

Student Media Annual Report 2013-14

Submitted by Patrick Neal, Director, Student Media Advising

I. Shape Your Life

• **Journalists In Residence assist *Technician*, *Nubian Message*** – Student Media was fortunate to recruit two outstanding journalists to coach our student journalists at both the *Technician* and the *Nubian Message* in Fall 2013. Shelvia Dancy, a veteran television/newspaper journalist, and Joe Johnson, owner and operator of Capital Correspondence (and a former *Technician* Editor In Chief), each spent two weeks in the fall working with both publications.

• **Five students attend Fall CMA/ACP Conference** – Five N.C. State Student Media students – three from the *Technician*, one from the *Nubian Message* and one from the *Agromeck* yearbook – attended the College Media Association/Associated Collegiate Press's 2013 fall convention in New Orleans Oct. 23-26. At the convention, the students attended a variety of sessions focusing on various aspects of newspaper and yearbook operations, from writing and prospecting for story ideas to maximizing interest and readership on campus. Attendees from the *Technician* were Managing Editor Josue' Molina, News Editor Jake Moser and Opinions Editor Megan Ellisor. *Nubian Message* Managing Editor DeErricka Green and *Agromeck* Assignments Editor Elizabeth Moomey also attended. Director of Student Media Advising Patrick Neal and Annual Publications Coordinator Martha Collins accompanied the students at the conference.

II. Open Your Mind

• **Fall 2013 academic summary** – At the end of Fall 2013, Student Media had 222 students in our records, including volunteers. This number includes eight Fall 2013 graduates. There were 160 students (72%) with a 3.00 or greater cumulative GPA, fulfilling one of the requirements for membership in the Society for Collegiate Journalists. There were 87 students (39%) with greater than a 3.50 GPA for the semester, qualifying them for the University's Dean's List. There were 21 students (9%) with a 4.00 GPA or higher for the semester and 15 (7%) with a cumulative GPA of 4.00 or higher. There were four students with below a 2.00 cumulative GPA, making them ineligible for continued employment under the Student Media Academic Progress Policy. Of the student leaders who are specifically targeted by University Regulation 11.55.6: Three had below a 2.50 for the fall 2013 semester; two had below a 2.50 cumulative; and four had a 4.00 or higher for the semester and two maintained a 4.00 or higher cumulative.

• **Spring 2014 academic summary** – At the end of Spring 2014, we had 260 students in our records. This number includes 35 Spring 2014 graduates. There were 186 students (72%) with a 3.00 or greater cumulative GPA, fulfilling one of the requirements for membership in the Society for Collegiate Journalists. There were 111 students (43%) with greater than a 3.50 GPA for the semester, qualifying them for the University's Dean's List. There were 28 students (11%) with a 4.00 or higher GPA for the semester and 15 (6%) with a cumulative GPA of 4.00 or higher. There were six students with below a 2.00 cumulative, making them ineligible for continued employment under the Student Media Academic Progress Policy. Of the student leaders who are specifically targeted by University Regulation 11.55.6: Four had below a 2.50 for the spring 2014

semester; two had below a 2.50 cumulative; and seven had a 4.00 or higher for the semester and four maintained a 4.00 or higher cumulative.

- **Student Media well-represented among University scholars' programs** – A number of students active in the Caldwell Fellows, Park Scholars and Thomas Jefferson Scholars programs were active at various Student Media organizations in 2013-2014. Student Media Caldwell Fellows included Yvonne Chazal (WKNC), John Mitchell (WKNC), Kairsten Fay (WKNC), Austin Bryan (*Technician*), Neel Mandavilli (*Technician*) and Charlie Harless (*Windhover*). Student Media Park Scholars included Neel Mandavilli (*Technician*), Ishan Raval (*Technician*), Chelsea Gardner (*Nubian Message*), Dylan Cawthorne (WKNC) and Mirtha Donastorg (WKNC). Student Media Thomas Jefferson Scholars included Estefania Castro-Vazquez (*Technician*), Katie Sanders (*Technician*), Kristen Picot (Student Media Board of Directors member) and Charlie Harless (*Windhover*).

