

NC STATE STUDENT MEDIA



2015-2016 Annual Report

Data for this report was compiled by Associate Director of Student Media Advising Jamie Lynn Gilbert; Business and Marketing Manager Krystal Baker; Administrative and Annual Publications Coordinator Martha Collins; IT Manager Doug Flowers; and Editorial Adviser Ellen Meder. 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 is noted in parentheses where applicable.

Selected 2015-2016 highlights

Student Media staff grows by almost 100 (*Ensure sustainability/Strengthen campus commitment to diversity and inclusion*) – 357 students spent time with one or more of the Student Media at some point during the 2015-2016 academic year. That marks a 37% increase over the 260 students in our records for 2014-2015. (For more information, see Page 3)

Technician web strategies pay off as traffic more than doubles for 2015-2016 (*Enhance organizational excellence by creating a culture of constant improvement*) – With additional emphasis on posting information quickly to the web, and a beefed up social media presence, *Technician* has more than doubled its average traffic compared to last year. (For more information, see Page 7)

NC State Student Media hosts 2015 SUN Conference – (*Enhance the success of our students through educational innovation/Expand access to high impact educational programs and practices*) – NC State Student Media hosted the 2015 Southern University Newspapers Conference in Talley Student Union Sept. 20-22, 2015. (For more information, see Page 10)

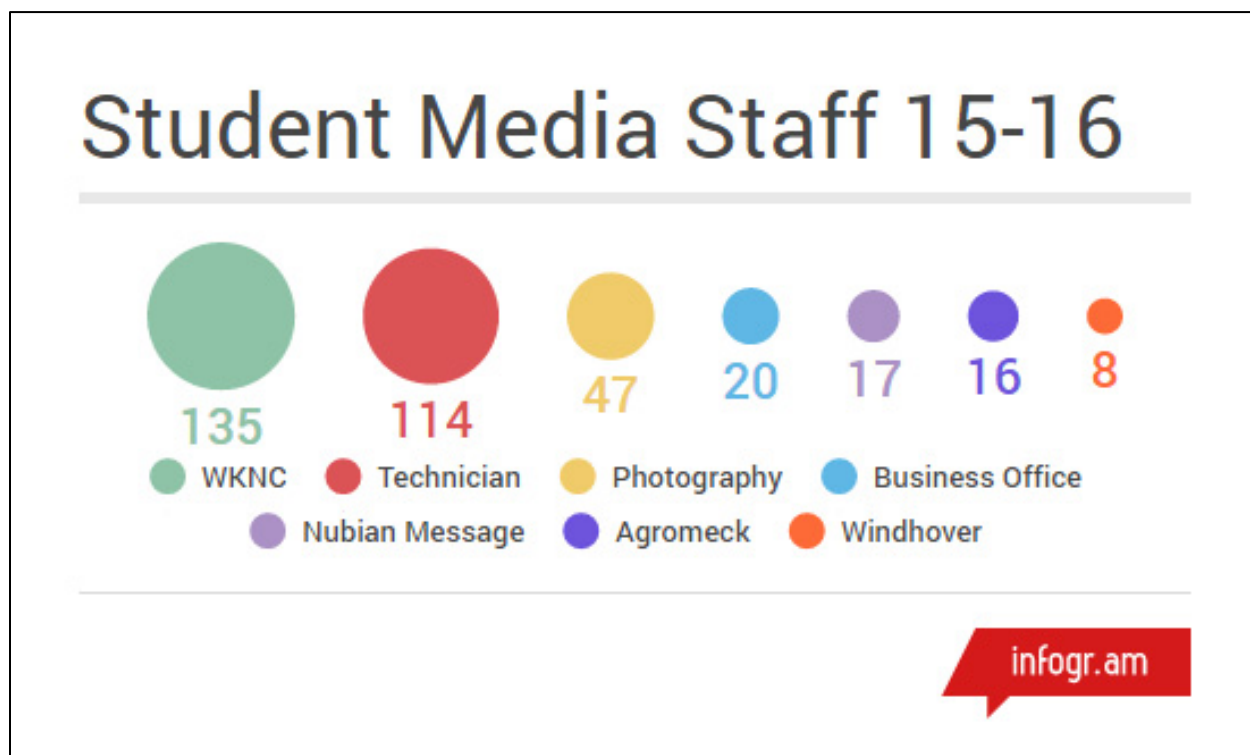
WKNC moves forward with HD radio, antenna project (*Enhance organizational excellence by creating a culture of constant improvement*) – WKNC completed a \$150,000 project in summer 2016 to modify WKNC's directional antenna pattern to add some 23,000 households to its coverage area toward Goldsboro and Rocky Mount, N.C. (For more information, see Page 14)

Sales hold steady (*Ensure sustainability*) - Sales numbers for 2015-2016 show either stability or an increase in sales for all categories but one, campus sales for *Technician*. Despite the increase in sales, *Technician* is still not bringing in the revenue in once did to sustain a daily publication. (For more information, see Page 16)

Student Media, AACC co-host Pitts visit for 2016 MLK Day (*Strengthen campus commitment to diversity and inclusion*) – NC State Student Media partnered with the African American Cultural Center and others to host ABC "Nightline" co-anchor Byron Pitts on campus Monday, Jan. 11. Pitts, a former correspondent for "60 Minutes" who has earned multiple national Emmy awards for his work, visited NC State as part of the university's 2016 Dr. Martin Luther King Jr. celebration. (For more information, see Page 17)

