

## MINUTES

Sept. 9, 2008 • 7 p.m.  
Talley Student Center Board Room

### CALL TO ORDER

**PRESENT:** Ryland Clark, Melissa Patzwaldt, Laura Laurene, Scott Richardson, Bob Ashley, John Clark, Dean Phillips, Phil Zachary, John Cooper Elias, Kishea Phillips, Saja Hindi, Joe Wright, Kyle Robb, David Mason, Bradley Wilson

**ABSENT:** Crystal Clark, Vincent Sheehan, Denise Gonzales Crisp, Jay Dawkins

**OTHERS PRESENT:** Bobby Earle, Derek Medlin, Adam Compton, Jamie Lynn Gilbert, Krystal Pittman, Martha Collins, Fred Eaker

### NEW BUSINESS

1. Welcome to new members, election of a chair
  - o John Cooper Elias moved that Scott Richardson be named the chairperson of the Board. Phil Zachary seconded. Saja Hindi moved that Melissa Patzwaldt be named the chairperson and Joe Wright seconded. The board voted by ballot and named Patzwaldt as chair.
2. Review of overall budget situation
  - o Bradley Wilson reviewed the annual report from last year, noting that all of Student Media went \$49,230 in "the red" last year with most of that being overspending in *Technician* salaries. He pointed out that collections are going much more smoothly this year thanks to changes implemented last year. The Board spent some time discussing *Technician* income noting that had we not had to refund the monies from two issues because they weren't distributed, we would be doing much better. Board members also suggested that the business staff work on packaging sales to bundle print, online, radio and other items in a single package to make it easy for potential advertisers. Focus on getting new clients. Consider packages around events such as Parents & Families Weekend, Homecoming, holiday season.
3. *Technician* budget amendment
  - o Saja moved and David seconded that the Board amend the agenda to include a change in the *Technician* budget as well as inclusion of her Board report and the SCJ Board report. The item was added to the agenda by unanimous consent.
  - o Saja recommended that the *Technician* budget be changed to allow for the inclusion of a managing editor. This person has a well-defined job description in the staff manual and would largely be responsible for day-to-day production issues including running the budget meeting and final transmission of pages. With the move of the transmission deadline to midnight this was a needed position. Bradley said this position was not included in the budget for financial as well as personnel reasons. The money to pay this person was cut from the line item for photos and the line item for reporters. A greater burden would be placed on the section editors and assistant section editors to produce copy and

photos. Derek Medlin, who joined staff last year, in his junior year, is Saja's choice for managing editor. Medlin is assistant news editor. The Board approved the change in the budget unanimously.

## REPORTS

1. *Agromeck*
2. *Americana*
3. *The Nubian Message*
4. *Technician*
5. *Windhover*
6. WKNC 88.1fm
7. Society for Collegiate Journalists
8. Business office
9. Online media (ATTACHED)

## EXECUTIVE SESSION

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

## ADJOURN

## REPORTS

### AGROMECK

(submitted by John Cooper Elias, editor)

*Revenue* — As of Sept. 3, we have sold 11 books out of a budgeted 100. However, nine of those were sold to people who bought a book last year at a discounted price of \$45. Therefore, as far as the budget is concerned, it is more

like we have only sold nine books (+\$20).

*Expenditures* — We did not pay the managing editor salary in July as budgeted, saving \$400. All photos and stories in the spring pages section of the 08-09 book (around 50 pages) were paid from last year's budget. First major payroll from this year's budget will be after the deadline on Sept. 19.

*Personnel* — The staff consists of around 15 people. That is made up of the three top editors, three returning designers, five new designers and around four writers who have been attending meetings. Recruitment brought in mostly designers. We are working now to recruit writers from the journalism classes and other large introductory classes.

*Training* — We held a designer training on Monday, Sept. 1. We had nine people in attendance and the training was very successful. In addition to that group training, the new designers have

been partnered with a returning designer to help with their first spreads as additional training. Bryant (design editor) and I traveled to a workshop in New Orleans at the

beginning of June. That trip allowed us to plan for this year.

