

## **Student Media Board of Directors Agenda**

**Tuesday, Jan. 14, 2013 • 7 p.m.  
Room 356 Witherspoon Student Center**

### **CALL TO ORDER**

- Appointment of recording secretary for meeting

### **OLD BUSINESS**

- Approval of November 12, 2013 meeting minutes
- Appointments to Annual Publication, Broadcast, Business Office and Newspaper advisory boards (Kristen Picot, Alli Davidson)

### **NEW BUSINESS**

- Budget update (Jamie)
- Recruitment and retention report (Jamie)
- Midterm assessment report - cross-platform communications (Jamie)
- Midterm assessment report - *Technician* source surveys (Patrick)
- Capital plan review (Patrick & Doug)

### **REPORTS & ADDENDA**

- *Agromeck*
- Business Office
- *Nubian Message*
- *Technician*
- *Windhover*
- WKNC

### **EXECUTIVE SESSION**

The Student Media Board of Directors may adjourn into executive session to discuss matters of litigation, potential litigation or personnel.

### **ADJOURN**

**N.C. State Student Media Board of Directors  
November, 2013 minutes**

**Tuesday, Nov. 12, 2013 • 7 p.m.  
Room 201, Witherspoon Student Center**

Present: Paul Ruddle, Laura Simis, Michael Biesecker (arrived 7:08 p.m.), Matt Donegan, Dean Phillips, Bri Aab, Kierra Leggett, Sam DeGrave, Chelsea Brown, Ajita Banarjea, Patrick Neal

Absent: Alexandra Davidson (excused), Robbie Williams (excused), Kristen Picot

Others present: Jamie Lynn Gilbert, Martha Collins, *Agromeck* staff members Liz Moomey, Austin Bowman, Mumta Esarani, Jennifer Badger, and Hannah Field, and former *Agromeck* editor-in-chief (2012-2013) Alex Sanchez

Paul Ruddle called the meeting to order, but without a quorum, no old business could be moved upon immediately; business items approved below were acted upon after a quorum was achieved with the arrival of Michael Biesecker.

1. Ajita Banerjea was appointed to serve as recording secretary for the meeting, and the meeting opened with a review of Patrick's proposed changes to the *Agromeck* business model.

2. Quorum was reached at 7:08 p.m. when board member Michael Biesecker arrived.

3. *Agromeck* business model discussion

- 2012-2013 *Agromeck* editor-in-chief Alex Sanchez handed out copies of emails from previous editors in support of the *Agromeck*'s current business model of providing free yearbooks to seniors who have their portraits made, and a 2009 email from the previous coordinator, Bradley Wilson, that explained the origin of the \$.50 fee received to help subsidize the free yearbooks.

- Martha noted that the \$.50 fee only provides between \$14– 15,000 to support the yearbook, which is far less than the total cost of the publication, almost \$90,000. Alex said that he did not believe that the current model is sustainable but indicated he thought further discussion with members of the Advisory Board would be in order before any decision(s) were made.

- The Advisory Board is scheduled to meet Wednesday, Nov. 20.

- Previous attempts to get Registration and Records to put a check box to buy a yearbook on the tuition interface were met with opposition, but based on his previous experience at Clemson, Patrick said he believed that getting the option in front of parents would be the most effective way to improve sales. Dean Phillips concurred.

- There were questions about what other schools do, and Martha referred to a spreadsheet included in the board meeting package she compiled listing the top 10 yearbooks in the country (based on Pacemaker and Crown awards since 2004) and how they handle sales, funding and distribution.

- Hannah Field, *Agromeck* staff member, suggested partnering with the Alumni Association to promote book as a tradition to "legacy" families. Dean Phillips said that

the Alumni Association was a great resource and that they had lists available and are usually receptive to partnerships and good to work with. It was agreed that this avenue would be pursued.

- Dean Phillips asked if there was anyone who truly wanted the book to go away and no one said yes.

- Martha suggested that moving forward, Patrick approach Registration & Records again about the yearbook checkbox, and that the Advisory Board be allowed to have further discussion at their meeting next week.

- There were no objections, and the Advisory Board's goal will be to come up with a proposal for the BOD at the next meeting, Jan. 14.

## **NEW BUSINESS**

1. Minutes from September 2013 were approved as submitted by unanimous consent.

2. Changes to the editor-manager hiring timeline and procedure for 2014-2015 were approved unanimously.

3. Laura Simis was appointed to the Annual Publications Advisory Board.

4. Budget update:

- Jamie said the deposit problems previously reported have finally been resolved and income figures are current.

- Patrick reported that we received notice that DASA will charge us a service fee of 0.5 percent of our current year's budget and 1 percent of next year's. Jamie noted that this fee is in addition to the \$36,000 we already pay for administrative services.

5. Wolf TV Update:

- No additional costs will be incurred to get Wolf TV back up and running on the campus cable system via WolfBytes.

- Wolf TV currently has five hours of content for the channel.

- Two deadlines moving forward: Dec. 18 for the lineup and the first day of the spring semester for promotion and launch.

## **ORGANIZATION REPORT ADDENDA**

### *Agromeck*

Chelsea and staff are working on postcards for marketing.

### *Business Office*

Krystal, Sarah, Chelsea and Martha met to talk about senior ads.

### *Nubian Message*

Last issue published next week.

### *Technician*

Sam reported that a reader accused a cartoonist of plagiarism and showed the cartoon to the board and also gave the original joke referenced in the accusation. Michael Biesecker, Dean Phillips and Patrick Neal said the cartoon wasn't plagiarism and everyone agreed. Sam also said he googled all the cartoonist's other work published in *Technican* to ensure there weren't any other potential instances.

### *Windhover*

A new junior designer was hired.

WKNC

Planning is underway for the annual Double Barrel Benefit concert. They are working on a sponsorship proposal.

ADJOURN

The meeting was adjourned at approximately 8:15 p.m.

STUDENT MEDIA BOARD OF DIRECTORS  
Advisory Board membership as of Oct. 8, 2013

Annual Publications

John Cooper Elias  
Michele Chandler  
Courtney Johnson  
Ajita BanErjea  
Chelsea Brown  
Martha Collins  
Alanna Howard  
Laura Simis

Broadcast

Joe Ovies  
Kelly McCullen  
Dean Phillips  
Jamie Lynn Gilbert  
Bri Aab  
Maddie Lassiter

Business Office

Robbie Williams  
Matt Donegan  
Mike Hartel  
Kelly Brys  
Lauren Sundberg  
Chanon Smith  
Amy Callahan  
Sarah Buddo  
Krystal Baker

Newspaper

Paul Ruddle  
Michael Biesecker  
Dick Reavis  
Toni Thorpe  
Nancy Wykle  
Ben McNeely  
Tyler Dukes  
Sam DeGrave  
Kierra Leggett  
Patrick Neal

Unassigned as of Jan. 9, 2014: Kristen Picot, Alli Davidson

### STUDENT MEDIA BUDGET VS. ACTUAL

DATE: January 1, 2014  
 PERCENT THROUGH FISCAL YEAR: 50%

056 AGROMECK			
	Budget	Actual	Percent
Payroll	\$ 15,348.04	\$ 7,202.46	47%
Supplies	\$ 750.00	\$ -	0%
Leadership develop.	\$ 2,660.00	\$ 931.57	35%
Admin service charges	\$ 3,118.33	\$ 3,208.04	103%
Current services	\$ 60,868.00	\$ 422.37	1%
Fixed charges	\$ 843.00	\$ 368.00	44%
<b>TOTAL</b>	<b>\$ 83,587.37</b>	<b>\$ 12,132.44</b>	<b>15%</b>
Non-fee income	\$ 14,650.00	\$ 3,605.00	25%
Fee income	\$ 68,937.37	\$ 45,215.96	66%
<b>TOTAL</b>	<b>\$ 83,587.37</b>	<b>\$ 48,820.96</b>	<b>58%</b>
Profit/Loss	\$ 0.00		

061 NUBIAN MESSAGE			
	Budget	Actual	Percent
Payroll	\$ 4,833.78	\$ 2,573.45	53%
Supplies	\$ 150.00	\$ -	0%
Leadership develop.	\$ 955.64	\$ 948.97	99%
Admin service charges	\$ 462.07	\$ 660.66	143%
Current services	\$ 7,616.67	\$ 4,794.11	63%
Fixed charges	\$ 174.00	\$ -	0%
<b>TOTAL</b>	<b>\$ 14,192.16</b>	<b>\$ 8,977.19</b>	<b>63%</b>
Non-fee income	\$ 2,000.00	\$ 805.00	40%
Fee income	\$ 12,192.16	\$ 7,996.82	66%
<b>TOTAL</b>	<b>\$ 14,192.16</b>	<b>\$ 8,801.82</b>	<b>62%</b>
Profit/Loss	\$ 0.00		

057 TECHNICIAN			
	Budget	Actual	Percent
Payroll	\$ 106,092.66	\$ 45,803.95	43%
Supplies	\$ 3,500.00	\$ 1,454.93	42%
Leadership develop.	\$ 8,500.00	\$ 3,190.34	38%
Admin service charges	\$ 12,330.64	\$ 14,355.06	116%
Current services	\$ 180,439.22	\$ 90,550.64	50%
Fixed charges	\$ 12,078.00	\$ 9,345.48	77%
Student financial aid	\$ -	\$ -	0%
<b>TOTAL</b>	<b>\$ 322,940.52</b>	<b>\$ 164,700.40</b>	<b>51%</b>
Non-fee income	\$ 337,443.38	\$ 76,457.14	23%
Fee income	\$ -	\$ -	0%
<b>TOTAL</b>	<b>\$ 337,443.38</b>	<b>\$ 76,457.14</b>	<b>23%</b>
Profit/Loss	\$ 14,502.86		

