

MINUTES

Feb. 12, 2008 • 7 p.m.

Student Media conference area, Witherspoon Student Center, third floor

CALL TO ORDER

The meeting was called to order at 7 p.m. by chair Peyton Holland

In attendance: Selby Lo, Peyton Holland, Laura Laurene, Vincent Sheehan, Bob Ashley, Dean Phillips, John Clark, Sherry O'Neal, Phil Zachary, Al McArthur, Josh Harrell, Joe Wright, Steve McCreery, Mary Beth Hamrick, Bradley Wilson

Absent: Laura Kenny, Bobby Mills

Others present: Alisha Davis, Saja Hindi, Jamie Lynn Gilbert, Fred Eaker, Brandon Wright, Tyler Dukes, Jason McMillan

OLD BUSINESS

1. Approval of minutes of Jan. 15, 2008. The minutes were approved by unanimous consent with no amendments.
2. Update on March meeting, hiring of student leaders. PDF version of announcement ATTACHED. Everyone was invited to the March 10 candidate forum in Talley Student Center's Walnut Room, the night before the Board meeting which will be held at the Alumni Center on Centennial Campus.

NEW BUSINESS

1. **Web assessment** (Fred Eaker) (ATTACHED) After viewing each of the sites managed by the Student Media and some of the features, including online sale of past issues of the *Agromeck* pages, multimedia of the *Technician*, and online purchase of photos, the group looked over the in-depth report prepared by Fred and a number of the students who work on the Web presence. John Clark said one of the most difficult things will be the mindset change involved with getting stuff up. The staff, he said, has to get past the mindset of just putting stuff in the paper the next day, but must think about getting relevant material online during the day. It's a constant evolution. He said the WRAL staff used to think about the online as "scooping" the television station, now they think of it all as just trying to get the news out in a timely fashion. Tyler Dukes expressed some frustration with the College Publisher system and how it uses a "by day" metaphor for publishing and makes it extremely difficult to update during the day. The College Publisher system also does not allow a reader to know when new stories are published except as part of that daily edition and has no way of noting when a story was last updated. Everyone agreed that more emphasis needs to be paid to the online presence, and we should strive for that culture change in all the media.
2. **High-definition radio proposal** (Jamie Gilbert and Steve McCreery) (ATTACHED) Jamie Lynn Gilbert went over the proposal that she, consulting engineer Will Patnaud, student engineer John Jernigan and others put together. Phil Zachary said this is the

“latest and greatest” but he’s not convinced it is consumer driven and has many obstacles, not the least of which that consumers have little incentive to buy HD Radio receivers, and certainly the car companies don’t because of their relationships with other companies. Phil said HD Radio would not be the savior to the industry. He agreed that HD Radio could do a lot for value-added items to the radio, particularly in the college market, including serving the Hispanic listeners. He agreed that we can use more “spectrum” but commercial radio does not need that. The group discussed uses for HD Radio, particularly public service uses such as giving more air time to events surrounding women’s basketball and baseball, using the station for emergency updates, broadcasting significant lectures such as the Emerging Issues Forum and even Student Government candidate debates. Bradley Wilson reminded the group that \$150,000 had been set aside for HD Radio last year. If they wanted to use that money for other projects, including student television, that was also a possibility. Phil Zachary motioned and Bob Ashley seconded that \$15,000 be approved to acquire an HD Radio license from iBiquity Digital to meet the Dec. 31, 2008 conversion deadline.

3. **Time Out for Diversity report** (ATTACHED) Jamie Gilbert praised the staff for continuing to push to get more sources in the paper. Bradley Wilson said the staff has also done well in getting more engineering and science students in the paper, making the paper more representative of campus. He said he thinks this is largely due to the Science & Tech section led by Tyler Dukes.
4. **Budget cycle** Bradley Wilson reviewed the monthly update and a meeting he had with Milburn Holbrook in Collections. As Krystal’s and Kelly’s memo (ATTACHED) detailed, there were at least four problems with collections. (1) staffing turnover in the University Collections department that led to slower than desirable collection of past due amounts; (2) failure of a software implementation which should be resolved Feb. 15, 2008; (3) proper use of the credit card machine newly installed in the office; and (4) approval by receiving departments and University Collections of inter-departmental transfers. A significant amount of the IDT monies had been approved Monday, Feb. 11 and had just been held up. The credit card monies had been approved through the new machine last week. Bradley noted on the monthly update that about 97 of the fee money income had come in. Because the *Technician* is behind in income it’s likely the Student Media will end the year in the red, using reserve monies to make up the difference. However, the ultimate end-of-the-year status is extremely hard to determine now because of collections issues. As of Feb. 8, the *Technician* had billed slightly more than \$252,000 (of which we anticipate collecting 94 percent), spent about \$225,000 out of a budget of \$349,000. However, as of Feb. 11, the *Technician* had only collected \$147,129.63 (59 percent of billed).

REPORTS

1. *Agromeck*
2. *Americana*
3. *The Nubian Message*
4. *Technician*
5. *Windhover*
6. WKNC 88.1fm
7. Society for Collegiate Journalists
8. Budget update

EXECUTIVE SESSION

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

ADJOURN

REPORTS

Due by Feb. 7 at noon

AGROMECK

(submitted by Mary Beth Hamrick, editor)

Budget — To save money in the budget for next year, we are looking into combining the managing editor and photo editor positions.

Personnel — Surprisingly, our staff is still growing. We picked up two new designers after the beginning of the semester and they already show dedication to the book. In looking at the situation for next year, Coop and I are discussing editorial positions and working on choosing staff members to fill those positions. The editorial staff members will take part in a workshop over the summer.

Production Schedule — The *Agromeck* staff submitted a deadline of 16 pages to the plant on Jan. 28. We are working on the next deadline of 40 pages due to the plant on Feb. 22. This deadline is critical because we will be submitting the final pages of real content.

Sales — We've sold 31 books.

Awards — The staff found out today that the 2007 book edited by Brandon Wright was a finalist for the Associated Collegiate Press' Pacemaker Award, one of the top two national awards. The book was already a CSPA Crown Award recipient, but won't find out until March whether it won a Gold Crown or a Silver Crown. This is only the second time in the University's history that the yearbook has received both national awards. The last time was for the 2004 book edited by Jamie Trivette.

AMERICANA

NO REPORT

NUBIAN MESSAGE

(Submitted by Al McArthur, editor)

NO REPORT

TECHNICIAN

(submitted by Josh Harrell, editor)

Recruitment/Retention — Since the *Technician* staff failed to visit classes during the first week of the school year, editors will be visiting introduction classes around campus to recruit potential staff members over the next two weeks. We've made up lists for which classes we need to visit and are assigning an editor to each one. Our editorial board has remained the same through the beginning of the semester. Although those in entry-level positions seem to be in short supply, there seems to still be great interest in moving up within the newspaper and many on this editorial board have already expressed interest in staying on the board next school year.

Budget — We have continued to monitor the budget on a week-to-week basis, staying on top of advertising numbers and making sure we meet the story and photo limit we had set earlier in the year. This seemed to be a major problem in the fall semester, but we've been keeping better track of it this semester. We're also paying editors on a per-night basis rather than a salary, which has cut down payroll costs this semester.

Training — This semester, we are holding training sessions for each staff every month. At our first staff-wide training session of the semester, we had a good turnout, as each section split up and focused on a topic relevant to its staff. News and features focused on lede writing, viewpoint worked on making topics relevant to campus, photography learned how to create audio slideshows, sports focused on how to handle the Web in breaking news events and design worked on creating dynamic front pages.