*Coverage* — The staff is working hard to make sure that the coverage in this year's book is different from last year. Even though the format is the same, we are looking for alternative feature angles to cover events so the coverage

is more specific and interesting.

*Deadlines* — The first official deadline is Sept. 19. 48 pages are due to the plant at that date. Those 48 pages will consist of summer and beginning of fall coverage. The spring pages (around 50 pages) will be shipped on or before

that date, but the staff does not plan to count that in the deadline because that would give a false sense of being ahead. We anticipate being able to make deadline.

*Marketing* — A marketing plan was created over the summer to ensure that we did not miss any major marketing opportunities. Two major marketing pushes will be made during Parents and Families Weekend and Homecoming Week. The plans for Parents and Families Weekend are being worked out now. The current plan is to have a photographer at

the game to take pictures of families with Mr. and Ms. Wuf cutouts. It will give us an opportunity to raise awareness to the families about the book and they will be able to get copies of the photos from the *Agromeck*.

## **AMERICANA**

NO REPORT

## **NUBIAN MESSAGE**

(Submitted by Kishia Phillips, editor)

The beginning of this new academic year has been an exciting and busy time for the *Nubian Message*. Many students are showing an active interest and not only reading the paper but asking about how to get involved.

We have not come up with any revenue or sold any ads yet, however, we are optimistic. Staff members have a copy of ad rates and are always encouraged to look for companies, businesses or organizations to place ads in our paper. There were no outstanding expenditures that are out of line with the budget.

The *Nubian Message* has 25 active members on staff not including the editor. Nine are new hires from personal interaction as well as recruits from Open House and Orientation. We have two new layout technicians, a new webmaster, two new copy editors, an opinions columnist, a

newly staffed culture section and a new Mind, Body and Soul writer. Sixteen staff members are writers and six of them write on a volunteer basis. We also have three new freshmen on staff.

For training, the editor held individual orientation sessions with new staff members to ensure they knew all about the article format, staff makeup and specific requirements for their section. Training took place at the first meeting with the help of staff packets to remind staff members of important information such as meetings and our production schedule.

Technology for the *Nubian Message* has really improved. Our new Web site is easy to operate and update and it is something new for students on campus to look at. We now have pictures on our Web site. Thanks to Fred Eaker for writing the code and implementing this new Web site.

We are working hard to focus on students. We're working on making sure photos from events center on students and not just speakers at events. We're also improving in keeping article topics relevant to students as well as connecting with a broader pool of students in the paper, to better serve as the voice of African-American students on campus.

The staff so far has been doing great overall with deadlines. For our first issue, six out of eight articles were turned in on time.

Our Web site has been updated since the last paper. Unfortunately in the first issue, direct quotes from N.C. State students were missing in the news story about the name change of the Office of Diversity and African American Affairs. However we are taking steps to make sure it does not happen again by reminding the news staff of news article requirements since all news writers are returning writers. Also we are returning articles to the original author to be fixed if any of those requirements are not met, despite deadlines.

## **TECHNICIAN**

(submitted by Saja Hindi, editor)

Added Sept. 10, 2008

The *Technician* staff this year is going to accomplish a lot of great things and the editors have already done a lot since they were hired last May. There have obviously been some bumps in the road, but this is a staff that can pick right back up again after any obstacle and is learning very fast.

*Summer/Recruitment & Retention* — I have met with various campus officials and student leaders throughout the summer and hope to continue to do so with different groups on campus to foster a relationship between them and the paper, so we can have more diverse coverage.

I had an almost all-volunteer staff except for the last two issues this summer because we didn't have enough money in the budget to pay people, yet we had more people working on the paper this summer than is usual for summer papers — at least since I've been working here.

