

NC State Student Media Board of Directors Agenda

Tuesday, March 4, 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. Approval of January 14, 2025 meeting notes
3. March 2025 budget update (Jamie)
4. Phillips Award voting (Jamie)
5. Recommendations for 2025-2026 General Managers and Editors-In-Chief
 - a. Visual Media Advisory Board
 - i. Windhover
 - ii. Roundabout
 - b. Broadcast Advisory Board
 - i. WKNC 88.1 FM HD-1/HD-2
 - c. Newspapers Advisory Board
 - i. Nubian Message
 - ii. Technician
 - d. Student Business Office Advisory Board
 - i. SMBO General Manager
6. Agromeck Editor-In-Chief position (Ray & Patrick)
7. Preview of fee request discussion at April meeting (Patrick)
8. Organization updates (*NOTE TO STUDENT LEADERS: This is for items and/or updates that were not included in the written board report. If you have no additions to your written board report, please respond "No update."*)
 - a. Agromeck – 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.

NC State Student Media Board of Directors

January 2025 meeting notes

Tuesday, January 14, 2025 • 7 p.m.

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

Members present: Dean Phillips, Robbie Williams, Jake Seaton, Scarlett Taylor, Kate Denning, Bran Poster, Allie Gervase, Josie Headley, Rose Kelley, Alianna Kendall-Brooks, Emma Scott, Patrick Neal (via Google Meet)

Members absent: Christa Gala, Julianna Lopez, Caleb Twigg, Madeline Renneker, Sydney Robbins, Garrett Gough, Scarlett Taylor

Staff and guests present: Jamie Lynn Gilbert, Abi Barefoot, Ray Black III, Ben McNeely, Kaela Belingon

CALL TO ORDER AND APPOINTMENT OF RECORDING SECRETARY

Board vice-chair Bran Poster called the meeting to order at 6:58 p.m. Alianna Kendall-Brooks agreed to serve as recording secretary for the meeting.

APPROVAL OF OCTOBER MEETING MINUTES

In the absence of a quorum, the October 8, 2024 meeting minutes could not be approved and were tabled until the March meeting. Patrick encouraged the board members to review those minutes closely, noting that the meeting was not recorded due to a technical issue, and that he was unable to take careful notes during the budget discussion portion of the meeting, as he and Jamie were both presenting to the board. He encouraged members to let him know if there were any notable topics omitted from that wide-ranging discussion so that he could make sure they were included.

JANUARY 2025 BUDGET UPDATE

Jamie Lynn Gilbert reviewed the January 2025 budget update, which was included in the meeting package and made part of these notes by reference. She noted the following:

- We are 50% through the fiscal year.
- Agromeck's non-fee income is still at 1%. Student payroll is at 41%.
- The Nubian Message's non-fee income is at 142%, thanks to \$8,000 in revenue from election and other ads. There is \$1,200 in election money still to be deposited in January. Student payroll is at 48%.
- Roundabout's non-fee income is at 93%. Sales for the spring 2025 issue will easily take the income to 100%. Roundabout is officially at 100% of student payroll. Jamie said she had already talked with Ray about how lower-than-expected printing costs will cover the overage and will continue to update as it reaches the budgeted student payroll number.
- Technician doubled its non-fee income in December, putting it at 127% of its goal, thanks to \$32,000 in revenue from election ads. There is \$4,400 in election money still to be

deposited in January. Technician payroll is at 47%. Travel is back down to 97% after using \$3,200 from the Technician Century Fund to pay for travel overages from New Orleans.

- Windhover's student payroll is at 61%.
- WKNC 88.1 FM HD-1/HD-2's non-fee income is at 41%. Student payroll is at 43%.
- General Administration is now at 112% of its goal, mostly due to kiosk sales. Student payroll is at 45%.
- Overall, non-fee income is at 89% of its goal and we have received 73% of our fee income. Overall student payroll is at 47%, with travel at 90% to allow for some limited travel for the rest of the fiscal year. Capital expenses are at 101%.
- Additional account balances as of January 1, 2025 were as follows:
 - Student Media Enhancement Fund: \$10,665.87
 - WKNC Enhancement Fund: \$7,731.50
 - Technician Century Fund: \$47,280.49
 - NCSMA Conference Fund: \$555.53

Jamie urged all senior leaders to get with their advisors ASAP for any budget recommendations they may have for 2025-2026 so that she could take those recommendations into account as she puts together next year's budget, which has historically been due around the middle of February each year.

UPDATE: COMMUNITY ISSUES FOR 2024-2025

Jamie briefly reviewed the five community issues identified by all of our groups at their all-organization training in September. Ben McNeely reviewed those issues and corresponding coverage so far this year. That summary is included here and made part of these notes by reference. Jamie encouraged senior leadership to continue covering those issues and reminded everyone that the final results would be included as part of Student Media's 2024-2025 assessment report.

2025-2026 SENIOR LEADER APPLICATIONS AND INTERVIEWS

Patrick Neal reminded everyone that senior leader application packages were due by Thursday, Jan. 30 at noon. In lieu of a board meeting in February, he said the various advisory boards would conduct their interviews using the guidelines set at the board's September 2024 meeting. He said the advisory boards would make their recommendations to the full board at its March meeting, and that the full board would make the final hiring decisions at that time.

