

ANNUAL REPORT

Student Media

May 26, 2006

Submitted by Bradley Wilson, coordinator of student media advising

I. PROGRAMS

Board of Directors • No action was made to reform the Student Media Board of Directors. Students expressed no interest in reforming this Board despite obvious conflicts of interest with the current members.

College Journalism • Our students and professional staff members have continued to increase their involvement in professional and collegiate media organizations. Ties to such organizations brings positive recognition to the University and allows students to network with their peers and prospective employers. Most notably, students were active in the College Media Advisers and Associated Collegiate Press, helping to present sessions at the national convention in Kansas City in the fall. Seven NCSU students attended that conference. In addition:

- Patrick Clarke was an intern at the national Society for News Design conference.
- Greg Behr attended a national workshop on narrative journalism in Boston.
- We reformed the NCSU chapter of the Society for Collegiate Journalists. Krystal Pittman and several students in the business office attended the College Newspaper Business and Advertising Managers conference in Philadelphia and Krystal remained active in the regional association.
- For the third year, the *Technician* editor, Rebecca Heslin, attended the MSCNE04 Management Seminar for College Newspaper Editors at Grady College of Journalism and Mass communication at the University of Georgia

We did, however, lack involvement in the College Broadcasters, something we should continue to push for the radio station so WKNC students can learn how to improve their broadcast.

Budget • Overall Student Media has done well this year solely thanks to the income of the *Technician* advertising, income that has enabled the paper to publish 10-12-page papers consistently. (All figures as of April 30, 2006, two months before the end of the fiscal year.) *Technician* exceeded its income projections by about 7 percent. WKNC did not meet its income goals (about 50 percent short). *Agromeck* did not meet its income goals (about 40 percent

short). *Nubian Message* did not meet its income goals (about 50 percent short). Because all of the media that fell short actually account for such a small percentage of our overall operation, Student Media did fine financially. In fact, our biggest problem was not lack of income but lack of expenses. Because Americana and *Nubian Message* failed to produce publications, they didn't pay their staff. *Agromeck* didn't hire the staff members student editors budgeted to hire and neither did *Technician*. And since we couldn't hire one of the full-time positions for which we budgeted, our expenditures failed to meet expectations causing us to put money into reserve.

Technician: \$444,799
Nubian Message: \$2,000
WKNC: \$15,000
WKNC sports broadcasts: \$11,000
Agromeck ads: \$34,000
Agromeck sales: \$41,250 (750 copies)

Professionalism • Student staff members wrote and the Board approved a Student Media Code of Ethics that is now online and included in all staff manuals.

Timeliness • Our objective was to track how well students met their deadlines and to establish consequences for not meeting those deadlines. We succeeded in both regards. We tracked deadlines using official records submitted to the printer and posted these as part of the minutes of the Student Media Board each month.

- *Technician* average74%
- *Agromeck* average64%
- *Nubian Message* average100%

The *Technician* staff met its midnight goal only 13 percent of the time in the spring of 06, down from 23 percent in the fall of 05 and down from 21 percent in the spring of 05. However, the staff met its deadline of 1 a.m. 74 percent of the time in the spring of 06, up from 61 percent in the spring of 05.

The *Agromeck* had a bad year in terms of meeting deadlines. Staff members only completed 45 percent of the pages for the December 2 deadline on time, turning in the remaining 34 pages for that deadline more than a month later on Jan. 11. Staff members also missed the March and April deadlines but completed the book a day late on May 17 after two long and tense weeks after school was out. In addition, sales of the book were down probably due to lack of a coordinated marketing effort. While staff members did give away iWolfpack pins, make appearances as *Agromeck* man and did mail postcards to people in the book, there was no coordinated effort. The number of group shots was down also due to lack of coordination. But

the number of people actually in the book was slightly more than 3,000, approaching the goal of 3,500.

The *Windhover* was also late, coming out a week later than anticipated and causing delivery problems as we had to deliver all the books within 48 hours, the last two days of the academic year and couldn't effectively get them to instructors or administrators.