Programs

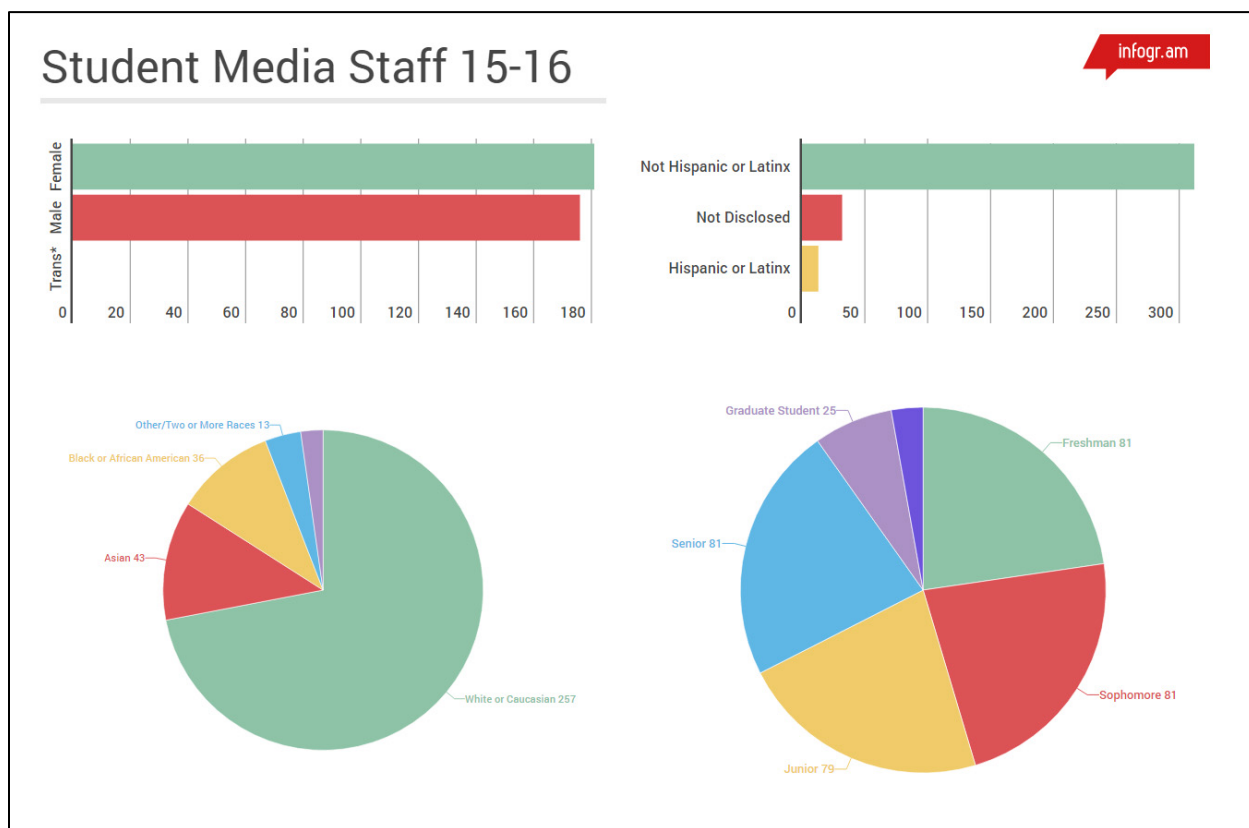
Student Media staff grows by almost 100 (*Ensure sustainability/Strengthen campus commitment to diversity and inclusion*) – 357 students spent time with one or more of the Student Media at some point during the 2015-2016 academic year. That marks a 37% increase over the 260 students in our records for 2014-2015. Part of this increase may be attributed to increased efforts across the department as a whole to ensure all students complete paperwork for paid and volunteer positions. Beginning this year, many photography staff were officially hired as Student Media photographers rather than for a specific medium.



Efforts were also undertaken this year to capture demographic data about our student employees and volunteers. Data was collected using the university's Personal Information Form (PIF) that asked gender, race, and ethnicity questions. The staff was split evenly among male versus female, with just five more females than males. Fall 2015 enrollment reports from the Office of Institutional Research and Planning show the student population is 55% male, so females are actually over-represented in Student Media. The PIF only provided binary gender options, although students were encouraged to make their own boxes. No students selected a non-binary option, although we believe we do have transgender and gender non-conforming students on staff.

72% of students identified as white or Caucasian, compared to 66% of the University population. Asian Americans and Black/African Americans were also over-represented at Student Media at 12% and 10% of staff, respectively, compared to 5% and 6% of the University population. Excluding the staff of *Nubian Message*, our biweekly African American newspaper, Black/African American representation at Student Media matches the 6% on campus rate. Only 13 students identified as Hispanic or Latinx, well under their 4% representation on campus. No students identified as American Indian/Alaska Native or Native Hawaiian/Other Pacific Islander. Eight students did not disclose their race.

Student involvement was also tracked by class. The number of freshmen, sophomores, juniors and seniors were relatively even, representing 22-23% of the total staff for each group. Graduate students comprised 7% of the staff and 3% did not disclose their class status.



Fall 2015 academic summary – At the end of fall 2015, Student Media had 271 students in our records, including volunteers. This number is 60 students higher than in fall 2014, a 28% increase. There were 191 students (70%) with a 3.00 or greater cumulative GPA. There were 111 students (41%) with greater than a 3.50 GPA for the semester, qualifying them for the University's Dean's List. There were 31 students (11%) with a 4.00 GPA or higher for the semester and 21 (8%) with a cumulative GPA of 4.00 or higher. There were seven 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: 12 had below a 2.50 for the fall 2015 semester; six had below a 2.50 cumulative; and five had a 4.00 or higher for the semester and two maintained a 4.00 or higher cumulative.