NOMINATIONS FOR PHILLIPS AWARD NOW OPEN

Jamie said nominations for the 2024-2025 Dean Phillips Award for General Excellence were now open. She said any Student Media student was eligible for the award except the top leaders at each organization (though those senior leaders can submit nominations for the award). She said the nominations would be open until 7 p.m. on Tuesday, March 4, the start of the board's next regularly scheduled meeting. From there, she said the members of the board would cast their votes, and that the top three vote-getters would be notified that they were finalists for the award; all three of those finalists will be invited to the board's April meeting, where the award will be announced. She noted that the form included spaces for examples of the nominees' work, and that professional staff were not eligible to vote.

BUDGET DISCUSSION FOLLOW-UP

Patrick followed up on two questions raised during the board's budget discussion in October.

First, he said that he had spoken incorrectly in October with regard to the effect Housing's off-campus housing portal had had on the amount of advertising various apartment complexes had placed with Student Media. He said that he had reviewed the amount of apartment-complex advertising placed in 2016-2017 – the last full year before the portal went live in the fall of 2017 – and that the number of ads placed by the various apartment complex management companies had already slowed to a bare trickle. That being the case, he said that Student Media could not blame the housing portal for its lack of apartment advertising from 2017-2018 onward.

Second, some members had asked in October what other fee-supported entities were receiving and which of those entities had asked for increases in the current request cycle. A copy of that summary is included here and made part of these minutes by reference. He said that all of the groups requesting increases in September had received the full amounts they'd requested.

Some questions and discussion followed.

Dean asked Patrick's overall outlook with regard to asking for a significant increase during the next request cycle. Patrick said that while the overall ask in absolute dollars was modest compared to what some other entities received each year, the percentage involved – about 20% – was significant. Dean said he supported making the argument for our full ask, and Patrick said he'd be happy to proceed on that basis if that was the board's recommendation in April.

Ben said he believed a unit the size of Student Media was a great value for students even at \$31.25 per student. Dean concurred, adding that Student Media had a proven track record of only asking for what it needed historically. On that point, Patrick noted that Student Media was the only unit in recent memory to give back a dollar in student fees in 2020-2021 after major work at WKNC was completed. He said he hoped Student Government and the fee committee remembered that when we make our request.

Kate Denning asked about the timeline of the request and whether it would affect the print schedule next year. Patrick said it would not, and that operations should continue in 2025-2026 more or less normally. He encouraged all of Student Media's organizations not to worry overmuch about next year and assume that the unit would continue on its current course for the foreseeable future.

ADJOURN

There being no other business before the board, Bran adjourned the meeting at 7:26 p.m.

