

NOTES

January 23, 2007 • 6 p.m.
Student Media conference area, Witherspoon

CALL TO ORDER

Present: Christine Dipietro, Joe Humphries, Simon Huleatt, Brandon Wright, Keitris Weathersbe, Tyler Dukes, Adam Compton (non-voting)

Guests present: Bradley Wilson, Martha Collins, Jamie Gilbert and Steve McCreery

Absent: Darryl Hardy, Jacqueline Indula, Lauren Gould, Brian Ware, Will Quick

Because there was no quorum, no official business could take place. However, members and guest present reviewed the items below and discussed board reform. We have until Feb. 1 to get materials prepared for the ballot, including the paragraph that students will see. The actual wording of the new Constitution has been online with no objections since September and the Statute/Student Body Constitution version has been online for three years with no objections. No one present tonight objected to presenting this as the wording.

Election of Board officers. (Did not take place due to lack of quorum.)

OLD BUSINESS

1. Approval of the minutes.
2. Student Media Board reform.

NEW BUSINESS

Code of Ethics violation and possible revision.

REPORTS

1. *Technician* focus group (ATTACHED)
2. *Technician* Time Out for Diversity 2006 (ATTACHED)
3. *Agromeck*, Brandon Wright, editor
4. *Americana*, no editor
5. *Nubian Message*, Keitris Weathersbe, editor
6. *Technician*, Tyler Dukes, editor
7. *Windhover*, Lauren Gould, editor
8. WKNC 88.1fm, Brian Ware, general manager
9. December budget update
10. Society for Collegiate Journalists

EXECUTIVE SESSION

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

ADJOURN

REPORTS

Due Jan. 18 at 5 p.m.

AGROMECK

Submitted by Brandon Wright, editor

Mary Beth Hamrick, managing editor, *marybeth@agomeck.ncsu.edu*

William Alligood, photo editor, *will@agomeck.ncsu.edu*

Melissa Patzwaldt, section editor, *melissa@agomeck.ncsu.edu*

John "Cooper" Elias, section editor, *john@agomeck.ncsu.edu*

Mark Fenimore, design editor, *mtfenimo@ncsu.edu*

Jamie Rochelle, marketing manager, *jrrochel@ncsu.edu*

Jon Clemmons, assistant manager, *jpgclemm2@ncsu.edu*

Staff recruitment/retention – Part of my goals when I was hired as the editor was to recruit and build a trustworthy staff. As of this semester, we have eight active editors/managers and four writers and designers. As a result from the semester change, we have lost three to five active staff members due to overloads in class or other reasons. However, we have added two new staff members who will be learning the fundamentals of design and writing. Liz Koenig, a junior in psychology, and Lauren Brookshire, a freshman communications media, both show promising additions to our staff.

The inner core of our staff has become really close. At times there is tension, but I believe this keeps everybody doing what tasks they should be on. The bonding staff has led to friendships developing outside of the office. This staff really has learned to trust each other and has learned that they can count on each other. Hopefully, this will spill over into the younger staff members as they come in.

I will be setting dates for a monthly staff dinner within the next couple weeks.

Budget – There are no deviations to the budget.

Leadership classes – Over the course of the semester, I will be taking the monthly required leadership courses. I enrolled in LDS-116, LDS-169, LDS-111, and LDS-137. My goal is to take advantage of this series and take the required 10 classes to earn a certificate in leadership. If time allows, I want to take one or two more classes during the semester.

Production schedule – I have attached the current ladder for our production schedule. Bradley and I sat down at the end of the fall semester and evaluated the easiest way for the book to get back on schedule. We finished the fall semester about 26 pages short of our projected goal of 100 pages due to the plant.

To compensate for that, we added a mini deadline on Jan. 17 to turn in all the theme pages. We also kept the Jan. 26 deadline and canceled the February deadline. This allowed us to add more to the January deadline and then add more to the March deadline. This also had to be done to keep the number of deadlines the same as before so that we follow the payroll salaries. By the end of January, we are projected to be back on track with the plant, an admirable feat in my opinion.

Advertising – Our advertising has become an added element to this staff. We are learning things that do and do not work. We have put up a display of *Agromeck* man in the bookstore. It is yet to be seen if this has worked or not. We are possibly going to try moving the display around campus to other spots.

During the winter retreat for the staff, given by Bradley, we looked at things we thought could be done better to help increase sales of the book. As a staff, we came to the realization that it really is the parents who buy the books for their students. By realizing this, we are going to create one or two mass mailings to the parents of all students. Of course, a parent will probably ask a student if they know what the *Agromeck* is if they get a card in the mail, so we will still keep up our efforts to get the word out about the book to students as well.

AMERICANA

No report

NUBIAN MESSAGE

Submitted by Keitris Weathersbe, editor

Staff recruitment and Updates – The first issue was available on Jan. 17. Since December 2006, 4 people have been hired. Two students have expressed interest in copy editing and I am scheduled to meet with them soon. There are 29 people on staff.

Starting in January, evaluations will be given to the staff on a bi-monthly basis. These evaluations will be used to address any concerns of the staff, and for the staff to give feedback on readership and staff leadership. We have made significant improvement from a year ago, but there are more improvements to be made. My top priority, in terms of hiring and positions, is to find a well-trained layout or design student. At the moment, I am the only staff member producing layouts.