Technology — We posted our first audio slideshow and video of the semester for the Krispy Kreme Challenge and the Polar Plunge respectively. Tyler, Fred and I have been meeting on a weekly basis for the past few weeks on how we can expand the Web site and start to make money off the number of projects we're working on. I've been meeting with Krystal and Kelly Brys (the advertising manager) about getting sponsorships for the slideshows and our daily podcast, and it looks like this will be a strong possibility for the rest of the semester. Our online responses to articles continue to grow as well.

Corrections — The *Technician* misquoted in an article titled "Staff expects GLBT visitor growth in coming month" (Feb. 5). Writer Ashley Bennett had paraphrased Rebekah Jaeger, a grad assistant at the GLBT center, as saying that turnout to the center has been lower than expected. The writer took what Jaeger had said out of context and assumed that statement. Another source in the story came to me to talk about it, and I have had a lot of trouble getting in touch with Jaeger. However, after speaking with the writer and her looking over her own notes, we decided it was best to take the story off the Web site for now and print a correction. Bennett is still a promising writer and showed me a great deal of maturity in dealing with the situation.

WINDHOVER

(submitted by Joe Wright and Hannah Richardson, co-editors)

Windhover is on schedule and making significant progress toward our Feb. 29 deadline for submitting the final book to the printer. The designers are putting in many long hours and are implementing some innovative concepts for this volume. All submissions have been selected, and the track list for the CD has also been finalized.

We are also planning the reception/debut of *Windhover* '08. It will be held in Caldwell Lounge and will include another open mic event like the one hosted last November.

WKNC

(submitted by Steve McCreery, general manager)

WKNC Double Barrel Benefit #5: The fifth annual event was Feb. 1-2 at the Pour House in Raleigh and was a huge success. We raised \$4,990 for WKNC, three times the amount of last year's net revenue of \$1,600. Several factors contributing to this heavy increase were: Larger venue (in the past, DBB events were held at the now defunct King's Barcade); expenses were kept to a minimum because we traded our T-shirts and food for underwriting announcements, whereas in years past we paid for these directly from our revenue; we did a much better job promoting the event this year than in years past; finally, the momentum that DBB has gained over the years has given the event increased credibility. WKNC staff members who worked on DBB did an excellent job.

Relevant Senior Project Design: WKNC chief engineer John Jernigan and local music director Steve Salevan were able to get the N.C. State electrical and computer engineering department to allow them to sponsor a senior project at no charge to WKNC (normally a \$5,000 sponsor fee would apply). The project revolves around building a small broadcast delay box that is cheap and easy to build to the point that other student engineers (at other universities) could build one from a kit. The delay box would be used to create a broadcast delay in the event an obscenity slips out over the air. One additional benefit to this is the savings it would produce, since a delay box costs approximately \$3,000 if purchase through a broadcast supply store. The project, without unforeseen delays, could be finished as early as April 2008.

Non-Fee Revenue: \$14,695 through Jan. 31. (This does not include Double Barrel Benefit revenue)

WKNC HD Radio: ATTACHED

Staffing: The position of "audio resources manager" was added to WKNC's roster of paid employees. This is an entry-level position designed to train someone every year to learn the ins and outs of all WKNC production, scheduling and trafficking software. There is a lot that has not been learned about these programs that could be helpful to the day to day operations of WKNC. The duties assigned to this position will likely be absorbed into the operation manager duties beginning April 1. Robert Earl is holding the position of audio resources manager.

Sales: As a follow up to last month's agenda item concerning WKNC sales: Jamie Gilbert and I will begin working on a plan to utilize the resources we have at our disposal – including our in-house staff, Curtis Media Group's Phil Zachary and sources at N.C. State's College of Management – and to contact all parties to begin the process. I am still concerned that the

potential for greatly increased revenue at WKNC will continue to be compromised by the lack of a full-time sales leader who would be able to guide student sellers and manage them to sell properly, to maintain client relationships, and ultimately to decrease attrition of accounts.

WKNC Sessions Update: "Sessions at WKNC" is a project designed to increase the amount of publicity given to local bands through producing high quality professional audio recordings. At the moment, we have six of these sessions booked, featuring some of the finest local artists from the Triangle. One of the most interesting facets of the sessions projects includes the usage of the "creative commons" license, a revolutionary idea for improving the distribution of music over the Internet. Sessions will be continuing to record throughout the spring and summer and we hope to make it a continuous WKNC project. More to come.

Society for Collegiate Journalists

(submitted by Clark Leonard, president)

SCJ met Friday, Feb. 8, to discuss progress for the Sunshine Week events we are planning. Right now we are hoping to draw in students Wednesday through Friday (March 12-14) for a few hours each day with a pie a journalist (prominent local journalist) event, while also handing out information about open records, as well as alongside this having free expression boards for people to write on, potentially with a prompt about a certain issue. At the Feb. 8 meeting, we inducted our new members: Hannah Branigan, Kathleen Gordon, Nicole Griffin, Brian Lewis, Morgan McCormick, Zachary Moser-Katz and Laura White.

BUDGET UPDATE

PDF version of monthly update ATTACHED

To: Student Media Board

From: Krystal Pittman, business manager, (krystal_pittman@ncsu.edu, 919/513-0362)

Kellie Brys, student advertising manager, (kellie.ads@gmail.com, 919/515-2411)

Re: Collections

Date: Feb. 7, 2008

Invoices

As you are aware we have had problems this past semester with our customers receiving neither our invoices nor other correspondence such as letters or tearsheets. Some of this was due to outdated customer information. And the rest we can only assume was lost in the mail. I have been working on this situation since October when we first were made aware of the problem. After resending invoices by mail and fax, I recently started seeing checks arrive for these invoices. That issue is on its way to being resolved, unfortunately, the money is hitting our account later than any of us would like.

Another issue is with our new way of sending invoices to accounting. In the past we would send duplicate paper copies of our invoices to the University Accounting Accounts Receivable department and their staff would have to manually enter in our invoice information into the university's financial system. This semester we have been trying the new interface system in which I send an electronic file generated by our ad software. This file is "picked up" from this directory and automatically updated to the financial system. However, due to an error on my part in configuring this file this process has not been as smooth. Therefore, the past semester invoices are not in the financial system and do not appear in the Aging Report sent to us from the Accounts Receivables department. The invoices are still being tracked and managed through our own ad software. I have spoken with accounting and their technical staff, and we should have a successful interface on Feb. 15. As of right now we have roughly \$80,000 outstanding invoices, but this number will start decreasing dramatically over the next month. I am starting to make progress on these collections most of which has been playing phone-tag with our customers and their accounting departments.

As far as the older past due collections on the Aging Report I am working with Milburn Holbrook and Valerie Ryan to clear up this debt. One member of the University Accounting Office's staff who was helping in this process resigned, but we are all working not to let that set us back in our efforts. We will still achieve our goals on these old collections, ultimately obtaining about a 94 percent collection rate. We have several repeat offenders on prepayment now such as Balfour, The Preiss Company and Omicron. We will be pursuing collections on those advertisers aggressively, which may include turing collections over to the North Carolina Attorney General's office.

Interdepartmental Transfers (IDTs)

At the end of January, \$5,040.75 in IDT transactions were approved by Accounting for ads that appeared last semester in the *Technician*. We have an additional \$30,621.02 waiting for

approval. Most of these are for accounting a few others at the departmental level. I am in close contact with these departments to get the approval on their end. I am also sending a list to Accounting of the IDTs that need their approval. This money should appear in our account soon.

Credit Cards

We are using a similar yet new machine this semester after having trouble with our old machine. After reviewing our account I noticed that no credit card transactions were listed. I contacted customer support on the terminal and they apologized for not informing me that there is an additional step in settling the credit card batches with this new machine. On Tuesday I followed the new instructions and settled more than \$12,000 in credit card purchases that should be posting in our account within the week. There is a settlement option on the new machine just like the old and with the old machine you simply chose that option and that was it. It is not exactly the same for the new machine which required two steps beyond that.

