

## MINUTES

**Tuesday, January 19, 2010 • 7 p.m.**  
**Talley Student Center Board Room — 4th floor**

**CALL TO ORDER** — The meeting was called to order at 7:07 p.m. by Mike Alston acting as chair.

**PRESENT:** John Sanderson, Kelley Brackett, Lyndsey Warhurst, John Clark, Bob Ashley, Dean Phillips, Bryant Robbins, Ty Johnson, Helen Dear, Mike Alston, Laura Frey, Charlie Weinfeld, Bradley Wilson

**ABSENT:** Denise Gonzales Crisp, Meagan Gay, Al McArthur, Jim Ceresnak

**GUESTS:** Jamie Lynn Gilbert, Martha Collins, Krystal Pittman, Tyler Everett, Peggy Boone, Ana Andruzzi, John Cooper Elias, Michele Chandler, Susannah Brinkley, Ryland Clark, Brent Kitchen, Biko Tushinde, Russell Witham, Nick Tran, Kate Shefte, Alanna Howard, David Mabe, Saja Hindi, Taylor Barber, Daniel Farrell

### OLD BUSINESS

- **Approval of minutes** — The minutes were approved unanimously as amended.
- **Evaluation of student leaders** — Board members were mailed the staff evaluations of the editors and the editors' self-evaluations over the break. Bradley said he thought this was a good system to give the student leaders some feedback and when the editors took it seriously they got good feedback from a significant portion of the staff.
- **Timeline for this spring's hiring of new top leaders** — Was approved with little discussion. Top leaders for 2010-2011 will attend an all-candidates meeting on Feb. 8 to review the process and expectations of position packets. The position packets will be due Feb. 18. The advisory boards will meet sometime in February. Candidates will attend a public forum on Feb. 25. And the Board will approve candidates on March 9. Bradley said he hopes this new system will do away with the marathon Board meetings we've had the last couple years and allow the advisory boards to get to know the candidates better.

### NEW BUSINESS

- **Compliance with regulation 11.55.6: "Undergraduate Student Leadership"** — Jamie Lynn Gilbert started with a general update on the academic progress of Student Media students. She said about of the 239 students working for us currently (down from 289 at the start of the semester), we had 21 people (9 percent) with perfect 4.0 GPA for the semester and 16 (7 percent) with a 4.0 cumulative. There were 84 students (35 percent) with a GPA of 3.5 or greater. And there were 161 student (67 percent) with greater than a 3.0. The medium with the highest GPA was *Windhover*. We have some very intelligent people working up here. There were, on the other hand, three student with below a 2.00 cumulative (down from seven in the fall of 2008 and the fall of 2007). The staff of the *Nubian Message* had the lowest grade point average. The average cumulative GPA for all of our students was a 3.215 (range: 1.694-4.00). The average

semester GPA for all our students was 3.146 (range: 0.20 – 4.00). Over the last few years, the grade point average of the student leaders has been going down and that we've had considerable discussion on how to stop it. Bradley pointed out that the grade point averages specifically of student leaders across campus took a nose dive this semester and a lot of people were looking into why including the reasonableness of the expectations we have of student leaders. Indeed, there is now discussion at the University level of considering allowing students to take a reduced course load, do an internship or have some sort of co-op credit.

The Board then discussed amendments to the Grades and Full-time Status Policy and approved unanimously as amended, changing the name to put less of an emphasis on grades and allowing an exception for first-semester freshmen whose cumulative grade point average and semester grade point average are, by definition, the same.

- **Hiring of interim editors —**

*Agromeck* editor — Jamie asked Michele why she was applying for editor. Michele said she wanted to maintain the integrity of the book, to back up his goals and vision. Bryant said the discussion the Board had earlier applied to him as well. Michele is certainly qualified. I don't think there's a problem. Bob moved and Louise seconded that Michele be hired as *Agromeck* editor. Approved unanimously.

*Technician* editor — After considerable discussion (NOTES BELOW), Bob Ashley moved and John Clark seconded that Ty was not a qualified candidate and his candidacy would not be considered by the Board. This motion was approved unanimously.

After more discussion Bob Ashley moved and Dean Phillips seconded that the Board re-open the application process effective immediately with a deadline of Feb. 2. On Feb. 2, the Board would have an emergency meeting to determine how to move forward. In the interim, the senior staff in conjunction with the professional staff will do what is necessary to continue publication. This motion was also approved unanimously.

- **Time Out for Diversity** — Bradley said he would discuss this at the next meeting and would have the full report online.
- **Recruitment and Retention** (Jamie Lynn Gilbert) — We continued to reach students at numbers comparable to previous years despite the change in format for New Student Orientation. Jamie reported 399 individual students expressed interest in at least one medium during the recruitment period (up from 382 in 2008, 273 in 2007 and 230 in 2006). Overall, 772 unique contacts were made with 399 students (up from 709 contacts in 2008, 481 contacts in 2007 and 304 contacts in 2006). Student Media ultimately recruited 47 new staff members. She said Bryant was just amazing in his recruitment efforts. She said the biggest recommendation was making sure the editors know where e-mails are going and who is responding.
- **Budget update** — Bradley said income was falling far short of expectations even as amended in the budget but that expenses were under control and also down, keeping the organization financially very stable.

## SUPPLEMENTS TO WRITTEN REPORTS

- **Agromeck** — Bryant said it might look like they are over budget on payroll with 58 percent spent, but they aren't. They get paid in conjunction with deadlines and more than half of the deadlines have happened.
- **Windhover** — Helen reported that she met with the printer Friday. They had narrowed down the visual submissions from 450 to 100 and plan to finalize literary selection Jan. 25. Now they're moving into the design phase. The Web site is up and active.
- **WKNC** — Mike reported that there have been personnel changes at the beginning of the semester but they've gone smoothly.
- **SCJ** — Susannah said she hoped at least 13 people would apply to become members, more than ever before.
- **Nubian Message** — Demi passed around a written report. He said he had someone, Mario Terry, interested in being a top leader for next year. Mario will be spending time the remainder of the semester working closely with Demi to ease the transition. In his written report, he apologized for missing the last meeting but had a family emergency. He said the first issue would be coming out this week. They did not come out last week as scheduled. He said he had nine returning reporters, two returning copyeditors and two page designers. The staff had their first meeting of the semester Jan. 15. Toni Thorpe came to encourage the staff for the new semester. Demi is working with Toni to recruit writers/reporters, both student and faculty. He said that at the end of the last semester, a couple of complained that the content on the front page was always a Greek program. He explained that when he sent out the article assignments, Greek programs were almost always picked up. Demi said he was going to the AASAC meeting on Friday to ask organization presidents to let me know when they have events coming up. He said he tried this last semester, but didn't hear from any of the organizations. Finally, Demi reported that deadlines for the first issue published weren't a problem.

## ADJOURN

### EXECUTIVE SESSION

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

### REPORTS SUBMITTED IN ADVANCE

#### AGROMECK

**Submitted by Bryant Robbins, editor**

The Columbia Scholastic Press Association named the 2009 edition of the *Agromeck* a Crown Finalist in December. The announcement of a Gold or Silver Crown will be made at the spring convention in New York in March

*Revenue* — As of Jan 13 we have sold five books

The fall senior portraits were a very big success. We had so many people sign up for appointments a second photographer was sent for the final three days. The final session for portraits will be Jan 20-22. We believe there will be two photographers because there were only

a few slots left and more slots have been opened for portraits. There were 340 seniors who came and got a book; all should receive a copy of the book.

