

# NC State Student Media Board of Directors Agenda

*Tuesday, April 8, 2025 at 7 p.m.*

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

## **CALL TO ORDER**

## **APPOINTMENT OF RECORDING SECRETARY**

## **BUSINESS AND DISCUSSION ITEMS**

1. Approval of March 4, 2025 meeting minutes
2. April 2025 budget update (Jamie)
3. 2025 Day of Giving recap (Jamie)
4. Recommendation for 2025-2026 Agromeck Editor-In-Chief (Emma)
5. 2025 Dean Phillips Award for General Excellence presentation (Ray)
6. Draft fee request presentation (Patrick)
7. Authorization of summer Student Enhancement Fund expenditures (Patrick)
  - a. Up to \$120 for one-day professional staff retreat
  - b. Up to \$250 for one day professional staff and senior leader retreat
8. Returning board members for 2025-2026 academic year
9. Organization updates (*NOTE TO STUDENT LEADERS: This is for items and/or updates that were not included in the written board report. If you have no additions to your written board report, please respond "No update."*)
  - a. Agromeck – Emma Scott
  - b. Business Office – Allie Gervase
  - c. Nubian Message – Alianna Kendall-Brooks
  - d. Roundabout – Bran Poster
  - e. Technician – Kate Denning
  - f. Windhover – Josie Headley
  - g. WKNC – Rose Kelley

## **EXECUTIVE SESSION**

## **ADJOURN**

# **NC State Student Media Board of Directors**

## **March 2025 meeting minutes**

*Tuesday, March 4, 2025 • 7 p.m.*

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

*Members present: Scarlett Taylor, Tyler Dukes, Jake Seaton, Julianna Lopez, Dean Phillips, Alison Markert, Christa Gala (remote), Robbie Williams (remote), Kate Denning, Bran Poster, Emma Scott, Josie Headley, Allie Gervase, Patrick Neal*

*Members absent: Rose Kelley, Alianna Kendall-Brooks, Caleb Twigg, Madeline Renneker, Sydney Robbins, Garrett Gough*

*Staff and guests present: Jamie Lynn Gilbert, Abi Barefoot, Ray Black III, Ben McNeely (remote), Kaela Belington, Caitlin Muniz, Layla Faith Batts, Sereen Alsalti, Layney Keesee, Isaac Davis, Sarah Hernando, Nevaeh Sturdivant, Matthew Burkhardt, Skye Crawford, Will LaMarche*

### **CALL TO ORDER AND APPOINTMENT OF RECORDING SECRETARY**

Board chair Julianna Lopez called the meeting to order at 7:03 p.m. with a quorum present. Kate Denning agreed to serve as recording secretary for the meeting.

### **APPROVAL OF OCTOBER MEETING MINUTES AND JANUARY MEETING NOTES**

Dean Phillips moved to approve the minutes from the Oct. 8, 2024 meeting minutes, as the board was unable to approve them at the January meeting due to lack of a quorum. Tyler Dukes seconded the motion, which passed unanimously.

Jake Seaton moved to approve the notes from board's Jan. 14, 2025 meeting. Tyler seconded the motion, which passed unanimously.

### **MARCH 2025 BUDGET UPDATE**

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

- We are 66% through the fiscal year.
- Agromeck's non-fee income is still at \$120 from archive book sales, with no word on ad sales yet. Student payroll is at 55%.
- The Nubian Message's non-fee income is up to 160% of its goal, with payroll at 74%.
- Roundabout's non-fee income remains at 93% and should surpass 100% as spring issue invoices are sent out. Payroll is at 136% but still not at the "Budgeted Payroll" number of \$7,130.
- Technician's non-fee income is at 149%. Student payroll is right at 67%.
- Windhover's student payroll is at 91%.
- WKNC 88.1 FM HD-1/HD-2's non-fee income is up to 64%. Student payroll is at 54%.
- General Administration non-fee income is at 131%, with student payroll at 64%.

