

**NC STATE**

**STUDENT MEDIA**



Agromeck editor Amanda Pearlszig, Agromeck staffer Eliza Eisenhart, Technician editor Rachel Smith, Nubian Message editor Stephanie Tate and WKNC general manager Emily Ehling at the Student Media Open House during Wolfpack Welcome Week.

## 2016-2017 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 and Editorial Adviser Ellen Meder. The report was compiled and submitted on behalf of the department by Director of Student Media Advising Patrick Neal. Each item's alignment with the NC State and Division of Academic and Student Affairs strategic plans is noted in parentheses where applicable.*

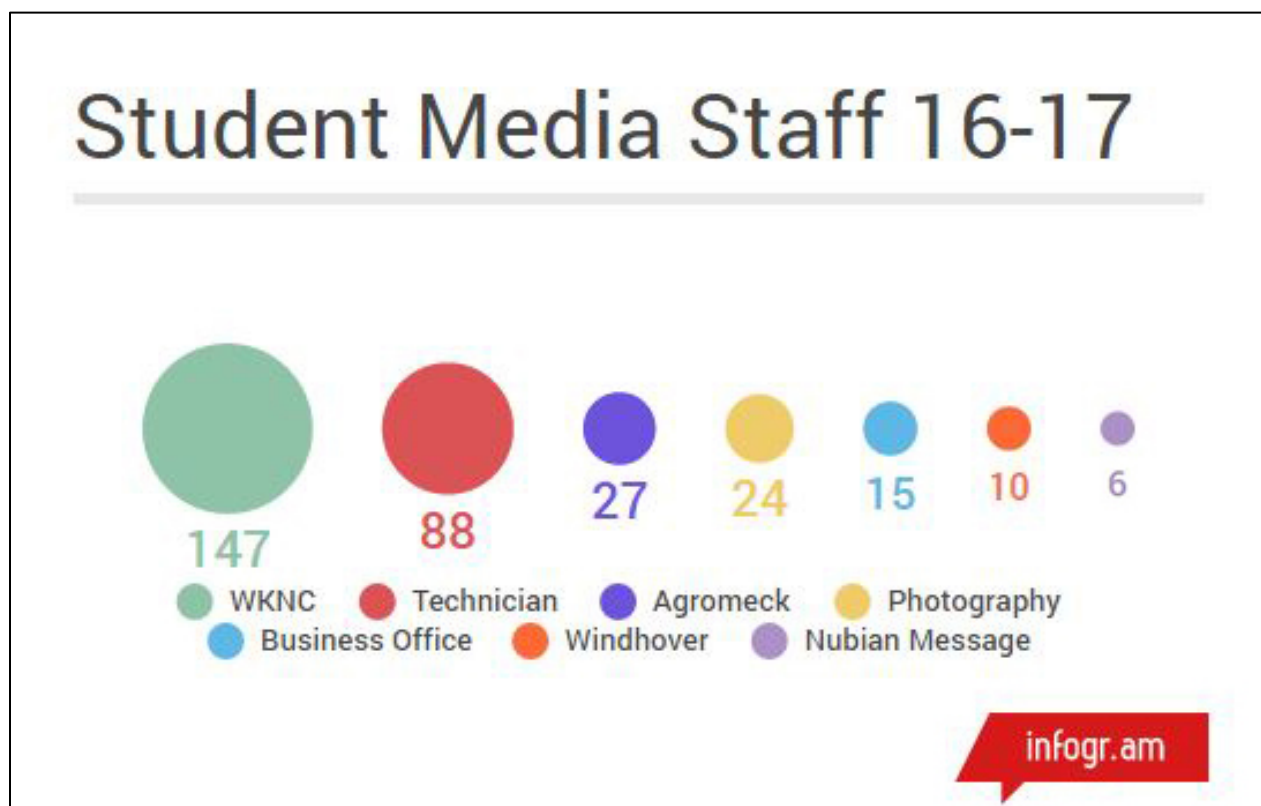
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## Programs & Participation

**Student Media staff at over 300** (*Ensure sustainability, Strengthen campus commitment to diversity and inclusion*) – 317 students spent time with one or more Student Media organizations at some point during the 2016-2017 academic year. That marks an 11 percent decrease from the 357 students in our records in 2015-2016, but it is still substantially higher than the 260 students participating in 2014-2015. (Duplicate students are filtered from these results, with students holding multiple positions counted in their primary medium only. Only students completing paperwork to be a paid or volunteer staff member are counted.)

Agromeck saw the largest increase in staff size, up 69 percent from 16 staff members in 2015-2016 to 27 in 2016-2017. Windhover added two staff members for a 25 percent increase. WKNC, the largest media group, also saw a 9 percent increase. All other groups decreased in size.



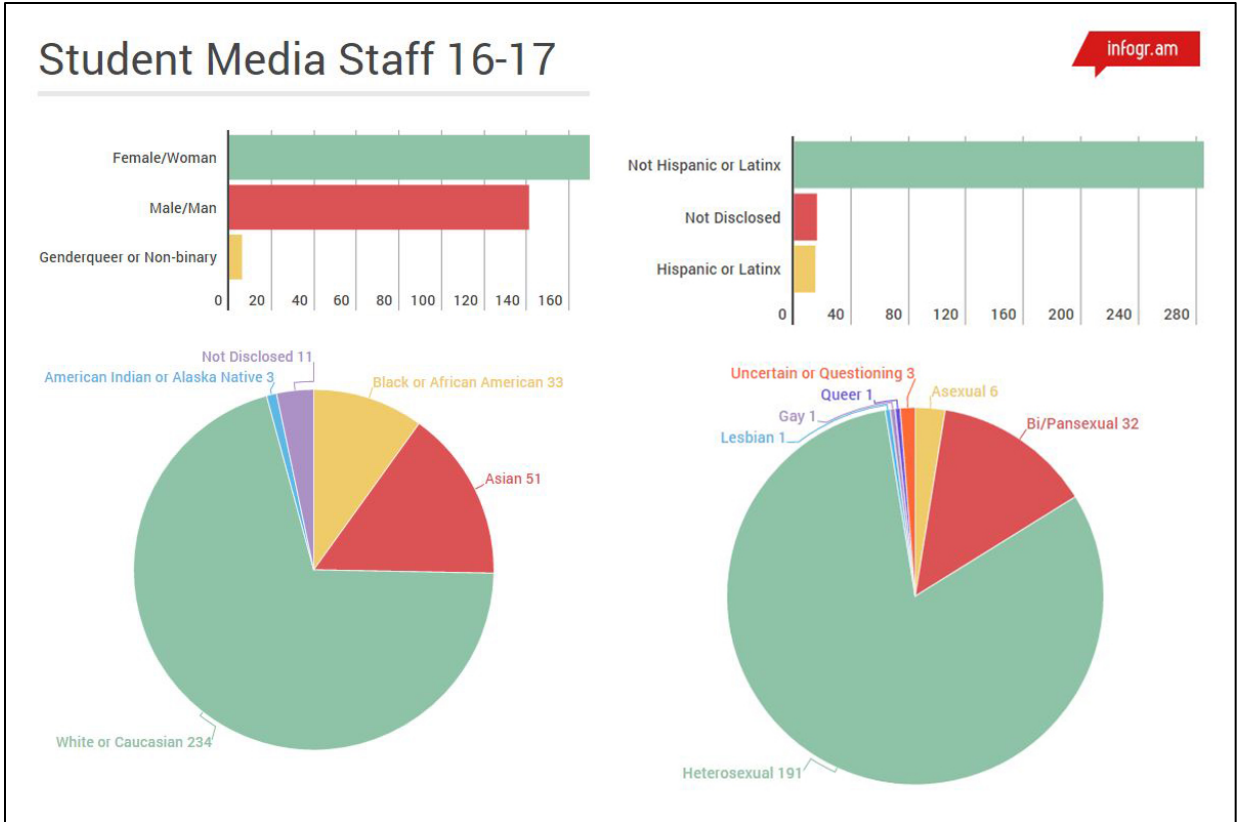
Efforts were augmented this year to capture demographic data about our student employees and volunteers. Starting in late summer 2016 data was collected using a custom form asking about gender, race, ethnicity and sexual orientation. The staff's female representation has increased slightly from 2015-2016, with 54 percent identifying as female/woman and 44 percent identifying as male/man. Fall

2016 enrollment reports from the Office of Institutional Research and Planning show the student population is 55 percent male, so females are actually over-represented in Student Media. Two percent of students identified as genderqueer or non-binary. This was not an option on the university's Personal Information Form (PIF), which was used last year to collect information, so this is the first time a non-binary gender has been recorded.