We set the total press run to 1,000 books. Only individuals who purchase book are guaranteed a book. Seniors who have a portrait taken are second to receive a book. If there are still books left after portraits any senior who is in the book may pick up a copy on a first-come, first-served basis.

*Deadlines* – We met our Nov. 20 deadline of 40 pages. Even though it was a struggle to meet that deadline the staff pulled through in the late hours to get it done. The Dec. 11 deadline we met which was 16 pages and went above that by sending 22 pages. The next deadline is Feb. 12 of 44 pages. This will contain most of the remaining coverage of the book and the opening.  
Nov. 20 40 pages 5.675 sources per page 100 percent of deadline  
Dec. 11 22 pages 7.773 sources per page 137.5 percent of deadline

*Coverage* — We will have some coverage of hiring the new chancellor but will leave some of that to be covered for the instillation. We are planning new ideas to cover the Krispy Kreme Challenge and as always and ideas are welcome.

## **NUBIAN MESSAGE**

**Submitted by Demi Olubanwo, editor**

NO REPORT

## **TECHNICIAN**

**Submitted by Ty Johnson, editor**

*Budget* — Bradley and I met shortly before winter break to discuss budget shortfalls, but he said not to worry about things until we could run the final numbers for 2009. We'll discuss it throughout the semester to stay on top of the budget situation.

*Personnel* — I've hired six new deputy editors who all began work with the school year, so it's been a fun transition for them and me. They're still getting the hang of day-to-day operations, but we're aiming for Feb. 1 to be the day we're all caught up.

*Training* — I've been doing a lot of one on one training with my new editors, and last weekend's retreat was a good time to discuss issues with production and get problems out of the way ahead of time. Also, here is my addendum to the Nov. report concerning my ethics training: As per last month's Board Meeting, I organized an ethics training for the entire staff to focus on ethics and libel in reporting. Below is the summary of the training and attached are statistics and photos from the training.

Attendance summary: 40 attendees

Online Pretest: 32 submissions

Posttest: 10 submissions

Mike Tadych, a First Amendment and communication law litigation attorney with Everett, Gaskins, Hancock & Stevens, LLP led our training on ethics and libel Sunday Nov. 8 in the Student Senate Chambers.

After a quick rundown, again, of what the Mary Beth Kurz situation entailed, Tadych cited examples of differing cases he's experienced in his time practicing law. He gave an extensive definition of libel, and answered a number of questions from attendees, including one about a recent cartoon *Technician* published.

Tadych discussed at length various defenses and prosecutions he had been a part of, especially in working with Raleigh's *News & Observer* reporters.

He said mistakes will happen, and that it was good we could learn from them in a college setting, but really sent the message of how serious the publishing of unsubstantiated stories can be in a professional setting.

He also discussed public records requests, and had an interesting example of how he and the N&O staff weren't allowed access to the same e-mails from the University as the federal government's investigation. This example, because it involved a recent and ongoing event, seemed to garner the most attention from the attendees, especially since it involved N.C. State.

After a question-and-answer session, I spoke on how stories like the one I published can be avoided through prior review guidelines and the danger and privilege of being able to post content on the Web.

Tadych said the big stories aren't usually the ones that get papers in trouble, that it's the small ones that aren't reviewed as much that usually lead to law suits. I cited some examples where it was my judgment on whether to run a story or not for ethical reasons, and we opened up discussion about the differences between legality and ethics.

I also highlighted some points on some handouts Bradley provided me that were pertinent to what we do. Ranging from fact-checking to questioning the printing of stories, I think I helped the attendees realize they are truly journalists and that the issues facing non-student newspapers everyday were the same problems they were experiencing as well, from long hours and low pay to angry sources and harsh deadlines.

Saja Hindi volunteered to e-mail attendees training evaluations for them to complete. We're placing a deadline for those as soon as she can locate the evaluation form and get them out.

Though I was very impressed with our attendance at the training, we're aiming to ensure all staff members receive the training through the use of our Vista course. Section instructor Peggy Boone is making certain all staff members take the quizzes as part of their required monthly training. Those who missed the training were told to pick up the handouts at their section meeting this week, and we'll also have the handouts online in .pdf format so others can view them.

*Coverage* — Between following up on stories from last semester and our new chancellor, we have a wealth of work to do this year. I've asked the new editors to focus almost chiefly on story ideas to begin with to insure we vary our coverage. Also this month will likely see the deployment of the beat system that I'm very excited about.

*Deadlines* — Last year we finished very strong and the first three papers of 2010 have been impressive. Besides our first paper which sent very late, we've sent early twice.

*Ethics/Legal issues* — We've had no corrections this year, and though Bradley's numbers show we finished up last semester averaging one correction per issue, this is an improvement from earlier in the semester.

## **WINDHOVER**

**Submitted by Helen Dear, editor**

*Windhover's* most recent activity has been focused in several areas: collecting submissions, posting submissions to the Web site, developing the theme of the book, making major design and printing decisions, and a new addition to our team.

Although the official deadline for submissions was Dec. 1, *Windhover* will be accepting submissions through Friday, Jan. 15. The literary and visual committees are meeting on the 15, and we wanted to collect for some last-minute submissions to make the pool of work as great as possible. As of Jan. 11, we have the 655 total submissions: literary — 195; visual — 446; audio — 14.

The quality of all submissions is generally pretty high, which will hopefully ensure a book full of quality work. I am pleased that we have more fashion design, fine art and textile design than in years past. This year's *Windhover* will deviate away from the traditional inclusion of many senior graphic design pieces, which I think is a good thing. There are also many more short stories and prose pieces than expected.

The next step is for the review committees to meet and determine which pieces will be included in the print edition, which is happening in the next week. All visual pieces will be reviewed by Friday, Jan. 15. All literary pieces will be reviewed by Monday, Jan. 25.

The majority of these works have been posted to the *Windhover* website (some have not because of poor quality and/or lack of time to post all 655 pieces!). See more about the Web site in the Web report below.

The design staff has been finalizing some major design decisions about the book before conveying them to the printer, Frank Pulley from Theo Davis Printing. The designers put a lot of effort and research into choosing the typeface for the book. Our choice, Sentinel (from foundry Hoefler & Frere-Jones), is a traditional serif font with lots of different weights. Other decisions the design staff has finalized include: book size, paper choice (color, weight), cover stock, and spot colors. Toni Chester, senior designer, and I will convey these decisions to our printer on Jan. 15. The most challenging part of planning the design for this book has definitely been developing a theme that can be applied in both a visual and a literary sense. Discussing the aesthetic decisions we envision for the book (natural, muted colors) with Joe Wright, the literary and audio editor, has helped us organize the book's content in a way that can be interpreted literally and visually.