058 WINDHOVER			
	Budget	Actual	Percent
Payroll	\$ 5,178.00	\$ 1,019.50	20%
Supplies	\$ 450.00	\$ -	0%
Leadership develop.	\$ 100.00	\$ -	0%
Admin service charges	\$ 985.68	\$ 1,065.66	108%
Current services	\$ 18,450.00	\$ 5.49	0%
Fixed charges	\$ 343.00	\$ 219.00	64%
<b>TOTAL</b>	<b>\$ 25,506.68</b>	<b>\$ 2,309.65</b>	<b>9%</b>
Non-fee income	\$ 500.00	\$ -	0%
Fee income	\$ 25,006.68	\$ 16,401.86	66%
<b>TOTAL</b>	<b>\$ 25,506.68</b>	<b>\$ 16,401.86</b>	<b>64%</b>
Profit/Loss	\$ 0.00		

059 WKNC			
	Budget	Actual	Percent
Payroll	\$ 37,178.80	\$ 18,306.49	49%
Supplies	\$ 8,682.00	\$ 2,518.13	29%
Leadership develop.	\$ 2,451.92	\$ 3,139.10	128%
Admin service charges	\$ 2,228.93	\$ 2,621.42	118%
Current services	\$ 3,488.00	\$ 582.88	17%
Fixed charges	\$ 4,224.00	\$ 1,626.00	38%
Contracted services	\$ 1,000.00	\$ 813.00	81%
<b>TOTAL</b>	<b>\$ 59,253.65</b>	<b>\$ 29,607.02</b>	<b>50%</b>
Non-fee income	\$ 53,529.62	\$ 8,416.24	16%
Fee income	\$ 5,724.03	\$ 3,754.39	66%
<b>TOTAL</b>	<b>\$ 59,253.65</b>	<b>\$ 12,170.63</b>	<b>21%</b>
Profit/Loss	\$ 0.00		

060 GENERAL ADMIN			
	Budget	Actual	Percent
Payroll	\$ 282,923.21	\$ 139,694.95	49%
Supplies	\$ 11,405.00	\$ 6,180.73	54%
Leadership develop.	\$ 4,000.00	\$ 3,786.05	95%
Admin service charges	\$ 13,502.34	\$ 15,052.14	111%
Current services	\$ 7,210.04	\$ 3,025.22	42%
Fixed charges	\$ 873.00	\$ 300.00	34%
Contracted services	\$ 5,400.00	\$ 2,250.00	42%
Capital outlay	\$ 50,000.00	\$ -	0%
<b>TOTAL</b>	<b>\$ 375,313.59</b>	<b>\$ 170,289.09</b>	<b>45%</b>
Non-fee income	\$ -	\$ -	0%
Fee income	\$ 354,739.22	\$ 232,673.11	66%
<b>TOTAL</b>	<b>\$ 354,739.22</b>	<b>\$ 232,673.11</b>	<b>66%</b>
Profit/Loss	\$ (20,574.37)		

066 TECH SUPPORT			
	Budget	Actual	Percent
Payroll	\$ 73,207.00	\$ 36,710.48	50%
Supplies	\$ 2,500.00	\$ -	0%
Leadership develop.	\$ -	\$ -	0%
Admin service charges	\$ 3,028.53	\$ 3,396.78	112%
Current services	\$ -	\$ 516.09	0%
Fixed charges	\$ -	\$ 44.10	0%
<b>TOTAL</b>	<b>\$ 78,735.53</b>	<b>\$ 40,667.45</b>	<b>52%</b>
Non-fee income	\$ -	\$ -	0%
Fee income	\$ 78,735.53	\$ -	0%
<b>TOTAL</b>	<b>\$ 78,735.53</b>	<b>\$ -</b>	<b>0%</b>
Profit/Loss	\$ 0.00		

OVERALL			
	Budget	Actual	Percent
Payroll	\$ 524,761.49	\$ 251,311.28	48%
Supplies	\$ 27,437.00	\$ 10,153.79	37%
Leadership develop.	\$ 18,667.56	\$ 11,996.03	64%
Admin service charges	\$ 35,656.52	\$ 40,359.76	113%
Current services	\$ 278,071.93	\$ 99,896.80	36%
Fixed charges	\$ 18,535.00	\$ 11,902.58	64%
Contracted services	\$ 6,400.00	\$ 3,063.00	48%
Capital outlay	\$ 50,000.00	\$ -	0%
Student financial aid	\$ -	\$ -	0%
<b>TOTAL EXPENSES</b>	<b>\$ 959,529.50</b>	<b>\$ 428,683.24</b>	<b>45%</b>
Non-fee income	\$ 408,123.00	\$ 89,283.38	22%
Fee income	\$ 545,335.00	\$ 357,684.69	66%
<b>TOTAL INCOME</b>	<b>\$ 953,458.00</b>	<b>\$ 446,968.07</b>	<b>47%</b>

CashBalanceAdjust1314		\$ 119,489.10	
Net Profit/Loss	\$ (6,071.50)		

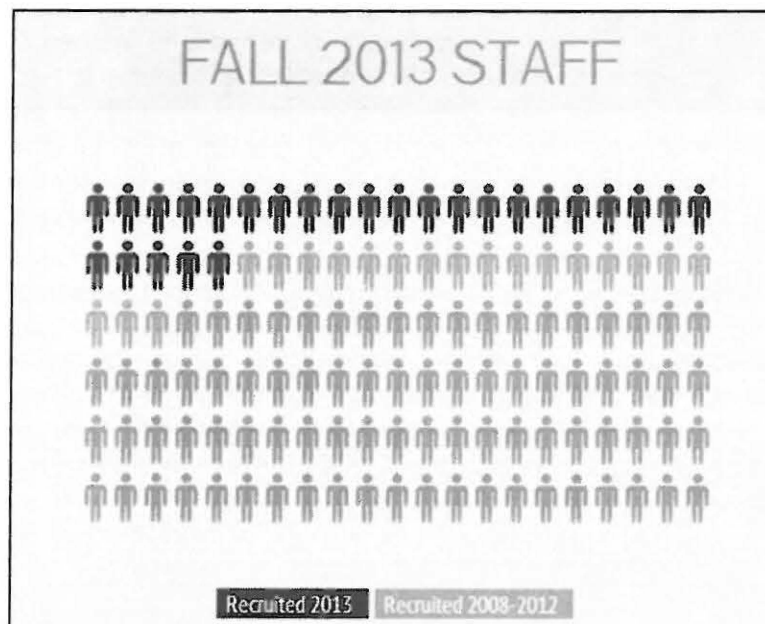
# NC STATE **STUDENT MEDIA**

## Recruitment and Retention Report

### Fall 2013

#### HIGHLIGHTS

- 378 individual students expressed interest in at least one medium during the recruitment period (up from 333 in 2012 and consistent with previous numbers of 389 in 2010 and 399 in 2009).
  - Reached 212 freshmen during New Student Orientation.
  - Reached 10 new transfer students during transfer orientation (down from 24 in 2012).
  - Reached 156 students at Campus Crawl and the Student Media Open House (up from 71 in 2012). Of the 156, there were 90 freshmen, 35 sophomores, 20 juniors, 4 seniors, 3 graduate students and 4 students of indeterminate class status.
- According to New Student Orientation, 4,050 students came through the 17 freshman orientation sessions and Summer Start orientation. We made contact with 212, which represents 5 percent of orientation attendees.
- 120 individuals attended the Student Media open house, breaking the record of 97 attendees set in 2011.
  - 64 of the 120 individuals who attended the open house expressed interest at a prior recruitment effort (53 percent of open house attendees; roughly the same as in 2011 and 2012).
  - 24 of the 120 individuals who attended the open house joined a medium's staff (20 percent of open house attendees, down from 35 percent in 2011 and 32 percent in 2012).
- 47 of the 56 individuals who expressed an interest in Student Media and joined the staff were retained (12 percent of total). Out of 223 students in our records at the end of the fall 2013 semester, those 47 new students represent 21 percent.
- When adding the new 47 students to those recruited and retained from 2008-2012, our staff contains 80 students, or 36 percent, who came to Student Media during one of our official recruitment efforts.



## CONCLUSIONS

- Based on numbers from 2006-2013, Student Media recruits an average of 13% of the students it reaches during our formal efforts of staffing an information table during New Student Orientation, having a presence at Campus Crawl and hosting a Student Media Open House at the start of the fall semester. We retain, on average, 11% of the total students reached.
- Numbers for 2013 were slightly above average, with 15% recruited and 12% retained.
- Overall, our system works well to recruit and retain high quality students for our operations.
- We have made no substantial changes to the program since formal tracking in 2006, although there are some questions to consider moving forward.
- We also need to develop a formal way to track those who join the staff not through these recruitment efforts.