The *Nubian Message* advisory board plans to meet this semester; time and date TBA. The staff and I are in the process of setting dates for open house, one taking place in February and the other in April. As for staff awards, the staff member who produces the best work each month will continue to be awarded. In addition to a certificate, the staff member will receive All-Campus credit (future reports will include names and awards.)

Goals – Our goal for the semester, and for the future, is to increase circulation. Questions have been raised from readers as to when we will have more bins available at more locations. Until the budget allows for such, we will continue to pass out copies of the *Nubian* as a staff, in areas the *Nubian* is not available.

Budget – On Dec. 1, 2006, the *Nubian Message* staff held an end-of-semester gathering. Funding for the gathering has been deducted from the staff development portion of the staff budget.

Leadership courses – Leadership courses for the semester include:

- LDS 4 Stressed? Laugh It Off
- LDS 185 Building Bridges: Leading Diverse Groups Through Conflict

TECHNICIAN

Submitted by Tyler Dukes, editor

Submitted Jan. 23

Budget – There are no significant deviations from the budget.

Staff Recruitment/ Retention – The staff of the *Technician* has experienced quite a bit of turnover since the end of the fall semester. Over the winter break, I received the resignations of two more section editors, which puts the total number of section editors who have resigned from their posts up to six. Burnout is the largest factor that has caused these resignations, but the latest two employees also left due to personal reasons as well. We've shifted some things around, so the following is the new makeup of the *Technician's* editorial board.

- Tyler Dukes, editor in chief, editor@technicianonline.com
- Josh Harrell, news editor, josh.harrell@gmail.com
- Saja Hindi, deputy news editor, saja.hindi@gmail.com
- Maggie Luckadoo, assistant news editor, mcluckad@ncsu.edu
- Kathryn Parker, features editor, akparker3@gmail.com
- Josh Hines, deputy features editor, jhhines@unity.ncsu.edu
- Kelly Helder, science & tech editor, klhelder@gmail.com
- Kyle Blakely, viewpoint editor, ksblakel@ncsu.edu
- Tanner Kroeger, sports editor, tkroege@ncsu.edu
- Clark Leonard, deputy sports editor, cdleonar@ncsu.edu
- Nick Jeffreys, deputy sports editor, lcparews@ncsu.edu
- Tara Croft, copy desk chief, tdcroft@unity.ncsu.edu
- Ronny Nause, photo editor, rmnause@ncsu.edu
- Katie Graf, design editor, katie_graf@ncsu.edu
- Laura Parewski, deputy design editor, lcparews@ncsu.edu

I'm confident this staff is solid and that it will last through the duration of the spring semester. Nevertheless, I'll be keeping a close eye on staff morale and will endeavor to support my editors and help them when they have trouble through the course of the semester.

In the upcoming weeks, we'll also be starting up our recruiting drive. We've already begun running house advertisements that will draw people in. In addition, we'll be setting up information tables and visiting classes around campus to find new people.

Production Schedule – This staff is doing an excellent job sticking to the 1 a.m. deadline. In November, we met our 1 a.m. deadline 85 percent of the time, surpassing our goal of 80 percent. Of the three times we missed the deadline, news was the last page turned in, which makes sense due to the section's late-breaking nature. However, we didn't once meet our

midnight goal in the month of November. This is a problem and I think it is one of the many factors that leads to burnout. Since the beginning of the semester (seven issues), we have missed our 1 a.m. deadline once and made the midnight goal once. Our focus this semester will center around getting sections out earlier and hopefully increasing the occurrence of meeting the midnight deadline.

Projects – In an effort to streamline production and fill more pages with informative and entertaining content, we've finally rolled out our redesigned Page 2. This page features at-a-glance style copy that is designed to be quickly read and digested by the reader. The page features some of the familiar news elements such as the police blotter and In the Know. There will also be some new features, such as *Technician* Backtracks, which looks back at headlines of the past, and a feature photo, which will run every day. It's our belief that this easy to design and valuable page will increase the quality of the news section and lead to a more stable layout throughout the course of each week.

Leadership Classes – I've signed up for the remainder of the Leadership Development Series courses for the spring semester. I will be taking the following courses:

- Jan. 22 – Leadership Practices Inventory
- Feb. 7 – Ethics and Actions
- Feb. 28 – Ethics in Business
- March 27 – Working with Diverse Populations

Monthly Training – We have already set up a training schedule for the remainder of the spring semester. This schedule is listed below.

- Feb. 11 – Training Session
- March 18 – Training Session
- April 1 – Training Session

Bradley and I will work to coordinate these training sessions during the course of the semester.

Ethics Violations – There were two violations of our Code of Ethics that occurred during the fall semester that are worth serious discussion. One involves a possible retooling of the current version of our code, while the other provided an interesting learning experience.

On Nov. 28, we published both a story and an editorial about a group who was “giving away” free hugs in the Brickyard. In the story and the editorial, we published the incorrect date for the event. Because both pieces ran a few days prior to the event, we had the opportunity to correct our mistake and notify our readers so they could still attend. In light of this fact, I made the decision to run a front-page correction, as well as a correction on Page 2 and on the editorial page. This was a violation of our Code of Ethics, which states that corrections and clarifications must always run in a consistent location throughout publication. I would like to suggest we amend this policy to allow for more flexibility in the judgment of more egregious errors, whose corrections may benefit readers more if placed differently in the paper.