Training • We tracked the quantity, quality and usefulness of training using individual evaluation forms at each training opportunity which each media was supposed to have at least once per month.

WKNC met and exceeded its objectives regarding training this year with the creation of a 48-page training and staff manual and creation of a formal class for all incoming disc jockeys that lasted four weeks, one night per week for two hours. Coordinated by the general manager, this course resulted in more than 40 people being added to the staff and a retention rate exceeding 90 percent.

Technician staff members completely resisted all efforts at training in the fall semester, and the quality of the publication declined because of it. Training continually focused on copy editing and writing problems, including grammar, spelling, punctuation and style. One highlight was the creation of a *Student Media Style Guide* that should help improve consistency. As a result of lessons learned this year, the student leadership has planned to create a course similar to the one established by WKNC for all new staff members beginning in the fall semester.

Staff members of the *Nubian Message* got started on training in the fall and continued with training at every opportunity, including establishing a Nubian Message Advisory Board after the publication didn't publish during the entire fall semester.

Agromeck staff members used their weekly staff meetings as their regular training opportunity and they were generally very informal. Staff members also took advantage of numerous opportunities to work with editors on improving their writing. Because this was part of the writing process, it was hard to track, but definitely helped improve the quality of the stories, designs and photos.

II. COMPACT PLAN

Of our Compact items and Assessment Plan, the one item that continues to stand out is the one item that again met with failure this year – “To work with student government and student media leaders to create a true advisory board.” Our board was more effective this year thanks to not having one faction gain control of the board and last year’s editors being politically savvy and getting their friends to run for the board. Three sorority sisters of the *Technician* editor were on the Board this year. Any changes in the board met with apathetic responses from student leaders, Student Government officials and administrators. No one wanted to get into fights like happened the year before last even though all parties acknowledged that the revisions were needed.

Technology plan

The Technology Plan created two years has continued to evolve. Now updated twice a year, it included all levels of technology from the phone system, overhauled and replaced last fall with Nortel digital phones, to all equipment in WKNC to computers and digital photography equipment. Attached to the inventory is now a complete inventory of all equipment within the Student Media area. This plan has really helped us to get a grasp on the budgetary implications of technology and technology upgrades. This year, we added a new Linux-based server that is much more reliable than the past drives we’ve used as servers. We have backup power devices online and remote access capability to diagnose and repair problems with the server.

We continue to have problems with the file-sharing protocols. Using SMB seems to be more reliable, but causes problems with the Macintosh computers not recognizing file extensions. Using AFP causes files to disappear (permanently) when copies from one area of the server to another.

The Apple upgrade to Intel has caused us to delay buying some new machines this summer because Adobe won’t be releasing an upgrade to its Creative Suite package until June of 2007. We’ve purchased three low-end Intel-based Macintosh computers to replace 5-year-old machines. They will largely be used for writing and editing.

III. DIVERSITY

The third Time Out for Diversity study was designed to make *Technician* staff aware of the diversity (of ages, majors, classifications, gender and race) of the sources used in news/feature, opinion and sports coverage. This year, we expanded the analysis to include a profile of the staff and found that the staff is

- 64% male
- 42% seniors, 36% junior

- 42% "liberal"
- 81% white with no African-Americans on staff

The take-home points from the staff analysis:

1. We desperately need to recruit more conservative staff members on a campus that is probably very conservative. Based on these data, this should be the highest priority.
2. We need more racial diversity on staff. Specifically, we need to recruit African-Americans, which comprise 0 percent of the staff but 9.2 percent of the population.
3. We need more freshmen and sophomores on staff. This will assist not only in coverage, but in retention.

To that end we created a "grant" after administrators, who disagreed with us creating an endowment to fund a scholarship, vetoed a "scholarship" last year. This grant will start in the fall of 2006 will be for \$1,000/year for incoming freshmen or current students with fewer than 36 credit hours. It will be for Technician staff only and will be solely funded by Technician advertising income.