*Windhover* has welcomed Mollie Mohr, junior in English, as an unpaid assistant to the Literary and Audio Editor Joe Wright. Mollie will work with Joe to organize the Literary Review

Committee, select and edit literary pieces for the book, and organize pieces into sections. Mollie is very enthusiastic about editing and literature, and has had previous leadership experience. I'm excited for her to learn about the literary selection and editing process this year, bearing in mind that perhaps she will be involved next year.

FROM WORDPRESS:

Referrers (how people navigate to *Windhover's* site):

- Facebook: 174
- WKNC: 53

(shows that our publicity on WKNC is effective!)

(also: many blogs from people that submitted are listed as referrers)

Top Posts: past 30 days

- Home page: 1359 visits
- Submission Policy: 56 visits
- Photography by Maggie Luckadoo: 28 visits

Total Views: of all time!

- overall: 9,612
- Nov. 09: 3,808
- Dec. 09: 2,012
- Jan. 10: 952
- average per day: 86
- week of Jan. 4 had a 289 percent increase
- busiest day: Nov 8: 377 visits

**WKNC**

**Submitted by Mike Alston, general manager**

*Revenue* — Non-fee income (money in the bank), as of Jan. 1, 2010: \$16,985.30

Tir Na Nog — \$6,850.00

Regular donor announcements — \$6,579.60

Promotions — \$800.00

Recording Fees — \$30.00

Live Nation — \$1,293.75

Sports — \$1,050.00

Other — \$381.95

Sponsorship sales, as of Jan. 12, 2010: \$7,704. We are continuing to add new clients, some in package sponsorships with *Technician*. Our collection rate is also high.

*Expenditures* — Several budgeted engineering purchases were made during December and will show up in January's expenditures. We also purchased a new AudioVault automation system, as our previous system was no longer supported by the manufacturer and having stability issues. Other than that, there are no noteworthy purchases or abnormal expenditures.

*Personnel* — We made several personnel changes in our music department. I hired John Hubbard as the new daytime music director. John was previously an assistant daytime music

director. We hired Michael Jones as the second assistant daytime music director. Michael was the "Outstanding New Staff Member" for the fall semester. Jeremy Leonard remains an assistant daytime music director. Kate Rafferty rounds out the daytime music staff as daytime music assistant. Kunal Vasudev was hired as new underground music director. We also had a unique opportunity to hire Kelly Reid, former daytime music director, as the station's head music director while she finishes her second bachelor's degree. Kelly will be charged with training all new music director personnel as well as helping to develop a training curriculum for future music director turnover. The graduation of Carter Neely has propelled Liz Cervantes to sole production manager, a role in which she has impressed thus far.

*Training* — Kelly Reid, head music director, is developing a new training curriculum, most especially for music directors. The WKNC spring training program begins with two interest meetings Jan. 13 and 15, with official training to start Jan. 20.

*Coverage* — The Jan. 11 Eye on the Triangle featured an interview with Chancellor James Woodward about his newly announced successor William "Randy" Woodson.

*Technology* — Fred Eaker and our engineering staff upgraded Audiovault over the Christmas break. Innumerable and inevitable changeover issues arose, but Fred has been on top of all of them.

*Online presence* — WKNC.org had 27,292 visits and 74,762 page views from 14,724 visitors during December 2009. Our visit numbers dipped slightly right around Christmas, but still remained relatively strong despite the holiday. Nearly half of our page views are for either the front page or our playlist page. DJ Rudy had the highest number of views to his DJ profile (353) with Adam Kincaid second (54 views).

Our top referral site continues to be Facebook (942 visits). As of 1/13, we have 1,325 fans of our Facebook page and WKNC881 on Twitter has 1,149 followers.

## **SOCIETY FOR COLLEGIATE JOURNALISTS**

### **Submitted by Susannah Brinkley, president**

SCJ is preparing for another semester, starting with recruitment. Two officers, treasurer Meredith Faggart and historian Luis Zapata, will study abroad this semester, so they will not be active members this semester. However, member Alison Harman has returned from a semester abroad, and she will be joining us again. We are hoping to accrue some more new members this semester too. We held an information session the first week of school, and we are encouraging others to apply for SCJ. Applications are due Jan. 27 and inductions will take place Feb. 5. The application process has not changed.

Adviser Martha Collins has been busy planning the SCJ Biennial Convention which we will host March 5 to 7. She is working to arrange hotel accommodations, meals and classroom spaces, as well as speakers for the various breakout sessions. It is shaping up to be an exciting opportunity for SCJ members at N.C. State and nationally.



SCJ had originally been planning a panel discussion for February, but we decided we had enough on our plate with the convention in March. We will shift our focus to that, as well as to Sunshine Week, which is also in March.

## **BUSINESS OFFICE**

### **Submitted by Laura Frey**

Revenue — When reviewing the revenue from this past fall semester in comparison to fall 2008 we found that local sales had increased by \$18,922.01. In special sections the increase was \$3531.56. As we start a new semester we are encouraging our staff to make more personal connections with their clients and to go out more into the field to continue to boost revenue.

Staff — Although we lost a few employees to graduation we have found replacements to fill all of our open positions. After holding interviews during the last week of classes, we hired five of the eight applicants. We now have four new office assistants and one new sales representative.

Training — We held our spring semester training on Jan. 9 from 10 a.m. until 3 p.m. We split up around the office to focus on specialized training, which was important for the new staff members. For the returning staff the training was more so a review but it's always good to be refreshed after a long break. The design team worked on fliers for the housing fair and baseball on WKNC. We all joined together to go to lunch and everyone except the sales representatives were free to leave after. Liz Cervantes and Matt Tobia came to give some input on script writing and even judged a competition we had. The sales representatives were quizzed on their knowledge of the office by ending the day with a scavenger hunt. Overall, the training was an enjoyable way to refresh the returning staff and educate the new staff for the upcoming semester.

Week 11: 3 prospects, 0 meetings, 17 contacts, \$7,098.26 in sales

Week 12: 5 prospects, 1 meeting, 15 contacts, \$7,539.53 in sales

Week 13: 2 prospects, 0 meetings, 15 contacts, \$1,353.10 in sales

Week 14: 2 prospects, 2 meetings, 14 contacts, \$7,219.45 in sales

Exam issue: \$3,815 in sales

Week 1: 2 prospects, 0 meetings, 8 contacts, \$6,833.09 in sales

## **BUDGET UPDATE**

### **As of Jan. 1, 2010**

*Technician* advertising billed: \$161,927.42

*Technician* projections for collections: \$150,592.50

*Technician* budgeted income to date: \$196,889.75

*Technician* actual expenditures to date: \$145,132.60

*Nubian Message* local advertising sold to date: \$180.00

*Agromeck* local advertising sold to date: \$0

*Agromeck* total advertising sold to date: \$4,490.00

*Agromeck* book sales to date: 5

WKNC non-fee income to date: \$20,536.35 (billed and collected)

PDF version of the update is ATTACHED

## ACADEMIC PROGRESS

The Student Media has a policy regarding grades and full-time status of its employees, last amended October 2008. All students are advised of this policy when they complete their job/volunteer agreement.