The second violation was a more serious one. On Dec. 6, we published a story entitled “Hunting for any season.” The photo that ran with this article depicted a female student aiming a hunting rifle in a wooded area. She displayed no acknowledgement of the photographer's presence. Underneath the photo, the caption stated that the student was posing for the photo. The photographer, Matt Moore, made it clear to the photo editor that he had staged this photo, very

much in the same vein as an environmental portrait. The photo editor and the director of photography however, informed the photographer that this was unethical and that the photo would not be running with the article. Despite this dialogue, the photo was mistakenly placed on the page and printed in the next day's issue. I, along with my editors who checked and approved the page, was not aware of this conversation did not see a problem with the photo. We were wrong. In several discussions with our adviser and with the director of photography, it became clear to us that the photo was indeed unethical in that it deceived the reader into thinking this was a candid image. This detracts from the credibility of our photography in general.

I'm confident that this staff has learned a lot from this mistake. In the months following this event, the photo editor, along with several other section editors, have brought issues to my attention that may be unethical. In one instance their discretion led to us pulling from the a photo that was definitely unethical.

WINDHOVER

Submitted by Lauren Gould, editor

Budget – There are no deviations to the budget.

Production schedule – Submissions are now closed. All literary submissions have been chosen. Other media are in the final stages of review. We have been meeting with Frank Pulley at Theo Davis to work through printing issues and set production deadlines. We expect the book to go to the printer at the end of February. Everything is on schedule.

Web site – Josh Smith, Web master, is still in the process redesigning the Web site, but an improved version of the site is up and running.

New plans – We are planning to have interaction between the book and the Web site. In this way, we can include media such as video and digital literary works on the Web site and direct book readers to the Web site to experience these media. The Web site can also work as an expansion of the book in this way.

WKNC

Submitted by Brian Ware, general manager

General – WKNC is still on the air! The staff for WKNC is back in full force for the spring semester of 2007. WKNC saw the graduation of five staff members on Dec. 20. On the other hand, the staff was increased by 24 new members upon their successful completion of the fall training course. The spring training class begins on Jan. 25. WKNC has a current on air DJ schedule that is nearly full for our daytime format with the exception of four open shifts. We have DJs live on the air from 5 a.m. until 2 a.m.

Promotions – The WKNC Double Barrel Benefit 4 will be taking place on Friday, Feb. 2, and Saturday, Feb. 3. This event looks to be the most successful out of all of the previous benefits. The Double Barrel Benefit 3 held last February was named one of the best shows of 2006 by the *Independent Weekly*.

Budget – WKNC continues to maintain close contact with the business office to increase our sponsorship income. Recent activity included the production of a DA for Herbalife. The DA was written by Jamie Lynn Gilbert and voiced and produced by Brian Ware. The client sent this e-mail response to the business office upon hearing the completed DA: “Tell everyone that it was FANTASTIC. Our company has grossed more than \$3 billion. That is how large it is, and the actual CEO of everyone (not only in the US, in 63 countries) heard it and said he had known of people hiring marketing companies at something like \$30,000 for an ad that did not even come close to yours.”

WKNC and the business office are planning to promote Black History Month through a series of sponsored public service announcements in a partnership with the *Nubian Message* .

Other – The staff of WKNC has been informed about the soon to be here deadline for running for the position of general manager for the 2007-2008 term as well as other positions on the WKNC Board of Directors. Several staff members have already expressed interest in these positions.

Problems – On Dec. 27-28 , D.H. Hill Library experienced power outages which affected the tower on the roof of the library and in turn caused WKNC to go off the air. The station remained off the air until midday on the Dec. 28 when power was restored to the library. WKNC engineers John Jernigan and Will Patnaud were notified of the problem immediately and worked with D.H. Hill to monitor and restore power to the transmitter.

UPDATE: DEADLINE PROGRESS MAJOR OBJECTIVE

To produce an annual (school year) calendar of deadlines and publication dates for all media while (1) educating students about the importance of meeting deadlines; (2) establishing consequences for failure to meet those deadline; and (3) learning how to plan so that major deadlines are broken into manageable pieces that can be delegated among staff members.

Technician PLAN: The *Technician* staff will deliver the paper to the *News & Observer* by FTP on or before 1 a.m. 80 percent of the time in the fall and spring semesters as determined by the times logged by the *N&O* staff. If the staff exceeds this goal in any given month, the editor and managing editor will receive a 'bonus' which they can distribute as they see fit. If the staff falls below 80 percent of on time delivery in any given month, the editor and managing editor will receive a penalty equal to \$50 for every five percent below goal. Editors may also choose to hold other staff members accountable for missing deadlines.

Student Media

READER INPUT SURVEY AND FOCUS GROUP

Fall 2006

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PROCESS

This was a four-step process.

1. Conduct a survey open to any student to respond. 112 students responded.
2. From those who responded, pick 30 or so students who fit demographic picture of the University for a focus group to do a content analysis of paper. 19 students completed the process.
3. Have staff members analyze the paper at the same time as the focus group for comparison.
4. From the input from the focus group, have the staff write goals to make changes as necessary.

The results of the survey and the focus group seem both to be very valid. The group was generally representative of the campus. It was a typical week in almost all respects in terms of coverage, sources, content, etc.

A complete copy of the report is available [HERE](#) in PDF form.

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FOCUS GROUP COMMENTS

Photography

Students: lowest priority (94.1; VG94.1)

Staff: second priority

If you should share one piece of advice for improving the PHOTOGRAPHY, what would it be?