In terms of coverage, we found that the sources in the Technician resembled the staff – to no surprise and we developed recommendations to improve the coverage.

RACE

1. Reporters' use of Caucasian sources largely mirrors the campus population and has increased slightly in the last year.
2. Reporters' use of black sources is nearly double the campus population but has decreased since last year.
3. Use of sources of other races generally mirrors the campus population.
4. In 28 percent of sources, race could not be determined either through a photograph or identifying characteristics in the story. This means that for a significant number of our stories, race plays no factor in the selection of sources.
5. 80.5 percent of the staff is Caucasian.

RECOMMENDATION:

- Reporters continue to use a wide variety of sources.
- We need to recruit a more racially diverse staff.

GENDER

1. Reporters' use of male sources (64%) significantly exceeds the population (57% male). The use of majority male sources may also reflect, for example, the sports staff that is almost entirely, if not entirely, male.
 - News stories: 65% male
 - Opinion: 71% male
 - Sports: 64% male
2. 64 percent of the staff is male, the same percentage as our sources.

RECOMMENDATION:

- Reporters need to use more female sources.
- We need to recruit more females to be on staff.

CLASSIFICATION

1. Reporters do not use enough freshmen as sources probably for two reasons: most of the network of the reporters are upperclassmen and most of the students involved on campus (and therefore knowledgeable sources) are upperclassmen. The use of freshmen as sources declined significantly in a year, a trend in the wrong direction.
2. More than 30 percent of the sources were staff members or "other" (Web sites used as sources, people not affiliated with the University, etc.).
3. 42 percent of the staff is seniors.

RECOMMENDATIONS:

- Reporters need to use more freshmen and sophomores as sources.
- We need to recruit more underclassmen to be on staff.
- Reporters need to use more students as sources.
- Reporters need to use more faculty as sources.
- Reporters need to use fewer staff members as sources.

COLLEGE

1. The College of Humanities and Social Sciences was significantly over-represented. CHASS students were used as sources at a rate double their population on campus.
2. Students in the College of Engineering were under-represented in the paper. as were students in agriculture and life sciences (CALS)
3. Although all sources are supposed to be identified by name, classification and major, the college could be determined for only 49.6 percent of the sources. When completing the study information, students need to make more of an effort to look this information up if it's not published in the paper.

RECOMMENDATION:

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

SOURCES

1. The average number of sources per Technician story was 2.53 in the spring of 2006, down from 2.70 in the spring of 2005 and far short of our goal of 3.00. However in April it was up to 2.86.

RECOMMENDATION: Reporters need to use more sources overall, but particularly more students and more females.

IV. STAFF

In terms of professional staff, the most significant news was the hiring of our assistant coordinator, **Jamie Lynn Gilbert**. In a process that started on Jan. 8 after multiple delays at all levels, she finally started on May 15. We lost **Joel Ebel**, our systems administrator, to Google, and our graduate student in technology, **Dustin Patterson**, to IBM. **Scott Zekanis** came on board as our technology coordinator and has come up to speed on our systems quickly. **Martha Collins** is doing an awesome job in the front office despite continued frustrations with the new payroll system mandated upon us with no chance for input that is taking much longer than it needs to. She continues to handle the payroll for 300 or so students during the course of the year and more than 100 on any given pay period. **Krystal Pittman** has really got the business staff organized and running like a well-oiled machine. She spends time with them training, practicing and even dealing with clients. It's nice having one adviser working with one staff and having the time to devote to it.

Recognition

Krystal Pittman was honored with a University Award for Excellence after having received the Student Affairs division award. For these awards, she received two days off and a \$500 bonus. It is well-deserved recognition.