We analyzed the grades and status of the current students on payroll and working as volunteers. As we continue to watch the potential impact of a grade policy, here is how Student Media came out for the fall of 2009:

- We had 239 students in our records, including volunteers. It took Jamie about 12 hours to check grades using the online Student Information System and analyze the data. The October 2009 report included 289 students, representing a loss of 50 students throughout the semester.
- There were 84 people (35 percent) with a greater than a 3.500 GPA for the semester. This represents an increase from 32 percent of the staff earning a greater than 3.5000 for the semester in fall 2008 and 29percent in fall 2007.
- There were 21 people (9 percent) with a 4.00 GPA for the semester and 16 (7 percent) with a cumulative GPA of 4.00. This represents an increase from 7 percent of the staff with a 4.00 semester and 3 percent with a 4.000 cumulative in fall 2008. In fall 2007, 8 percent of the staff had a 4.00 semester and 5 percent had a 4.00 cumulative.
- There were 161 (67 percent) people with greater than a 3.0 cumulative GPA, fulfilling one of the requirements for membership in the Society for Collegiate Journalists. This is an increase from 61percent in fall 2008, 62 percent in fall 2007 and 61percent in fall 2006.
- There were three students with below a 2.00 cumulative (much lower than the seven students in the falls of 2008 and 2007). Our current policy states these students will be dismissed from the staff. Two of the students were first semester freshmen.
- The media outlet with the highest cumulative GPA and semester GPA for the fall of 2009 was Windhover. The staff of the *Nubian Message* had the lowest cumulative GPA and semester GPA. The average cumulative GPA for all of our students was 3.215 (range: 1.694 – 4.000). The average semester GPA for all of our students was a 3.146 (range: 0.200 – 4.000).

Of our student leaders (individuals in non-entry-level positions across all Student Media):

- 15 had below a 2.50 for the semester.
- Five student leaders had below a 2.500 cumulative.
- Three student leaders had a 4.00 for the semester and two maintain a 4.00 cumulative.
- The average cumulative GPA for student leaders was 3.117. (Average cumulative GPA was 3.201 in fall 2008, 3.22 in fall 2007 and 3.336 in fall 2006)

## DETAILED NOTES FROM DISCUSSION ON TECHNICIAN EDITOR HIRING

*Technician* Editor Ty Johnson then expressed concerns about University policy 11.55.6 regarding student leaders. He acknowledged that his GPA was below a 2.5 but his cumulative GPA was a 2.7, above a 2.5. "It was a pretty bad semester." Mike Alston asked if he had met with the adviser within four weeks. Ty said yes. Bob Ashley reminded everyone that Ty was

being dismissed from his leadership position, not from staff. Mike then asked about the previous semester. Ty said he was on a work plan after his academic performance in the spring of 2009 but that he took a summer class and did very well so he thought he was removed from the work plan. Mike said the policy doesn't speak to work plan then skip a semester then get back on a work plan. Ty said, "I still feel like I am entitled to this semester." Laura asked if there was anything in the policy regarding repeat offenders. Jamie said she wondered whether summer counted. Mike asked if summer counted. Ty said, "I was not aware I was on a work plan this fall. I had no idea this was going to happen. I took one class over the summer." Mike asked what Ty and Bradley talked about this fall. Ty said that being on a work plan is more like a meeting. "It's not like I didn't want his help. I have an academic adviser. I went on a work plan after the spring." Bryant said that he understands that the law protects Ty's privacy. John Clark said that something was missing. Bryant said, "You get one chance and that's it."

Bradley explained the discussions that were had among the professional staff and other individuals in student affairs. First there was the philosophy that academics takes priority. We should not be having expectations of students that conflict consistently with academic performance, jeopardizing their potential for a successful academic experience. We also took time to look at the students as individuals when going through this process. We looked at the numbers in terms of grades and enrollment. Then we looked at past performance. We considered objective measures as well as subjective measures. Ty asked, "So there was some subjectivity? Maybe if the adviser were 'closer' to the student leader he would be more qualified to evaluate that subjectivity." Ty acknowledged that he could have been suspended in the fall base on academic progress at that point and that he was reminded of that. "Yes, I knew it." Louise asked Ty, "So, you've already had one semester on a work plan?" Ty acknowledge that he had.

Bob Ashley said he was feeling a little uncomfortable with the level involvement Mike was making as the chair running the meeting but also interjecting so often. Mike said, point well taken and moved on.

Laura said, "You kind of get one chance to redeem yourself. What happens there goes." Ty said he was expecting to discuss my work plan for the spring. It's not even a question of whether they're consecutive or not. My mom wasn't happy with it. A probationary status would be a more appropriate thing. I had no staff this summer. This fall, I put all the pieces together. It was a rebuilding year. I knew my GPA was going to go down. Lyndsey asked, "Did you discuss it? Was it something you assumed?" Ty said he did everything possible to get a 2.5. I don't want to have a bad GPA. John asked, "Did you talk about your GPA?" Lyndsey said she thought Ty was relying on the work plan. Ty acknowledged that if he saw this coming he should have talked with Bradley.

Bryant said that at this point, he's not sure what the role of the Board is. I don't know. Bob said he was beginning to feel like the group was going around in circles. We've voted for the policy as amended. University policy trumps Student Media policy. Mike said he would accept any motions at this point. Bob said he would like to have a person in Student Affairs come in to discuss 11.55.6 with the Board. "It's an appropriate topic to discuss." Dean said he felt uncomfortable discussing a University policy that he really wasn't familiar with. Bob said this was an issue of importance, an issue that affects the lives of good people. Dean said it has created some understandable confusion.

Mike said at this point if there were no objections, he was going to limit debate to 90 seconds per person to keep the meeting moving.

Ty said he called Mike Giancola and that Giancola confirmed that this decision was left to the discretion of the adviser. The decision had already been made by the time he had been notified. "I wanted to show you that my view is to pressure said adviser to reconsider this decision. It has been a constant war. I've never had any support from Bradley. I've had minimal support from this Board. This is a loophole someone is exploiting. None of this really surprises me. Could a probationary status work better for everyone involved. I'm a person. An objective number let someone act subjectively.

Krystal said that we (the professional) staff all discussed this. It was an agreed upon decision. We also kept your performance completely separate from the issue at hand.

At this point, Mike said that unless there were further discussion he suggested the Board move to the next item on the agenda.

Regarding the *Technician* editor, Bradley reminded the Board that is the group's decision on how to hire.

Ty said he prepared an application and passed it out. He said that beyond the bureaucracy of who is qualified, he said he didn't understand why he couldn't reapply. "I don't think in a week someone's going to apply. I don't think in a month someone's going to apply." Viewpoint Editor Russell Witham said that of the senior-most staff (Lauren, Biko, himself and Kate), none of us are willing or able to apply this semester. There won't be someone in a week or month. Power sharing, that's not an option. I don't think it's possible to run this boat without some senior executive. What would be your advice for the staff moving forward.