Summary

At the end of January 2007, the *Technician* had \$202,520.75 in its account. As of today we have \$128,371.18. If you factor in the \$30,621.02 from IDTs awaiting approval as well as the \$12,000 in credit cards recently settled then our account should be at \$17,992.20.

This is a difference from last year of \$31,528.55. Considering the problems of this past semester, which I have never encountered in my four years as the Student Media business manager, the collections issue will be remedied over the next month.

321 Witherspoon
 Raleigh, NC 27695
 919/515-1685
 fax: 919/513-2030

STUDENT MEDIA

SEEKING APPLICATIONS for Student Media Leaders

To: Applicants for editors of the *Technician*, *Nubian Message*, *Windhover*, *Agromeck*, *Americana*, the general manager of WKNC, and the student business manager
Date: Jan. 8, 2008
Re: Process

Congratulations. Just for considering the idea of being a leader within the Student Media, you're putting yourself in an elite class of people at North Carolina State University – a class of people with the power to change the very direction in which this university moves.

QUALIFICATIONS

- Candidates must have been a member of the staff for at least two full semesters.*
- Candidates must have at least a 2.50 grade point average.
- Candidates must have at least two semesters remaining as an N.C. State University student.*
- Candidates must be a full-time N.C. State University student unless in final semester of course of study.

* *The board may decide to waive this requirement.*

STEP ONE: The position paper

The position paper is due Thursday, Feb. 28 by noon. As we are a deadline-driven organization, papers won't be accepted, copied or distributed late. A good position paper is probably 3-5 pages, double-spaced and typed. Presentation is important. In your position paper, you can address anything you like. Consider dealing with the issues noted at the right, but do NOT be limited or restricted to this list. Sample copies of past position papers are available for inspection with the Student Media adviser. With your position paper, attach a photocopy of your transcript showing that you meet the academic requirements. (You may also provide a printout of your online record or come by the Student Media office and speak with the Student Media adviser to provide documentation of your student status.) Remember, presentation matters.

STEP TWO: The interview

The members of the Student Media board will pick up your papers after noon on Feb. 29. You may contact them by e-mail or phone or talk with them in person to answer questions prior to the board meeting which will be March 11 at 7 p.m. in The Hood Board Room of the The Dorothy and Roy Park Alumni Center on Centennial Campus. During the meeting, each candidate will be given 10 minutes or so to answer questions, ask questions and/or give a statement.

STEP THREE: The selection

After you make your presentation and answer questions, you'll leave the room. You may not be in the room, nor can any other candidates, during the deliberations. The group members will vote for their choice of editor and will be announce their choice immediately.

If you have any questions or concerns, contact any of the current staff or the student media adviser.

DEADLINE: Thursday, Feb. 28, 2008 at noon to 321 Witherspoon
FORUM: Monday, March 10, 2008 at 7 p.m. in Talley Student Center Walnut Room
INTERVIEW: Tuesday, March 11, 2008 at 7 p.m. in The Hood Board Room of the The Dorothy and Roy Park Alumni Center on Centennial Campus
SELECTION: Immediately after interview

POSSIBLE ISSUES TO ADDRESS

- What is your experience (here at N.C. State and elsewhere) that makes you the best qualified for the position?
- Why do you want the job? And it is a job. The editors will influence what students at N.C. State know about their fellow students. They produce what will be an integral part of the history of the university forever. And they are entrusted with the wise spending of student fees to benefit students.
- How do you intend to improve upon the foundation past staffs have built? Or do you just intend to maintain things the way they are?
- How do you plan to increase your media's online presence?
- How will your media serve NCSU students?
- How do you relate to fellow staff members?
- What will you bring, personally, to the position?
- How will you ensure that your media best serves students?
- What are your goals? Be specific. Don't have glittering generalities. Address monetary issues. Have a vision. What about the quality of the media? What about the content?
- How do you intend to train your staff?

Student Media

OF NORTH CAROLINA STATE UNIVERSITY

Online Presence Assessment

Last Updated on February 6, 2008

Prepared By Fred Eaker
Systems Administrator

Summary

The following table lists the online assets of NCSU Student Media along with an initial utilization rating:

Online asset	Function	Utilization
TECHNICIAN		
technicianonline.com	News articles and photographs	HIGH
technicianonline.com/multimedia/	Slide shows	MID
blogs.technicianonline.com	Journalist blogs	LOW
technicianonline.com/messageboard/	Readers comment on articles	HIGH
technicianonline.com/calendar/	Reader-submitted events	LOW
technicianonline.com/classifieds/	Classifieds	HIGH
technicianonline.com/podcasting/	Podcasts	MID
reprints.technicianonline.com	Photography sales	MID
facebook.com	Social networking	LOW
maps.google.com	Geo-tagged news and photos	LOW
WKNC		
wknc.org	Front page	HIGH
wknc.org/forums/	Listener forums	MID
wknc.org/listen.php	Online webcast	HIGH
wknc.org/studio/	Realtime playlist	HIGH
wknc.org/music/schedule.php	Format/DJ schedule	HIGH
wknc.org/rockreport.php	Local venue events	MID
AIM: wkncrequests	Listener requests	HIGH
wknc.org/blogs	Music director/DJ blogs	LOW
wknc.org/podcasts	Show/DJ podcasts	LOW
NUBIAN MESSAGE		
ncsu.edu/nubian/	News articles and photographs	LOW
WINDHOVER		
ncsu.edu/windhover/	About, email submissions	MID
AGROMECK		
ncsu.edu/agromeck/	About, purchasing	HIGH

Utilization ratings are loosely based upon The International Academy of Digital Arts and Sciences' [Webby Awards](#) which uses the following [criteria](#) to judge websites: content, structure & navigation, visual design, functionality, interactivity and overall experience.

Technician

Summary

Digital editions of the Technician are distributed through technicianonline.com, which is backed by the [College Publisher](#) (CP) software.

CP facilitates the publication of news articles, photographs, podcasts, multimedia (slide shows, video) and blogs. Article comments (forums), polls and an event calendar are also supported.

The Technician staff use each these features to greater or lesser degrees. After reviewing the use of these features with the staff, it has been determined that substantial changes in workflow and training must occur in order to maintain a significant online presence.

The following sections briefly describe features of the website along with initial recommendations.



www.technicianonline.com

- News articles are available on the web site as an email digest and an RSS feed. The email edition is only available for registered users. Registration is NOT required, but according to College Publisher:

Sites with required registration see much larger spikes in traffic when the email edition is sent out for delivery because it prompts one-time visitors to become long standing online readers through email edition delivery subscriptions.

www.technicianonline.com/multimedia/

- Contains photo slideshows with audio. These slideshows can be sponsored by local businesses and made available on YouTube. NCSU Student Media DOES currently has an account on YouTube.
- Slideshows should be produced regularly with increasing frequency. Such slideshows could be sponsored by local businesses. Links to slideshows should be featured prominently on the front page.
- An RSS feed is NOT available, but brief articles about new multimedia could be used for promotion.

blogs.technicianonline.com

- RSS feeds are available but should be made more prominent on the home page.
- Email updates are not available.
- Backed by Wordpress which is a highly customizable and extendable framework for blogs.

technicianonline.com/messageboard/ (forums)

- Recent article comments are the most active.
- Most commented articles include opinion, sports and anything “controversial.”
- NO RSS available.

technicianonline.com/calendar/

- Not being used consistently.
- NO RSS.

technicianonline.com/classifieds/

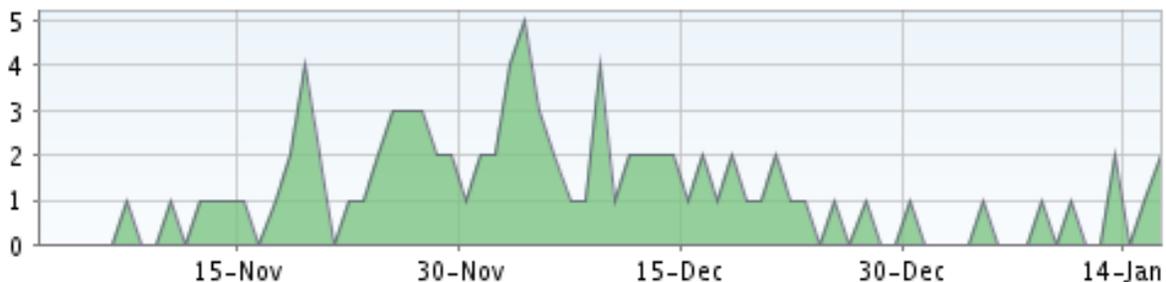
- Design could be better.

technicianonline.com/podcasting/

- Podcasts are managed through feedburner.com which provides traffic analysis and an advertising system. We are not currently taking advantage of this advertising system. The podcast should be clearly promoted on both technicianonline.com and wknc.org.

