

October 2009

Tuesday, Oct. 13, 2009
SAS Hall

Technician/Nubian Message

PRESENT

- *Members:* Marcia Gumpertz, Patrick Clarke, Bob Ashley, Kelly Brackett, Martha Collins
- *Guests:* T. Greg Doucette, Matt Blanchard, Jeanne Chen, Brad Kennedy, Jim Ceresnak
- *Staff members:* Laura Frey, Charlie Weinfeld, Ana Andruzzi, Demi Olubanwo, Russell Witham, Ty Johnson, Saja Hindi, Kate Shefte

Goals for Improvement

- *Credibility is at stake; errors have to become non-existent.* Bob Ashley suggested that the beat system would help ensure more accuracy; Ty Johnson said a beat system is more feasible now that the young, inexperienced staff has become more seasoned. Jim Ceresnak suggested using more informed, reliable sources (i.e.: for SG, either he or Kelly Rogers); Bradley Wilson said it isn't always easy to determine who the best source is and if you can, they're not always available. Ty thought a contact list would be helpful; when the regular board meeting resumed, both Bob Ashley and Dean Phillips encouraged more use of professional Student Media staff as a resource.
- *Online corrections completed in a more timely manner and updated to include time and date.* Greg Doucette suggested that corrections be made to existing stories as more accurate information is discovered instead of an inaccurate story just disappearing; Patrick Clarke concurred, stating that updates be made, as new information is available. Patrick and Greg also thought updates should be displayed at the top of a story. Al McArthur inquired about the *Nubian's* Correction Policy, both for print and online editions and Demi Olubanwo confirmed that the *Nubian Message* does have a [Corrections Policy](#).
- *Increase frequency with which deadlines are met.* Both *Technician* and *Nubian Message* have struggled to meet deadlines this semester. Bob Ashley inquired as to what's happening to prevent making deadlines. Ty thought late-breaking stories contributed somewhat but overall felt that the young, inexperienced staff was the biggest problem. Setting earlier, stricter deadlines was suggested; Demi said his staff performed better after he threatened to fire anyone who didn't make their deadline. More frequent and thorough training using professional outside sources when possible was suggested as a means to improve meeting deadlines. Again, use of Student Media professional staff as a resource was encouraged.
- *Focus staffing efforts more on entry-level and general staff positions.* Patrick suggested that *Technicians* staff consisted of too many in editorial positions and that it might be helpful to have fewer top leaders. Demi felt that having only a few senior staff members was easier to manage and to hold accountable. Ty disagreed saying that he thought it was better because it gave them more of a sense of ownership.
- *Improve retention.* Bob Ashley suggested that the beat system could improve retention in that it would offer reporters opportunity to become more specialized and to acquire familiarity with the sources. Again, training and mentoring was emphasized.

Editor Evaluation Criteria

- Frequency of and timeliness of corrections.
- Implementation and effectiveness of training and mentoring programs.
- Ability to meet deadlines.
- Ability to delegate accountability and establish a clear chain of command.

Patrick Clarke recommended that we need “a qualitative way to evaluate the above.”

WKNC / Wolf TV

MEMBERS

- Elizabeth Bridenstine, Manager of Visual Media, Futures Inc.; former WKNC Assistant Promotions Director and DJ, elizabeth.bridenstine@gmail.com
- Benjamin Canady, Director at NBC17, benjamincanady@mac.com
- Melody Harkness, freshman, first year college, mcharkne@ncsu.edu
- Kelly McCullen, Producer/Reporter/Anchor UNC-TV, kmanchor@yahoo.com
- Joe Ovies, 850 The Buzz morning radio co-host and former WKNC general manager, joe@850thebuzz.com
- Dean Phillips, lecturer in the NCSU Department of Communications; president of deanWORKS, deanworks@nc.rr.com

MISSION

N.C. State Student Media’s Broadcast Media Advisory Board exists to help advise radio station WKNC 88.1 FM and television station Wolf TV. The goal of the board is to assemble professionals in the broadcast field, academics and interested students to offer insight on coverage, content, personnel and policy issues.

PRESENT: Elizabeth Bridenstine, Benjamin Canady, Melody Harkness, Kelly McCullen, Joe Ovies, Dean Phillips, WKNC Adviser Jamie Lynn Gilbert, WKNC General Manager Mike Alston, WKNC Production Manager Carter Neely, WKNC Public Affairs Director Saja Hindi, Wolf TV Station Manager Ryland Clark, Student Media Systems Administrator Fred Eaker

Jamie began by highlighting the massive size of the WKNC staff as an area of concern. Seventy-five individuals attended the station’s Oct. 12 staff meeting. Another 40 have an on-air shift or other regular responsibility. With 20-30 students completing DJ training each fall, spring and summer semester the staff has grown considerably in the last three years. Demand is so great students are turned away each semester because the training class is at capacity.

The board members stressed the value of training students in other areas, such as promotions and production, to both enrich the student’s learning experience and provide WKNC with a versatile staff. If someone cannot be a DJ, he or she can contribute by blogging or producing videos or podcasts. Create a street team to go to shows and film bands. Joe asked if the station still ran regular newscasts and said when he was on staff (late 1990s/early 2000s) an aspiring DJ would have to do a semester of news, weather and sports before he or she could have a regular DJ shift. Jamie explained there have not been regular newscasts, except “88.1 Seconds

of *Technician*," in at least three years. Once a student completes DJ training and passes the written test and board test, he or she is eligible for an on-air DJ shift. The board felt students needed to earn the right to be on the air and suggested a new hiring procedure. Mike explained he and program director Tommy Anderson are already working with Jamie to develop a new hiring and training procedure for spring 2010.

