

MINUTES

**Tuesday, Jan. 17, 2012 • 7 p.m.
Room 201, Witherspoon Student Center**

Members Present: Henry Allen, Michael Biesecker, Kathryn Glaser, Cordera Guion, Alanna Howard, Molly Matty, Victoria Melbourne, Ronilyn Osborne, Dean Phillips, Jim Rothschild, Paul Ruddle, Chandler Thompson, Laura Wilkinson

Members Absent: Siddharth Gandra (unexcused), Kenneth Hertling (excused), Paul McCauley (unexcused), William Stronach (unexcused), Katherine Trapp (unexcused)

Others Present: Martha Collins, Jamie Lynn Gilbert, Maurizo Lewis (Wolf TV), Krystal Pittman

CALL TO ORDER at 7:02 p.m. by Vice Chair Henry Allen.

NEW BUSINESS

1. Approval of minutes from November 2011 board meeting. The minutes were approved with no objections.
2. Budget update (Patrick) • PDF is ATTACHED
 - *Technician* did not print on Friday, Nov. 18 due to a complete server failure, resulting in \$0 revenue for that issue. Krystal reported that day's paper had about \$4,000 worth of advertising, as it was the day before Homecoming. Some of the ads were able to be rescheduled.
 - *Nubian Message* has sold more than \$2,000 in advertising, far surpassing its \$500 annual goal.
 - *Technician* launched a new [classifieds](#) system this month that allows users to select print, online or combination options. Online users can also add pictures and maps. The system made about \$800 in its first week.
3. Recruitment and Retention Report (Jamie Lynn). While not that impressive from a quantitative standpoint, three of our top editors came to the staff from one of our recruitment efforts. PDF is ATTACHED.
4. Academic Progress Report (Jamie Lynn). Only two student leaders were impacted by 11.55.6 and six by the Student Media Academic Progress Policy. PDF is ATTACHED.
5. Update on hiring of Director of Systems Administrator and Production Assistant (Patrick). The systems administrator position has been posted and the search committee team is reviewing candidates. A tentative start date of March 1 is still feasible. Patrick will be taking over production assistant duties until at least the end of the spring semester.

REPORTS

- *Agromeck*
- Business Office
- *Nubian Message*
- Society for Collegiate Journalists
- *Technician*
- *Windhover*
- WKNC
- Wolf TV

REPORT UPDATES

Kathryn hired Tyler Andrews as *Agromeck* assistant photo editor. There was confusion over the total page count for the book, which is being finalized this week.

Alanna updated the Board that she may not use Mag+ for the *Windhover* iPad app, as other options have become available.

EXECUTIVE SESSION

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

ADJOURN at 8:15 p.m.

TEXT OF REPORTS

Agromeck
submitted by Kathryn Glaser, editor

Personnel — Sharon Eshet our Fall 2011 designer resigned to study abroad in Israel. One of our new staff designers has been hired to replace her. Jordan Moore will continue to be the photo editor for Spring 2012.

We are in the process to look for more writers. I posted on Facebook groups at State about the position. I have heard back from several people already.

Training — No training has been done since the last board meeting, I hope to do some this month.

Coverage — Coverage this month will focus less on events and more on groups and people on campus. This is happening because such few events are going on. The month of January is a little slow on campus with the start back to school.

I hope to cover a few more sport teams before the book ends. We have really lacked on sports coverage, beside the monthly recap of sports.

Deadlines — We had a deadline in December and it was brutal. With most of the staff gone or held up with exams, I, the editor, had a lot of work to do. There were several unfinished spreads from the semester, which needed to be finished.

We will have a miniature deadline in January because in February we will be sending around 50 pages. The official February deadline is the 17th.

Marketing — Senior Portraits are January 17-21. A PSA on WKNC has already begun to run, ads in the *Technician* are being run during and before the portraits are being taken. A banner will also be hung outside of Witherspoon to show students where they can get their portrait taken.

We have also sold several books. I will need to begin my advertising campaign for selling books soon.

Business Office

submitted by Ronilyn Osborne, business office manager

Revenue — Due to three new apartment complexes opening this fall we are anticipating our spring revenues to be on target from the extra advertising we are receiving from the housing market.

Technician — I have set new goals for the sales reps in regards to *Technician* – they must actively work on securing two new clients per week. I hope this will increase revenues and get a new variety of clients in the paper. We have several specials to promote in the coming months as well – Spring Break, Valentine's and our Spring Living Guide.

Agromeck — One of our office assistants, Abby Howe, is helping the *Agromeck* staff with marketing and promotions. They will be meeting soon to discuss the new "buy a book" campaign.

Nubian Message — Our *Nubian* sales representative, Melinda Brewer, graduated in December and is no longer working with the business office. However, I have found someone who is interested in picking up the position as the new *Nubian* sales representative. We have been discussing her availability to ensure that she is able to devote a sufficient amount of time to the business office, and so therefore has not yet been hired.

We are promoting the four issues in February for Black History Month and have a special out to our clients to run ads in all four papers.

Wolf TV — We are still trying to figure out the best approach to bring revenue to Wolf TV since we can't place ads on their site.

WKNC — We have seen a slump in sales recently but will be making a push to increase. We are also going to work to increase our sales for spots during the women's basketball games and the baseball games as well.

Personnel — This semester the business office has two new office assistants, Sydni Collins and Jesse Higgins. We also hired a new delivery person, Drew Klahlo, who has so far been doing a wonderful job getting the papers out each morning in good time. We have lost one sales representative, Matt Keller, due to graduation in December.

Training — Since it is the beginning of the semester, I have training scheduled in place for the office assistants and the sales team separately. The office assistants will have their training on Tuesday, January 10 at 4:30 pm and will cover the new classified ad procedure, how to close the *Technician* issues every day, tear sheets, and also a lesson on secretarial duties for Martha.