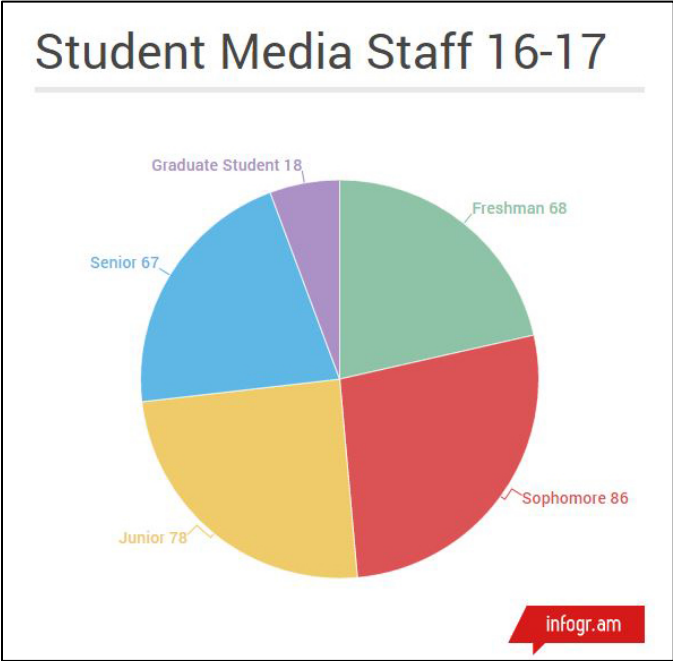
Student Media made a little progress toward increasing racial diversity among its staff. The number of students who identify as white or Caucasian dropped from 72 percent in 2015-2016 to 71 percent in 2016-2017. It should also be noted that last year in the PIF students were asked to select their primary racial self-identification. Four percent of students in 2015-2016 selected identifying with two or more races, but the individual identities were not recorded. Anecdotal evidence showed other students with two or more races selecting one as their primary identification. This year, students were asked to select as many options as applied to them. Therefore, the comparison numbers may be skewed.

The University population remains 66 percent white, so whites continue to be overrepresented in Student Media. Asian Americans and blacks/African Americans were also over-represented at Student Media at 15 and 10 percent of staff, respectively, compared to five and six percent of the University population. Even excluding the staff of Nubian Message, our biweekly African American newspaper, an eight percent black/African American representation at Student Media is still higher than the six percent on-campus rate. Five percent of students identified as Hispanic or Latinx, which is slightly higher than their four percent representation on campus. Three students identified as American Indian/Alaska Native. No students identified as Native Hawaiian/Other Pacific Islander. Eleven students did not disclose their race.

For the first time, Student Media asked students to identify their sexual orientation. Sixty percent of students identified as heterosexual or straight. Fourteen percent chose an LGBTQA+ identity, with 10 percent of the total identifying as bisexual or pansexual, two percent as asexual and one percent as uncertain or questioning. Less than one percent identified as lesbian, gay or queer. Twenty-six percent of students either selected prefer not to disclose or completed paperwork before the information sheet was available in summer 2016. As there are not official campus statistics at NC State, there is no way to correlate these numbers to the campus population.



Student involvement was also tracked by class. The number of freshmen, sophomores, juniors and seniors was consistent with the previous year, each group representing 21-27 percent of the total staff for each group. Graduate students comprised six percent of the staff.



## **Highlights from the 2016-2017 Student Media Recruitment and Retention Report included the following:**

- 313 individual students expressed interest in at least one medium during the official recruitment period, defined in this report (as in the past) as including Orientation, Campus Connections I and II and the Student Media Open House. That is down a little from last year's 337, but still up from 2014's 231, but below 2013's 378. It is also below our 10-year average of 348.
- There were 354 different contact points amongst those 313 students.
- Of those, 39 students expressed interest at more than one event. Those students who we had more than one contact with were 90 percent more likely to become a part of Student Media.
- We reached 162 freshmen during New Student Orientation (down from 206 in 2015, but still above 117 in 2014 and 212 in 2013). We also reached 15 transfer students during orientation sessions, down from last year's 24, but the same as in 2014. Seven students' class and transfer status were unknown.
- We reached 72 students at the Campus Connections I Information fair, well above last year's 43 students and 2014's 54. We had interest from an additional 14 students at the Campus Connection II info fair a month later. Of those students, 55 were freshman, seven were sophomores, eight were juniors, eight were seniors and eight were graduate students.
- Student Media Open House was a little depressed this year with 76 individuals attending, down from 117 last year, but on par with 2014's numbers. For that event, 59 of the 76 individuals expressed interest in more than one outlet, likely because all outlets used the same Google Form that showed all options. Also, 31 of the 76 individuals, or about 40 percent, of the open house attendees joined at least one medium's staff. That's up from last year's 25 percent and a four-year high.
- Student Media did not have a presence at Packaplaooza this year, as it was not particularly successful in past years and groups were discouraged from using it as a recruiting tool.
- Sixty students who expressed interest in Student Media during recruitment joined staff in the fall. That's about 19 percent of the total who expressed interest, which is up from 13 percent, 12 percent and 12 percent in the previous three years respectively. In all, 49 of those new staff members were retained through the academic year, still up slightly from 45 hired and retained last year.

- Out of the 339 students in our records this academic year, the 60 who showed interest during official recruitment and joined staff accounted for 18 percent of the entire staff. That proportion is up from the past two years (16 percent and 12 percent) but not to the four-year high of 21 percent in 2013.

**Recruitment and Retention Conclusions and Improvements included the following:**

- Create and host events that specifically target the friends of existing staff members. Experimenting with “bring-a-friend” nights that include some sort of incentive for both the staff member and the friend who will get the pitch to join Student Media could really help, as that is by far the most common reason staff members find their way to an outlet and could potentially be boosted.
- Potentially work on the relationship with New Student Programs and request a more visible location in the crowded information fair during New Student Orientation.
- Work to better advertise the Student Media Open House, particularly on social media and by getting staffers to share it on their personal social media accounts. Maybe come up with some sort of new “gimmick” to make it stand out during a very busy week of activities.
- Like last year, better execution of getting all students working for some outlets to fill out necessary paperwork. This could include a more thorough checking of bylines/photo credits and a confirmation with all senior staff members that their staffs are accounted for in paperwork (primarily a problem in Technician and Nubian Message).
- Get all outlets using similar systems to track outlet-based recruitment efforts to see which work best and share those techniques with other outlets.

Student Media's full 2016-2017 Recruitment and Retention Report is included as an appendix to this report (Page 34.)

**Fall 2016 academic summary** – At the end of fall 2016, Student Media had 273 students in our records, including volunteers. This number is two students higher than in fall 2015. There were 204 students (75%) with a 3.00 or greater cumulative GPA. There were 99 students (36%) with greater than a 3.50 GPA for the semester, qualifying them for the University’s Dean’s List. There were 27 students (10%) with a 4.00 GPA or higher for the semester and 16 (6%) with a cumulative GPA of 4.00 or higher. There were five 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: three had below a 2.50 for the fall 2016 semester (down from 12 in fall 2015); zero had below a 2.50 cumulative (down from six in fall 2015), two had a 4.00 or higher for the semester and one maintained a 4.00 or higher cumulative.

**Spring 2017 academic summary** – At the end of spring 2017, we had 301 students in our records. This number is 36 lower than in spring 2016, an 11 percent decrease. There were 226 students (75%) with a 3.00 or greater cumulative GPA. There were 138 students (46%) with greater than a 3.50 GPA for the semester, qualifying them for the University's Dean's List. There were 36 students (12%) with a 4.00 GPA or higher for the semester and 22 (7%) with a cumulative GPA of 4.00 or higher. There were five 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: five had below a 2.50 for the spring 2017 semester; zero had below a 2.50 cumulative, four had a 4.00 or higher for the semester and two maintained a 4.00 or higher cumulative.

**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 2016-2017 is attached as part of this report (Page 32) and can also be found at <http://studentmedia.ncsu.edu/web/uploads/awards1617.pdf>.