Dean asked, "So you don't believe you can run things by committee, but you can't recommend any individuals either?" Russell said you need someone to call the shots. Without that person, it's hard to make those decisions. These are very real problems. Do we have the content? Yes, we hope so. I don't think any of us are prepared to lead. Prepared to help lead it? Yes. Michele said that taking 17 hours for a graduating senior is a lot. But I'm serving as executive editor. It would be a good idea for the *Technician* as well. Surely one section editor can step up. Tyler Everett, sports reporter, said he's edited the sports section maybe 20 times tops. He said it was unbelievably unlikely and impossible he would be ready to lead the entire staff. Russell said it wasn't impossible for the staff to get a group of people to lead the group for the semester. He said being editor takes a financial toll and an emotional toll. It's a draining role. We have people who have technically met the qualifications all over staff. The Board has established minimum expectations, not real expectations. Everyone I've spoken to cannot do it. We don't feel like there is a person who can and who wants to.

Bob said this was a difficult decision. Clearly Ty has the support and loyalty of the staff. Basically we have an institutional emergency. I sense the Board's view is not accepted among the staff members. Now, leave aside the reason, the *Technician* is about not to have an editor. All of you are talented folks that have a commitment to the institution. What if the editor were hit by a truck or got Swine Flu and were out of commission for a while. You would have to come together to follow through with your commitment. It's a challenge. Your commitment is to

the institution. Put aside personal feelings. The *Technician* is bigger than any of us. It has a long and important tradition on campus. Ultimately, this Board cannot solve this problem. None of us can. It's up to you.

Ty said he didn't get hit by a bus. "I still feel like I meet the qualifications to apply. I would just press the Board to think outside the box. Which of these qualifications don't I meet? It's a loophole I'm trying to get us to look at."

John said he didn't think we should discuss Ty any more tonight. Now we can pursue other options.

Bob Ashley moved and John Clark seconded that Ty was not a qualified candidate and his candidacy would not be considered by the Board.

In discussion on the motion, Charlie said this was newspaper. "I find it hard to believe the four section editors wouldn't want to put out this paper. Feelings aside, we need people to put this paper out. It's getting a little bit ridiculous." Nick Tran, reporter, said that in the time he's known Ty, Ty has taken on more than one role, helping with the news staff in particular. He said the news staff was not capable of working without some form of oversight at this point.

Brent Kitchen asked which section keeps Ty unqualified for the job. Bradley replied 2.1.5.

The motion passed unanimously.

Bryant Robbins spoke to the *Technician* staff. "You applied to get a newspaper done. I made sure that somebody stepped up so that we, all my staff, can finish what we started. Someone can step up. What you're talking about is finishing what you started."

Dean told the staff that minimally they were going to have to rotate through the job. Russell said members of the editorial board can manage the budget. Coop said they were jumping ahead of things. Lauren Blakely said she had no problem with each of the senior staffers taking one night. Tyler said there is more than one position open at the top. Alanna Howard said she didn't have time even if it was for just one night. Bob asked if Ty's predecessor was eligible to help out. Jamie said that just wasn't an option. Bryant said "It's not like this is a lot more work. Step up to the plate."

Martha reminded the group that although he is not qualified to be a student leader, Ty had not been dismissed from staff.

Bob Ashley moved and Dean Phillips seconded that the Board re-open the application process effective immediately with a deadline of Feb. 2. On Feb. 2, the Board would have an emergency meeting to determine how to move forward. In the interim, the senior staff in conjunction with the professional staff to do what was necessary to continue publication.

Lauren said she didn't think it was an issue of the staff getting the paper out. We're going to try our best. Bob said he certainly expected the staff members would do their best.

Laura again reminded everyone that if Ty was willing he could be on staff as a copyeditor. Bradley said Ty could do whatever an entry-level staff member could do, but he couldn't represent himself as editor. And Bradley said he would do what was necessary to get people paid what they were owed for payroll and paid on time. Michele said Ty can still contribute to staff. People can still look up to him.

Ty said he had, earlier in the day, had a discussion with Bradley about choices and his role on staff. But he asked why on earth he would still want to contribute to staff when the Board had been working to undermine me at every turn.

Dean asked what that meant. Ty said he chose his words poorly. Bob said words matter. Ty said it has been difficult and made difficult by some choices I've made. Why would I want to accept the responsibility. Jamie said it would be for Ty to determine how to proceed.

The motion passed unanimously.

# STUDENT MEDIA BUDGET VS. ACTUAL

DATE: Jan. 1, 2010  
 PERCENTTHROUGH FISCAL YEAR: 50%

201 AGROMECK			
Budget	Actual	Percent	
Payroll	\$ 17,821.24	\$ 10,258.07	58%
Supplies	\$ 2,622.12	\$ 75.77	3%
Leadership Developm	\$ 1,712.00	\$ 980.04	57%
Current Services	\$ 577,64.00	\$ 6,161.63	11%
Fixed Charges	\$ 2,178.77	\$ 164.00	8%
TOTAL	\$ 82,098.13	\$ 17,639.51	21%
Non-Fee Income	\$ 25,000.00	\$ 7,729.00	31%
Fee Income	\$ 32,631.13	\$ 10,418.16	32%
TOTAL	\$ 57,631.13	\$ 18,147.16	31%

203 WINDHOVER			
Budget	Actual	Percent	
Payroll	\$ 4,850.00	\$ 1,061.04	22%
Supplies	\$ 1,110.00	\$ 43.41	4%
Leadership Development	\$ 75.00	\$ -	0%
Current Services	\$ 18,957.00	\$ 678.94	4%
Fixed Charges	\$ 761.22	\$ 25.00	3%
TOTAL	\$ 25,753.22	\$ 1,808.39	7%
Fee Income	\$ 25,753.23	\$ 18,889.04	73%
TOTAL	\$ 25,753.23	\$ 18,889.04	73%

OVERALL			
Budget	Actual	Percent	
Payroll	\$ 488,233.06	\$ 227,061.89	47%
Supplies	\$ 43,679.53	\$ 20,230.58	46%
Leadership Development	\$ 11,087.51	\$ 6,291.76	57%
Current Services	\$ 325,745.08	\$ 105,841.98	32%
Capital Outlays	\$ -	\$ 24,200.00	#DIV/0!
Contracted Services	\$ 6,900.00	\$ 1,800.00	26%
Fixed Charges	\$ 25,928.44	\$ 2,865.55	11%
Grant	\$ 7,000.00	\$ 3,500.00	50%
TOTAL EXPENSES	\$ 908,573.62	\$ 388,291.76	43%
Fee Income	\$ 419,863.87	\$ 273,470.92	65%
Non-Fee Income	\$ 441,062.50	\$ 165,885.64	38%
TOTAL INCOME	\$ 860,926.37	\$ 439,356.56	51%
Net Profit/Loss	\$ (47,647.25)	\$ 51,064.80	
Current reserve	\$ 473,607.00		
Budgeted Reserve Transfer	\$ (47,647.25)		

207 NUBIAN MESSAGE			
Budget	Actual	Percent	
Payroll	\$ 7,588.41	\$ 1,620.45	21%
Supplies	\$ 400.00	\$ -	0%
Leadership Developm	\$ 686.67	\$ -	0%
Current Services	\$ 7,514.08	\$ 3,870.18	52%
Fixed Charges	\$ 629.78	\$ -	0%
TOTAL	\$ 16,818.95	\$ 5,490.63	33%
Non-Fee Income	\$ 528.25	\$ 660.00	125%
Fee Income	\$ 16,290.70	\$ 12,656.27	78%
TOTAL	\$ 16,818.95	\$ 13,316.27	79%