The sales team will have their training on Wednesday, January 11 at 6:00 pm and will go over sales techniques, new sales goals for the semester, and will also include dividing up Matt Keller's sales accounts. We also plan to have Mike Hartel, from Curtis Media, come as a guest speaker to another sales meeting later this month.

Updates — The new online method of scheduling classified ads has proved to be a very positive switch. It has been generating more revenue for the business office than the previous method. Customers can now post, pay and manage their ads online with new options like posting pictures and Google maps. We are considering doing a week of free classifieds in print for faculty, staff and students to help introduce this new system. Currently with the new system anyone with an @ncsu.edu email address can post online ads for free.

Also since the start of the new semester Patrick has certainly proved to get along very well with the business office staff. He has even offered to accompany the sales representatives on any sales meetings if they would like.

Nubian Message
submitted by C.J. Guion, editor

Revenue — *Nubian Message* has surpassed the budgeted revenue projections for the entire year by almost triple the number that was set last year, and I believe that we can continue to increase revenue in the second semester. We have increased revenue by creating special editions such as the African American Symposium edition which took place before the beginning of the fall semester and the special Anniversary edition which took place at the conclusion of the semester.

I believe that we can continue to increase revenue in the second semester by taking advantage of upcoming events such as the Pan Afrikan Festival in April as well as Black History Month in February.

Expenditures — The only expenditures that may be out of the ordinary is that the 19th Anniversary edition was produced in full color, but was paid for with money from ads and anniversary messages that were placed in the paper.

Personnel — There have been no significant staff changes.

Training — There has been no training since the last meeting

Technology — Technology works pretty well for the most part and we are taking advantage of our website, Facebook, and Twitter to increase readership.

Coverage — We have been doing a pretty good job of covering news and events that are pertinent to the N.C. State community.

Deadlines — In the fall semester, we released the paper on time every single week that we were supposed to come out and the paper was on the stands by at least 11 a.m. each week.

Ethics/Legal issues — In the last board meeting, we discussed the editorial that was placed on the front of *Nubian Message* in November targeted towards the *Technician*. In the issue following the board meeting, a response from the *Technician* Editor Laura Wilkinson was placed in the paper. Other than the discussion that took place in the meeting, that was pretty much where it ended. However, a discussion was introduced about the responses at the last AASAC meeting of the semester which *Nubian Message* is a part.

**Society for Collegiate Journalists
submitted by Sarah Tudor, president**

NO REPORT

***Technician*
submitted by Laura Wilkinson, editor**

Personnel — I fired former News Editor John Wall in November for several reasons. He failed to show up to work twice without letting anyone know ahead of time and without finding a replacement. His style of management was abrasive and we were losing staff members because of his attitude toward them. He hid a cooler of beer on the patio one night, which I did not know about until close to deadline. He was fired the next morning. Elise Heglar, former Deputy News Editor, is the new News Editor and I have not had any problems with her performance so far.

There are a few students who no longer meet minimum requirements for working at *Technician*. Patrick Neal and I have been talking to all of them and figuring out their future status with the paper.

Training — Spring Retreat was held at the Museum of Natural Sciences in downtown Raleigh. I believe we had a total of 21 in attendance, give or take a few. We spent a lot of time talking about ethics and investigative reporting, so hopefully we'll see some improvement in those areas this semester.

Patrick Neal has already begun filling our training calendar with available training opportunities. Former Deputy News Editor Chris Boucher will be coming up to the office on Tuesdays and Thursdays during January and February as part of his graduate studies to work with staff as a writing coach.

Coverage — It's the beginning of the semester, so spring coverage has been fluffy this past week. No problems to report in any specific section.

Deadline — Due to a few late sports games and limited, new design staff, we have missed deadline approximately once a week, which will be brought up at the budget meetings.

Ethics/Legal Issues — For once, I can't recall any specific ethics/legal issues. Yayyyy!

Technology — On the night of Thursday, Nov. 17, multiple servers crashed a couple of hours prior to deadline. Friday's paper was cancelled and I cried due to frustration and stress. Thankfully, Fred Eaker spent the weekend getting the servers back up and running. Moral of the story: We need an IT person as soon as possible.

Windhover

submitted by Alanna Howard, editor

Revenue — We have had no changes in revenue though Krystal Pittman and I have met to discuss obtaining sponsorships this semester. We're currently compiling a list.

I'm in the beginning stages of applying for a grant from the Raleigh Arts Council. More info on that at the next board meeting.

Events — The November Open Mic Night was very successful, again with over 100 people in attendance. The programs we made for the event were beautiful and the designers got several compliments. The third and final Open Mic Night will be on February 19 (Sunday) at Irregardless Cafe at 6 p.m. Most of the slots for reading or presenting have already filled. There will be a cash bar and a \$5 menu, possibly small appetizers like mini burgers, quesadillas, etc. but I'm still in talks with the chef at the cafe. We will be raffling off gift cards donated by The Pit, Raleigh Times and Gravy, with the proceeds probably going to a fund for next year, or for the release party.

Expenditures — We haven't spent any money recently. We're about to buy typefaces, which have a budget of \$450. The designers were recently excited to learn the original specs for the book gave us a quote that allows for an extra \$2000. The quote came back at \$14,130 for the full count of 2,500. That leaves \$2,170 to play with.

Personnel — There have been no staff changes.

Training — Britt Freeman, the 2006 editor, had coffee with the designers during exams last semester to talk about their plans for the book.

Technology — No new technology, though Josh, the audio editor, is in talks with Fred Eaker about reserving ncsu.edu/windhover/audio for part of the audio release for the book. More details closer to the March board meeting. Jamie ordered a new computer last fall, no word on when/if that will arrive.