Spring 2016 academic summary – At the end of spring 2016, we had 337 students in our records. This number is 96 higher than in spring 2016, a 40% increase. There were 238 students (71%) with a 3.00 or greater cumulative GPA. There were 144 students (43%) with greater than a 3.50 GPA for the semester, qualifying them for the University's Dean's List. There were 44 students (30%) with a 4.00 or higher GPA for the semester and 25 (7%) with a cumulative GPA of 4.00 or higher. There were six 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: Five had below a 2.50 for the spring 2016 semester; four had below a 2.50 cumulative; and six had a 4.00 or higher for the semester and four maintained a 4.00 or higher cumulative.

2016 Agromeck exceeds sales goal (*Ensure sustainability*) – The 2016 *Agromeck* totaled 328 pages. It was completed and submitted to the publisher March 4 and was delivered April 18. 226 books were sold, exceeding our internal sales goal by 26 books. Nearly two-thirds (64%) of those books were sold through Balfour's online SmartPay site, with Student Media's e-store, in-office sales and sales through the NC State Bookstores accounting for the remaining one third. We were also able to negotiate with Balfour to decrease the original number of books printed from 350 to 300.

Agromeck hosts fall, spring senior portrait sessions (*Ensure sustainability/ Serve the University*) – 506 students had their senior portraits taken at sessions Agromeck sponsored in November and January. The portrait sittings were in the Woodward Student Involvement Center this year. This is an increase over the 438 seniors who had their portrait taken for the 2015 Agromeck, but still less than the 527 seniors with portraits in the 2014 Agromeck.

Windhover hosts release party for 50th edition (*Serve the University*) – The 2016 edition of *Windhover* totaled 96 pages. It was submitted to the publisher in March and 1,250 copies were delivered April 15. The April 19 release party drew more than 80 people to Kings Barcade in Raleigh and featured performances by both student artists and local DJs. This year marked the 50th edition of *Windhover*.



SCJ membership holds steady for 2015-2016 (*Enhance organizational excellence by creating a culture of constant improvement*) – The NC State chapter of the Society of Collegiate Journalists' 2015-2016 were moderately successful, with five inductees each in December and April, for 11 members active during the academic year. Two members graduated in May, so the chapter should have nine members in the fall of 2016. *Technician* News Editor Inez Nicholson was elected president of the chapter.

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 2015-2016 is attached as part of this report, and can be found at <http://studentmedia.ncsu.edu/web/uploads/awards1516.pdf>.

Initiatives

Online dining guide established (*Ensure sustainability*) – The Student Media Business and Marketing Office launched its 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 on new branding and marketing push for fall 2016. The site is fully operational but was not marketed to students as anticipated due to a few name changes for the site. The office and university branding have settled on the name *Technician's* Near NC State for the site's name and web address as nearncstate.com. Enhanced listings on the dining guide will be sold to local customers and include an interactive map of areas on and around campus.

Technician web strategies pay off as traffic more than doubles for 2015-2016 (*Enhance organizational excellence by creating a culture of constant improvement*) – With additional emphasis on posting information quickly to the web, and a beefed up social media presence *Technician* has more than doubled its average traffic compared to last academic year. This can be attributed to a more experienced social media editor and the addition of another team member dedicated solely to pushing content and reader interaction of Facebook, Twitter and Instagram. In spring 2016 the average sessions on TechnicianOnline.com each weekday was 2,273, up from 1,076 the year before. Fall 2015 did see a large spike in traffic due to coverage of the tragic death of a student. Though that is never something journalists want to have to cover, and do not relish gaining online traction for that reason, the pages getting top hits in September as a result of the tragedy were the coverage of the incident, the vigil coverage and then the *Technician* home page. It is very rare for the home page to be a top hit-getter because most readers end up at the *Technician* site because they are Googling a topic or are directed to particular content via a link on social media. What that piece of information shows is that in times of crisis and uncertainty the NC State community and the broader community concerned about our students' welfare turned to *Technician* to receive up-to-date news. It is good to know that the outlet is a trusted source. Both the chart for sessions per day and the graph for individual users coming to the site (see below) each month show enormous improvement during the 2015-2016 school year. Given the 5,000-paper print runs and the return rates on those hard copies of each edition, coupled with the online analytics data, *Technician* is likely reaching about half, if not a little more, of its readers online.