204 WKNC			
Budget	Actual	Percent	
Payroll	\$ 44,821.50	\$ 16,533.64	37%
Contracted Services	\$ 6,900.00	\$ -	0%
Supplies	\$ 16,377.85	\$ 5,836.83	36%
Leadership Development	\$ 1,591.92	\$ 941.96	59%
Current Services	\$ 6,730.00	\$ 3,880.00	58%
Fixed Charges	\$ 4,054.23	\$ 835.00	21%
Capital Outlays	\$ -	\$ 24,200.00	0%
TOTAL	\$ 80,475.50	\$ 52,227.43	65%
Non-Fee Income	\$ 56,500.00	\$ 16,985.30	30.06%
Fee Income	\$ 14,795.24	\$ 14,715.37	99.48%
TOTAL	\$ 71,295.24	\$ 31,700.67	44.46%

GENERAL ADMIN			
Budget	Actual	Percent	
Payroll	\$ 299,836.11	\$ 149,706.66	50%
Contracted Services	\$ -	\$ 1,800.00	#DIV/0!
Supplies	\$ 4,924.45	\$ 10,538.92	214%
Leadership Development	\$ 3,000.00	\$ 2,570.60	86%
Current Services	\$ 11,041.00	\$ 4,723.10	43%
Fixed Charges	\$ 7,243.03	\$ 620.00	9%
Capital Outlays	\$ -	\$ -	#DIV/0!
TOTAL	\$ 326,044.59	\$ 169,959.28	52%
Non-Fee Income	\$ -	\$ 140.81	#DIV/0!
Fee Income	\$ 326,044.59	\$ 212,876.36	65%
TOTAL	\$ 326,044.59	\$ 213,017.17	65%

202 TECHNICIAN			
Budget	Actual	Percent	
Payroll	\$ 113,315.79	\$ 47,882.03	42%
Supplies	\$ 18,245.11	\$ 3,735.65	20%
Leadership Developm	\$ 4,021.92	\$ 1,799.16	45%
Current Services	\$ 223,739.00	\$ 86,528.13	39%
Fixed Charges	\$ 11,061.42	\$ 1,221.55	11%
Grant	\$ 7,000.00	\$ 3,500.00	50%
Capital Outlay	\$ -	\$ -	#DIV/0!
TOTAL	\$ 377,383.24	\$ 144,666.52	38%
Non-Fee Income	\$ 359,034.25	\$ 142,640.46	40%
Fee Income	\$ 4,348.98	\$ 3,665.26	84%
TOTAL	\$ 363,383.23	\$ 146,305.72	40%

GENERAL ADMIN			
Budget	Actual	Percent	
Payroll	\$ 299,836.11	\$ 149,706.66	50%
Contracted Services	\$ -	\$ 1,800.00	#DIV/0!
Supplies	\$ 4,924.45	\$ 10,538.92	214%
Leadership Development	\$ 3,000.00	\$ 2,570.60	86%
Current Services	\$ 11,041.00	\$ 4,723.10	43%
Fixed Charges	\$ 7,243.03	\$ 620.00	9%
Capital Outlays	\$ -	\$ -	#DIV/0!
TOTAL	\$ 326,044.59	\$ 169,959.28	52%
Non-Fee Income	\$ -	\$ 140.81	#DIV/0!
Fee Income	\$ 326,044.59	\$ 212,876.36	65%
TOTAL	\$ 326,044.59	\$ 213,017.17	65%

# Student Media

OF NORTH CAROLINA STATE UNIVERSITY

## Recruitment & Retention Fall 2009

by Jamie Lynn Gilbert

### HIGHLIGHTS

- 399 individual students expressed interest in at least one medium during the recruitment period (up from 382 in 2008, 273 in 2007 and 230 in 2006)
  - Reached 240 freshman during new student orientation
  - Reached 13 new transfer students during transfer orientation
  - Reached 19 new graduate students during graduate orientation
  - Reached an additional 72 freshmen, 41 upperclassmen and 14 students of indeterminate class status at Cates Crawl, Student Media Open House, Convocation, Back to School Jam and Brickyard Organization Fair
- Overall, 774 unique contacts were made with 399 students (up from 709 contacts in 2008, 481 contacts in 2007 and 304 contacts in 2006)
  - Students continue to express interest in multiple media
  - Average media selected per person = 1.93 (up from 1.85 in 2008, 1.76 in 2007 and 1.32 in 2006)
- 62 individuals attended the Student Media Open House, down from 81 individuals in 2008. 32 of the 62 individuals who attended the open house expressed interest at a prior recruitment effort (52%, the same percentage as in 2008).
- 13 individuals from Cates Crawl also attended the Student Media Open House (21% of all those reached at Cates Crawl).
- 12 of the 31 individuals enrolled in the WKNC training class expressed interest at one of our recruitment efforts, but only one attended the open house.
- 47 of the individuals who expressed an interest in Student Media joined the staff (12 percent, down from 14 percent in 2008 and 16 percent in 2007 and 2006)
- 33 of those individuals who expressed an interest were retained (8 percent of total recruited, down from 10 percent in 2008 and 14 percent in 2007 and 2006)
- *Technician* training moved to an online format for the fall semester.
- *Agromeck* editor Bryant Robbins was especially helpful in providing recruitment and retention data and should be commended.

### CONCLUSIONS/RECOMMENDATIONS

- Having a student from the business office compile the initial orientation reports is incredibly valuable and time-saving for the professional staff.
- Sending out an initial email from [orientation@sma.ncsu.edu](mailto:orientation@sma.ncsu.edu) ensured each student was contacted at least once by Student Media. Invalid email addresses could also be corrected before being sent to the editors. This practice should continue.
- All editors need to continue copying [orientation@sma.ncsu.edu](mailto:orientation@sma.ncsu.edu) when they send out the initial contact email and forward any responses. This creates an electronic paper trail that makes tracking much easier. Compliance was better this year, but there is still room for improvement.



- Student Media should stop using the organization fair on the brickyard as a recruitment opportunity. It should instead use it as an opportunity to promote student awareness of the media, particularly WKNC.
- We need to talk with each editor before orientation starts to ensure he or she understands to which email address information is being sent.

### **NEW STUDENT ORIENTATION**

New student orientation was restructured in 2009, moving from nine sessions to 17 for freshmen. There remained two sessions for transfer students. Since there were so many sessions in 2009, editors were asked to contact students at the end of each week rather than within 24 hours. The “Contacted by Monday” field represents the number of individuals an editor contacted by the Monday following each week’s orientation. All individuals from new student orientation were contacted eventually, within a week of the original deadline. Based on recommendations from 2008, each editor was asked to copy orientation@sma.ncsu.edu on each recruitment effort and forward any responses.

The restructure of new student orientation this year allowed Student Media to more accurately track interest among specific colleges. CALS students represented the largest recruitment group, with 58 individuals. The second largest was CHASS with 50 students. In 2008, there were 74 interested students from CHASS and FYC, and 66 interested students from a combination of CALS, COM, Engineering, Design and Natural Resources. Individual colleges are only tracked for students who join and remain on staff during the fall semester.

