

NC STATE **STUDENT MEDIA**



2014-2015 Annual Report

Data for this report was compiled by Associate Director of Student Media Advising Jamie Lynn Gilbert; Administrative and Annual Publications Coordinator Martha Collins; Business and Marketing Manager Krystal Baker; Editorial Adviser Ellen Meder; and Technology Support Analyst Doug Flowers. The report was compiled and submitted by Director of Student Media Advising Patrick Neal. Each item's alignment with the NC State and DASA strategic plans are noted in parentheses where applicable.

Selected 2014-2015 highlights

"Flower Box" keeps student photographers' gear safe, secure and accessible – A large team of photographers sharing a limited amount of gear can be a tremendous headache. You must keep the equipment safe and yet have it ready for use at a moment's notice, and you must know where all of it is at all times. Where others saw a history of constant aggravation, Student Media Technology Analyst Doug Flowers saw an opportunity, and the "Flower Box" photo management system was born. Using an old gym locker from Surplus, a tiny computer, \$400 in random parts and a lot of ingenuity, Doug built a Student ID-based card-swipe system with a matching web interface that allows each photographer to check out equipment 24/7, lets them see what equipment is or isn't available at any time, and reminds them when the equipment is due. It also gives the photo editors an additional tool in tracking assignments.

Chancellor, Mr. Wuf help promote 2015 Agromeck – In getting the word out about the 2015 *Agromeck*, the yearbook staff went straight to the top. They enlisted the help of Chancellor Randy Woodson and Mr. Wuf to produce a promotional video in support of *Agromeck's* 113th volume. *Agromeck* won both the Associated Collegiate Press's Pacemaker and the Columbia Scholastic Press Association's Gold Crown awards in 2014-2015, the two highest honors given to yearbooks nationwide. To see the Chancellor's message or purchase a yearbook, go to ncsu.edu/agromeck.

Technician staff gets high marks from sources – For the second year in a row, the *Technician* newspaper has surveyed people interviewed for news, features and sports with regard to reporters' accuracy, fairness and professionalism. Of the 380 people who responded, 87 percent said the articles were accurate, nine out of ten people said they were quoted accurately and in context, 97 percent rated the reporters as professional, and three out of four people interviewed gave the stories an "A" or "A-." The *Technician* is published Monday through Thursday throughout the fall and spring semesters, and is published weekly through the summer. Readers can also access it at technicianonline.com.

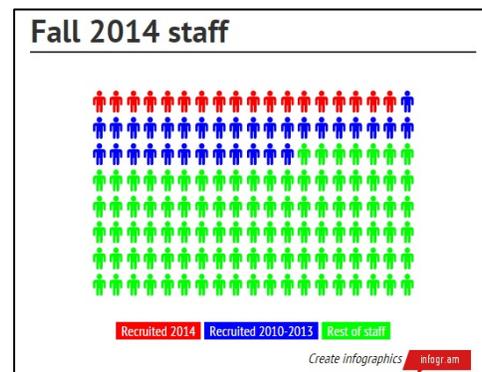
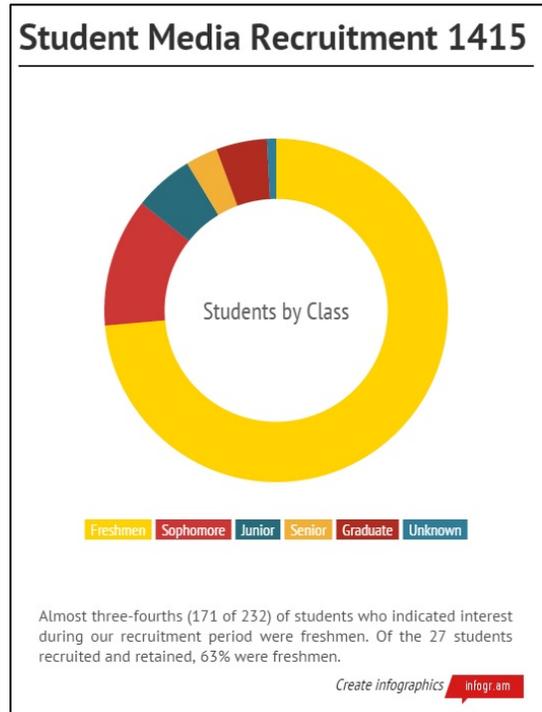
WKNC creates music for the eyes at Hunt Library – A group of WKNC students placed second in the NC State Libraries' inaugural Code+Art Student Visualization Contest. Sponsored by Christie Digital Systems, the competition called for students to create large-scale, data-driven "generative artwork" for display on the 20-foot-wide Art Wall and iPearl Immersion Theater at the James B. Hunt Jr. Library on Centennial Campus. The WKNC team, led by Cameren Dolecheck, spent months designing and coding the project, which tied a campus and city landscape into listener information from WKNC's online audio stream. The buildings that make up the landscape (including D.H. Hill Library, which houses the station's antenna and transmitter) light up to the frequency of the music played on the audio stream. The scene is also filled with bird-like objects, or "boids," to represent each current online listener.

Student Media finishes atop Accessibility Awareness Day Challenge – Four Student Media websites were recognized in the third annual NC State Global Accessibility Awareness Day Challenge, a month-long contest designed to promote accessibility throughout the campus and improve the accessibility of campus websites. WKNC placed first in the small sites (fewer than 100 pages) category. The site began the challenge with more than 11,000 accessibility errors and corrected 87.88 percent. Windhover took third place in the medium sites category (100-999 pages) with an error correction rate of 58.09 percent. The Student Media website placed fourth with 53.79 percent, followed by Nubian Message with 35.51 percent in fifth place.