Fifteen students were inducted into the N.C. State chapter of the **Society for Collegiate Journalists** April 30. The Society, which is the nation's oldest honorary society for collegiate mass communications, according to the Society's handbook, "admits as members only those persons who exemplify the dignity, personal freedom, and initiative that we believe are the hallmarks of excellence in collegiate communications. The 15 NCSU students inducted were Rebecca Heslin, Clark Leonard, Haley Huie, Tyler Dukes, Greg Behr, Katie Graf, Kyle Blakely, Meghann Dominie, Robbie Williams, Tanner Kroeger, Nate Bullen, Win Bassett, Lauren Gould, Britt Hayes and Manisha Dass. Martha Collins serves as the chapter's adviser.

The staff of the 2005 *Agromeck* yearbook received four national Gold Circle Awards from the Columbia Scholastic Press Association.

- First Place in Yearbook Theme and Concept: Staff
- First Place in Organization or Greek Spread: Josh Bassett and Nathan Bullen
- Second Place Certificate for Sports Reporting: Austin Johnson

- Certificate of Merit for Yearbook Sports Action Photograph: Taylor Templeton

The Associated Collegiate Press selected the 2004 edition of N.C. State's literary magazine, the *Windhover*, from 57 entries as one of five winners in the 2004 Magazine Pacemaker competition. This edition, affectionately known as "magazine in a box," was edited by **Shawna Jones** and designed by **Will Hall**. The *Windhover* has received the award nine other times, including for the 2003 edition. The 2005 edition of the *Windhover*, edited by Brian Darragh and designed by Josh Gajownik, took home the Best of Show trophy, making it the top magazine at the Kansas City CMA/ACP convention.

The *Agromeck*, edited by **Jaime Trivette**, was, from 62 entries, one of five books to win a 2004 Yearbook Pacemaker. Other top staff members on the 2004 edition included **Josh Bassett**, designer; **Austin Dowd**, photo editor; **Rob Bradley**, **Pete Ellis** and **Ray Black**, photographers; and **Erik Snyder** and **Adam Dunn**, writers. The 2005 edition of the *Agromeck*, edited by **Josh Bassett**, placed fifth in the Best of Show competition at the Kansas City CMA/ACP convention.

The College Media Advisers selected eight items from the Technician, N.C. State's student newspaper for inclusion in the 13th edition of *The Best of Collegiate Design*.

- **Patrick Clarke**, headline presentation, second place
- **Thushan Amarasiriwardena**, editorial illustration, first place
- **Thushan Amarasiriwardena and Taylor Templeton**, feature page, fourth place
- **Thushan Amarasiriwardena**, editorial/opinion page, first place
- **Thushan Amarasiriwardena**, editorial/opinion page, fifth place
- **Patrick Clarke**, sports page, fifth place
- **staff**, nameplate, honorable mention
- **Patrick Clarke and Jake Seaton**, special section cover, third place

Presentations by staff and students

by Bradley Wilson

JOURNALISM EDUCATION ASSOCIATION (San Francisco, April 20-23, 2006)

The Ethics of Photography

Just because a photographer can take a picture and publish it doesn't mean he should. Ethics is the "gray area" of photography involving everything from taking free meals to altering images digitally.

"This was the best session I attended during the entire conference." Conference attendee

TIFF v JPEG, RGB v CMYK, PDF v IDD

With the development of Portable Document Format, school no longer need to worry about sending in fonts and linked documents to the printers. Now the issue becomes one of what file formats work best for archival purposes as well as in the workflow.

IT'S MORE THAN WINNING

Entering photography contests is more than just a way to get awards; it's a way to see how your work compares to your peers. It's also a way to get work evaluated in preparation for job and internship applications. We'll talk about photo contests and look at some winners in JEA competitions.

"Thank you for your amazing presentation on photography. I loved your comments and input on all the photos we saw. You're easy to listen to, and I like that you were teaching on a more advanced level. Thank you, I loved it." Student from Kansas City, Kan.

"I have never entered a contest except today. Now I know just what to look for. Thank you. I really enjoyed it. I have you to thank if I win." Student from Kansas City, Kan.

PAINTING WITH LIGHT

Light is about quantity, quality and direction. Learning to use light is the key to any photographer's success.