Despite predictions Student Media would reach fewer students as a result of the restructuring of new student orientation, we were able to make 504 contacts with 253 students. This represents a notable increase from the 365 contacts with 198 students made during new student orientation in 2008.

#### **By the Numbers – New Student Orientation 2009**

#	College	Individuals	Contacts	Contacted by Monday	Contacted Eventually	Response
1	FYC, TRANS	7	18	13	18	1
2	FYC	15	30	26	30	3
3	FYC	11	26	21	26	4
4	CHASS	25	67	28	67	9
5	CHASS	15	24	7	24	6
6	EDU, NAT RES	14	25	14	25	1
7	CALS	18	27	20	27	4
8	CALS	26	57	43	57	5
9	CALS	14	22	12	22	2
10	COM	10	14	6	14	2
11	COM, PAMS	15	24	21	24	4
12	COM, DESIGN	17	39	37	39	7
13	ENG	11	24	23	24	2
14	ENG	7	14	13	14	2

15	ENG	12	30	20	30	2
16	ENG	11	19	15	19	1
17	TEX, AG INST	12	20	13	20	0
T1	Transfer #1	5	10	1	10	3
T2	Transfer #2	8	14	9	14	0
		<b>253</b>	<b>504</b>	<b>342</b>	<b>504</b>	<b>58</b>

### Overall Comparisons for New Student Orientation 2006-2009

	Individuals	Contacts	Contacted	Response
2009	253	504	342 (68%)	58 (11%)
2008	198	365	289 (79%)	51 (14%)
2007	165	312	238 (76%)	46 (15%)
2006	230	304	135 (44%)	N/R

Response rates for 2007 may be skewed because they reflect all responses, including those made after the end of new student/transfer orientation. "Contacted" represents those contacted by the specified deadline, this year by the Monday following that week's sessions.

### POST-ORIENTATION

Student Media also participated in recruitment efforts beyond new student and transfer student orientation. During the first week of school, we again hosted an open house for interested students. We also had representatives at Cates Crawl, Convocation, Graduate Student Orientation and the Back to School Jam. We finished post-orientation recruitment with an organization fair held on the Brickyard. We are continuing to make greater efforts to measure response from post-orientation recruitment.

Post-orientation numbers were down from 2008's 403 contacts with 236 students. The open house, Cates Crawl and information fair at Graduate Student Orientation each drew about 20 fewer interested students. Contact from a medium's editor or general manager was again low for post-orientation efforts – only a quarter were contacted within the specified time frame and less than half were ever reported to be contacted. Agromeck, Technician, photography and design failed to contact all of their interested students.

### By the Numbers – Post-Orientation 2009

Date	Event	Individuals	Contacts	Contacted by Monday	Contacted Eventually	Response
8/17	SM Open House	62	75	14	31	2
8/17	Cates Crawl	61	133	34	53	2
8/17	Convocation	11	19	3	4	0
8/18	Grad Orientation	19	45	14	19	0
8/26	Brickyard Org Fair	28	36	4	30	0
	Unknown*	9	9	9	9	0
		<b>190</b>	<b>317</b>	<b>78</b>	<b>146</b>	<b>4</b>

Duplicate individuals/contacts are included in these numbers, but separated from final totals.

\*The unknown category represents students indicating interest in *Nubian Message* during either the Student Media Open House or Back to School Jam. Documentation was not provided, despite repeated requests.

### Overall Comparisons for Post-Orientation 2007-2009

	Individuals	Contacts	Contacted	Response
2009	190	317	78 (25%)	4 (1%)
2008	236	403	196 (49%)	18 (4%)
2007	127	169	N/A	N/A

“Contacted” represents those contacted by the specified deadline, this year by the Monday following that week’s sessions.

### Overall Recruitment Comparisons, 2006-2009

	Individuals	Contacts	Contacted	Response
2009	399	774	412 (53%)	62 (8%)
2008	382	709	507 (72%)	74 (10%)
2007	273	481	346 (72%)	86 (18%)
2006	230	304	135 (44%)	N/R

All duplicate individuals/contacts have been removed from these numbers. “Contacted” represents those contacted within the specified deadline, this year by the Monday following that week’s sessions.

### BY MEDIA

WolfTV joined the Student Media family in 2009 as part of the *Technician*. Design returned as an option for students to select after being absent in 2007 and 2008. We also chose to discontinue recruitment specifically for online media since we do not have a specific department for online media like we do for photography and design.

### By the Numbers – Interest by Media 2006-2009

Media	2009	2008	2007	2006
<i>Agromeck</i>	80	70	62	55
Business Office	42	54	9	N/R
Design	82	N/R	N/R	7
<i>Nubian Message</i>	33	50	22	18
Online Media	N/R	74	24	N/R
Photography	147	125	73	39
<i>Technician</i>	143	151	134	75
<i>Windhover</i>	63	36	46	26
WKNC	120	149	111	76
WolfTV	64	N/R	N/R	N/R
	<b>774</b>	<b>709</b>	<b>481</b>	<b>296*</b>

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

\*This total does not include interest in *Americana*, which has not published since spring 2006.

### CONTACT

After each session, Alex Hofford from the Student Media Business Office or Jamie Lynn Gilbert compiled the list of interested students and sent them an initial welcome email. At the end of each week, the editor/general manager received a list of the individuals who indicated they were interested in his or her medium. They were asked to email each student by the Monday following the recruitment week, copying [orientation@sma.ncsu.edu](mailto:orientation@sma.ncsu.edu) on all emails.

There was some initial confusion with Windhover and WolfTV regarding the email address to which the list was being sent. To prevent this from happening again, we need to talk with each editor before orientation starts to ensure he or she understands to which email address information is being sent. As with previous years, editor contact dropped off sharply during post-orientation recruitment.

This calculation considers all 821 contacts, which includes people who expressed interest more than once. Since each editor/manager should have been contacting the entire list, it would not matter if duplicate names appeared. No response from an editor was counted as zero individuals being contacted.

#### **By the Numbers – Contact by Media 2009**

Media	Contacts	Contacted by Monday	Contacted Eventually
<i>Agromeck</i>	92	56 (61%)	56 (61%)
Business Office	43	5 (12%)	43 (100%)
Design	84	45 (53%)	57 (68%)
<i>Nubian Message</i>	33	29 (88%)	33 (100%)
Photography	154	66 (43%)	116 (75%)
<i>Technician</i>	155	56 (36%)	85 (55%)
<i>Windhover</i>	69	53 (77%)	69 (100%)
WKNC	125	53 (42%)	125 (100%)
WolfTV	66	57 (86%)	66 (100%)
	<b>821</b>	<b>420 (51%)</b>	<b>650 (79%)</b>

These numbers include contacts from all efforts, including duplicate contacts.

#### **RESPONSE**

Of the 821 total contacts (including duplicates) made during all recruitment efforts, just 62 responses were counted. This represents a response rate of 8%, down from 10% in 2008. As with contact numbers, only responses forwarded to Alex or Jamie are included in these totals. Students interested in WKNC had to respond to join the training class, which influenced the number of responses. Response rates remained pretty consistent with 2008 numbers with the exception of *Agromeck*, which had a 14% response rate in 2008.