The first big problem we faced was July 9 when we sent the wrong page-one and page-three to the printer, and on the morning of July 10, had to pull the papers from the racks. A letter was sent out to the campus community explaining the situation and signs were placed on the bins. The Web site continued to be updated.

We produced an orientation issue in July, which the staff and I are proud of. The issue was distributed at all the New Student Orientation sessions, where we also recruited students to join staff. Eric Ellis, the classifieds manager, worked very hard with the sections editors and I to make sure we had people at the orientation fairs and then getting us the contact information for interested students immediately afterward. I've been in contact with everyone who has expressed interest as have the section editors. We also had a successful open house at the end of the summer and had interested students sign up for the class.

We had the first class of the five classes this past Tuesday. Some 40 students attended and it was a great start. We talked about legal/ethical issues and media law, and had students split up into groups to generate story ideas. We have four more classes this semester, and will hopefully hold it again in the spring. Each new staff member starts working on assignments with a senior staff person as a part of the mentoring program we've implemented, which seems to be working and will hopefully help our retention efforts.

Staff members also have been going to introductory journalism classes and presenting a PowerPoint as well as explaining how students can join staff. It has helped out a lot in recruitment of new writers.

*Training* — In July, a *Technician* alumnus Hide Terada, came to give a workshop on photography, which many of the section editors and summer photographers attended. It was informative and a general overview of basics photographers should keep in mind. The photographers enjoyed it so much, they asked him to come give another training in the fall.

The entire editorial board also attended a retreat in Manteo Aug. 15 – 17 where a variety of issues were covered from copy editing to ethical issues to story planning. It was a good experience for the new staff members who have never been to this retreat to become exposed to a lot of issues they may not necessarily have thought about. It was also beneficial for the older staff members to be able to help in the training aspect, as well as talk about their past experiences, challenges and how to overcome them. Josh Harrell helped to move the workshops forward, and it was a great bonding experience for the entire staff.

I attended the Management Seminar for College Newspaper Editors July 20 – 26, where I joined 65 other editors in Athens, GA. It's a big year for newspapers, especially with election season coming up, so we talked about everything — designs, story ideas, things that work and don't work, etc. A big emphasis was placed on multimedia at the conference where we even had a mock breaking news scenario for a day and had to scramble in groups to put together multimedia packages as we would have at our newspapers. It was really rewarding to be able to talk to other editors about their papers, issues they face on a regular basis and the different ways the papers are run. I was asked to present some of our audio slideshow content at the conference and showed last year's Krispy Kreme Challenge slideshow.

*Goals and progression* — All of the sections' editors detailed goals they wanted to accomplish for the year, and every section wanted to better multimedia coverage, which is the right way to start off the year with the way newspapers seem to be going. We will be launching our new Web site (through College Publisher) after fall break once all the editors have had training on the new system. We are still in the process of looking for an online editor and are posting the job description in various places, as well as running house ads and contacting people who can advertise it in computer engineering, especially.

The sports staff has also been working hard on continuously updating online exclusive content like blogs and slideshows and working with the photography staff, which has been working on training photographers to create audio slideshows.

The features section has implemented subsections within features, so that the section does not seem to target girls only or be seen as the "fluff" section — a perception we believe many readers held last year. The subsections are intended to contain stories that are affecting students now. The subsections are: campus & capital, science & tech, arts & entertainment, business & money and life & style. The features section has also started using blogs.

The news section is working on implementing a beat system to create better relationships around campus and so that coverage is more in-depth. And the section has started getting a lot more used to updating stories online right when they happen.

The design team has met with all of the section editors to work with them on any design changes for their pages as can especially be seen with viewpoint and page 2.

And the viewpoint section is working on making sure all columns and editorials are much more researched and student-oriented.

We had another mishap this semester when the wrong version of pages were sent to the printer. New measures, which were detailed in my letter and column last week, were implemented to make sure it never happens again. The staff responded in the best manner during a time of crisis where everyone pitched in their help.

