

YEAR IN REVIEW

2023-2024



NC STATE

**Student
Media**

Board of Directors 2023-2024

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Senior Leaders 2023-2024

Ethan Bakogiannis, Technician Co-Editor-in-Chief
Milan Hall, Nubian Message Editor-in-Chief
Garrett Gough, Business Office General Manager
Bran Poster, Roundabout Editor-in-Chief
Erie Mitchell, WKNC General Manager
Jermaine Hudson, Agromeck Editor-in-Chief
Ryley Fallon, Windhover Editor
Jameson Wolf, Technician Co-Editor-in-Chief

Professional Staff 2023-2024

Abi Barefoot, Student Employment and Finance Associate
Ellis "Ray" Black III, Visual Media Adviser
Jamie Lynn Gilbert, Associate Director
Ben McNeely, Editorial Adviser
Patrick Neal, Director of Student Media Advising
Zanna Swann, Business and Marketing Manager

ON THE COVER: Technician Assistant Culture Editor Amelia Russell shows off her copy of the Final Four edition during a massive distribution event held on Stafford Commons. Photo by Hallie Walker, NC State Student Media.

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

Student participation sets another record in 2023-2024

A total of 427 students spent time with one or more NC State Student Media outlet at some point during the 2023-2024 academic year, the highest number ever recorded.

This represents a 103% increase from 2020-2021 where involvement levels hit record lows due to the COVID-19 pandemic. With the exception of the “COVID year,” Student Media has seen participation numbers above 300 since 2015-2016. (Duplicate students are filtered from these results,

with students holding multiple positions being counted in their primary medium.)

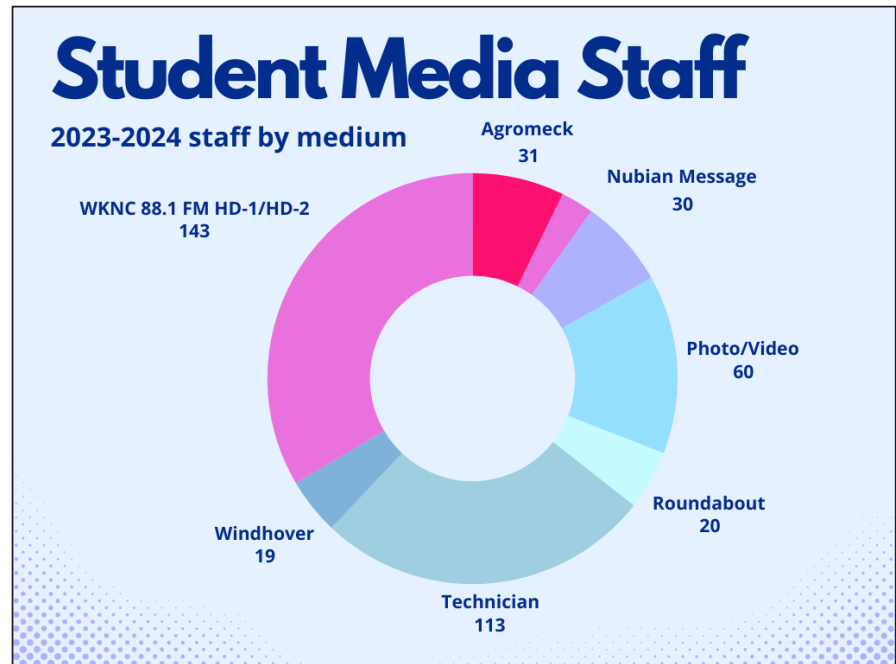
WKNC 88.1 FM HD-1/HD-2 continued to have the highest number of student staff, with 143. This represents a 9% increase from 2022-2023 staffing levels.

Technician again had the second-largest staff at 113 students, a 12% decrease from the previous year.

The photography/video staff, which serve all the print outlets, had 60 members, a 5% decrease.

Agromeck had the fourth-highest staffing level at 31 students. This represents a 55% increase on the previous year.