Community Issues

NC State Student Media Fall 2024 Update

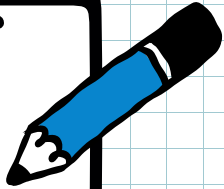
176 stories across five media



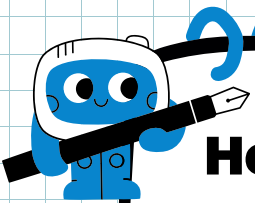
Election

76 stories
50,173 words
16 pages
306 minutes

Diversity & Inclusion



48 stories
35,911 words
10 pages
137 minutes



Health & Wellness

33 stories
21,004
6 pages
61 minutes

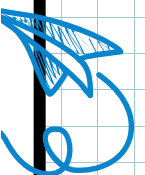
Campus Infrastructure



15 stories
8,580 words
8 pages

Economy

4 stories
2,048 words
2 pages



A) Fee Changes for FY 2025-26

09/10/24

Fee Review Committee					Projected With Increase	Projected Without Increase
Description	Actual 2021-22 Activity	Actual 2022-23 Activity	Actual 2023-24 Activity	Projected 2024-25 Activity	2025-26 Activity	2025-26 Activity
Student Media						
Beginning Cash Balance	449,711	545,037	555,822	522,713	354,713	354,713
Revenue	950,671	1,006,908	1,071,597	983,130	1,157,245	996,245
Expense	855,345	996,123	1,104,706	1,151,130	1,172,680	1,172,680
Ending Cash Balance	545,037	555,822	522,713	354,713	339,278	178,278
Recommended Cash Reserve*	85,535	99,612	110,471	115,113	117,268	117,268
Capital Reserve	50,000	50,000	50,000	50,000	50,000	50,000
Cash Balance Less Reserves	409,502	406,210	362,242	189,600	172,010	11,010
*10% of total expenditures						
Rate or Fee						
Annual Increase in Rate or Fee	-	-	-	-	5.00	-
Annual Rate or Fee	26.25	26.25	26.25	26.25	31.25	26.25
Percent Increase in Rate or Fee	0.00%	0.00%	0.00%	0.00%	19.05%	0.00%
Student Center Operations - Campus Enterprises						
Beginning Cash Balance	1,287,706	1,262,739	1,831,096	1,292,693	1,276,657	1,276,657
Revenue	3,497,114	4,396,338	4,499,952	4,440,923	4,741,053	4,515,653
Expense	3,522,081	3,827,981	5,038,355	4,456,959	4,730,064	4,605,639
Ending Cash Balance	1,262,739	1,831,096	1,292,693	1,276,657	1,287,646	1,186,671
Recommended Cash Reserve*	764,658	888,996	885,194	991,157	1,027,676	1,027,676
Cash Balance Less Reserves	498,081	942,100	407,499	285,500	259,970	158,995
*33% of Personnel & Benefits						
Rate or Fee						
Annual Increase in Rate or Fee	-	22.00	0.01	-	7.00	-
Annual Rate or Fee	100.39	122.39	122.40	122.40	129.40	122.40
Percent Increase in Rate or Fee	0.00%	21.91%	0.01%	0.00%	5.72%	0.00%
Student Center Repair & Renovations - Campus Enterprises						
Beginning Cash Balance	7,465,181	7,854,856	8,177,387	7,711,470	5,308,439	5,308,439
Revenue	1,051,518	1,111,739	1,186,433	1,136,613	1,470,922	1,153,752
Expense	661,843	789,208	1,652,350	3,539,644	2,367,897	2,267,897
Ending Cash Balance	7,854,856	8,177,387	7,711,470	5,308,439	4,411,464	4,194,294
Recommended Cash Reserve*	4,243,820	4,243,820	4,243,820	4,243,820	4,243,820	4,243,820
Reserve for Witherspoon	3,400,000	3,400,000	-	-	-	-
Cash Balance Less Reserves	211,036	533,567	3,467,650	1,064,619	167,644	(49,526)
*2% value assigned by Ins. and Risk Mngt						
Rate or Fee						
Annual Increase in Rate or Fee	-	-	-	-	10.00	-
Annual Rate or Fee	34.80	34.80	34.80	34.80	44.80	34.80
Percent Increase in Rate or Fee	0.00%	0.00%	0.00%	0.00%	28.74%	0.00%
Student Health Service						
Beginning Cash Balance	6,674,100	8,482,408	9,739,705	9,757,744	8,545,514	8,545,514
Revenue	18,818,887	19,417,273	20,091,443	20,161,450	21,357,123	20,539,223
Expense	17,010,579	18,159,976	20,073,404	21,373,680	22,226,097	21,876,097
Ending Cash Balance	8,482,408	9,739,705	9,757,744	8,545,514	7,676,540	7,208,640
Recommended Cash Reserve*	3,800,511	4,115,066	4,518,351	4,843,420	5,056,524	4,969,024
Capital Reserve	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000
Cash Balance Less Reserves	2,681,897	3,624,639	3,239,393	1,702,094	620,016	239,616
*25% of total expenses exluding resale expenses						
Rate or Fee						
Annual Increase in Rate or Fee	38.00	-	-	-	25.00	-
Annual Rate or Fee	445.00	445.00	445.00	445.00	470.00	445.00
Percent Increase in Rate or Fee	9.34%	0.00%	0.00%	0.00%	5.62%	0.00%

Fee Review Committee					
Description	Actual 2021-22 Activity	Actual 2022-23 Activity	Actual 2023-24 Activity	Projected 2024-25 Activity	Projected 2025-26 Activity
University Activity Board					
Beginning Cash Balance	268,244	225,839	72,063	223,511	212,811
Revenue	629,160	618,188	628,120	622,000	632,000
Expense	671,565	771,964	476,672	632,700	641,500
Ending Cash Balance	225,839	72,063	223,511	212,811	203,311
Recommended Cash Reserve*	67,156	77,196	47,667	63,270	64,150
Cash Balance Less Reserves	158,683	(5,133)	175,844	149,541	139,161
*10% of total expenditures					
Rate or Fee					
Annual Increase in Rate or Fee	-	-	-	-	-
Annual Rate or Fee	19.63	19.63	19.63	19.63	19.63
Percent Increase in Rate or Fee	0.00%	0.00%	0.00%	0.00%	0.00%
Student Government					
Beginning Cash Balance	379,106	359,464	240,475	197,539	184,439
Revenue	429,016	438,194	452,318	450,000	457,000
Expense	448,658	557,183	495,254	463,100	460,100
Ending Cash Balance	359,464	240,475	197,539	184,439	181,339
Recommended Cash Reserve*	44,866	55,718	49,525	46,310	46,010
Cash Balance Less Reserves	314,598	184,757	148,014	138,129	135,329
*10% of total expenditures					
Rate or Fee					
Annual Increase in Rate or Fee	-	-	-	-	-
Annual Rate or Fee	14.20	14.20	14.20	14.20	14.20
Percent Increase in Rate or Fee	0.00%	0.00%	0.00%	0.00%	0.00%
Student Legal Services					
Beginning Cash Balance	183,790	259,043	328,395	386,028	336,628
Revenue	528,799	537,746	553,553	555,000	564,000
Expense	453,546	468,394	495,920	604,400	601,300
Ending Cash Balance	259,043	328,395	386,028	336,628	299,328
Recommended Cash Reserve*	113,386	117,098	123,980	151,100	150,325
Cash Balance Less Reserves	145,657	211,297	262,048	185,528	149,003
*25% of total expenditures					
Rate or Fee					
Annual Increase in Rate or Fee	-	-	-	-	-
Annual Rate or Fee	17.50	17.50	17.50	17.50	17.50
Percent Increase in Rate or Fee	0.00%	0.00%	0.00%	0.00%	0.00%
Student Center Operations - DASA					
Beginning Cash Balance	802,697	828,102	868,932	923,466	941,065
Revenue	966,881	1,044,598	1,075,350	1,102,800	1,121,800
Expense	941,476	1,003,768	1,020,816	1,085,201	1,176,575
Ending Cash Balance	828,102	868,932	923,466	941,065	886,290
Recommended Cash Reserve*	235,369	250,942	255,204	271,300	294,144
Facilities Contingency**	94,148	100,377	102,082	108,520	117,657
Cash Balance Less Reserves	498,585	517,613	566,180	561,245	474,489
*25% of total expenditures.					
**10% of total expenditures					
Rate or Fee					
Annual Increase in Rate or Fee	-	2.00	-	-	-
Annual Rate or Fee	32.00	34.00	34.00	34.00	34.00
Percent Increase in Rate or Fee	0.00%	6.25%	0.00%	0.00%	0.00%

