	27,600	\$ 27.25	\$ 25,000.00	\$ 777,100.00
2019-2020	28,250	\$ 27.25	\$ 30,200.00	\$ 800,000.00
2020-2021	27,000	\$ 26.25	\$ 20,900.00	\$ 729,637.50
2021-2022	28,500	\$ 26.25	\$ 17,600.00	\$ 765,712.50
2022-2023	30,500	\$ 26.25	\$ 25,500.00	\$ 826,112.50
2023-2024	31,300	\$ 26.25	\$ 25,500.00	\$ 847,112.50

## Cost control measures

- Decreased both print frequency and press run for Technician, from 5X/week @10,000 copies 10 years ago to 1X/week @ 3,000 copies today
- Decreased print frequency for The Nubian Message, from weekly to biweekly
- Switched to a less expensive printer for Technician
- Agromeck class-ring-insurance agreement with Balfour greatly reduces cost of printing the yearbook
- Windhover switched to a less expensive printer and binding method to cut its print costs by half starting in 2023-2024



## New revenue streams (and a big one lost)

- + Weekly email newsletter for Technician (with news Sports-oriented newsletter joining it soon)
  - + Outdoor kiosks
  - + Fully leveraging websites and social media platforms for online advertising sales
  - + Technician Century Fund, Student Media Enhancement Fund, WKNC Enhancement Fund
- Apartment complexes - historically a foundational revenue source for the print publications - rarely advertise with the advent of University Housing's off-campus housing portal.

## Technician printing expenses - 2025-2026

### Printing (unchanged)

- 30, 16-page, 2-color issues
- 3,000 circulation
- Additional printing (one issue worth)
- 10% printing increase
- \$8,400 in total delivery costs

\$38,100

### Printing (proposed)

- 6, 24-page, 3-color issues
- 3,000 circulation
- No additional printing
- 10% printing increase
- No delivery costs

\$7,700

**(\$30,400 annual savings)**

## Technician print revenues - 2025-2026

### Advertising (unchanged)

- \$26,000 print/digital advertising (average \$870 per issue)
- \$13,000 newsletter advertising
- \$10,000 kiosk advertising share

\$49,000

### Advertising (proposed)

- \$10,000 print/digital advertising (average \$1,700 per issue)
- \$15,000 newsletter advertising
- \$10,000 kiosk advertising share

\$35,000

**(\$14,000 less income)**

## Technician budget - 2025-2026

### Printing (unchanged)

\$38,100

### Printing (proposed)

\$7,700

### Advertising (unchanged)

\$49,000

### Advertising (proposed)

\$35,000

### Balance (unchanged)

\$10,900 profit

### Balance (proposed)

\$27,300 profit

## The Nubian Message budget - 2025-2026

### Printing (unchanged)

- 15, 12-page, 2-color issues
- 2,000 circulation
- Additional printing (one issue worth)
- 10% printing increase
- \$2,300 in total delivery costs

\$14,200

### Printing (proposed)

- 6, 20-page, 3-color issues
- 2,000 circulation
- No additional printing
- 10% printing increase
- No delivery costs

\$6,100

**(\$8,100 annual savings)**

## The Nubian Message revenues - 2025-2026

### Advertising (unchanged)

- \$2,000 print/digital advertising  
(average \$130 per issue)
- \$10,000 kiosk advertising share

\$12,000

### Advertising (proposed)

- \$1,000 print/digital advertising  
(average \$170 per issue)
- \$10,000 kiosk advertising share

\$11,000

**(\$1,000 less income)**

## The Nubian Message budget - 2025-2026

### Printing (unchanged)

\$14,200

### Advertising (unchanged)

\$12,000

### Balance (unchanged)

\$2,200 loss

### Printing (proposed)

\$6,100

### Advertising (proposed)

\$11,000

### Balance (proposed)

\$4,900 profit

## Newspaper budgets - 2025-2026

### Printing (unchanged)

$\$38,100 + \$14,200 = \$52,300$

### Advertising (unchanged)

$\$49,000 + \$12,000 = \$61,000$

### Balance (unchanged)

\$8,700 profit

### Printing (proposed)

$\$7,700 + \$6,100 = \$13,800$

### Advertising (proposed)

$\$35,000 + \$11,000 = \$46,000$

### Balance (proposed)

\$32,200 profit

# Budget Outlook

No changes, no fee or revenue increases:

- 2526 projection – \$178,279 ending cash balance & \$11,011 projected cash balance (after reserve)
- 2627 projection – **-\$3,661** ending cash balance & **-\$172,793** projected cash balance (after reserve)
- 2728 projection – **-\$197,576** ending cash balance & **-\$368,692** projected cash balance (after reserve)
- 2829 projection – **-\$410,376** ending cash balance & **-\$584,037** projected cash balance (after reserve)

With printing changes:

- 2526 projection – \$250,059 ending cash balance & \$89,262 projected cash balance (after reserve)
- 2627 projection – \$122,429 ending cash balance & **-\$39,772** projected cash balance (after reserve)
- 2728 projection – **-\$16,476** ending cash balance & **-\$180,591** projected cash balance (after reserve)
- 2829 projection – **-\$173,566** ending cash balance & **-\$340,156** projected cash balance (after reserve)

# STUDENT MEDIA BUDGET V. ACTUAL

DATE: January 1, 2025  
 PERCENT THROUGH FISCAL YEAR: 50%

AGROMECK				TECHNICIAN				GENERAL ADMINISTRATION			
	Budget	Actual	Percent		Budget	Actual	Percent		Budget	Actual	Percent
Student payroll	\$ 37,100.00	\$ 15,250.10	41%	Student payroll	\$ 104,100.00	\$ 49,142.61	47%	FTE salaries + benefits	\$ 537,830.00	\$ 274,191.39	51%
Supplies	\$ 700.00	\$ 696.88	100%	Supplies	\$ 500.00	\$ 86.84	17%	Student payroll	\$ 29,000.00	\$ 13,161.15	45%
Travel	\$ 6,080.00	\$ 1,122.43	18%	Travel	\$ 8,070.00	\$ 7,811.33	97%	Supplies	\$ 11,680.00	\$ 8,080.73	69%
Shared services	\$ 5,552.00	\$ 5,938.02	107%	Shared services	\$ 16,986.00	\$ 16,986.50	100%	Travel	\$ 12,330.00	\$ 11,733.41	95%
Current services	\$ 14,400.00	\$ 14,064.43	98%	Current services	\$ 29,760.00	\$ 15,922.55	54%	Shared services	\$ 60,424.00	\$ 60,424.05	100%
Fixed charges	\$ 1,125.00	\$ 730.00	65%	Fixed charges	\$ 10,910.00	\$ 5,736.00	53%	Current services	\$ 22,660.00	\$ 15,156.69	67%
<b>TOTAL</b>	<b>\$ 64,957.00</b>	<b>\$ 37,801.86</b>	<b>58%</b>	<b>TOTAL</b>	<b>\$ 170,326.00</b>	<b>\$ 95,685.83</b>	<b>56%</b>	Fixed charges	\$ 4,835.00	\$ 1,625.08	34%
Fee income	\$ 53,957.00	\$ 39,374.44	6.48%	Fee income	\$ 121,326.00	\$ 88,536.13	14.58%	Contracted services	\$ -	\$ -	#DIV/0!
Non-fee income	\$ 11,000.00	\$ 120.00	1%	Non-fee income	\$ 49,000.00	\$ 62,120.41	127%	Capital outlay	\$ 17,000.00	\$ 17,141.32	101%
<b>TOTAL</b>	<b>\$ 64,957.00</b>	<b>\$ 39,494.44</b>	<b>61%</b>	<b>TOTAL</b>	<b>\$ 170,326.00</b>	<b>\$ 150,656.54</b>	<b>88%</b>	<b>TOTAL</b>	<b>\$ 695,759.00</b>	<b>\$ 401,513.82</b>	<b>58%</b>
Profit/Loss	\$ -			Profit/Loss	\$ -			Fee income	\$ 517,759.00	\$ 377,828.14	62.22%
								Non-fee income	\$ 10,000.00	\$ 11,170.13	112%
								<b>TOTAL</b>	<b>\$ 527,759.00</b>	<b>\$ 388,998.27</b>	<b>74%</b>
								Profit/Loss	\$ (168,000.00)		
THE NUBIAN MESSAGE				WINDHOVER				OVERALL			
	Budget	Actual	Percent		Budget	Actual	Percent		Budget	Actual	Percent
Student payroll	\$ 16,700.00	\$ 8,081.94	48%	Student payroll	\$ 9,500.00	\$ 5,805.41	61%	FTE salaries + benefits	\$ 537,830.00	\$ 274,191.39	51%