- **WKNC students lead sessions at CBI conference** – WKNC students led five educational sessions at College Broadcasters Inc.'s second annual National Student Electronic Media Convention Oct. 31-Nov. 2, 2013 in San Antonio. #CBITexas featured more than 90 sessions and events and brought more than 400 students, advisers/managers and professionals to San Antonio for the three-day event. WKNC selected Operations Manager John Kovalchik, Production Manager Walt Lilly and Indie Rock Music Director David Smith to attend the convention. General Manager Bri Aab received an undergraduate research grant to attend the convention (see below). WKNC student-led sessions were titled "Interviews: Talking to the People Beyond Your Station Doors", "New Year, New Staff! Pass the Torch," "Show-Stopping Concert Execution," "No Music Venue? No Problem!" and "Music Director's Roundtable." WKNC adviser Jamie Lynn Gilbert also led the session "Developing a Station Code of Ethics" and co-facilitated the swag swap. Summaries of sessions the students attended is available at http://studentmedia.ncsu.edu/web/training/cbitexas_f13.pdf

- **Aab obtains undergraduate research grant to attend CBI conference** – Bri Aab, general manager of WKNC for the 2013-2014 academic year, applied for and received a \$500 grant from the Department of Undergraduate Research to attend College Broadcasters Inc.'s second annual National Student Electronic Media Convention in San Antonio, Texas. Bri led or co-led three sessions at the convention: "Interviews: Talking to the People Beyond Your Station Doors," "New Year, New Staff! Pass the Torch" and "Show-Stopping Concert Execution." As part of her role as general manager, Bri conducted independent research on how to best train radio students to handle on-air interviews, from the initial ask to archiving the audio online for future audiences. To that end, she pulled resources from communication texts and broadcast practitioners to determine the best steps to set up and execute interviews with both musicians and newsmakers.

- **NC State SCJ chapter reactivates, hosts events** – After a year of inactivity, the NC State chapter of the Society for Collegiate Journalists reactivated in 2013-2014. Annual Publications Coordinator Martha Collins serves as the 10-member chapter's adviser, former *Technician* Editor In Chief Amanda Wilkins served as its president for Fall 2013, and former *Technician* Features Editor Will E. Brooks served as its president for Spring 2014. The chapter hosted three student-focused events during the academic year. The first coincided with Convocation, as the organization hosted a Q&A session with Thomas Hager, author of *The Alchemy of Air* and 2013's convocation speaker. In October that

same semester, the group hosted NC State's first-ever Free Speech Free Food Festival, which drew some 40 students to Wolf Plaza during Free Speech Week in October. In Spring 2014, the group hosted a screening of *The Most Dangerous Man In America; Daniel Ellsberg and the Pentagon Papers*.

- **WKNC broadcasts live from Phuzz Phest** – The WKNC 88.1 FM team broadcast live from Winston-Salem, N.C., during the Phuzz Phest music festival. The three-day festival began Friday, April 4 and featured more than 50 national and North Carolina-based musicians. In addition to the live broadcast, WKNC conducted artist interviews and provided blog and social media coverage for the event.

- **WKNC broadcasts live from 2013 Hopscotch Festival** – WKNC broadcast live from "Wristband City" during the fourth annual Hopscotch Music Festival. The student crew broadcast live for about 20 hours and conducted more than 30 interviews with local and nationally touring artists. WKNC has been a media sponsor of Hopscotch since its inception and was also involved with three Hopscotch day parties. WKNC co-presented a College Radio Showcase with WUAG at University of North Carolina-Greensboro and WXYC at University of North Carolina-Chapel Hill at Tir Na nOg Irish Pub, sponsored a show at King's Barcade with Diggup Tapes and sponsored a third day party with Boone band Naked Gods at Slim's Downtown.

III. Build Your Community

- **527 seniors sit for 2014 Agromeck portraits** – In the two senior portrait sessions held in the late fall and early spring semesters, a total of 527 seniors had their portraits taken for inclusion in the 2014 *Agromeck*. That represents a decrease of 164 students as compared to the number of portraits included in the 2013 book, and a decrease of 61 students for the 2012 book. The *Agromeck* staff is considering expanding eligibility for the portraits to all classes for next year's book to stimulate interest outside just the senior class.

- **Agromeck forms partnership with Alumni Association** - The *Agromeck* staff and the Student Alumni Association joined forces in the spring to solidify the yearbook's status as an NC State tradition. The yearbook will now be included in the association's marketing material along with class rings and other "traditional" items, and the *Agromeck* staff will also now have a presence at events like the Legacy Luncheon and other association-sponsored gatherings. Association members will receive a substantial discount when they purchase an *Agromeck* beginning next year.