Programs

Fall recruitment numbers dip, participation and retention steady in 2014-2015

- 231 individual students expressed interest in at least one medium during the summer/fall 2014 recruitment period (down significantly from 378 in 2013 and an eight-year average of 340 students).
 - Reached 117 freshmen during New Student Orientation (down from 212 in 2013).
 - Reached 15 new transfer students during transfer orientation (up from 10 in 2013, but still down from 24 in 2012).
 - Reached 129 students at Campus Crawl and the Student Media Open House (down from 156 in 2013, but up from 71 in 2012). Of the 129, there were 72 freshmen, 26 sophomores, 11 juniors, 7 seniors, 11 graduate students and 3 students of indeterminate class status.
 - We also reached 25 students at Packapalooza, although that was not part of the official recruitment effort. We did recruit and retain five students from Packapalooza, who are included in the final numbers.
- 75 individuals attended the Student Media open house, down from 2013's record 120 attendees, but consistent with 74 attendees in 2012.
 - 29 of the 75 individuals who attended the open house expressed interest at a prior recruitment effort (39 percent of open house attendees; down from roughly 50 percent over the past three years).
- 22 of the 75 individuals who attended the open house joined a medium's staff (29 percent of open house attendees, up from 20 percent in 2013 but down from 32 percent in 2012 and 35 percent in 2011).
- 27 of the 31 individuals who expressed an interest in Student Media and joined the staff were retained (12 percent of total, consistent with 2013 levels). Out of 223 students in our records at the end of the fall 2014 semester, those 27 new students represent 12 percent of our entire staff (down from 21 percent in 2013).
- When adding the new 27 students to those recruited and retained from 2010-2013, our staff contains 74 students, or 33 percent, who came to Student Media during one of our official recruitment efforts.



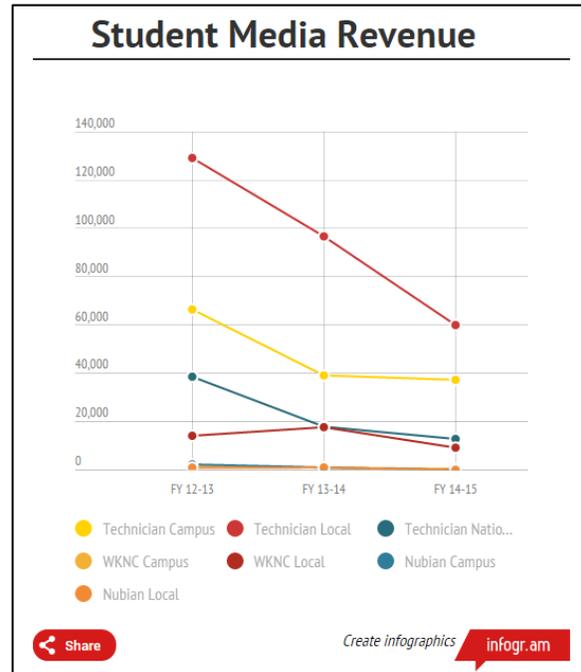
- According to New Student Orientation, 4,850 students came through the 17 freshman orientation sessions, Summer Start and transfer orientation. We made contact with 132 of those students, or about 3 percent of orientation attendees. Our 2010-2013 average was 5 percent of attendees.
- Based on numbers from 2006-2013, Student Media recruits an average of 13 percent of the students it reaches during our formal efforts of staffing an information table during New Student Orientation, having a presence at Campus Crawl and hosting a Student Media Open House at the start of the fall semester. We retain, on average, 11 percent of the total students reached.
- While overall numbers were down for 2014, our percentages met our eight-year average. Of all the individuals who expressed interest, we recruited 13 percent recruited of the total and retained 12 percent.
- We saw a decline in the number of freshmen who joined the staff, likely due to the very limited time they were present at the information sessions at New Student Orientation.
- Overall, our system works well to recruit and retain high quality students for our operations. 261 students spent time with one or more of the Student Media at some point during the 2014-2015 academic year. At the end of the spring 2015 semester, 200 students remained in our records and thus eligible for rehire. *Technician* and WKNC maintain the largest staffs, each with more than 100 students at any given time.
- We still need to develop a formal way to track those who join the staff not through these recruitment efforts, which will be done as part of our 2015-2016 assessment.

Fall 2014 academic summary – At the end of fall 2014, Student Media had 211 students in our records, including volunteers. This number includes eight fall 2014 graduates. There were 147 students (70%) with a 3.00 or greater cumulative GPA. There were 84 students (40%) with greater than a 3.50 GPA for the semester, qualifying them for the University’s Dean’s List. There were 23 students (11%) with a 4.00 GPA or higher for the semester and 13 (6%) with a cumulative GPA of 4.00 or higher. There were three students with below a 2.00 cumulative GPA, making them ineligible for continued participation under the Student Media Academic Progress Policy. Of the student leaders who are specifically targeted by University Regulation 11.55.6: Ten had below a 2.50 for the fall 2013 semester; one had below a 2.50 cumulative; and eight had a 4.00 or higher for the semester and four maintained a 4.00 or higher cumulative.

Spring 2015 academic summary – At the end of spring 2015, we had 241 students in our records. This number includes 37 spring 2014 graduates. There were 164 students (68%) with a 3.00 or greater cumulative GPA. There were 94 students (39%) with greater than a 3.50 GPA for the semester, qualifying them for the University’s Dean’s List. There were 23 students (10%) with a 4.00 or higher GPA for the semester and 10 (4%) with a cumulative GPA of 4.00 or higher. There were four students with below a 2.00 cumulative, making them ineligible for continued participation under the Student Media Academic Progress Policy. Of the student leaders who are specifically targeted by University Regulation 11.55.6: Six 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 three maintained a 4.00 or higher cumulative.

Newspapers change publication schedules (*Ensure Sustainability*) – In the face of declining sales revenues (see below), the *Technician* cut one publication day from its weekly schedule and now publishes Monday through Thursday during the fall and spring semesters. *Nubian Message*'s publication schedule was similarly altered, going from a weekly to a biweekly schedule (16 regular issues per year versus 20 issues per year previously.)