Rounding out the groups



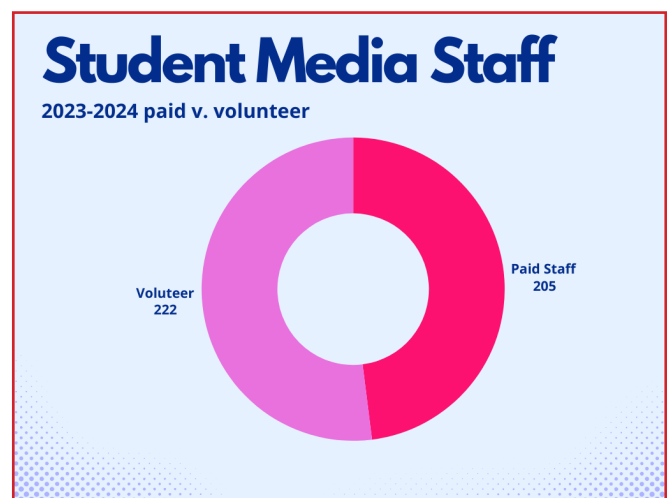
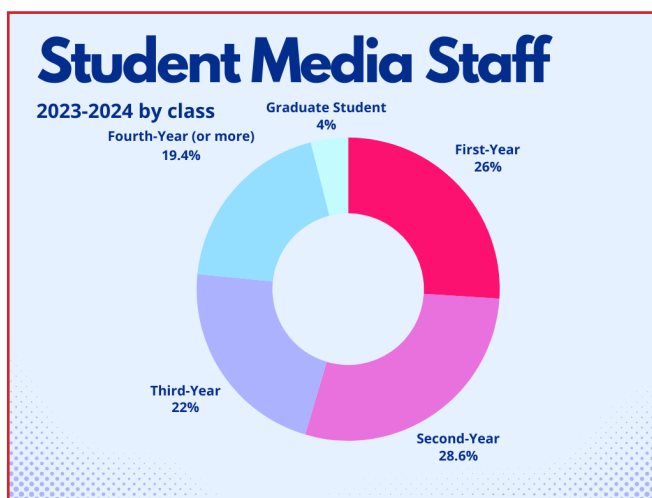
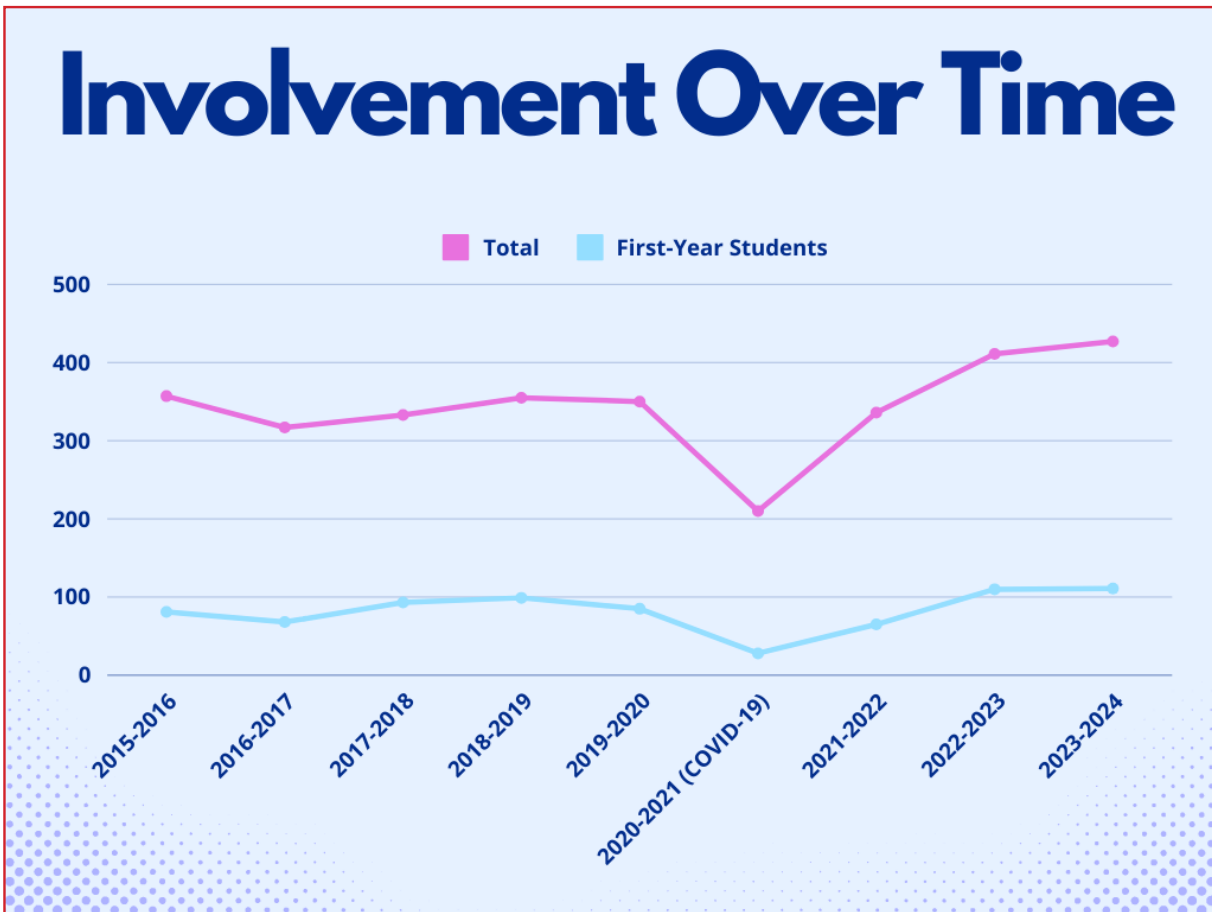
were Nubian Message with 30 students (a 7% increase), Roundabout with 20 (a 25% increase), Windhover with 19 (a 58% increase) and the Business Office with 11 (a 15% decrease). It should be noted that a decrease in staffing levels is not necessarily a concern, as these media often operate with smaller staff, so a minimal fluctuation can look like a large percentage change.

Student involvement by class remained steady as compared to 2022-2023. Involvement for nearly all the class levels was within three students of the previous year. The only significant change was the involvement of second-year

students, which increased 15% over 2022-2023 levels to 122 students and 29% of the total staff. First-year students make up the second-highest percentage at 26% of the staff. Third-year students comprise 22% of the staff, with fourth-year (or more) students at 19%. Graduate students constitute 4% of the staff.

Student Media began tracking paid vs. volunteer staff in 2019-2020. Apart from 2020-2021, which skewed toward paid staff, the staff has been fairly evenly split. 2023-2024 continues that trend, with 48% of students paid in some capacity and 52% serving as volunteers.

