

N.C. State Student Media 2012-2013 Annual Report

Submitted by Patrick Neal, Director of Student Media Advising

I. Programs

A total of 275 students spent time with one or more of the Student Media at some point during the 2012-2013 academic year. At the end of the spring 2013 semester, 230 students remained in our records. *Technician* and WKNC continue to maintain the largest staffs, together comprising at least two thirds of our total membership at any given time.

Our student staff members continue to be recognized at the national, state and regional levels for the quality of the products they produce. For a complete list of awards announced in 2012-13, please see the list attached as an appendix to this report.

Technician produced all 156 of its scheduled issues under the leadership of editor-in-chief Mark Herring. The staff also produced three "Red" special sections for football, basketball and baseball. The business staff had two "Living Guide" special sections this year for fall and spring. The *Agromeck* staff produced a Homecoming Edition that ran inside *Technician*. Fall 2012 advertising accounted for 26% of the average day's newspaper, and, staying consistent, spring 2013 advertising averaged 26% of the paper's content as well. Spring 2012 averaged 28% ads, so this marked a slight decrease, but it was still significantly better than Spring 2011's 19%. By the end of the fiscal year, *Technician* had billed \$312,395.33 for print and online advertising. We printed 11,500 copies per day at a cost of about \$2,064.87 per issue including payroll, supplies, etc., in a budget of \$335,270.40.

Nubian Message had an excellent year under editor Kierra Leggett. Each of the planned 20 regular editions was produced as scheduled, including a special section commemorating the *Message's* 20th anniversary. (For more on the 20th anniversary celebration, please see "Initiatives" below.) As compared to recent years, the *Nubian Message's* coverage was weighted more heavily toward campus and state issues (i.e., the proposed merger of the Africana Studies and Women and Gender Studies programs, funding of AASAC organizational initiatives by Student Government, an alleged case of profiling on the part of campus police, declining graduation rates at state HBCUs) though a fair proportion of national coverage remained (the Democratic National Convention and the 2012 General Election, Supreme Court cases deciding the future of affirmative action in college admissions and the abuse of cough suppressant as a recreational drug.)

The *Message* staff was especially effective in harnessing the power of Twitter in building its readership. Throughout the year, the *Message's* more than 400 followers engaged in various, lively discussions about issues covered in its pages.

The *Message* had a banner year with regard to revenue, as the Student Business and Marketing team capitalized on its 20th anniversary in their sales efforts. By the end of the year, the *Message* had earned \$4,337 in revenue, which came to 434% of its revenue goal of \$1,000.

Wolf TV's continued lack of output and direction in the fall semester led to a fundamental restructuring midyear after general manager Morjan Rahhal announced her resignation in November of 2012 to concentrate on her academic work. While the Wolf TV staff had been meeting and completing assignments during the semester, none of those pieces were ever posted to the Wolf TV website, and the majority of work programming content loops for Channel 79 was done by assistant director Jamie Lynn Gilbert and technology support analyst Doug Flowers at the start of the semester. Noted as limitations for Wolf TV were lack of studio space and lack of professional-grade equipment in addition to a historic lack of a strong leadership/organizational structure. Another pending problem was that it would cost some \$6,000 for equipment to upgrade to IPTV for Wolf TV/Student Media to keep Channel 79 extant on the campus cable system. Mark Herring, who oversaw Wolf TV as *Technician* editor, proposed incorporating the multimedia asset alongside photography on the *Technician's* new website with TownNews (see "Initiatives" below.) He said that *Technician* would directly oversee Wolf TV rather than having a separate Wolf TV station manager. By including video coverage in the photographers' assignment descriptions, he said, the point of learning to use video equipment and its importance in the future of media could be pitched to students interested in these positions. It would also provide new "value-added" online-only content to the website. He said such an arrangement would allow *Technician* to propose the idea of video compilations to the photographers that we already had by presenting it as a new experience for them. During the spring semester, three students - Zach White, T.J. Matthews and Sara Awad - produced and posted 11 videos to Wolf TV's new YouTube channel (<http://www.youtube.com/user/WolfTVatNCState>) with subject matter that included sessions at a manufacturing-focused mini-forum co-hosted by *Technician* and the Institute for Emerging Issues in March (see "Initiatives" below), a complete recording of the 2013-14 Student Body President debate, coverage of an April Fridays on the Lawn concert hosted by WKNC, a "guided tour" documentary of the Hunt Library posted in late February, and a handful of sports pieces centered mainly around a signing day press conference with Wolfpack football coach Dave Doeren and a press conference with Coach Tom O'Brien after the Duke basketball game in January.