Sales continue downward trend - The Student Media Business and Marketing Manager tracked sales for *Technician*, WKNC and *Nubian Message* for the past three fiscal years. Each year is broken down into national, local and campus sales. The numbers show a steady decline for each outlet in all categories. The only exception to the decline is a slight growth in FY 13-14 for WKNC and *Nubian Message* in the local category due to a big push in bundled product sales that year. WKNC's numbers do not reflect concert sponsorship packages. (Note: *Technician* end-of-year numbers will be slightly higher than indicated, as the Orientation issue should generate some \$15,000.)



FY 12-13	
<i>Technician</i>	
Campus	- \$66,473.01
Local	- \$129,191.54
National	- \$38,607.47
WKNC	
Campus	- \$1,907.50
Local	- \$14,148.00
<i>Nubian Message</i>	
Campus	- \$2,320.00
Local	- \$967.00

FY 13-14	
<i>Technician</i>	
Campus	- \$39,144.14
Local	- \$96,715.60
National	- \$17,932.87
WKNC	
Campus	- \$956.25
Local	- \$17,701.70
<i>Nubian Message</i>	
Campus	- \$1,065.00
Local	- \$1,047.00

FY 14-15	
<i>Technician</i>	
Campus	- \$37,311.31
Local	- \$60,006.11
National	- \$12,834.42
WKNC	
Campus	- \$500.00
Local	- \$9,219.96
<i>Nubian Message</i>	
Campus	- \$0.00
Local	- \$70.00

Agromeck transitions to paid business model (*Ensure Sustainability*) – The 2014-2015 academic year marked the first year of a paid business model for *Agromeck*. Balfour, *Agromeck*'s publisher, began mailing the 178 presold books the week of April 20, and the balance of books ordered were delivered April 22. *Agromecks* were then made available for purchase through Student Media's online store. A total of 205 yearbooks were sold, a 127 percent increase over last year. In the two senior portrait sessions held in the late fall and early spring semesters, a total of 438 seniors had

their portraits taken for inclusion in the 2015 *Agromeck*. That represents a decrease of 89 students as compared to the number of portraits included in the 2014 book, and a decrease of 253 students for the 2013 book. Lifetouch, the senior portrait vendor said this decrease is a national trend, and they are working on increasing their product offerings to include more digital options for portraits as an incentive to seniors to have their portraits taken. The *Agromeck* staff did not expand eligibility for portraits outside the senior class due to page count limitations determined by budget constraints.

Student Media receives cost-of-doing-business fee increases for 2015-2016, 2016-2017 (*Ensure Sustainability*) – Student Media requested and received a \$1.10/student fee increase for 2015-2016, and a \$0.60/student fee increase for 2016-2017 as part of the new two-year fee request cycle.

Student Media earns University, state and national awards (*Enhance organizational excellence by creating a culture of constant improvement*) – A complete list of awards won by NC State Student Media that were announced in 2014-2015 can be found at <http://studentmedia.ncsu.edu/web/uploads/awards1415.pdf>.

Initiatives

Student Media launches online store (*Ensure Sustainability*) – Student Media launched an online store in September 2014. Administered through the University, the store is fully PCI compliant. More than \$600 in WKNC merchandise has been sold through the store. The 2015 *Agromeck* and older issues of the book were also offered for sale. So far 19 *Agromecks* have been sold, generating \$1,200.

Business office restructured to increase sales (*Enhance organizational excellence by creating a culture of constant improvement / Ensure Sustainability*) – The Student Media business office has adopted a model from the *The Daily Kansan* at the University of Kansas to help increase sales. The sales staff will now be divided into business sectors. The five sectors are retail, services, housing, dining and campus. There will be two sales representatives to make a team for each sector except campus, which will remain with one representative. The idea behind this model is that the team will become experts in their sector and can thus better focus their sales efforts. It also helps to improve customer relations.

WKNC launches new website (*Enhance the success of our students through educational innovation / Serve the University*) – In March 2015 WKNC 88.1 FM launched its newly designed website, WKNC.org. This effort is the first major overhaul of the website since 2007 and features a modular, mobile-responsive design. Along with the new look is a new online WKNC history exhibit that follows the station from its origins as WLAC-AM in 1922 to its present multi-media operation. The project, modeled after the University of Maryland Libraries' "Saving College Radio: WMUC Past Present and Future" digital exhibit, features images and stories throughout the history of NC State student radio, including a listing of each student general manager. More than 6,000 users visit WKNC.org each month and the online playlist is the most viewed section of the website.

Technician revamps website (*Enhance organizational excellence by creating a culture of constant improvement / Serve the University*) – This academic year the *Technician* transitioned to publishing four days a week instead of five. That resulted in about a 20 percent drop in content production, which was slowing down web traffic. Looking at how the *Technician* website performed year-over-year academic year 2013-2014 to 2014-2015 web traffic does reflect that change, with a 32 percent dip in sessions (302,065 sessions in a year down to 203,595.) However, page views are only down 11.46 percent, despite a larger reduction in content flow. In recognizing that trend, one thing the students agreed was hampering the success of technicianonline.com was that it looked incredibly dated and that for many of their peers the lack of aesthetics actually got in the way of believing the information relayed, so the team embarked on improving the overall look and function of the site. The *Technician's* website, technicianonline.com, got a major facelift on March 25 that is making it easier for readers to access the quality content the students are producing. In late 2014 Managing Editor Austin Bryan took the lead in creating the design and vision for a cleaner look that mirrors the design elements of the print paper while doing away with some of the lesser used website features and giving it a

more modern feel over the old look, which many in the newsroom dubbed “‘90s-tastic.” Through the spring semester Editorial Adviser Ellen Meder worked the TownNews support team to ensure that Austin’s aesthetic vision came to fruition and that all of the technical aspects functioned properly. With the launch of the site new policies were implemented for posting content to increase Search Engine Optimization, and recently commenting has been reinstated on the site. By utilizing a Facebook enabled commenting system users must attach their comments to their name, not anonymous accounts, as to cut down on offensive and inappropriate comments. The senior staff is now set up and trained on moderating the comments. The launch of the new website coincided with a marked increase in site traffic. The following chart outlines the increase of site metrics from full months while school was in session in the 2014-2015 academic year prior to the launch (September, October, November, January, February) and the months after launch (March, April). While it is difficult to say that the relationship between new site’s launch and the upswing in traffic is causal because of various annual events and the team’s coverage of various high-profile events, the site’s impact and reach is growing.