Feed Stats Dashboard

Show stats for



reprints.technicianonline.com

- Photo reprinting service launched in late January.
- Needs to be promoted in the print paper and online.

facebook.com

- Facebook users can become “fans” of the Technician.
- Not much current activity but Facebook provides plenty of opportunities:
 - **Social ads** “can also be shown to users whose friends have recently engaged with your Facebook Page or engaged with your website through Facebook Beacon. Social Ads are more likely to influence users when they appear next to a story about a friend's interaction with your business.”
 - **Insights** gathers “valuable metrics about your presence and promotion on Facebook. With Facebook Insights, you have access to data on activity, fan demographics, ad performance, and trends.”

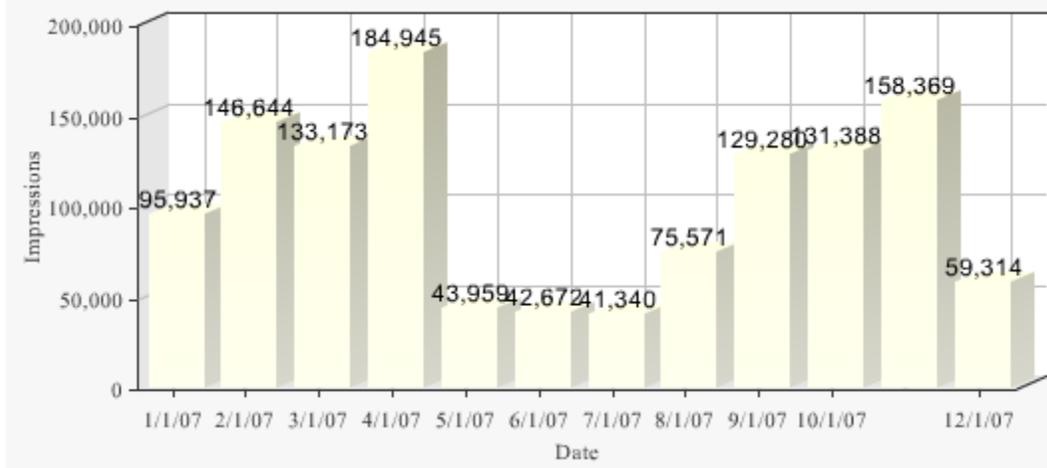
maps.google.com

- Technician can create custom maps that provide readers with geographic context for stories and articles. Custom maps can also be used to promote local businesses.