# Income & Expenditures

## **Student Media ends FY2016-2017 with a solid surplus** (*Ensure*

*sustainability*) – Student Media as a whole finished the year with a budget surplus of about \$45,300, as compared to the balanced (zero) budget forecast for the year. (The year-end breakdown by organizations may be found on Page 31.) Of particular note:

- While Student Media as a whole exceeded its non-fee revenue goal by about \$12,700 (5 percent), traditional print ad revenues continue to fall at Technician. Income for 2016-2107 came in about \$28,000 (27 percent) short of our \$160,000 goal. Excluding magazine income (see Page 10) and some \$18,000 ads contributed in-kind to campus organizations or otherwise traded (see Page 11), we sold about \$100,000 in ads for the regular print edition.
- Agromeck ended the year with non-fee income of about \$39,600, which put it at 151 percent of its goal of \$26,200 for the year. While about \$8,000 of that is attributable to a payment that was meant for FY2015-2016, that is still about \$5,300 above projected income. We were \$3,000 over in ad sales (\$15,000 sold vs. \$12,000 budgeted), and the rest came from book sales above 200 (see Page 12). On the opposite side of the ledger, Agromeck's leadership development expenditures came in at 44 percent of the total budgeted, as the yearbook was budgeted to take three people for the Associated Collegiate Press convention and only took two. That expense was also lower because they (and the other groups sending students) drove to Washington, D.C., instead of flying.
- Nubian Message's non-fee income of about \$5,700 established a new revenue benchmark for the publication, and put them at 258 percent of its goal of \$2,200 for the year. Of particular note: That \$2,200 took into account the Nubian's share of the Orientation magazine income (see Page 10) and forecast no additional ad sales given the Nubian's recent sales numbers. With \$3,500 in ads sold for the year, the Nubian established its potential as a publication attractive to our clientele. With regard to expenditures, the Nubian spent some \$480 on supplies -- the vast majority of that on fonts for its logo -- which was almost 10 times what was budgeted, but in the grand scheme of things isn't a large overage at all.
- Windhover changed its entire fiscal outlook by implementing a competitive bid process for its 2016-2017 printing. At about \$7,900, its current services

budget was less than half the nearly \$16,000 budgeted at the beginning of the year.

- In General Administration, current services expenditures came in about \$15,000 over budget due mainly to about \$6,000 in Orientation magazine printing being paid in FY2016-2017 (as well as the 2016 Orientation magazine) and about \$5,000 in unbudgeted newspaper bin upgrades and repairs. Also, fixed charges are over budget because we originally budgeted for the individual groups to pay for their own Adobe Creative Cloud licenses, but General Administration absorbed that cost. That resulted in commensurate decreases in all of our print organizations' fixed costs.

### **Switching printers, publication schedule a game-changer for Technician**

*(Ensure sustainability)* – Perhaps the year's biggest success story with regard to Student Media's overall sustainability was the Technician's move to a new schedule, format and printer. The cost savings were enormous. It cost us nearly \$137,700 to print Technician four days per week at the News & Observer in 2015-2016. This year, at Triangle Web, it cost us about \$39,700 to print twice per week at the new size. So we saved nearly \$100,000 on our largest single non-personnel cost for the year and will continue to enjoy those savings each year moving forward. Cost aside, the print quality and customer service we're getting from Triangle Web is so much better than the N&O, it's almost impossible to compare the two.

**Magazines Generate New Revenue** *(Ensure sustainability)* – Student Media printed its first magazine with the 2016 Orientation issue. The switch from traditional newsprint tab to a glossy magazine brought in an additional \$10,000 in revenue as compared to the most successful traditional newsprint Orientation issues published previously. Student Media printed three other magazines this year designed by the business office to supplement Technician's revenue: Near NC State Living, Near NC State Healthy Living and Near NC State Top 40. The Near NC State Living replaced our traditional newsprint tab housing guides. Near NC State Healthy Living was a new topic and was very well embraced by the campus community. We partnered with University Recreation, the Counseling Center, University Dining, the Office of Sustainability and University Transportation to provide the content for the magazine. University Recreation also helped to distribute the magazines at its Wellness Fair in February by placing a copy in each welcome bag. Near NC State Top 40 was a "Best Of" edition with students, faculty, staff and community members voting online for their favorites from professors to burgers to outdoor spaces. Our original, overall goal was for the glossy products to make \$30,000 in gross revenue for the Technician with

overall project costs of about \$15,000 based on three magazines. Instead of doubling our money, we more than tripled it, making \$47,923 in gross revenue for all of our organizations with total production costs of \$14,544 for five magazines. A breakdown of revenues and expenditures for each edition follows:

	<b><u>Income</u></b>	<b><u>Costs</u></b>	<b><u>Profit</u></b>
<b>Orientation<sup>1</sup></b>	\$24,875	\$6,110	\$18,765
<b>Living Guide<sup>2</sup></b>	\$12,538	\$3,978	\$8,560
<b>Healthy Living<sup>2</sup></b>	\$7,125	\$2,967	\$4,158
<b>Top 40<sup>2</sup></b>	\$2,510	\$1,156	\$1,354
<b>DBB<sup>3</sup></b>	\$875	\$333	\$542
<b>TOTAL</b>	<b>\$47,923</b>	<b>\$14,544</b>	<b>\$33,379</b>

<sup>1</sup> Printing costs paid by General Administration

<sup>2</sup> Printing costs paid by Technician

<sup>3</sup> Printing costs paid by WKNC

**2017 Agromeck exceeds sales goal** (*Ensure sustainability*) – The 2017 Agromeck totaled 336 pages. It was completed and submitted to the publisher March 3 and was delivered April 14. We sold 230 books, exceeding our internal sales goal by 30 books. More than two-thirds (73%) 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 300 to 250.

**Student Media awards \$10,000 in campus sponsorships for 2016-2017** (*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 10 applications and awarded advertising credits to each organization. Organizations that received advertising credits included the Pre-Veterinary Medical Association at NC State, Pencils of Promise at NC State, Delta Gamme, the Video Game Development Club at NC State, St. Jude Up 'til Dawn, EKTAA (South Asian student organization), Women in Computer Science at NC State, NC State Sailing, the Bahai Club at NC State and Net Impact.

**WKNC raises \$8,000 at Double Barrel Benefit 14, debuts Double Barrel magazine** (*Ensure sustainability, Enhance organizational excellence by creating a*

*culture of constant improvement*) – WKNC raised \$8,000 from its Double Barrel Benefit 14 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 Yep Roc Records, PBR and Raleigh Screen Print. WKNC partnered with the Business Office this year to publish its first Double Barrel magazine, which had a \$500 profit. Money raised from events like this account for about 12 percent of WKNC’s annual operating budget.

**\$3,100 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 \$1,700 from May 1, 2016-April 30, 2017 in sales of merchandise and registrations for its Radio Ride. Agromeck sales from the e-store totaled about \$1,100. These totals are not all profit, as sales tax and shipping costs are also collected and a three percent fee is charged for using CASHNet.

## Initiatives

**Technician takes giant steps forward on digital, breaking news with change to print publication schedule** (*Enhance organizational excellence by creating a culture of constant improvement*) - The 2016-2017 academic year brought a host of significant changes for the Technician. The most significant changes, and the publication's responses, are highlighted below:

- The most profound change Technician dealt with in 2016-2017 was the change to its print publication schedule. Transitioning from publishing a print product four days a week to two — Mondays and Thursdays — was a big change up with little lead time for the staff to plan. The team, lead by Editor-in-Chief Rachel Smith and Managing Editor Kelly McNeil, hit the ground running in changing the format of the paper to a modified tabloid over the summer, giving the paper a facelift to go with the other changes. Adapting to having a “cover” instead of a “front page” was a major part of that, but also helped the team focus on what articles and photos were really the most newsworthy and of most interest to their readers.
- In addition to saving funds on printing costs (see Page 10), the shift to a twice-weekly print schedule really pushed the Technician staff forward in thinking of their news organization as a true web-first publication. This year the staff got in the groove of having two “web nights” where staff still came into the office and worked on and edited content that would go up on the

website and social media only. This helped move the collective mentality a step closer to always getting news, regardless of how breaking or timely it was or wasn't, online first since that is where half of Technician's readers interface with the content.