- **Windhover hosts Open Mic Nights** – *Windhover* hosted two Open Mic Nights at the Crafts Center during the 2013-2014 academic year. The events - the first held Nov. 4 and the second Feb. 25 - each drew more than 60 people, who saw more than a dozen artists perform songs, read poetry or share readings of short fiction. The Nov. 4 performances were videotaped and are posted at Wolf TV's YouTube channel at youtube.com/user/WolfTVatNCState

- **"The Lounge" debuts at WKNC** – WKNC added a multimedia aspect to its operation with the launch of a new video project, WKNC's "The Lounge." Created by Production Manager Walt Lilly and Operations Manager John Kovalchik in Fall 2013, the idea behind "The Lounge" is to add a level of personal engagement by giving the audience a

glimpse into the physicality behind the songs they listen to on the airwaves. Guitarist Daniel Bachman's performance of the instrumental "Sarah Anne" marked The Lounge's official launch Oct. 25. A three-song set by guitarist Jackson Scott was released in early November. WKNC's The Lounge videos are available at youtube.com/wknc881fm. Founded June 5, 2013, WKNC's YouTube channel has already garnered more than 10,000 views.

- **WKNC DJs for Merge 25K race** – WKNC helped Durham-based Merge Records celebrate its 25th anniversary by hosting three DJ stations during the label's 25K road race on March 22. The race started in Chapel Hill, as Merge originally did, and ended at its current location in Durham. WXYC at University of North Carolina-Chapel Hill and WXDU at Duke University also provided music along the race route.

- **WKNC DJs for NAMI Walks** – WKNC supported the National Alliance of Mental Health (NAMI) North Carolina by providing DJ services at their 10th annual NAMI Walks fundraising event. The 2-mile walk took place Saturday, May 3 at the Dorthea Dix Campus in Raleigh. DJs Kairsten Fay and Diego Cancel provided music.

IV. Serve the University

- **WKNC hosts concerts** – For the second year WKNC 88.1 FM was asked to host an on-campus concert as part of N.C. State's Wolfpack Welcome Week. The WKNC Concert on the Lawn, sponsored by the Inter-Residence Council and Union Activities Board, was held following Convocation on Monday, Aug. 19 from 5-7 p.m. South Carolina band Heyrocco and Wilmington's Museum Mouth performed on Tucker Beach. WKNC also hosted three installments of its Fridays of the Lawn concert series for Fall 2013. On Friday, Oct. 18 Jonny Alright and Virgins Family Band performed on Tucker Beach. The next concert, Friday, Oct. 25 on Tucker Beach, featured a solo set by Stu McLamb of The Love Language and a performance by The Loamlands. The West Campus Amphitheatre served as the "lawn" for the third concert on Friday, Nov. 8 with music by Ghostt Blonde and Naked Gods. WKNC hosted another three installments of its Fridays of the Lawn concert series in Spring 2014. The Friday, March 21 concert featured T0W3RS and White Cascade, while Friday, March 28 included music by Gross Ghost and Cat Be Damned. J. Kutchma and the Five Fifths and WOOL performed at the final concert on Friday, April 11. The Inter-Residence Council and Union Activities Board co-sponsored the events. Each concert drew an estimated 200 attendees.

- **Wolf TV produces, curates content for YouTube Channel** – Fall semester saw a resurgence in activity at Wolf TV, the *Technician's* multimedia unit. Seth Mulliken, a doctoral student and video instructor for the Communications Department, agreed to spend 100 hours with the group in the fall to help them get organized, learn the camera equipment and software, and practice the fundamentals of videography. In addition to producing original video projects on subjects ranging from the Chocolate Festival to the 2013 Dog Olympics to a demolition derby at the 2013 State Fair, the seven students involved with the organization collected video content from various corners of campus for posting to the YouTube channel. These included animations from the College of Art & Design's Spring 2013 Animation Fest, entries in the 2013 Campus Movie Fest, and projects produced as part of Professor Jim Alchediak's Fall 2013 COM 357 (video production) course. In all, the channel went from 10 pieces posted at the end of the

Spring 2013 semester to 67 posted by the end of the Fall 2013 semester. Wolf TV's YouTube channel can be found at <http://www.youtube.com/WolfTVatNCState>

- **Student Media mobile app updated** – Student Media released two revisions of its mobile app, one in October 2013 and then another in April 2014. Revisions included an updated interface and new features. Added features included the brand-new Pack Premiums section with an event calendar, coupons, promotions and classifieds listings; a WKNC schedule section; and an *Agromeck* photo gallery. The Student Media app is available for free download on Android and Apple devices.