technicianonline Statistics

2007

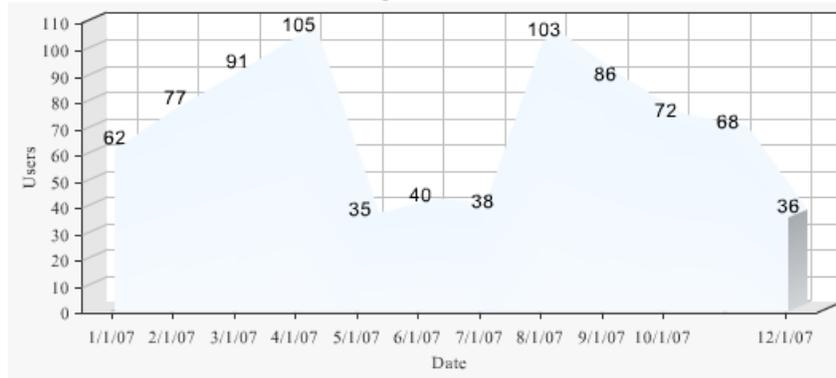
Page Impressions



Estimated User Sessions

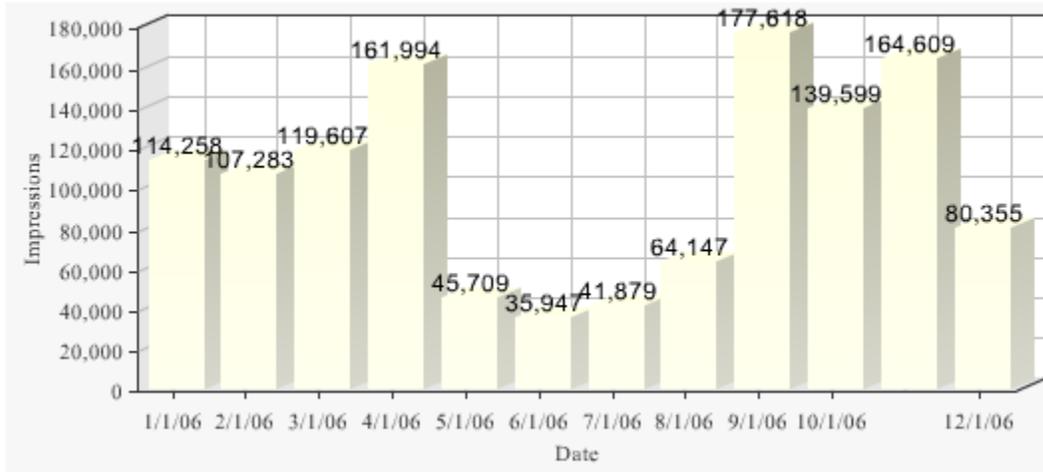


Registered Users

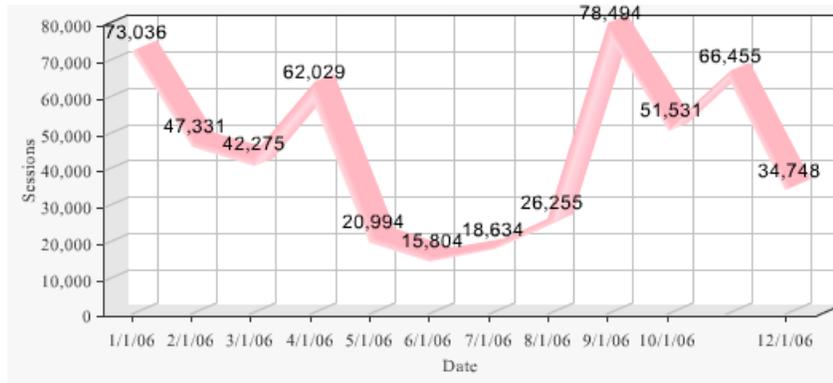


2006

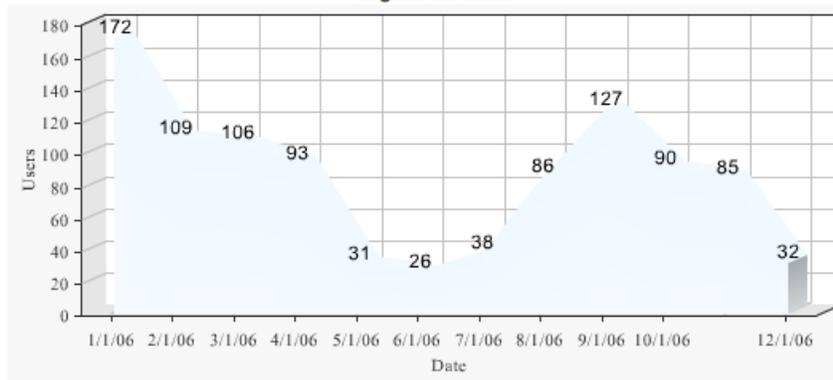
Page Impressions



Estimated User Sessions



Registered Users



Regular Email Edition Recipients

Faculty/Staff (93)	Alumni/Former Student (122)
Friend/Relative of Student (73)	Class of 2001 (0)
Class of 2002 (17)	Class of 2003 (7)
Class of 2004 (4)	Graduate Student (39)
Class of 2005 (13)	Class of 2006 (40)
Prospective Student (7)	Other (69)
Imported Students (0)	Citizen (61)
Class of 2007 (50)	Class of 2008 (59)
Class of 2009 (72)	Class of 2010 (55)
Class of 2011 (20)	Class of 2012 (1)

Alumni/Former Student	122	15.21%
Faculty/Staff	93	11.60%
Friend/Relative of Student	73	9.10%
Class of 2009	72	8.98%
Other	69	8.60%
Citizen	61	7.61%
Class of 2008	59	7.36%
Class of 2010	55	6.86%
Class of 2007	50	6.23%
Class of 2006	40	4.99%
Graduate Student	39	4.86%
Class of 2011	20	2.49%
Class of 2002	17	2.12%
Class of 2005	13	1.62%
Class of 2003	7	0.87%
Prospective Students	7	0.87%

NEWSLETTER STATISTICAL REPORT

Use this area to view information about your email edition history.

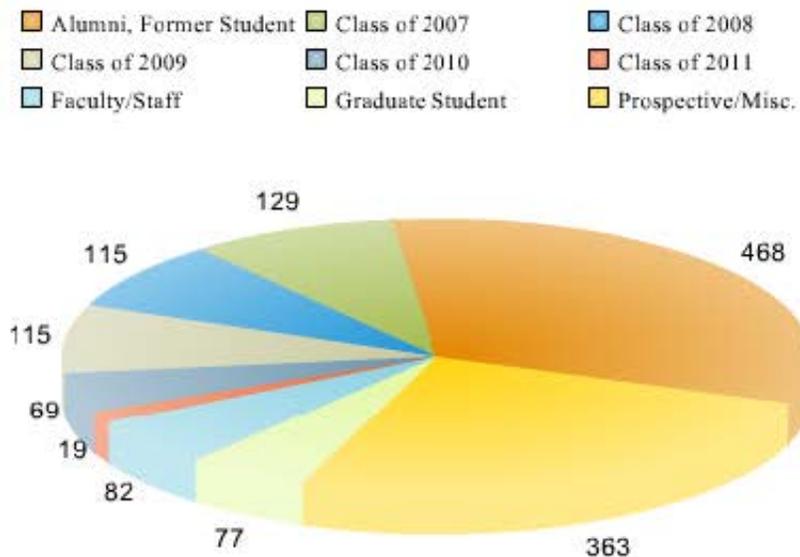
Record 1 - 20 of 315

[1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#)

[Next](#)

Newsletter Type	Date Sent	Recipients
Regular Email Edition	1/17/08 at 12:48 AM EST	801
Regular Email Edition	1/16/08 at 02:33 AM EST	801
Regular Email Edition	1/15/08 at 01:19 AM EST	798
Regular Email Edition	1/14/08 at 12:23 AM EST	799
Regular Email Edition	1/11/08 at 01:08 AM EST	802
Regular Email Edition	1/10/08 at 12:35 AM EST	803
Regular Email Edition	1/09/08 at 01:16 AM EST	802
Breaking News Email Edition	1/08/08 at 06:53 PM EST	769
Breaking News Email Edition	12/24/07 at 12:57 PM EST	767
Regular Email Edition	12/09/07 at 10:15 PM EST	801
Regular Email Edition	12/07/07 at 01:12 AM EST	800
Regular Email Edition	12/06/07 at 01:11 AM EST	799
Regular Email Edition	12/05/07 at 01:08 AM EST	798
Regular Email Edition	12/04/07 at 01:58 AM EST	795
Regular Email Edition	12/03/07 at 12:57 AM EST	793
Regular Email Edition	11/30/07 at 01:20 AM EST	791
Regular Email Edition	11/29/07 at 01:07 AM EST	790
Regular Email Edition	11/28/07 at 01:02 AM EST	788
Regular Email Edition	11/27/07 at 12:57 AM EST	787
Regular Email Edition	11/26/07 at 12:46 AM EST	787

DEMOGRAPHIC CHART



* 248 users selected "Other" as their class/group and are omitted from the pie chart.

Other Recommendations

- The site's design should emphasize front page stories, multimedia and user interaction (ie, forums, polls, etc).
- Active discussions could be considered news-worthy.
- Banner ads (468 x 60 pixels) can be included in daily emails:
- Recent article comments, message board and letters to the editor can be included in daily emails.
- Geo-tagging with Google Maps could be used to pin-point news stories and promote photography purchases. The NCSU Institute for Advanced Analytics has an excellent example of geo-tagging. Local events and businesses could also be promoted.
- All online presence should be promoted through the *printed* Technician.

WKNC 88.1 FM

wknc.org

- WKNC's overall web presence is excellent despite a few areas that need improvement and some additional interactive features that need to be implemented.