Supplies	\$ 200.00	\$ 300.12	150%	Supplies	\$ 1,000.00	\$ 203.85	20%	Student payroll	\$ 265,500.00	\$ 124,237.89	47%
Travel	\$ 3,530.00	\$ 4,473.73	127%	Travel	\$ 3,940.00	\$ 4,095.54	104%	Supplies	\$ 16,780.00	\$ 10,343.24	62%
Shared services	\$ 2,964.00	\$ 2,963.92	100%	Shared services	\$ 1,587.00	\$ 1,586.63	100%	Travel	\$ 43,000.00	\$ 38,710.00	90%
Current services	\$ 13,130.00	\$ 9,207.98	70%	Current services	\$ 9,550.00	\$ 48.02	1%	Shared services	\$ 101,295.00	\$ 101,681.32	100%
Fixed charges	\$ 455.00	\$ 2,075.00	456%	Fixed charges	\$ 1,545.00	\$ 180.00	12%	Current services	\$ 137,000.00	\$ 60,357.15	44%
<b>TOTAL</b>	<b>\$ 36,979.00</b>	<b>\$ 27,102.69</b>	<b>73%</b>	<b>TOTAL</b>	<b>\$ 27,122.00</b>	<b>\$ 11,919.45</b>	<b>44%</b>	Fixed charges	\$ 32,725.00	\$ 14,629.89	45%
Fee income	\$ 24,979.00	\$ 18,228.11	3.00%	Fee income	\$ 27,122.00	\$ 19,791.94	3.26%	Contracted services	\$ -	\$ -	#DIV/0!
Non-fee income	\$ 12,000.00	\$ 17,039.14	142%	Non-fee income	\$ -	\$ -	#DIV/0!	Capital outlay	\$ 17,000.00	\$ 17,141.32	101%
<b>TOTAL</b>	<b>\$ 36,979.00</b>	<b>\$ 35,267.25</b>	<b>95%</b>	<b>TOTAL</b>	<b>\$ 27,122.00</b>	<b>\$ 19,791.94</b>	<b>73%</b>	<b>TOTAL EXPENSES</b>	<b>\$ 1,151,130.00</b>	<b>\$ 641,292.20</b>	<b>56%</b>
Profit/Loss	\$ -			Profit/Loss	\$ -			Fee income	\$ 832,130.00	\$ 607,236.43	73%
								Non-fee income	\$ 151,000.00	\$ 134,602.68	89%
								A/R interest income	\$ -	\$ 41.92	
								Stif interest income	\$ -	\$ 3,411.36	
								Food purchases	\$ -	\$ (337.67)	
								<b>TOTAL INCOME</b>	<b>\$ 983,130.00</b>	<b>\$ 744,954.72</b>	<b>76%</b>
								Net Profit/Loss	\$ (168,000.00)		
ROUNDAABOUT				WKNC 88.1 FM HD-1/HD-2							
	Budget	Actual	Percent		Budget	Actual	Percent				
Student payroll	\$ 5,500.00	\$ 5,500.28	100%	Student payroll	\$ 63,600.00	\$ 27,296.40	43%	SM Enhancement Fund	\$ 10,665.87	663502	
Supplies	\$ 200.00	\$ -	0%	Supplies	\$ 2,500.00	\$ 974.82	39%	WKNC Enhancement Fund	\$ 7,731.50	669963	
Travel	\$ 3,440.00	\$ 4,046.69	118%	Travel	\$ 5,610.00	\$ 5,426.87	97%	Technician Century Fund	\$ 47,280.49	667736	
Shared services	\$ 6,820.00	\$ 6,819.87	100%	Shared services	\$ 6,962.00	\$ 6,962.33	100%	NCSMA Conference Fund	\$ 555.53	376542	
Current services	\$ 39,200.00	\$ 4,133.22	11%	Current services	\$ 8,300.00	\$ 1,824.26	22%				
Fixed charges	\$ 505.00	\$ 245.00	49%	Fixed charges	\$ 13,350.00	\$ 4,038.81	30%				
<b>TOTAL</b>	<b>\$ 55,665.00</b>	<b>\$ 20,745.06</b>	<b>37%</b>	Contracted services	\$ -	\$ -					
Fee income	\$ 24,665.00	\$ 17,998.97	2.96%	<b>TOTAL</b>	<b>\$ 100,322.00</b>	<b>\$ 46,523.49</b>	<b>46%</b>				
Non-fee income	\$ 31,000.00	\$ 28,695.00	93%	Fee income	\$ 62,322.00	\$ 45,478.70	7.49%				
<b>TOTAL</b>	<b>\$ 55,665.00</b>	<b>\$ 46,693.97</b>	<b>84%</b>	Non-fee income	\$ 38,000.00	\$ 15,458.00	41%				
Profit/Loss	\$ -			<b>TOTAL</b>	<b>\$ 100,322.00</b>	<b>\$ 60,936.70</b>	<b>61%</b>				
				Profit/Loss	\$ -						