Coverage — We'll put up posters all over campus for the Open Mic Night and the Release Party, and we've been using Facebook and Twitter to remind followers of the final deadline on January 20. I'm tracking where people learned about submitting to *Windhover* as we receive submissions so at the end of the year I can pass on that data to the next editor.

Deadlines — The final deadline for submissions is January 20 though we will keep accepting audio submissions past that date. Josh is working with bands to record on his own time with his personal equipment, so we'll keep accepting submissions until the middle of February before sending off the final tracks for duplication.

Other — For an independent study I will be creating an iPad app for *Windhover* using Mag+ software. It's a plugin for InDesign that requires no coding on my part or upfront costs. I use the same InDesign file the designers use to create the book, export it into the plugin, and reformat it to fit on tablet screens, and add audio files. Many major magazines are using Mag+, including Popular Science, Photography, and Macworld. For more information: <http://www.magplus.com/>.

To publish an issue it's \$200. This would be a one time fee, and each year the new edition of *Windhover* could replace the previous year's. I learned about the software from an article in *Science* magazine about students at NYU's J-school who used Mag+ to publish one of their science feature inserts on tables. The article is ATTACHED.

Each month at the board meeting I will report my progress and show updates. Once the app is complete in April, I will ask the board to approve \$200 out of my budget to publish the app.

WKNC

submitted by Molly Matty, general manager

Revenue — Non-fee income as of December 31, 2011: \$17,994.92

- Regular donor announcements — \$7,410
- Tir Na nOg — \$6,000
- Promotions/Live Nation — \$1,790
- Benefit Concerts — \$1,019
- Wolfpack Sports — \$900
- Merchandise Sales — \$857.86
- Other — \$18.06

Expenditures — Jamie discovered an error in our personnel budget, which resulted in about \$1,800 being credited back to WKNC. We were paying a student employee's work in another department. The issue has been resolved and we were refunded. We have maxed out our current services line item due to a \$3,000+ tower repair bill from June being paid in December, as the bill was sent late.

Personnel — Recent hires include:

- Assistant Promotions Director: Cameren Dolecheck

- Deputy Promotions Assistant for On-Campus Affairs: Bri Aab
- Daytime Music Director: Anatassia Treitakova
- Public Affairs Director: Nick Savage

It has come to our attention that a student DJ has been self-promoting her own work through our airwaves. She has also been partaking in plugola and potentially payola with a local business, which constitutes employee theft. I am meeting with the student on Friday, Jan. 13.

Training — We recently held two interest meetings for spring employment and DJ training. Because of feedback from the last semester's training class, we will be incorporating an element of group work and a more interactive class. Each student will select a "concentration" (even those not selected to be DJs), allowing them to meet with a department head and learn how to get involved. This, along with more collaborative groupwork, will hopefully increase involvement and retention.

After compiling results from the departmental meetings last semester, a managerial meeting will be held going over a strategic plan for all departments with Patrick Neal and Jamie Lynn Gilbert.

Technology — Phew. WKNC is a technological nightmare. On Dec. 24, 2011 the library performed maintenance requiring the power to go off. This turned our transmitter off and thus, turned off our signal. When the power was turned back on, our signal was essentially "scrambled" between Witherspoon and the library-based transmitter. Due to the quick work of student engineer, Austin Page, a temporary connection was made with the Comrex to basically remotely broadcast from our own transmitter. This quick-fix is still in effect. Our engineering staff is ordering parts to replace the line that was ruined on Christmas Eve. The Comrex is not a permanent solution, as it occasionally requires reconnection and cannot be used for other purposes when in use at the library.

The morning of Jan. 12, AudioVault paused on a cart for many minutes, turning our signal off yet again. AudioVault has been causing a few errors recently as it plays two tracks at once. Troubleshooting for this begins Jan. 12.

Legal — Our FCC license was renewed until Dec. 1, 2019. There is no indication of FCC action with respect to our admitted discrepancy in the public file. The discrepancy is/was: WKNC must place a quarterly issues and programs list in our public file every quarter. From our 2003 license renewal until Jamie's hiring in summer 2006 this was not done. That violates FCC rules, which we freely admitted in our renewal application. We are subject to a fine, should the FCC choose. The alternate was to lie to the federal government.

Coverage — This is an extremely busy time of the year for us as Double Barrel Benefit 9 approaches. DBB9 is the ninth annual fundraiser, featuring eight local artists over a two night concert. The event will be February 3 and 4 at the Pour House Music Hall in downtown Raleigh. For the first time, DBB will feature a Day Party and Market, which will host about 20 local artists and businesses as well as three local bands. I'm personally really excited to open up our coverage to not only local music, but also local art.

WKNC will be working UAB in the spring months to present music-related movies at the Campus Cinema. These movies planned are: *Almost Famous*, *High Fidelity*, *August Rush*, *The Soloist*, *Once* and *O Brother, Where Art Thou?*. WKNC is also collaborating with UAB to assist with the Red and White Ball, All Knight Bash, and the Earth Day festivities. While nurturing this relationship, we will be working with them to present another Fridays on the Lawn in late March or early April.

Deadlines — We have a lot of personal deadlines related to DBB9, but no issues to discuss here.

Wolf TV

submitted by Kenny Hertling, station manager

Revenue — Are we meeting revenue projections? Why or why not? How many books/ads/sponsorships have we sold? N/A

Personnel — Significant staff changes- None. How many people are on staff? Around 20 people come to the meetings, but only a few have actually turned in paperwork

Training — What training has the staff undergone since the last Board meeting? No, but we will be having training on Jan. 22. Was the training effective? Why/why not? N/A. Who conducted the training? N/A

Technology — Are there any problems with technology? None. Is the hardware/software being used adequate? If not, why not? And what would be better? Yes.