	Monthly Average Before Redesign	Monthly Average After Redesign	Difference
Sessions (A session is the time a user is actively engaged with the site, over any/all pages they use during that visit)	23,663	30,608.5	+29.35%
Users (Unique people who, during a month, have at least one session)	29,132.6	23,725	+23.95%
Page views (Total individual times all site pages were viewed.)	48,806.4	72,971.5	+49.51%

WKNC leads sessions at National Student Electronic Media Convention (*Enhance the success of our students through educational innovation / Open Your Mind*) – WKNC students led two educational sessions at College Broadcasters, Inc.'s third annual National Student Electronic Media Convention Oct. 23-25, 2014 in Seattle. #CBISeattle featured more than 100 breakout sessions and brought nearly 500 students, advisers/managers and professionals to Seattle for the three-day event. General Manager John Kovalchik and Promotions Director Yvonne Chazal presented the session "Radio Band Interviews: From Booking to Blogging and Everything in Between." Kovalchik also partnered with WKNC Operations Manager Matt Brown for a session WKNC's The Lounge video series titled "Starting Your Own Online Concert Series: Filming Live Music Performances."

Four students attend fall CMA/ACP Conference (*Enhance organizational excellence by creating a culture of constant improvement / Open your Mind*) – Four NC State Student Media students – two from the *Technician*, one from the *Nubian Message* and one from the *Agromeck* yearbook – attended the College Media Association/Associated Collegiate Press's 2014 fall convention in Philadelphia Oct. 29 - Nov. 2. 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 Austin Bryan and News Editor Katherine Kehoe. *Nubian Message* Editor-in-Chief Chris Hart-Williams and *Agromeck* Assignments Editor Kaitlin Montgomery represented their respective media. Annual Publications Coordinator Martha Collins accompanied the students at the conference. The students were required to write briefs about the sessions they attended, and upon their return, each made a presentation to their staffs, sharing what they learned.

Newspaper training enhanced (*Enhance organizational excellence by creating a culture of constant improvement*) – This year, with the addition of the Editorial Adviser Ellen Meder to the Student Media team, training for newspaper students has greatly increased. The students of both *Nubian Message* and *Technician* have had periodic professional trainings on a variety of subjects including sourcing, newswriting, interviewing, event coverage, coming up with story ideas, copy editing, video production, website usage and more. The two newspapers also came together for a spring retreat in February, with 71 students present for six different training sessions covering newswriting, features writing, design, photography and copy editing, on top of some bonding activities and lunch. Students received training from the Editorial Adviser, the part-time photo adviser as well as three guests who are currently working journalism professionals. A total of 60 students attended the fall retreat.

Agromeck partners with Student Alumni Association (*Enhance local and global engagement through focused strategic partnerships / Serve the University / Ensure Sustainability*) – The partnership with the Student Alumni Association resulted in the sale of 11 books. *Agromeck* wasn't able to be included in early mailing materials that the SAA sent out, but are on board for the coming year. The *Agromeck* staff did have a presence at "Beat" days and both the December and April Ring Ceremonies, and the programs this year included info about yearbook discounts offered to SAA members.

Technician focuses on social media presence (*Enhance the success of our students through educational innovation / Enhance local and global engagement through focused strategic partnerships / Build your Community / Serve the University / Ensure Sustainability*) – This year the *Technician* took a big step in the right direction by embracing social media like never before. Because the newspaper's website is a content management system that is low-maintenance on a day-to-day basis, it was agreed that the Webmaster position would be converted into a Social Media Editor (initially dubbed Digital Content Editor, but later renamed for clarity.) The *Technician* has seen marked improvement in interaction on all three platforms it works on: Facebook, Twitter and Instagram.

On Facebook, *Technician* now has more than 4,000 likes and has some posts with a reach of more than 30,000. With a person dedicated to social media, posts are now curated and set to go live throughout the day, not all at once, late at night when the next day's content is finalized. Sarah Catherine Smith has tracked the popularity of posts and zeroes in on peak times to post certain types of content, and she is now writing a guide that will become a formalized social media strategy. She has also made other tweaks, like adding more photos to drive traffic to the web galleries, which are consistently some of the most popular online content, and ensuring that during the website refresh process, the code was such that all posts will show either a photograph or a *Technician* logo, so that the newspaper's content physically takes up more real estate in people's news feeds.

On Twitter, *Technician* has gained considerable traction, now boasting 5,289 followers, up significantly over the second semester. Each month the account hovers around 50,000 impressions from its tweets, with a high water mark of 148,900 in March. Some tweets have received more than 200 retweets, but more than anything the use of the increased interface has allowed the paper to interact with its readers in a different way. Additionally the dedicated *Technician* Sports Twitter account has 2,300 followers of its own and actively engages its followers on a regular basis.

With the creation of a *Technician* Instagram in November, the newspaper has been able to highlight its photo staff's excellence and reach a different audience. In seven months the team has built up to 650 followers, garnering 50 to 80 likes on many posts. The addition of Instagram also spurred Sarah Catherine to get the newspaper in on one of the platform's most popular trends, #TBT or "Throw Back Thursday." However, instead of digging out embarrassing family photos like many individual users, the *Technician* utilizes library resources to dig up historic photos of goings on at NC State, from a scrap metal drive during World War II to a peace rally on the Brickyard in the 1970s. This new feature has gotten a lot of positive feedback on Instagram and Facebook.