# Agromeck – November 2024

*Emma Scott, Editor-in-Chief*

## **Revenue & Expenditures**

- As of 11/4/23, we have sold 30 books. We are tabling for Grad Fair Nov. 6 & Nov. 7 and trying to set up a time for Senior Portraits through LifeTouch to help aid in book sales.

## **Personnel & Recruitment**

- Our correspondents are starting to become paid staff members.
- We have had 4-6 writers and designers already fill out the hiring package and expect to have the same amount completing the paperwork in the next coming weeks.

## **Metrics**

- We have been trying to incorporate more of a personal feel in our social media instead of solely using graphics to display information.
- We have also been submitting billboards to show on the TVs across campus and promote the sale of the book through Technician's in-house ads.

## **Training & Travel**

- We did not have anyone attend the ACP/CMA College Media Convention.

## **Challenges**

- Miscommunication with our representative at LifeTouch has put us behind in beginning senior portraits for the yearbook. We are trying to get that situation fixed currently.

## **Corrections**

- Nothing to report.

## **Deadlines**

- The mini deadline on Oct. 21 went well and our second deadline is Nov. 11.
- We got proofs back from deadline 1 and we made those corrections and submitted the correct proofs back to StudioBalfour.

## **Other Notes**

Nothing to report.

# Student Business Office – November 2024

Allie Gervase, General Manager

## Revenue

Outlet	Target	Sold YTD*	Paid YTD**
Student Media Kiosks	\$35,000	\$18,598.75	\$14,346.3
The Nubian Message	\$2,500	\$755.00	\$990
Roundabout	\$36,000	\$7,330.00	\$25,180
Technician	\$45,000	\$10,537.61	\$13,417.08
WKNC	\$8,500	\$3,015.00	\$250

\* SOLD YTD reflects value of future advertising commitments regardless of publication dates based on insertion orders.

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

## Personnel & Recruitment

- Currently we have 5 media consultants plus Allie Gervase as the General Manager. We will likely not expand this number throughout the year.
- Recruitment for the 2025-2026 school year will start at the end of this academic year.

## Metrics

- The majority of kiosk spots have been filled with a mix of normal clients, and Flytedesk for the election.
- The business office sold one of their highest amounts of fall Roundabout ads in the past few years at a total of the back cover, 2 full pages, 2 half pages, and a quarter page.

## Training & Travel

- CMBAM
  - Allie Gervase, Caitlyn Muniz, Layla-Faith Batts, and Abi Barefoot (advisor) will have attended the CMBAM conference.
  - Allie will be giving a presentation regarding her sales tracker and how to implement it into an office like ours.
- Training
  - We have been implementing small training sessions into our weekly meetings as well as doing one on one training with various other media consultants, the General Manager, and our advisor.

## Challenges

- 2 advertisements did not run on the TechSports newsletter. We had to work through logistics with clients in order to fix this, and both were willing to move to a different spot later on. Abi Barefoot was able to get this problem fixed through the newsletter software and we are hopeful this is not a problem moving forward.



## Corrections

- Nothing to report.

## Deadlines

- We are working towards having the bulk of Roundabout Spring sales taken care of before we leave for Thanksgiving due to the short timeframe after we get back from that break and final exams. We have 4 confirmed ads for Spring Roundabout and 4 confirmed ads for Roundabout Orientation. Many others are in the process of getting confirmed.
  - Roundabout Spring Deadlines
    - Early Bird: 1/3/24
    - Commitment Deadline: 1/10/24
    - Artwork Deadline: 2/3/24
  - Roundabout Orientation
    - Early Bird: 1/3/24
    - Commitment Deadline: 4/11/24
    - Artwork Deadline: 5/5/25

# The Nubian Message – January 2025

*No report submitted.*

# Roundabout – November 2024

*Bran Poster, EIC*

## Revenue & Expenditures

- All ads were placed successfully in our Scenic Route Issue! Thanks again to the biz team peeps!!

