

**Annual Report
Student Media
June 13, 2001**

Student Media had another successful year. Members of the Student Media Authority Board and other media members agree that the level of service from the staff is better than ever and will only continue to improve. With Student Media's move from Student Development to the Center for Ethics, Leadership, and Public Service, we are excited about the future with our new affiliation. Space issues for Americana, reclassification of Rob Sadler's position, and transferring equipment to Leslie Dare's Distance Education office are all items that we hope to have finished by the end of the summer.

Programs

The scope and volume of our activities has changed a bit this year. We have concentrated on training our students in the technology that they will need to work in the media upon graduation. In fact, some of our graduates this year have gone on to work at major triangle media organizations such as the News and Observer, WDCG-105FM, and WRDU 106FM. Others are pursuing Master's degrees in design, business administration, or computer science.

We worked hard to learn the technology to stream video on the web this year. Our first "streamed" video was a promotional piece for the Student Media Authority. We also took video of Parents Orientation and were able to stream a short "thank you" video to Dr. Stafford for his help in purchasing our video equipment. Currently, we have eight videos online for streaming. The RealServer is currently housed in our server closet, and we are hoping to move it to the Student Affairs Distance Education office (Leslie Dare) to free up some more room in our server closet. The more we work with this new technology, the easier it will be to put video of campus events online for others to see.

WKNC is currently working with outside counsel for the FCC to accept the application to boost their signal from 3000 watts to 25,000 watts. Negotiations with WSOE are still in progress for them to withdraw their conflicting application from the FCC so that WKNC will be able to upgrade to higher power. We hope to have that resolved during the course of this year.

Some of the workshops we have sponsored this year were: Libel and Copyright Issues, and a Features Writing Workshop, Business Training/Review Workshop, Photography Workshops given by local photographers and former NC State Media Alumni, Simon Griffiths and Roger Winstead for Agromeck, Nubian, and Technician. All of the photographers attended Hazmat training to fulfill OSHA requirements for our two darkrooms.

Technician moved to publish five times a week from the former four days a week, making Technician a daily publication for the first time.

Ten students attended the College Media Advisers and Associated Collegiate Press conference in Washington and New York.

Student Media sponsored the student government debate in Witherspoon Cinema. The WKNC staff provided technical support for the live broadcast on the Andrew Payne Show. This debate was broadcast on the airways of WKNC and streamed on the WKNC web page. Callers could ask questions on the phone or email their questions to the candidates. It was our first fully interactive debate. This partnership with Student Government is a positive one that will continue to grow in the future.

The same type of technology was used to broadcast information about ticket distribution. Students were able to ask questions to the committee who worked to figure out a solution to the ticket distribution problem.

At Student Media, our web pages already use some of the latest technology including streaming audio, webcam, forms, message boards and surveys. Due to the technologically-savvy students and staff that we employ, our web pages are dynamic and interactive. We are always looking for new ideas to make our web pages serve the students in interesting and exciting ways.

Many times, it seems that the students push us to learn about new technologies that they already know and understand. When they approach us about adding something new to their web pages, it forces us to learn about new developments in creating cutting-edge web pages.

Some of the technologies that we are already using:

WKNC's webcam which allows students to have an interactive experience with the radio station.

WKNC's interactive request page and streaming live audio which supports approximately 2000 listeners per month.

WKNC's message board that allows students to give feedback to the radio station and to provide a forum for ideas and issues.

Technician Online - early in 2000, TOL underwent another upgrade making the website fully dynamic. TOL is utilizing the latest in web technologies including a SQL database that makes the website one of the most advanced college websites in the country

WKNC Board of Directors participated in skydiving at 6:15am as a team-building activity. Some crazy WKNC staffers took a great leap of faith in an effort to gain better understanding of each other.

Compact Plan

Student Media Goals for 2001-2002:

1. To provide training for students to become competent as media professionals.
2. To produce award-winning publications.
3. To hold workshops in various topics including Sexual Harassment Awareness, Ethics, Customer Service, Team building, Budgeting, and Diversity.
4. To work as a team to create a nurturing and stimulating environment for students.
5. To be role models and mentors for media students.
6. To provide the highest level of service to students in their media endeavors.

Here are some of our initiatives and educational outcomes for the year that should be included in our Compact Plan:

1. Providing a creative, positive learning environment for students who work in Student Media. This includes helping students maintain a positive attitude while they are providing a service to the community of NC State. Students should feel like they are at the heart of community, helping to seek the truth in reporting the news. The environment should allow the students to be passionate about media, energized to participate in our community, and enthusiastic for their involvement in human affairs.
2. Teaching students to be competent as responsible, mature adults. This includes adopting and adhering to a journalism code of ethics which will lead to greater credibility for students who work in the news media. We will work with them to be mannerly and

- responsible in their interviews and news reporting. They will also be taught how to create and follow a working budget in a way that will benefit the Student Media Authority for years to come. This delayed gratification will help students look at the big picture instead of concentrating on their immediate needs.
3. Developing skills to work in the media. This goal is open to a variety of fields including customer service, management, engineering, graphics, business, computer skills, photography, and writing. Through workshops, conferences, one-on-one training, and participating in critiques, our students should improve in their media skills while they work for Student Media.