"Flower Box" goes online for Student Media photographers (*Enhance the success of our students through educational innovation / Ensure Sustainability*) – The Student Media Photo Reservation System (a.k.a "Photo Box", a.k.a "Flower Box") is an in-house project designed by Technology Support Analyst Doug Flowers to increase the efficiency of managing photography equipment Student Media. The system allows photographers to make reservation requests for gear online by desktop or mobile device and pick up approved requests without the on-site help of a photo editor or full-time staff member. The system also provides inventory management of the gear to help the staff know what gear is available or checked out, and it also helps the staff better plan for equipment life cycle. There are two user-facing elements to this system: the web portal (<http://go.ncsu.edu/sm-photo>) and a Raspberry Pi-powered locker cabinet located in the *Technician* newsroom.

***Agromeck* creates promotional video with the Chancellor and Mr. Wuf** (*Enhance local and global engagement through focused strategic partnerships / Serve the University / Ensure*

Sustainability) - *Agromeck* Promotions Manager Nikki Stoudt worked with Assignments Editor Kaitlin Montgomery, IT Specialist Doug Flowers and Adviser Martha Collins to produce a promotional video featuring Chancellor Randy Woodson and Mr. Wuf. The video was featured on both the *Agromeck's* Facebook page and website.

***Technician* undertakes readership survey** (*Enhance organizational excellence by creating a culture of constant improvement / Serve the University*) – In April Business and Marketing Manager Krystal Baker and Editorial Adviser Ellen Meder collaborated to create the *Technician's* first readership survey in several years. The survey, circulated online and in person in Talley with the assistance of the Business Office staff, gathered data on how the newspaper is perceived on campus and on some of the habits of students that will aid the advertising sales staff in better defining the market the *Technician* reaches. In total 109 responses were recorded. There was a clear difference between the responses gathered online and those in recorded in person. This suggests that those who are regular readers and saw the request for the survey in the paper, on social media or on the website have a much higher opinion of the paper, and those who represent a more random sample of students are less impressed by the paper's work or simply don't read it. The good news is that 62 percent of those surveyed think the *Technician's* content is relevant to NC State students most of the time, 34 percent find it relevant some of the time and only 4 percent said it's not relevant. The rest of the data will help guide the editorial staff by showing which content people pay most attention to, which areas need improvement, and what specific suggestions survey takers made. The advertising staff will also be able to better target potential sales with data about how students spend their money, make housing arrangements and receive information.

***Nubian Message* reaching out to constituents** (*Enhance organizational excellence by creating a culture of constant improvement / Enhance local and global engagement through focused strategic partnerships / Build your Community / Serve the University / Ensure Sustainability*) – As part of a new effort to revamp and revitalize the *Nubian Message*, the newspaper's leadership hosted a focus group at the end of April. With about 14 members of the community assembled – undergraduate and graduate students, as well as several professional staff members – Editor-in-Chief Chris Hart-Williams, Managing Editor Nia Doaks and Layout Designer Lisa Redfearn got to hear how the campus perceives the newspaper, what they like, what they would like to see improved and some ways campus partners would like to help. The discussion gave the *Nubian Message* team good ideas on what types of coverage would be most appreciated and how to expand the paper's reach while maintaining its mission to serve as the voice of the African-American communities of NC State. Chris is now working with Editorial Adviser Ellen Meder to synthesize that input to create a new plan for production process, coverage, design, distribution and recruitment that will culminate in the creation of a new staff manual and a *Symposium* issue in August.

***Windhover* hosts Open Mic Night, publishes 49th edition** (*Serve the University*) – *Windhover* hosted an Open Mic Night at the Crafts Center March 4. The event was rescheduled from Feb. 25 due to potential inclement weather. More than a dozen artists performed songs, read poetry or

shared readings of short fiction to an audience of approximately 60 people. *Windhover's* 49th edition was delivered the week of April 20, and more than 1,400 copies were distributed across campus.

Newspaper source survey initiative continued for 2014-2015 (*Enhance organizational excellence by creating a culture of constant improvement / Serve the University*) – This year the Student Media staff continued Student Media Director Patrick Neal's initiative to gather feedback from the students, faculty and staff who newspaper staff members interview as sources for stories. Neal worked on the initiative in the Fall 2014 semester and handed it off to Meder for the spring. An anonymous Qualtrics survey was sent out to 1,016 *Technician* sources over the course of the year. Of those, 380 people responded for a response rate of 37 percent, which is comparable to the previous year. The results were favorable: 87 percent said the facts were presented accurately and in context, 92 percent said they were quoted accurately and in context, 97 percent said the reporters were professional and a full three-quarters gave the final story an A or A- grade. *Nubian Message* had fewer identifiable sources to circulate the survey to, 47 in all. However, the low number from the first semester was included in Neal's December Student Media Board report and doubled in the second semester. Only 14 people responded, about 30 percent. Of those, all said the facts were reported accurately, only one said they were not quoted accurately, all said the reporters were professional and 86 percent gave the final stories and A or A-.

Double Barrel Benefit 12 raises \$5,300 (*Ensure Sustainability*) – WKNC's 12th annual Double Barrel Benefit, a two-night fundraiser, raised \$5,300 for station operations. For the second time, WKNC hosted the event on two different weekends and on two ends of the Triangle. More than 750 tickets were sold to raise the funds, along with merchandise sales and \$1,850 in event sponsorships. Double Barrel Benefit accounts for approximately 10 percent of the station's annual revenue.