*Elections* — With elections right around the corner, *Technician* is planning to hold mock elections for the student body three weeks before the actual elections. We've met with Student Government about advertising and we will also be promoting it through house ads, the Web site and the print edition. Bradley has met with University officials to make sure we are able to carry it out campus-wide.

We will also be conducting a debate between Students for McCain and Students for Obama, and are now working on the specifics of the project. We will be working with political science professors to help with the endeavor.

We are continuing to evaluate different ways we can get the campus involved and engaged in the paper at this time.

We're really looking forward to the rest of the year, having some great coverage and continuing to improve upon what we have learned thus far.

*Corrections* — Since we started production in May (until the week board reports were due), we have had 14 corrections, nine of which were name misspellings or title errors and five of which were factual errors.

After finding about each of the name misspellings, we've corrected the story online and have run a correction in the next week/day's print edition. If someone else alerted us of the error, we contacted that person to tell them what we've done and apologized for the mistake. The corrections section of the Web site online is also up to date.

Because of the increased problem with name misspellings and titles, however, which definitely take a jab at our credibility, I have sat down with each of the writers and photographers who have made this mistake to explain why it's a problem and why it can't keep happening. I have also asked the copy editors to make a list each night of every single name and title that they spell check, so if anything goes wrong, we can go back to that list and make sure the name was checked. It seems like we've gotten much better at catching these mistakes now than we have this summer.

In terms of factual errors though, none of the errors seemed to be big enough for legal or ethical action, and again, after these errors were brought to our attention, we've contacted those involved to apologize for the mistake, and have explained to the writers and photographers the importance of fact checking everything.

## **WINDHOVER**

(submitted by Joe Wright, editor)

At this point, *Windhover* has little to report. No action related to the budget, revenue, or expenditures have taken place.

On Aug. 1, I hired Lena Bondar as the web designer/production assistant. Lena was a junior designer on staff last year. Her addition of a business minor has made it so that she cannot participate as a designer this year. Her knowledge and experience is vital though, so she has been added to the staff in this role.

The efforts to recruit our design staff began Sept. 1 to allow design students to begin classes and get settled before we started the interview process. This change was made as a result of complaints made last year by potential designers. The staff will be hired by Sept. 15. We will be hiring two senior design editors and one junior designer.

In addition, the volunteer staff of readers has been finalized for this year and includes five qualified volunteers.

We have set preliminary dates for a new Web site to be completed and for an open mic/poetry jam to take place. Overall, Lena and I are trying to set goals early and work to meet those goals over the course of this year.

## **WKNC**

(submitted by Kyle Robb, general manager)

*Revenue* — According to our latest Ad Pro report, the business office sold three sponsorships totaling \$1,400 in revenue. To keep on track for our goal of \$18,000 in sponsor sales for the year, we need monthly sales of \$1,500. We are behind one month in sponsor sales.

*Personnel* — We have two new hires since the beginning of the semester. Carter Neely has been hired as audio services manager; his job will entail assisting in production, server file maintenance, and he will serve as the prime consultant for "88.1 Seconds of Technician." Lenard Williams has been hired as Underground director and will be responsible for reviewing new music, updating rotation, and monitoring the play lists of the on-air staff for the Underground format, which runs M-Th midnight – 5 a.m. and Saturday 8 p.m. – 3 a.m. The positions of Afterhours director, public affairs director and assistant promotions director are vacant, although there are candidates training for each position.

The fall on-air schedule is in place, with 80 different DJs staffing 20 hours per day on average. Despite this large on-air staff there is still further demand for shifts, allowing us to implement a stricter attendance policy this semester.

*Training* — Summer training class took place in July. 20 students were enrolled in the course, 17 of which have passed their tests and are now staff members. Fall training begins Sept. 4 with 30 students enrolled. The fall course is at maximum capacity and several students were deferred to the spring semester training.