## Personnel & Recruitment

- We've had no more new recruits since October, but I'm content with that. We do still need more designers though.

## Metrics

- According to instascam, we reached a whopping **1,988** accounts in the past 30 days as of the time of this board report being submitted! Makes sense because of all the excellent promo posts our promotions director Layney did for the Scenic Route Issue.

## Training & Travel

- By the time of this board meeting, I will have some insights from Layney and Justin on how they enjoyed the CMA convention!

## Outreach

- After the success of our last tabling session, we decided that we'll be joining the sustainability stewards and campus thrift for tabling on Harris field from 2-5 on Nov 8!
-

## **Challenges**

- Although Marlowe should theoretically be studying abroad in Australia \*after\* we submit the Spring Issue to print, I'm still going to try and get her our finished content as early as we can just in case. And if the Australian program proves too demanding, we will hire an interim design editor for Orientation pronto.

## **Corrections**

- We had a links issue with the ad artwork during the Scenic Route Issue production process that we only caught after it had gone to print. Thanks to Marlowe, Patrick and Bart we were able to resubmit and fix everything before ink hit paper, but this is definitely something that we should've been aware of well before we sent in the files.

## **Deadlines**

- Our Spring 2025 Issue is planned to come out on March 3rd.

## **Other Notes**

- Thank you to Will (LaMarche) at the front desk for mailing out a boat ton of Roundabout copies for us!

# **Technician – November 2024**

*By Kate Denning, Editor-in-Chief*

## **Personnel & Recruitment**

- The design editor position has been filled in Ellie's absence and the transition has been smooth so far. Ellie has made themselves available to Amaya to answer any questions which has been great so far. We have also filled the assistant design editor role in addition to bringing Amaya on. They are both graduate students who will be here next year, but they are training several undergraduates interested in the role from day to day.
- We feel extremely confident with the number of staff members we currently have, even with some assistant roles not being filled.

## **Metrics**

- Social media engagement went down as we did not post over the break, although we did exceed our goal of reaching 6,000 followers (currently 6,187) after receiving significant engagement on a breaking story in late November.

## **Training**

- Standard trainings are back underway for several new correspondents as the semester begins.

## **Challenges**

- We experienced serious staff burnout at the end of the fall semester leading us to cancel our lone December issue. I am hopeful that our extended break will lead to increased morale and a renewed sense of purpose through the remainder of 105.

## **Corrections**

- No recent corrections.

## Deadlines

- All major deadlines have been met.

## Revenue and Expenditures

- Nothing to report.

# Windhover – November 2024

*By Josie Headley, Editor-in-Chief*

## Personnel and Recruitment

- 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.

Personnel	Name
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* - We have capped our volunteer numbers at 85 for the 2024-2025 publication cycle.
- *Submission Recruitment* - Leading up to our priority deadline (November 1st,) we used physical promotions, events like our open mic in September, collaborations like our event with the Sustainability Stewards, and appearances at events like the Filipino Student Association's Open Mic to promote submitters across mediums. We have also engaged with email and Instagram engagement with clubs, organizations, and professors who helped us to promote submissions. There will be a second wave of emails going out to our list of contacts halfway through November to promote submissions before our Final Deadline. We are also beginning the process of soliciting artist features from Windhover 58 to publish on the website and Instagram, hoping this will enhance submissions as well.

## Metrics

- Our submission form has 199 unique submissions. Our goal for priority deadline was 150 submissions across mediums, so we are happy to say we've exceeded our expectations. We want to grow, not just stay on track, so we are working to create new unique promotional events, items and collaborations to promote more submissions before final deadline (December 1st.)
- We are happy to say we are down to our last box (set of 25) of Windhover 58s. This is on track with our timeline, as we wanted to be about done with continued redistribution before Roundabout's fall edition came out so as not to clog kiosks. We've been using promotional items to promote submissions (postcard size) inside of distributed 58s, and feel that this has helped in promoting submissions as well.