Student participation sets another record in 2023-2024 (cont'd)



Student Media exceeds FY2023-2024 expectations by \$40K

Strong ad sales overall and a Final Four-fueled windfall helped Student Media outperform its budget by nearly \$40,000 for the 2023-2023 fiscal year, even as fee revenues came up short for the second year in a row.

At the start of the year, Student Media had estimated that expenditures would exceed revenues by \$75,000. By the end of the year, expenditures had only exceeded revenues by just \$39,500, for a net positive “swing” of \$35,500.

Here is a breakdown of the numbers by organization:

Agromeck

Agromeck spent 106% of its budget and had 106% in (fee and non-fee) income, ending the year at \$118.96 in the **black**.

Non-fee income came in at 147% for an extra \$5,000. This was primarily due to higher-than-budgeted ad sales for the book. Student payroll was a little over, at 106%. Expenses included a \$4,000 deposit on the 2024 book in current services, with the final book printing payment falling in FY2425. Travel was only at 60%, as Agromeck’s summer retreat was not held until the end of June, and thus will be paid in FY2425.

Nubian Message

Nubian Message achieved 82% of its non-fee income goal for the year, with the shortfall entirely due to its share of kiosk sales and not Nubian print/online/social ad sales. Overall, Nubian spent 102% of its budget and achieved 90% of its income, and ended the year at \$3,931.60 in the **red**.

Nubian’s staff payroll was at 89%. Travel came in slightly over budget, as it was

more expensive to send the Nubian Editor-In-Chief to the National Association of Black Journalists conference in Chicago this summer than the College Media Mega Workshop in Minneapolis originally budgeted for. Fixed charges also came in higher than expected thanks to an increase in contest entry fees.

Roundabout

Roundabout earned about \$3,000 more than its non-fee income goal, for 109%. Overall, Roundabout spent 154% of its budget and had 105% in income to end the year \$22,581.37 in the **red** (see below.)

Student payroll was at 147%, as the magazine was still “staffing up” from essentially zero staff during COVID. Current services were significantly over budget, at 172%, because the 2023 and 2024 orientation issues were both paid in the same fiscal year (July 2023 and June 2024). Without that expense, Roundabout would have ended the year \$2,902.56 in the **black**.

Technician

Technician more than doubled its non-fee income goal, earning 223%. Overall, Technician spent 113% of its budget and had 136% in income to the end the year \$38,723.22 in the **black**.

Student payroll ended the year at 105%, and supplies were at 246%, mainly to cover mailing tubes and envelopes for the ACC Championship and Final Four editions. Current services were also over budget, at 147%, due to increased printing costs of for its ACC Championship and Final Four editions, as well as the additional cost of printing posters and mailing both papers

Continued on Page 6

Student Media exceeds FY2023-2024 expectations by \$40K (cont'd)

Continued from Page 5

and posters to those purchasing them through the Student Media E-Store (see Page 9).

Windhover

Windhover spent 51% of its budget and realized 97% of its fee income, ending its year \$16,510.90 in the **black**.

Student payroll was at 65%, while current services (i.e. printing) were only at 35%, as it changed printers as well as how the book was printed for substantial savings for 2023-2024 and beyond.

WKNC 88.1 FM HD-1/HD-2

WKNC earned 121% of its non-fee income and spent 69% of its budget to end the year \$39,481.63 in the **black**.

Student payroll was at 62%, with no line item was over budget.

General Administration

General Administration, which includes the Student Business Office, earned 78% of its non-fee income from its one-third share of total kiosk revenue. Overall, General Administration was at 96% of its total income goal and spent 103% of its budget to end the year \$114,453.87 in the **red**.

Temp payroll, which included both the Student Business Office and the unit's part-time photo mentor, was at 71%. Capital outlay was over budget due to the purchase of new equipment lockers, and travel was also over budget, partially due to \$1,700 in extra coverage travel.

Enhancement Funds

The Student Media Enhancement Fund ended the year with \$10,700, the Technician

Century Fund held steady at \$51,700, and WKNC Enhancement Fund held steady at \$14,500.

Overall Summary and Other Notes

- Student Media achieved these numbers despite another shortfall in student fee revenues. Student Media originally budgeted for \$852,300 in student fee revenue but fell short for the second year in a row, coming in at \$827,900, or 97%. That translated to a net fee revenue shortfall of \$24,400.
- On the plus side, Student Media earned \$6,700 in interest payments which were not budgeted.
- Four of the six fee-funded groups exceeded their income goals, which more than made up for the minor shortfalls of the other two. Student Media budgeted to raise a total of \$160,000 in non-fee income, but actually deposited \$234,100.
- Adding all that together, Student Media had \$1,068,800 in income, but only budgeted for \$1,012,400. That's \$56,400 extra, which equals the combined budgets of Nubian Message and Windhover.
- Student Media overspent its overall budget, spending \$1,104,700 when it only budgeted to spend \$1,087,400, about \$17,300 more – but the unit originally budgeted to overspend by \$75,000. \$75,000 minus an extra \$56,400 in income plus \$17,300 in overspending is \$35,900 – which is how Student Media ended the fiscal year.
- Student Media's final FY2023-2024 budget report is on Page 7.