"Thank you so much for everything you taught us! We've learned how to use light, which will help greatly when we get back to school." Students from Scottsdale, Ariz.

SOUTHERN INTERSCHOLASTIC PRESS ASSOCIATION (Columbia, S.C., March 3-6, 2006)

THE THINKING PHOTOGRAPHER

Photography is painting with light. It's about good composition, cropping and choosing the right subject. Good pictures are of people doing something unusual. In this session, for photographers and others, learn what makes a good picture and how to select good pictures. This session will be the foundation for all other photography sessions later in the convention.

PAINTING WITH LIGHT

Presented with Austin Dowd, photography editor, N.C. State Student Media

Light is about quantity, quality and direction. Learning to use light is the key to any photographer's success.

A LOOK AT ADOBE CREATIVE SUITE 2

Presented with Austin Dowd and Nick Pironio, photography editors, N.C. State Student Media
Leave PageMaker behind. It is time. Look ahead to Creative Suite 3 by looking at the strengths and weaknesses of Creative Suite 2 with a focus on Adobe InDesign 2.

PHOTOJOURNALISM: LAW AND ETHICS

Presented with Mark Murray, Arlington (Texas) Independent School District; Austin Dowd and Nick Pironio, photography editors, N.C. State Student Media

Rights to privacy. Your rights as a photographer. Copyright. Using photos from Web sites—legally. All of the legal issues surrounding visual images will be the focus of this discussion.

ASSOCIATION OF TEXAS PHOTOGRAPHY INSTRUCTORS (Austin, Texas, Feb. 17-19, 2006)

Tips and Tricks

Presented with Nick Pironio, photography editor, N.C. State Student Media

Tips and tricks for cleaning up and prepaing images for yearbooks and newspapers. A compendium of quick tips to enhance any project.

Aperture and Lightroom

Presented with Nick Pironio, photography editor, N.C. State Student Media

Both Apple Computers and Adobe Systems have recently introduced software for professional photographers that provides editing and management of images. Here's a look at the two programs.

N.C. STATE UNIVERSITY EMS CLUB

The Magic of 3 a.m.

Tuesday, Oct. 18

Covering emergencies, everything from student suicides to car wrecks to medical emergencies requires some balance between the need to know and a desire to get all the juicy details. And, along the way, there's the person's right to privacy. For the EMS Club, we discussed [HIPAA](#) and media coverage from an EMS perspective.

JOURNALISM EDUCATION ASSOCIATION / NATIONAL SCHOLASTIC PRESS ASSOCIATION (CHICAGO, FALL 2005)

Times and Helvetica = Boring

Friday, Nov. 10, 9 a.m.

There are literally thousands of fonts available for use, so why do most schools still use Times and Helvetica? Well, it's because they're lazy. Come look at some new fonts. Learn how to pick innovative fonts that will make your publication stand out. (And, no, you won't have to spend a thousand dollars and can still legally own the fonts you choose.)

Forget Football and Basketball

Friday, Nov. 10, 11 a.m.

Football and basketball may be the revenue sports, but they're nowhere near the most exciting to shoot. In this session, we'll not only look at shooting action, but reaction as well. Reaction can almost always tell more of the story. We won't see any football or basketball photos.

COLLEGE MEDIA ADVISERS /ASSOCIATED COLLEGIATE PRESS NATIONAL CONVENTION (Kansas City, Mo., fall 2005)

Digital Photography Workshop

Wednesday, Oct. 26, 2005 (1-5:30 p.m.)

Thursday, Oct. 27, 2005 (8:30 a.m-noon)

In the quagmire of digital imaging, knowing LPI from DPI from PPI or a megapixel from a TIFF file can be daunting. In this demonstration and hands-on session, photographers will discuss everything from (1) how to know what kind of digital camera or scanner to buy to (2) how to get good scans of prints or negatives to (3) how to improve the reproduction quality of your digital images. Bring a laptop loaded with Photoshop 7. And bring some of your own digital images on CD to "fix" as part of the demonstration.covered.