- Overall, non-fee income is at 105% of its goal and we have received 98% of our fee income. Student payroll is at 64%, with travel at 94% 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: \$10,861.17
  - WKNC Enhancement Fund: \$8,006.40
  - Technician Century Fund: \$47,280.49
  - NCSMA Conference Fund: \$555.53

## **DEAN PHILLIPS AWARD FOR GENERAL EXCELLENCE VOTING**

Jamie said nominations for the 2025 Phillips Award closed as soon as the board meeting began. She said 45 nominations for 17 nominees had been submitted this year. She said she would synthesize the nominations and send voting forms to the board on Wednesday, and that the voting period would extend for two weeks thereafter; she said a second round of voting, if necessary, would be held thereafter. She reminded the board of who was eligible to vote – all EICs, GMs and voting board members – and said votes from anyone other than eligible voters would be disregarded. The winner, she said, would receive a \$250 honorarium, would have their name placed on the perpetual plaque of past winners, and would have their picture taken with Dean, the namesake of the award. She also noted that up to three finalists for the award would be invited to the April board meeting but that the winner would not be announced until then.

## **RECOMMENDATIONS FOR 2025-2026 GENERAL MANAGERS AND EDITORS-IN-CHIEF**

The board heard recommendations from each of its advisory boards for the top posts at each organization. Those recommendations, along with the board's actions related thereto, were as follows:

- On behalf of the Visual Media Advisory Board, Scarlett Taylor recommended that Josie Headley be re-appointed Editor-In-Chief of Windhover for 2025–2026. Jake moved to accept the advisory board's recommendation. Dean seconded the motion, which passed unanimously.
- Also on behalf of the Visual Media Advisory Board, Bran Poster recommended that Layney Keesee be appointed Editor-In-Chief of Roundabout for 2025-2026. Tyler moved to accept the advisory board's recommendation. Dean seconded the motion, which passed unanimously.
- On behalf of the Broadcast Advisory Board, Dean recommended that Sarah Hernando be appointed General Manager of WKNC 88.1 FM HD-1/HD-2 for 2025-2026. Jake moved to accept the advisory board's recommendation. Tyler seconded the motion, which passed unanimously.
- On behalf of the Newspapers Advisory Board, Tyler recommended that Nevaeh Sturdivant be appointed Editor-In-Chief of The Nubian Message for 2025-2026. Dean moved to accept the advisory board's recommendation. Jake seconded the motion, which passed unanimously.
- Also on behalf of the Newspapers Advisory Board, Christa Gala recommended that Skye Crawford be appointed Editor-In-Chief of Technician for 2025-2026. Tyler made a motion to accept the advisory board's recommendation. Dean seconded the motion, which passed unanimously.
- On behalf of the Student Business Office Advisory Board, Robbie Williams recommended

that Layla Faith Batts be appointed Student Business Office General Manager for 2025-2026. Jake made a motion to accept the advisory board's recommendation. Dean seconded the motion, which passed unanimously.

### **AGROMECK EDITOR-IN-CHIEF POSITION**

Ray Black III said that while no one had applied for the 2025-2026 Editor-In-Chief's position at Agromeck, he said that it wasn't from a lack of interest. He and Emma said they had spoken to multiple potential candidates in the run-up to the application deadline, but because of timing snafus and other potential opportunities on those students' parts, none had applied by the deadline. That being the case, Patrick recommended that the board vote to re-open applications from Wednesday, March 5 through Friday, March 21. He said that would give the Visual Media Advisory Board time to convene and interview any candidates before the full board's April meeting, when the advisory board could make an official hiring recommendation.

Jake asked what would happen if no one applied by the deadline a second time. Patrick said that he'd spoken with former Agromeck EIC and rising graduate student Jermaine Hudson, and that Jermaine had agreed to serve as the summer EIC if necessary. Patrick said that would give the board time to re-open applications a third time between April and the first day of class in August, which would allow the Visual Media Advisory Board time to convene and interview any candidates before the full board's September 2025 meeting, when the advisory board could make an official hiring recommendation.