Fee Review Committee					
Description	Actual 2021-22 Activity	Actual 2022-23 Activity	Actual 2023-24 Activity	Projected 2024-25 Activity	Projected 2025-26 Activity
Student Center Repair & Renovations - DASA					
Beginning Cash Balance	1,791,825	2,024,863	1,961,717	2,050,031	1,987,131
Revenue	392,782	399,414	411,127	412,100	418,600
Expense	159,744	462,560	322,813	475,000	500,000
Ending Cash Balance	2,024,863	1,961,717	2,050,031	1,987,131	1,905,731
Recommended Cash Reserve*	39,936	115,640	80,703	118,750	125,000
Insurance Reserve**	1,230,000	1,300,000	1,338,000	1,431,660	1,531,876
Cash Balance Less Reserves	754,927	546,077	631,327	436,721	248,855
*25% of total expenditures.					
**3% of building insured value					
Rate or Fee					
Annual Increase in Rate or Fee	-	-	-	-	-
Annual Rate or Fee	13.00	13.00	13.00	13.00	13.00
Percent Increase in Rate or Fee	0.00%	0.00%	0.00%	0.00%	0.00%
Student Center Programming - DASA					
Beginning Cash Balance	2,699,728	3,298,187	3,409,678	3,327,054	2,972,954
Revenue	7,198,683	7,535,211	7,851,370	7,681,500	7,818,300
Expense	6,600,224	7,423,720	7,933,994	8,035,600	8,376,400
Ending Cash Balance	3,298,187	3,409,678	3,327,054	2,972,954	2,414,854
Recommended Cash Reserve*	1,650,406	1,856,006	1,983,499	2,008,900	2,094,100
Cash Balance Less Reserves	1,647,781	1,553,672	1,343,555	964,054	320,754
*25% of total expenditures					
Rate or Fee					
Annual Increase in Rate or Fee	-	(2.00)	-	-	-
Annual Rate or Fee	216.45	214.45	214.45	214.45	214.45
Percent Increase in Rate or Fee	0.00%	-0.92%	0.00%	0.00%	0.00%
Sustainability					
Beginning Cash Balance	133,604	142,721	118,478	101,290	77,813
Revenue	151,117	152,187	158,146	158,500	161,000
Expense	142,000	176,430	175,334	181,977	207,279
Ending Cash Balance	142,721	118,478	101,290	77,813	31,534
Recommended Cash Reserve*	14,200	17,643	17,533	18,198	20,728
Cash Balance Less Reserves	128,521	100,835	83,757	59,615	10,806
*10% of total expenditures.					
Rate or Fee					
Annual Increase in Rate or Fee	-	-	-	-	-
Annual Rate or Fee	5.00	5.00	5.00	5.00	5.00
Percent Increase in Rate or Fee	0.00%	0.00%	0.00%	0.00%	0.00%
University Wellness and Recreation					
Beginning Cash Balance	2,427,826	3,269,245	3,754,611	3,135,621	2,723,771
Revenue	6,051,449	7,176,631	7,084,787	7,244,350	7,448,100
Expense	5,210,031	6,691,264	7,703,777	7,656,200	7,772,960
Ending Cash Balance	3,269,245	3,754,611	3,135,621	2,723,771	2,398,911
Recommended Cash Reserve*	1,302,385	1,672,740	1,925,944	1,914,050	1,943,240
Cash Balance Less Reserves	1,966,860	2,081,871	1,209,677	809,721	455,671
*25% of total expenditures					
Rate or Fee					
Annual Increase in Rate or Fee	-	6.65	-	-	-
Annual Rate or Fee	168.85	175.50	175.50	175.50	175.50
Percent Increase in Rate or Fee	0.00%	3.94%	0.00%	0.00%	0.00%