## Training & Travel

- Managing Editor Patrick Mays and Design Editor Cora Jones traveled with our advisor to New Orleans, Louisiana for the Fall National College Media Convention from October 30th-November 3rd. They were able to engage with unique sessions on design and administration respectively, and receive the Pinnacle Award for best literary magazine from the College Media Association on behalf of Windhover. Josie has two meetings planned with Cora and Patrick to learn more about what they gained from the convention and what they want to institute at Windhover.

## Challenges

- Nothing to report.

## Corrections

- Nothing to report.

## Deadlines

- *November 1st*: priority deadline for submitters (passed)
  - Style guide complete and published to staff for edits (see [other notes](#))
- *December 1st*: final deadline for submitters, composition on book begins.

## Other Notes

- The board can view the style guide for Windhover 59 [here](#). It's a divergence from last year's theme, as our goal is to remain dynamic. Our style guide is completed much earlier than usual this year as we have pushed our general timeline back in order to have the book printed and in our hands by Spring Break.
- On engagement tactics, our leadership team is primarily focusing on enhancing our website and our Instagram engagement currently. Our website is under construction currently, but our goal is to create a minimalist website that aligns with our logo and allows for easy navigation and the display of artist features easily, another endeavor we are undertaking in the month of November. As for our Instagram, EIC and ME have created a list of engagement tactics and are working to increase engagement especially through Instagram Reels.

# WKNC 88.1 FM HD-1/HD-2 – November 2024

*By Rose Kelley, General Manager*

## Revenue

- Non-fee income (money in the bank), as of Nov. 1, 2024: \$13,555 (29% of total)
  - Sponsorship Sales \$395.00
  - Women's Basketball \$0.00
  - Men's Baseball \$6,225.00
  - Event Promotions \$3,150.00
  - Merchandise Sales \$405.00
  - DJ Services \$1,180.00
  - HD-3 Lease \$2,200
  - Event Tickets \$0.00

## Personnel

- A recent issue with personnel has been a pattern of content creators and Assistant Music Directors frequently missing content deadlines and not communicating about it when missed. On Friday 11/1/2024 we held a virtual meeting with the content team to address these concerns, clarifying how content creators can track their deadlines, and potential methods of helping our creators meet their deadlines.

## Training

- Our General Manager Rose Kelley, Program Director Willow Sessions, Promotions Director Mason Baker, Public Affairs Director Emilia Rivadeneria, and Daytime Music Director Sarah Hernando, all went to CBI's NSMC in Seattle Washington at the end of October. Session summaries are forthcoming soon and are currently being compiled together.

## Programming

- For the fourth year in a row WKNC has celebrated World College Radio Day with 24 hours of in-studio DJing and a live stream. The event was documented by members of our content team who filmed portions of the day and are currently editing the footage. Local Lunch Live completed on November 6th and will resume next spring. WKNC participated in coverage of election night with Student News Live, successfully hosted by our Public Affairs Director Emilia. WKNC has continued our Partnership with the Black Artists Coalition and will be putting on a show with them by the end of November.

## Awards

- WKNC has recently received a number of awards, including first place in DJ personality with Emma Bookhardt as "Reel-to-Reel with Bodhi," from College Media Association Film and Audio Festival. WKNC also received third place in Radio station of the year Division I from College Media Association Pinnacle award, and third place in Best audio newscast for "Eye on the Triangle Weekly News Jan. 29, 2024," with Ellie Feaga, from College Media Association Pinnacle award.

# Agromeck – January 2025

*Emma Scott, Editor-in-Chief*

## **Revenue & Expenditures**

- As of 1/7/25, we have sold 44 books.
- We tabled for senior portraits November 18-November 22.
- Senior Portrait tabling will resume on January 21 and will run through January 31.
  - In contact with Kent Sutton to implement the 10% off coupon for seniors who take their portraits.

## **Personnel & Recruitment**

- We have 10 people on paid staff, and we had 2 new people come to our interest meeting on January 6.
- We tabled separately from student media at the student involvement fair on January 4 due
  - to the success in the fall semester. We spoke to many new transfer students about our publication and student media.

## **Metrics**

- We are still trying to incorporate a personal feel to our social media. We are implementing a new campaign with “day in the life” videos of the leadership staff.
- We submitted billboards to show on the TVs across campus and promote the sale of the
  - book.

## **Training & Travel**

- We will be hosting another beginning of the semester training for new interested staff members.