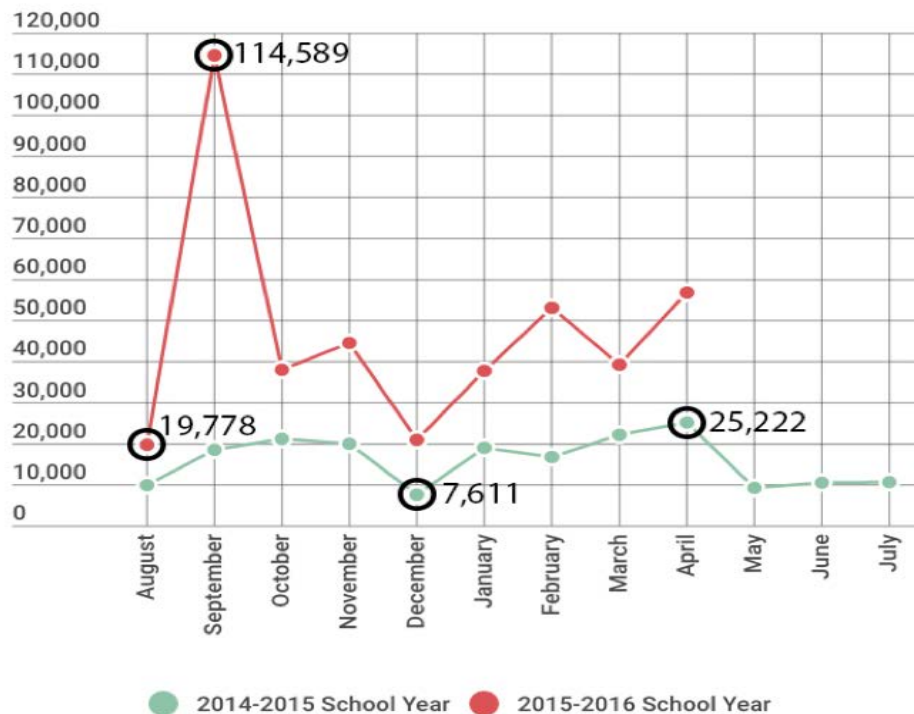
Sessions Per Day

Google Analytics defines a session as the time period a user is actively engaged with the website, be it the full site or mobile. A single user can have multiple sessions in a day.

	Average Sessions Per Day	Average Sessions Per Day Weekdays Only
Fall 2014	728	896
Spring 2015	882	1,076
Summer 2015	379	440
Fall 2015	2,351	2,955
Spring 2016	1,986	2,273

Users Per Month

Google Analytics defines users as individuals who have had at least one session in the given time period. This includes new and returning users. This tracking is done through the use of cookies in web browsers.



WKNC starts Radio Ride fundraiser (*Ensure sustainability*) – As part of an effort to augment radio station funding, WKNC 88.1 FM hosted its inaugural Radio Ride, an alleycat-style bike ride and scavenger hunt on Saturday, Aug. 29. Sixty-seven individuals participated in the event, which raised \$1,000 through event registration and sponsorships. The event is expected to continue in 2016.

Training program for newspapers enhanced (*Enhance organizational excellence by creating a culture of constant improvement*) – Editorial Adviser Ellen Meder has continued to expand and improve training opportunities for the newspaper staffs. In the fall, about 50 individuals attended at least one training with five different types of trainings offered. In the spring the training sessions offered expanded to include eight types of training sessions: news writing, features writing, opinion writing, reporting 101, copy editing 1, copy editing 2, video basics and event coverage, and she is continuing to work with the senior staff of both *Nubian Message* and *Technician* to develop trainings as they need it. Trainings for *Nubian Message* are now held immediately after the staff's weekly meetings, and though all newspaper staff members are invited to all trainings, conducting the trainings in the *Nubian Message* office has greatly increased attendance and quality of writing in the publication.

The fall retreat for staffs of *Agromeck*, *Nubian Message* and *Technician* was held on Saturday, Sept. 26 and included 66 students, nine guest speakers and trainers and three staff members. Sessions were held on community journalism on campus, finding the story, column writing, sports photography, photo ethics, photo editing, taking and lighting portraits and better infographics. A session on cultural competency presented in partnership with OIED was also held (see item under "Diversity" below.) An additional training component added this academic year was capping each new staff member's correspondence period with a review session with either Ellen Meder for writing or video or Luis Zapata for photography. In these sessions, the staff reviews either the photo portfolio generated during correspondence or a set of two good articles and one that needed work written during correspondence. The goal is to analyze the work so far, point out some of the new staff member's strengths to continue with, areas of concern that need improvement and explain exactly how that improvement can be achieved. These sessions build on the editing sessions that student editors have completed during their period as a volunteer staff member, and serve as a way for advisers not only to build rapport with new staffers but also to make sure that students are not placed on payroll when their skills are not progressing to where they need to be. This has contributed to the overall improvement in the quality of the paper.

WKNC raises \$6,000 at Double Barrel Benefit 13 *(Ensure sustainability)* –

WKNC 88.1 FM raised \$6,000 from its Double Barrel Benefit 13 event, an annual two-night concert that serves as one of the station's primary fundraisers. A number of local businesses supported WKNC through cash or in-kind donations for Double Barrel Benefit, including Merge Records, New Belgium Brewing and Fair Game Beverage Company. Monetary sponsorships accounted for more than a third of the event's revenue. Money raised from events like this account for about 14% of WKNC's annual operating budget.

Students lead radio marketing training at ECU *– (Enhance the success of our students through educational innovation/Expand access to high impact educational programs and practices)* –

Two students, Mark Tate and Jena Ellis, along with Student Media Business and Marketing manager Krystal Baker, held radio sponsorship training for East Carolina Student Media in Greenville on February 5, 2016. East Carolina's radio station, WZMB 91.3 FM, asked for help in training their student sales staff on the rules of enhanced underwriting as well as ideas on increasing revenues. The training lasted three hours and was attended by seven ECU students and three professional staff members.

\$4,300 sold through Student Media e-store *(Ensure sustainability)* – The Student Media e-store, a CASHNet payment solution launched by the University in September 2014, continues to raise non-fee revenue for Student Media. WKNC earned more than \$1,300 from May 1, 2015-April 30, 2016 in sales of merchandise and registrations for its Radio Ride. *Agromeck* sales from the e-store totaled about \$3,000. These totals are not all profit, as sales tax and shipping costs are also collected and a 3% fee is charged for using CASHNet.