Fee Review Committee					
Description	Actual 2021-22 Activity	Actual 2022-23 Activity	Actual 2023-24 Activity	Projected 2024-25 Activity	Projected 2025-26 Activity
Campus Security Fee (DASA, OIED, EH&PS)					
Beginning Cash Balance	395,819	1,528,807	1,743,786	1,865,463	1,600,920
Revenue	1,858,757	1,877,801	1,926,375	1,775,200	1,803,200
Expense	725,769	1,662,822	1,804,698	2,039,743	2,090,955
Ending Cash Balance	1,528,807	1,743,786	1,865,463	1,600,920	1,313,165
Recommended Cash Reserve*	-	-	-	-	-
Cash Balance Less Reserves	1,528,807	1,743,786	1,865,463	1,600,920	1,313,165
*Reserve is held at University Level					
Rate or Fee					
Annual Increase in Rate or Fee	30.00	-	-	-	-
Annual Rate or Fee	60.00	60.00	60.00	60.00	60.00
Percent Increase in Rate or Fee	100.00%	0.00%	0.00%	0.00%	0.00%
Athletics					
Beginning Cash Balance	3,591,525	4,951,069	3,152,822	1,557,351	(5,586,522)
Revenue	96,862,679	118,412,893	129,459,490	122,263,909	127,498,074
Expense	95,503,135	120,211,140	131,054,961	129,407,782	132,513,827
Ending Cash Balance	4,951,069	3,152,822	1,557,351	(5,586,522)	(10,602,275)
Recommended Cash Reserve*	7,500,000	8,000,000	8,500,000	9,000,000	9,500,000
Cash Balance Less Reserves	(2,548,931)	(4,847,178)	(6,942,649)	(14,586,522)	(20,102,275)
*Grow by \$0.5M each year to reach \$10M					
Rate or Fee					
Annual Increase in Rate or Fee	-	-	-	-	-
Annual Rate or Fee	232.00	232.00	232.00	232.00	232.00
Percent Increase in Rate or Fee	0.00%	0.00%	0.00%	0.00%	0.00%
Educational & Technology Fee					
Beginning Cash Balance	6,034,487	8,305,665	7,626,995	6,024,510	5,748,941
Revenue	14,599,997	14,721,538	15,097,651	15,000,000	15,000,000
Expense	12,328,819	15,400,208	16,700,136	15,275,569	15,275,569
Ending Cash Balance	8,305,665	7,626,995	6,024,510	5,748,941	5,473,372
Recommended Cash Reserve*	1,235,868	1,540,822	1,670,014	1,527,557	1,527,557
Cash Balance Less Reserves	7,069,797	6,086,173	4,354,496	4,221,384	3,945,815
*10% of total expenditures					
Rate or Fee					
Annual Increase in Rate or Fee	-	-	-	-	-
Annual Rate or Fee	439.28	439.28	439.28	439.28	439.28
Percent Increase in Rate or Fee	0.00%	0.00%	0.00%	0.00%	0.00%
Student Center Programming - OIED					
Beginning Cash Balance	564,072	781,544	1,014,768	948,306	580,386
Revenue	793,158	806,610	830,264	831,808	844,928
Expense	575,685	573,386	896,726	1,199,728	1,218,505
Ending Cash Balance	781,544	1,014,768	948,306	580,386	206,809
Recommended Cash Reserve*	143,921	143,346	224,182	299,932	304,626
Cash Balance Less Reserves	637,623	871,422	724,125	280,454	(97,817)
*25% of total expenditures					
Rate or Fee					
Annual Increase in Rate or Fee	-	-	-	-	-
Annual Rate or Fee	26.25	26.25	26.25	26.25	26.25
Percent Increase in Rate or Fee	0.00%	0.00%	0.00%	0.00%	0.00%

STUDENT MEDIA BUDGET V. ACTUAL

DATE: March 1, 2025
PERCENT THROUGH FISCAL YEAR: 67%

	AGROMECK		
	Budget	Actual	Percent
Student payroll	\$ 37,100.00	\$ 20,234.23	55%
Supplies	\$ 700.00	\$ 85.38	12%
Travel	\$ 6,080.00	\$ 1,242.43	20%
Shared services	\$ 5,552.00	\$ 5,938.02	107%
Current services	\$ 14,400.00	\$ 14,712.79	102%
Fixed charges	\$ 1,125.00	\$ 730.00	65%
TOTAL	\$ 64,957.00	\$ 42,942.85	66%
Fee income	\$ 53,957.00	\$ 52,846.05	6.48%
Non-fee income	\$ 11,000.00	\$ 120.00	1%
TOTAL	\$ 64,957.00	\$ 52,966.05	82%
Profit/Loss	\$ -		

	THE NUBIAN MESSAGE		
	Budget	Actual	Percent
Student payroll	\$ 16,700.00	\$ 12,321.37	74%
Supplies	\$ 200.00	\$ 300.12	150%
Travel	\$ 3,530.00	\$ 5,102.63	145%
Shared services	\$ 2,964.00	\$ 2,963.92	100%
Current services	\$ 13,130.00	\$ 10,846.98	83%
Fixed charges	\$ 455.00	\$ 2,075.00	456%
TOTAL	\$ 36,979.00	\$ 33,610.02	91%
Fee income	\$ 24,979.00	\$ 24,464.70	3.00%
Non-fee income	\$ 12,000.00	\$ 19,163.14	160%
TOTAL	\$ 36,979.00	\$ 43,627.84	118%
Profit/Loss	\$ -		

	ROUNDABOUT		
	Budget	Actual	Percent
Student payroll	\$ 5,500.00	\$ 7,493.10	136%
Supplies	\$ 200.00	\$ -	0%
Travel	\$ 3,440.00	\$ 4,046.69	118%
Shared services	\$ 6,820.00	\$ 6,819.87	100%
Current services	\$ 39,200.00	\$ 4,434.19	11%
Fixed charges	\$ 505.00	\$ 245.00	49%
TOTAL	\$ 55,665.00	\$ 23,038.85	41%
Fee income	\$ 24,665.00	\$ 24,157.16	2.96%
Non-fee income	\$ 31,000.00	\$ 28,695.00	93%
TOTAL	\$ 55,665.00	\$ 52,852.16	95%
Profit/Loss	\$ -		