www.wknc.org Dashboard

Jan 1, 2008 - Jan 31, 2008

Comparing to: Site



Site Usage

15,826 Visits

59.60% Bounce Rate

37,331 Pageviews

00:04:15 Avg. Time on Site

2.36 Pages/Visit

42.94% % New Visits

Visitors Overview

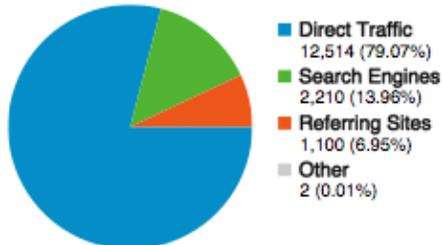


Visitors
7,999

Map Overlay world



Traffic Sources Overview

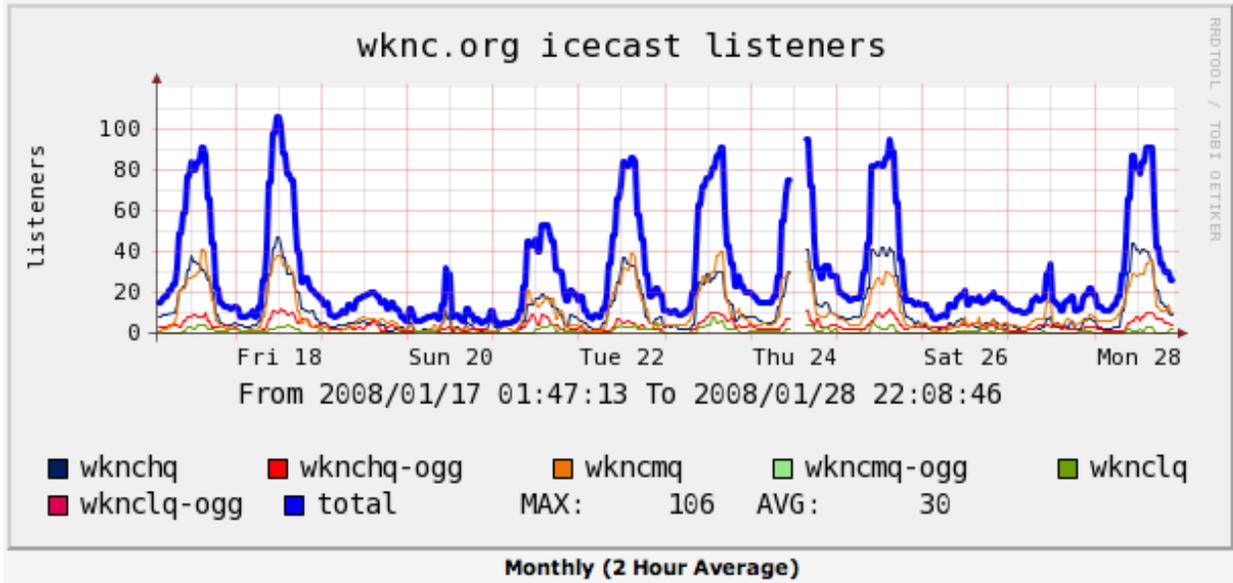


Content Overview

Pages	Pageviews	% Pageviews
/studio/	18,161	48.65%
/listen.php	6,931	18.57%
/music/schedule.php	3,686	9.87%
/music/browse.php	1,626	4.36%
/studio/search.php	1,440	3.86%

wknc.org/listen.php

- WKNC provides multiple webcast streams with varying degrees of quality. Peak hours are from 8 AM – 6 PM on weekdays with the number of listeners reaching 100 between 12 PM – 4 PM:



- There is also a consistent listener spike from 10 AM – 12 PM on Sundays during the “Geet Bazaar” program which features Bollywood and Indian classical music.
- The web page that provides details for listening to the stream is unnecessarily technical. It should be simplified and a large link added to the front page should connect listeners to the stream.

wknc.org/studio/

- All songs played are logged and displayed on this page. Occasionally the software fails to log properly and song details are not available for an hour at a time. This software needs to be repaired in order to work consistently.

wknc.org/forums/

- The forums currently have too many “rooms” and need to be trimmed down. The forum design needs to be updated as well.

wknc.org/music/schedule.php

- The schedule provides a graphical view of program format and DJs during during the day. A slightly better design could increase clarity and provide more information.

wknc.org/rockreport.php

- The Rock Report lists local events occurring at local venues. This list should include events of different program formats (genres) such as Afterhours (electronica) and Underground (hip hop).

AIM: wkncrequests

- Listeners with an AOL Instant Messenger account can make song requests to WKNC's screen name: wkncrequests.
- A “make a request” link is also available on the front page.

Recommendations

- Blogs maintained by music directors and DJs as well as podcasts of talk shows such as “[Failure to Refrain](#)” should be made available.

Nubian Message



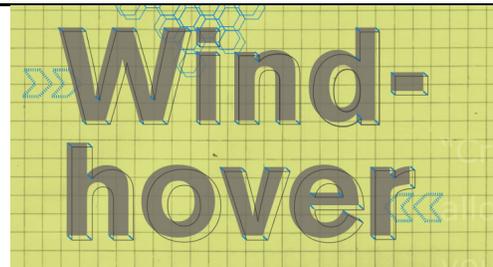
ncsu.edu/nubian/

- Nubian Message has a very basic web site but not much energy has gone into keeping it up-to-date. Like Technician, Nubian needs a workflow that includes publishing some content to the web. An open-source software package called [Campsite](#) will be tested to support web publishing.

Windhover

ncsu.edu/windhover/

- Windhover has a very well designed web presence. However, it simply functions to promote submissions. Greater user interactivity could increase the site's appeal.



Agromeck



ncsu.edu/agromeck/

- Agromeck's web site provides information, awards and history relating to the yearbook, along with links for purchasing.



HD Radio Proposal for NCSU's WKNC 88.1FM

By Jamie Lynn Gilbert
February 2008

Background

HD Radio is the registered trademark for the in-band on-channel (IBOC) technology selected by the Federal Communications Commission (FCC) in 2002 for terrestrial digital audio broadcasting in the United States. WKNC currently operates on an analog FM frequency. Conversion to HD Radio would keep the traditional analog signal and simulcast it as digital audio. WKNC-HD1 would therefore be the same content as WKNC-FM, but with crisp, clear, CD-quality sound with virtually no static or interference. HD Radio also allows for multi-casting, meaning WKNC could offer up to three HD channels.

By the numbers

- Across the United States, there are 1,607 radio stations broadcasting 2,415 HD Radio channels
- North Carolina has 48 stations broadcasting 72 HD Radio channels (up from 45 stations and 65 channels in August 2007)
- Nine stations in Raleigh-Durham are broadcasting 12 HD Radio channels, including WUNC, WSHA, WNCU and WRAL¹

College Radio in HD

From what I have gathered talking with academics and professionals at conferences over the past few years, the majority of student stations are hoping their university's public radio affiliate will allow them to use a multicast channel. To the best of my knowledge, this has yet to happen anywhere.

Those few student-run radio stations that have HD signals include:

- WDBM – Michigan State University
- KEPC – Pikes Peak Community College (Colo.)
- WDWN – Cayuga County Community College (New York)
- WUSC – University of South Carolina

In 2004, WDBM became the first student-run station to go HD and the first in the Lansing, Mich. radio market (Ranked #125 by Arbitron).

“MSU is a major research institution blessed with a real-world functioning non-commercial digital radio station... We have the freedom to experiment with this new technology, so if we try something and it fails, it's no big deal. But if we try something and it succeeds, then we're in a position to lead the industry into some positive new directions.” — WDBM General Manager Gary Reid²

In 2008, WKNC is ready to take the step to better provide the “innovative learning environment” visualized in North Carolina State University's mission statement.³

¹ As of 1/24/08, http://www.hdradio.com/find_an_hd_digital_radio_station.php

² Press Release from Michigan State University, <http://newsroom.msu.edu/site/indexer/2234/content.htm>

³ <http://www2.acs.ncsu.edu/UPA/strategicplan/mission.htm>

Benefits to N.C. State and Student Media

As of Jan. 25, 2008, WKNC maintains a student staff of 85 and is in operation more or less Monday through Sunday 7 a.m. to 2 a.m. Twenty-six shifts were reduced from two hours to one to better accommodate all students interested in daytime music programming. Additionally, more than 30 new students are being trained this semester and are expected to fill most of the remaining slots. As with 2006-2007, we expect to have a net gain in staff at the end of the year.

Conversion of HD Radio and the addition of a supplementary HD-2 channel would allow for increased opportunities for students. Our Afterhours, Underground and Chainsaw music formats could be expanded on WKNC-HD2. We could also increase the number of specialty shows. I am particularly interested in reaching the Triangle's expanding Hispanic population. A second signal could also allow us to develop partnerships with local high schools and technical colleges. Not only would this be a positive contribution to our community, but would encourage students to attend N.C. State to continue their broadcasting opportunities.

HD Radio's data streams can be used to provide public service information and emergency data, providing another distribution method for NC State's emergency notification and communication plan. HD data streams can also provide updated traffic information directly to a vehicle's navigation system to inform drivers about accidents and traffic so they can seek alternate routes.