In the end, Dean made a motion to re-open the position for applications from March 5-21 as Patrick had recommended. Tyler seconded the motion, which passed unanimously.

### **PREVIEW OF FEE REQUEST DISCUSSION AT APRIL MEETING**

Patrick said the April meeting would include a "dress rehearsal" of Student Media's presentation to Student Government and the Student Activity Fee committee in the fall of 2025. He told the board that it would be different than what the board had previously discussed in October because of a hiring freeze that had recently been put in place; that, he said, would preclude Student Media from asking for funding for a full-time position. That being the case, he said Student Media would simply be asking for funding to continue operating at its current level.

Patrick said that he and Jamie had submitted Student Media's 2025-2026 budget to DASA Finance and had not received any input on it yet. He said that he didn't anticipate any major revisions between now and the April meeting.

### **ORGANIZATION UPDATES**

Board reports for all but one organization were included with the meeting package and are made part of these minutes by reference; one report submitted after the deadline is attached as part of these minutes. Addenda to those written reports included the following:

- Allie Gervase said that the Student Business Office was taking applications for two sales leads, one for analytics and one for digital marketing. She also briefly reviewed the Business Office's progress toward the various organizations' sales goals for the year, including a breakdown of election versus non-election ads.

- Isaac Davis, representing The Nubian Message, said they had sent out their first newsletter via MailChimp. He said that there had been a typo in the title of the first one, but said that it did successfully send. He also said The Nubian had started a number of new committees, including social media and broadcast committees, as well as a banquet committee to coordinate its year-end banquet event. Finally, he said The Nubian Message was looking to start a community Discord.
- Bran Poster said Roundabout's release party would be tomorrow (Wednesday, April 9) at 7 p.m. and open to everyone. It will be at 111 Lampe Drive, Room 218. He said food would be provided thanks to a partial in-kind advertising trade with Chicken Salad Chick.
- Kate Denning noted the 11 awards Technician won at the recent North Carolina College Media Association's annual conference and awards program. She said she was proud of her staff for bouncing back in the spring after a difficult fall semester.
- Sarah Hernando, representing WKNC, thanked the board for hiring her for the coming year.

## **ADJOURN**

There being no other business before the board, Dean moved to adjourn the meeting. The motion was seconded by Tyler and passed unanimously. The meeting was adjourned at 7:35 p.m.

STUDENT MEDIA BUDGET V. ACTUAL

DATE: April 1, 2025  
PERCENT THROUGH FISCAL YEAR: 75%

|                  | AGROMECK     |              |         |
|------------------|--------------|--------------|---------|
|                  | Budget       | Actual       | Percent |
| Student payroll  | \$ 37,100.00 | \$ 23,575.71 | 64%     |
| Supplies         | \$ 700.00    | \$ 119.93    | 17%     |
| Travel           | \$ 6,080.00  | \$ 1,289.11  | 21%     |
| 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 | \$ 46,365.56 | 71%     |
|                  |              |              |         |
| Fee income       | \$ 53,957.00 | \$ 54,098.76 | 6.48%   |
| Non-fee income   | \$ 11,000.00 | \$ 2,280.00  | 21%     |
| TOTAL            | \$ 64,957.00 | \$ 56,378.76 | 87%     |
| Profit/Loss      | \$ -         |              |         |