| | OVERALL | | |
|-------------------------|------------------------|------------------------|-------------|
| | Budget | Actual | Percent |
| FTE salaries + benefits | \$ 451,350.00 | \$ 468,405.82 | 104% |
| Temp payroll | \$ 289,500.00 | \$ 253,721.31 | 88% |
| Supplies | \$ 16,940.00 | \$ 20,309.24 | 120% |
| Travel | \$ 39,900.00 | \$ 40,162.85 | 101% |
| Admin service charges | \$ 91,290.00 | \$ 91,751.89 | 101% |
| Current services | \$ 136,250.00 | \$ 156,330.31 | 115% |
| Fixed charges | \$ 31,145.00 | \$ 28,618.05 | 92% |
| Contracted services | \$ 1,000.00 | \$ - | 0% |
| Capital outlay | \$ 30,000.00 | \$ 45,406.37 | 151% |
| TOTAL EXPENSES | \$ 1,087,375.00 | \$ 1,104,705.84 | 102% |
| Non-fee income | \$ 160,000.00 | \$ 234,149.73 | 146% |
| Fee income | \$ 852,375.00 | \$ 827,945.21 | 97% |
| Interest income | \$ - | \$ 6,694.89 | |
| Food purchases | \$ - | \$ - | |
| TOTAL INCOME | \$ 1,012,375.00 | \$ 1,068,789.83 | 106% |
| Net Profit/Loss | \$ (75,000.00) | \$ (35,916.01) | |
| SM Enhancement Fund | \$ 10,751.47 | 663502 | |
| Technician Century Fund | \$ 51,786.70 | 667736 | |
| WKNC Enhancement Fund | \$ 14,504.40 | 669963 | |

| AGROMECK | | | | TECHNICIAN | | | | GENERAL ADMIN | | | |
|-----------------------|---------------------|---------------------|-------------|-----------------------|----------------------|----------------------|-------------|-------------------------|----------------------|----------------------|-------------|
| | Budget | Actual | Percent | | Budget | Actual | Percent | | Budget | Actual | Percent |
| Temp payroll | \$ 34,400.00 | \$ 36,532.42 | 106% | Temp payroll | \$ 104,200.00 | \$ 109,667.39 | 105% | FTE salaries + benefits | \$ 451,350.00 | \$ 468,405.82 | 104% |
| Supplies | \$ 700.00 | \$ - | 0% | Supplies | \$ 500.00 | \$ 1,232.32 | 246% | Temp payroll | \$ 49,200.00 | \$ 34,976.25 | 71% |
| Travel | \$ 4,580.00 | \$ 2,755.75 | 60% | Travel | \$ 6,070.00 | \$ 6,564.49 | 108% | Supplies | \$ 11,840.00 | \$ 17,187.90 | 145% |
| Admin service charges | \$ 4,570.00 | \$ 5,163.44 | 113% | Admin service charges | \$ 15,130.00 | \$ 16,935.28 | 112% | Travel | \$ 12,730.00 | \$ 16,318.22 | 128% |
| Current services | \$ 11,875.00 | \$ 15,175.03 | 128% | Current services | \$ 28,520.00 | \$ 41,886.75 | 147% | Admin service charges | \$ 53,810.00 | \$ 53,202.27 | 99% |
| Fixed charges | \$ 1,075.00 | \$ 1,058.00 | 98% | Fixed charges | \$ 10,910.00 | \$ 10,514.00 | 96% | Current services | \$ 24,355.00 | \$ 18,555.98 | 76% |
| TOTAL | \$ 57,200.00 | \$ 60,684.64 | 106% | TOTAL | \$ 165,330.00 | \$ 186,800.23 | 113% | Fixed charges | \$ 4,615.00 | \$ 3,389.91 | 73% |
| Non-fee income | \$ 11,000.00 | \$ 16,118.59 | 147% | Non-fee income | \$ 52,000.00 | \$ 115,909.76 | 223% | Contracted services | \$ 1,000.00 | \$ - | 0% |
| Fee income | \$ 46,200.00 | \$ 44,685.01 | 5.42% | Fee income | \$ 113,330.00 | \$ 109,613.69 | 13.30% | Capital outlay | \$ 30,000.00 | \$ 45,406.37 | 151% |
| TOTAL | \$ 57,200.00 | \$ 60,803.60 | 106% | TOTAL | \$ 165,330.00 | \$ 225,523.45 | 136% | TOTAL | \$ 638,900.00 | \$ 657,442.72 | 103% |
| Profit/Loss | \$ - | \$ 118.96 | | Profit/Loss | \$ - | \$ 38,723.22 | | Non-fee income | \$ 13,000.00 | \$ 10,153.92 | 78% |
| NUBIAN MESSAGE | | | | WINDHOVER | | | | Fee income | \$ 550,900.00 | \$ 532,834.93 | 64.63% |
| | Budget | Actual | Percent | | Budget | Actual | Percent | TOTAL | \$ 563,900.00 | \$ 542,988.85 | 96% |
| Temp payroll | \$ 13,500.00 | \$ 12,016.90 | 89% | Temp payroll | \$ 9,500.00 | \$ 6,180.27 | 65% | Profit/Loss | \$ (75,000.00) | \$ (114,453.87) | |
| Supplies | \$ 200.00 | \$ - | 0% | Supplies | \$ 1,000.00 | \$ 192.71 | 19% | | | | |
| Travel | \$ 3,530.00 | \$ 4,889.15 | 139% | Travel | \$ 3,940.00 | \$ 2,697.51 | 68% | | | | |
| Admin service charges | \$ 2,570.00 | \$ 3,976.28 | 155% | Admin service charges | \$ 2,700.00 | \$ 2,669.56 | 99% | | | | |
| Current services | \$ 12,650.00 | \$ 11,761.09 | 93% | Current services | \$ 17,550.00 | \$ 6,216.83 | 35% | | | | |
| Fixed charges | \$ 455.00 | \$ 972.00 | 214% | Fixed charges | \$ 1,545.00 | \$ 579.00 | 37% | | | | |
| TOTAL | \$ 32,905.00 | \$ 33,615.42 | 102% | TOTAL | \$ 36,235.00 | \$ 18,535.88 | 51% | | | | |
| Non-fee income | \$ 15,000.00 | \$ 12,365.96 | 82% | Non-fee income | \$ - | \$ - | | | | | |
| Fee income | \$ 17,905.00 | \$ 17,317.86 | 2.10% | Fee income | \$ 36,235.00 | \$ 35,046.78 | 4.25% | | | | |
| TOTAL | \$ 32,905.00 | \$ 29,683.82 | 90% | TOTAL | \$ 36,235.00 | \$ 35,046.78 | 97% | | | | |
| Profit/Loss | \$ - | \$ (3,931.60) | | Profit/Loss | \$ - | \$ 16,510.90 | | | | | |
| ROUNDABOUT | | | | WKNC | | | | | | | |
| | Budget | Actual | Percent | | Budget | Actual | Percent | | | | |
| Temp payroll | \$ 6,500.00 | \$ 9,534.23 | 147% | Temp payroll | \$ 72,200.00 | \$ 44,813.85 | 62% | | | | |
| Supplies | \$ 200.00 | \$ 329.30 | 165% | Supplies | \$ 2,500.00 | \$ 1,367.01 | 55% | | | | |
| Travel | \$ 3,440.00 | \$ 1,904.16 | 55% | Travel | \$ 5,610.00 | \$ 5,033.57 | 90% | | | | |
| Admin service charges | \$ 2,470.00 | \$ 2,471.89 | 100% | Admin service charges | \$ 10,040.00 | \$ 7,333.17 | 73% | | | | |
| Current services | \$ 32,700.00 | \$ 56,086.98 | 172% | Current services | \$ 8,600.00 | \$ 6,647.65 | 77% | | | | |
| Fixed charges | \$ 505.00 | \$ 344.00 | 68% | Fixed charges | \$ 12,040.00 | \$ 11,761.14 | 98% | | | | |
| TOTAL | \$ 45,815.00 | \$ 70,670.56 | 154% | TOTAL | \$ 110,990.00 | \$ 76,956.39 | 69% | | | | |
| Non-fee income | \$ 31,000.00 | \$ 33,760.00 | 109% | Non-fee income | \$ 38,000.00 | \$ 45,841.50 | 121% | | | | |
| Fee income | \$ 14,815.00 | \$ 14,329.19 | 1.74% | Fee income | \$ 72,990.00 | \$ 70,596.52 | 8.56% | | | | |
| TOTAL | \$ 45,815.00 | \$ 48,089.19 | 105% | TOTAL | \$ 110,990.00 | \$ 116,438.02 | 105% | | | | |
| Profit/Loss | \$ - | \$ (22,581.37) | | Profit/Loss | \$ - | \$ 39,481.63 | | | | | |