Business Office Uses Google Sites in New Office Workflow (*Enhance the success of our students through educational innovation / Ensure Sustainability*) - The Student Media business office has ended its agreement with AdPro, its current ad management system, and has moved to a new system that takes advantage of several Google tools. The new Student Media Student Business Office Google site is shared among all the business office employees and includes an announcement page to keep everyone up to date on projects going on in the office; a marketing page for the marketing manager to keep track of all projects and have sales reps sign up to help; an office Google calendar for all inter-office events; new insertion order process for scheduling ads using Google forms; and an ad scheduling calendar using Google calendar. The office has been using the site for a month now and everyone enjoys the ease of use.

WKNC hosts on-campus concerts (*Serve the University*) – WKNC hosted seven on-campus concerts this year, beginning with a Concert on the Lawn during Wolfpack Welcome Week featuring Hammer No More The Fingers and Beauty World on Aug. 18. The Fridays on the Lawn fall series included a Sept. 19 date with David Childers and Nathan Golub, Oct. 3 with Flesh

Wounds and Zack Mexico, and Nov. 14 with The Tills and Naked Naps. The spring FOTL series was March 20 with Jackson Scott and Astro Cowboy, April 17 with Ancient Cities and Coytah, and April 24 with David Dondero and Old Hours. The April 24 event also featured a record swap.

Infrastructure replaced as part of Capital/Technology Plan (*Ensure Sustainability*) – The second year of the Student Media Capital/Technology Plan started the server lifecycle for Student Media. Two new servers were purchased and deployed while two old servers were decommissioned. The new servers are under warranty and perform much better than older servers. This results in a higher quality experience the Student Media applications can offer various users.

***Nubian Message* moved from external web host** (*Ensure Sustainability*) – The *Nubian Message* website was previously hosted by a company external to the University. This space cost Student Media additional money and posed various support problems. The *Nubian Message* site was moved to the same server as the other Student Media website (excluding *Technician* and WKNC). This migration has cut down on costs, support calls, and performance issues.

WKNC creates music visualizer (*Enhance the success of our students through educational innovation / Serve the University*) – A group of WKNC students placed second in NC State Libraries' inaugural Code+Art Student Visualization Contest. Sponsored by Christie Digital Systems, the competition called for students to create large-scale, data-driven "generative artwork" for display on the twenty-foot wide Art Wall and iPearl Immersion Theater at the James B. Hunt Jr. Library on Centennial Campus. The WKNC team, led by Cameren Dolecheck, spent months designing and coding the project, which tied a campus and city landscape into listener information from WKNC's online audio stream. The buildings that make up the landscape, including D.H. Hill Library that houses the station's antenna and transmitter, light up to the frequency of the music played on the audio stream. The scene is also filled with bird-like objects, or boids, to represent each current online listener.

New backup system installed for Student Media Servers (*Ensure Sustainability*) – Student Media needed a tailored backup mechanism for their servers that was cost effective and versatile. The result, designed by IT Manager Doug Flowers, was a system that could be deployed to all servers (Windows based and Linux based) and backup files based on individual file changes to a separate file storage server.

"All Summer No Bummer" with Radio K and WKNC (*Enhance local and global engagement through focused strategic partnerships / Build Your Community*) – WKNC 88.1 FM at NC State and Radio K, student-run radio at University of Minnesota, have joined forces to release "All Summer No Bummer," a collaborative mixtape featuring 20 summery songs from North Carolina and Minnesota. Last week the stations premiered two tracks each day selected by the other station and then released the whole set for free download on Bandcamp on May 22.

Student Media filmed for sexual assault PSA (*Open your Mind / Serve the University*) – NC State's "It's On Us" public service announcement about sexual assault awareness and prevention includes appearances by several Student Media staff members. Modeled after the national campaign, the video features students and staff from across the University. Throughout the video you'll find *Technician* Managing Editor Austin Bryan, *Nubian Message* Editor-in-Chief Chris Hart-Williams, and WKNC Graphic Designer Kaanchee Gandhi, Public Affairs Director Nick Savage, Promotions Director Yvonne Chazal, Librarian Will Austin, Operations Manager Matt Brown, Heavy Metal Music Director Josh Copus, and DJ Jamie Yannayon. Student Media Director Patrick Neal, Assistant Director Jamie Lynn Gilbert, and Technology Support Analyst Doug Flowers appear with their colleagues in Student Leadership and Engagement.

WKNC broadcasts live from 2014 Hopscotch Festival (*Enhance local and global engagement through focused strategic partnerships / Build Your Community*) – WKNC broadcast live from "Wristband City" during the fifth annual Hopscotch Music Festival. The student crew ended the event with 24 hours of live broadcasting and 26 interviews with local and national Hopscotch artists. WKNC has been a media sponsor of Hopscotch since its inception and was also involved with three Hopscotch day parties. WKNC also co-presented a Hopscotch Day party with WUAG at University of North Carolina-Greensboro.

Four students attend fall SUN Conference (*Enhance organizational excellence by creating a culture of constant improvement / Ensure Sustainability*) – Four NC State students from the Student Media Student Business Office attended the Southern University Newspapers fall conference at UNC-Wilmington Sept. 22-23, 2014. The four students attended sessions led by various leaders in the sales and marketing industry including presenters from the *Star News*. The students also had a chance to interact with other students from other universities and exchange ideas on increasing revenues and branding.

WKNC receives grant to purchase video software (*Enhance scholarship and research by investing in faculty and infrastructure / Ensure Sustainability*) – To support WKNC's "The Lounge" award-winning video project, WKNC received a one-time funding grant of \$875 from Student Leadership and Engagement to purchase five copies of Adobe Premiere video editing software. This allowed projects to be stored on a University server and edited at the station, rather than on one person's personal laptop.