|                  | THE NUBIAN MESSAGE |              |         |
|------------------|--------------------|--------------|---------|
|                  | Budget             | Actual       | Percent |
| Student payroll  | \$ 16,700.00       | \$ 14,207.63 | 85%     |
| 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       | \$ 12,416.29 | 95%     |
| Fixed charges    | \$ 455.00          | \$ 2,075.00  | 456%    |
| TOTAL            | \$ 36,979.00       | \$ 37,065.59 | 100%    |
|                  |                    |              |         |
| Fee income       | \$ 24,979.00       | \$ 25,044.63 | 3.00%   |
| Non-fee income   | \$ 12,000.00       | \$ 19,163.14 | 160%    |
| TOTAL            | \$ 36,979.00       | \$ 44,207.77 | 120%    |
| Profit/Loss      | \$ -               |              |         |

|                  | ROUNABOUT    |              |         |
|------------------|--------------|--------------|---------|
|                  | Budget       | Actual       | Percent |
| Student payroll  | \$ 5,500.00  | \$ 8,829.89  | 161%    |
| 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 | \$ 8,485.71  | 22%     |
| Fixed charges    | \$ 505.00    | \$ 245.00    | 49%     |
| TOTAL            | \$ 55,665.00 | \$ 28,427.16 | 51%     |
|                  |              |              |         |
| Fee income       | \$ 24,665.00 | \$ 24,729.80 | 2.96%   |
| Non-fee income   | \$ 31,000.00 | \$ 32,865.00 | 106%    |
| TOTAL            | \$ 55,665.00 | \$ 57,594.80 | 103%    |
| Profit/Loss      | \$ -         |              |         |

|                  | TECHNICIAN    |               |         |
|------------------|---------------|---------------|---------|
|                  | Budget        | Actual        | Percent |
| Student payroll  | \$ 104,100.00 | \$ 81,827.45  | 79%     |
| 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  | \$ 25,498.22  | 86%     |
| Fixed charges    | \$ 10,910.00  | \$ 9,452.00   | 87%     |
| TOTAL            | \$ 170,326.00 | \$ 142,425.51 | 84%     |
|                  |               |               |         |
| Fee income       | \$ 121,326.00 | \$ 121,644.75 | 14.58%  |
| Non-fee income   | \$ 49,000.00  | \$ 75,955.06  | 155%    |
| TOTAL            | \$ 170,326.00 | \$ 197,599.81 | 116%    |
| Profit/Loss      | \$ -          |               |         |

|                  | WINDHOVER    |              |         |
|------------------|--------------|--------------|---------|
|                  | Budget       | Actual       | Percent |
| Student payroll  | \$ 9,500.00  | \$ 9,297.42  | 98%     |
| Supplies         | \$ 1,000.00  | \$ 399.76    | 40%     |
| Travel           | \$ 3,940.00  | \$ 4,125.54  | 105%    |
| Shared services  | \$ 1,587.00  | \$ 1,586.63  | 100%    |
| Current services | \$ 9,550.00  | \$ 678.02    | 7%      |
| Fixed charges    | \$ 1,545.00  | \$ 180.00    | 12%     |
| TOTAL            | \$ 27,122.00 | \$ 16,267.37 | 60%     |
|                  |              |              |         |
| Fee income       | \$ 27,122.00 | \$ 27,193.26 | 3.26%   |
| Non-fee income   | \$ -         | \$ -         | #DIV/0! |
| TOTAL            | \$ 27,122.00 | \$ 27,193.26 | 100%    |
| Profit/Loss      | \$ -         |              |         |

|                     | WKNC 88.1 FM HD-1/HD-2 |              |         |
|---------------------|------------------------|--------------|---------|
|                     | Budget                 | Actual       | Percent |
| Student payroll     | \$ 63,600.00           | \$ 37,506.69 | 59%     |
| 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            | \$ 4,869.18  | 59%     |
| Fixed charges       | \$ 13,350.00           | \$ 10,432.41 | 78%     |
| Contracted services | \$ -                   | \$ -         |         |
| TOTAL               | \$ 100,322.00          | \$ 66,404.22 | 66%     |
|                     |                        |              |         |
| Fee income          | \$ 62,322.00           | \$ 62,485.74 | 7.49%   |
| Non-fee income      | \$ 38,000.00           | \$ 25,996.70 | 68%     |
| TOTAL               | \$ 100,322.00          | \$ 88,482.44 | 88%     |
| Profit/Loss         | \$ -                   |              |         |