Becoming an HD Radio broadcaster in three steps⁴

1. Acquire a technology license from iBiquity Digital.

- Main Channel (HD-1) Licensing Fee: \$15,000 or \$25,000 one-time fee
- Supplemental (HD-2 and HD-3) Channel Audio Fees: \$1,000 per year minimum

Licensing Deadline	Main Channel Licensing Fee	Digital Conversion Deadline
June 30, 2008	\$15,000	Dec. 31, 2008
After June 30, 2008	\$25,000	None

2. Upgrade station equipment and technology. Total cost, \$135,000.

- Tier 1 – Engineering Equipment to Broadcast the Signal in HD
- Tier 2 – Newsroom (350 Witherspoon) converted into secondary studio for HD-2

3. File FCC documentation with the Federal Communications Commission within 10 days of HD implementation.

- Associated Fees: Attorney Costs

⁴ Adapted from <http://www.ibiquity.com/broadcasters/licensing>



TECHNICIAN TIME OUT 2007
SOURCES TO POPULATION COMPARISONS
 BY RACE, GENDER, CLASSIFICATION

Race	Population	Percent of population	Percent of sources 04	Sources 05	Percent of sources 05	Sources 06	Percent of sources 06	Sources 07	Percent of Sources 07
Caucasian	23,766	74.7%	74%	631	78.5%	1,713	79.3%	1,390	75.8%
Black	2,739	8.6%	19%	122	15.2%	276	12.8%	255	13.9%
Native American	175	0.6%	1%	7	0.9%	15	0.7%	28	1.5%
Asian	1,507	4.7%	2%	26	3.2%	66	3.1%	92	5%
Hispanic	774	2.4%	1%	18	2.2%	51	2.4%	31	1.7%
International	2,199	6.9%	0%	0	0%	39	1.8%	0	0%
Other			2%	8	0.7%	48	2.2%	36	2%
Total	31,802**	100%	100%	812	100.7%	2,178	102%	1,832	99.9%

* 2,970 sources were logged; however, in only 2,160 (72%) could race be determined from the story or photo. **642 didn't report.

Gender

Male	17,732	55.8%	69%	733	63.7%	1,842	62%	1,761	61%
Female	14,070	44.2%	31%	416	36.2%	1,128	38%	1,119	49%
Total	31,802	100%	100%	1,149	100%	2,970	100%	2,880	100%

Classification

Freshman	5,857	24.3%	11.0%	78	7.9%	278	9%	303	11.4%
Sophomore	4,871	20.2%	8.2%	111	11.2%	332	11%	345	13%
Junior	5,021	20.8%	11.0%	183	18.5%	475	16%	432	16.2%
Senior	5,925	24.5%	17.8%	250	25.2%	493	17%	555	20.9%
Other	2,472	10.2%	2.1%	6	0.6%	19	1%	16	0.6%
Total	24,145*	100%	48%	628	63.4%	1,597	54%	1,651	62.1%

* undergraduates made up 76 percent of the campus student population in 2007 (24,145 undergrad students)

Graduate	7,657		0.0%	32	3.2%	106	4%	72	2.7%
Teaching faculty	1,887		2.1%	25	2.5%	99	3%	78	2.9%
Staff	5,881		19.9%	157	15.8%	454	15%	520	19.5%
Other			28.1%	149	15.0%	378	13%	339	12.7%
Total				991					

* Out of 2,970 sources, classification could be determined in only 2,660 (89.5%).



TECHNICIAN TIME OUT 2007 SOURCES TO POPULATION COMPARISONS BY COLLEGE

College	Population	Percent of population	Sources 05	Percent of sources 05	Sources 06	Percent of sources 06	Sources 07	Percent of sources 07
Agriculture and Life Sciences (CALS)	4,949	15.6%	68	12%	170	10%	187	13%
Design	701	2.2%	19	3%	57	4%	42	3%
Education	1,698	5.3%	17	3%	77	5%	68	5%
Engineering	7,833	24.6%	108	19%	315	19%	338	23%
Natural Resources	1,286	4.0%	29	5%	70	4%	55	4%
Humanities and Social Sciences (CHASS)	4,589	14.4%	186	33%	440	27%	395	26%
Physical and Mathematical Sciences (PAMS)	1,605	5.0%	42	7%	122	8%	105	7%
Textiles	1,008	3.2%	13	2%	51	3%	62	4%
Veterinary Medicine	392	1.2%	3	1%	9	1%	13	1%
Management	2,940	9.2%	67	12%	207	13%	162	11%
Lifelong Education	2,908	9.1%						
Undergraduate Academic Programs	1,496	4.7%	16	3%	70	4%	52	3%
Ag Institute	374	1.2%						
Graduate			3	1%	19	1%	15	1%
Total	31,802	100%	571	100%	1,625	99%	1,494	101%

* 2,970 sources were logged; however, in only 1,494 (50%) could college be determined from the story or photo.

METHODOLOGY:

In October of 2007, students selected random issues of the *Technician* printed within the last 12 months. Using Analysis sheets, they determined the number of sources in a story and cataloged the sources as indicated. University data was obtained for the fall of 2007 through the University's Department of Planning and Analysis: <http://www2.acs.ncsu.edu/UPA/enrollmentdata>

SOURCES TO POPULATION COMPARISONS BY COLLEGE

RACE

1. Caucasian source percentages are close to matching the population – 74.7 percent of the student population and 75.8 percent of sources used by the paper in 2007, according to our selection.
 2. Except for Asian and Black racial categories, the order of percentages on our staff mirrors the sources they find. Asian and Black are reversed – Asians are our second-largest racial group on staff, but the third-largest group sourced. Black students are our third-largest group on staff but the second-largest in terms of sourcing and student population.
- We need to recruit a more racially diverse staff. The percentage of Caucasians on staff has increased.
 - Reporters continue to use a wide variety of sources.

RECOMMENDATION:

- Reporters need to use more student sources.
- Reporters need to use more freshmen and sophomores as sources.
- Reporters need to use more faculty and less staff as sources. Jon Barnwell and Tom Stafford are consistently over-quoted.

CLASSIFICATION

1. We have a young staff this year. Representation of seniors on staff over the course of our study has gone from 29 to 19 percent, while the percentage of sophomores has risen from 17 to 32 percent.
 2. Percentage of faculty sources has remained more or less constant, but non-faculty staff sources have gone up, which inevitably means student sources have gone down.
- Reporters need to use more student sources.
 - Reporters need to use more freshmen and sophomores as sources.
 - Reporters need to use more faculty and less staff as sources. Jon Barnwell and Tom Stafford are consistently over-quoted.

RECOMMENDATION:

- Reporters need to use more student sources.
- Reporters need to use more freshmen and sophomores as sources.
- Reporters need to use more faculty and less staff as sources. Jon Barnwell and Tom Stafford are consistently over-quoted.

COLLEGE

1. CHASS continues to be highly overrepresented. 26 percent of our sources are affiliated with CHASS, a college which only makes up 14 percent of the population. 54 percent of our staff comes from CHASS.
2. The number of engineering sources has increased, putting them more in line with population (23 percent sourced, up from 19 percent, against an actual population of 24.6 percent). This probably resulted from increased science and tech coverage.
3. The ability to determine the major or college affiliation of the source dropped from almost 90 percent last year to just over 50 percent this year indicating we are doing a poor job of identifying our sources.

RECOMMENDATION: Reporters need to strive to use at least three sources per story.

RECOMMENDATION:

- Writers/editors need to include name, classification and major for all sources.
- Reporters need to use fewer students, faculty and staff in CHASS as sources.
- Reporters need to continue to use CALS student, faculty and staff more as sources.

SOURCES

1. The average number of sources per story is holding steady, statistically, at 2.8/article over the last three years.

Spring 2005	2.70
Summer 2005	2.95
Fall 2005	2.71
Spring 2006	2.53
April 2006	2.86
Summer 2006	2.84
Fall 2006	3.29
Spring 2007	2.84
Summer 2007	2.25
Fall 2007	3.03

RECOMMENDATION: Reporters need to strive to use at least three sources per story.