NC State Student Media hosts 2015 SUN Conference *– (Enhance the success of our students through educational innovation/Expand access to high impact educational programs and practices)* – NC State Student Media hosted the 2015 Southern University Newspapers Conference in Talley Student Union Sept. 20-22, 2015. Business and Marketing Manager Krystal Baker and her colleagues from surrounding universities planned a three-day conference for students and advisers. This year's conference included two sessions from national media consultant and sales trainer Mike Blinder, as well as speakers from WRAL and *The Fayetteville Observer*. Seven students from the business office and five professional staff members attended. The students and professional staff also had a chance to interact with other students from other universities and exchange ideas on increasing revenues and branding.

WKNC leads sessions at CBI Minneapolis *(Enhance the success of our students through educational innovation/Increase participation in undergraduate research and scholarly creativity/Expand access to high impact educational programs and practices)* – WKNC students led three educational sessions at College Broadcasters, Inc.'s fourth annual National Student Electronic Media Convention Oct. 22-24, 2015 in Minneapolis. CBI Minneapolis featured more than 100 breakout sessions and brought 400 students, advisers/managers and professionals to Minneapolis for the three-day event. General Manager Matt Brown, who attended CBI's 2014 convention in Seattle, received an NC State undergraduate travel award to present the session "Planning and Producing Live Multimedia Music Performances." Cameren Dolecheck, a WKNC DJ and former Afterhours electronic music director, also received an NC State undergraduate travel award for "Radio: Think BIG with Visualization." Dolecheck led a team of WKNC staff earlier this year in creating a 21.3 x 7 foot music visualizer for display in the Hunt Library. WKNC Program Director Yvonne Chazal also led a concert planning roundtable with Nathan Hewitt, general manager of WRFL at University of Kentucky that generated conversation on concert funding, booking and promotion. Since 2013, WKNC students have presented research at the National Student Electronic Media Convention and used undergraduate research travel awards to pay for the majority of their transportation costs.

Students attend 2015 CMBAM Conference *(Enhance the success of our students through educational innovation/Expand access to high impact educational programs and practices)* – Two NC State students from the Student Media Business and Marketing Office attended the College Media Business and Advertising Managers' spring conference in Denver, Colorado, March 9-12, 2016. 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 incoming Student Business Manager Mary McPhatter, Student Marketing Manager Ashton Hemric and their adviser, Business and Marketing Manager Krystal Baker.

Technician, Agromeck staffers attend 2015 National College Media

Convention *(Enhance the success of our students through educational innovation/Expand access to high impact educational programs and practices)* –

Three members of the *Technician* staff and two members of the *Agromeck* staff attended the Associated Collegiate Press and College Media Association's National College Media Convention in Austin, Texas Oct. 28- Nov. 1, 2015. Accompanied by Editorial Adviser Ellen Meder and Annual Publications Adviser Martha Collins, the group attended many sessions on topics ranging from avoiding burnout and covering racial incidents to filing Freedom of Information Act requests and working on satire publications. The conference also featured Pulitzer Prize winners and a former death row inmate turned justice activist as keynote speakers. Upon return from the conference, the group shared synopses of what they learned with the senior staff of both publications, as well as short-term and long-term improvements they thought the publications could make. Attendees included *Technician* News Editor Inez Nicholson, Assistant News Editor Rachel Smith and Sports Editor Drew Nantais; and *Agromeck* Design Editor Eliza Eisenhardt and Senior Designer Amanda Pearlswig.

Print staffers and advisers attend 2016 North Carolina College Media

Association Conference *(Enhance the success of our students through educational innovation/Expand access to high impact educational programs and practices)* – On Feb. 27, 2016, Ellen Meder, Martha Collins and Photography Graduate Adviser Luis Zapata led 20 students from *Agromeck*, *Nubian Message*, *Technician* and *Windhover* to Greensboro College for the 2015 North Carolina College Media Association Conference. Members of the various Student Media outlets attended sessions on covering race, investigative journalism and media law, as well as spending the road trip and lunch bonding with each other.

Agromeck staffers attend leadership retreat *(Enhance the success of our students through educational innovation/Expand access to high impact educational programs and practices)* – Editor-in-chief Molly Donovan, design editor Eliza Eisenhardt, photo editor Kai McNeil and assignments editor Jessicah Raynor attended the annual leadership retreat with photo grad assistant Luis Zapata, adviser Martha Collins and Balfour representative Josh Lovell. The students participated in a scavenger hunt in preparation for creating a practice spread. Collins led work sessions on leadership, teambuilding/bonding and staff development, and *Agromeck* and NC State history. The team created the 2016 color palette, selected fonts and had coverage brainstorming sessions.

WKNC hosts on-campus concerts (*Serve the University*) – WKNC hosted six on-campus concerts this year, beginning with a Concert on the Lawn during Wolfpack Welcome Week featuring Echo Courts and Ghostt Blonde on Aug. 17. The Fridays on the Lawn fall series included an Oct. 2 date with Look A Ghost and Natural Causes and Nov. 6 with The Mineral Girls and Sunshine Faces. The spring FOTL series was March 18 with Away Msg, Oak City Slums, Drozy and Speedating; April 8 with Vanilla The Hun, Freedom Infinite and Defacto Thezpian; and April 15 with Healthypup, Brown Widow and Way Das. The April 15 event also featured a record swap.