## **Challenges**

- StudioBalfour has not allowed us to send emails to seniors or students about buying the book. We have been trying to remedy this issue with Balfour and Kent but it has not been resolved. This has set us back in outreach for book sales.
- I have contacted DASA Tech to get the agromeck-news group up and running again.
  - Krishna and I plan to add all senior emails to that group and utilize that instead of StudioBalfour.
- We are still waiting on Deadline 3 proofs, but plan to continue with submissions.

## **Corrections**

- Nothing to report.

### Deadlines

- Our next mini deadline is January 27, with deadline 4 February 3.
- We plan to start work on the cover this month and have a design finalized.

### Other Notes

- The Student Media Staff discount code is live. All student media staff get a 50% discount at checkout for the yearbook. The discount is: NCState50off

# Student Business Office – January 2025

Allie Gervase, General Manager

### Revenue

Outlet	Target	Sold YTD*	Paid YTD**
Student Media Kiosks	\$35,000	\$31,845.25	\$33,350.40
The Nubian Message	\$2,500	\$6,095.00	\$5,809.00
Roundabout	\$36,000	\$11,945.00	\$28,695.00
Technician	\$45,000	\$51,872.70	\$51,375.28
WKNC	\$8,500	\$4,605.00	\$915

\* SOLD YTD reflects value of future advertising commitments regardless of publication dates based on insertion orders.

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

### Personnel & Recruitment

- Currently we have 5 media consultants plus Allie Gervase as the General Manager. This number is not expected to change for the remainder of the academic year.
- Recruitment and hiring for the 2025-2026 school year will start at the end of this academic year (led by the 2025-2026 GM).
- The Spring Open House on 1/6/25 was great! The Business Office team gave lots of tours of our spaces and answered questions about Student Media. Many people were interested in the Business Office, so we will formally contact them again later this semester. We may have an interesting meeting to help with recruitment.

### Metrics

- Roundabout Spring: 3 Quarter pages, 3 Half pages, and the back cover are sold. Total: 3.25 pages.
- Roundabout Orientation: 3 Quarter pages, 2 Half pages, 1 Full Page and the back cover are sold. Total: 3.75 pages.

### **Training & Travel**

- We have been implementing small training sessions into our weekly meetings as well as doing one on one training with various other media consultants, the General Manager, and our advisor.

### **Challenges**

- Nothing to report.

### **Corrections**

- Nothing to report.

### **Deadlines**

- The following are the Roundabout deadlines that are upcoming. The majority of Roundabout Spring ads are done, but we will continue to push the Orientation Issue this semester with hopes to break last year's amount sold!
  - Roundabout Spring Deadlines
    - Early Bird: 1/3/24
    - Commitment Deadline: 1/10/24
    - Artwork Deadline: 2/3/24
  - Roundabout Orientation
    - Early Bird: 1/3/25
    - Commitment Deadline: 4/11/25
    - Artwork Deadline: 5/5/25

## **The Nubian Message – January 2025**

*No report submitted.*

## **Roundabout – January 2025**

*Bran Poster, Editor-In-Chief*

### **Revenue & Expenditures**

- It's not even February and I already see 8 ads got sold for the Spring Issue – great work Abi, Allie and biz team!!

### **Personnel & Recruitment**

- 10 of the people who filled out the Student Media interest form since winter break began checked that they'd potentially be interested in Roundabout! And of those ten people, four of them filled out the form on the day of the January 6 open house.
- In addition to studying abroad down under (beginning on February 17), our legendary design editor Marlowe has begun working a full-time job right now. We may need to hire an "apprentice" design editor, or even an entirely new design editor, depending on how Marlowe is feeling + what the magazine needs. We'll talk about this at our next editor's meeting and I should have an update by the time of this board meeting.



## Metrics

- We were understandably not very active on Instagram over break, so I will hold off on giving engagement data until we meet in February!

## Training & Travel

- Big thank you to Ben for holding an extra Community Reporting training for us at the end of last semester!

## Outreach

- Layney scheduled a tabling collab on February 14 with the Voting Arts Lab!
- New stickers are in the process of being finalized + ordered!