- Nothing. Keep doing what you're doing, because it looks great.
- Have more pictures of students actually studying or participating in activities and not just random pictures.
- A couple of the photographs in Friday's paper really caught the emotion of the event that the story was portraying. Many times a reader will see a picture that just shows what was happening, but nothing in the subject's demeanor says anything about how that event or story is effecting him. It always makes a difference in the reading experience to see a picture that captures the essence of what is happening and how it is impacting those involved.
- The photography is wonderful. I saw nothing less than quality pictures in the paper all week, and that is pretty impressive. My only piece of advice would be to make sure you aren't putting pictures in places where they don't make sense. I remember (maybe not in this week's set of papers) seeing a picture of the NCSU rifle team in the paper that was nowhere near an article about the rifle team.
- Photography sometimes can be blurry and hard to see. They may be a printing error more than the *Technician* staff though.
- Better content in the pictures.
- Be more artistic. It's kind of plain and general
- Not so cliché. Also I know one day that I read it was extremely blurry.
- I don't have one. I constantly ranked photography an 'A' this week.
- I have no problems with photography
- NC State boasts of students from all over the world. However, most subjects in the photographs are Americans. Also, most of them are undergraduate students. Also, Centennial Campus is generally avoided being shown in the photographs. Tip: better coverage of the wide variety of students and campus locations.
- Try to take more interesting photographs that are worth covering half the page.
- Photography is pretty good as it is. I always see photographers at lots of events and feel that they cover a wide range of events on campus.
- Search for direct eye-catching photos and angles.

Design

Students: fourth priority (82.3; VG23.5)

Staff: third priority

If you should share one piece of advice for improving the DESIGN, what would it be?

- The design is one of the best aspects about this paper. Just make sure you're not filling spaces with ads/promotional content sideways. I noticed that at least once this week. It doesn't look professional and it makes it very difficult to read.
- Make it more eye appealing.
- Less is more.
- The design is wonderful. My only suggestion would be putting a couple whole articles on the front page, instead of piping them all inside the paper.
- The front page needs catchy. I am now older so I want to read the paper in the past what made me read the paper was how the front looked. Sometimes there are too many huge pictures and not enough material on the front page.
- Make it easier to read articles so we don't have to be a distraction in class when we turn the pages to finish an article
- The design I think is pretty good, it just needs some more pictures.
- As with photography I consistently ranked this with an 'A' so I don't have any tips.
- Keep up the good work.
- No tips.
- Experiment more with graphics and photo placement.
- Watch what is placed above the fold on the front page. Last week there was a large picture on the front page but it appeared below the fold. It seems that for a picture to be as large as it was in the paper and on the front it would be better placed above the fold.

Coverage

Students: third priority (82.3; VG17.6)

Staff: lowest priority

If you should share one piece of advice for improving the COVERAGE, what would it be?

- Cover more stories that would interest the ENTIRE campus community. I'd like to see more news, less 'human interest'-type stories.
- Cover more stories that are interesting to all types of students.
- I'd love to see more national and international events being covered. If this isn't part of *Technician's* job, then I think it should be. Sometimes we get so caught up in the State bubble when there is a whole other world out there.
- I understand that Amato getting fired is huge news and a very hot topic for campus, but when things like that happen it's not necessary to spend 75 percent of the paper talking about that single event. It was on the front page, the 'front page' of the sports page (the back page) and then those articles both linked to articles inside. And there was an article about it in the editorial page. That's too much. My one piece of advice would be, don't let big news narrow the scope of your paper.
- Some of the events do not get enough press. I remember when the anniversary of the first four African Americans who graduated from state. Stories like these I feel don't get written about too much. The article I saw about them was very small.
- You are doing a great job with coverage
- Do not focus on just male sports. Also try reaching out to other groups on campus not just the big ones.
- Have different groups send in a request if they'd like to be in the paper. Of course everyone cannot but at least there will be lots to choose from and more diversity.
- Devote more attention to Black student programming without making a point to refer to it as a Black program.
- Tip: Cover the news in Centennial Campus as well. It is the most ignored part of the campus.
- Have a few more stories about Raleigh or surrounding areas; don't limit coverage to the campus only.
- Try to cover more events that student groups put on. It seems that there are always events going on around campus, but many of them do not make the paper. If this is because the Technician has not been informed of the events maybe try getting the word out that all a group needs to do is send an e-mail. Also trying to cover events that are going to happen and not just after they have happened would be good.
- Make sure you try to reach out to as many people as possible when writing the papers so that there is something for almost everyone to enjoy.

Writing

Students: second priority (58.8; VG0)

If you should share one piece of advice for improving the WRITING, what would it be?