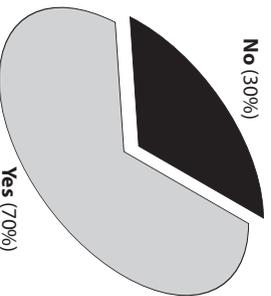


STAFF PROFILE

Data obtained from self-reported surveys of Technician staff members • October 2007 • n=72
Josh Harrell, editor • Bradley Wilson, adviser



No (30%)

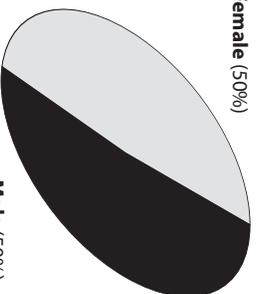


Yes (70%)

ACCURACY OF COVERAGE

Does the Technician's coverage accurately reflect the diversity of the school community? (In 2004, 84%/yes; 2005, 81%/yes; 2006, 74%/yes.)

Female (50%)

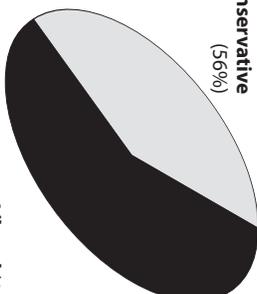


Male (50%)

GENDER

The staff was evenly split male/female. Males represent 55.8% of campus.

Conservative (56%)

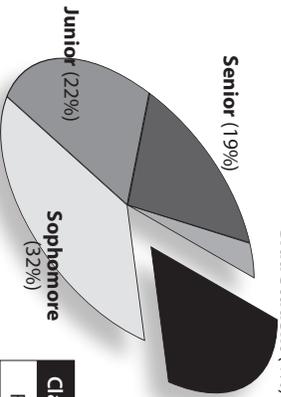


Liberal (44%)

POLITICAL AFFILIATION

The staff members described themselves as conservative, a contrast to past years. The conservative staff is probably a better fit to this land-grant, agricultural and mechanical university.

Grad Student (4%)



Senior (19%)

Freshmen (22%)

Sophomore (32%)

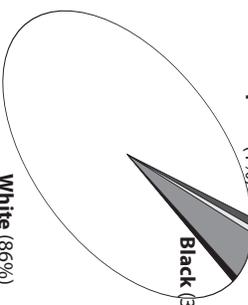
Junior (22%)

CLASSIFICATION

This is a very young staff compared to past years.

Classification	'06	'07	University
Freshmen	21%	22%	24.3%
Sophomore	17%	32%	20.2%
Junior	32%	22%	20.8%
Senior	29%	19%	24.5%
Grad	1%	4%	

American Indian (1%)
Asian (6%)
Hispanic (1%)
Black (3%)



White (86%)

RACE

While the staff is still largely white, the staff has made good strides in increasing the diversity to reflect the campus.

Race	'06	'07	University
American Indian	1%	1%	0.6%
Asian	7%	6%	4.7%
Black	1%	3%	8.6%
Caucasian	90%	86%	74.7%
Hispanic	1%	1%	2.4%
Other	0%	3%	9.0%

TAKE HOME POINTS

- ACCURACY:** The perceived accuracy of how well the paper's coverage reflects the community is declining.
- CONSERVATIVE:** One of last year's goals was "to recruit more conservative staff members...., particularly more people who can provide coverage of engineering and sciences." We made strides towards that goal, moving from 39% conservative in 06 to 56% conservative this year.
- RACE:** The racial breakdown of the staff better reflects the population, making improvements, or not losing ground, in all areas.
- COLLEGE:** 54% of the staff is in CHASS compared to 49% last year with 20% in engineering, compared to 17% last year. However, the percentage of students in CALS dropped from 7% last year to 4% this year, indicating we still have a ways to go when recruiting people from a variety of colleges.
- GENDER:** With some irony, the percentage of women on the staff is higher than the percentage in the population. Last year, the staff was 48% male.

STUDENT MEDIA BUDGET VS. ACTUAL

DATE: Jan. 31, 2008
PERCENT THROUGH FISCAL YEAR: 58%

209 AMERICANA		
Budget	Actual	Percent
Payroll	\$ -	0%
Supplies	\$ -	0%
StaffDvlp./Travel	\$ -	0%
Current Services	\$ -	0%
Fixed Charges	\$ -	0%
TOTAL	\$ -	#DIV/0!
Income	\$ -	#DIV/0!

202 TECHNICIAN		
Budget	Actual	Percent
Payroll	\$ 112,787.40	67%
Supplies	\$ 7,680.11	43%
StaffDvlp./Travel	\$ 6,337.56	98%
Current Services	\$ 215,248.00	57%
Fixed Charges	\$ 3,301.13	42%
Grant	\$ 4,000.00	75%
Capital Outlay	\$ -	#DIV/0!
TOTAL	\$ 349,354.21	64%
Non-fee Income	\$ 382,515.20	34%

OVERALL		
Budget	Actual	Percent
Payroll	\$ 478,472.78	58%
Supplies	\$ 26,441.24	42%
StaffDvlp./Travel	\$ 18,865.12	55%
Current Services	\$ 278,590.46	66%
Capital Outlays	\$ -	#DIV/0!
Contracted Services	\$ 6,900.00	97%
Fixed Charges	\$ 9,931.48	17%
Grant	\$ 4,000.00	0.75
TOTAL EXPENSES	\$ 823,201.08	65%
Fee Income	\$ 375,428.16	97%
Non-fee Income	\$ 442,515.20	38%
TOTAL INCOME	\$ 817,943.36	65%

201 AGROMECK		
Budget	Actual	Percent
Payroll	\$ 24,097.87	37%
Supplies	\$ 3,900.00	14%
StaffDvlp./Travel	\$ 3,302.56	20%
Current Services	\$ 15,106.00	290%
Fixed Charges	\$ 760.82	17%
TOTAL	\$ 47,167.25	115%
Fee Income	\$ 17,880.92	97%
Non-fee Income	\$ 29,500.00	86%

203 WINDHOVER		
Budget	Actual	Percent
Payroll	\$ 4,890.00	0%
Supplies	\$ 1,160.00	0%
StaffDvlp./Travel	\$ 75.00	0%
Current Services	\$ 21,200.00	1%
Fixed Charges	\$ 259.48	0%
TOTAL	\$ 27,544.48	286.76
Fee Income	\$ 27,544.48	97%
Non-fee Income	\$ -	26,757.30

GENERAL ADMIN		
Budget	Actual	Percent
NET	\$ (5,257.72)	1,538.77
Current reserve	\$ 505,867.36	

207 NUBIAN MESSAGE		
Budget	Actual	Percent
Payroll	\$ 10,127.75	67%
Supplies	\$ 450.00	0%
StaffDvlp./Travel	\$ 910.00	0%
Current Services	\$ 8,979.54	55%
Fixed Charges	\$ 378.39	0%
TOTAL	\$ 20,845.68	56%
Fee Income	\$ 19,345.68	97%
Non-fee Income	\$ 1,500.00	49%

204 WKNK		
Budget	Actual	Percent
Payroll	\$ 33,804.50	49%
Contracted Services	\$ -	#DIV/0!
Supplies	\$ 8,251.13	37%
StaffDvlp./Travel	\$ 3,240.00	39%
Current Services	\$ 5,240.92	165%
Fixed Charges	\$ 4,276.03	43%
Capital Outlays	\$ -	#DIV/0!
TOTAL	\$ 54,812.58	60%
Fee Income	\$ 25,812.58	97%
Non-fee Income	\$ 29,000.00	51%

GENERAL ADMIN		
Budget	Actual	Percent
Payroll	\$ 292,805.26	59%
Contracted Services	\$ 6,900.00	78%
Supplies	\$ 5,000.00	82%
StaffDvlp./Travel	\$ 5,000.00	45%
Current Services	\$ 12,816.00	43%
Fixed Charges	\$ 955.62	109%
Capital Outlays	\$ -	#DIV/0!
TOTAL	\$ 323,476.88	65%
Fee Income	\$ 284,844.50	97%
Non-fee Income	\$ -	496.84
Transfer from reserve	\$ -	