How are we working to function in a technologically sophisticated environment? We have Twitter, Facebook, and a website that is updated as often as possible.

Coverage — What is the staff doing to cover campus activities or to maintain its focus on the N.C. State campus? They are asked to email me with any ideas that they have and I usually look through the campus events list before each meeting for ideas.

Deadlines — What challenges has the staff had meeting deadlines? The staff do not exactly have a challenge meeting deadlines, but I do set responsible deadlines for the amount of work that they have to do. In a quantifiable manner, how is the staff doing meeting deadlines? The staff is meeting their deadlines usually.

Ethics/Legal issues — None

STUDENT MEDIA BUDGET VS. ACTUAL

DATE: January 1, 2012
 PERCENT THROUGH FISCAL YEAR: 50%

056 AGROMECK

Budget	Actual	Percent	
Payroll	\$ 17,294.37	\$ 6,102.49	35%
Supplies	\$ 1,695.90	\$ -	0%
Leadership Developme	\$ 2,235.00	\$ 1,002.42	45%
Administrative Fees	\$ 3,849.51	\$ 3,836.48	100%
Current Services	\$ 71,438.00	\$ 712.66	1%
Fixed Charges	\$ 919.00	\$ 425.00	46%
TOTAL	\$ 97,431.78	\$ 12,079.05	12%
Non-Fee Income	\$ 10,375.00	\$ 5,675.62	55%
Fee Income	\$ 76,912.91	\$ 40,988.90	17.35%
TOTAL	\$ 87,287.91	\$ 46,664.52	53%
Profit/Loss			
	(\$10,143.87)		

061 NUBIAN MESSAGE

Budget	Actual	Percent	
Payroll	\$ 4,941.25	\$ 1,739.17	35%
Supplies	\$ 235.53	\$ 112.50	48%
Leadership Developme	\$ 286.67	\$ -	0%
Administrative Fees	\$ 459.14	\$ 419.73	91%
Current Services	\$ 5,398.33	\$ 3,836.24	71%
Fixed Charges	\$ 300.00	\$ 25.00	8%
TOTAL	\$ 11,620.92	\$ 6,132.64	53%

Non-Fee Income	\$ 500.00	\$ 1,496.00	299%
Fee Income	\$ 10,129.91	\$ 5,398.50	2.29%
TOTAL	\$ 10,629.91	\$ 6,894.50	65%
Profit/Loss			
	(\$991.01)		

057 TECHNICIAN

Budget	Actual	Percent	
Payroll	\$ 98,926.39	\$ 51,164.43	52%
Supplies	\$ 10,058.82	\$ 2,006.89	20%
Leadership Developme	\$ 7,191.25	\$ 3,576.81	50%
Administrative Fees	\$ 12,366.35	\$ 12,297.15	99%
Current Services	\$ 183,163.00	\$ 78,617.13	43%
Fixed Charges	\$ 1,289.00	\$ 1,390.80	108%
Grant	\$ 8,000.00	\$ 3,000.00	38%
Capital Outlay	\$ -	\$ -	
TOTAL	\$ 320,994.81	\$ 152,053.21	47%
Non-Fee Income	\$ 319,305.14	\$ 110,677.41	35%
Fee Income	\$ 1,492.79	\$ 795.55	0.34%
TOTAL	\$ 320,797.93	\$ 111,472.96	35%
Profit/Loss			
	(\$196.88)		

058 WINDHOVER

Budget	Actual	Percent	
Payroll	\$ 4,850.00	\$ 677.34	14%
Supplies	\$ 684.44	\$ 203.49	30%
Leadership Developmen	\$ 75.00	\$ -	0%
Administrative Fees	\$ 951.39	\$ 964.55	101%
Current Services	\$ 17,500.00	\$ 76.51	0%
Fixed Charges	\$ 269.00	\$ 25.00	9%
TOTAL	\$ 24,329.83	\$ 1,946.89	8%
Non-Fee Income	\$ -	\$ 40.04	
Fee Income	\$ 21,494.91	\$ 11,455.20	4.85%
TOTAL	\$ 21,494.91	\$ 11,495.24	53%
Profit/Loss			
	(\$2,834.92)		

059 WKNC

Budget	Actual	Percent	
Payroll	\$ 36,873.00	\$ 17,341.97	47%
Contracted Services	\$ -	\$ 3,042.50	
Supplies	\$ 10,394.22	\$ 5,726.31	55%
Leadership Developmen	\$ 1,511.92	\$ 1,341.17	89%
Administrative Fees	\$ 2,293.53	\$ 2,264.17	99%
Current Services	\$ 5,330.00	\$ 5,662.63	106%
Fixed Charges	\$ 3,947.00	\$ 430.00	11%
Capital Outlays	\$ -	\$ -	0%
TOTAL	\$ 60,349.67	\$ 35,808.75	59%
Non-Fee Income	\$ 51,100.00	\$ 17,994.92	35%
Fee Income	\$ 8,171.89	\$ 4,355.02	1.84%
TOTAL	\$ 59,271.89	\$ 22,349.94	38%
Profit/Loss			
	(\$1,077.77)		

Non-Fee Income	\$ 51,100.00	\$ 17,994.92	35%
Fee Income	\$ 8,171.89	\$ 4,355.02	1.84%
TOTAL	\$ 59,271.89	\$ 22,349.94	38%
Profit/Loss			
	(\$1,077.77)		