## QUESTIONS

- Our recruitment and retention efforts typically do not benefit our Student Media Business Office, with very few numbers recruited and retained. The office does, however, maintain adequate staffing through other recruitment methods. **Should interest in the business office be dropped from our recruitment efforts?**
- Photography and design are offered as distinct areas of interest, although positions in these areas are offered among all the print media. The interest sheets are then typically interpreted as in *Technician*, which may result in both over-inflation of interest in that medium and a missed recruitment opportunity for other media. **Should interest in specific areas, i.e. photography and design, continue to be offered as distinct options?**
- There is still difficulty in accurately tracking whether an editor/manager has contacted an individual by Monday at 9 a.m. following each week's orientation. **Should we continue to track whether an editor/manager contacts a prospective student? If we discontinue the practice, what accountability is there to the editor/manager? Is there a better way to track contact?**

## NEW STUDENT ORIENTATION

As part of Student Media's departmental objective to actively recruit incoming students and work to retain those students throughout their time at N.C. State, Student Media's student leaders are charged with engaging in recruitment efforts during New Student Orientation and the beginning of the fall semester. This report is an assessment of that effort.

New student orientation hosted 17 freshman sessions and three transfer sessions. Editors/managers were provided with a list of interested students at the end of each of the five weeks. The contacted field represents the number of individuals contacted by Monday at 9 a.m. following each week's orientation.

During our new student orientation efforts we made 451 contacts with 223 individuals, which was slightly less than the average number of contacts in previous years but the exact average of individuals. This year did, however, mark the lowest contact rate since we began tracking in 2006, with only 43% contacted by the Monday following each week's orientation.



**Overall Comparisons for New Student Orientation 2006-2013**

	Individuals	Contacts	Contacted	Eventually
2013	223	451	194 (43%)	451 (100%)
2012	229	460	246 (53%)	451 (98%)
2011	238	470	445 (95%)	470 (100%)
2010	254	584	390 (67%)	558 (96%)
2009	253	504	342 (68%)	504 (100%)
2008	198	365	289 (79%)	N/R
2007	165	312	238 (76%)	N/R
2006	230	304	135 (44%)	N/R

**POST-ORIENTATION**

Student Media participated in two recruitment efforts beyond new student and transfer student orientation. We again hosted an open house on the Tuesday of the first week of classes, from 10 a.m. to 2 p.m. Two hours of open house coincided with Campus Crawl, where we also had a table. Student Media opted not to participate in graduate student orientation this year, as it took place at the same time as the other two recruitment efforts. Interest from both Campus Crawl and Open House increased this year, with 60 additional individuals indicating interest in one or more media. A contact rate of 57% by the Monday following the week’s efforts is higher than in recent year due to the student leaders receiving multiple reminders.

**Overall Comparisons for Post-Orientation 2007-2013**

	Individuals	Contacts	Contacted	Eventually
2013	210	397	225 (57%)	225 (57%)
2012	150	290	141 (49%)	148 (51%)
2011	154	286	0 (0%)	0 (0%)
2010	190	384	364 (95%)	384 (100%)
2009	190	317	78 (25%)	146 (46%)
2008	236	403	196 (49%)	N/R
2007	127	169	N/R	N/R

**Overall Recruitment Comparisons 2006-2013**

	Individuals	Contacts	Contacted	Eventually
2013	378	734	354 (48%)	611 (83%)
2012	333	701	371 (53%)	582 (83%)
2011	335	706	445 (63%)	470 (67%)
2010	389	905	691 (76%)	905 (100%)
2009	399	774	412 (53%)	636 (82%)
2008	382	709	507 (72%)	N/R
2007	273	481	346 (72%)	N/R
2006	230	304	135 (44%)	N/R

All duplicate individuals/contacts have been removed from these numbers.

**BY MEDIA**

Overall interest in Student Media remained relatively consistent. WKNC and *Technician* saw some increase, while interest in Wolf TV is dwindling. The radio station and daily newspaper (encompassing design and photography) remain the largest draws and maintain the largest staffs.

**Interest by Media 2006-2013**

Media	2013	2012	2011	2010	2009	2008	2007	2006
<i>Agromeck</i>	65	72	63	74	80	70	62	55
Business Office	33	31	23	46	42	54	9	N/R
Design	70	83	74	93	82	N/R	N/R	7
<i>Nubian Message</i>	21	32	21	44	33	50	22	18
Photography	109	99	138	167	147	125	73	39
<i>Technician</i>	158	110	116	147	143	151	134	75
<i>Windhover</i>	37	49	50	51	63	36	46	26
WKNC	198	153	122	182	120	149	111	76
Wolf TV	43	72	99	101	64	N/R	N/R	N/R
	<b>734</b>	<b>701</b>	<b>706</b>	<b>905</b>	<b>774</b>	<b>709</b>	<b>481</b>	<b>296</b>

All duplicate individuals/contacts have been removed from these numbers.

**OPEN HOUSE**

Open House was again scheduled to coincide with Campus Crawl, held from 10 a.m. to 2 p.m. on Tuesday, Aug. 20. "Previous" indicates the number of people who expressed an interest in that medium during New Student Orientation who then attended the open house. "New" represents those students who had not previously indicated interest in Student Media during the recruitment effort. Slightly more than half the contacts were new, while 64 of the 120 individuals who attended open house had previously indicated interested in Student Media.

**Open House Attendance by Media 2013**

Media	Total	Previous	New
<i>Agromeck</i>	17	6	11
Business Office	0	0	0
<i>Nubian Message</i>	4	1	3
<i>Technician</i>	74	37	37
<i>Windhover</i>	5	3	2
WKNC	61	35	26
Wolf TV	3	2	1
	<b>164</b>	<b>84</b>	<b>80</b>

Duplicate individuals are included in these numbers, as some students visited with multiple media during the open house. *Technician* includes those interested in photography and design.

**JOINED STAFF**

Of the people who expressed an interest during recruitment efforts, below are the numbers of people who actually joined the staff. The percentages are the percentages of people who expressed an interest in that medium who joined the staff. Student Media recruited 56 individuals in 59 positions.

**New Staff Recruited by Media 2013**

Media	Joined	Percent
<i>Agromeck</i>	8	12%
Business Office	1	3%
<i>Nubian Message</i>	4	19%
<i>Technician*</i>	18	7%
<i>Windhover</i>	4	11%
WKNC	18	9%
Wolf TV	6	14%

\**Technician* numbers include staff writers, photographers and designers. *Technician* percentage is out of the 251 individuals indicating interest in any of those categories.

**STILL ON STAFF**

Some people join the staff, but leave before the end of the fall semester. Below are the numbers of people who were still on staff in December 2013. The percentages are our "retention" figures, i.e. the percentage of people who joined the staff and remained on it. Student Media retained 47 individuals in 50 positions.

**New Staff Retained by Media 2013**

Media	Still	Percent
<i>Agromeck</i>	6	75%
Business Office	1	100%
<i>Nubian Message</i>	3	75%
<i>Technician</i>	18	100%
<i>Windhover</i>	4	100%
WKNC	17	94%
Wolf TV	1	17%

**New Staff Retained by Class 2007-2013**

Class	2013	2012	2011	2010	2009	2008	2007
Freshmen	40	25	28	31	28	26	31
Sophomore	7	7	6	6	1	8	9
Junior	0	3	1	2	2	1	1
Senior	0	1	1	0	0	1	3
Grad Student	0	2	2	1	2	4	0

**New Staff Retained by College 2007-2013**

College	2013	2012	2011	2010	2009	2008	2007
Humanities	12	15	8	11	8	16	16
Engineering	9	5	13	10	8	7	9
Ag/Life Sciences	0	4	4	4	4	6	2
Graduate	0	2	2	1	2	4	0
Poole Management	6	0	3	4	1	2	1
DASA	1	1	N/A	N/A	N/A	N/A	N/A
Design	3	3	2	4	1	2	2

First Year College	6	4	0	4	4	1	6
College of Sciences*	8	3	2	0	1	0	3
Textiles	1	1	4	1	4	1	3
Transition	0	0	0	0	0	1	0
Natural Resources	1	0	1	0	0	0	2
Education	0	0	0	1	0	0	0

\*College of Sciences contains majors in the previous College of Physical and Mathematical Sciences.

Fourteen of the 38 students retained during our 2012 recruitment efforts are still on staff – six with WKNC, five with *Technician* and three with *Agromeck*.

At this time in 2012, Student Media has retained 14 students from its 2011 recruitment efforts. Nine of those students remain active – four at WKNC, two at *Technician*, two at *Agromeck* and one at a different medium than where he started.

Eight students recruited in 2010 remain on staff – six at WKNC, one at *Technician* and one at *Nubian*.

WKNC also retained one student originally recruited in 2009 and another (now in graduate school) from 2008.

# NC STATE **STUDENT MEDIA**

Learning Objective: Student Media staff will be knowledgeable of current journalism, broadcasting and marketing practices in print, audio, video and online.

- Outcome: Student Media staff will be able to share information in multiple formats. (Year measured: 2013-2014)

Definition: Student Media needs to think beyond its initial print and broadcast product and incorporate other methods of information delivery, be it through a website, mobile app, or social media account. This information should also go beyond a simple replication of the existing product, but add additional and updated information.

Courses/Action Item(s)/ Significant Activity:

1. Measure Facebook and Twitter followers and posts for each media according to the metrics listed in the method section. For Facebook, this information comes from the insights in the admin panel. For Twitter, this information can come from Twitonomy, Twitter Counter or another analytics service.
2. Track whether online content adds additional or updated information beyond its original print or broadcast form.
3. Evaluate use of the Student Media app to convey information.