	TECHNICIAN		
	Budget	Actual	Percent
Student payroll	\$ 104,100.00	\$ 69,243.38	67%
Supplies	\$ 500.00	\$ 86.84	17%
Travel	\$ 8,070.00	\$ 8,574.50	106%
Shared services	\$ 16,986.00	\$ 16,986.50	100%
Current services	\$ 29,760.00	\$ 21,133.43	71%
Fixed charges	\$ 10,910.00	\$ 6,665.00	61%
TOTAL	\$ 170,326.00	\$ 122,689.65	72%
Fee income	\$ 121,326.00	\$ 118,827.96	14.58%
Non-fee income	\$ 49,000.00	\$ 72,996.74	149%
TOTAL	\$ 170,326.00	\$ 191,824.70	113%
Profit/Loss	\$ -		

	WINDHOVER		
	Budget	Actual	Percent
Student payroll	\$ 9,500.00	\$ 8,642.20	91%
Supplies	\$ 1,000.00	\$ 274.66	27%
Travel	\$ 3,940.00	\$ 4,125.54	105%
Shared services	\$ 1,587.00	\$ 1,586.63	100%
Current services	\$ 9,550.00	\$ 303.02	3%
Fixed charges	\$ 1,545.00	\$ 180.00	12%
TOTAL	\$ 27,122.00	\$ 15,112.05	56%
Fee income	\$ 27,122.00	\$ 26,563.57	3.26%
Non-fee income	\$ -	\$ -	#DIV/0!
TOTAL	\$ 27,122.00	\$ 26,563.57	98%
Profit/Loss	\$ -		

	WKNC 88.1 FM HD-1/HD-2		
	Budget	Actual	Percent
Student payroll	\$ 63,600.00	\$ 34,048.28	54%
Supplies	\$ 2,500.00	\$ 1,146.74	46%
Travel	\$ 5,610.00	\$ 5,486.87	98%
Shared services	\$ 6,962.00	\$ 6,962.33	100%
Current services	\$ 8,300.00	\$ 4,520.88	54%
Fixed charges	\$ 13,350.00	\$ 6,336.81	47%
Contracted services	\$ -	\$ -	
TOTAL	\$ 100,322.00	\$ 58,501.91	58%
Fee income	\$ 62,322.00	\$ 61,038.82	7.49%
Non-fee income	\$ 38,000.00	\$ 24,147.70	64%
TOTAL	\$ 100,322.00	\$ 85,186.52	85%
Profit/Loss	\$ -		

	GENERAL ADMINISTRATION		
	Budget	Actual	Percent
FTE salaries + benefits	\$ 537,830.00	\$ 356,196.34	66%
Student payroll	\$ 29,000.00	\$ 18,663.65	64%
Supplies	\$ 11,680.00	\$ 10,482.32	90%
Travel	\$ 12,330.00	\$ 11,793.41	96%
Shared services	\$ 60,424.00	\$ 60,424.05	100%
Current services	\$ 22,660.00	\$ 21,445.43	95%
Fixed charges	\$ 4,835.00	\$ 2,645.08	55%
Contracted services	\$ -	\$ -	#DIV/0!
Capital outlay	\$ 17,000.00	\$ 17,141.32	101%
TOTAL	\$ 695,759.00	\$ 498,791.60	72%
Fee income	\$ 517,759.00	\$ 507,098.63	62.22%
Non-fee income	\$ 10,000.00	\$ 13,134.13	131%
TOTAL	\$ 527,759.00	\$ 520,232.76	99%
Profit/Loss	\$ (168,000.00)		

	OVERALL		
	Budget	Actual	Percent
FTE salaries + benefits	\$ 537,830.00	\$ 356,196.34	66%
Student payroll	\$ 265,500.00	\$ 170,646.21	64%
Supplies	\$ 16,780.00	\$ 12,376.06	74%
Travel	\$ 43,000.00	\$ 40,372.07	94%
Shared services	\$ 101,295.00	\$ 101,681.32	100%
Current services	\$ 137,000.00	\$ 77,396.72	56%
Fixed charges	\$ 32,725.00	\$ 18,876.89	58%
Contracted services	\$ -	\$ -	#DIV/0!
Capital outlay	\$ 17,000.00	\$ 17,141.32	101%
TOTAL EXPENSES	\$ 1,151,130.00	\$ 794,686.93	69%
Fee income	\$ 832,130.00	\$ 814,996.90	98%
Non-fee income	\$ 151,000.00	\$ 158,256.71	105%
A/R interest income		\$ 55.93	
Stif interest income	\$ -	\$ 4,961.18	
Food purchases	\$ -	\$ (337.67)	
TOTAL INCOME	\$ 983,130.00	\$ 977,933.05	99%
Net Profit/Loss	\$ (168,000.00)	\$ 183,246.12	
SM Enhancement Fund	\$ 10,861.17	663502	
WKNC Enhancement Fund	\$ 8,006.40	669963	
Technician Century Fund	\$ 47,280.49	667736	
NCSMA Conference Fund	\$ 555.53	376542	

March 2023 Student Media Organization Reports

Agromeck

Emma Scott, Editor-In-Chief

Revenue & Expenditures

- As of 2/25/2025, we have sold 63 books.
 - We are still awaiting the numbers from the Balfour Rings partnership.
- We tabled for senior portraits Jan 21-Jan 31 and ran a 10% coupon for seniors who took their portraits for the book.
- We have been tabling, starting 2/10 and continuing through 2/27 in conjunction with
- Balfour Rings to promote the Ring Protection Plan with the free book addition.
- We will also be tabling 3/5 & 3/6 for Grad Fair.