|                         | GENERAL ADMINISTRATION |               |         |
|-------------------------|------------------------|---------------|---------|
|                         | Budget                 | Actual        | Percent |
| FTE salaries + benefits | \$ 537,830.00          | \$ 396,914.02 | 74%     |
| Student payroll         | \$ 29,000.00           | \$ 21,648.80  | 75%     |
| Supplies                | \$ 11,680.00           | \$ 13,253.54  | 113%    |
| Travel                  | \$ 12,330.00           | \$ 12,018.18  | 97%     |
| Shared services         | \$ 60,424.00           | \$ 60,424.05  | 100%    |
| Current services        | \$ 22,660.00           | \$ 22,159.03  | 98%     |
| Fixed charges           | \$ 4,835.00            | \$ 2,645.08   | 55%     |
| Contracted services     | \$ -                   | \$ 62.50      | #DIV/0! |
| Capital outlay          | \$ 17,000.00           | \$ 17,141.32  | 101%    |
| TOTAL                   | \$ 695,759.00          | \$ 546,266.52 | 79%     |
|                         |                        |               |         |
| Fee income              | \$ 517,759.00          | \$ 519,119.29 | 62.22%  |
| Non-fee income          | \$ 10,000.00           | \$ 13,134.13  | 131%    |
| TOTAL                   | \$ 527,759.00          | \$ 532,253.42 | 101%    |
| Profit/Loss             | \$ (168,000.00)        |               |         |

|                         | OVERALL         |                 |         |
|-------------------------|-----------------|-----------------|---------|
|                         | Budget          | Actual          | Percent |
| FTE salaries + benefits | \$ 537,830.00   | \$ 396,914.02   | 74%     |
| Student payroll         | \$ 265,500.00   | \$ 196,893.59   | 74%     |
| Supplies                | \$ 16,780.00    | \$ 15,306.93    | 91%     |
| Travel                  | \$ 43,000.00    | \$ 40,643.52    | 95%     |
| Shared services         | \$ 101,295.00   | \$ 101,681.32   | 100%    |
| Current services        | \$ 137,000.00   | \$ 88,819.24    | 65%     |
| Fixed charges           | \$ 32,725.00    | \$ 25,759.49    | 79%     |
| Contracted services     | \$ -            | \$ 62.50        | #DIV/0! |
| Capital outlay          | \$ 17,000.00    | \$ 17,141.32    | 101%    |
| TOTAL EXPENSES          | \$ 1,151,130.00 | \$ 883,221.93   | 77%     |
|                         |                 |                 |         |
| Fee income              | \$ 832,130.00   | \$ 834,316.22   | 100%    |
| Non-fee income          | \$ 151,000.00   | \$ 169,394.03   | 112%    |
| A/R interest income     |                 | \$ 55.93        |         |
| Stif interest income    | \$ -            | \$ 5,692.29     |         |
| Food purchases          | \$ -            | \$ (337.67)     |         |
| TOTAL INCOME            | \$ 983,130.00   | \$ 1,009,120.80 | 103%    |
|                         |                 |                 |         |
| Net Profit/Loss         | \$ (168,000.00) | \$ 125,898.87   |         |
|                         |                 |                 |         |
| SM Enhancement Fund     | \$ 11,966.31    | 663502          |         |
| WKNC Enhancement Fund   | \$ 10,405.25    | 669963          |         |
| Technician Century Fund | \$ 49,313.47    | 667736          |         |
| NCSMA Conference Fund   | \$ 555.53       | 376542          |         |

# Agromeck

*Emma Scott, Editor-in-Chief*

## Revenue & Expenditures

- As of 4/1/2025, we have sold 213 books including the ring protection plan sales.
  - We plan to set aside at least 28 books for the businesses who have purchased ads and the necessary others.
  - We have been told that we were on track for 15 pages of ads.