Method of Assessment:

With each month's board report, the top editor/manager will include information about:

- The number of Facebook fans and Twitter followers at the start of the calendar month v. the number of the end of the calendar month
- A summary of the month's social media activity. This can include the number of posts/tweets made or a description of the shared content.
- What engagement their posts/tweets had with their audience. Did certain content garner more shares/likes/retweets?
- Whether online content is the exact same as it was print or broadcast or whether any online content contains additional or updated information.
- Whether content is regularly uploaded to the Student Media mobile app and how often that content is accessed.

**Social Media Usage**



<b>Twitter</b>	Followers			Twtrland Statistics		
	Aug-13	Jan-14	% change	Tweets/Day	RTs/100t	Replies/100t
Agromeck	410	434	5.9%	0.3	16	5
NCSU_Windhover	164	172	4.9%	0.2	28	28
NCSUStuMedia		31		0.3	53	6
NCSUTechnician	3664	4012	9.5%	1.4	73	18
NubianMessage	515	602	16.9%	1.3	174	4
WKNC881	6602	7046	6.7%	2.6	47	97
	11355	12297	8.3%	6.1	391	158

<b>Facebook</b>	Fans			Twtrland Statistics		
	Aug-13	Jan-14	% change	Posts/Week	Likes/Post	Cmnts/Post
Agromeck	505	561	11.1%	1	6	1
NubianMessage	296	341	15.2%	4	3	2
Pack-Premiums	196	233	18.9%			
Technician	2953	3144	6.5%			
Windhover	170	186	9.4%			
WKNC881	5525	5811	5.2%	4	11	3
	9645	10276	6.5%	9	20	6

<b>Instagram</b>	Followers			Twtrland Statistics		
	Aug-13	Jan-14	% change	Photos/Week	Likes/Photo	Cmnts/Photo
NCSUStudentMedia	34	52	52.9%	0.5	2	0
NubianMessage		154		0.5	9	0
WKNC881	126	219	73.8%	1.3	3	0
	160	425		2.3	14	0

*Nubian Message* has had the highest percentage growth among media outlets, with more than 15% growth in number of followers or fans on both Twitter and Facebook since the start of the fall 2013 semester. *Nubian Message* also has the highest number of retweets (meaning their tweets retweeted by another user, not their tweets retweeted from another user), with 174 retweets per 100 tweets.

**Mobile App Usage**

	Aug-13	Sep-13	Oct-13	Nov-13	Dec-13
App Opens			2279	2674	2075
Technician Top News	687	622	508	556	291
Technician News	242	258	157	181	87
Technician Sports	186	128	72	91	44
Technician Features	124	179	97	144	42
Technician Viewpoint	89	116	90	136	33
Nubian Featured	278	200	127	155	101
Nubian Arts and Entertainment	28	58	21	16	6
Nubian News	64	61	28	33	20
Nubian Perspectives	22	34	17	15	13
WKNC Song Requests			120	96	70
Pack Premiums Classifieds	100	75	34	29	20
Pack Premiums Deals			103	95	49
Pack Premiums Events			54	50	45
Pack Premiums Giveaways			54	48	34

*Technician* has remained relatively consistent with updating the Student Media app, with decent overall views.

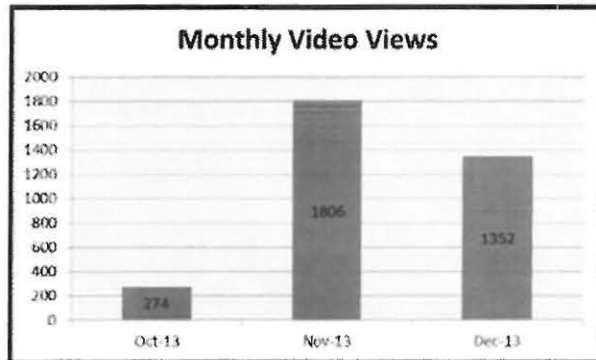
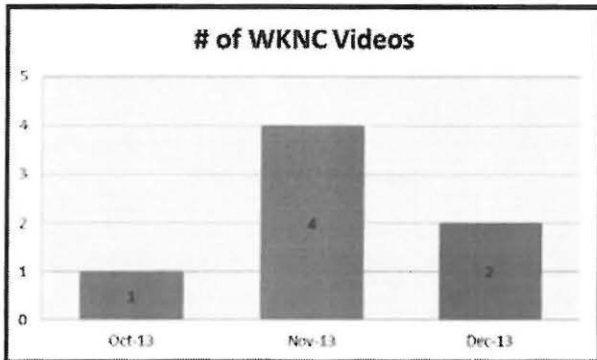
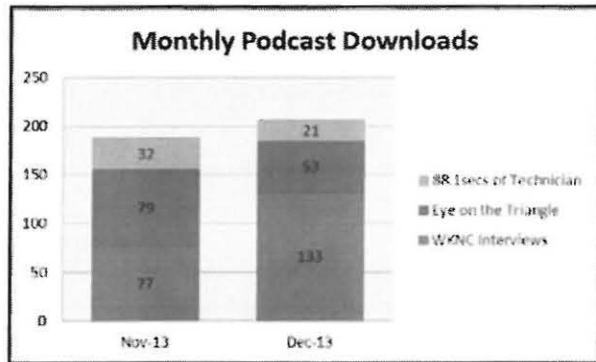
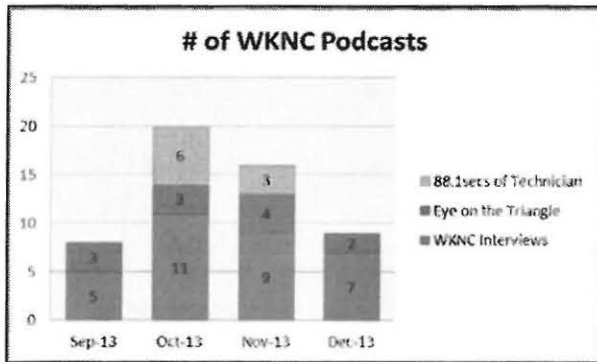
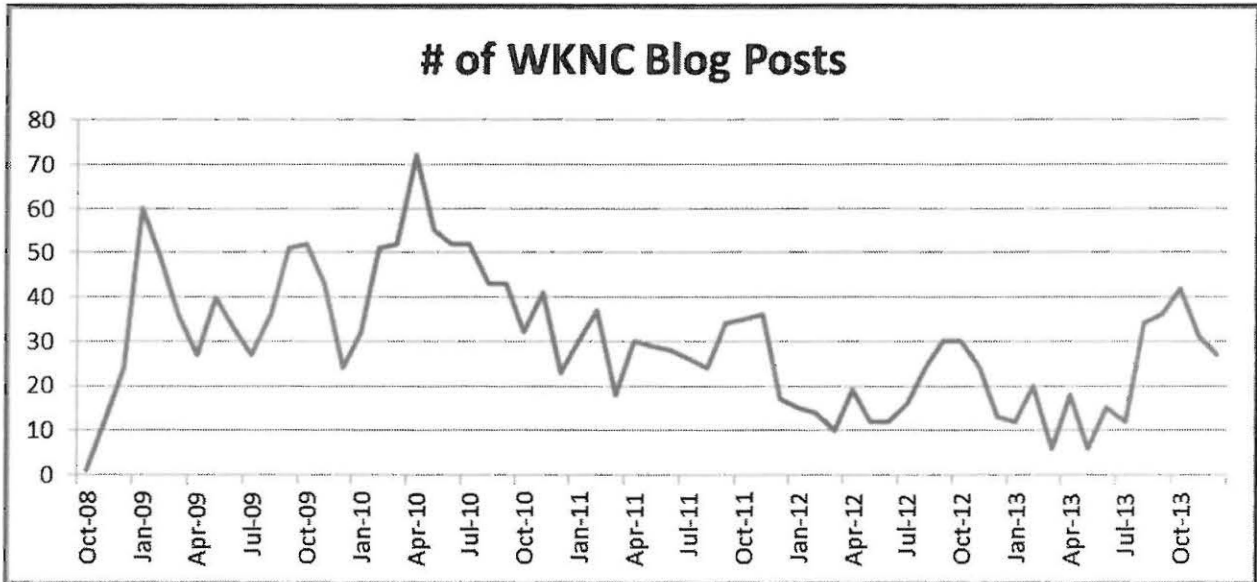
*Nubian Message's* last update to the Student Media app was with its Oct. 16, 2013 edition, meaning no content from the last three editions of the semester is available through the app. "Featured" views, meaning views of Nubian's menu page in the app, have correspondingly declined.

Content for Pack Premiums is sorely lacking. At the start of the spring 2014 semester there is only one classifieds listing and no content for the other sections. WKNC will begin providing some of its content for the Events and Giveaways sections.



**WKNC**

Radio station WKNC communicates across multiple platforms through its online blog, audio podcasts and video series. Below are statistics regarding the number of posts on blog.wknc.org, the number of WKNC podcasts and videos added by month and the number of podcasts downloads and video views per month.





# Fall, 2013 *Technician* source survey summary

## Survey subjects:

Three to five sources per issue, primarily faculty, staff and students, with a sprinkling (<10) of off-campus sources. Sources quoted in all non-opinion sections – News, Features and Sports – were included.

## Total number of sources surveyed in Fall '13:

292

## Total number of responses:

151 (response rate of 51.7 percent)

## The questions:

1. Were the facts that you provided the reporter presented accurately and in context? If not, what were the errors?
2. Were you quoted accurately and in context? If not, what were the errors?
3. Was the reporter professional in his or her interactions with you? If not, in what ways were they unprofessional?
4. Did the reporter follow up with you after the initial interview to confirm his or her facts and/or ask follow-up questions?
5. With regard to the article's overall accuracy, clarity and fairness, if you were giving the final version of the story a letter grade – A, A-, B+, B, B-, C+, C, C-, D or F – what grade would you give it?
6. You indicated that you would give the article a [grade indicated.] Briefly explain why you gave the article that grade.
7. Is there anything else we should know about your experience?