*Technology* — A new rock report, designed by Fred Eaker, is in operation. The report allows for user interaction by allowing the reader to sort by artist, venue, or date. The new report also now provides direct links to venue Web sites, which previously were not included. WKNC has also acquired a Comrex mobile broadcast unit, which will allow the station to broadcast live from events of significance. Our target for operation is during Shack-a-thon, Sept. 21-26.

*Coverage* — WKNC had promotions/recruitment presence at several campus kick-off week events, including Cates Crawl and Friday Fest. This September, WKNC will revive its role with Shack-a-thon. Staff members will stay in our boom box shack 24 hours per day for the duration of the week and it is our goal to have DJs broadcasting live from the Brickyard every hour between 7 a.m. and 7 p.m., Monday thru Friday.

## **SOCIETY FOR COLLEGIATE JOURNALISTS**

(submitted by Saja Hindi, president)

Report added Sept. 10, 2008

National Freedom of Speech Week — This summer, Martha and I set a tentative schedule for SCJ's events for the year. Although we did not have formal meetings, a lot of the members were working for Student Media this summer and we discussed ideas for the year.

We also discussed showing the film, the Reflecting Pool, and bringing either the producer or actor to come speak during Free Speech Week, but then decided another film may be better.



Some of the suggestions we are reviewing are Good Night and Good Luck, Gonzo: The Life and Work of Dr. Hunter S. Thompson and U.S. v. John Lennon.

We are also planning an election themed art show in collaboration with the College of Design, where we will have the art displayed on the back wall of the Campus Cinema and on the second floor of Witherspoon Student Center. These works of art will stay up until after the election to promote awareness of the election even after Free Speech Week is over. We plan to work with Rick Gardner from the Campus Cinema.

The next step is to promote the projects through house ads in the *Technician*, WKNC promotion, fliers, spray painting the Free Expression Tunnel, etc. Throughout the promotions for the art show, SCJ members will also be encouraging students to go out and vote. We will also be looking to try and have University Scholars and the Honors program give credit to students for attending these events, and encouraging the journalism professors to give their students extra credit for attending.

*Inductions* — We will be holding inductions for new members Sept. 5 at 5 p.m. We will be inducting staff members from the *Agromeck*, WKNC and *Technician*.

*Contest* — The national SCJ contest submissions are due by Dec. 5. Categories include submissions in radio and print, and members are already working on compiling works to submit.

## **BUSINESS OFFICE**

(submitted by David Mason, manager)

As of Sept. 3, the business office has seen some ups and downs, but things are certainly looking up as we look forward to the rest of the 2008-2009 academic year. The past summer was a time of important restructuring in the Student Media Business Office. Our primary goal is to create a culture that is rooted in a determination to efficiently work

with customers. Whether they are a new client or have a long history of doing business with us, we want to ensure that they are not only satisfied with their experience with Student Media, but choose to continue coming back and advertising with us on a consistent basis.

Part of our restructuring effort included placing two people in charge of working with our on-campus clients, who are our most consistent customers and must be dealt with carefully. Only one person had been the exclusive "on-campus rep" in the past and we have already found that having two people responsible for this important market for revenue has helped us to find new business in the campus community and allowed our on-campus representatives to build solid relationships with each of their clients.

Another major aspect of our restructuring was to cut certain titles and positions. There is no longer an assistant business manager, as the business manager is now responsible for everything that fell under both job descriptions in the past. Additionally, we do not consider the employees in our "classifieds team" as "classifieds reps" anymore. They are now called business office assistants and are responsible for duties that encompassed both the classified representative and office assistant positions of the past. People that are hired for these

business office assistants are now carefully interviewed and trained, since they will potentially become an advertising representative down the road.

Training was held on Aug. 23 – 24 and was a major success. All employees of the business office were included in the two days, including those who had been hired recently. Not only did the rookies get a lot of the training, but even the veterans appreciated learning about how things really work around Student Media. Unlike past training, we focused on giving our staff the knowledge needed to understand how the newspaper gets printed every day, what goes into having a radio station on the airwaves, and why *Nubian Message* is separate from *Technician*. Saja Hindi kindly gave some of her time on Saturday morning to discuss her hopes for upcoming year, while Fred Eaker talked to the business staff about possible advertising opportunities on our upcoming new Web site. We will have one training session per month and look forward to our SUN Conference in early October, which should be extremely beneficial for all attendees.