Agromeck yearbook sells out entire press run for Volume 122

Agromeck has a history of breaking records and collecting accolades, and this legacy continues as the 2023-24 Agromeck surpassed their sales record by selling out on March 13, 2024. NC State's yearbook, its oldest student publication, aims to cover the entire school year from the student perspective, having done so since 1903.

"Having a yearbook at a university is not normal for most students, so seeing how many people are excited to get their hands on Volume 122 means so much to me," said Editor-In-Chief Jermaine Hudson. "I'm so proud of this book and put so many hours into it, alongside my staff, that for it to be sold out for the first time in years... that's an incredible feeling."

Hudson had to increase the number of books being printed multiple times during the year as sales continued to increase. Agromeck has sold over 550 books this year after originally planning to sell 400. This is an increase from last year's book which sold 379 copies during the pre-sale period. In fact, Volume 122 is the first edition in at least 10 years to sell out during the pre-sale period.

In addition to featuring student groups and campus events, the book also showcases both basketball teams making it to the Final Four with four extra pages of special tournament coverage and more than 20 photos showcasing both runs. The last time there was an Agromeck edition that covered one of the basketball teams making the Final Four was Volume 81 in the 1983-84 Agromeck when the men's team won the NCAA Championship, but there hasn't been one that showcased both teams.

"I updated our sales tracker whiteboard



every day, to the point of updating it five times in thirty minutes the day after both teams went into the Final Four," said Hudson. "People were so excited to see coverage of the teams in this year's book. It got to the point where I had to increase the number of books we were ordering twice in one sitting because the demand kept increasing."

Volume 122 mentions more than 1,000 students, more than 25 non-Greek clubs and organizations, and 27 fraternity and sorority organizations through stories, interviews and photos. It also showcases NC State winning five ACC championships, and features six pages dedicated to both Fall and Spring commencement.

With 31 photographers and 15 writers and designers, the Agromeck staff has created 336 pages that they hope the student body will enjoy. The final pages have been submitted to the printer, and the book is expected to be delivered in August.

Technician makes the most of historic Final Four appearances

Technician was also there when the men's and women's basketball teams made their historic runs to the NCAA Final Fours.