060 GENERAL ADMIN

Budget	Actual	Percent	
Payroll	\$ 329,510.26	\$ 144,775.72	44%
Contracted Services	\$ 4,500.00	\$ 4,200.00	93%
Supplies	\$ 10,989.69	\$ 2,629.12	24%
Leadership Developmen	\$ 3,000.00	\$ 3,487.97	116%
Administrative Fees	\$ 14,502.43	\$ 14,161.72	98%
Current Services	\$ 4,557.00	\$ 2,182.27	48%
Fixed Charges	\$ 867.00	\$ 125.00	14%
Capital Outlays	\$ -	\$ -	
TOTAL	\$ 367,926.38	\$ 171,561.80	47%
Non-Fee Income	\$ -	\$ 254.97	
Fee Income	\$ 325,055.54	\$ 173,230.60	73.39%
TOTAL	\$ 325,055.54	\$ 173,485.57	53%
Profit/Loss			
	(\$42,870.85)		

OVERALL

Budget	Actual	Percent	
Payroll	\$ 492,995.27	\$ 221,801.12	45%
Supplies	\$ 34,058.60	\$ 10,678.31	31%
Leadership Developmen	\$ 14,299.84	\$ 9,408.37	66%
Administrative Fees	\$ 34,422.35	\$ 33,943.80	99%
Current Services	\$ 287,386.33	\$ 91,087.44	32%
Capital Outlays	\$ -	\$ -	
Contracted Services	\$ 4,500.00	\$ 7,242.50	161%
Fixed Charges	\$ 7,591.00	\$ 2,420.80	32%
Grant	\$ 8,000.00	\$ 3,000.00	38%
TOTAL EXPENSES	\$ 882,653.39	\$ 379,582.34	43%
Non-Fee Income	\$ 443,257.95	\$ 236,223.76	53%
Fee Income	\$ 381,280.14	\$ 136,138.96	36%
TOTAL INCOME	\$ 824,538.09	\$ 372,362.72	45%
Net Profit/Loss			
	(\$58,115.30)	(7,219.62)	
Current reserve	\$ 473,607.00		
Budgeted Reserve Tran:	\$ (58,115.30)		

Student Media

OF NORTH CAROLINA STATE UNIVERSITY

Recruitment and Retention Report Fall 2011

HIGHLIGHTS

- 335 individual students expressed interest in at least one medium during the recruitment period (down from 389 in 2010 and 399 in 2009).
 - Reached 219 freshmen during New Student Orientation.
 - Reached 19 new transfer students during transfer orientation.
 - Reached 23 new graduate students during graduate orientation.
 - Reached 74 students of indeterminate class status at Campus Crawl and the Student Media open house.
- Overall, 705 unique contacts were made with 335 students (down significantly from 905 contacts in 2010).
 - Three individuals joined more than one staff.
 - Average media selected per person = 2.10 (down from 2.32 in 2010, but still up from 1.93 in 2009, 1.85 in 2008, 1.76 in 2007 and 1.32 in 2006)
- 97 individuals attended the Student Media open house, making a new record. The previous highest attendance was 81 individuals in 2008.
 - 49 of the 97 individuals who attended the open house expressed interest at a prior recruitment effort (50 percent of open house attendees).
 - 34 of the 97 individuals who attended the open house joined a medium's staff (35 percent of open house attendees).
- The number of students contacted by an editor/manager by the Monday following each week's efforts was 95% during the five weeks of New Student Orientation and transfer orientation. This is by far the greatest compliance rate, likely due to the addition of a new editor's leadership training session that stressed the importance of recruitment and retention.
- Not a single editor or manager, however, emailed his or her list following graduate orientation, Campus Crawl and the Student Media Open House. This dropped the overall contact rate to 59 percent. The contact rate was 76 percent in 2010.
- 7 individuals from Campus Crawl also attended the Student Media Open House (21 percent of all those reached at Campus Crawl, consistent with previous years).
- 10 of the 26 individuals enrolled in the WKNC training class expressed interest at one of our recruitment efforts, with six attending the open house.
- 47 of the individuals who expressed an interest in Student Media joined the staff (14 percent, the average recruitment level from 2006-2011).
- 39 of those individuals who expressed an interest were retained (12 percent of total recruited, less than a percentage point above the average retention level from 2006-2011 and the highest level since 14 percent retention in 2007 and 2006).

CONCLUSIONS

- According to New Student Orientation, 4,629 students came through the 17 freshman orientation sessions. We made contact with 238, which represents 5 percent of the incoming class.
- We are maintaining our overall average recruitment and retention rates.
- We need to do a better job contacting those who express interest in our post-recruitment efforts of the Student Media Open House, Campus Crawl and graduate orientation.

NEW STUDENT ORIENTATION

This was the third year New Student Orientation had 17 freshman sessions and two transfer sessions. Editors/managers were provided with a list of interested students at the end of each of the five weeks. The contacted field represents the number of individuals contacted by the Monday following each week's orientation, while eventually means the editor/manager contacted students before the end of the recruitment period.

The College of Humanities and Social Sciences (CHASS) represented the largest recruitment group, with 59 individuals. The second largest group was College of Engineering (ENG) with 51 students. These are also the two largest colleges on campus.