Moving on to Wolf TV, Ryland explained the station was carried by campus cable but is currently Internet-only. Kelly commended Ryland and the Wolf TV staff for its Web site, ncsu.edu/wolftv. Ben suggested Ustream or Livestream to create a live Web feed of Wolf TV. Content-wise, Wolf TV did a student-produced newscast in the spring but does not have the staff to continue the newscast this fall. They focus on news packages to provide multimedia content for technicianonline.com and sports game coverage. Kelly advised "quit trying to be a journalist" and instead focus on building Wolf TV's market. Wolf TV can produce "wired stuff" but should maintain integrity in its product. Dean suggested talking to Jim Alchediak, who teaches video production in the communication department. Create fliers for Wolf TV and put them up around campus to generate interest. Benjamin recommended using community-submitted videos until the station is more self-sustaining. Showing public domain movies is also cool. Take a camera everywhere. Ryland proposed partnering with WKNC to have the radio station staff help mix and sweeten audio for Wolf TV videos.

Discussion returned to WKNC and developing guidelines for running public service announcements. The board assured Mike that as general manager it is his choice to air or not air any announcement and he didn't have to explain his decisions to anyone. If Mike felt an announcement did not match the station's vision/mission, it should not air. WKNC is under no obligation to ever give free airtime to anyone. Joe suggested the station reduce the number of PSAs it airs if the inventory is too large to manage. The board cautioned against advocacy announcements disguised as public service announcements – they are not PSAs and should never run as such.

Finally, the board talked about how to devise an evaluation system for student leaders. "What do people think of the product?" asked Elizabeth. Did the leader learn from his or her mistakes? Can he or she attract and retain new talent? Is the media profitable, or reaching its income goals/potential? How large is its audience? What does the staff think of the editor/manager?

Agromeck/Windhover

PRESENT: Susannah Brinkley, Michelle Chandler, Helen Dear, Krystal Pittman, Bryant Robbins, Lindsey Warhurst, Brandon Wright, Joe Wright

Marketing Notes

- Lindsey wanted to look over the *Agromeck* and *Windhover* and Bryant and Joe provided her copies.
- Helen gave updates on the *Windhover's* marketing efforts to publicize submissions. She said they screenprinted posters this week and have started posting those around campus targeting the CHASS and Design buildings as well as the library.

- Helen also said they have designed a postcard that should be ready for distribution around Nov. 1. She plans to give them to staffers and others she knows to pass out in classes and also distribute to tables in the studios.
- Helen said she met with Megan Williford, the Student Media writing coach, and she suggested that emailing department heads in the English department would be the best route to get the word out about submissions. Helen said she would do this.
- Lindsey suggested putting posters on the other side of campus such as Nelson.
- Lindsey also suggested using electronic communication more such as Facebook and making sure your friends send it out to their friends to spread the word more.
- Bryant offered to share the student body e-mail list with Helen that they use for *Agromeck*.
- Krystal said she would e-mail Bryant and Helen the contacts for the TV screens around campus for slides.
- Lindsey suggested that the editors make presentations to groups such as scholars.
- Bryant said he may try contacting the RDs and RAs about putting posters up in the dorms. Helen said she gave them posters last year but doesn't know if they were actually put up.
- Lindsey suggested contacting Port City Java to see if they would allow you to stuff postcards in their white bags.
- Susannah suggested having them at the library with the receipts when you check out books.
- Helen said they were working with Saja to do PSAs on WKNC.
- Brandon said don't forget house ads in the *Technician*.
- Michelle suggested doing sneaks on the Facebook page like they do with *Agromeck*.
- Susannah said she is Twittering for *Agromeck*.
- Bryant said they marketing position/internship is still vacant.
- Lindsey suggested asking about the NCSU Web site – the banner on the home page.
- The group talked about chalking classroom boards.
- Krystal mentioned to Helen that they should create a 125×125 web ad for wknc.org and maybe have Joe blog about it.
- Joe was asking how to go about increasing attendance at Open Mic nights.
- Lindsey suggested reaching out to different college groups. Bradley followed by suggesting that the editors pick out two groups from each college and make a plan to attend one of their fall meetings.
- Brandon and Lindsey both agreed that there should be a marketing plan book passed down from editor to editor.
- Susannah wondered if making a YouTube video would help bring awareness about the products.
- We talked about not using the term "yearbook" as much and focus on "year in review."
- Lindsey suggested trying to get on college and/or group listserves.
- Krystal mentioned doing house ads for *Agromeck* that had events from old *Agromecks* that said something to the effect we wouldn't have these pictures if it weren't for the *Agromeck*.
- Bryant said they would continue to do postcards.
- Bryant also said that the turn out at Parents and Families weekend was lower and may have had to do with the weather but he would follow-up Jennifer Bell about sending an e-mail out on their parent's LISTSERV.

- We also talked about maybe having an ad in the Alumni magazine for the *Agromeck* and getting involved with the Ring Ceremony.
- Bradley suggested that we revisit our relationship with STAT.

Evaluations

- The group really liked some of the comments section on the performance evaluation from Chattanooga State Community College.
- For the *Windhover* we agreed that creating a five-year plan for the book would be a portion of the editor's evaluation.
- For both *Agromeck* and *Windhover* we thought the following would be great additions to the evaluation:
 - Devise a marketing plan that contained one or two new marketing ideas. The plan must have goals and deadlines and be evaluated on meeting those and report on the effectiveness of the plan.
 - Editors should be evaluated on availability to employees, Student Media staff, as well as University community
 - Editors should also be evaluated on timeliness such as responding to e-mails within 24 hours.
 - They should be evaluated on keeping Web content up-to-date.
 - Evaluated on campus visibility meaning they are attending meetings such as the Chancellor's Liaison and Presidents' Roundtable and logging what events they are attending – recognizing this is a part of the job as a student leader.
 - Evaluated on campus partnerships