Newspaper distribution routes added, existing routes expanded (*Enhance local and global engagement through focused strategic partnerships/Ensure sustainability/Serve the University*) – The *Technician* and *Nubian Message* added new routes and expanded existing ones during the 2015-2016 academic year. Formerly, the *Technician* was served by two routes, a primary route and a route serviced by a student driver. Those two routes were expanded; seven drops were added to the main route, bringing the total number of drops to 48, and the campus route was expanded by six drops, bringing the total number of drops to 15. An all-new route, the so-called “commercial route” serving Hillsborough Street and the Mission Valley shopping center, totaled 22 stops when it was instituted, and currently totals 21 stops after two businesses on the route closed and an additional one was added during the year. The other new *Technician* route, the so-called “walking route,” added five drops concentrated in the largest residence halls near Witherspoon and three drops at Student Health. In all, the number of *Technician* distribution points increased from 52 to 91. The expansion was even greater for the *Nubian Message*. Utilizing space on new, multi-shelf racks purchased for many of the new indoor drops and otherwise utilizing existing spaces, the *Nubian* route nearly tripled in size from 13 drops to 35.

WKNC develops social media strategy (*Enhance organizational excellence by creating a culture of constant improvement*) – As part of Student Media’s goal to increase brand awareness, WKNC developed a comprehensive social media strategy to better manage the group’s social media presence across six platforms. The strategy will be updated at least once per year. WKNC also hired a social media director. WKNC’s social media fans and followers grew 22% from June 2015 to June 2016 to reach more than 22,000 across seven platforms.

Windhover hosts Open Mic nights *(Serve the University)* – Windhover hosted two Open Mic nights, one in November and one in February. Both were held in Caldwell Lounge and were well attended, with 12-15 performers each and a total of 60-70 attendees. Students had the opportunity to perform music, recite poetry and display their original artwork at each event.

Local Band Local Beer moves to The Pour House *(Enhance local and global engagement through focused strategic partnerships/Ensure sustainability)* – WKNC's long-standing partnership with Tir Na nÓg Irish Pub came to a sudden end in November 2015 when the pub announced its closing. With promotional partner Younger Brother Productions, Local Beer Local Band was relaunched at The Pour House Music Hall in January 2016. This partnership brings in about \$5,000 annually for the radio station.

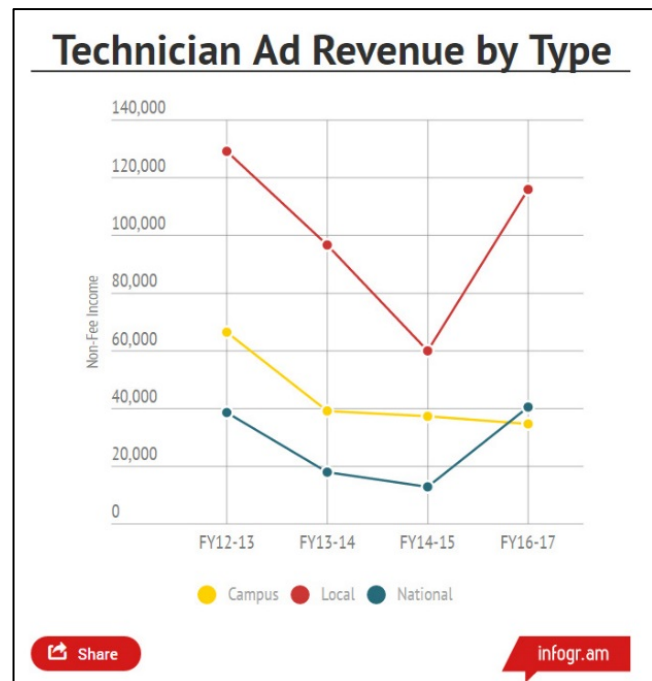
WKNC moves forward with HD radio, antenna project *(Enhance organizational excellence by creating a culture of constant improvement)* – WKNC completed a \$150,000 project in summer 2016 to modify WKNC's directional antenna pattern to add an estimated additional 23,000 households to its protected coverage area toward Goldsboro and Rocky Mount, N.C. The project also includes the purchase a new HD radio transmitter to replace the existing failing transmitter and a new AOIP audio console. A second, \$50,000 phase of the project to convert a production studio to a second, HD-2 broadcast studio is scheduled for 2018-2019.

WKNC donates more than \$13,000 in underwriting/services *(Enhance local and global engagement through focused strategic partnerships/Serve the University)* – From May 1, 2015-April 30, 2016, WKNC donated more than \$10,000 in underwriting or other services to community partners and more than \$3,000 to campus partners. Selected partnerships include the UAB Target Run, NC State Cycling Club's Wolfpack Classic, TriVillage Last Day of Classes Celebration, Rock and Roll Marathon, Redress Raleigh, Hopscotch Music Festival, Latino Festival (Durham), and First Night Raleigh.

Student Media awards \$10,000 in campus sponsorships *(Enhance local and global engagement through focused strategic partnerships/Serve the University)* – Student Media gives \$10,000 in advertising credits each year to various student groups and departments to promote their events on campus. This year the office received 19 applications and awarded advertising credits to 10 organizations.

Business office launches new interactive online rate card (*Enhance organizational excellence by creating a culture of constant improvement/Ensure sustainability*) – IT Manager Doug Flowers worked with the business office to create a new responsive online interactive rate card. Advertisers and prospective clients are now able to view the Student Media services, calculate costs on custom ads, and submit an order to the sales team.

Sales hold steady (*Ensure sustainability*) – The Student Media Business and Marketing Manager tracked sales for *Technician*, WKNC and *Nubian Message* for the past four fiscal years. Each year is broken down into national, local and campus sales. The numbers show an increase in sales for all categories but one, campus sales for *Technician*. The staff has worked really hard this year to meet revenue projections. Despite the increase in sales, *Technician* is still not bringing in the revenue in once did to sustain a daily publication. WKNC numbers do not reflect concert sponsorship packages. All data reflects income billed, not actual income collected.