A major obstacle for Wolf TV - the lack of professional-grade equipment - was overcome in early 2013 after the Parents' Fund Committee awarded Wolf TV/*Technician* \$10,100 for new video equipment. With that, Student Media purchased two professional-grade HD field cameras, two tripods, two shotgun microphones, two wireless lavalier microphones, and extra batteries and chargers for two complete field shooting packages. Student Media also ordered a new iMac editing station for the WolfTV office equipped with Final Cut Pro 10.

We printed and distributed 2,000 copies of *Windhover*, with the official unveiling drawing more than 60 students and other *Windhover* supporters to the Crafts Center April 21. Edited by Lisa Dickson, the 92-page publication contained prose, poetry, photography, illustrations, and graphic design from N.C. State students. Each edition also included an audio CD of original music recorded and submitted by students. Printing for the book by Theo Davis cost \$8.15 per copy. When all budgeted items (personnel, supplies, etc.) were taken into account, the magazine cost about \$12 per issue to produce.

With regard to "out-of-print" activities, *Windhover's* Spring 2013 Open Mic Night drew more than 60 students to the Crafts Center in late February. Student performers included poets, solo musicians (including a didgeridoo player) and various musical ensembles.

Agromeck had an excellent year on virtually all fronts under the leadership of editor Alex Sanchez. The staff, which built the 2013 edition around a 125th-anniversary theme, met all of its plant deadlines (thus enabling the yearbook company to print and deliver the book a full week early in April), exceeded both its revenue goals and last year's portrait numbers, and presided over the most successful year-end book distribution in recent memory.

Agromeck sold 68 books of the 1,000 books printed thanks to aggressive marketing of Balfour's online-purchase option by Student Media's Business and Marketing Office. This total more than tripled the 22 books sold for the 2012 edition.

Agromeck easily surpassed last year's advertising revenue total as well, collecting \$13,125 in advertising revenue versus \$9,000 in ad revenue last year.

Finally, the number of seniors who had their pictures taken during the fall and spring portrait sessions jumped more than 17 percent, with 691 portraits this year versus 588 last year.

Two autograph-signing events highlighted the book's public release. On April 22, Chancellor Randy Woodson signed yearbooks and posed for photos with students in the Washington Sankofa Room of the Witherspoon Student Center. The following evening, *Agromeck* partnered with Athletics to host an autograph-signing event with football Head Coach David Doeren prior to the Davidson baseball game at Doak Field.

Distribution of the book remained strong from the week of delivery through graduation weekend. Staff members manning distribution tables at D.H. Hill and Hunt Library often saw long lines of seniors and other students featured waiting to pick up their free copies. Response was so strong, in fact, that keeping the distribution tables supplied with an adequate number of books became an issue on several occasions. Distribution was similarly brisk in the Student Media office in Witherspoon.

Balfour, *Agromeck's* yearbook company, chose the 2013 edition of *Agromeck* as a national sample piece. This means that the company printed extra of the book as a sample they will take to other campuses as examples of what other schools could achieve with their yearbooks. In becoming a national sample, *Agromeck* joined a select group; it represents less than 4 percent of the publications Balfour produced last year.

WKNC had a successful year under General Manager Michael Jones, continuing to reduce its reliance on student fees. By the end of the fiscal year WKNC was on track to raise more than \$49,500 of the \$52,625 in non-fee revenue budgeted. WKNC's revenue projections have doubled since Jamie Lynn Gilbert began as the station's first full-time adviser in May 2006, and its reliance on student fees has fallen from more than 60% of the total budget in 2006-2007 to about 10% of the total budget in 2012-2013.

WKNC also received a Parents' Fund grant of \$2,000 to purchase a new public address system, which will allow the station to generate additional revenue providing sound services for various events both on and off campus.

In addition to WKNC's traditional on-air activities, the station hosted a number of live events designed to entertain its audience, build awareness of the station and further develop non-fee revenue sources.