## "Grade" distribution:

A	= 69 (45.7%)
A-	= 33 (21.8%)
B+	= 18 (11.9%)
B	= 20 (13.2%)
B-	= 2 (1.3%)
C+	= 2 (1.3%)
C	= 5 (3.3%)
C-	= 1 (0.7%)
D	= 1 (0.7%)
F	= 0 (0.0%)

### **Highlights:**

Ratings for our student reporters were overwhelmingly positive with regard to professionalism, and almost as positive with regard to accuracy of facts and accuracy of quotes.

That appears to be borne out by the fact that better than two-thirds of the "grades" assigned were either "A" or "A-."

Finally, several sources remarked that they appreciated the fact that we were, in fact, making an effort to get their feedback about their experiences.

### **Challenges:**

The biggest problem area throughout the survey period has been post-interview follow-up. Of the 151 responses received, only 47 subjects (about 31 percent) indicated any meaningful follow-up from the reporter, most of those attributable to an imminent deadline (i.e., the reporter waited until the last minute before calling sources.) While our follow-up rates and practices have improved markedly from the very beginning of the semester, when virtually no one seemed to be making any effort to follow-up past initial contact with sources, that number is still far too low.

Another recurring complaint was that headlines for stories were either misleading or simply did not characterize the story accurately. A few sources also pointed out various copy-editing errors.

In three instances, sources commented on reporters' dress being inappropriate/unprofessional.

And there was, of course, a sprinkling of "dumpster fire" stories that were just doom-struck for a variety of reasons. When I became aware of particularly grievous errors/issues, I passed that information along to Sam immediately so that he could run corrections and otherwise address the problems with his editors and reporters as appropriate.

## NCSU Student Media

# 5 Year Technology Plan

**LAST UPDATED:** January 6, 2014

**CREATED BY:** Doug Flowers, Technology Support Analyst; Jamie Lynn Gilbert, Assistant Director; Patrick Neal, Director

### **Executive Summary:**

Student Media depends on technology more than any other Student Leadership & Engagement unit. Those technology needs fall under three broad and interrelated categories: desktop units and the servers that both tie them together and provide our gateway to our readers, viewers and listeners; photography equipment; and WKNC's broadcast infrastructure. This five-year plan is designed to address all three categories in a systematic way.

## 2013 - 2014

- **Reduce On-Site Servers**

- **Background**

- Student Media servers currently housed in a closet within the Witherspoon Student Center. This closet is not a proper environment for production servers. The closet is too small, lacks necessary cooling and ventilation, their fire suppression facilities are water-based, and the power sources feeding them are inefficient. These conditions increase the probability of water damage, overheating and premature server failure. Furthermore, the aforementioned electrical inefficiencies mean these servers use more power than necessary.

- **Solution**

- We plan to move as many servers as possible to the data center within the Poe building. Servers that cannot be moved to Poe because of technical limitations or server type can be consolidated with servers that are moving to Poe.

- **Cost**

- There will be no cost to move Student Media servers to the Poe data center. The campus department that maintains the Poe data center has offered Student Media the necessary space and

equipment needed to move its servers. There may be future costs if the department maintaining the Poe data center needs to crowdsource an expensive project regarding the data center, but we know of no such project in the works at this time.

- **Comments**

- This will save Student Media money in the short term and long term. The cost of maintaining the servers at Witherspoon over the long term is challenging. Apart from the costs of upgrading, repairing and replacing the physical servers to the side, there are costs to operate the room the servers are housed in. These costs include, but are not limited to, battery backup, networking infrastructure and physical security.

- **Replace and Upgrade Photography Equipment**

- **Background**

- All of Student Media’s current photography equipment is well past its intended life expectancy. Camera bodies are rated for a certain amount of shutter actuations. This actuation is the physical movement the camera makes to take a photograph. The cameras currently available for checkout have all passed their recommended shutter actuation totals. The tripods that are available for checkout also need replacing. Over time, older tripods have been broken, repaired, broken again and thrown away. The tripods remaining are in poor condition and are rarely used because of concern they may not hold cameras securely.

- **Solution**

- Replace old camera bodies, lenses and broken tripods, and purchase additional camera bodies and lenses.

- **Cost**

<b>Product</b>	<b>Quantity</b>	<b>Unit Cost/Total Cost</b>
<b>Canon EOS 70D DSLR</b>	<b>1</b>	<b>\$1,200.00/\$1,200.00</b>
-Camera body		
-Carrying Bag		
-Batteries		

<b>Canon EF-S 15-85mm zoom lens</b>	<b>1</b>	<b>\$700.00/\$700.00</b>
<b>Canon EF 100-400mm zoom lens</b>	<b>1</b>	<b>\$1,500.00/\$1,500.00</b>
<b>Canon EF 35mm standard (low-light) lens</b>	<b>1</b>	<b>\$280.00/\$280.00</b>
<b>Nikon D7100 DSLR</b>	<b>1</b>	<b>\$1,150.00/\$1,150.00</b>
-Camera body		
-Carrying Bag		
-Batteries		
<b>Nikon 16-85mm zoom lens</b>	<b>1</b>	<b>\$630.00/\$630.00</b>
<b>Nikon 85-400mm zoom lens</b>	<b>1</b>	<b>\$1,680.00/\$1,680.00</b>
<b>Nikon 35mm lens</b>	<b>1</b>	<b>\$360.00/\$360.00</b>
<b>Magnus DX-5330M Tripod</b>	<b>2</b>	<b>\$45.00/\$90.00</b>

## 2014 - 2015

- **Replace Servers per Server Rollout Policy**

- **Background**

- See "Server Rollout Policy" in References Section

- **Solution**

- Year one replaces the "sma-winserver-3" and "Darkice" Servers

- **Cost**

<b>Product</b>	<b>Quantity</b>	<b>Unit Cost/Total Cost</b>
<b>Dell PowerVault NX400</b>	<b>1</b>	<b>\$4,532.00/\$4,532.00</b>
<b>PowerEdge R520</b>	<b>1</b>	<b>\$3,071.00/\$3,071.00</b>

- **WKNC Upgrade Phase T1**

- **Background**

- WKNC must expand its capacity in order to continue offering opportunities to students, and services to its listeners and the community. To achieve this, this plan outlines a three-phase upgrade process for WKNC's broadcast infrastructure. The first phase (T1) will include the addition of a second on-air studio and related infrastructure upgrades.

- **Solution**

- Purchase necessary equipment to upgrade WKNC's infrastructure and a second on-air studio.

- **Cost**

<b>Product</b>	<b>Quantity</b>	<b>Unit Cost/Total Cost</b>
<b>IP Audio Main Air Studio and Engineering Upgrade</b>		<b>\$20,000.00/\$20,000.00</b>
-Studio Operation to AOIP		
-New Studio Console		
<b>Supplemental Air Studio</b>		<b>\$17,000.00/\$17,000.00</b>
-basic studio furniture		
-Mics		
- Booms		
-Console		
-Monitors,		
- AV Workstation		
<b>Licensing Fee</b>		<b>\$600.00/\$600.00</b>

- **Replace Desktops per Desktop Rollout Policy**

- **Background**

- See "Desktop Rollout Policy" in References Section

- **Solution**
  - Year one of the Desktop Rollout Policy replaces a total of nine (9) computers.
- **Cost**

<b>Product</b>	<b>Quantity</b>	<b>Unit Cost/Total Cost</b>
<b>Apple 21.5" iMac</b>	<b>6</b>	<b>\$1,918.00/\$11,508.00</b>
-Agromeck	1	
-Business Office	1	
-Nubian	1	
-Technician	2	
-Professional Staff	1	
<b>Dell Optiplex 9020 Minitower &amp; 22 inch LCD</b>	<b>3</b>	<b>\$1,333.10/\$3,999.30</b>
-WKNC	2	
-Business Office	1	

## ● **Purchase Spare Power Amplifiers**

- **Background**
  - Power amplifiers are at the core of WKNC's transmitter infrastructure. The amplifiers allow the transmitter to reach more than a million potential listeners, which drives WKNC's revenue-generating ability. From time to time these amplifiers will fail and must be replaced. When they fail and are not replaced immediately, the transmitter has to operate at reduced power, reducing its coverage area. This could lead to lower income for WKNC, resulting in diminished opportunities for students and the community.
- **Solution**
  - Purchase power amplifiers for the intent of having spares ready for replacing failed power amplifiers.
- **Cost**

<b>Product</b>	<b>Quantity</b>	<b>Unit Cost/Total Cost</b>
<b>Harris Power Amplifier 9929261002</b>	<b>2</b>	<b>\$738.00/\$1476.00</b>

- **Replace Photography Equipment per Photography Equipment Refresh Policy**

- **Background**
  - See "Photography Equipment Refresh Policy" in References Section
- **Solution**
  - Year one of the Photography Equipment Refresh Policy replaces two camera bodies, one lens, one storage media card and one tripod.
- **Cost**

<b>Product</b>	<b>Quantity</b>	<b>Unit Cost/Total Cost</b>
<b>Canon EOS 70D DSLR</b>	<b>1</b>	<b>\$1,200.00/\$1,200.00</b>
-Camera body		
-Carrying Bag		
-Batteries		
<b>Nikon D7100 DSLR</b>	<b>1</b>	<b>\$1,150.00/\$1,150.00</b>
-Camera body		
-Carrying Bag		
-Batteries		
<b>Canon EF-S 15-85mm zoom lens</b>	<b>1</b>	<b>\$700.00/\$700.00</b>
<b>Storage Media Cards</b>	<b>1</b>	<b>\$40.00/\$40.00</b>
<b>Magnus DX-5330M Tripod</b>	<b>1</b>	<b>\$45.00/\$45.00</b>

## 2015 - 2016



- **WKNC Upgrade Phase T2**

- **Background**

- In continuing WKNC's capacity upgrade, the second phase, T2, will make modifications to the current WKNC antenna so it will cover a larger group of listeners.