Two students attend Spring CMBAM Conference (*Enhance organizational excellence by creating a culture of constant improvement / Ensure Sustainability*) – Two NC State students from the Student Media business office attended the College Media Business and Advertising Managers spring conference in Chicago March 18-21, 2015. At the conference the students attended various sessions on marketing, sales and ad design. The students also had the opportunity to interact with other students and advisers from across the country to exchange ideas on ways to increase revenue and marketing efforts. Attendees included Student Business Manager Mark Tate, Student Marketing Manager Sabrina Anderson and their adviser, Business and Marketing Manager Krystal Baker.

WKNC wins awards for best vodcast and social media (*Enhance organizational excellence by creating a culture of constant improvement*) – In just 12 months, WKNC's The Lounge video series grew from a neat idea to an award-winning production with more than 20,000 YouTube views. WKNC celebrated The Lounge's first birthday Oct. 25 by winning Best Vodcast in College Broadcasters Inc.'s National Student Production awards. Walt Lilly, John Kovalchik, Matt Brown, Michael D'Argenio and Cameren Dolecheck produced the winning video in December, which featured Richmond, Virginia, artist Matthew E. White playing "Big Love." A second video of Raleigh's TOW3RS was also a finalist for the award. WKNC also took home top honors for Best Social Media. The station has more than 16,000 total followers on Twitter, Facebook, Instagram, YouTube and Tumblr.

Business office launching online dining guide (*Enhance organizational excellence by creating a culture of constant improvement / Ensure Sustainability*) – The Student Media business office will launch its brand new online dining guide in August of 2015. This is one of the efforts to find new ways of increasing revenues and meeting customer demands. The office is currently working with SN Works from Michigan to create the site. SN Works has created similar dining sites for the *Duke Chronicle* at Duke University and *The Crimson White* at the University of Alabama. Listings on the new dining guide will be sold to local customers and include an interactive map of areas on and around campus.

WKNC collaborates with WXYC, WXDU and WUAG to raise money for crisis center (*Enhance local and global engagement through focused strategic partnerships / Build Your Community*) – On May 30, 2014, WKNC 88.1 joined with WXYC at University of North Carolina-Chapel Hill, WXDU at Duke University and WUAG at University of North Carolina-Greensboro to present Play it SAFE, a benefit concert focused on women's safety in the Triangle. The event raised close to \$1,300 for the Durham Crisis Response Center.

Business office launching new interactive online rate card (*Enhance organizational excellence by creating a culture of constant improvement / Ensure Sustainability*) – The Student Media Student Business Office is working with Technology Support Analyst Doug Flowers to create a new interactive online rate card to help increase new business sales. Customers will have the ability to create a quote "cart" by choosing different options of ads in *Technician*, *Nubian Message*, *Agromeck*, and WKNC. The quote cart will be sent to the business manager and the appropriate sales representative from that sector will contact the customer to finalize their order.

Diversity

Student Media places in website accessibility challenge – Four Student Media websites were recognized in the third annual NC State Global Accessibility Awareness Day Challenge, a month-long contest designed to promote accessibility throughout the campus and improve the accessibility of campus websites. WKNC placed first in the small sites (fewer than 100 pages) category. The site began the challenge with more than 11,000 accessibility errors and corrected 87.88%. *Windhover* took third place in the medium sites category (100-999 pages) with an error correction rate of 58.09%. The Student Media website placed fourth with 53.79%, followed by *Nubian Message* with 35.51% in fifth place.

Student Media adopts cultural literacy goals for 2015-2016 – As part of its overall goals for 2015-2016 (See "Recommendations and concerns for the future" section below) Student Media has adopted the goal of improving our students' cultural literacy through their association with our organizations. Under the broad heading of cultural literacy, specific goals include increased diversity in recruitment, increased diversity in content and coverage, diversity in training, website accessibility (see above) and increased collaboration with on-campus partners with the goal of improving our student and staff's cultural literacy.

WKNC airs special Diversity Education Week program – WKNC's weekly public affairs show "Eye on the Triangle" aired a special Diversity Education Week-themed episode on Tuesday, Oct. 21 as part of Diversity Education Week. The hour-long program featured an introduction to Renee Wells, the new director of NC State's GLBT Center, and correspondent Sara Award previewed the Islam Fair.

Bienvenidos section continues at *Technician* – *Technician* continued publication of its weekly bilingual section, "Bienvenidos." Established in 2012-2013, the section offers articles of local, state and international interest to NC State's Spanish-speaking community. The section was edited by Paula Gordon this year, and Emma Cathell will assume those duties for 2015-2016.

WKNC continues to offer diverse programming – WKNC's weekday schedule features program blocks of indie rock, electronica, hip-hop and heavy metal. Like many other non-commercial radio stations, WKNC's weekend program is more of a mixed schedule of specialty genres. 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. WKNC also features "Canto De Lobos," which debuted in 2014, as an hour-long program featuring a mix of reggaeton, salsa, rock, bachata, pop, alternative, cumbia, and rap all in Spanish. "Soulstown" also debuted in 2014 as a two-hour block of classic soul, funk and R&B.

Staff

WKNC, Kovalchik honored at Student L.E.A.D. Awards – WKNC 88.1 FM and its 2014-2015 General Manager John Kovalchik were among those honored at the inaugural Student Leadership, Engagement and Development Awards Program April 21 in Talley Student Union. John Kovalchik, a senior in biological sciences, was awarded the Wolfpack Leadership Challenge "Inspire a Shared Vision" award. Named for Jim Kouzes and Barry Posner's *The Leadership Challenge* book, Kovalchik was nominated by Program Director Walt Lilly for the collaborative and inclusive leadership style he exhibited as WKNC general manager. WKNC 88.1 FM was also honored in the engagement category, the Student Organization Outstanding Achievement Awards, for Outstanding Student Organization Online Presence.

Kovalchik receives undergraduate research travel grant – WKNC General Manager John Kovalchik received a \$500 NC State undergraduate travel award to present the session "Radio Band Interviews: From Booking to Blogging and Everything in Between." During the 50-minute presentation, Kovalchik and WKNC Promotions Director Yvonne Chazal discussed the interview process from soliciting bands and community members for station interviews to live performances, mixing, editing and podcasting.