- Over the course of the year that instinct and execution of prior planning improved immensely. The team went from hardly knowing what to do when news of the racist GroupMe scandal broke (holding back content, poor communication, confusion over who to contact and letting loads of time pass without giving readers any information on a developing situation) to snapping into action at the first hint of a breaking story when editors caught wind of the large downtown Raleigh fire March. The team successfully communicated with each other about what needed to be done, who was doing what, what the posting goals were and had members of the team safely operating to get reporting, photos and video from multiple locations, with backup from the newsroom, too.
- Additionally the team did much better with integrating discussion about how to make content inclusive of all people on campus after having some difficult discussions with their Nubian Message counterparts after the GroupMe story and several Black Lives Matter protest articles fell incredibly short of where they should have been. Considering each story from other's points of view became a more integral part of the assigning and editing processes thanks to the hard work of several section editors. Both Bienvenidos, the Spanish language section catering to Latinx and Hispanic students, and the Ivory Belltower, the satire section, continued this year, providing variety and different views to the paper.
- Once again, producing themed issues with all kinds of content looking at a central theme from many perspectives was a big priority for the Technician team, and they expanded the mission. Special issues of the year including a Move-In Issue, a Drug Issue, a Voting Guide, a STEM issue, a satirical "Serious Issue" (drafting off of work from several decades ago), a memorial Our Three Winners issue and a Food Issue. The leadership team worked well together to plan these far in advance to improve the quality of content and the look of each themed issue, and by the end of the year showed mature decision-making skills in which topics they selected, keeping serving readers as the top priority. That paid off, with a lot of positive feedback on the themed issues.
- Additionally, Smith made it a top priority to give the Technician website a major update to match the new feel of the print product, especially since the old website was modeled off of the old print layout. She worked with

our CMS provider TownNews and our IT Manager Doug Flowers to switch Technician over to a slightly different TownNews product and worked diligently to create a look that fit with the more modular, simpler, modern vision she had in mind. The results felt much more fresh and dynamic, and fit incredibly well with a platform that is now responsive, leading to a vastly better looking mobile site that drives a fair bit of traffic.

**WKNC adds HD radio signal** (*Enhance organizational excellence by creating a culture of constant improvement*) WKNC celebrated its 50th anniversary as an FM radio station by adding an HD radio signal. The station will eventually launch a WKNC HD-2 subchannel and web stream, allowing it to expand its program offerings. Another \$50,000 project to convert a production studio to an HD-2 broadcast signal is set to be completed over the next three years.

**Nubian Message sees broad improvement in "rebound year"** (*Enhance organizational excellence by creating a culture of constant improvement*) – This year, under the leadership of Stephanie Tate, Nubian Message improved by leaps and bounds. Having a successful round of recruitment to start the year, resulting in a small but dedicated and very consistent staff throughout the year was a major accomplishment for the publication. By working closely with the editorial adviser to schedule trainings, Tate was able to get her staff in a much stronger place as far as reporting skills go, which resulted in much more consistent and quality news coverage. Given that there were few returning members of the staff and almost none had previous writing experience, this was a major accomplishment. Tate also hand recruited and trained two layout designers, a position the paper long needed, and helped retain them all year. This added a great level of continuity to the look of the paper, elevating it to a more professional level and allowing the editor and managing editor to focus on the quality of the reporting and managing their staff, not moving articles around late into the night during production. This move, as well as integrating the whole staff into the workload of production nights, greatly increased the publication's efficiency over the course of the year. The publication also gained a great balance of coverage between news, features and opinion, which had not really been present in years past, with each section's content improving greatly each issue. The team also came up with a new feature called "Blackademics," which highlighted a black professor in each issue and was incredibly well received in the community, as were several themed issues, including a Symposium edition, a voting guide and a sex issue. Difficult and important coverage included the school-to-prison pipeline, voting rights, sexual assault and an incredibly diverse array of community and cultural coverage for multiple marginalized populations on campus. Nubian's strongest reporting of

the year came in the fall semester when news broke of a racist GroupMe thread amongst NC State freshman that was going viral on social media and highlighting long festering wounds in the campus community. The Nubian team came together to create the best, most comprehensive coverage of the situation, reaching out to all parties involved — students who said hurtful things, students who were hurt and the campus administration — and despite having a small staff got their work out the fastest, filling a real information void on campus. In the days and weeks following the situation the Nubian team continued to follow up with online coverage and did an excellent job with covering the resulting Racial Climate Townhall meeting, including live Tweeting the event, providing a much-needed service to their readers. The team maintained the highest journalistic standards, carefully negotiated being students with their own feelings and reactions while reporting objectively and telling others' stories, and proved once again the immense value in having a newspaper dedicated to serving the African-American community at NC State. Coming off of this high-quality coverage, the Nubian Message leaders and writers reached out to the leadership of Technician and took the experience a step further by sitting down for a very productive discussion of why Technician's coverage was not only journalistically incomplete, but hurtful and insulting to many members of the black community. The Nubian team did not have to partake in this initially tense but ultimately fruitful discussion, but they took it upon themselves to better all of Student Media and help their sister publication move forward with better, more diverse, more inclusive coverage.

**Nubian Message goes digital** (*Serve the University*) – The NCSU Libraries has released a fully searchable digital archive of the Nubian Message, NC State's voice of the black student experience. Through a partnership with NC State Student Media, back issues from the newspaper's initial issue in 1992 through 2005 are online through the Libraries' Rare and Unique Digital Collections. These collections represent campus and student life and include the Technician newspaper and the Agromeck yearbook (both digitized through 2005) as well as university history images. The Nubian Message addition consists of over 200 issues of the newspaper, comprising over 1,700 pages of content held in the Special Collections Research Center.

**WKNC launches new podcast offering legal help for students** (*Serve the University, Enhance organizational excellence by creating a culture of constant improvement*) – In July 2016 WKNC launched the new podcast "Legal Werk," featuring in-depth interviews with lawyers from NC State University Student Legal Services. The podcasts address issues commonly faced by students, such as

getting stopped by police and personal protective orders. Episodes are broadcast on-air, as part of the weekly public affairs program “Eye on the Triangle,” and podcasted via iTunes. WKNC also launches a general education podcast, “Gen Ed,” and the “FemRock” music podcast in 2016-2017.

**Technician, Nubian Message, Windhover and Agromeck staffers attend 2016 Associated College Press Convention; student leaders and staffers present sessions.** *(Enhance the success of our students through educational innovation/Expand access to high impact educational programs and practices) –*

Five members of the Technician staff, two members of the Nubian Message staff, one member of the Agromeck staff and one member of the Windhover staff attended the Associated Collegiate Press ‘s National Convention in Washington, D.C. Oct. 20-23. Attendees included Technician Assistant News Editor Jonathan Carter, Co-Features Editors Samuel Griffin and Maddy Bonnabeaux, Bien Venidos editor Inez Nicholson, and Social Media Manager Kai McNeil; Nubian Message Editor-in-Chief Stephanie Tate and managing Editor Anahzsa Jones; Windhover Editor-in-Chief Nikita Chintalapudi; and Agromeck Promotions Manager Molly Donovan. Accompanied by Editorial Adviser Ellen Meder, Annual Publications Adviser Martha Collins and Photography Graduate Adviser Luis Zapata, the group attended many sessions on topics ranging from design and increasing social media presence to covering sexual assault on campus and photo journalism ethics. The conference keynote speakers Donna Brazile, of the Democratic Elections Committee; Bob Woodward, award-winning investigative journalist from the Washington Post; Edward Snowden, Freedom of the Press Foundation and former NSA intelligence officer; and Jose Antonio Vargas, #Emerging US and Pulitzer Prize winning journalist. Collins and Donovan presented two sessions, “Story Busters: Where to Start, Who to Call and What to Ask” and “Team Building: Recruitment, Retention and Relationships.” Tate and Nicholson also created a session of their own for the conference, with some guidance from Meder, entitled “Paths to giving a voice to the voiceless: publications by and for minority students.” The presentation was well attended and looked at why underrepresented groups distrust mainstream media outlets and how they’ve been let down by them, but also ways that outlets can push forward with serving these populations better, including creating and running niche sections like Bienvenidos and publications like Nubian Message. As a team they were also able to obtain \$500 of grant funding from the Office of Undergraduate Research to offset the cost of adding two additional students to the conference. All three student presenters represented NC State extremely well, imparted some hard-earned wisdom and sparked a lot of important discussion. McNeil participated in



the event's Photo Shoot Out and won second place. Collins assisted with yearbook critiques and Meder with the newspaper critiques on Friday afternoon of the convention. Apart from the conference activities themselves, Meder arranged a Capitol tour for the group, through Congressman David Price's office and all of the students were able to capitalize on the free passes to the Newseum provided by the conference. 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.