Personnel & Recruitment

- We have 2 new correspondents, and $\frac{3}{4}$ of the current staff on paid staff.
- We are still in search of an Editor-in-Chief candidate. We have been trying to recruit from the current staff.
- With half of the leadership staff graduating, we are also searching for leadership staff
- moving into next year.

Metrics

- The work with billboards and kiosks are working well. We also have been putting a more personal feel on our social media and we are receiving good metrics!

Training & Travel

- Violet, Kimani, Lacey and Carolina all attended the NCCMA conference in Boone and brought home a Best in Show award, 4 first place, 3 second place, 1 3rd place and 1 honorable mention award(s).

Outreach

- Krishna and I are planning on an emailing schedule to promote more book sales as the semester progresses. We are planning on strategic and targeted emailing.
- I successfully got the senior email list all adapted into the google group as well as added
- all the students collectively in a master google group for promotion and email purposes.

Challenges

- We did not receive Deadline 3 proofs after Winter break, requested them be sent with Deadline 4 proofs, they did not come with deadline 4 either. Requested Deadline 3 once again and received them 2/14 and are currently proofing and returning them as of 2/25.
- Quick turnaround time between deadline 4 and deadline 5, as well as proofing deadline 3.
- We are having trouble coordinating with University Theatres to nail down a day and time to take photos for the cover, which is due March 1. That will probably get pushed due to lack of response.

Corrections

- Nothing to report.

Deadlines

- Deadline 5 is March 3.

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

Allie Gervase, General Manager

Revenue

Outlet	Target	Sold YTD*	Paid YTD**
Student Media Kiosks	\$35,000	\$31,845.25	\$39,242.40
The Nubian Message	\$2,500	\$6,345.00	\$5,899.00
Roundabout	\$36,000	\$26,995.00	\$28,695.00
Technician	\$45,000	\$56,397.61	\$58,377.61
WKNC	\$8,500	\$4,742.50	\$915.00

* 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.

- No recruitment efforts have recently taken place (specifically for the business office) or will take place for the remainder of the year for the 2024-2025 AY.
- Recruitment efforts for AY 2025-2026 will likely start in April with the new GM of the Business Office.
- The Business Office is excited to share that starting next year, there will be 2 new specialized positions for media consultants. These include the Digital Marketing Lead and the Analytics Lead. While sales still come first for these 2 roles, they will be doing expanded roles to better the quality of our analytics we send to clients and give more support through our marketing efforts. Applications for this position close on March 21st. The application process consists of a Google Form Application and a short interview with Allie Gervase (current GM), Abi Barefoot (advisor), and the new GM for the 2025-26 AY.

Metrics

- Percentage toward sales goals for outlets
 - Student Media Kiosks - 90%
 - The Nubian Message - 253%
 - Roundabout - 75%
 - Technician - 125%
 - WKNC - 55%

Training and Travel

- No travel to report.
- Weekly training takes place during our weekly team meetings. Recent topics have included how to respond to a no from a client, how to best sell WKNC, Spring Sales Push prep, etc.

Sales Initiatives

- Spring Sales Push
 - The spring sales push was created to incentivize media consultants to reach out to their on campus clients. All outlets/ products were pushed for this initiative.
- WKNC Radio Sales
 - Throughout the upcoming weeks, we plan to push WKNC sales, since that is an area that we need to focus on to meet our sales goals.
 - Consultants will work on using the strategies we discussed in our team meeting to do this.
- Roundabout Orientation
 - This is a continuous push for us, but with increased attention in the middle of the spring semester. Many sales have been made, and many more are in progress.

Challenges

- Nothing to report.

The Nubian Message

No report received as of Monday, March 3, 2025.

Roundabout

Bran Poster, Editor-In-Chief

Revenue & Expenditures

- More than 18 ads for the Orientation Issue up so far!!! Kudos to Abi, Allie + gang.
- We got a tantalizing offer from Chicken Salad Chick - free food for an ad.

Personnel & Recruitment

- Our legendary design editor Marlowe is now studying abroad in Australia. She would definitely like to continue designing our layouts while she's there, but of course there's a risk she won't be able to because of the different time zone/workload. In addition, she won't be able to feasibly conduct editorial shadows/training while she's down under. To remedy this, we've hired our longest-serving designer, Autumn Tate, as Interim Assistant Design Editor. The Interim Assistant Design Editor:
 - Conducts editorial shadows for design correspondents in lieu of the design editor
 - Trains design correspondents in Adobe Indesign in lieu of the design editor
 - Checks in with correspondents to ensure all spreads are complete and ready for the design editor to compile in the layout
 - Ensures all embedded images/graphics in magazine spreads are properly linked
 - Takes up the post of design editor (with the responsibilities and increased pay that entails) if the current design editor is incapacitated.
 - The full job description is posted on our website. Autumn will remain flat rate, but will gain some other job perks.

Metrics

- I think it's more than fair to say our Instagram is blowing up – 1,845 accounts were reached in the past 30 days as of the time of this board report being submitted! Layney is going ham.