- **Student Media takes top honor in IT's "accessibility challenge"** – In honor of World Usability Day November 14, N.C. State's IT Accessibility Office conducted a month-long accessibility challenge to see which university websites could correct the most usability errors. N.C. State Student Media, online at studentmedia.ncsu.edu, placed first in the 100-999 pages division by correcting 79.93% of the site's usability errors.

V. Ensure Sustainability

- **Print business models to change for 2014-2015 due to sales decline** – Fall 2013 advertising sales for the *Technician* saw a precipitous decline. For the period spanning July 1, 2013 through January 30, 2014, compared to the same period last year, Student Media was down about 52% in national advertising (\$17,094 July 1-Feb. 1 vs. \$35,362 over same span in FY 1213), about 29% in local advertising (\$70,564 July 1-Feb. 1 vs. \$98,796 over same span in FY1213) and about 41% in campus advertising (\$25,140 July 1-Feb. 1 vs. \$43,194 over same span in FY1213) for a total period-over-period difference of \$64,554. While sales and other non-fee revenues for the other revenue-generating organizations -- WKNC, *Agromeck* and *Nubian Message* -- did not drop as dramatically this year compared to 2012-2013, we are projecting them down across the board. With those year-to-date results in mind, Student Media adjusted its year-end non-fee revenue to total \$297,360, a downward adjustment of 27% (-\$110,763) from our original goal of \$408,123. While our student sales team is responsible for generating local sales, national sales are almost entirely out of our control. We surveyed many other student media organizations in the Southeast and nationally, and every one of them reported a similar (or even more dramatic) drop in national advertising. Neither we nor anyone else expected such a sudden decline without warning, and no knowledgeable authority we know of will venture a guess as to when (or if) national advertising will return to the levels seen historically. We are similarly pessimistic about campus advertising moving forward. A substantial number of departments that have historically been our most reliable clients have either drastically cut back on their advertising or curtailed it altogether, presumably because of budget cuts across campus. In the area of local advertising, we saw substantial improvement in the spring and expect to hit our adjusted revenue target by the end of the fiscal year. Still, given the uncertain path ahead, it was decided in the spring that all of Student Media's print operations would need to change their business plans to both cut costs and increase revenue. To that end, the *Technician* will drop its Friday issues beginning in 2014-2015 and adopt a Monday-through-Thursday publication schedule to save an estimated 15-20 percent on printing and payroll costs. In a similar move, the *Nubian Message* will adopt a biweekly publication schedule, publishing 17 issues in 2014-2015 versus 20 issues this year. *Agromeck* will cease distributing books for free next year and cut its press run from 1,000 to an estimated 350 and will charge \$68.25 per book, which should cover the

costs of printing and postage. Finally, *Windhover* will seek both on- and off-campus sponsors to help cover its printing costs. If such sponsors cannot be found, *Windhover* will be published online only.

- **Student Media fee request yields \$3.10-per-student increase** – The N.C. State Fee Review Committee approved a fee increase of \$3.10 per student for Student Media in October, 2013, which will bring Student Media's total fee funding level to \$22.30 per student. Most of that fee increase will be used to fund the reinstatement of a full-time editorial adviser to provide dedicated advisement to the *Technician* and *Nubian Message* staffs, while the remainder of it will cover inflationary increases.

- **WKNC benefit concert raises nearly \$12,000** – WKNC's Double Barrel Benefit, an annual two-night station fundraiser now in its 11th year, raised a final total of \$11,925 for station operations. That number represents the highest Double Barrel income to date and more than twice the amount raised from DBB10 in 2013. For the first time the event was held on two consecutive weekends rather than two consecutive nights, at two different venues on opposite ends of the Triangle, and paid headlining acts. The Friday, Feb. 7 concert was held at Cat's Cradle in Carborro and featured music by The Love Language, Hammer No More the Fingers, TOW3RS and GHOSTT BLLONDE. The second installment was Friday, Feb. 14 at Lincoln Theatre with performances by Mount Moriah, Bombadil, Loamlands and Daniel Bachman.