Technician produced special editions for the men's ACC Championship title and the Final Four run. Design Editor Ellie Bruno created the iconic cover of the Final Four edition, complete with team photos and the question of the run: WHY NOT BOTH?

Technician printed 12,000 copies of the Final Four edition, which was immensely popular on campus and among alumni. The staff distributed more than 10,000 free copies and sold more than 1,300 additional copies online.

Technician also made copies of its ACC Tournament and Final Four special



From left, Co-Editor-In-Chief Ethan Bakogiannis, Managing Editor Emily Vespa and Co-Editor-In-Chief Jameson Wolf pause for a snapshot during a giveaway of Technician's Final Four edition outside Talley Student Union. The editors and their staff distributed thousands of copies in minutes to students that formed a line stretching beyond the Tri-Towers. (Photo by Hallie Walker.)

edition newspapers, along with posters of the front covers, available for sale in the Student Media e-store.

More than 2,100 items were eventually sold, bringing in \$30,000 of gross revenue.

Student Media raises \$7,400 for 2024 NC State Day of Giving

NC State Student Media raised more than \$7,400 from 51 donations during NC State's 2024 Day of Giving.

The Technician Century Fund, established in 2020 to coincide with the newspaper's 100th anniversary, saw support from 17 alumni, faculty/staff, parents and friends totaling more

than \$3,600. Most recently, the Century Fund supported student travel to the NC News and Information Summit.

The Student Media Enhancement Fund, which supports the entire department, received 17 donations to total more than \$2,500. Among other things, this fund provides a

small financial award to the annual winner of the Dean Phillips Award for General Excellence.

Newly established for 2024 is the WKNC Enhancement Fund, which supports the campus radio station. In its first Day of Giving, WKNC raised nearly \$1,300 from 17 donors.

Achievements & Activities

Barefoot, Black join professional staff in newly created roles

NC State Student Media added two new professional staff positions in 2023-2024 -- though the people tapped to fill those positions are hardly newcomers to the program.

Abi Barefoot joined NC State Student Media as its first-ever Student Employment and Finance Associate. In that capacity she coordinates all student hiring and payroll for all of Student Media's 400+ students. Abi is an alum of the Student Business Office, having served as a media consultant for two years. Abi joined the professional staff in November 2023.

Ray Black III joined the team in April 2024 as Student Media's first-ever Visual Media Adviser, serving Agromeck, Roundabout and Windhover as well as the photo/video staff. Ray previously served as Student Media's Photography Mentor for nearly five years. As a student, he worked on both the Technician and Agromeck staffs from 2003-2005, and subsequently worked as a freelance photographer for two decades.

Staff onboarding overhauled to handle record membership

To help accommodate the influx of new members, Associate Director Jamie Lynn Gilbert met with the advisers and student leaders of each media outlet in 2023-2024 to create individualized and comprehensive onboarding and offboarding documentation.

This year-long undertaking has helped ensure all students have appropriate access and are granted it quickly. Correspondingly, access is now removed when students leave the staff.

WKNC content training focuses on digital accessibility

WKNC has expanded its required training for anyone creating blogs, videos, podcasts, interviews or radio news to include more information on digital accessibility.

The training starts with data from the Center for Disease Control on how 27% of adults in the United States have some type of disability and how those disabilities may impact someone's ability to interact

with WKNC's content.

The training includes how to create written transcripts for all audio and video, using descriptive links and alt text for images, and how to provide reasonable accommodation for any in-studio guests with a disability.

Associate Director and WKNC adviser Jamie Lynn Gilbert was commended for her efforts with a Chancellor's Creating Community Award nomination for Outstanding Staff at NC State Recognizing Excellence in Diversity (RED) Event.

Digital retention policy and strategy developed

To comply with new Google storage requirements, to be implemented in fall 2024, associate director Jamie Lynn Gilbert devised a digital retention policy and outlined a strategy to achieve and then maintain compliance with storage limits.

This policy covers more than 10TB of Student Media data currently housed on DASA's server or in Google shared drives and contains new workflows and best practices for data storage.

✓ — Achievements ✓ — & Activities ✓ —

Windhover, libraries team up for “Zine and Rhyme Night” event

Windhover teamed up with the libraries to offer “Zine and Rhyme Night” for its spring Open Mic Night event Feb. 20, 2024.

At the event, some 40 attendees worked on zines – small-circulation self-published works of original or appropriated texts and images, usually reproduced via a copy machine – as student authors, poets and musicians read and performed their own original works.

To help with the zine portion of the event, Windhover enlisted the aid of Kelsey Dufresne and Robin Harper from the Hill Library’s Makerspace.



About 40 people gathered in the Caldwell Lounge Feb. 20 for Windhover’s “Zine and Rhyme Night” event. (Photo by Patrick Neal.)

McNeely presents on mental health training for student journalists

Editorial Adviser Ben McNeely was a presenter at the 2024 Behavioral Health Convening held at the Friday Center in Chapel Hill May 14. The title of his session was “How Student Journalists Can Responsibly Report on Mental Health.”

The session centered

around a training McNeely developed for NC State’s student journalists in 2022-2023. The training balances the public’s right to know with best practices from the field of health care reporting. The training is based partially on a similarly-themed presentation

to student journalists and campus communicators by Rose Hoban and Taylor Knopf from North Carolina Health News in spring 2023.

The training also draws heavily on Solutions Journalism, an emerging school of journalists focused on problem-solving.