**WKNC staffers lead sessions at CBI Philadelphia** *(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 fifth annual National Student Electronic Media Convention Oct. 20-22, 2016 in Philadelphia. CBI Philadelphia featured more than 100 breakout sessions and brought nearly 500 students, advisers/managers and professionals to Philadelphia for the three-day event. General Manager Emily Ehling received an NC State undergraduate travel award to present the session "Student Perspectives on Training" with WKNC Special Projects Coordinator Yvonne Chazal and Mason Kilpatrick, station manager of KJHK at University of Kansas. The group discussed how to train and retain student staff at student electronic media outlets. Ehling and Student Media Associate Director Jamie Lynn Gilbert led the session "Social Media for Student Media" with Dan Kimbrough from Misericordia University and Steven Hames of Berry College. Kaanche Gandhi, WKNC's media correspondent, also received an NC State undergraduate travel award for "Zines 101." Gandhi and Nathan Hewitt, general manager of WRFL at University of Kentucky, demonstrated how attendees could create their own station zines. Gandhi edited the first two editions of WKNC's zine "Bad Words (and other things you can't say on the radio)."

**NC State students travel to 2017 CMBAM Conference** *(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)* – Three NC State students from the Student Media Business & Marketing Office attended the College Media Business and Advertising Managers spring conference in Fort Worth, Texas, March 29-April 1, 2017. 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 Deja Richards, Student Marketing Manager Katlyn Benton, media consultant, Catherine Wetherington and their adviser, Business and Marketing Manager Krystal Baker.

**Agromeck, Nubian Message and Technician staffers gather for combined fall retreat** (*Enhance organizational excellence by creating a culture of constant improvement*) – Ellen Meder and Martha Collins organized another day-long fall training retreat for members of the three print publications, drawing 50 students this year. Guest speakers from within the university and the media world gave presentations on features writing, political reporting, photography skills, design planning and copy editing, and students had opportunities to get to know each other and bond across outlets. A team from the Office of Institutional Equity and Diversity, including Dr. Tracey Ray and Brittany Hunt, lead a really fruitful Identity Compass activity and discussion about cultural competency and inclusion that all retreat survey respondents rated as either “very helpful and interesting” or “somewhat helpful.” Of 17 respondents to the retreat survey, 15 rated the training opportunity as either “very helpful” or “somewhat helpful,” and all gave good feedback on which components of the day were most helpful to the work they do.

**SCJ members attend Biennial gathering** (*Serve the University/Enhance the success of our students through educational innovation/Expand access to high impact educational programs and practices*) - NC State Society for Collegiate Journalists Chapter Adviser Martha Collins attended the biennial convention in Atlanta Oct. 25-26 with student members Inez Nicholson and Rachel Smith. Collins led the contest committee discussion and Nicholson was a member; Smith was assigned membership on the bylaws committee. Both committees made recommendations to the student chapter attendees and the National Council for changes/revisions. The bylaws recommendations revised the oath students take during their Initiation Ceremony; the contest recommendation to change the annual National Contest from a calendar year to an academic year was supported overwhelmingly by the student members, but was tabled for further discussion at a later date due to resistance by National Council members and a majority of adviser attendees. The keynote speaker was Mary Beth Tinker, an American free speech activist known for her role in the 1969 Tinker v. Des Moines Independent School District Supreme Court case. Collins and Smith also attended an SCJ session featuring Frank LoMonte of the Student Press law Center and Mary Beth Tinker.

**Agromeck staffers attend leadership retreat on the coast** (*Enhance the success of our students through educational innovation/Expand access to high*

*impact educational programs and practices*) – Editor-in-chief Amanda Pearlschwig, photo editor Bryan Murphy, Digital Content Specialist Meredith Wynn, and Student Media Photographer Kai McNeil attended Agromeck's annual leadership retreat May 16 - 20 at Bald Head Island, North Carolina, with Photography 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, team-building/bonding and staff development, and Agromeck and NC State history. The team selected the 2017 book's theme and had coverage brainstorming sessions.

**Newspaper training opportunities revamped for 2016-2017** (*Enhance organizational excellence by creating a culture of constant improvement*) – Editorial Adviser Ellen Meder had another year of ramping up training opportunities for newspaper staffs. In the fall semester about 55 individuals attended at least one training with nine different types of trainings offered. In the spring about 40 students attended at least one training, and Meder expanded the options to include 11 training session types: news writing, Reporting 101, features writing, opinion writing, copy editing 1, copy editing 2, copy editing for photographers, copy editing for sports, event coverage, design principles and incremental reporting. Some highlights:

- The incremental reporting training proved the most useful and necessary for both staffs to learn the basics of how to report incrementally during a breaking news situation, the pros and cons of getting things out quickly on social media and the websites, and to have good discussions about their plans and how they should make decisions when breaking news inevitably occurs. Initially this training was just for leaders of both outlets, but after beefing it up it was expanded to all staff members. That was an important step because in a breaking news situation an outlet needs all hands on deck and you have to be able to operate using any and all staff members, not necessarily the most experienced amongst the team.
- Trainings for Nubian Message are now held immediately after the staff's weekly meetings, and sometimes during the 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. Nubian had the highest rate of staff members who came to multiple trainings and it really showed in the quality of the reporting, writing and editing this academic year.
- The final training component for most staff members is a review session with an adviser to cap off their correspondency period before becoming a

paid staff member. This protocol was in its second year this year for writers, photographers and videographers and really was optimized to improve students' skills. Between Meder and photo adviser Luis Zapata, these sessions have ensured that all of the odds and ends have been covered and that each staff member has gotten some one-on-one attention from a professional staff member. The photo staff also began completing a Photo Manual Quiz this year as part of the meeting, and has helped identify potentially concerning knowledge gaps for photojournalism ethics and equipment usage. This is helpful not only in improving their work and providing both positive feedback and critique, but it has really improved staff members' inclination to reach out for additional help down the line. Building this into the process has improved the quality of work from paid staff members immensely at both publications.

- Additionally, for the first year Meder held a Senior Staff retreat for the Technician team before the start of fall classes, similar to the Business Office and Agromeck staffs', on campus and in the JC Raulston Arboretum. With sessions and discussions on the publication's goals, breaking news reporting, cultural competence and leadership skills, plus some hard skills trainings like copy editing and web posting protocol, the two-day "boot camp" was a success at getting the 20-person team on the same page to start the year. One of the most helpful and important sessions was a discussion with Andy DeRoin of the GLBT Center about how to better report on diverse populations and what the very real consequences are when reporters, photographers and editors are not educated, thoughtful and deliberate with their reporting on people who may be different than themselves. Andy relayed helpful tips from the Women's Center as well.

**Agromeck hosts fall, spring senior portrait sessions** (*Ensure sustainability/ Serve the University*) – 483 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 a decrease over the 506 seniors who had their portrait taken for the 2016 Agromeck.

**Windhover hosts release party for 51st edition** (*Serve the University*) – The 2017 edition of Windhover totaled 96 pages. It was submitted to the publisher in March and 1,400 copies were delivered April 11. The April 21 release party drew more than 100 people to Artspace in downtown Raleigh and featured performances by both student artists and WKNC DJs. Food was donated by Irregardless Cafe.

**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 Faye and Pinky Verde on Aug. 15. The Fridays on the Lawn fall series included a Sept. 30 date with Soccer Tees and Nov. 4 with Real Dad and UVB-76. The spring FOTL series was March 24 with Truth Club and Owen Casey, April 8 with Naked Naps and Cosmic Punk, and April 28 with S.E. Ward and Al Riggs and the Big Sad.

**Agromeck 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, Agromeck Digital Content Specialist Meredith Wynn developed a comprehensive social media strategy to better manage the group's social media presence. The strategy will be updated at least once per year.

**WKNC reaches 10,000 Twitter followers** (*Enhance organizational excellence by creating a culture of constant improvement*) – WKNC's Twitter account reached its 10,000th follower on Dec. 5, 2016. The student-run radio station joined Twitter @WKNC881 and launched a Facebook page in February 2009. According to social media analytics tool Tweetchup, @WKNC881 averaged 4.5 tweets per day from Dec. 1, 2015-Nov. 30, 216. WKNC's tweets were favorited 2,131 times and retweeted 202,775 times during the same time period.