#### **By the Numbers – Response by Media 2009**

Media	Contacts	Responses	Percent
<i>Agromeck</i>	92	3	3%
Business Office	43	4	9%
Design	84	6	7%
<i>Nubian Message</i>	33	1	3%
Photography	154	9	6%
<i>Technician</i>	155	12	8%
<i>Windhover</i>	69	3	4%
WKNC	125	21	17%
WolfTV	66	3	5%

	<b>821</b>	<b>62</b>	<b>8%</b>
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These numbers include contacts from all efforts, including duplicate contacts.

## OPEN HOUSE

The Student Media Open House is a four-hour event set to coincide with Cates Crawl, attracting 62 individuals and 75 contacts. “Previous” indicates the number of people who expressed an interest in that medium during new student orientation or Cates Crawl who then attended the open house. Individuals recruited at any other post-orientation recruitment efforts are not included since they occurred after the open house. “New” represents those students who had not previously indicated interest in Student Media during the recruitment effort. *Nubian Message* is not included in these totals because the editor did not provide information about open house attendance.

### By the Numbers – Open House Attendance by Media 2009

Media	Total	Previous	New
<i>Agromeck</i>	15	8	7
Business Office	4	1	3
Design	6	2	4
Photography	7	4	3
<i>Technician</i>	16	9	7
<i>Windhover</i>	12	5	7
WKNC	13	5	8
WolfTV	2	0	2
	<b>75</b>	<b>34</b>	<b>41</b>

Duplicate individuals are included in these numbers, as some students visited with multiple media during the open house.

## WKNC TRAINING

WKNC again offered a class to train staff members and help them feel more comfortable on staff. The WKNC class is five weeks, consisting of 90 minutes of lecture and an hour of training in studio with a current WKNC DJ each week. To complete the class, the student must attend four of five sessions. Students must then pass a written exam and demonstrate proficiency on the station equipment before becoming eligible for a shift. The training class is required for anyone wishing to work as a DJ and a great emphasis is placed on the class from the adviser, general manager and program director.

WKNC had 10 percent of the total recruits (12 students) attend a class, down from 16 percent and 20 percent in 2008 and 2007 respectively but still up from 5 percent in 2006. No more than 25 percent of recruits could have taken the class, as enrollment was capped at 30. Nine of the 12 students completed training, eight passed their written and board tests to join the WKNC staff, and seven were active staff at the end of the fall semester.

Overall, of the 31 people who began the WKNC training class, 27 (87%) completed the training by attending 4 of 5 classes, 16 (52%) passed the written and board tests to join the staff, and 14 (45%) had regular shifts or were otherwise active at the end of the fall semester. While the number of students who completed the class is consistent with the previous three training classes, there is a considerable difference in the number of

students who joined the WKNC staff. Eleven students (41% of those who completed the class) never scheduled a board test.

### Overall WKNC Training Comparisons – 2008-2009

	Started class	Completed class	Joined Staff	Still on staff
Fall 2009	31	27 (87%)	16 (52%)	14 (45%)
Summer 2009	21	16 (76%)	15 (71%)	13 (62%)
Spring 2009	25	23 (92%)	20 (80%)	17 (68%)
Fall 2008	30	27 (90%)	25 (75%)	20 (67%)

These numbers reflect all individuals, not just those recruited during New Student Orientation and Post-Orientation recruitment efforts.

There has been some concern with quality and consistency of WKNC’s in-studio training component. The on-air schedule is also nearly full, with most available air shifts between 2 a.m. and 9 a.m. With these issues in mind, the Spring 2010 class will be limited to 25 or fewer students. This way WKNC can be more selective in its in-studio trainers and have less competition for available slots.

### TECHNICIAN TRAINING

*Technician* decided to move to an online training module this semester using NCSU’s Vista course management system. All *Technician* staff member are enrolled in the “class” and are required to pass the Law and Ethics, Interviewing and News quizzes. They must also complete the Time Out for Diversity study. Photographers must complete these requirements and pass three additional quizzes on photojournalism basic, photojournalism law and ethics and work flow.

Thirty-three individuals who expressed interest in *Technician*, photography or design during our recruitment efforts are enrolled in the *Technician* training class. Of those, 10 neither completed the necessary paperwork to actually join the staff nor passed the three quizzes. Of the remaining 23 new staff members, 15 passed all three training quizzes and eight completed the Time Out for Diversity study. Only six students completed both requirements, of which five were staff writers and one was a photographer.

### 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 47 new staff members. Of the 23 students who joined *Technician* there were 12 staff writers, 9 photographers and 2 designers.

### By the Numbers – New Staff Recruited by Media 2009

Media	Joined	Percent
<i>Agromeck</i>	7	9%
Business Office	0	0%
<i>Nubian Message</i>	0	0%

<i>Technician*</i>	23	9%
<i>Windhover**</i>	10	16%
WKNC	8	7%
WolfTV	0	0%

\**Technician* numbers include staff writers, photographers and designers. *Technician* percentage is out of the 268 individuals indicating interest in any of those categories.

\*\* Review of *Windhover* submissions does not begin until January 2010, so none have officially joined the staff.

### 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 as of December 13, 2009. The percentages are our “retention” figures, i.e. the percentage of people who joined the staff and remained on it. Student Media retained 33 individuals, down from 40 in 2008 and 44 in 2007.

#### By the Numbers – New Staff Retained by Media 2009

Media	Still	Percent
<i>Agromeck</i>	4	57%
Business Office	0	0%
<i>Nubian Message</i>	0	0%
<i>Technician</i>	22	96%
<i>Windhover*</i>	0	0%
WKNC	7	88%
WolfTV	0	0%

\*Review of *Windhover* submissions does not begin until January 2010, so technically there are no volunteer reviewers on staff as of December 2009.

#### By the Numbers – New Staff Retained by Class

Class	2009	2008	2007
Freshmen	28	26	31
Sophomore	1	8	9
Junior	2	1	1
Senior	0	1	3
Grad Student	2	4	0

#### By the Numbers – New Staff Retained by College

College	2009	2008	2007
CHASS	8	16	16
ENG	8	7	9
CALS	4	6	2
GRAD	2	4	0
COM	1	2	1
DESIGN	1	2	2
FYC	4	1	6
PAMS	1	0	3

TEX	4	1	3
TRANS	0	1	0
NRS	0	0	2

Thirteen students recruited during our 2008 efforts are still on staff – six at WKNC, four with *Technician*, two with *Nubian Message* and one in the business office. Eleven students recruited during our 2007 efforts are still on staff – five at WKNC, four at *Technician* and one each at *Agromeck* and *Nubian Message*.

### **MONIES SPENT**

- We still have our recruitment video online and point potential students to that video at [ncsu.edu/sma](http://ncsu.edu/sma). It has been well received.
- We spent \$821 to print 5,000 copies of our recruitment flyer (\$0.16/piece). All were distributed during New Student Orientation and early fall events.

### **ORIENTATION STAFFING**

Each of the 19, 90 minute information sessions was staffed by three representatives of the Student Media. Total person hours committed during orientation were 85.5, down from 147.75 in 2008, 168.75 in 2007 and 236.25 in 2006. There is no need to have more than three representatives at each session, so person hours should continue to decrease.