New Student Orientation 2011

#	College	Individuals	Contacts	Contacted	Eventually
1	FYC	10	24	22	24
2	FYC/TRANS	12	19	15	19
3	FYC/ENV SCI	15	26	25	26
4	CHASS	29	75	72	75
5	CHASS	30	57	57	57
6	COM/EDU	9	17	17	17
7	COM/NAT RES	6	8	7	8
8	COM/PAMS	21	39	32	39
9	ENG	15	24	20	24
10	ENG	9	16	13	16
11	ENG	7	13	13	13
12	ENG	12	23	23	23
13	ENG	8	19	19	19
14	DESIGN/TEX	17	34	34	34
15	CALS	10	22	22	22
16	CALS	3	5	5	5
17	CALS/AG INST	6	9	9	9
T1	Transfer #1	8	16	16	16
T2	Transfer #2	11	24	24	24
		238	470	445	470

Overall Comparisons for New Student Orientation 2006-2011

	Individuals	Contacts	Contacted	Eventually
2011	238	470	445 (95%)	470 (100%)
2010	254	584	390 (67%)	584 (100%)
2009	253	504	342 (68%)	504 (100%)
2008	198	365	289 (79%)	N/R
2007	165	312	238 (76%)	N/R
2006	230	304	135 (44%)	N/R

POST-ORIENTATION

Student Media participated in three recruitment efforts beyond new student and transfer student orientation. We again hosted an open house on the Monday of the first week of classes, from 11 a.m. to 3 p.m. The first two hours of open house coincided with Campus Crawl, where we also had a table. Our third post-orientation recruitment effort was to staff an information table during graduate student orientation. Convocation and the brickyard organization fair saw a decline in student interest in 2008 and 2009, resulting in those being cut from Student Media's recruitment efforts in 2010.

Post-Orientation 2011

Date	Event	Individuals	Contacts	Contacted	Eventually
8/15	Open House	97	141	0	0
8/15	Campus Crawl	34	86	0	0
8/16	Grad Orientation	23	59	0	0
		154	286	0	0

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

Overall Comparisons for Post-Orientation 2007-2011

	Individuals	Contacts	Contacted	Eventually
2011	154	286	0 (0%)	0 (0%)
2010	190	384	364 (95%)	384 (100%)
2009	190	317	78 (25%)	146 (46%)
2008	236	403	196 (49%)	N/R
2007	127	169	N/R	N/R

Overall Recruitment Comparisons 2006-2011

	Individuals	Contacts	Contacted	Eventually
2011	335	706	445 (63%)	470 (67%)
2010	389	905	691 (76%)	905 (100%)
2009	399	774	412 (53%)	636 (82%)
2008	382	709	507 (72%)	N/R
2007	273	481	346 (72%)	N/R
2006	230	304	135 (44%)	N/R

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

BY MEDIA

Wolf TV joined the Student Media family in 2009 as part of the *Technician*. Design returned as an option for students to select in 2009 after being absent in 2007 and 2008. Interest in general declined, with almost 200 fewer contacts than in 2010. Photography represented the largest interest group, with 138 individuals indicating interest in learning more about the department. Student interest in working for the Student Media Business Office dropped by 50 percent, reaching the lowest level since we began tracking it in 2007. *Nubian Message* saw interest decline by more than half. The number of students interested in WKNC also dipped, returning to its 2009 level.

Interest by Media 2006-2011

Media	2011	2010	2009	2008	2007	2006
<i>Agromeck</i>	63	74	80	70	62	55
Business Office	23	46	42	54	9	N/R
Design	74	93	82	N/R	N/R	7
<i>Nubian Message</i>	21	44	33	50	22	18
Online Media	N/R	N/R	N/R	74	24	N/R
Photography	138	167	147	125	73	39
<i>Technician</i>	116	147	143	151	134	75
<i>Windhover</i>	50	51	63	36	46	26
WKNC	122	182	120	149	111	76
Wolf TV	99	101	64	N/R	N/R	N/R
	706	905	774	709	481	296

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

OPEN HOUSE

The Student Media open house is a four-hour event set to coincide with Campus Crawl. "Previous" indicates the number of people who expressed an interest in that medium during New Student Orientation or Campus Crawl who then attended the open house. "New" represents those students who had not previously indicated interest in Student Media during the recruitment effort.

Open House Attendance by Media 2011

Media	Total	Previous	New
<i>Agromeck</i>	16	3	13
Business Office	1	0	1
Design	4	1	3
<i>Nubian Message</i>	3	1	2
Photography	11	1	10
<i>Technician</i>	26	4	22
<i>Windhover</i>	12	5	7
WKNC	42	16	26
Wolf TV	26	6	20
	141	37	104

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 60 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.

More than 80 students completed applications for the fall 2010 WKNC training class. That represents a 33 percent acceptance rate. Of the 26 people initially selected for the WKNC training class, 23 (88 percent) completed the training by attending four of five classes. Twenty-two students (85 percent) passed the written and board tests to join the staff, and 17 (65 percent) had regular shifts or were otherwise active at the end of the fall semester. Nine (39 percent) of the 23 students who completed the training class were from one of our recruitment efforts. An additional three students from the recruitment efforts joined the WKNC staff in non-DJ roles.

Overall WKNC Training Comparisons – 2008-2011

	Started class	Completed class	Joined staff	Still on staff
Fall 2011	26	23 (88%)	17 (65%)	17 (65%)
Summer 2011	20	19 (95%)	15 (75%)	15 (75%)
Spring 2011	24	22 (92%)	18 (75%)	11 (46%)
Fall 2010	31	26 (84%)	22 (71%)	20 (65%)
Summer 2010	16	14 (88%)	10 (63%)	4 (25%)
Spring 2010	23	22 (96%)	18 (78%)	10 (43%)
Fall 2009	31	27 (87%)	16 (52%)	7 (23%)
Summer 2009	21	16 (76%)	15 (71%)	4 (19%)
Spring 2009	25	23 (92%)	20 (80%)	4 (16%)
Fall 2008	30	27 (90%)	25 (75%)	4 (13%)

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

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 individuals in 51 new staff positions. These numbers are consistent with previous years.

New Staff Recruited by Media 2011

Media	Joined	Percent
<i>Agromeck</i>	5	8%
Business Office	0	0%
<i>Nubian Message</i>	2	10%
<i>Technician*</i>	13	6%
<i>Windhover</i>	6	12%
WKNC	12	10%
Wolf TV	13	13%

* *Technician* numbers include staff writers, photographers and designers. *Technician* percentage is out of the 209 individuals indicating interest in any of those categories.