- Watch out for cliches and other verbiage that makes your writing look unprofessional. The fact that the *Technician* is a college paper isn't an excuse for sloppy writing.
- Write Better!
- Strive to tell stories in a way that no one else has, write like you are interested in the story—it's the only way the reader will be too.
- Put the facts in the front. If the paper is about a play coming to the Thompson theater, I want to know when that play is going to be, first thing. If the article is about SG trying to extend dining hall hours, I want to know how long they want to extend them first thing. One of the head editors of the High Point Enterprise told me that a good article should have EVERYTHING the reader NEEDS to know in the first paragraph. After that's done, the rest of the explanation is usually good. And please, make sure your article flows, and stop using unnecessary brackets.
- I wish the writer's opinions could be more broad. Most of the articles are written to a white audience. I do not feel other minorities or alternate opinions are brought forth in some of the articles.
- Nothing. It's great.
- Include more series. The sex series was good, but be careful of language and crude subjects. Also, the girl that wrote about relationships was great last year.
- Have more interesting stories. Not just things that we can look up online.
- I think the writing is fine, but taking classes (English/grammar) can help.
- Read national papers like the *New York Times* to see examples of good journalism, and strive to mimic the quality.
- Tip - Show some respect even if writing against something or somebody.
- Pare down stories to include only relevant details; sometimes, they're too long.
- Make sure that facts are correct and when interviewing people make sure you have their title correct. Too many times do I read an article where a person has been mislabeled as to their title or affiliation with the article.
- It is a well written paper, with different styles for every reader.

Editing

Students: highest priority (52.9; VG0)

Staff: highest priority

If you should share one piece of advice for improving the EDITING, what would it be?

- Better accuracy in finding typos/grammatical errors. It's very frustrating to read the headline then find out that the story is totally different because the headline was badly written.
- Read and re-read everything before you print it.
- Edit more!
- Pay more attention. What the consumer sees is really the 'editor's' paper. It's up to the editors to make sure that the paper is good, all the way through, word for word. It happens too often that things get through to printing that shouldn't. I've copied the list from question 8 for easier reference to a more specific account of the problem. Badly-written articles (mechanically and otherwise) dropping sentences in mid thought which makes the reader ask, 'what?' (happened twice) incorrect information (typos, misspellings, incorrect information) articles should have the important information in the first paragraph, or at the very least as close to the beginning as possible. (I made note of a couple examples of this in Thursday's paper)
- Look for semantic errors, and I saw errors about where things took place.
- Nothing. It's great.

- Do better editing. Some articles look like they weren't edited at all, and weren't even proof-read, while others seem like a middle schooler wrote them.
- I thought the editing was overall good.
- Proofread and proofread again. It seems the staff works until the wee hours of the morning so they are probably tired and miss things. Maybe write the article the day before or earlier in the day and proofread then. Then come back later with fresh eyes and proofread again.
- Make sure the articles are worthy of being printed in the first place. I understand that under the crunches of time this is probably impossible.
- Tip - do not go overboard on some subjects. I specially remember the Technician sex series some weeks ago. Statements like, 'I live to shave my balls because girls don't like hairy balls in their mouth' are totally inappropriate and should be avoided as far as possible.
- Just double check the final print and make sure everything is fine. No major gripes.
- Proofread better. Over the semester it has got a lot better than at the beginning of the semester though.
- Make sure you place the correct dates and names within articles.

Overall

Grade 3.41 (students), 2.91 (staff)

Before the analysis, 55% of respondents thought the paper was very good or good. After, 88% thought it was very good or good.

If you should share one piece of advice for improving the OVERALL paper, what would it be?

- Focus more on news, less on human-interest stories and stories that only affect a small segment of campus. More informational tidbits within stories (in those little informational block things) make those stories even easier to read and relate to.
- It would be nice if a few cartoon strips could be incorporated just to get a little humor in the paper
- Just have a nice paper that is enjoyable to read.
- I realize you spend hours working on the paper every night but if you go back just one more time and find those small errors, it'll make a huge difference.
- the editing needs to improve. As the writing in the technician gets better, the paper overall will improve drastically.
- More informative articles i.e. student senate, tuition changes, events around campus, world issues.
- more interesting topics, and more colors.
- More articles about things that all college kids can relate to
- More pictures
- Keep doing surveys like this, maybe twice a semester, to get feedback from the student body since we're the ones reading the paper.
- Make viewpoint editorials more relevant to current events on a national, world and campus scale.
- Keep a separate page for leisure activities like puzzles and Sudoku.
- Maintain the current quality of the paper while expanding coverage.
- Make sure that articles have been well prepared and looked over before they are published.
- It would be the same as coverage.

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RECOMMENDATIONS

Students...

- believe the photography and design are good.
- generally believe the coverage of the paper is adequate.
- believe the editing and writing of the paper is poor quality.
- DO notice when the design is better.

Credibility

- Conduct a thorough credibility study modeled after the UNC study to compare the credibility of the *Technician* to other professional papers and the *Daily Tar Heel*.
- Formally invite one student to participate in the budget meeting day during the spring semester. Start by inviting the people who signed up for the focus group. Have a sign-up sheet in the business office.
- Engage in more marketing to educate the campus about how the paper works and how they can have input.

Editing — the absolute highest priority

- All training in the spring semester should focus on editing for all staff members.
- Institute a day-long training workshop for all staff members before the fall semester.
- Restructure the training class for new staff members so classes focus more on entry-level skills including editing.

Other recommendations

- Decrease the number of stories that jump.
- Increase the amount of alternative copy and short reads.
- Decrease the amount of game coverage in the sports section.
- Decrease the amount of sports coverage in the paper.
- Focus more on newsworthy events and investigative features and less on fluffy features.

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STAND-OUT FINDINGS FROM STAFF

At the fall retreat on Jan. 9, 2007, the staff members reviewed the findings again, and made some notes about findings that stood out in their minds.

- The staff grades the paper harder than the general readership.
- The readers view our photography as our strongest asset.
- The thing we need to work on the most is editing.
- Students are more likely to get their news from the print edition than the online edition.