WKNC partnered with UAB to host a special Concert on the Lawn to coincide with the end of Convocation ceremonies Aug. 13. The event, which also featured information tables from a variety of campus groups, drew several hundred attendees throughout the afternoon and evening. WKNC subsequently partnered with Student Government to present its first Fridays on the Lawn concert of the fall semester on Friday, Oct. 12 from 6-8 p.m. on Harris Field. Greensboro-based band Jenny Besetzt was the headliner with support from Chapel Hill's Some Army. The station hosted another Fridays on the Lawn concert, the 12th concert since the series began in 2009, on Friday, April 12 at Harris Field. Raleigh band Lonnie Walker headlined. Fellow DiggUp Tapes band Oulipo opened the show. It was the first event utilizing WKNC's new public address system purchased with the \$2,000 grant from the N.C. State Parents' Fund.

WKNC's 10th annual Double Barrel Benefit brought more than 500 people to The Pour House Music Hall Feb. 1-2, 2013. It tracked closely to last year's event with regard to both attendance and net proceeds, which came to \$5,500. The event generated \$4,425 in ticket sales, with the remainder of the income coming from sales of WKNC merchandise, including DBBX T-shirts and pint glasses bearing the station logo. Double Barrel Benefit X also included a Day Party and Market held Feb. 2 at Tir Na nOg Irish Pub and The Pour House Music Hall. Now in its second year, the afternoon event featured 20 local artists, artisans and vendors along with six bands performing alternating sets between the two venues.

The 2012-13 academic year also saw WKNC utilize Twitter very effectively to build its listenership. On March 26, WKNC reached a milestone with its 6,000th Twitter follower. The station joined Twitter [@WKNC881](#) and launched a [Facebook](#) fan page in February of 2009. The Facebook page currently has more than 5,200 fans. According to [TweetStats](#), [@WKNC881](#) averages 76 tweets per month, tweets more on Friday than any other day, and is most likely to retweet [@WKNCLocalBeat](#). WKNC also launched a "now playing" Twitter feed. Borrowing an idea from WLOY at Loyola University in Maryland, the station launched a Twitter feed of its playlist, [@WKNC881playlist](#). The feed automatically updates every three minutes to provide followers with a complete list of songs played on WKNC.

With regard to operations, WKNC was off the air for more than 70 hours in December due to a planned power outage at Witherspoon and other buildings along Cates Avenue Dec. 16-23, 2012. The hours were not consecutive, so the station was not required to notify the FCC, but WKNC was unable to broadcast the Dec. 20 women's basketball game, resulting in some lost revenue for the station.

The Student Media Board of Directors unanimously approved the recommendations of the Newspaper, Broadcast Media, Annual Publications and Business Office advisory boards in naming the organizations' top leaders for the 2013-14 academic year at its March meeting. *Nubian Message* editor Kierra Leggett will serve a second term next year. *Technician* news editor Sam DeGrave will be next year's editor in chief. *Agromeck* managing editor Chelsea Brown will fill the top position at the yearbook. Ajita Banerjea, who chaired *Windhover's* Poetry & Prose Committee for 2012-13, will be editor of the magazine next year. Business & Marketing sales representative Sarah Buddo will lead the Student Business & Marketing office. And, finally, WKNC program director Bri Aab will serve as GM of the station in 2013-14.

II. Initiatives

Students cover Democratic National Convention, 2012 General Election – In May of 2012, Student Media applied for five media credentials for students to cover the 2012 Democratic National Convention in Charlotte Sept. 5-7. On July 17, convention organizers notified Student Media that all five of its requests – two for photographers, two for writers and one for broadcast – had been approved. Five students – Kierra Leggett, Jessica Halpern, Alex Sanchez, Jordan Moore and Jake Langlois – attended all three days of the convention, serving as a "press pool" serving all of N.C. State's news-oriented student media organizations. Otherwise, five Student Media students – three from *Technician* and two from WKNC – worked with *Raleigh Public Record* to help cover local, state and national races on Election Night. WKNC General Manager Michael Jones and Andrew Eichen provided a remote broadcast of the election returns from 7-9 p.m. They also worked with Leeds Student Radio in England to provide broadcasts on their student station via Skype at 7:45 p.m. and again at 8:45 p.m. on election night.