Advertising sales have been solid so far, between the summer and the first few weeks of the fall semester. We narrowly fell below our goal on most of the summer issues of *Technician*, while the business staff did a great job on the Orientation Issue. Sales from the Orientation Issue made up for all losses in the summer and even made for a small profit overall. While on-campus advertising has been great so far this fall, off-campus dealings have fallen well below expectations, yet we still seem to be doing decent on paper. More restructuring and new hirings are in the works to correct our off-campus issues, so that it doesn't become an on-going concern as the year moves forward.

Through Sept. 3, 2008, our billed income for the year is \$80,477.22, which is 20 percent of our expected income for *Technician*. There is no doubt in my mind that we will surpass expectations once this year is all said and done. Projections for the upcoming week add up to \$10,816.93 (-\$564.24). WKNC sales are on the rise, as we encourage all sales representatives to offer family packages. As we work swiftly to get our off-campus sales issues resolved, we expect sales to gradually increase as the fall semester moves along.

The numbers above were figured with the loss of two papers and our special football preview issue. Out of the loss of one summer issue and the Aug. 28 issue of *Technician*, we lost quite substantial revenue. It was quickly decided that all refunds were to be made for ads that were included in the Aug. 28 issue, even on the ads in the football preview that were eventually passed out around campus. We value consistency and credibility in the business office. Our customers deserve to get what they pay for and they did not receive that on Aug. 28. A 25 percent discount was offered to any client who wished to run any day following, which many took advantage of.

The business staff did a fantastic job of dealing with the situation on Aug. 28. All representatives called or e-mailed each of their clients that ran ads in the regular issue or the football preview to let them know about the mistake. Some staff members even went around campus taking papers out of bins and assisting in passing football previews out in various parts of campus. I am certainly proud with how each and every person in the business office handled themselves that day. Numbers-wise, had Student Media not lost all revenue from that day, we would have made a profit for both Week 2 of the semester and the football preview. Looking past the obstacles that we have faced early this year, we look forward to a great year of

learning and increased sales, as the business office is excited for the prospects a new year brings.

# Student Media

OF NORTH CAROLINA STATE UNIVERSITY

## Online Report

September 2008

Prepared by Fred Eaker

### SUMMARY

Detailed measurements of Technician's online presence (<http://www.technicianonline.com/>) began with the first fall issue on August 20. These measurements will serve as a simple indicator of the *quantity* of Web-specific content being produced.

The sports section has been consistent in its creation of traffic-generating content, while other sections, along with photography, would greatly benefit from an online editor. As Web content production increases, online ad sales should increase as well. In addition, the migration to College Publisher 5 has stalled because this position is vacant.

The Nubian Message's Web site (<http://ncsu.edu/nubian/>) launched on 29. The site is simple, but new features will be developed as the Nubian Message begins to focus on producing web content.

WKNC's Web presence has remained consistent. The Rock Report (<http://wknc.org/rockreport/>) has been improved and the DJ scheduling interface will be overhauled this semester.

## TECHNICIAN

An analysis of Web traffic during the spring 2008 semester reveals that sports stories generate large spikes in page impressions:

DATE	IMPRESSIONS	LEADING STORY	VIEWS	%	SECTION
03/26	11,756	Dawkins wins SBP race	1,549	36%	News (Politics)
02/22	9,941	Wilson stays busy	3,525	56%	Sports
02/20	8,954	Apologies for no Daily Tar Hell spoof	2,531	47%	Editorial (Sports)
01/14	8,881	Honeymoon is over	4,200	64%	Sports
02/21	8,296	Pack season hits Lowe point	1,603	42%	Sports
01/30	7,301	McCaughey adjusting to new role	961	40%	Sports