STILL ON STAFF

Some people join the staff, but leave before the end of the fall semester. Below are the numbers of people who were still on staff as of December 7, 2011. The percentages are our “retention” figures, i.e. the percentage of people who joined the staff and remained on it. Student Media retained 39 individuals in 42 staff positions. These numbers are also consistent with previous years.

New Staff Retained by Media 2011

Media	Still	Percent
<i>Agromeck</i>	5	100%
Business Office	0	0%
<i>Nubian Message</i>	1	50%
<i>Technician</i>	12	92%
<i>Windhover</i>	5	83%
WKNC	10	83%
Wolf TV	9	69%

New Staff Retained by Class 2007-2011

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

New Staff Retained by College 2007-2011

College	2011	2010	2009	2008	2007
CHASS	8	11	8	16	16
ENG	13	10	8	7	9
CALS	4	4	4	6	2
GRAD	2	1	2	4	0
COM	3	4	1	2	1
DESIGN	2	4	1	2	2
FYC	0	4	4	1	6
PAMS	2	0	1	0	3
TEX	4	1	4	1	3
TRANS	0	0	0	1	0
NRS	1	0	0	0	2
EDU	0	1	0	0	0

Twenty of the 40 students retained during our 2010 recruitment efforts are still on staff – nine at WKNC, seven at *Technician*, one each at *Agromeck* and *Nubian Message*, and three in a different medium than they originally started. Five hold senior leadership roles.

At this time in 2010, Student Media had retained 20 students from its 2009 recruitment efforts. Twelve of those students remain on staff – seven at *Technician*, three at WKNC, one at *Agromeck* and one in a different medium than where she started. Three currently hold a top leadership position (Alanna Howard with *Windhover*, Kathryn Glaser at *Agromeck* and Laura Wilkinson from *Technician*).

Five students recruited in 2008 remain on staff – 3 at WKNC, and one each at *Technician* and *Nubian Message*. Two students recruited for WKNC in 2007 also remain on staff.

Student Media

OF NORTH CAROLINA STATE UNIVERSITY

Academic Progress Update Fall 2011

Student Media has a policy regarding the grades and full-time status of its employees of which all students are advised when they complete their job/volunteer agreements. As we continue to watch the potential impact of a grade policy, here is how Student Media came out for the fall of 2011:

- We had **229 students** in our records, including volunteers. This excludes any fall 2011 graduates.
- There were 151 students (66%) with **greater than a 3.00 cumulative GPA**, fulfilling one of the requirements for membership in the Society for Collegiate Journalists.
- There were 89 students (39%) with **greater than a 3.50 GPA** for the semester. This represents a steady increase of two to three percent each year since fall 2007.
- There were 18 students (8%) with a **4.00 GPA** for the semester and 13 (6%) with a cumulative GPA of 4.00.

Percentages of staff with benchmark GPA, 2007-2010

	Fall 2011	Fall 2010	Fall 2009	Fall 2008	Fall 2007
≥ 3.0 cumulative	66%	71%	67%	61%	62%
≥ 3.5 semester	39%	37%	35%	32%	29%
4.0 semester	8%	9%	9%	7%	8%
4.0 cumulative	6%	6%	7%	3%	5%

- There were six students with **below a 2.00 cumulative GPA**. Three are first semester freshman. In accordance with our policy, as amended in January 2010, "Such freshmen may, if they desire, be placed on probation for one semester and shall develop a plan in conjunction with their media adviser."

Of the student leaders who are specifically targeted by the **campus-wide policy**:

- Two had below a 2.50 for the semester.
- Zero had below a 2.50 cumulative.
- Three had a 4.00 for the semester and three maintain a 4.00 cumulative.

By the Numbers – Fall 2011 semester GPA

	Average	High	Low	# <2.50
<i>Agromeck</i>	3.44	4.00	1.69	1
<i>Nubian Message</i>	2.90	3.96	1.29	3
<i>Technician</i>	3.12	4.00	0.00	21
WKNC	3.09	4.00	0.00	12
Overall	3.12	4.00	0.00	38

By the Numbers – Cumulative GPA

	Average	High	Low	# <2.50
<i>Agromeck</i>	3.46	4.00	1.69	1
<i>Nubian Message</i>	3.02	3.96	2.38	2
<i>Technician</i>	3.22	4.00	1.75	13
WKNC	3.21	4.00	1.80	9
Overall	3.21	4.00	1.69	25

By the Numbers – Hours enrolled in spring 2012

	Average	High	Low	# not full-time
<i>Agromeck</i>	15	17	12	0
<i>Nubian Message</i>	15	18	12	0
<i>Technician</i>	15	20	3	4
WKNC	15	18	3	5
Overall	15	20	3	9

STUDENT LEADERS (all appointed positions)

	Average GPA	# <2.500	<#2.50 semester	# not full-time
Overall	3.43	3	2	0

(Average cumulative GPA was 3.28 in fall 2010, 3.12 in fall 2009, 3.20 in fall 2008, 3.22 in fall 2007 and 3.33 in fall 2006)

Require Work Plan or Other Action: 2

STUDENT LEADERS (only leaders appointed by the board)

	Average GPA	# <2.50	<#2.50 semester	# not full-time
Overall	3.47	0	0	0

Require Work Plan or Other Action: 0


Notes:

- Students who represent more than one media are only counted once, in the medium where they have the most involvement.
- *Technician* staff includes the Student Media business office and Wolf TV.
- Two students working for *Windhover* are not included in individual averages, but are included in the overall averages.