Technician publishes special edition focused on mental health

Technician participated in the Mental Health Collaborative, led by The Daily Tar Heel.

The project involved nine student newsrooms, and each produced a special edition focusing on

student mental health. It was a product of the Solutions Journalism Network Student Media Challenge.

Achievements & Activities

Vespa wins 2023-2024 Dean Phillips Award for General Excellence

Emily Vespa is the recipient of the Dean Phillips Award for General Excellence for the 2023-2024 academic year. This is the top award for Student Media for students who show intrepidity and passion for student journalism.

The award was announced at the NC State Student Media Board of Directors meeting on April 9.

Vespa, a fourth-year student studying English, has served as managing editor of Technician, and covered major stories affecting the campus community, including the closure of Poe Hall, and the ongoing response to student mental health.

At the heart of her reporting, Vespa utilized public records to illuminate context and details that normally would not be known by the public.

"Emily has been nothing short of transformative to Technician's news coverage this year," Jameson Wolf, Technician co-editor-in-chief, wrote in her nomination for Vespa. "Not only has she held herself to a high standard of mission-driven accuracy and journalistic ethics, she has also shown great leadership



Technician Managing Editor Emily Vespa is congratulated on winning the Dean Phillips Award for General Excellence by its namesake, Senior Lecturer Emeritus Dean Phillips

in encouraging other staff members to do the same."

Her coverage of PCB contamination at Poe Hall and mental health issues on campus were central to her work at Technician. Technician participated in the Mental Health Collaborative, a student journalistic initiative led by The Daily Tar Heel. Vespa joined with DTH editor-in-chief Emmy Martin to write about how NC State and UNC-Chapel Hill respond to student deaths.

The Raleigh News & Observer reprinted that story as an effort to highlight student journalism and mental health on college campuses.

"Emily is relentless in her quest to provide accurate and balanced journalism in a timely manner," Wolf said. "I can confidently say Technician would not be where it is today without her hard work and dedication over the past academic year and before."

Vespa received a \$250 honorarium from the Student Media Enhancement Fund and her name will be placed on a perpetual plaque hung in a place of honor on the third floor of Witherspoon Student Center.

Named for a long-time member of NC State Student Media Board of Directors, the Phillips Award is open to all Student Media students except its senior leaders, who vote on the eventual winner as ex-officio members of the board. Now in the award's third year, Vespa joins Agromeck's Jermaine Hudson and Windhover's Emma Carter as recipients.

Dean Phillips, who continues to serve on the board since joining it as a charter member in 2007, is a multi-award-winning Senior Lecturer Emeritus from the NC State Department of Communication.

Achievements & Activities

Technician lauded by national site for disability coverage

The Ableist, a website that tracks disability and neurodiversity coverage in higher education, ranked Technician's coverage of disability issues among the best in the country among collegiate media outlets.

The website's creator and curator, Bowen Cho, reported that Technician published seven qualifying stories, ranking it 12th in the country among the top 100 universities as ranked by US News & World Report.

Cho specifically mentioned essays by opinion correspondent Jordan Birkner as "taking strong positions on topics that other writers, including disabled writers, don't often engage with."

Gilbert, Mitchell lead sessions at CBI national conference

Associate Director Jamie Lynn Gilbert led two sessions at the College Broadcasters, Inc.'s 2023 national convention in Orlando, Florida in October: "I'm in Charge. Now What?" and "Music Director Flow Roundtable."

WKNC General Manager Erie Mitchell also led two sessions at the College Broadcasters, Inc.'s 2023 national convention in Orlando, Florida in October: "Locals Only: How to run a Local Music Department and its Importance" and "Women in College Media Roundtable."

Nubian staffer earns microgrant for grad student addiction work

Nubian Message staff writer Tynesha McCullers received a microgrant from Reporting on Addiction. Her reporting project will focus on sober culture among graduate students across the state.

Black, McNeely and Neal help judge state competition

Three members of the NC State Student Media professional staff – Patrick Neal, Ben McNeely and Ray Black III – served as judges for the North Carolina College Media Association's annual newspaper competition.

They all served as judges for the NC-CMA's small-school division, which includes colleges and universities with enrollment of less than 6,000 students.

Achievements & Activities

NC State Student Media awards announced in 2023-2024

NC State University

- Chancellor's Creating Community Award - Jamie Lynn Gilbert, Outstanding Staff Award nominee
- NC State University Awards for Excellence - Jamie Lynn Gilbert, Outstanding Staff Award nominee for DASA
- NC State Student Media Dean Phillips Award for General Excellence - Emily Vespa, Technician Managing Editor
- Ebony Harlem Award - Visual/Literary Art, Jeanine Ikekhua, Nubian Message Managing Editor

Associated Collegiate Press

- Fourth Place, Yearbook Best of Show - Agromeck
- Fifth Place, Designer of the Year - Jermaine Hudson, Agromeck
- Fourth Place, Literary Magazine Best of Show - Windhover

College Broadcasters, Inc.