The same trend has continued so far this semester:

DATE	IMPRESSIONS	LEADING STORY	VIEWS	%	SECTION
08/28	8,358	What's next for Carter-Finley?	932	26%	RED Football
08/29	5,390	Wilson's status still unknown	628	32%	Sports
08/20	5,503	Quarterback battle nears end as team preps for SC	583	19%	Sports
08/28	8,358	Wolfpack ready for national spotlight	569	16%	Sports
08/22	5,003	New band uniforms to debut	486	16%	News
08/25	5,052	Wilson experienced in 2-QB system	466	29%	Sports
08/22	5,003	UNC system waiting to decide on Amethyst Initiative	455	15%	News
08/20	5,503	Falling into a new Year	429	14%	Sports
08/26	5,507	National spotlight awaits Wolfpack	427	21%	Sports

## BUSINESS

Web statistics were distributed and explained to the business office staff. They expressed enthusiasm in selling sponsorships for sports-related content including slideshows and podcasts.

Online ad sales as of September 3:

Client	Income
YMCA	\$250
Norfolk Southern	\$250
BB&T	\$142
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Total	\$642

The following worksheet highlights successful online ad campaigns during the spring 2008 semester:

## Spring 2008 Online ad sales

	Display	Start Date	End Date	Days	Front Page Only	Impressions	Click Throughs
Roberts Law Group (law - RLG)	1	01-07	04-04	89	Yes	72,764	0
Carolina Hurricanes (College Night - CN4)	2	01-16	01-22	7	Yes	4,100	7
College of Management (Jenkins School - MGIM)	2	01-29	01-30	2	Yes	1,705	2
Polly Watson (PW - watsongyn)	3	02-01	03-31	60	Yes	49,127	39
NC State Arts (NC State Arts - NC State Arts The Mission)	2	02-08	02-09	2	Yes	670	2
Carolina Hurricanes (College Night - CN5)	2	02-13	02-19	7	Yes	5,034	5
Center Stage (art nc state - 2.22)	5	02-22	02-24	3	Yes	1,349	1
Technician (Housing Fair/Expo - fair/expo)	5	03-05	03-25	21	Yes	3,903	2
Wake Rearch (sheep - sheep)	2	03-11	04-15	36	Yes	30,006	36
Housing Guide (Housing Guide - Housing Guide)	1	03-13	03-24	12	No	29,324	18
walk like madd (walk like madd - walk like madd)	4	03-13	03-28	16	Yes	14,716	7
vertical (vertical - vertical)	2	03-16	03-21	6	No	10,801	4
Sunshine Week (Sunshine Week - Sunshine Week)	5	03-17	03-21	5	Yes	2,924	1
Kaust (scholarships - Kaust)	5	03-25	04-25	32	Yes	28,707	34
Rockstar (RGAL - get a life)	1	04-08	04-18	11	Yes	8,783	33
Pope Center (Contest - contest)	2	04-18	05-15	28	Yes	14,242	8
OEM (Earth Week - Tuesday)	1	04-22	04-22	1	Yes	975	2
OEM (Earth Week - Wednesday)	1	04-23	04-23	1	Yes	621	1
OEM (Earth Week - Thursday)	1	04-24	04-24	1	Yes	1,328	2
OEM (Earth Week - Friday)	1	04-25	04-25	1	Yes	1,024	1
AT&T (grandopening - north hills)	5	05-01	06-01	32	Yes	8,601	7
AT&T (grandopening - north hills)	5	05-01	07-31	92	Yes	17,823	6
Kensington Park (Gorman Crossing - Gorman Crossing)	1	05-29	06-05	8	Yes	2,668	9
WKNC (Indy - Best)	2	06-10	08-09	61	Yes	18,686	13
Kaplan (Law Forum - law)	2	06-18	06-19	2	Yes	551	1
Business Office (crossword - answer key)	1	07-31	08-14	15	Yes	6,051	11
<b>Average</b>						<b>12,942</b>	<b>10</b>
<b>Total</b>						<b>336,483</b>	<b>252</b>

## NUBIAN MESSAGE

The Nubian Message's Web site (<http://ncsu.edu/nubian/>) has been improved since last semester. Initial statistics are negligible.