Strategies and Schedule:

Work with the media heads to develop programming they would like to see for the year and encourage them to ask their staff members for ideas on future programming. (August)

Develop contacts with media organizations in the Triangle, including those on campus, and provide students with opportunities for interactions with local professionals. This would include programming such as tours of facilities, locating mentors for students, and bringing in speakers for seminars. (ongoing, planning to take place in October)

Develop the Student Media Training Institute (SMTI) which includes core workshops for students to attend during the course of the year. (See our wolf mascot Smitty.) This cohesive series of workshops, training sessions, and one-on-one training for students will encourage students to be better equipped to do their jobs for Student Media.

In addition to the Student Media Retreat, and the session on Administrative Procedures, we will provide three core workshops:

1. Managerial and people skills to help young managers with their supervisory positions. (Coordinator -Fran)
2. Computer workshops for those who are not as adept at computer skills. One will concentrate on hardware and another will focus on software such as Photoshop, Web Design software, Quark, Excel and Word. (Coordinator -Scott)
3. Sexual harassment awareness, gender equality and diversity. Similar to Project Safe training, this workshop will let students know the importance of working with diverse populations. (Coordinator -Rob)

Other workshops and speakers will be determined at a later date. When students attend a number of workshops, they will receive a certificate from SMTI that says they have completed the training.

We will also provide a voice coach for WKNC and a writing coach for Technician. These coaches will work with the students to improve their performance in writing and speaking on the air.

Diversity

Chuck Jones from the Men's Student Union, was featured on the Andrew Payne show (WKNC 88.1 fm) discussing his new club at NC State and the issues surrounding it. Also WKNC added a new show to its Saturday line up from 2-3pm which will focus on women's music and issues.

A possible speaker for media students is Dr. Robert Entman. He co-authored the book, the Black Image in the White Mind: Media and Race in America. We would like to partner with African American Student Affairs to bring Dr. Entman to speak to our students. We would also like to bring William Raspberry to campus to speak to our students.

Staff, Kudos

Throughout the year, the Student Media General Administration staff has struggled to tackle the accounting duties that were left by a vacant accounting clerk position. The staff is still wondering if an accounting clerk position is needed or if the duties can continue to be done by the three current staff members. Also, we are trying to reclassify Rob Sadler's position so that his job description more closely matches the tasks that he currently performs. This reclassification has been in the works for over six months and frustrations are mounting for an answer to whether or not this reclassification can happen.

Another piece to this puzzle is the absence of office space for our new media group, Americana. Americana is an online journal of ideas, stories, editorials, photos, videos, and poetry. This additional medium will expand the scope of our educational resources and encourage our students to stay at the cutting edge of technology. The staff of Americana is an enthusiastic bunch, and they will be a welcome addition to our current Student Media Authority. The Americana staff will also provide web designing services for the other five media groups. We have figured out a way to make office space work for Americana by moving Scott Fulton in to 314 Witherspoon, moving Windhover into 321A with Americana, and moving Rob Sadler into 321. This plan will work if we do not hire an additional staff member to do the accounting duties. If we do need to hire an additional person, then we will need to revisit the space issue for Americana.

Though it was hard work, we made it through the last summer with some new skills under our belts (Peoplesoft!), and we found new ways to do old administrative tasks. Scott Fulton, System Administrator is working to find ways to develop databases on the web for payroll, resources, and managing the Listserv online. Working together, we implemented some of these changes using the technology that is at our fingertips. The newly "revamped" Accounting Clerk position was filled briefly by Kiesha Porter, who stayed on board for 2 months. Since her dismissal, we have divided the accounting duties among the three staff members.

Scott Fulton and Rob Sadler were nominated for the Student Affairs Technology Award for their excellence in making our administrative forms available for students on the web. Students also are able to print their timesheets from the web, and print out mail forms from any computer at any time from the web.

Our current advising staff consists of vacant, Accounting Clerk; Rob Sadler, Assistant Coordinator for Student Media Advising; Scott Fulton, System Administrator; and Fran Dickenson, Coordinator for Student Media Advising. The media heads for the year are Mark McLawhorn and Jimmy Ryals, Technician; Adedayo Banwo, The Nubian Message; Arielle Menges, WKNC; Wortham Boyle, Agromeck; and Emily Townley, Windhover, and Americana, Bryan Ferris. The summer chair for SMA is Mark McLawhorn.