FY 2012-2013
Technician
 Campus - \$66,473.01
 Local - \$129,191.54
 National - \$38,607.47
 WKNC
 Campus - \$1,907.50
 Local - \$14,148.00
Nubian Message
 Campus - \$2,320.00
 Local - \$967.00

FY 2013-2014
Technician
 Campus - \$39,144.14
 Local - \$96,715.60
 National - \$17,932.87
 WKNC
 Campus - \$956.25
 Local - \$17,701.70
Nubian Message
 Campus - \$1,065.00
 Local - \$1,047.00

FY 2014-2015
Technician
 Campus - \$37,311.31
 Local - \$60,006.11
 National - \$12,834.42
 WKNC
 Campus - \$500.00
 Local - \$9,219.96
Nubian Message
 Campus - \$0.00
 Local - \$70.00

FY 2015-2016
Technician
 Campus \$34,663.53
 Local \$115,985.88
 National \$40,508.25
 WKNC
 Campus \$670.00
 Local \$14,044.00
Nubian Message
 Campus \$217.00
 Local \$140.00

Script monitoring service created for Student Media services (*Enhance local and global engagement through focused strategic partnerships/Ensure sustainability*) – There are numerous scripts that run on a schedule which are critical to Student Media operations. For various reasons, the scripts would not run or would fail to complete. An in-house system was created that monitored these scripts and sent out appropriate alerts when scripts did not run properly.

Student Media moves exclusively to Intuit QuickBooks (*Enhance organizational excellence by creating a culture of constant improvement/Ensure sustainability*) – The Student Media Business Office was using a combination of the expensive AdPro server and an older version of QuickBooks to manage the revenue from publication sales. AdPro was a major, annual expense to the Business Office and was very confusing to the sales team. By upgrading to a new QuickBooks version, creating a special Google site, Google Forms, and modifying the business workflow we were able to drop AdPro entirely. The new system has decreased the Business Office's total expenses and increased the sales team usability.

Student Media digital archive database created (*Enhance organizational excellence by creating a culture of constant improvement*) – IT Manager Doug Flowers created a system to automatically pull in every piece of digital content a Student Media publication created. In its current state, this systems pulls in data from websites and social media. The system is modular and scalable so that other platforms can be added easily. The system has an API that allows information to be requested. The API currently is designed to support the next version on the Student Media app but will be iterated upon for different applications.

Diversity

Student Media, AACC co-host Pitts visit for 2016 MLK Day (*Strengthen campus commitment to diversity and inclusion*) – NC State Student Media partnered with the African American Cultural Center and others to host ABC “Nightline” co-anchor Byron Pitts on campus Monday, Jan. 11. Pitts, a former correspondent for “60 Minutes” who has earned multiple national Emmy awards for his work, visited NC State as part of the university’s 2016 Dr. Martin Luther King Jr. celebration. In addition to Student Media and the AACC, hosts for Pitts’ NC State visit included the Office of the Provost, the College of Humanities and Social Sciences and the University Scholars Program. Pitts had lunch with about 30 student journalists, scholars and administrators in the Washington Sankofa Room of the Witherspoon Student Center, and that afternoon spoke to a gathering of more than 600 people in the Piedmont-Mountains Ballroom.

While Pitts’ resume includes coverage of some of the biggest news stories of his generation – from the Sept. 11 terror attacks and the Iraq War to Hurricane Katrina and the 2000 Florida Presidential recount – he spoke to students more about his upbringing and how he overcame various obstacles to rise to the top of his profession. Raised by a single mother in a working-class neighborhood of Baltimore, Maryland, Pitts overcame a debilitating stutter and a misdiagnosis of mental retardation at age 12 with the help of a strong family, strong faith and various mentors who helped him at key moments in his life. He recounted his struggles in his 2009 book *Step Out on Nothing: How Faith and Family Helped Me Conquer Life’s Challenges*. Nearly a dozen student journalists from the *Nubian Message*, *Technician* and *Agromeck* all had a chance to get to know Pitts and ask him for advice during the midday luncheon, and he shared both his personal cell phone number and email address with them if he could be of help in the future.



Retreat session focuses on cultural competency (*Strengthen campus commitment to diversity and inclusion*) – The fall 2015 print media retreat held Sept. 26 included a cultural competency training, for which the department partnered with some of the leaders of OIED — Dr. Tracey Ray, Dr. Jennifer Brown and Dr. Ashley Simons-Rudolph — that featured an “identity compass” activity that featured great conversation about individuals’ identities, diversity, privilege and more, and culminated with a Q&A session in which the guest trainers worked through both specific concerns about being culturally sensitive while reporting, but also on how to keep up with such competencies. Overall, the retreat was well-received and generated good feedback from a survey, in which nearly all respondents said it was either “somewhat helpful” or “very helpful.”

WKNC airs special Diversity Education Week program (*Strengthen campus commitment to diversity and inclusion*) – WKNC's weekly public affairs show "Eye on the Triangle" aired a special Diversity Education Week themed episode on Tuesday, Oct. 13 as part of NC State's 6th Annual Diversity Education Week. The hour-long program featured interviews about minority students and faculty at NC State, interviews with female faculty in underrepresented STEM majors, and other local news and features concerning diversity in education.