- **Student Media adopts six-year capital/technology plan** – In an effort spearheaded by Technology Support Analyst Doug Flowers, Student Media has developed and adopted a six-year capital and technology plan to address longstanding equipment needs in three broad and interrelated categories: desktop units and the servers that both tie them together and provide our gateway to our readers, viewers and listeners; photography equipment; and WKNC's broadcast infrastructure. The plan anticipates expenditures averaging about \$46,300 per year through the end of 2018-2019.

- **Most Student Media servers moved to Poe datacenter** – Technology Support Analyst Doug Flowers coordinated an effort to move almost all of Student Media's servers to the datacenter in Poe Hall. The move, which did not cost Student Media anything other than staff time for the transport and installation of the servers, solved a longstanding problem for Student Media, in that its servers were previously housed in a standard closet in the Student Media suite that was never meant to contain such equipment. Through this move, most of Student Media's servers are now housed in a facility built specifically for that purpose, which should greatly prolong the life of the equipment and otherwise keep it operating optimally.

- **WKNC gains live broadcast capability** – WKNC needed a way to broadcast live events on site for free, so Technology Support Analyst Doug Flowers created an automated process that, once run from an icon on the desktop, would create an audio stream that could be connected to from the studio in the Witherspoon Student Center. This process, once started, walks the on-site DJ through any setup task that could not be automated. Since it was created, WKNC has used it regularly to generate additional revenue for the station.

VI. Diversity Efforts

- **New Spanish language program debuts on WKNC** – Arroz con pollo, or rice with chicken, is a typical Puerto Rican dish. It is also the name chosen by two WKNC students to represent their effort to reach the growing Latino community in the Raleigh-Durham area. “Arroz con Pollo” hosts Diego Cancel and Kairsten Fay, known as DJ Cancel and DJ Candela to listeners, wanted to play music in a genre that was not represented on WKNC. Each week features music from a particular Central or South American country such as Puerto Rico, Mexico, Cuba and Bolivia. “Arroz con Pollo” debuted in March 2014 and can be heard Saturdays from 5-6 p.m.
- **Technician continues weekly bilingual section** – Bienvenidos, the *Technician's* weekly bilingual section featuring stories for, by and about N.C. State's growing Hispanic and Latina communities has continued this year. It remains under the leadership of 2012-13 Bienvenidos editor Miguel Sanchez.
- **"Geet Bazaar" turns 13** – Since 2001, WKNC 88.1 FM's weekly two-hour program "Geet Bazaar" has showcased the music of South Asia, including India, Pakistan and Bangladesh. Indian students are the second-largest group of international students at N.C. State. The 2010 Census also shows close to 15,000 foreign-born residents in Wake County once called South Asia home.

VII. Staff

- **Organizations fare well in state, national student media competitions** – Our student staff members continue to be recognized at the state and national levels for the quality of the products they produce. A list of all awards announced to date is attached as an appendix to this report.
- **WKNC named among best in college radio** – *Best College Reviews* included WKNC 88.1 FM on its April 1 list entitled "These 20 College Radio Stations Rock." Listed as #8, the station was praised as a "cultural force in the greater community" for events like the weekly Local Band Local Beer series at Tir Na nOg Irish Pub. Earlier this year WKNC was #9 on *Degree Source's* "Top 10 Influential College Radio Stations."
- **Baker serves as SUN president** – Marketing Coordinator Krystal Baker will soon conclude her one-year term as president of Southern University Newspapers. During her term, which began with her election in June of 2013, she planned the organization's Fall 2013 Conference at the Hunt Library and is currently planning the 2014 Summer Managers' Meeting at UNC-Wilmington in June.
- **Gilbert continues service as CBI secretary** – Assistant Director for Media Advising Jamie Lynn Gilbert served another term as secretary of College Broadcasters Inc., a post she has held since December of 2008. She was part of CBI's nine-member planning team for the second annual National Student Electronic Media Convention held Oct. 31-Nov. 2 in San Antonio, Texas. More than 400 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.

- **Collins continues service as SCJ vice president, helps judge CSPA entries** – Annual Publications Coordinator Martha Collins served her fourth year as third vice president on the Society for Collegiate Journalists' National Council. She assisted with recruitment at the CMA/ACP conference in Fall 2013 and has been asked to assume a more active role at the national level for SCJ in 2014-2015. Martha also helped judge high school yearbooks for the Columbia Scholastic Press Association's 2013-2014 competition and has been asked to do so again for 2014-2015.