"Kansas City Portrait": On-Site Photo Competition

Thursday, Oct. 27, 9 a.m.-3 p.m.

Student photojournalists will be selected for a shooting assignment for an on-site critiquing competition. To qualify, a student must (1) be registered for the convention, (2) provide his/her own digital photo equipment, (3) attend a school which is a member of ACP or where the adviser is a member of CMA, (4) demonstrate that he/she is a photojournalist (via photo credits in his/her student publication), and (5) be present when participants are selected on Oct. 27

Blood and Guts, Love and War

Friday, Oct. 28, 11:30 a.m.

When it comes to choosing pictures for the yearbook, or any publication, picking images that are appropriate for the community is a key factor in decision making. We'll develop a plan for making sound ethical decisions, avoiding conflicts of interest and maintaining the publication's integrity as a quality piece of journalism.

The Magic of 3 a.m.

Saturday, Oct. 28, 9 a.m.

One of the keys to a successful yearbook is a thorough and complete marketing plan. Part of that plan, in today's Web-savvy society, should include a presence on the Web. It doesn't have to be too sophisticated, but showing sample pages, select photographs, even an updated list of students in the book can do wonders for sales.

SUMMER WORKSHOP INSTRUCTOR

- Dow Jones Newspaper Fund Center for Editing Excellence, Austin, Texas (June 2005) — instructor, desktop publishing at this summer workshop for college students who are going to be summer interns as part of the most prestigious college internship program in America
- National College Yearbook Workshop, New Orleans and Seattle (June and August 2005) — instructor, advanced design at this college workshop
- Ball State University summer workshop, Muncie, Ind. (July 2005) — instructor, digital photography for advisers
- North Carolina Scholastic Media Institute (June 2005) — instructor, advanced design

V. RECOMMENDATIONS AND CONCERNS FOR THE FUTURE

It has become more and more apparent to me during the last three years, but most especially this year, that if we're ever going to improve the quality of the *Technician*, the *Technician* staff needs an adviser that can devote time to them without having to be divided between administrative work and five other media. They need someone there during production hours to help them learn — before things go to press — what quality journalism is, everything from talking through ethical dilemmas to helping teach copy editors AP style.

The student and professional staff members continue to be frustrated with mandates into which we have no input such as the complete change in the payroll system, changes made without our knowledge or input and changes which mean a lot more work for the one person who handles the payroll for all the student staff members. The budget process was also very frustrating again this year because no one from Student Media was involved at some levels and Student Media

seems to be getting penalized for doing well with threats of having the student fee monies cut in half. Staff members from Student Media need to be involved in the long-run planning of the Student Media and not just given mandates without any chance for input.

The process of hiring full-time employees continues to be far too cumbersome and time-consuming. Even after we hired Jamie on March 15, it took more than week to get her e-mail and stuff set up because human resources wouldn't do some things until she got here and the HR people in Student Affairs "didn't know we had a new employee." I hope as we move forward to hire another full-time EPA person to handle more of the advising load that we can overcome some of these hassles.

Working with Purchasing to buy new software for the business office has been a nightmare. Although we followed their instructions to the letter, it's taken us now almost five months to buy the software that no one else makes. We still don't have a contract. And it'll take three months to get the software/hardware installed, so it's looking less likely that we'll have the software for the 2006-2007 academic year. The company with which we're working has said they've never had as much difficulty working with a purchasing department and they have sold this software to dozens if not hundreds of universities across the nation. The latest revisions of the contract include an increase in cost of nearly \$15,000 just due to the increased liability the University is making this company take that other universities don't require.

We also continue to identify the below-average wages of the professional staff members when wages are compared to other Student Media our size across the nation. The salaries of two of the full-time employees (Krystal and Martha) remain well below market and should be adjusted. The wages of student staff members, particularly editors, still rank as some of the highest in college media although some schools add perks such as tuition reimbursement that effectively make what they are paid much more than what some of our student leaders are paid.