- **Solution**

- Make necessary modifications to WKNC's antenna to expand into the desired locations.

- **Cost**

<b>Product</b>	<b>Quantity</b>	<b>Unit Cost/Total Cost</b>
<b>Antenna Configuration</b>	<b>1</b>	<b>\$15,000.00/\$15,000.00</b>

- **Comments**

- This phase will be mostly completed by an outside party that specializes in FM radio antenna modifications.

- **Replace Photography Equipment per Photography Equipment Refresh Policy**

- **Background**

- See "Photography Equipment Refresh Policy" in References Section.

- **Solution**

- Year two of the Photography Equipment Refresh Policy replaces two camera bodies, two lenses, one storage media card, and one tripod.

- **Cost**

<b>Product</b>	<b>Quantity</b>	<b>Unit Cost/Total Cost</b>
<b>Canon EOS 70D DSLR</b>	<b>1</b>	<b>\$1,200.00/\$1,200.00</b>
-Camera body		
-Carrying Bag		
-Batteries		
<b>Nikon D7100 DSLR</b>	<b>1</b>	<b>\$1,150.00/\$1,150.00</b>

-Camera body		
-Carrying Bag		
-Batteries		
<b>Nikon 35mm lens</b>	<b>1</b>	<b>\$360.00/\$360.00</b>
<b>Canon EF 35mm standard (low-light) lens</b>	<b>1</b>	<b>\$280.00/\$280.00</b>
<b>Storage Media Cards</b>	<b>1</b>	<b>\$40.00/\$40.00</b>
<b>Magnus DX-5330M Tripod</b>	<b>1</b>	<b>\$45.00/\$45.00</b>

- **Replace Desktops per Desktop Rollout Policy**

- **Background**

- See "Desktop Rollout Policy" in References Section.

- **Solution**

- Year two of the Desktop Rollout Policy replaces a total of 10 computers.

- **Cost**

<b>Product</b>	<b>Quantity</b>	<b>Unit Cost/Total Cost</b>
<b>Apple 21.5" iMac</b>	<b>5</b>	<b>\$1,918.00/\$9,590.00</b>
-Agromeck	1	
-Nubian	1	
-Technician	2	
-Professional Staff	1	
<b>Dell Optiplex 9020 Minitower &amp; 22 inch LCD</b>	<b>5</b>	<b>\$1,333.10/\$6,665.50</b>
-WKNC	2	
-Business Office	2	
-Windhover	1	

- **Replace Servers per Server Rollout Policy**

- **Background**
  - See "Server Rollout Policy" in References Section.
- **Solution**
  - Year two replaces the "Skimmer" and "sma-winserver-1" servers.
- **Cost**

Product	Quantity	Unit Cost/Total Cost
PowerEdge R520	1	\$3,071.00/\$3,071.00
Dell PowerVault NX400	1	\$4,532.00/\$4,532.00

## 2016 - 2017

- **Replace Photography Equipment per Photography Equipment Refresh Policy**

- **Background**
  - See "Photography Equipment Refresh Policy" in References Section.
- **Solution**
  - Year three of the Photography Equipment Refresh Policy replaces one camera body, one lens, two storage media cards, and one tripod.
- **Cost**

Product	Quantity	Unit Cost/Total Cost
Canon EOS 70D DSLR	1	\$1,200.00/\$1,200.00
-Camera body		
-Carrying Bag		
-Batteries		
Nikon 85-400mm zoom lens	1	\$1,680.00/\$1,680.00

<b>Storage Media Cards</b>	<b>2</b>	<b>\$40.00/\$80.00</b>
<b>Magnus DX-5330M Tripod</b>	<b>1</b>	<b>\$45.00/\$45.00</b>

- **Purchase Spare Power Amplifiers**

- **Background**

- Power amplifiers are at the core of WKNC's transmitter coverage ability. The amplifiers allow the transmitter to reach thousands of listeners which drive income for WKNC. From time to time these amplifiers will fail. When they fail and cannot be replaced immediately, the transmitter must operate at lower power and reach fewer listeners.

- **Solution**

- Purchase power amplifiers with the intent of having spares ready for replacing failed power amplifiers.

- **Cost**

<b>Product</b>	<b>Quantity</b>	<b>Unit Cost/Total Cost</b>
<b>Harris Power Amplifier 9929261002</b>	<b>2</b>	<b>\$738.00/\$1476.00</b>

- **WKNC Battery Backup System**

- **Background**

- The engineering room and the studio in the WKNC suite is the heart of WKNC's operation. Everything WKNC needs to be on air and online resides in one of these two rooms. At this time, neither room has backup power for electrical outages in Witherspoon. All it takes for WKNC to go off air is a momentary lapse of power. When there is a power lapse in the WKNC suite and there is no technical support available, the station could be down from 20 minutes to several hours.

- **Solution**

- Purchase a power backup system that can power both the WKNC engineering room and the WKNC studio during both brief and extended power outages.

- **Cost**

Product	Quantity	Unit Cost/Total Cost
Toshiba UPS System	1	\$10,000.00/\$10,000.00

- **Migrate from 152.1.91.0/24 Subnet to Secured 10.x.x.x/24 Network**

- **Background**

- The network that most Student Media computers are connected to is a public network. This means those computers are connected directly to the Internet with little protection from malicious entities outside the University. At this point, the computers on this network are configured to use built-in security mechanisms to protect themselves from external threats. However, the built-in mechanisms are far from the best solution.

- **Solution**

- The University can set up a private network for Student Media computers. A private network will operate behind more security layers and protect Student Media computers from most outside security threats.

- **Cost**

- No extra costs will be involved in this migration.

- **Replace Desktops per Desktop Rollout Policy**

- **Background**

- See "Desktop Rollout Policy" in References Section.

- **Solution**

- Year three of the Desktop Rollout Policy replaces a total of nine (9) computers.

- **Cost**

Product	Quantity	Unit Cost/Total Cost
Apple 21.5" iMac	5	\$1,918.00/\$9,590.00
-Agromeck	1	
-Nubian	1	

-Technician	2	
-Professional Staff	1	
<b>Dell Optiplex 9020 Minitower &amp; 22 inch LCD</b>	<b>4</b>	<b>\$1,333.10/\$5,332.40</b>
-Business Office	2	
-WKNC	2	

- **Replace Servers per Server Rollout Policy**

- **Background**

- See "Server Rollout Policy" in References Section.

- **Solution**

- Year three replaces the "WKNC" and "Darkice2" servers.

- **Cost**

<b>Product</b>	<b>Quantity</b>	<b>Unit Cost/Total Cost</b>
<b>Dell PowerVault NX400</b>	<b>1</b>	<b>\$4,532.00/\$4,532.00</b>
<b>PowerEdge R520</b>	<b>1</b>	<b>\$3,071.00/\$3,071.00</b>

## 2017 - 2018

- **Replace Photography Equipment per Photography Equipment Refresh Policy**

- **Background**

- See "Photography Equipment Refresh Policy" in References Section.

- **Solution**

- Year four of the Photography Equipment Refresh Policy replaces two camera bodies, one lens and two storage media cards.

- **Cost**

<b>Product</b>	<b>Quantity</b>	<b>Unit Cost/Total Cost</b>
<b>Canon EOS 70D DSLR</b>	<b>1</b>	<b>\$1,200.00/\$1,200.00</b>

-Camera body		
-Carrying Bag		
-Batteries		
<b>Nikon D7100 DSLR</b>	<b>1</b>	<b>\$1,150.00/\$1,150.00</b>
-Camera body		
-Carrying Bag		
-Batteries		
<b>Canon 16-85mm zoom lens</b>	<b>1</b>	<b>\$630.00/\$630.00</b>
<b>Storage Media Cards</b>	<b>2</b>	<b>\$40.00/\$80.00</b>

- **Replace Desktops per Desktop Rollout Policy**

- **Background**

- See "Desktop Rollout Policy" in References Section.

- **Solution**

- Year four of the Desktop Rollout Policy replaces a total of ten 10 computers.