- Students do depend on the *Technician* for campus news. They get their world and national news online.
- The paper covers too much sports, and sports is the least-read section in the paper.

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SECTION GOALS

After reviewing the focus group findings, comments and recommendations, as well as the survey results, the section editors wrote goals specifically targeted at weaknesses identified by the focus group and/or survey. These goals are still being modified as the spring semester begins but will be set by Monday, Jan. 15.

Photography

The photo editor will increase his involvement with section editors, which will allow for better planning. With meetings scheduled at specific times, the sections editors would hold me accountable for missing one. If he misses a meeting (without a legitimate excuse), he'll be held responsible for the lack of planning by the section editors and Tyler.

To uphold the contract that every photographer signs stating that a peer edit with a senior photographer is required for every assignment. If a photographer is found putting any image on the Photo Server without discussing it with a photo editor or senior photographer, they will not be paid for the assignment.

Viewpoint

To edit every column with every writer in the office as outlined in the staff manual.

- Why? To enhance their writing skills and help them understand their mistakes so they don't keep making them and also to get them more interested and involved in the Technician by being in the office.
- How? The writer and I will set up a time to meet in the office two days before the column is scheduled to run and we will go through it thoroughly not only to edit the basics, but to check the content and relevancy of the material.
- Who? The columnists
- Accountability? The column will not run and the columnist will not get paid until they come up to the office and edit per the staff manual.

To have each writer send in a synopsis of their column before they write it – not so much for “approval,” but to give them feedback on how to make it relevant.

- Why? To increase Viewpoint accountability and to make sure every column is relevant. This will also help the columnists come up with ideas as well as me giving them ideas.
- How? Each columnist will send me an email shortly after the weekly assignment goes out with their synopsis and I will give them immediate feedback so they can start on their column.
- Who? The columnists
- Accountability? I won't run a column that a columnist writes if they didn't run it by me first – if they do, I will use it as a back-up until they come in and go over it with me unless I deem it as a column that I won't run, period.

Design

Designers will attend weekly design staff meetings at a regular time and location to be set by the editor on or before Jan. 10, 2007. Staff members who attend all staff meetings in a given month will be rewarded with a staff dinner. Further, staff members who attend all meetings will be given priority when selecting pages to design.

At least three times per week, in the paper, a package will appear that shows evidence of the reporter, editor, designer and photographer (PRED) working together. Regardless of which section it is in, the package will show integration of these ideas. Each month, the designer with the best planned packages will be awarded the designer of the month and given a \$20 “bonus” in the form of Board Bucks.

Features

Writers will adhere to a more stringent, personalized and long-term editing process to improve the quality of features content. The features editor will track the compliance of features writers in meeting a three-part requirement for turning in stories with a chart. They will (1) turn in the first-draft of stories at least one week in advance of the run date, (2) schedule and attend an initial one-on-one editing session with the section editor during that week and (3) schedule and attend a one-on-one editing session with the section editor. These editing sessions will be completed in addition to any outside editing (by the student media adviser or writing coach). The writer is responsible for meeting this goal and the section editor will hold them accountable for reaching this goal. If the writer meets all three of the requirements for each of their stories in a given week, the section editor will invite them to an advance section meeting to get first pick of the stories for the following cycle.

The features editor will be responsible, in collaboration with a senior photographer, deputy features editor and science and tech editor and designer, for sketching out the dominant art for pages in advance to facilitate more well designed and entertaining content. The features editor will orchestrate brainstorming sessions with a senior photographer and designer to produce sketches of the dominant art for pages at least one week in advance. The features editor will also be responsible for distributing copies of these sketches, again at least a week in advance, to the editor for review. The features editor will be responsible for meeting this goal and the editor will hold them accountable for reaching this goal. If the features editor meets the goal and consistently submits sketches to the editor for an upcoming week, the editor will allow the features editor to select one design to run front page for that upcoming week. The features editor may also take into account the performance of individual features writers in adherence to goal one when making this decision.

News

The focus group and reader survey continue to show that our readers are concerned about bias in our stories and lack of accuracy in stories, leading to a lack of trust in the paper. To help reporters work toward improving accuracy and editing out bias, reports in the news section will meet with writing coach Lee Williams twice per month to discuss a story in progress. They will meet with Lee in time to utilize the feedback he gives in editing/rewriting the story and changes based on his feedback (as well as the feedback from all other editors) will be reflected in the published piece. Reporters will receive a “ticket” each time they visit with Lee which must be attached to their payroll forms or their payroll won't be processed.

Based on reader feedback, readers get their news about campus from the *Technician*, print edition. And they want more news coverage of campus issues. To that end, the goal of the paper is to be 12 pages on average this semester. With

news being 40 percent of that, and maintaining 40 percent, the number of news stories written per day must increase from an average of 3.2 pages of the paper to 4.8 pages. If the news staff maintains 40 percent on average with a 12-page paper on average (at least) from Jan. 8 until April 15, each member of the news staff who have been on payroll the entire semester will receive a \$20 bonus in the form of Board Bucks.