Journalists In Residence assist *Technician*, *Nubian Message* - Student Media was fortunate to recruit four outstanding journalists for its first full year of its Journalist In Residence program serving both *Technician* and *Nubian Message*. Former *Durham Herald-Sun* managing editor Nancy Wykle and Lewis Beale, a past and current freelance journalist whose work has appeared in most of the country's major daily newspapers, served as residents for the fall semester. Frank DeLoache, whose 35-year career included service as an editor and reporter for the *Salisbury Post*, the *Charlotte Observer* and the *St. Petersburg Times*, and Jim Colton, who recently retired as photo editor for *Sports Illustrated*, served as residents in the spring semester. Student Media plans to continue the Journalist In Residence program in 2013-14, with two residencies planned for the fall semester and two planned for the spring.

Student Media fee request yields \$3.70-per-student increase – The N.C. State Fee Review Committee approved a fee increase of \$3.70 per student for Student Media in October, 2012. The committee voted 8-1 to approve the increase, which brings Student Media's total fee funding level to \$19.20 per student. Student Media had originally requested a fee increase of \$5.50 to fund improvements to WKNC's transmitter infrastructure and ultimate replacement of its transmitter, restoration of a full-time production assistant for *Technician* and *Nubian Message*, and salary increases related to the reclassification of four full-time staff members. The Student Senate's recommendation to the FRC was \$3.66. In light of the reduced funding award, Student Media will move forward without a full-time production assistant and continue to rely on the Journalist-In-Residence model for newsroom advisement for at least another year to account for the shortfall.

***Technician* launches weekly bilingual section** - *Technician* editor-in-chief Mark Herring spearheaded the creation of *Bienvenidos*, *Technician's* weekly bilingual section featuring stories for, by and about N.C. State's growing Hispanic and Latina communities. 2013-14 editor-in-chief Sam DeGrave has indicated that he plans to continue the section under the leadership of 2012-13 *Bienvenidos* editor Miguel Sanchez.

WKNC transmitter project's first phase completed - One major accomplishment in 2012-13 was the construction of a climate-controlled enclosure on the 10th floor of D.H. Hill Library designed to protect and prolong the life of WKNC's Harris transmitter, which had theretofore been operating in poor conditions and showing signs of early failure as a result. The final cost

for the project was \$31,792.98 (\$28,152.37 for construction and post-construction electrical work by University Repairs & Renovation, \$1,673.50 for a professional firm to move the transmitter March 18, 2013, and \$1,967.11 for transmission line and other parts related to its re-installation.) This was \$1,792.98 more than the \$30,000 originally budgeted for the project in the fall of 2012. This completes all major/planned work related to the transmitter until the 2015-16 school year, when it is scheduled to be replaced by an HD unit. The current transmitter will be converted to an emergency backup unit at that time.

New website for *Technician*, mobile app for Student Media go live - *Technician* and Student Media as a whole took major steps forward in improving both their online and mobile presences with the rollout of a new website for *Technician* in January of 2013 and a new mobile app for all of Student Media's organizations in March of 2013. The *Technician's* new website is hosted by TownNews.com. It began generating a positive monthly cash flow from online advertising sales within three months of its launch. The mobile app, developed by Student Media technology support analyst Doug Flowers for both iPhones and Android devices, includes "buttons" for each of Student Media's organizations that allow users to easily access news, music, features and other content from all of our student media outlets. The app has since passed the 1,000-download mark, with 1,056 downloads recorded between its March 11 release and the end of May.

***Nubian Message* marks 20-year milestone** - *Nubian Message's* celebration of its 20th year of publication culminated with a daylong celebration on Nov. 28, 2012, when *News & Observer* columnist Barry Saunders delivered the keynote address at an evening reception that drew some 50 attendees, which included many past editors, staff members and friends of the *Nubian Message*. The celebration began that afternoon, when Kierra spoke to a joint meeting of the Chancellor's African American Community Advisory Council and N.C. State's college diversity coordinators about the *Message's* history, mission and goals for the future. From 4-7 p.m., the *Nubian*, members of Student Media's business and marketing staff, and a number of volunteers from outside Student Media hosted a multicultural arts and music festival in the Talley Ballroom that featured music, dancing, spoken-word performances and information tables for 16 campus organizations. The event, which included free refreshments for attendees, drew several hundred students to the ballroom over the course of the afternoon. The total cost of the event was about \$2,000, which is what had been budgeted for it. (The *Nubian Message* had submitted a Diversity Mini-Grant proposal in October for \$1,000 to help offset the cost of the celebration, but the event was not selected for funding.)