- **Flowers earns "Pride of the Wolfpack" honor** – Technology Support Analyst Doug Flowers received the "Pride of the Wolfpack" award at DASA's end-of-year program May 12. Flowers was nominated by DASA Technology Services Director Leslie Dare, with Director of Student Media Advising Patrick Neal supporting the nomination.

- **Neal continues service on StateCOMM steering committee, tapped as nominator for Ebony Harlem Awards** – Director of Student Media Advising Patrick Neal will return as a member of StateCOMM's steering committee, which was established in 2012-2013. 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. Neal was also tapped as a nominator for the 2014 Ebony Harlem Awards by the African American Cultural Center.

VIII. Other Unit Initiatives

- **Annual publications release 2014 editions** – The *Agromeck* staff began distributing its 112th volume April 15 with a book signing by Chancellor Randy Woodson at the Talley Student Union. Other distribution events for the 2014 included a signing with Miss North Carolina Johna Edmonds and tables at several colleges' graduation events at the McKimmon Center. Sales for the 2014 *Agromeck* increased almost 50 percent over last year, with sales of 90 books this year versus 63 last year. Windhover released its 48th edition April 22 with a release party at the Crafts Center, which drew some 50 attendees.

- **Student Media hosts 32nd annual SUN Fall Conference in 2013** – N.C. State Student Media hosted the Fall 2013 Southern University Newspapers Conference at the Hunt Library in September. The two-day conference, which focuses each year on training for student business and marketing managers, drew about 60 students and advisers. SUN's membership includes the 21 largest student newspapers in the Southeast. SUN's member institutions 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.

- **Technician interviews story sources in assessment effort** – Throughout the 2013-2014 academic year, Director of Student Media Advising Patrick Neal distributed Qualtrics surveys to students, faculty and staff interviewed by members of the Technician staff as sources for various stories. Neal distributed five to ten surveys per

issue and sent a total of 877 surveys in all. Of those, 344 sources responded, for a response rate of about 39 percent. Questions focused on reporters' accuracy, fairness, professionalism and clarity. It also asked them to give the pieces a letter grade. Overall, more than two thirds of all respondents gave the students reporters either an "A" or an "A-" in the fall, and a summary of the fall surveys was presented to the Student Media Board of Directors at its January meeting. Patrick is currently working with Jason DeRousie, assistant director of assessment for DASA, to tabulate the spring results, which will be included as part of Student Media's 2013-2014 assessment report due June 1.

NC STATE **STUDENT MEDIA** AWARDS ANNOUNCED IN 2013-2014

COLUMBIA SCHOLASTIC PRESS ASSOCIATION

2013 WINDHOVER LITERARY AND ARTS MAGAZINE — Gold Crown

Gold Circle — Newspaper (2012-2013)

- Technician staff, certificate of merit, headline writing
- Brett Morris, first place, art/illustration portfolio of work
- Ryan Parry and John Joyner, second place, photo story, "A state of flux"
- John Joyner, first place, single sports photograph, "We're back"
- Technician staff, certificate of merit, overall design, broadsheet format
- Technician staff, certificate of merit, overall design, newsmagazine format
- Technician staff, second place, editorial page design (broadsheet format), "Moving past online activism"
- Technician staff, second place, feature page design (broadsheet format), "All dressed up with no one to kiss"
- Technician staff, third place, full-page photo layout, "This is our state"
- Technician staff, third place, photo layout of two or more pages, "All hype and no type"

Gold Circle — Magazine (2012-2013)

- Windhover staff, certificate of merit, table of contents page

Gold Circle — Yearbook (2013-2014)

- Alex Sanchez, first place, sports reporting, "Building New History"
- Jonathan Stout, third place, sports reporting, "Comeback Pack"
- Jeniece Jamison, first place, sports feature writing, "Our State"
- Alex Sanchez, third place, theme and concept, "A Year In Review"
- John Joyner, second place, sports action photo, "Rodney Purvis"
- Alex Sanchez, certificate of merit, sports feature photo, "ACC Tournament"
- Chelsea Brown, second place, photo illustration: single image, "Words"
- Blaise Bolemon, third place, informational graphic: single, "State Fair by the Numbers"
- Chelsea Brown, second place, informational graphics: portfolio
- Chelsea Brown, certificate of merit, opening and closing spread design
- Chelsea Brown, first place, student life spread multi-page presentation, "The Election"
- Chelsea Brown, first place, design portfolio

COLLEGE MUSIC JOURNAL

- WKNC, finalist, best community resource
- WKNC, finalist, biggest champion of the local scene
- David Smith, finalist, best taste in music