Sports

None received

Copy editing

Copy editors will meet once per week to review the papers of that week and examine any errors in coverage, grammar or any other mistakes. During these meetings, I will also seek to further their training by giving them editing exercises and reviewing grammar, word use and any other relevant topics. If they come to the meetings each week and corrections are printed in less than 20 percent of the papers during a two-week timespan, I will buy them lunch every other week. If a person misses a meeting, he or she will not receive the lunch. I will also ask that any people I notice having problems meet with me individually to review problem areas, and if they do not do so in a timely manner, they will not receive lunch. If I do not make one of these meetings, I will buy them all lunch regardless of their performance.

Editor

By Jan. 10, the editor, in conjunction with the section editors, will develop a production schedule that gets copy into the editing process sooner for more stringent editing. Each section needs to make production schedule timelines at least 80 percent of the time. Section editors who fail to meet this goal, as tracked by the editor, will receive a deduction in their salary. However, if they meet the 80 percent goal, the section editor will receive \$40 in Board Bucks to be used for a staff treat.

The editor will meet weekly with each section editor (news, features, sports, design, photo, copy editing) to plan to do long-term planning and enterprise stories that will give our readers more useful and engaging information. At the beginning of the following week, the editor will distribute to the staff notes from the previous week's meetings and will include a monthly summary in his Board report posted online. One outcome of these meetings will be to plan at least one "enterprise" story per week.



TECHNICIAN TIME OUT '06

Race	Population	Percent of population	Percent of sources 04	Sources 05	Percent of sources 05	Sources 06	Percent of sources 06
Caucasian	23,593	75.8%	74%	631	78.5%	1,713	79.3%
Black	2,773	8.9%	19%	122	15.2%	276	12.8%
Native American	182	0.6%	1%	7	0.9%	15	0.7%
Asian	1,473	4.7%	2%	26	3.2%	66	3.1%
Hispanic	721	2.3%	1%	18	2.2%	51	2.4%
International	1,891	6.1%	0%	0	0%	39	1.8%
Other			2%	8	0.7%	48	2.2%
Total	31,130**	100%	100%	812	100.7%	2,178	102%

* 2,970 sources were logged; however, in only 2,160 (72%) could race be determined from the story or photo. **497 didn't report

Gender							
Male	17,411	55.9%	69%	733	63.7%	1,842	62%
Female	13,719	44.1%	31%	416	36.2%	1,128	38%
Total	31,130	100%	100%	1,149	100%	2,970	100%

Classification							
Freshman	5,646	24%	11.0%	78	7.9%	278	9%
Sophomore	4,586	19%	8.2%	111	11.2%	332	11%
Junior	4,696	20%	11.0%	183	18.5%	475	16%
Senior	6,118	26%	17.8%	250	25.2%	493	17%
Other	2,684	11%	2.1%	6	0.6%	19	1%
Total	23,730*	100%	48%	628	63.4%	1,597	54%

* undergraduates make up 76 percent of the campus student population

Graduate	7,400		0.0%	32	3.2%	106	4%
Teaching faculty			2.1%	25	2.5%	99	3%
Staff			19.9%	157	15.8%	454	15%
Other			28.1%	149	15.0%	378	13%
Total				991			

* Out of 2,970 sources, classification could be determined in only 2,938.



TECHNICIAN TIME OUT '06

College	Population	Percent of population	Sources 05	Percent of sources 05	Sources 06	Percent of sources 06
Agriculture and Life Sciences (CALS)	4,768	16.0%	68	12%	170	10%
Design	685	2.4%	19	3%	57	4%
Education	1,552	4.4%	17	3%	77	5%
Engineering	7,467	24.6%	108	19%	315	19%
Natural Resources	1,183	4.0%	29	5%	70	4%
Humanities and Social Sciences (CHASS)	4,832	16.5%	186	33%	440	27%
Physical and Mathematical Sciences (PAMS)	1,608	5.6%	42	7%	122	8%
Textiles	864	2.6%	13	2%	51	3%
Veterinary Medicine	381	1.4%	3	1%	9	1%
Management	2,805	9.3%	67	12%	207	13%
Lifelong Education	3,211	7.0%				
First Year College			16	3%	70	4%
Undergraduate Academic Programs	1,417	5.0%				
Ag Institute	376	1.2%				
Graduate			3	1%	19	1%
Total	21,746	100%	571	100%	1,625	99%

* 2,970 sources were logged; however, in only 1,625 (55%) could college be determined from the story or photo.

METHODOLOGY:

In October of 2006, students selected random issues of the *Technician* printed within the last 12 months. Using Analysis sheets, they determined the number of sources in a story and cataloged the sources as indicated. University data was obtained for the fall of 2006 through the University's Department of Planning and Analysis: <http://www2.acs.ncsu.edu/UPA/enrollmentdata>



TECHNICIAN TIME OUT '06 FINDINGS

RACE

1. Reporters' use of Caucasian sources largely mirrors the campus population and has increased slightly in the last year.
2. Reporters' use of black sources has decreased since last year and is now a much closer reflection of the campus population.
3. Use of sources of other races generally mirrors the campus population.
4. In 28 percent of sources, race could not be determined either through a photograph or identifying characteristics in the story. This means that for a significant number of our stories, race plays no factor in the selection of sources.
5. 90 percent of the staff is Caucasian.

RECOMMENDATION:

- **We need to recruit a more racially diverse staff. The percentage of Caucasians on staff has increased.***
- **Reporters continue to use a wide variety of sources.***

GENDER

1. Reporters' use of male sources (62%) exceeds the population (56% male) although not by as much as last year. The use of majority male sources may also reflect, for example, the sports staff that is almost entirely, if not entirely, male.
News stories: 64% male (1,140)
Opinion: 59% male (109)
Sports: 63% male (479)
2. 52 percent of the staff is male, a significant decrease from last year.