Student Media cosponsors 2013 Sunshine Day event – North Carolina's 2013 Sunshine Day event was cosponsored by the Sunshine Center of the North Carolina Open Government Coalition and N.C. State Student Media. Speakers at the event, which was held at the McKimmon Center, included veteran journalists and government officials from across North Carolina and more than a dozen experts and advocates for open government. Attendees heard from panelists, highlighted governments who "do it right," and rolled out several new open government initiatives.

New newspaper distribution racks installed at eight locations – AdCamp, a firm providing eight new distribution bins for *Nubian Message*, *Technician* and *Windhover*, completed installation of the units in March. Five of the racks replaced bins stolen from high-traffic areas on Central Campus over the past two years, and a new one was installed in the courtyard of the SAS Building. The remaining two were placed at high-traffic spots on

Centennial Campus, one at Hunt Library and one at the bus stop in front of Engineering I/II. Each rack is architectural bronze in color to match the University's other permanent architectural fixtures, and each carries the new Student Media logo. Equipped with two shelves, the racks allow *Technician*, *Nubian Message* and *Windhover* to share distribution spots on campus for the first time. Not only did AdCamp build and install the racks at no cost to Student Media, they also represent a new revenue stream, as AdCamp sells and displays national advertisements on two sides of the racks and remits a portion of those advertising proceeds back to Student Media monthly. Revenues from that source should total \$9,600 for next year and each year thereafter.

***Technician* co-hosts ManufacturingWorks@NCState** - *Technician* partnered with the Institute for Emerging Issues to co-host an event focused on the future of manufacturing in North Carolina in March in the Hunt Library Multi-Purpose Room. Guest speakers and panelists for the event, which was emceed by *Technician* editor-in-chief Mark Herring, included "How Stuff Works" founder and N.C. State alum Marshall Brain, as well as alumni who now work for IBM, Fuji, GoPro, Gamil Design, GinnDesign Product Development and the North Carolina Technology Association. The event was organized in response to a *Technician* staff editorial that had questioned the Institute for Emerging Issues' fall manufacturing forum, which included no student representatives. Around 60 people attended the various sessions, which were held from 1-4 p.m.

Student Media hosts 32nd annual SUN Managers' Meeting, Fall Conference in 2013 - N.C. State Student Media will host the 2013 Summer Managers' Meeting and Fall 2013 SUN Conference at the Witherspoon Student Center and the Hunt Library. SUN's membership includes the 21 largest student newspapers in the Southeast. Institutions represented include Auburn University, Duke University, the University of Alabama, the University of South Carolina, Clemson University, East Carolina University, North Carolina A&T, Virginia Tech, the University of Tennessee, UNC-Chapel Hill, UNC-Wilmington, UNC-Charlotte, the University of Georgia and Winston-Salem State University.

Renovation work complete in Student Media offices - 2012-13 saw the completion of a number of renovation projects, many of them dating back to September of 2011 when Student Media expanded its offices into the spaces formerly occupied by Student Government on the third floor of Witherspoon. In the fall of 2012, one office formerly occupied by *Technician's* sports staff was connected to WKNC with the installation of a new doorway, and it was subsequently ceded to the station for use by the station's programming and promotions staff. Thereafter, Student Media's servers were moved from a makeshift server room in the Business Office suite to the previous server closet in *Technician*, opening the space in the Business Office as a meeting and storage room. In the spring and early summer, Campus Enterprises retained an outside contractor to lower a dividing wall in the *Technician* newsroom to open it up and provide an open workspace, renovated and painted the former darkroom space in *Technician* for use as a photography/video mini-studio, and converted Room 314 from a storage space to an office space. Once 314 was renovated, *Nubian Message* moved from its smaller two-office setup into that office, and *Windhover* moved from its space in the *Agromeck* office into the *Nubian Message's* former main office, thus freeing up additional space for the yearbook and giving *Windhover* a space of its own. The *Nubian Message's* secondary office was converted into a storage space for technology support analyst Doug Flowers.