Bienvenidos continues into fourth year (*Strengthen campus commitment to diversity and inclusion*) – The Spanish language section Bienvenidos continued to publish every other week, running stories relevant to the Latinx and Hispanic community within and near NC State in both English and Spanish. Led by senior Emma Cathell, the group brought in more writers and more translators to help with the work than in past years.

WKNC continues to offer diverse programming (*Strengthen campus commitment to diversity and inclusion*) – WKNC's weekday schedule features program blocks of indie rock, electronica, hip-hop and heavy metal. Like many other noncommercial 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. 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. WKNC added a new world music program, “The Global Shift,” in November 2015.

Gilbert completes EOI training (*Enhance organizational excellence by creating a culture of constant improvement, Strengthen campus commitment to diversity and inclusion*) – To increase Student Media’s commitment to diversity, Student Media Associate Director Jamie Lynn Gilbert completed NC State's Equal Opportunity Institute. She focused her training on incorporating more inclusive language to recognize and respect diversity in gender identity and sexual orientation. Gilbert completed the 10 required courses for the program and an additional three courses to be recognized as a special recognition graduate. She will continue as an EOI graduate scholar.

Meder, Gilbert join GLBT advocate program (*Strengthen campus commitment to diversity and inclusion*) – Editorial Adviser Ellen Meder and Associate Director Jamie Lynn Gilbert both joined the GLBT Center’s Advocate Program, a new initiative intended to be a continuing education and engagement program for NC State faculty and staff. Director Patrick Neal became a GLBT Center Ally in 2012.

Student demographic data collected (*Strengthen campus commitment to diversity and inclusion*) – Beginning this year, student demographic data was collected using the university's Personal Information Form (PIF) that asked gender, race, and ethnicity questions. More detailed information is available in the programs section, but results found an under-inclusion of Hispanic/Latinx and no students who identified as American Indian/Alaska Native or Native Hawaiian/Other Pacific Islander.

Staff

Gilbert elected to three-year term with College Broadcasters Inc. –

Student Media Associate Director Jamie Lynn Gilbert was elected to a three-year term as treasurer of College Broadcasters Inc. Gilbert served two, three-year terms as secretary and in December 2015 was appointed to a one-year term as secretary to fill a vacant position. Gilbert will assume treasurer duties on December 1, 2016.

Meder tapped as judge by NCCMA – Ellen Meder continued her participation in the North Carolina College Media Association by serving as a judge in small school contest judging and additionally volunteered to improve the awards process by creating better descriptions for each category to provide both students and judges more details. She has also completed the College Media Association Adviser Certification at the National College Media Convention in Austin.

Gilbert added as speech communication textbook author (*Enhance scholarship and research*) – Student Media Associate Director Jamie Lynn Gilbert has been added as an author to a public speaking textbook. The 10th edition of *Speech Communication Theories and Practices*, published by McGraw-Hill Education, is used by more than 200 students each semester at Methodist University in Fayetteville, N.C. Gilbert revised the book's chapter on using web-based material for research and made source citation updates throughout the book.

Gilbert serves as production awards judge – Student Media Associate Director Jamie Lynn Gilbert again served as a judge for College Broadcasters, Inc.'s National Student Production Awards. She has done so each year since 2007.

Neal, Gilbert present assessment research (*Enhance scholarship and research, Deepen the culture of assessment throughout the Division*) – Student Media Director Patrick Neal and Associate Director Jamie Lynn Gilbert presented research on Student Media assessment at the National Student Electronic Media Convention. Neal's presentation focused on a *Technician* source survey he conducted to assess the credibility of the newspaper. Gilbert measured communication across multiple platforms based on a medium's social media presence.

Baker, Gilbert train on QuickBooks (*Enhance organizational excellence by creating a culture of constant improvement*) – Marketing Coordinator Krystal Baker and Associate Director Jamie Lynn Gilbert completed a two-day Intuit QuickBooks training course to learn the new software program. Gilbert also passed an exam to become an Intuit QuickBooks Certified User.

Recommendations and concerns for the future

While print advertising sales held steady compared to 2014-2015, it is clear that they will never return to historic levels. We must accept that reality and make adjustments accordingly. For that reason, we have moved the *Technician's* printing services to a new, less expensive web printer, and the *Technician* will reduce its print publication schedule to two days per week – Monday and Thursday – beginning in the fall of 2016.

Work on WKNC's long-term broadcasting infrastructure took a giant leap forward with the purchase of a new, HD-ready transmitter and installation of a new antenna array that will expand the station's coverage area toward Goldsboro and Rocky Mount, N.C. The final \$50,000 phase of the project to convert a production studio to a second, HD-2 broadcast studio is scheduled for 2018-2019, though that target date could move out into the future if the broader economy – and by extension, non-fee revenues – take a turn for the worse over the next two years. Ideally, we would like to complete that final phase using donated funds and are actively pursuing such funding with the help of the DASA Development staff.

Finally, we are requesting a fee increase in both 2017-2018 and 2018-2019 that we will devote to student wages at all of our organizations where there is an expectation that senior student staff members devote a set number of hours to their positions nightly or weekly; this includes all of our organizations except *Windhover*. It has been well over 10 years since Student Media students have received a pay increase of any kind, and over that time the most time-intensive positions at Student Media have long ceased to be competitive with jobs in both the private sector and at many other locations on campus. This has begun to affect our recruitment and retention, as students of limited means are unable to make a commitment to Student Media for financial reasons. This creates a significant barrier to entry that runs contrary to our longstanding commitment to being organizations where all students, regardless of background, have an equitable chance to participate.