RECOMMENDATION:

- **Reporters need to use more female sources.***

CLASSIFICATION

1. Reporters do not use enough freshmen as sources. The use of freshmen as sources increased slightly, but is still significantly below the campus percentage.
2. More than 13 percent of the sources were "other" (Web sites used as sources, people not affiliated with the University, etc.). This is a significant decrease from last year.
3. The class diversity of the staff reflects the campus much better than last year..

RECOMMENDATIONS:

- **Reporters need to use more freshmen and sophomores as sources.***
- **Reporters need to avoid using the *News & Observer* and other media as "sources."**
- **Reporters need to use more faculty and less staff as sources. Jon Barnwell and Tom Stafford are over-quoted.**

COLLEGE

1. The College of Humanities and Social Sciences was significantly over-represented. CHASS students were used as sources at a rate now-quite double their population on campus.*
2. Students in the College of Engineering were under-represented in the paper as were students in agriculture and life sciences (CALS).*
3. Although all sources are supposed to be identified by name, classification and major, the college could be determined for only 55 percent of the sources. When completing the study information, students need to make more of an effort to look this information up if it's not published in the paper.

RECOMMENDATION:

- **Reporters need to use students in CHASS less as sources.***
- **Reporters need to use engineering and CALS students more as sources.***
- **Writers/editors need to include name, classification and major for all sources.***

SOURCES

1. The average number of sources per story was 3.29. This is significantly higher than past years:
spring of 2005 2.95
summer of 2005 2.71
spring 2006 2.53
summer 2006 2.84
fall 2006 3.29

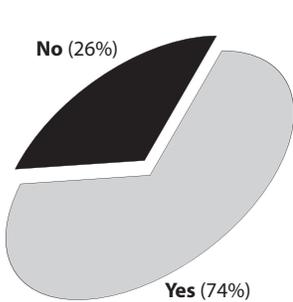
RECOMMENDATION: Reporters need to continue using at least three sources per story.



TECHNICIAN

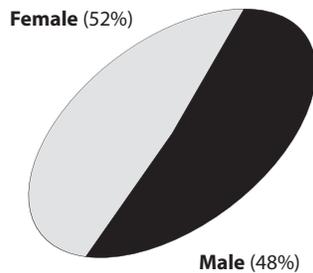
STAFF PROFILE '06

Data obtained from self-reported surveys of *Technician* staff members • October 2006 • n=85
 Tyler Dukes, editor • Bradley Wilson, adviser



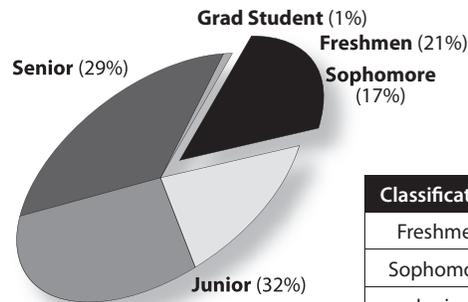
ACCURACY OF COVERAGE

Does the *Technician's* coverage accurately reflect the diversity of the school community? (In 2004, 84 percent of the staff said yes, and in 2005, 81 percent said yes.)



GENDER

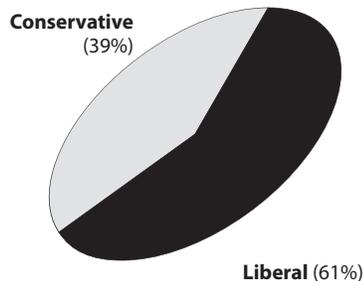
The staff was almost evenly split male/female, a significant change from last year when men dominated. Males represent 56.8% of campus.



CLASSIFICATION

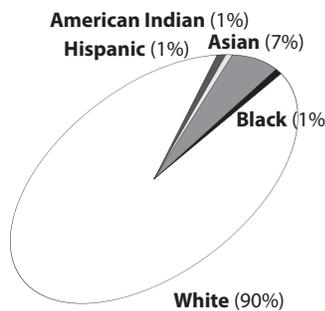
Last year, the staff was dominated by seniors. This year, the staff has much more class diversity.

Classification	Staff	University
Freshmen	21%	24%
Sophomore	17%	19%
Junior	32%	20%
Senior	29%	26%
Grad	1%	



POLITICAL AFFILIATION

The staff members described themselves as liberal. And when asked who they would have voted for in the last election, the majority of the staff said Kerry, 58%. It was also split when staff members were asked if they were Democrat (58%) or Republican (42%).



RACE

The staff is disproportionately white. There is one African-American on staff yet African-Americans represent almost 1 in 10 of campus population.

Race	Staff	University
American Indian	1%	0.6%
Asian	7%	4.7%
Black	1%	8.9%
Caucasian	90%	75.8%
Hispanic	1%	2.3%
Other	0%	7.7%

TAKE HOME POINTS

1. We need to recruit more conservative staff members on a campus that is probably very conservative, particularly more people who can provide coverage of engineering and sciences.
2. We need more racial diversity on staff. Specifically, we need to recruit African-Americans, which comprise 1 percent of the staff but 9.2 percent of the population.
3. We have made good strides in the gender diversity of the staff, moving from a vast majority male to an almost even split.