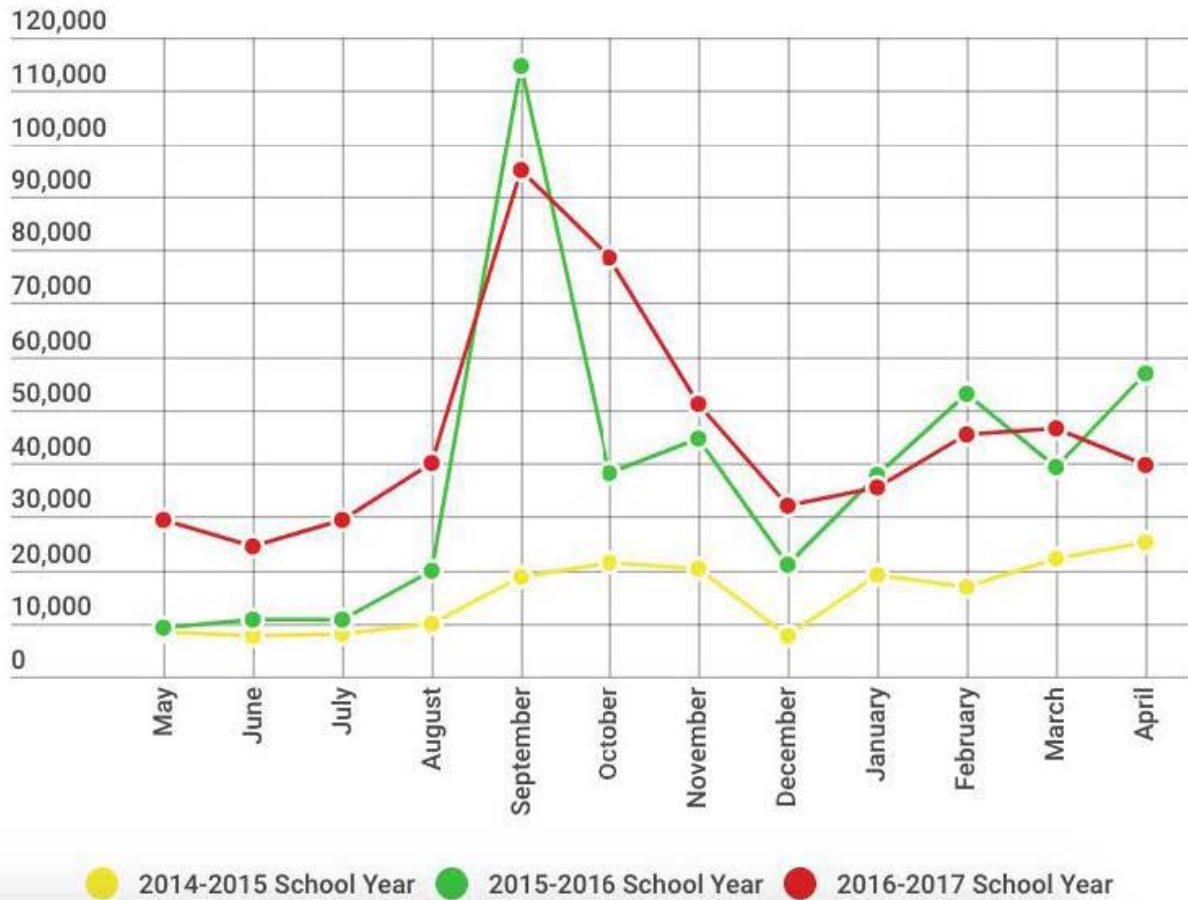
**Technician, Nubian web traffic continues to increase** (*Enhance organizational excellence by creating a culture of constant improvement*) - Both newspapers saw significant increases in web traffic in 2016-2017.

- For the second consecutive year the Technician's work to get quality content online quickly and out to readers via social media yielded dividends for the fall semester: from fall 2015 to fall 2016 the staff nearly doubled the average sessions per day on TechnicianOnline.com. And while the spring semester was down ever so slightly from the previous year, that is due in part to a lack of really large breaking stories. Users per month were on par with the previous year as well, despite some difficulty executing the social media strategy at some points during the year. Based on the sessions per day and users per month, along with the return rates on the 5,000-paper runs twice a week, Technician is likely now reaching more of its readers online than in print.
- Due to high quality coverage in the fall semester Nubian saw an explosion of web traffic, with a much larger portion of the sessions coming from

social media referrals, more than doubling the average sessions per day from the year before. That came to a head in September when the team set a high water mark of 5,598 individual users in the month. While Nubian traffic fluctuates strongly based on social media traction, many lessons were learned this year about how to take the newfound print continuity and transition it to the web posting and social media strategies to even out the online readership. Currently the Nubian team is exploring additional production software that could help with automating part of the posting process.

The following charts (Pages 23-26) detail web traffic over the course of the year for both [thenubianmessage.com](http://thenubianmessage.com) and [technicianonline.com](http://technicianonline.com).

# TechnicianOnline.com 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.

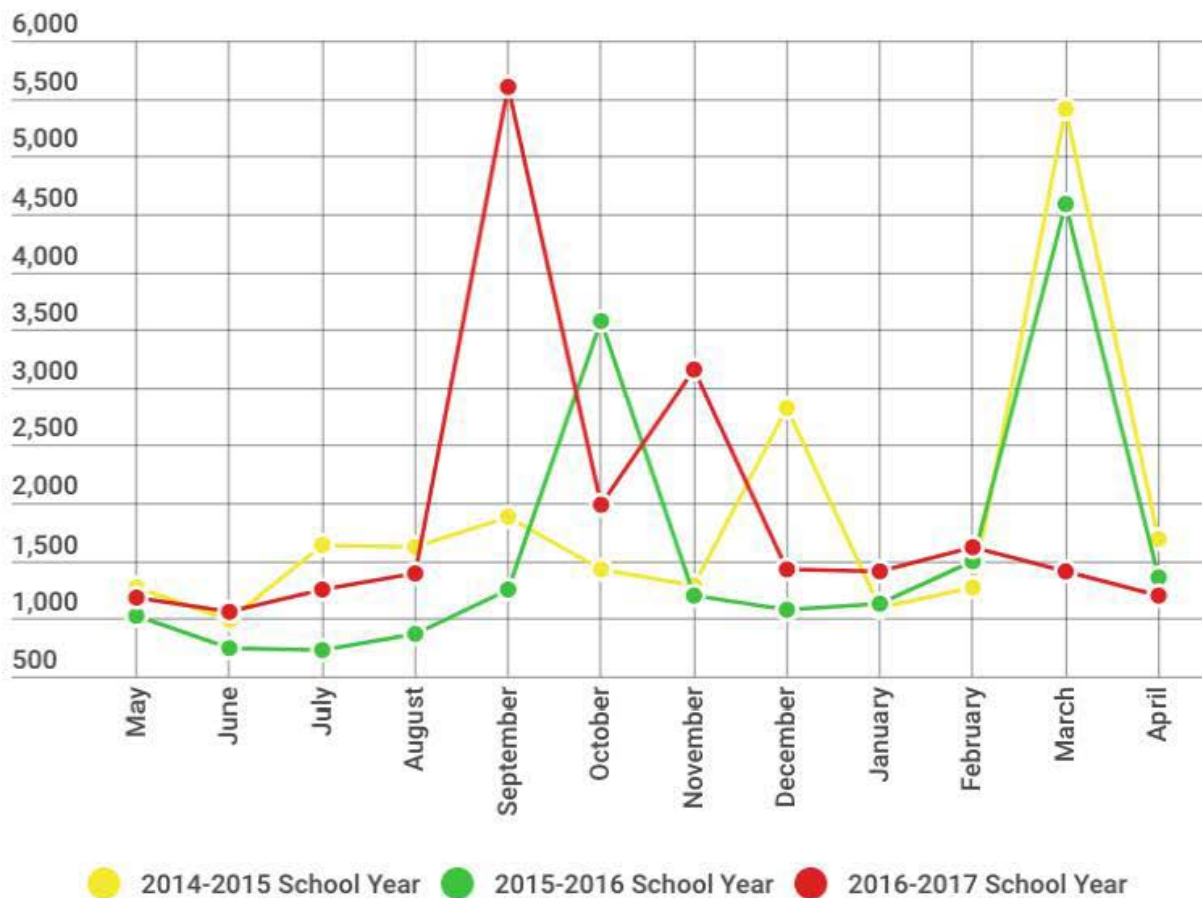
## Sessions Per Day

	Average Sessions Per Day	Average Sessions Per Day: Weekdays Only
Fall 2014	728	896
Spring 2015	882	1,076
Summer 2015	379	
Fall 2015	2,351	2,955
Spring 2016	1,986	2,273
Summer 2016	1,025	1,091
Fall 2016	4,647	5,408
Spring 2017	1,836	2,136

\*\*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.