## Challenges

- We still have a dearth of designers, despite recruitment ads in the COD newsletter, emphasis during tabling, Instagram recruitment posts, ect. Only one has reached out 🙏

## Corrections

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

## Deadlines

- We're planning to have the Spring Issue ready to submit to print by Feb 17 (Marlowe's departure day), to go on stands March 3

## Other Notes

- I'M OVERLOADED WITH BLANKENSHIP DRY GOOD KUZIS

# Technician – January 2025

*By Kate Denning, Editor-in-Chief*

## Personnel & Recruitment

- The design editor position has been filled in Ellie's absence and the transition has been smooth so far. Ellie has made themselves available to Amaya to answer any questions which has been great so far. We have also filled the assistant design editor role in addition to bringing Amaya on. They are both graduate students who will be here next year, but they are training several undergraduates interested in the role from day to day.
- We feel extremely confident with the number of staff members we currently have, even with some assistant roles not being filled.

## Metrics

- Social media engagement went down as we did not post over the break, although we did exceed our goal of reaching 6,000 followers (currently 6,187) after receiving significant engagement on a breaking story in late November.

### **Training**

- Standard trainings are back underway for several new correspondents as the semester begins.

### **Challenges**

- We experienced serious staff burnout at the end of the fall semester leading us to cancel our lone December issue. I am hopeful that our extended break will lead to increased morale and a renewed sense of purpose through the remainder of 105.

### **Corrections**

- No recent corrections.

### **Deadlines**

- All major deadlines have been met.

### **Revenue and Expenditures**

- Nothing to report.

# **Windhover – January 2025**

*By Josie Headley, Editor-in-Chief*

### **Revenue and Expenditures**

- Nothing to report.

### **Personnel and Recruitment**

- 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

- After our recruitment efforts, we have 71 volunteers committed to our team for the 2024-2025 publication cycle.

### Metrics

- By the final deadline, Windhover received 385 submissions across all mediums. This is more than double the number we've received in the past, so we are happy with these results. We are now in the process of sending out edits requests and finalizing the list of pieces that will be included in the book.
- Windhover now holds 25 leftover copies of Windhover 58, which we still take to tabling events with us, but we are phasing out now in favor of promoting the new theme

### Training & Travel

- Nothing to report.

### Challenges

- 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.
- Update on Audio and Video Submission Recruitment Challenge
  - Previous Problem: 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.
  - Update: We tripled our submission numbers for A&V from last year, and are going to aim to up these numbers even more next year as well.

### Corrections

- Nothing to report.

## Deadlines

- *February 15th*: First draft of book to printer
- *February 20th*: Final copy to publisher-printing process begins
- *March 19th*: Tentative release party date

## Other Notes

- The board can view the style guide for Windhover 59 [here](#). It's a divergence from last year's theme, as our goal is to remain dynamic. Our style guide is completed much earlier than usual this year as we have pushed our general timeline back in order to have the book printed and in our hands by Spring Break.
- On engagement tactics, our leadership team is primarily focusing on enhancing our website (now complete and revitalized, check it out!) and our Instagram engagement currently (also doing well.)
- We have met with our printer and are now in discussions about changing book size, speciality applications like embossing and foil stamping, and other considerations.

# WKNC 88.1 FM HD-1/HD-2 – January 2025

*By Rose Kelley, General Manager*

## Revenue

- Non-fee income (money in the bank), as of Nov. 1, 2024: \$15,458 (29% of total)
- Sponsorship Sales \$1,010.00
- Women's Basketball \$0.00
- Men's Baseball \$6,225.00
- Event Promotions \$3,850.00
- Merchandise Sales \$993.00
- DJ Services \$1,180.00
- HD-3 Lease \$2,200
- Event Tickets \$0.00

## Revenue and Expenditures

- With current projects we expect to exceed our non-fee income expectations by about \$5,000. This good news is paired with our expenditures being projected to all come in at or below expectations.

## Personnel

- We've filled two vacant positions, hiring a new blog content creator and local music director. As of January 9th, WKNC still has 3 vacant positions; Underground music director, and two interview content creator positions. There are currently 105 students on staff at WKNC, a number soon to increase with the upcoming spring DJ class.

## Metrics

- Over the fall semester WKNC has produced short-form content that has picked up traction across multiple platforms. One of our YouTube shorts currently sits at 1,324 views, while one

Instagram Reel has garnered 135,157 views, with short-form content quickly proving to be a great way to gain traction with our social media presence.

**Challenges**

- Over winter break our equipment was malfunctioning leading to some downtime and periods of being off the air. Our engineering team has since addressed the issue and we anticipate our equipment to continue working for the time being. A new audio board was installed in our HD-1 studio, and a new set of studio speakers should be installed by the end of this month.