Some kudos for Technician staffers:

Fran, I just want to express my appreciation for the two great Technician articles that Ayren Jackson has helped me with this year. She has done an outstanding job of news reporting...accuracy and completeness has been the keynote of both articles. In the fall she did a great job on an article about the Truman Scholarship Program, and then last Thursday's article on my folder reviews and my wonderful volunteer folder reviewERS was just outstanding. I was so pleased that I copied it and sent it to all of my faculty folder reviewers!

I am so happy with the cooperation I have had from the Technician this year!! Please express my appreciation to Aryen. Pat Lee

Jeremy, I want to thank you for the column you wrote in today's Technician. In the 30 years that I have been at NC State, I can't recall very many columns written by our students that were more significant or provided a more appropriate perspective on what's important in life. THANKS!
Dr. Thomas Stafford

Spaine, thanks for a really great article on our mountain adventure. You really captured the essence of our trip. The photos turned out well also; I know Suzanne will be excited. Thanks again. Dr. Thomas Stafford

Dear Spaine,

I read the article at home yesterday. I had saved it for just the right moment, and curling up in the kitchen with a cup o' coffee and your article was just the ticket. I think you did (as usual) a superb job capturing the essence of the trip. I was fully confident that you were the perfect person for the job, and you were! Thanks so much. I agree that it is difficult to do justice to an experience of this magnitude. As educators, our hope is that this type of service is life-changing, and of course a few paragraphs aren't quite enough room to fully capture all the nuances of the trip. Perhaps a Technician "special edition" next week??!! :) Just kidding. I will certainly keep you posted on other items in which I think you'd have an interest, and please do the same. If you see today's N&O, check out Ruth Sheehan's column. It was a very sweet, poignant piece on motherhood. I think you'll like her stuff--she is fiery women's advocate one day, and proud mom the next. I always appreciate women and men who can't easily be typecast. Til next time,
Evelyn "Doc" Reiman

Windhover has enjoyed a number of awards through the years including the highest honor bestowed on a student publication in the nation, the Pacemaker Award. In 1999, from almost 60 magazines that entered the Pacemaker competition, only seven earned National Pacemaker honors. Since 1996, Windhover has won a Pacemaker Award each year. The Windhover walls are heavy with other awards won from other organizations including:
Printing Industry of Carolinas Best of Education Category, 1983, 1988, 1992
Associated Collegiate Press All American Award, 1987-88, 1989-90, 1992-93, 1993-94
Best of Show Award, Associated Collegiate Press, 1995
Associated Collegiate Press Pacemaker 1992, 1996, 1997, 1998, 1999.
Society for Collegiate Journalists First Place in Literary Competition 1999
Society for Collegiate Journalists Overall Excellence 1999

The 2000 Windhover book, poster and promo card were honored in the American Center for Design's Annual 100 Show (ACD 100). The pieces will be on display in an exhibit and was published in a compilation book of the best 100 designs of 2000. In addition, the poster was published in *Typographics 4*, a book of outstanding graphic design. Designers Kyle Blue and Mike Metz along with Editor in Chief Emily Townley worked as a team to produce the award-winning design.

The American Center for Design (ACD) is a nonprofit national membership organization that serves the needs of designers of all disciplines and disseminates information on the value of design to a more general audience. ACD's mission is to educate and inform design professionals about current research, ideas, and technology that affect design; to support excellence in design education; to educate the business community about the strategic value of design; and to build public awareness of design's role in shaping our culture and economy.

ACD's 100 Show competition recognizes significant trends in communication design. Instead of choosing entries by consensus, judges make their selections independently, which results in a "curated" assemblage of print, packaging, and interactive designs. The 100 winning entries are

presented in an exhibition and in an annual catalogue, Design Year in Review. The 100 Show is a traveling show that is available for rent

The Agromeck Staff from the North Carolina State University yearbook has been recognized by Taylor Publishing Company with an Award of Merit honoring its accomplishments in yearbook design and coverage. Congratulations to Jason Bostic and Natalie Duggins.

Recommendations

A major concern and focus of our staff this year is to make sure that the bills are paid on time, the students are paid, and resources are kept orderly. In the absence of a permanent Accounting Clerk, we will work together to make sure these duties are carried out in the best way possible. Rob Sadler has primarily performed these duties. We would like to recommend that his position be reclassified so that the work he is doing is reflected in his work plan and salary.

When our staff and space issues are resolved, this year should be an exciting one. With the possibility of WKNC upgrading to 25,000 watts, and Technician publishing five days a week for the second year, our student media is making strides in providing the best service possible for our campus community. We hope to have our "house in order" by the end of the summer. After that point, we all know what we need to do to make the year run smoothly and to make sure the students have a positive experience working with Student Media.