# TheNubianMessage.com 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.

## Sessions Per Day

	Average Sessions Per Day	Average Sessions Per Day: Weekdays Only
Fall 2014	72	80
Spring 2015	87	88
Fall 2015	65	64
Spring 2016	77	89
Fall 2016	114	130
Spring 2017	52	57

\*\*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.

**Technician Source Survey reveals areas of strength, opportunities for improvement** (*Enhance organizational excellence by creating a culture of constant improvement*)

– Technician resumed its source survey in 2016-2017 to get some feedback on how Technician reporters interact with the public and how accurate the reporting is from the perspective of the people in each story. Though results are still rolling in from the end of the year, the 75 responses received through Qualtrics paint a picture of professionalism and accuracy, though there were a few hiccups and less than optimal practices noted; that's to be expected at a learning publication though. Of 75, 65 said the facts the source provided were presented accurately and in context, though of those who said they were not the primary concerns were smaller errors such as spelling or grammar errors as opposed to large factual concerns. Of those, 71 said they were quoted accurately and again the four who said they were not had smaller detail concerns. When asked if the reporter was professional in their interactions 70 of 75 said yes, with many elaborating on a very smooth, pleasant and professional process. Of those who were not satisfied with how the reporter conducted themselves most were not pleased to have been contacted through typical reporting methods or to have been held to a deadline to respond. However, one comment did raise a flag to be addressed: "I understand that once something is said openly it can be reported, but the dialogue was a safe space; therefore, a lot of the things I said were expressed in vulnerability and in the 'privacy' of the room. I wish that the reporter would have simply asked if I wanted to be included in the article or at least given me a heads up." This comment will be taken seriously and will be covered in future training on reporting in diverse communities so as to better equip all reporters to navigate potentially difficult situations and provide newsworthy reporting on pertinent topics to readers but without leaving participants in events feeling their privacy was violated or the integrity of their events were violated. One other weak spot was that fewer than half of the respondents had a reporter reach out to them to confirm and verify facts after the initial interview, during the writing process. Though that may not be necessary in every case, it is clearly a habit that needs to be better instilled in writers to improve upon overall accuracy. When asked to grade the article's accuracy, clarity and fairness on a letter scale 77 percent gave the piece an A or A- and 96 percent gave it a B- or higher. The vast majority of the comments were positive, though negative comments from the survey will be used in training the Technician leadership so they know where the outlet's weak spots are to better train their staff members, as well as in adviser trainings next year.

## Diversity

**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 Wednesday, Oct. 19 as part of NC State's 7th Annual Diversity Education Week. The hour-long program featured an interview with Preston Keith, assistant director of the NC State GLBT Center, about intersectionality and microaggressions.

**Neal a 2017 Equal Opportunity Institute graduate** (*Strengthen campus commitment to diversity and inclusion*) - In April, Patrick Neal graduated from the Equal Opportunity Institute, a yearlong program that included three "core classes" - Fundamentals of Equal Opportunity, Applied Skills in Equal Opportunity and the Americans With Disabilities Act - as well as seven elective classes.

**Collins, Meder Collins attend EOI training** (*Strengthen campus commitment to diversity and inclusion*) - Martha Collins attended the Equal Opportunity Institute's "Unconscious Bias" workshop, and Ellen Meder attended EOI's "Trans 101" training.

**WKNC continues to offer diverse programming** (*Strengthen campus commitment to diversity and inclusion*) – WKNC's weekday schedule features program blocks of indie rock, electronic, 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'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.

**Meder completes NCBI training** - Meder completed the day-long National Coalition Building Institute's "Strengthening Leadership for Diverse Communities" training.

**Meder, Gilbert in GLBT advocate program** (*Strengthen campus commitment to diversity and inclusion*) – Editorial Adviser Ellen Meder and Associate Director Jamie Lynn Gilbert renewed their membership in the GLBT Center's Advocate Program, an initiative started in 2015-2016 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.

## Professional Staff Activities & Accomplishments

### **Baker leaves Student Media; Swann to take the reins at Business & Marketing Office**

– After nearly 13 years, Krystal Pittman Baker -- the first person to hold the Business Office Manager's position after its creation -- stepped down from her position in May. Student Media conducted a candidate search over the summer and tapped Zanna Swann, a veteran of the college development field, as her successor. Zanna will join the staff in early September.

**Gilbert beings three-year term with College Broadcasters Inc.** – Student Media Associate Director Jamie Lynn Gilbert began a three-year term as treasurer for College Broadcasters, Inc. on Dec. 1, 2016. Gilbert previously served as the organization's secretary for seven years.

**Meder and Collins tapped as judges by NCCMA** – Meder and Collins continued their participation in the North Carolina College Media Association by serving as judges in small school contest judging. Additionally at the conference in February Meder coordinated and hosted the newspaper and literary magazine critiques.

**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.

**Collins, Meder assist with critiques at national convention** - At the Associated Collegiate Press Convention, Martha Collins assisted with yearbook critiques and Ellen Meder conducted several newspaper critiques (see Page 16).

**Collins coordinates national SCJ competition** -- Society for Collegiate Journalists national vice president Martha Collins served as contest director for the SCJ's 2017 National Contest.

**Gilbert, Flowers lead sessions at NSEMC** (*Enhance scholarship and research, Deepen the culture of assessment throughout the Division*) – Student Media Associate Director Jamie Lynn Gilbert and WKNC General Manager Emily Ehling led the session "Social Media for Student Media," reviewing their efforts to establish WKNC's social media strategy and how other media outlets can create similar strategies. Gilbert also presented "Student Media Assessment Made Easy-ish," discussing how she measured communication across multiple platforms based on a medium's social media presence. For more years than she can count, Gilbert also facilitated the convention's "swag swap" in which participants bring swag - stickers, pens, T-shirts, koozies, bottle openers, etc. - to swap with their peer media outlets. IT Manager Doug Flowers participated in the "Radio Engineer's Roundtable."

## Goals and challenges for 2017-2018 and beyond

**Generating sufficient non-fee revenue** continues to be a challenge for Student Media as a whole. While all of our organizations but Technician had good years in terms of non-fee revenue, continued declines in ad sales for Technician -- far and away our largest revenue-producing entity -- remain worrisome. While we've made great strides in terms of cutting costs at the paper, there's a limit to what else we can realistically cut, and we're very close to that limit.

**Improvements to WKNC's infrastructure** continue to be a near-term goal. We've made tremendous strides over the past several years with WKNC's infrastructure, including a new HD transmitter and a new, expanding listener footprint thanks to changes in our antenna array. Still, until we have a true second studio at the station, we won't be able to take full advantage of our HD capabilities. That addition, with an estimated cost of \$50,000, is currently budgeted to take place in 2019-2020, though we intend to undertake that project before then if non-fee revenues allow for it.

**The Student Centers informed us this year that they are pursuing major renovations to the Witherspoon Student Center in the near future**, though Student Media's place in that initiative is uncertain. The Student Centers unveiled two preliminary plans for the building in the spring, and one of those plans did not include Student Media's offices. No one involved with the initiative could say where Student Media would move if the final renovation plan called for us to vacate Witherspoon. This is obviously a concern for us. While the project is still in its conceptual stages -- no one can say how it will be funded, what the timetable would be or where any of the offices housed in Witherspoon would move during the renovations themselves -- it will certainly bear watching from our standpoint.