Training & Travel

- The community reporting training is no longer a requirement for completing our correspondence. I have and will continue to highly recommend it.

Outreach

- Layney did a great job tabling with the Voting Arts Lab at the Valentine's Day Mini Market!
- New stickers are here, thanks to Marlowe and Ray!! If you want one just ask!

Challenges

- GUMBYS BEING SO LATE WITH AD ARTWORK
- Marlowe studying abroad

Technician

By Kate Denning, Editor-In-Chief

Personnel & Recruitment

- I'm continuing to meet with prospective correspondents one-on-one as they reach out to me/the staff about getting involved. In scheduling an in-person meeting with anyone who reaches out about getting involved, I have found this makes them much more likely to begin attending section meetings and getting started with their correspondence. They are able to come see our office, see staff members working and actually meet a person (me) rather than getting a copy and pasted email. They also will know who I am, which is important considering I don't interact with correspondents all that often outside of the Tech 101 training. This is something I have done throughout the volume, and it is time consuming but I've found it's been very effective for recruitment efforts.

Metrics

- We gained 176 followers on Instagram since last month and have well exceeded our goal of 6,000 followers (6,363 currently). Our website views are around 97,000 per month last time I checked.

Training

- I have found fewer and fewer people signing up for my Tech 101 training, which tells me many of our correspondents are close to finishing their requirements or have become paid staff.
- Almost all of e-board attended the NCCMAs, a huge increase from last year's small group. We also had several correspondents and staffers attend this year. Sessions included newsletter tips, an editor's roundtable, understanding the media ecosystem and an incredible speaker, Chris Moody.
 - At NCCMAs we were awarded Best of Show in both online and print, and our staff members received a total of 11 individual awards including first place in opinion writing, second place in news writing and second place in sports writing!

Challenges

- I mentioned last month that we experienced staff burnout at the end of the semester, and I was admittedly concerned that it would persist. Our editorial staff has been in a much better position in that regard from my POV and I believe our work this semester has exhibited that.

Corrections

- We received a letter to the editor criticizing the accuracy of a column we published last month. We took it incredibly seriously and issued corrections after investigating and acknowledged that some of the sources had misrepresented and twisted the facts to fit the writer's point. We spoke to the writer, our copy editors and opinion editors about reading with a critical eye to ensure the sources line up with the claim. We responded to the person who submitted the letter and she appreciated the corrections and how seriously we took her concerns.

Deadlines

- All major deadlines have been met.

Revenue and Expenditures

- Nothing to report.

Windhover

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.
 - 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.
- Other than our Literary and Assistant Literary Editors, our staff will carry on into the next school year. Those who are carrying on will renew their hiring forms in the coming weeks. We are currently in the process of setting up a "job shadowing" system in which our staff has interested volunteers shadow them to peak interest in and knowledge of jobs for the 2026-2027 publication cycle when majority of our staff will graduate. Our

efforts to fill our vacant literary team positions will begin after the release of Volume 59 in March.

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 holds no more copies of Volume 58.

Training & Travel

- Ray & Cal (Managing Editor) travelled to Boone on February 22nd for the NC College Media Association conference.
- We will be holding a spring retreat (date to come) for preparatory planning for next year and setting ourselves up for success for our 60th volume.

Challenges

- Nothing to report.

Corrections

- Nothing to report.

Deadlines

- February 24th: Final Draft of book to printer
- March 26th: Private Release Party (Crafts Center)
- April 2nd: Public Release Party (The Corner, Centennial Campus)

Other Notes

- We will be tabling 6 times throughout the end of March & April to distribute Volume 59 and promotional materials. We are designing a streamlined distribution system in order to ensure hotspot kiosks (Talley, libraries, Caldwell, etc.) remain stocked through the end of the semester.
- On changes from recent editions, the book itself is slightly larger than the past couple years, and will have an embossed cover.

WKNC 88.1 FM HD-1/HD-2

By Rose Kelley, General Manager

Revenue

- Non-fee income (money in the bank), as of Feb. 24, 2025: \$19,224.50 (51% of total)
 - Sponsorship Sales \$2,242.50
 - Women's Basketball \$1,260.00
 - Men's Baseball \$6,225.00
 - Event Promotions \$4,750.00
 - Merchandise Sales \$1,387.00
 - DJ Services \$1,180.00
 - HD-3 Lease \$2,200.00
 - Event Tickets \$0.00

Personnel

- After a brief period of time having the Underground Music Director position vacant, we have hired Arria Jones, filling all paid staff positions. Our current Daytime Music Director, Sarah Hernando has applied for the position of General Manager. At present there are 15 DJs in training, all of whom have passed their written tests, and are now moving on to take their board tests. There are currently 124 members of staff at WKNC in total.

Metrics

- 293 tickets were sold for this year's Double Barrel Benefit, earning \$3,466 in ticket sales. These are similar numbers to the previous year's Double Barrel Benefit. WKNC has set up a new YouTube channel, @WKNC881Podcasts, which we have already moved 200+ of our audio-only podcasts to.

Training

- WKNC sent three staff members to attend the North Carolina College Media Association conference, our Public Affairs Director Emilia Rivadeneira, our Local Music Director and interview content creator EV Dallman, and one of Podcast Content Creators Abdullah Najjar.