Conclusions/Summary:

- A staff count of 229 at the end of fall 2011 is actually the lowest in the four years recorded. Fall 2010 ended with a record high of 255 students, while 239 and 232 students remained at the end of fall 2009 and 2008, respectively. The percentage of students who achieve a 3.5 or greater semester GPA continues to increase, going from 29% in fall 2007 to 39% in fall 2011.
- Student Media employees and volunteers average a 3.21 cumulative GPA, with a semester GPA around 3.15.
- The fall 2011 student leaders have the highest average cumulative GPA on record, with 3.43 for all student leaders and 3.47 for those six appointed by the Student Media Board.

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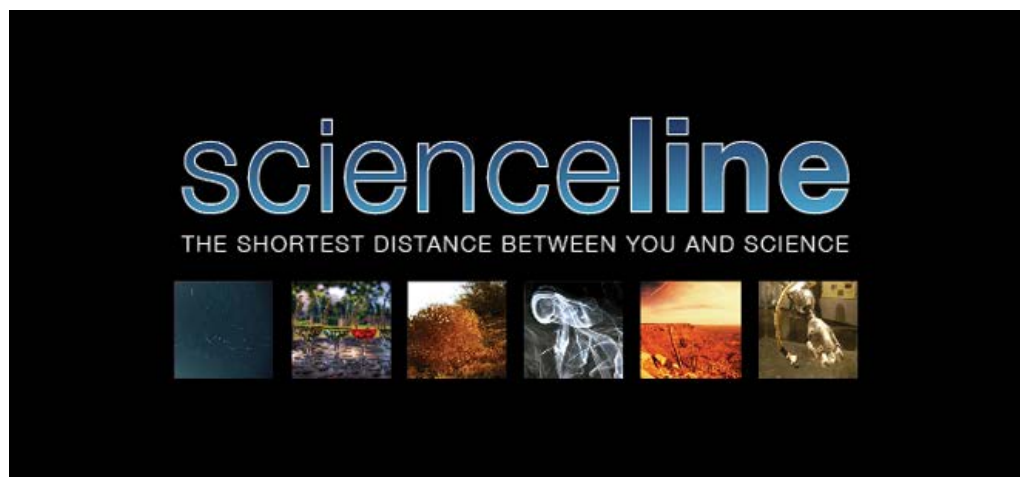
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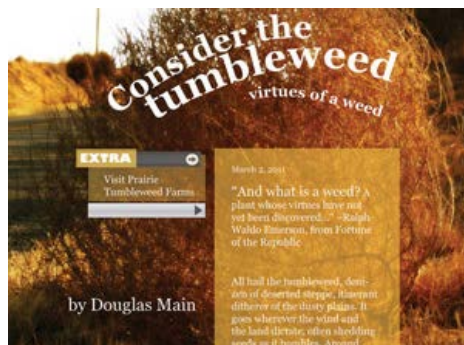
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NYU students are trying new ways to put science on your lap. The online magazine [Scienceline](#)'s motto is "the shortest distance between you and science." Now, with the release of its [brand new iPad app](#), that distance just got a lot shorter.

Graduate students at New York University's [Arthur L. Carter Journalism Institute](#) (full disclosure, I'm one of them) (Ed: Lena was a Spring 2011 intern) created the iPad app in their free time this past summer. The app displays 16 stories from Scienceline and is also packed with multimedia features designed especially for the iPad format, from slideshows to timelines to videos. The best part? It's free to [download from iTunes](#).

The students, all in NYU's [Science, Health and Environmental Reporting Program](#) (SHERP), were led by writer and podcaster [Rose Eveleth](#) in selecting stories, developing special features, and designing the look and feel of the app. The goal was to create a digital, curated collection of their best science stories and take advantage of the visual, interactive nature of the iPad. They used a piece of software called [Mag+](#), a plug-in to Adobe InDesign developed by [Bonnier Corporation](#).



Scienceline first launched in the spring of 2006. Since then, each successive class of editors has put its own mark on the site, adding new features and elements to improve the content and engagement with users. Keeping with tradition, the Scienceline iPad app began as mere musings about new ways to explain scientific concepts and reach a broader audience. It seemed like a crazy idea; no one really knew how to code, and no one even had an iPad. But after learning about Mag+ from [Mike Haney](#), former executive editor of *Popular Science*, the team realized an app was a real possibility.

"When I first started looking into coding an iPad app, I realized pretty quickly that we would be in way over our heads," said Eveleth. "Mag+ made it a legitimate, if still kind of crazy, thing to try."

The stories, plucked from the students' work during their first year in the SHERP program, span topics from astronomy to zoology. There's everything from the macabre [techniques of taxidermy](#) (and contests that display such handiwork) to technology that lets [paralyzed patients manipulate the world](#) (using only their minds). Most stories are also accompanied by multimedia bonus materials -- such as an infographic on the illegal animal ingredients in [traditional Chinese medicine](#), or a video explaining the [biochemistry of beer](#).



But beyond the specific content, the project was about experimenting with new forms of telling stories about science. And if the response on the web is any indication, it seems to have worked.

"While many are content to churn out boring, recycled material, others are taking risks, experimenting with fresh approaches, and embracing new technologies, often in their own time," said [Ed Yong](#), a science writer who also [blogs at Discover](#). "The SHERP students are clearly in the latter camp, and they'll go far because of it."

And they're not stopping here. The next class of SHERP students has plenty of ideas about how to make the app better. Instead of a one-off package, they want to make a lighter, more flexible and updatable app that can serve as an alternative way to get news from Scienceline. Until version 2.0 arrives, you can give the [free app a try](#), and send questions or feedback to info@scienceline.org.



Lena is a 2011 Wired New York summer intern. She's also an NYU graduate student (SHERP 29).

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