Meder joins Student Media staff as Editorial Adviser – Ellen Meder joined the Student Media staff as Editorial Adviser to the *Technician* and the *Nubian Message* in September of 2014. A Raleigh native, Ellen graduated with a journalism degree from the University of South Carolina. While earning her degree she worked as features editor, managing editor and editor-in-chief of *The Daily Gamecock*, as well as holding internships at the *Post & Courier* in Charleston and Columbia's *Free Times*. After graduating in 2011, she first served as a multimedia postgraduate intern, covering state government and politics in Columbia for Spartanburg, South Carolina's WSPA-TV Channel 7. Next she was tapped as a digital journalist for the *Morning News* in Florence, South Carolina, where she primarily covered the education beat, producing articles for print editions and web, in addition to shooting and editing both photos and video.

Baker returns to Student Media staff – After resigning from the Student Media staff in August of 2014 to spend more time with her new son, Krystal Pittman Baker realized that she missed her "Student Media family" and re-applied for the position when it was posted. The Student Media staff ultimately welcomed her back in January of 2015. The position she returned to is not exactly the same as the one she left, as it was rewritten to focus entirely on non-fee revenue generation, and other unrelated duties she previously performed were reassigned. Krystal joined the Student Media staff in 2001 as a student in the business office. After graduating from NC State with a degree in political science and public policy, Krystal became a full-time Student Media staff member in May 2004. As the Business and Marketing Manager, Krystal manages advertising and marketing for the department's five media. Krystal has also served as president and vice president of Southern University Newspapers, an organization of student newspaper and media

business managers and advisers. In 2006, Krystal received the NC State University Award for Excellence.

Gilbert promoted to Associate Director – Jamie Lynn Gilbert was promoted to Associate Director for Student Media Advising effective June 1, 2015. Jamie has been the primary adviser to WKNC since joining the NC State Student Media staff in 2006 and will continue in that role moving forward. In addition, she will assume additional responsibilities for all of Student Media's organizations, including oversight of the unit's budgeting, assessment, recruitment and retention efforts, among other duties.

Collins continues service as SCJ vice president and judges CSPA entries – Annual Publications Coordinator Martha Collins served as Associate Vice President for Contests for the Society for Collegiate Journalists' National Council this year. The contest comprised 58 categories with more than 200 entries total. Collins served as a high school yearbook judge for the Columbia Scholastic Press Association's 2014-2015 Gold Circle Awards competition and has been asked to do so again for 2015-2016.

Gilbert completes Pathways Leadership Development Program – Student Media Assistant Director Jamie Lynn Gilbert was one of 20 employees across campus to complete the two-semester Pathways Leadership Development Program this spring. Based on Jim Kouzes and Barry Posner's leadership principle, "Leadership development is self-development," Pathways is a two-semester program designed to enhance interpersonal effectiveness and leadership propensity. As her final project for the course, Gilbert developed three broad organizational goals for Student Media to focus on in the 2015-2016 academic year: training and transitions, branding and cultural literacy. Each goal has five to seven supportive mini goals and aligns with an initiative outlined in either the University or the Division of Academic and Student Affairs' strategic plan. (For more on those goals, please see "Recommendations and concerns for the future" below.)

Neal, Meder serve as judges for 2015 NCCMA competition – In December, Director of Student Media Advising Patrick Neal and Editorial Adviser Ellen Meder joined their counterparts from across the state to help judge the small (<6,000 enrollment) student media division.

Gilbert completes three-year term with College Broadcasters Inc. – Student Media Assistant Director completed her second three-year term as secretary of College Broadcasters Inc. in November 2014. As part of the CBI Board of Directors, Gilbert was part of a 10-member planning team for the third annual National Student Electronic Media Convention. Held Oct. 23-25, 2014, NSEMC featured more than 100 breakout sessions and brought nearly 500 students, advisers/managers and professionals to Seattle for the three-day event. This was Gilbert's fourth year facilitating the convention's "swag swap" in which participants brought swag - stickers, pens, T-shirts, koozies, bottle openers, CDs, etc. - to swap with their peer stations.

Neal serves on Co-Curricular Transcript Committee for SL&E, DASA – Director of Student Media Advising Patrick Neal served on the SL&E Co-Curricular Transcript Committee, which was later merged with the division-wide committee.

Gilbert serves on division, unit committees – Student Media Assistant Director Jamie Lynn Gilbert again represented Student Media on the Division of Academic Affairs Assessment Council. She also worked with a group in Student Leadership and Engagement to plan the inaugural Student Leadership, Engagement and Development awards. Gilbert and Director Patrick Neal also served as judges for the awards.

Recommendations and concerns for the future

In the immediate short term, Student Media has adopted three broad organizational goals for Student Media to focus on in the 2015-2016 academic year: training and transitions, branding and cultural literacy. Each goal has five to seven supportive mini goals and aligns with an initiative outlined in either the University or the Division of Academic and Student Affairs' strategic plan. A complete list of those goals is available on the web at <http://studentmedia.ncsu.edu/web/uploads/Goals1516.pdf>.

In the short and medium term, one area of obvious concern is the downward trend in advertising sales. Every student media organization in the country that relies in whole or in part on advertising sales to support its operations is currently fighting that same battle. It is unlikely that national and campus print advertising will ever return to levels we've enjoyed historically, and it's equally clear that we must focus on developing our digital infrastructure to serve an audience that has literally grown up online and mobile-oriented. Our new online dining guide and other online enhancements (see above) are just the first wave of digital initiatives we anticipate over the next one to three years.

In the medium long term, we have fully "grown into" our space in the Witherspoon Student Center. While that space is adequate for our current operations, if we are to grow in the future – specifically when it comes to video – we will need to find additional space to adequately support such an operation.