## Personnel & Recruitment

- Therese conducted her Editor-in-Chief Interview 4/1/25 at 7PM and we will have a decision made for the board by time of the meeting. We will then move forward with volume 124 leadership staff interviews.
- We will be tabling at Org Fest at Wolfstock to promote sales and recruitment.

## Metrics

- Krishna and I have been target emailing seniors specifically and all students via Google Groups. We plan to continue this throughout the rest of the semester.
- We also took more photos to be used via social media.

## Training & Travel

- Nothing to report.

## Outreach

- We have many emails planned to be sent over the next few weeks.

## Challenges

- Nothing to Report

## Corrections

- Nothing to Report

## Deadlines

- Deadline 6 is April 21 with a mini deadline of April 7.
  - This deadline will include all 360 senior portraits and senior survey responses.

## Other Notes

- We got the cover and endsheets approved and are moving forward with deadline 6.

# Student Business Office

## *By Allie Gervase, General Manager*

### Revenue

| Outlet               | Target   | Sold YTD*   | Paid YTD**  |
|----------------------|----------|-------------|-------------|
| Student Media Kiosks | \$35,000 | \$42,770.25 | \$39,162.39 |
| The Nubian Message   | \$2,500  | \$7,479.00  | \$5,969.00  |
| Roundabout           | \$36,000 | \$40,995.00 | \$32,865.00 |
| Technician           | \$45,000 | \$60,972.61 | \$63,310.93 |
| WKNC                 | \$8,500  | \$5,057.50  | \$2,557.5   |

\* 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.
- The General Manager for the 2025-2026 AY is Layla-Faith Batts. The Media Consultants will be Caitlyn Muniz, Sereen Alsalti, Julia Laursen, and Kieran McClean.
- The Business Office has hired the 2 new lead positions for the 2025-2026 AY. The Digital Marketing Lead is Kieran McClean and the Analytics Lead is Sereen Alsalti. We are very excited to have these 2 media consultants help us create these positions and continue moving forward with the goals of SMBO and Student Media.
- 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.

### Metrics

| Percentage toward sales goals for outlets |         |
|---|---------|
| Student Media Kiosks                      | 122.20% |
| The Nubian Message                        | 299.16% |
| Roundabout                                | 113.88% |
| Technician                                | 135.49% |
| WKNC                                      | 59.50%  |



### **Training and Travel**

- No travel to report.
- We have started planning for the 2025 CMBAM Conference, and over the summer, the deadline to apply will occur so that the SMBO team (especially Abi Barefoot) will have time to plan and book accommodations for Long Beach, CA!
- 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
  - The deadline for Roundabout Orientation is on April 11th, so very soon! We are happy to share that we have exceeded last year's amount already and are hoping to get a few more sales in the upcoming days.

### **Challenges**

- Nothing to report.

## **The Nubian Message**

*No report submitted as of Friday, April 4, 2025*

## **Roundabout**

### ***Bran Poster, EIC***

### **Revenue & Expenditures**

- Huge thank you to Jamie for setting up a leaderboard ad slot on the home page of our website!!! This should hopefully bring in a bit more ballast to keep us afloat in the coming years.
- Chicken Salad Chick is yum – we still have about \$226 of free food dollars left over after our release party!!

### **Personnel & Recruitment**

- As of the time of this board report's submission, we've released applications for Roundabout's 2025-2026 Promotions Director, Copy Editor, and Photo Editor. Already we have at least one candidate for both the Promo Director and Photo Editor positions! By the time of this board meeting our next leadership team will have been hired.