[HOME](#) | [NEWS](#) | [CULTURE](#) | [OPINION](#) | [ARTS & ENTERTAINMENT](#) | [MIND, BODY & SOUL](#) | [ABOUT](#)

### Back to School with the Black Students Board

By Al McArthur (2008-08-29 11:35:26)

As Wolfpack Welcome Week (WWW) winded down the Black Students Board (BSB) held the Back to School Jam 2008, last Thursday on Harris Field, to welcome new and returning students back to campus. "The purpose of the Back to School Jam is to inform incoming students such as freshmen of the various African American organizations offered at NC State," said Kornelius Bascombe, a sophomore in criminology and political science and president of the BSB. It welcomed a large crowd of students to long lines of free food and hand-outs while receiving information on several organizations. [Read more...](#)



Justin Ratliff, a senior in Sociology, and Vellie Johnson, a senior in Biological Sciences, perform with Omega Psi Phi Fraternity, Inc. at the Back to School Jam, held by the Black Students Board on the 21st of August 2008 on Harris Field. | Demii Olubanwo

### New name, new purpose: Office for Diversity and African American Affairs changes name to include more students

By Mallory Richardson (2008-08-29 11:33:33)

As of July 1st, what was formally known as the Office for Diversity and African American Affairs was renamed to suit a larger group of students and staff and is now the Office for Diversity and Inclusion. [Read more...](#)

### Student leaders hope to increase leadership quality and accountability for new school year

By Art Goodson (2008-08-29 11:30:03)

With another year of school starting up, students all over campus are preparing to tackle the challenges of college life with the hopes they can improve from last year. Some of these students are preparing to address issues that not only affect themselves, but the student organizations that they lead with hopes that their organizations will have a hand in positively affecting, not only the students and faculty of NC State, but, their community as well.

[Read more...](#)

# WKNC

There has been no significant changes or trends in WKNC's Web presence, however, it is worth noting that the playlist Web page (which includes /studio, /studio/search and /music/browse) drives roughly 50 percent of total traffic to the site.

## www.wknc.org Dashboard

Aug 3, 2008 - Sep 2, 2008  
Comparing to: Site



### Site Usage

15,487 Visits

56.91% Bounce Rate

41,684 Pageviews

00:04:06 Avg. Time on Site

2.69 Pages/Visit

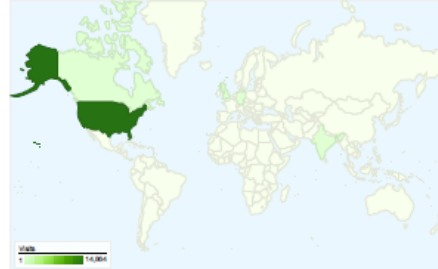
42.91% % New Visits

### Visitors Overview

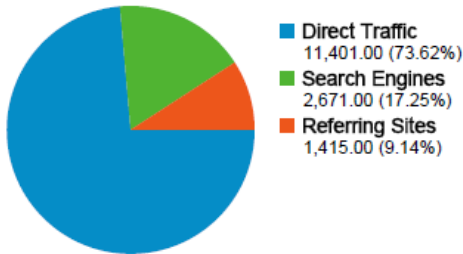


Visitors  
7,922

### Map Overlay world



### Traffic Sources Overview



### Content Overview

Pages	Pageviews	% Pageviews
/studio/	17,588	42.19%
/listen.php	6,599	15.83%
/music/schedule.php	4,916	11.79%
/studio/search.php	2,003	4.81%
/music/browse.php	1,995	4.79%