NORTH CAROLINA COLLEGE MEDIA ASSOCIATION

Best of Show

- Technician, edited by Sam DeGrave
 - Windhover, 2013 edition edited by Lisa Dickson
 - Agromeck, 2013 edition edited by Alex Sanchez
 - technicianonline.com, edited by Russell Smith
- Individual Awards — Newspaper*
- Rachel Jordan, first place, illustration/graphic/cartoon, "The Essence of Our Metamorphosis," *Nubian Message*
 - Ravi Chittilla and Mark Herring, third place, news writing, "Cuts Uncertain," *Technician*
 - Technician staff, honorable mention, opinion, "The Hofmann Forest Fiasco: Administration, make this right"

Individual Awards — Literary Magazine

- Meghan Surra, first place, poetry, "Raleigh, NC 2," *Windhover*
 - Courtney Nicholson, first place, fiction, "Pirate Talk," *Windhover*
 - Jordan Taylor, third place, fiction, "Astronaut," *Windhover*
 - Rebekah Severs, third place, photography/art, untitled, *Windhover*
 - Sean Smith and Brett Morris, first place, two-page spread, pp. 54-55, *Windhover*
 - Megan Hubbard and Garnet Fisher, third place, two-page spread, pp. 46-47, *Windhover*
- Individual Awards — Yearbook*
- John Wall, first place, student life copy, "Staying Afloat," *Agromeck*
 - Jordan Moore, second place, student life copy, "Chunkin' Pumpkins," *Agromeck*
 - Nolan Evans, third place, student life copy, "Andy Walsh & Will Privette," *Agromeck*
 - Sean Fairholm, first place, sports copy, "Rammed," *Agromeck*
 - Rob McLamb, second place, sports copy, "Bowled Over," *Agromeck*
 - John Joyner, first place, photography, "Crushed by the Cavs," *Agromeck*
 - John Joyner, honorable mention, photography, "Our State," *Agromeck*
 - Jordan Moore and Chelsea Brown, first place, inside spread design, "Holi," *Agromeck*
 - Chelsea Brown, second place, inside spread design, "50 Days, 50 Meals," *Agromeck*
 - Chelsea Brown, honorable mention, inside spread design, "Healthcare Reform Upheld," *Agromeck*

COLLEGE MEDIA ASSOCIATION

Pinnacle Awards

- Mike Miller, finalist, best radio newscast, "88.1 Seconds of Technician - March 14, 2013"

SOCIETY FOR COLLEGIATE JOURNALISTS

* NOTE: These awards, while announced in 2012-2013, were inadvertently omitted from last year's awards list. We include them this year to ensure our winners are recognized for their achievements.

Radio

- WKNC, third place, overall excellence in radio news, "Eye on the Triangle"
 - WKNC, first place, companion broadcast website, wknc.org
 - WKNC, third place, radio commercial/promotion/public announcement, *Agromeck* PSA by Alex Sanchez and Michael Jones
- Yearbook (2012 edition)*
- Agromeck, first place, overall excellence
 - Agromeck, first place, The Terry Vander Heyden Award (coverage of the year)
 - Agromeck, first place, concept of book
 - Agromeck, first place, photography
 - Agromeck, first place, display, layout & design
- Magazine*
- Windhover, first place, outstanding literary magazine

INDEPENDENT WEEKLY BEST OF THE TRIANGLE 2013

- WKNC, best college radio station
- WKNC, best local Internet radio
- Adam Kincaid, finalist, best radio DJ

ASSOCIATED COLLEGIATE PRESS

Pacemaker

- Agromeck, 2012 edition edited by Kathryn Glaser and Susannah Brinkley

Best of Show

- Windhover, first place, 2013 edition edited by Lisa Dickson
 - Agromeck, second place, 2013 edition edited by Alex Sanchez
- Individual Awards*
- Jordan Moore, honorable mention, general news photo
 - John Joyner, honorable mention, sports photo

COLLEGE BROADCASTERS INC.

- WKNC, finalist, National Student Production Awards, best student media website

TRIANGLE DOWNTOWNER MAGAZINE BEST OF DOWNTOWNER AWARDS 2013

- WKNC, first place, best radio station

BEST COLLEGE REVIEWS

- WKNC, eighth place, "These 20 College Radio Stations Rock"

DEGREE SOURCE

- WKNC, ninth place, Top 10 Influential College Radio Stations