### Metrics

- We had more than thirty attendees at our Heart-to-Heart Issue release party, from across Student Media and beyond!!! By all accounts a smashing success

### Training & Travel

- Layney has been onboarded as EIC and is beginning to gradually assume my duties. Once the rest of next year's editorial team is hired, they will shadow the other outgoing leaders for the rest of the semester.

### Outreach

- Thank you to Layney + Ray for submitting a news story about our release party to DASA news!!
- Layney successfully tabled in Talley on March 21 with some helpful volunteers

### Challenges

- Marlowe continues to study abroad in Australia

### Corrections

- We did not account for the magazine paper being a bit thin – there is some see-through going on with the mostly white cover of the Heart-to-Heart Issue. This wasn't calamitous at all but we'll be sure to keep this in mind when designing future covers/spreads!

### Deadlines

- The printer submission deadline for the Orientation Issue is still May 23, and the release date will still be around June 9 depending on the start of orientation!

### Other Notes

- My last board report (insert smiling face with tear emoji)

# Technician

*By Kate Denning, Editor-in-Chief*

### Personnel & Recruitment

- Skye Crawford has selected her staff for Vol. 106 and they are shadowing our staff this evening.

### Metrics

- We gained 292 followers on Instagram since last month for a total of 6,655 – far and above our goal of 6,000 for this Volume. I'm so happy with our growth on social media over the year considering that is where we see the most engagement with the student body.

### Training

- I am working with Skye and her managing editor, Nicole Bharrat, through the transition to Volume 106.

### Challenges

- The only challenge I am experiencing is the challenge of saying goodbye to Technician after three years. The last leg of my time as EIC has gone swimmingly otherwise!

### Corrections

- Nothing to report.

### 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.

| 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      |

- After our recruitment efforts, we have 71 volunteers committed to our team for the 2024-2025 publication cycle.
- Soon we will begin the hiring process for our assistant literary editor and promotions designer positions. Those who are carrying on in our staff 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.

#### **Metrics**

- Volume 59 released April 2nd and our distribution efforts are going strong. We have 5 tabling events planned at Talley, 3 collaborative events planned with the sustainability scholars, and we had great turnout for our private release event, and will have good turnout for our public release event (an unprecedented event) as well. We will begin distribution to kiosks, coffee shops, libraries, etc. on the morning of April 3rd.

#### **Training & Travel**

- We will be holding a summer 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**

- April 2nd: Public Release Party (The Corner, Centennial Campus)
- April 3rd: Book on stands & at distribution locations
- April 15th: Hiring cycle efforts begin for vacant positions

#### **Other Notes**

- THE BOOK IS DONE AND OUT!
- 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 has an embossed cover.

- Additionally, we found success in making “thank you” gifts for our submitters and volunteers this year, and this is something we want to carry into future years.

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

*By Rose Kelley, General Manager*

## **Revenue**

- Non-fee income (money in the bank), as of April 1, 2025: \$25,996.70 (51% of total)
  - Sponsorship Sales \$2,557.50
  - Women's Basketball \$3,780.00
  - Men's Baseball \$6,225.00
  - Event Promotions \$4,750.00
  - Merchandise Sales \$1,838.00
  - DJ Services \$1,180.00
  - HD-3 Lease \$2,200.00
  - Event Tickets \$3,466.20

## **Personnel**

- Sarah Hernando has been hired as General Manager, and is in the process of hiring all positions. New positions have been created under Sarah’s supervision, including an events direct position, and a second public affairs director. While some positions have been filled, as of 4/3/2025 some positions remain open as interviews are ongoing.

## **Metrics**

- "In the East Wing" podcast marked 2,000 downloads in March. This alongside an additional 6,300 YouTube views for the podcast makes “In the East Wing” one of our most successful podcasts.

## **Awards**

- Our Public Affairs Director Emilia Rivadeneira and our Podcast Content Creator Abdullah Najjar were nominated for Ebony Harlem Awards. Alongside this, our inaugural Best of WKNC awards were launched with winners announced later in April.