Recruitment and retention is a perpetual initiative. The following are highlights from the 2012 Orientation Recruitment and Retention report compiled by Jamie Lynn Gilbert:

- 333 individual students expressed interest in at least one medium during the recruitment period (comparable with 335 in 2011, but down from 389 in 2010 and 399 in 2009).
 - Reached 203 freshmen during New Student Orientation.
 - Reached 24 new transfer students during transfer orientation.
 - Reached 35 new graduate students during graduate orientation.
 - Reached 71 students at Campus Crawl and the Student Media open house. Of the 71, there 42 freshmen, 15 sophomores, 5 juniors, 3 seniors, 1 graduate student and 5 students of indeterminate class status.
- Overall, 701 unique contacts were made with 333 students (comparable with 705 contacts in 2011, but down significantly from 905 contacts in 2010).
 - Three individuals joined more than one staff (counting Wolf TV as a separate staff)
 - Average media selected per person = 2.11 (comparable with 2.10 in 2011, down from 2.32 in 2010, but still up from 1.93 in 2009, 1.85 in 2008, 1.76 in 2007 and 1.32 in 2006)
- 74 individuals attended the Student Media open house (down from 97 in 2011).
 - 39 of the 74 individuals who attended the open house expressed interest at a prior recruitment effort (53 percent of open house attendees; roughly the same as in 2011).
 - 24 of the 74 individuals who attended the open house joined a medium's staff (32 percent of open house attendees, comparable to 35 percent in 2011).
- The number of students contacted by an editor/manager by the Monday following each week's efforts was 53 percent during the five weeks of New Student Orientation and transfer orientation. This is the lowest rate since 44 percent in 2006, when we began tracking New Student Orientation efforts.
- 5 individuals from Campus Crawl also attended the Student Media Open House (12 percent of all those reached at Campus Crawl, lower than 21 percent in 2011).
- 13 of the 37 applicants for the WKNC fall training class (35 percent) expressed interest at one of our recruitment efforts, with seven attending the open house.
- 39 of the individuals who expressed an interest in Student Media joined the staff (12 percent, slightly less than the 14 percent average recruitment level from 2006-2011).
- 38 of those individuals who expressed an interest were retained (11 percent of total recruited).
- According to New Student Orientation, 4,126 students came through the 16 freshman orientation sessions. We made contact with 203, which represents 5 percent of the incoming class.

Academic progress is another perpetual initiative. At the end of fall 2012, we had 229 students in our records, including volunteers. This number excluded any fall 2012 graduates. There were 158 students (69%) with greater than a 3.00 cumulative GPA, fulfilling one of the requirements for membership in the Society for Collegiate Journalists. There were 92 students (40%) with greater than a 3.50 GPA for the semester. This represents a steady increase of one to three percent each year since fall 2007. There were 15 students (7%) with a 4.00 GPA for the semester and 15 (7%) with a cumulative GPA of 4.00. There were no students with below a 2.00 cumulative GPA. Of the student leaders who are specifically targeted by the campus-wide

policy: Six had below a 2.50 for the fall 2012 semester; three had below a 2.50 cumulative; and two had a 4.00 for the semester and four maintained a 4.00 cumulative.

At the end of spring 2013, we had 229 students in our records. This number excludes 44 spring 2013 graduates. There were 157 students (69%) with greater than a 3.00 cumulative GPA, fulfilling one of the requirements for membership in the Society for Collegiate Journalists. There were 81 students (35%) with greater than a 3.50 GPA for the semester. There were 20 students (9%) with a 4.00 GPA for the semester and 15 (7%) with a cumulative GPA of 4.00. There were six students with below a 2.00 cumulative, who will all be dismissed from staff until they meet the 2.00 minimum. Of those student leaders who are specifically targeted by the campus-wide policy: Three had below a 2.50 for the spring 2013 semester; One had below a 2.50 cumulative; and one had a 4.00 for the semester and two maintain a 4.00 cumulative.