- **Cost**

<b>Product</b>	<b>Quantity</b>	<b>Unit Cost/Total Cost</b>
<b>Apple 21.5" iMac</b>	<b>6</b>	<b>\$1,918.00/\$11,508.00</b>
-Agromeck	1	
-Business Office	1	
-Nubian	1	
-Technician	2	
-Professional Staff	1	
<b>Dell Optiplex 9020 Minitower &amp; 22 inch LCD</b>	<b>4</b>	<b>\$1,333.10/\$5,332.40</b>

-Business Office	1	
-WKNC	2	
-Windhover	1	

● **Replace Servers per Server Rollout Policy**

- **Background**
  - See "Server Rollout Policy" in References Section.
- **Solution**
  - Year four replaces the "sma-linserver" and "sma-linserver-2" servers.
- **Cost**

Product	Quantity	Unit Cost/Total Cost
Dell PowerVault NX400	1	\$4,532.00/\$4,532.00
PowerEdge R520	1	\$3,071.00/\$3,071.00

## 2018 - 2019

● **WKNC Upgrade Phase T3**

- **Background**
  - The final phase, T3, in the WKNC upgrade is the purchasing and installing of an HD FM transmitter.
- **Solution**
  - Purchase and install HD FM transmitter.
- **Cost**

Product	Quantity	Unit Cost/Total Cost
<b>HD Radio Upgrade:</b>		<b>\$112,000</b>
-HD Transmitter		
-HD Importer and Exporter		
-HD Audio Processing		



-Monitoring		
-RF switch		

- **Comments**
  - There will be a one time iBiquity license fee not included in above costs.
- **Purchase Spare Power Amplifiers**
  - **Background**
    - Power amplifiers are at the core of WKNC’s transmitter coverage ability. The amplifiers allow the transmitter to reach thousands of listeners which drive income for WKNC. From time to time these amplifiers will fail. When they fail and cannot be replaced immediately, the transmitter must operate at lower power and reach fewer listeners.
  - **Solution**
    - Purchase power amplifiers with the intent of having spares ready for replacing failed power amplifiers.
  - **Cost**

Product	Quantity	Unit Cost/Total Cost
Harris Power Amplifier 9929261002	2	\$738.00/\$1476.00

- **Replace Photography Equipment per Photography Equipment Refresh Policy**
  - **Background**
    - See “Photography Equipment Refresh Policy” in References Section.
  - **Solution**
    - Year five of the Photography Equipment Refresh Policy replaces two camera bodies, two lenses and one storage media card.
  - **Cost**

Product	Quantity	Unit Cost/Total Cost
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<b>Canon EOS 70D DSLR</b>	<b>1</b>	<b>\$1,200.00/\$1,200.00</b>
-Camera body		
-Carrying Bag		
-Batteries		
<b>Nikon D7100 DSLR</b>	<b>1</b>	<b>\$1,150.00/\$1,150.00</b>
-Camera body		
-Carrying Bag		
-Batteries		
<b>Nikon 35mm lens</b>	<b>1</b>	<b>\$360.00/\$360.00</b>
<b>Canon EF 35mm standard (low-light) lens</b>	<b>1</b>	<b>\$280.00/\$280.00</b>
<b>Storage Media Cards</b>	<b>1</b>	<b>\$40.00/\$40.00</b>

- **Replace Desktops per Desktop Rollout Policy**

- **Background**

- See "Desktop Rollout Policy" in References Section.

- **Solution**

- Year five of the Desktop Rollout Policy replaces a total of nine computers.

- **Cost**

<b>Product</b>	<b>Quantity</b>	<b>Unit Cost/Total Cost</b>
<b>Apple 21.5" iMac</b>	<b>5</b>	<b>\$1,918.00/\$9,590.00</b>
-Agromeck	1	
-Nubian	1	
-Technician	2	
-Professional Staff	1	
<b>Dell Optiplex 9020</b>	<b>4</b>	<b>\$1,333.10/\$5,332.40</b>

<b>Minitower &amp; 22 inch LCD</b>		
-Business Office	2	
-WKNC	2	

- **Replace Servers per Server Rollout Policy**

- **Background**

- See "Server Rollout Policy" in References Section.

- **Solution**

- Year five replaces the "AVA" and "sma-linserver-3" servers.

- **Cost**

<b>Product</b>	<b>Quantity</b>	<b>Unit Cost/Total Cost</b>
<b>Dell PowerVault NX400</b>	<b>1</b>	<b>\$4,532.00/\$4,532.00</b>
<b>PowerEdge R520</b>	<b>1</b>	<b>\$3,071.00/\$3,071.00</b>

## **Other Expenses in 5 Years**

- **Replace Business Office Color Laser Printer**
- **Replace WKNC Lobby Laser Printer**
- **Replace Professional Staff Printers**
- **Caller Recording Ability**
- **Fire Safety and Physical Space Management**
- **Spare Firewall Appliances**
- **Premise Security System for Staff Safety**

# References

## Desktop Rollout Policy

- **Purpose**

- To consistently replace desktop computers in order to maintain an efficient work environment for employees, to increase employee productivity with faster and more reliable computers, and to prevent down times that result in financial losses.

- **Refresh Interval**

- All Student Media computers will be replaced in a five-year period. On the sixth year, the refresh cycle will start over, replacing the computers that were purchased in the first year. This cycle will replace all Student Media computers within a five-year period and account for several extra computer purchases as Student Media's needs grow.
- Agromeck
  - Replace one computer per year
- Business Office
  - Replace two computers per year
- Nubian
  - Replace one computer per year
- Technician
  - Replace two computers per year
- Windhover
  - Replace one computer every other year
- WKNC
  - Replace two computers per year
- Professional Staff
  - Replace one computer per year

- **LCD Monitor Replacement**

- Apple replacement computers will be a form of iMac. This model is an all-in-one device that includes an LCD monitor. Devices that are not Apple, or computers that are not all-in-ones, will the purchase of separate monitors. Monitors will be included in the purchase cost of non-Apple computers.

- **Warranty Coverage**

- When new computers are purchased, the purchase cost will include five years of warranty. This will cover the computers for the duration of their life cycle.

## Server Refresh Policy

- **Purpose**

- The purpose of the Server Refresh Policy is to ensure all Student Media services are consistently available, reliable and quickly accessible for Student Media staff and the community Student Media serves. This can be achieved by replacing server equipment on a defined timeline. By periodically replacing server hardware, Student Media not only can maintain its expected services but grow those services and offer new services as Student Media moves forward.

- **Refresh Interval**

- Student Media utilizes two levels of servers, which can be thought of as simply "low" and "high." A server's level is determined by the amount of resources their main areas of service require. High-level servers will be replaced every four years from their purchase date. Low-level servers will be replaced every five years from their purchase date. These life expectancies are derived by available server usage data, average life expectancy of server-rated hardware, future growth requirements and financial resources available.

- **Warranty Coverage**

- Replacement server purchases will include warranty coverage that will last the duration of life expectancy of the server (four years for high-level servers and five years for low-level servers.)

## Photography Equipment Refresh Policy

### ● Purpose

- The purpose of the Photography Refresh Policy is to ensure the photography equipment available to Student Media photographers are working reliably and comparable to those used by professional photographers. Photography equipment includes camera bodies, lenses, batteries, storage media, carrying bags and tripods.

### ● Refresh Interval

- Based on Student Media's usage of photography equipment, the following lists the replacement schedule of the various equipment needed for photographers.
- Camera bodies will be replaced every three years from their purchase date.
- Lenses will be replaced on an as-needed basis, since their life expectancy is based so strongly on how users maintain them. Also, accidents happen, even for the most careful student media photographers.
- Batteries will be replaced every three years from their purchase date.
- Storage Media, such as compact flash cards and SD cards, will be replaced every three years from their purchase date.
- Carrying bags will be replaced on an as-needed basis.
- Tripods will be replaced on an as-needed basis since since, as is the case with lenses above, their life expectancy is based so strongly on how users maintain them. Also, accidents happen, even for the most careful student media photographers.

### ● Warranty Coverage

- Replacement of camera bodies and lenses will include the cost of warranty coverage for the duration of the equipment's life expectancy. Carrying bags, tripods, storage media and batteries are excluded from warranty coverage because these items are either consumables or unavailable with warranty coverage.

## Yearly Cost Breakdown

	2013-2014	2014-2015	2015-2016	2016-2017	2017-2018	2018-2019
<b>Total Year Cost</b>	<b>\$7,590.00</b>	<b>\$64,721.30</b>	<b>\$41,933.50</b>	<b>\$37,006.40</b>	<b>\$27,503.40</b>	<b>\$102,031.40</b>
Reduce On-Site Servers	\$0.00					
Replace and Upgrade Photography Equipment	\$7,590.00					
Replace Photography Equipment per per Photography Equipment Refresh Policy		\$3,135.00	\$3,075.00	\$3,005.00	\$3,060.00	\$3,030.00
Replace "PhotoSlush" Server		\$4,532.00				
Replace Darkice Server		\$3,071.00				
Replace Skimmer Server			\$3,071.00			
Replace Desktops per Desktop Rollout Policy		\$15,507.30	\$16,255.50	\$14,922.40	\$16,840.40	\$14,922.40
WKNC Upgrade Phase T1		\$37,000.00				
WKNC Upgrade Phase T2			\$15,000.00			
WKNC Upgrade Phase T3						\$75,000.00
Migrate from 152.1.91.0/24 Subnet to Secured 10.x.x.x/24 Network				\$0.00		
WKNC Battery Backup System				\$10,000.00		
Purchase Spare Power Amplifiers		\$1,476.00		\$1,476.00		\$1,476.00
Replace "sma-winserv-1"			\$4,532.00			

" Server						
Replace "wknc" Server				\$4,532.00		
Replace "AVA" Server						\$4,532.00
Replace "darkice2" Server				\$3,071.00		
Replace "sma-linserver" Server					\$4,532.00	
Replace "sma-linserver-2" Server					\$3,071.00	
Replace "sma-linserver-3" Server						\$3,071.00



# STUDENT MEDIA ORGANIZATION REPORTS - JANUARY, 2014

## ***Agromeck*** **submitted by Chelsea Brown, editor**

### **Revenue**

Ad companies are now sending regular payments for the ads they purchased.