- First Place, Best DJ - "The Riot Hours with Rainbow Riot" hosted by Rosie "Rainbow Riot" Rose
- First Place, Best Video Promo - "WKNC Presents Double Barrel Benefit 19" by Katie Quesinberry
- Second Place, Best Podcast - "In the West Wing: Lincoln and Liberty Too!" by Rose Kelley

College Media Association Pinnacle Awards

- Third Place - Technician, Best Editorial
- Honorable Mention - Nubian Message, Periodic Newspaper of the Year
- Second Place - WKNC 88.1 FM HD-1/HD-2, Radio Station of the Year (Division I)
- Second Place - WKNC 88.1 FM HD-1/HD-2, Best Audio Promo/PSA (Division I) for "The Doghouse" by KONDE Brown and Maddy Moore
- Third Place - WKNC 88.1 FM HD-1/HD-2, Best Audio Talk/Entertainment Program (Division I) for "On Black: On Island" by Alexis Grant, Jeanine Ikekhua and Hamsata Mazou
- Honorable Mention - WKNC 88.1 FM HD-1/HD-2,

Best Short (<3 minute) Video For Entertainment (Division I) for "A Day with Art" by Carter Norfleet

College Media Association Film and Audio Festival Awards

- First Place - WKNC 88.1 FM HD-1/HD-2, Animation for "WKNC Presents Double Barrel Benefit 19" by Katie Quesinberry

International Student Broadcasting Championship

- First Place - WKNC 88.1 FM HD-1/HD-2, Best Audio Production-Sponsorship for "North Carolina Museum of History: The Power of Women in Country Music and National Humanities Council: Amitav Ghosh" by KONDE Brown
- First Place - WKNC 88.1 FM HD-1/HD-2, Best Podcast Talent for "In the West Wing" by Rose Kelley
- Runner-Up - WKNC 88.1 FM HD-1/HD-2, Best Established podcast for "In the West Wing" by Rose Kelley
- Runner-Up - WKNC 88.1 FM HD-1/HD-2, Best New Podcast for "Beccy on Tour" by Beccy Schaden
- Runner-Up - WKNC 88.1 FM HD-1/HD-2, Best Video Execution for "WKNC Presents Double Barrel Benefit 19" by Katie Quesinberry
- Finalist - WKNC 88.1 FM HD-1/HD-2, Best Podcast Talent for "On Black" by Alexis Grant, Jeanine Ikekhua and Hamsata Mazou
- Finalist - WKNC 88.1 FM HD-1/HD-2, Best Podcast Talent for "Beccy on Tour" by Beccy Schaden
- Finalist - WKNC 88.1 FM HD-1/HD-2, Best Established Podcast for "On Black" by Alexis Grant, Jeanine Ikekhua and Hamsata Mazou
- Finalist - WKNC 88.1 FM HD-1/HD-2, People's Choice Podcast for "On Black" by Alexis Grant, Jeanine Ikekhua and Hamsata Mazou
- Finalist - WKNC 88.1 FM HD-1/HD-2, People's Choice Podcast for "In the West Wing" by Rose Kelley
- Finalist - WKNC 88.1 FM HD-1/HD-2, Best Interview for "Off the Record: Jeff Rosenstock" by Adrian

Continued on Page 15

Achievements & Activities

NC State Student Media awards announced in 2023-2024

Continued from Page 13

Lopez

- Finalist - WKNC 88.1 FM HD-1/HD-2, Best Interview for "Beccy on Tour: Tyler Dukes" by Beccy Schaden

Independent Weekly Best of the Triangle Awards

- Finalist - WKNC 88.1 FM HD-1/HD-2, Best Radio Station in Durham County
- Finalist - WKNC 88.1 FM HD-1/HD-2, Best Radio Station in Wake County

Edmund C. Arnold Chapter of the Society for News Design at Michigan State University

- Second Place, College Division - WKNC 88.1 FM HD-1/HD-2, Promotions and Advertising for "Reel-to-Reel" by Emma Bookhardt

North Carolina College Media Association

Agromeck:

- Best of Show: Yearbook
- First Place: Hallie Walker, Yearbook Photography
- Second Place: Versace Prew, Yearbook Photography
- Third Place: Jermaine Hudson, Yearbook Photography
- First Place: Jermaine Hudson, Yearbook Inside Spread Design
- Second Place: Krishna Patel, Yearbook Inside Spread Design
- First Place: Jermaine Hudson, Student Life Copy
- Second Place: Krishna Patel, Student Life Copy
- First Place: Griffin Cunningham, Sports Copy
- Second Place: Anne Nemeth, Sports Copy

Nubian Message:

- Best of Show: Newspaper
- First Place: Kaela Belington, Newspaper Photography
- Second Place: Leah Tierney and Abigail Harris, Newspaper Single or Two-Page Design
- Honorable Mention: Alianna Kendall-Brooks, Newspaper Opinion Writing

Technician:

- Best of Show: Online News
- Best of Show: Newspaper
- First Place: Max Alsop, Newspaper Illustration/Graphic
- First Place: Max Alsop, Newspaper Cartoon
- Honorable Mention: Max Alsop, Newspaper Cartoon
- Honorable Mention: Lucy Osborn, Newspaper Cartoon
- Honorable Mention: Joel Beebe, Newspaper Feature Writing
- Third Place: Jameson Wolf, Newspaper News Writing
- Third Place: Skye Crawford, Newspaper Opinion Writing
- Honorable Mention: Justin Welch, Newspaper Opinion Writing
- Third Place: Ethan Bakogiannis, Newspaper Sports Writing
- Third Place: Ellie Bruno, Newspaper Single or Two-Page Design
- Honorable Mention: Hallie Walker, Newspaper Photography

Windhover:

- Best of Show: Literary Magazine
- Second Place: C.J. Murphy, Literary Magazine Photography/Art