IV. Staff

Director of Student Media Advising Patrick Neal was named a member of StateCOMM's new steering committee. StateCOMM is a group of more than 100 communicators on campus that meets quarterly. The steering committee is a smaller group designed to provide guidance and potential program ideas for the full StateCOMM group. He was also active with the North Carolina College Media Association, serving as a judge for the Small Schools (<6,000 enrollment) division, judging newspaper, website, yearbook and magazine entries from 12 schools. Neal also served as emcee of the NCCMA's awards luncheon held at North Carolina A&T in February.

Jamie Lynn Gilbert's official title was changed from Assistant Coordinator to Assistant Director in April. She currently serves on the DASA Assessment Council. Also for 2012-13, she again served as secretary of College Broadcasters Inc. and was part of CBI's eight-member planning team for the inaugural National Student Electronic Media Convention Oct. 25-27, 2012 in Atlanta. More than 300 students and advisers from college radio stations and video operations across the country attended the event, the only one dedicated exclusively to the interests of student electronic media outlets. The event featured 80+ information sessions on station management, programming, promotions, and law and ethics. She also led a roundtable discussion on developing a station code of ethics in which she outlined an 11-point list of broad topics to be covered in a code of ethics and engaged the audience in a discussion about ethical dilemmas and decision-making.

Krystal Baker's position was reclassified in July from an Administrative Support Specialist to a University Program Associate, and her working title changed from Business Manager to Marketing Coordinator to reflect the Student Media Business and Marketing Office's broader mission. As Vice President of Southern University Newspapers, she organized the Fall Conference for 2012, as well as the Summer Managers' Meeting and the Fall Conference for 2013 (see above.) At the Summer Managers' Meeting in June, she was unanimously elected President of SUN for the coming year. She is also active in the College Newspapers Business & Advertising Managers and led two sessions at the 2013 CNBAM conference in San Diego in April. Both sessions focused on strategies to improve relationships between college newspapers' sales and editorial staffs.

Martha Collins' position was reclassified in July from an Administrative Support Associate to Administrative Support Specialist; her working title changed from Office Manager to

Administrative and Annual Publications Coordinator, which formalized her role as primary adviser to *Agromeck* and *Windhover*.

V. Recommendations and Concerns for Future

While the \$3.70-per-student increase granted by the Fee Review Committee provided much-needed resources to begin shoring up WKNC's transmitter infrastructure and covering student media's staff salaries in the short term, it fell short of the amount needed to fill the vacant production assistant's position serving *Technician* and *Nubian Message*. We will continue to seek funding for a full-time newspaper adviser's position, as we know of no other daily college newspaper without at least one full-time staffer devoted solely to its advisement and operations. *Technician* continues to generate about 80% of Student Media's total non-fee revenues each year. For that reason alone it is essential that we do everything we can to make it a professional-grade publication worthy of competing for firms' and organizations' advertising dollars in a growing – but increasingly crowded – local media market.

With regard to WKNC's transmitter infrastructure, we took a major step forward in building the climate-controlled structure to house the current transmitter this year. Though we will need more time and data to tell for sure, we believe its construction may slow the deterioration of the current transmitter ahead of its replacement, which is now scheduled for 2015-16. If we are to remain on that schedule, we must also have a plan in place that would provide for a second DJ booth to provide content for the secondary HD channel.

Similarly, while the generosity of the Parents' Fund Committee helped Wolf TV take a giant leap forward with regard to equipment needs in 2012-13, Student Media's multimedia capabilities will continue to be hamstrung without a true studio space for recording and production. Ideally, we would be able to create a multi-purpose multimedia space that could fill that need, as well as WKNC's need for additional studio space as outlined above. Once the Talley Student Center project is complete, and its reservable spaces go online, we would like to talk with Campus Enterprises about the possibility of bringing Witherspoon 201 (the former Student Senate chambers) into Student Media's inventory of spaces to provide the flexibility we'll need in the medium- and long term.

Finally, while *Agromeck* had a better-than-budgeted year in terms of both ad and book sales, we must remain aggressive with regard to pushing toward increased self-sustenance. While it's doubtful that advertising and single-copy sales will cover the total cost of the book in the near- or medium term, we must continue to explore modifications – and possible alternatives – to the yearbook's current funding model. Printing 1,000 copies at a cost of more than \$53 per copy for printing alone is not a sustainable plan.