### **Personnel**

We will have another change in the photo editor position this semester. Ryan Parry is leaving to study abroad and John Joyner is stepping down. We will train and hire Molly Donovan to serve as interim photo editor.

We have retained all staff members over winter break.

### **Training**

We will be attending training with all departments of Student Media this Saturday from 9 a.m.-5 p.m. All staff members will receive photo training, and then we will break off into training specifically for *Agromeck*.

### **Marketing and Promotions**

The Facebook page has received much attention from senior portrait posts and polls for specific spreads. We will be posting more to promote senior portraits, senior ads and book sales.

We will run ads in the *Technician* to promote senior portraits.

"Buy a Book" postcards designs have been sent to the printer. There was some trouble with the bleed settings and point size. I am unsure as to whether they have been successfully printed because I have not talked to Krystal since she had her baby.

I have sent the business office the necessary materials for the senior ads but have not received follow-up as to whether any progress has been made.

### **Deadlines**

We successfully submitted all 72 pages of our December deadline and just completed the proofs for the deadline as well. Our next deadline is Feb. 12 and will also consist of 72 pages.

### **Senior Portraits**

Senior portraits will take place outside of our office from Jan. 13-17. We have sent out an email blast to all seniors and advertised the portraits through Facebook.

## **Business Office submitted by Sarah Buddo, business office manager**

### **Revenue**

*Technician* - Since our 'Buy 1 get 2 free' special, premium space sales have increased. Sales increased steadily until Thanksgiving, and we saw a decrease in sales for the remainder of the year. We have started out the year and have tried to implement some new tactics to increase revenue. We have no special sections coming out this month, but we will begin February with the *RED: Baseball Preview*. We have given clients the option of receiving 15% off their whole purchase if they purchase an ad in both the *Technician* and *RED: Baseball Preview*. We are hoping this will increase sales for both outlets.

WKNC - Our sales for WKNC are primarily made by our WKNC sales rep, Jane Trunk. But, there has been a small increase in the rest of our sales staff creating revenue for this media outlet by our Red, Blue and Green package deals. We are very excited about the spark of interest in WKNC and hope to keep it up.

*Nubian Message* - *Nubian* has also seen a small increase in sales with our packages. We hope to run a special in February for the *Nubian* to increase these sales even more.

*Agromeck* - Krystal, Martha, Chelsea, and myself have met to discuss senior ad pages for the *Agromeck*. We have them advertised around Witherspoon. We are hoping these pages will be successful and increase revenue.

### **Personnel**

We've lost a lot of people this semester, including Krystal who is out on maternity leave. We only have six of our ad representatives returning, two designers, and six office assistants. We currently do not have an office assistant for the hours of 9-1:30 on Mondays and Wednesdays. We are looking to fill that spot immediately

### **Training**

In our end-of-the-year training, we worked to implement new ideas that we think will help increase revenue. We did some sales review, student media review and learned a lot. We also have implemented "No" charts where sales staff have to reach 100 "No's" when calling clients and can earn a surprise.

### **Digital Stats**

December 2013

- Facebook:
  - o Total page likes-233
  - o Posts-1
- Post reach- 98
- Post likes- 1
- Post shares- 1
- Instagram:
  - o Followers- 52
  - o Posts- 1
- Likes- 5
- Twitter:

- o Followers-32
- o Tweets- 1
- Digital App
  - o Number of App Opens- 2075
  - o Technician Top News- 291
  - o Technician News- 87
  - o Technician Sports- 44
  - o Technician Features- 42
  - o Technician Viewpoint- 33
  - o Technician Classifieds- 20
  - o Nubian Arts and Entertainment- 6
  - o Nubian Featured- 101
  - o Nubian News- 20
  - o Nubian Perspectives- 13
  - o WKNC Song Requests- 70
  - o Pack Premiums Deals- 49
  - o Pack Premiums Events- 45
  - o Pack Premiums Giveaways- 34

## ***Nubian Message*** **submitted by Kierra Leggett, editor**

### **Personnel**

We ended the semester with a strong staff. No major changes have been made to staff, however photo editor, Kelly Darden will be returning.

### **Training**

The *Nubian Message* staff will participate in the Spring 2014 Mini-Retreat taking place on Jan. 11. Jim Colton, former photo editor of *Sports Illustrated*, will lead a photo session during the morning hours of the retreat and that afternoon there will be sessions on interviewing and using surveys.

### **Coverage**

In our last issue we continued our news coverage of the historically low acceptance rate of African-American students at N.C. State. Coverage also included a feature story on Dwaun June, the first African-American editor-in-chief of *Technician*.

### **Deadline**

The last issue of the *Nubian Message* was published on Nov. 20, 2013. The next issue is set to hit newsstands on Jan. 15.

### **Technology**

n/a

### **Ethical/Legal Issues**

There are no ethical or legal issues that I am aware of at this time.

### **Revenue**

A half-page color ad was sold to the African-American Cultural Center for the Nov. 20 issue of the *Nubian Message*.

### **Newsstands**

Three free-standing *Nubian Message* newsstands were ordered last semester. The stands have finally arrived. Once the proper clearance has been given, the stands will be placed in various places on campus. We hope to have the Harrelson stand replaced with one of the new boxes, closer to D.H. Hill as well as replace/relocate the Engineering II and Caldwell Hall boxes. My staff is very excited about these new stands as many of our old ones are in embarrassing condition.

## ***Technician*** **submitted by Sam DeGrave, editor**

### **Personnel**

There have been several changes in the senior-staff positions at the *Technician* since we last met. The new staff members in these positions are:

Features Editor: Holden Broyhill

- Assistant Features Editor: Taylor Quinn
- Assistant Features Editor: Kevin Schaefer
- Assistant Features Editor: Emma Cathell

Sports Editor: Andrew Schuett

- Assistant Sports Editor: Luke Nadkarni
- Assistant Sports Editor: Rob McLamb

Design Editor: Austin Bryan

Other Changes (by section):

News

- Assistant News Editor: Ravi Chittilla
- Assistant News Editor: Chris Hart-Williams

Opinion

- Assistant Opinion Editor: Justine Schnitzler

In addition to these changes, Josué Molina will be filling the role of managing editor this spring. Until recently, this position had not been filled. Molina served as the copy desk manager during the fall semester.

We are now beginning the spring recruitment push. I'm glad to announce that most people who held entry-level positions last semester have returned for the spring, but I still want to take this opportunity to grow the *Technician's* staff. I have contacted all of the professors teaching journalism courses this semester, and I asked for permission to speak to their students about joining the *Technician*. So far, three out of four of them have responded to my requests, and I will be speaking in their classes next week. We are holding an interest meeting on Friday at 2:30 p.m., and we have been advertising this meeting in the paper since Monday. Bryan and I are also working to design flyers and more attractive house ads to aid in our spring recruitment campaign.

## **Training**

The *Technician's* spring retreat will take place Saturday. Jim Colton, the former photo editor for *Sports Illustrated* and a former journalist in residence for the *Technician* and the *Nubian Message*, will be leading the training, working under the theme of "thinking visually." In addition to Colton's session, Patrick Neal, Kierra Leggett and I will be leading writing-oriented training sessions as well. This retreat is mandatory for all current staff members, and it will be open to all people interested in joining our staff.

## **Technology**

At this time there is not much to add to this section that I haven't said before. Our computers still seem to be struggling with Adobe Creative Suite Six. The program crashes almost every night, and the computers are slow to respond while the program is open.

## **Coverage**

Since our last meeting, I have been pleased with our coverage. It has continued to improve, and we have a lot of ideas planned for the spring semester.

## **Deadlines**

During our last month of publication, we met deadline or submitted the paper within five minutes of our deadline for more than 80 percent of our issues. I anticipate that we will not meet deadline as frequently in the next few weeks because we have a lot of new people in senior-staff positions. However, I don't foresee this being a problem past the next two weeks. I also think that having a managing editor for the first time this year will help us meet deadline more frequently this semester.

## **Ethical/legal issues**

There are no ethical or legal problems to report.

## ***Windhover* submitted by Ajita Banerjea, editor**

## **Revenue**

n/a

## **Marketing**

I have posted the new deadline to Facebook, Twitter, and the *Windhover* website. We currently have much of the staff vocally advertising for submissions in their classrooms. On Facebook, we have 186 likes. On Twitter, we have 173 followers. We have advertisements for submissions going out in the *Technician* this first week of the semester.

## **Personnel**

Since our last junior designer resigned, the new junior designer is Alex Bonner, and he has completed all his paperwork and officially joined the staff.

Recently, the design editor, junior designer, Martha, and I went to Theo Davis to discuss deadlines and layout with Frank. He gave us a tour of the facility and he gave

the designers many ideas, and they are currently working on the theme and possible designs for the magazine.

The committee heads have begun to review the submissions they have thus far, and I will stay in contact with them to make sure they have the reviews in on time.

### **Events**

Our next Open Mic Night is scheduled for Tuesday, February 25th at the Crafts Center.

### **Deadlines**

Our deadline for all submissions was recently extended to January 17th, as we feel we have enough time after that for the committees to send me their final decisions and then to meet publisher deadlines.

## **WKNC**

### **Submitted by Bri Aab, General Manager**

*No report as of Friday, Jan. 10, 2014.*