## STUDENT MEDIA BUDGET VS. ACTUAL

DATE: July 1, 2017

PERCENT THROUGH FISCAL YEAR: 100%

056	AGROMECK		
	Budget	Actual	Percent
Payroll	\$ 16,668.13	\$ 12,795.42	77%
Supplies	\$ 900.00	\$ 650.88	72%
Leadership develop.	\$ 5,275.00	\$ 2,342.78	44%
Admin service charges	\$ 2,419.01	\$ 2,314.19	96%
Current services	\$ 27,084.00	\$ 25,258.39	93%
Fixed charges	\$ 2,064.00	\$ 955.93	46%
TOTAL	\$ 54,410.14	\$ 44,317.59	81%
Non-fee income	\$ 26,200.00	\$ 39,566.29	151%
Fee income	\$ 28,210.14	\$ 27,687.34	4.09%
TOTAL	\$ 54,410.14	\$ 67,253.63	124%
Profit/Loss	\$ -	\$ 22,936.04	

061	NUBIAN MESSAGE		
	Budget	Actual	Percent
Payroll	\$ 5,817.01	\$ 5,013.24	86%
Supplies	\$ 50.00	\$ 477.46	955%
Leadership develop.	\$ 2,030.00	\$ 2,299.36	113%
Admin service charges	\$ 722.17	\$ 696.95	97%
Current services	\$ 7,696.00	\$ 7,829.25	102%
Fixed charges	\$ 930.00	\$ 1,022.98	110%
TOTAL	\$ 17,245.17	\$ 17,339.24	101%
Non-fee income	\$ 2,200.00	\$ 5,678.47	258%
Fee income	\$ 15,045.17	\$ 14,766.35	2.18%
TOTAL	\$ 17,245.17	\$ 20,444.82	119%
Profit/Loss	\$ -	\$ 3,105.58	

057	TECHNICIAN		
	Budget	Actual	Percent
Payroll	\$ 92,424.12	\$ 80,859.48	87%
Supplies	\$ 1,150.00	\$ 1,180.37	103%
Leadership develop.	\$ 4,370.00	\$ 4,085.36	93%
Admin service charges	\$ 12,592.69	\$ 11,880.55	94%
Current services	\$ 61,350.23	\$ 58,039.77	95%
Fixed charges	\$ 11,377.00	\$ 11,358.48	100%
TOTAL	\$ 183,264.04	\$ 167,404.01	91%
Non-fee income	\$ 160,000.00	\$ 132,187.77	83%
Fee income	\$ 23,264.04	\$ 22,832.91	3.37%
TOTAL	\$ 183,264.04	\$ 155,020.68	85%
Profit/Loss	\$ -	\$ (12,383.33)	

058	WINDHOVER		
	Budget	Actual	Percent
Payroll	\$ 5,582.50	\$ 6,347.25	114%
Supplies	\$ 635.00	\$ 389.72	61%
Leadership develop.	\$ 1,110.00	\$ 823.91	74%
Admin service charges	\$ 1,055.51	\$ 1,025.06	97%
Current services	\$ 15,940.00	\$ 7,855.99	49%
Fixed charges	\$ 762.00	\$ 1,391.24	183%
TOTAL	\$ 25,085.01	\$ 17,833.17	71%
Non-fee income	\$ 2,200.00	\$ 2,224.00	101%
Fee income	\$ 22,885.01	\$ 22,460.90	3.32%
TOTAL	\$ 25,085.01	\$ 24,684.90	98%
Profit/Loss	\$ -	\$ 6,851.73	

059	WKNC		
	Budget	Actual	Percent
Payroll	\$ 37,615.49	\$ 38,659.44	103%
Supplies	\$ 2,600.00	\$ 2,951.04	114%
Leadership develop.	\$ 3,580.00	\$ 3,490.54	98%
Admin service charges	\$ 3,375.71	\$ 2,717.65	81%
Current services	\$ 6,420.00	\$ 7,108.66	111%
Fixed charges	\$ 4,854.00	\$ 4,684.00	96%
Contracted services	\$ 1,000.00	\$ 500.00	50%
TOTAL	\$ 59,445.21	\$ 60,111.33	101%
Non-fee income	\$ 50,300.00	\$ 48,908.16	97%
Fee income	\$ 9,145.21	\$ 8,975.73	1.33%
TOTAL	\$ 59,445.21	\$ 57,883.89	97%
Profit/Loss	\$ -	\$ (2,227.44)	

060	GENERAL ADMIN		
	Budget	Actual	Percent
Payroll	\$ 396,604.61	\$ 375,313.80	95%
Supplies	\$ 12,575.71	\$ 8,503.56	68%
Leadership develop.	\$ 12,450.00	\$ 10,513.86	84%
Admin service charges	\$ 30,456.11	\$ 30,791.49	101%
Current services	\$ 20,618.76	\$ 35,601.75	173%
Fixed charges	\$ 3,371.00	\$ 6,131.38	182%
Contracted services	\$ 4,000.00	\$ 3,000.00	75%
Capital outlay	\$ 27,006.40	\$ 21,032.11	78%
TOTAL	\$ 507,082.59	\$ 490,887.95	97%
Non-fee income	\$ 5,700.00	\$ 30,701.71	539%
Fee income	\$ 501,382.59	\$ 492,090.85	72.72%
TOTAL	\$ 507,082.59	\$ 522,792.56	103%
Profit/Loss	\$ 0.00	\$ 31,904.61	

066	TECH SUPPORT		
	Budget	Actual	Percent
Payroll	\$ 81,935.80	\$ 87,072.10	106%
Supplies	\$ 1,876.00	\$ -	0%
Leadership develop.	\$ -	\$ -	
Admin service charges	\$ 4,378.79	\$ 4,368.06	100%
Current services	\$ 1,377.24	\$ 1,420.13	103%
Fixed charges	\$ -	\$ -	
TOTAL	\$ 89,567.83	\$ 92,860.29	104%
Non-fee income	\$ -	\$ -	
Fee income	\$ 89,567.83	\$ 87,907.94	12.99%
TOTAL	\$ 89,567.83	\$ 87,907.94	98%
Profit/Loss	\$ -	\$ -	

	OVERALL		
	Budget	Actual	Percent
Payroll	\$ 636,647.66	\$ 606,060.73	95%
Supplies	\$ 19,786.71	\$ 14,153.03	72%
Leadership develop.	\$ 28,815.00	\$ 23,555.81	82%
Admin service charges	\$ 55,000.00	\$ 53,793.95	98%
Current services	\$ 140,486.23	\$ 143,113.94	102%
Fixed charges	\$ 23,358.00	\$ 25,544.01	109%
Contracted services	\$ 5,000.00	\$ 3,500.00	70%
Capital outlay	\$ 27,006.40	\$ 21,032.11	78%
TOTAL EXPENSES	\$ 936,100.00	\$ 890,753.58	95%
Non-fee income	\$ 246,600.00	\$ 259,266.40	105%
Fee income	\$ 689,500.00	\$ 676,722.03	98%
Interest income		\$ 434.99	
Food Purchases		\$ (403.26)	
TOTAL INCOME	\$ 936,100.00	\$ 936,020.16	100%
Net Profit/Loss	\$ 0.00	\$ 45,266.58	

# NC STATE

# STUDENT MEDIA

## AWARDS ANNOUNCED IN 2016-2017

### NC STATE DIVISION OF ACADEMIC AND STUDENT AFFAIRS AWARD FOR EXCELLENCE

- Doug Flowers, finalist

### NC STATE EBONY HARLEM AWARDS

- Nubian Message, Stephanie Tate, Literary Talent Award

### CHANCELLOR'S CREATING COMMUNITY AWARDS

- Nubian Message, Outstanding Student Organization

### ASSOCIATED COLLEGIATE PRESS

- Technician, seventh place, Best of Show, Special Edition at ACP College Media Convention 2016
- Technician, fifth place, Best of Show, Four-year Daily, ACP College Media Convention 2016
- Agromeck 2016, second place, Yearbook 300+ pages, ACP College Media Convention 2016
- Windhover 2016, seventh place, Literary Magazine, ACP College Media Convention 2016
- Agromeck 2015, Pacemaker, ACP College Media Convention 2016
- Agromeck 2016, Pacemaker Finalist, ACP College Media Convention 2016

### COLUMBIA SCHOLASTIC PRESS ASSOCIATION

Gold Circle — Agromeck 2016

- Honorable Mention, Feature Writing: Student Life, Kaitlin Montgomery
- Second place, Sports Feature Writing, Kaitlin Montgomery
- Second place, Organization or Greek Feature, Eliza Eisenhardt
- Second place, End Sheets, Molly Donovan
- First place, Sports Action Photo, Kai McNeil
- Second place, Sports Feature Photo, Ben Salama
- First place, Photo Portfolio, Kai McNeil
- Honorable Mention, Informational Graphics, Amanda Pearlsberg
- Second place, Design Portfolio, Molly Donovan
- Second place, Organization or Greeks Spread, Chloe Calloway
- Third place, Information Graphic Portfolio, Molly Donovan
- Gold Crown Award, Agromeck 2015

### NORTH CAROLINA COLLEGE MEDIA ASSOCIATION

- Agromeck 2016, first place, Best of Show
- Agromeck 2016, first place, Student Life Copy, Kaitlin Montgomery
- Agromeck 2016, second place, Student Life Copy, Molly Donovan
- Agromeck 2016, honorable mention, Student Life Copy, Lauren Kruchten
- Agromeck 2016, first place, Sports Copy, Kai McNeil
- Agromeck 2016, second place, Sports Copy, Kaitlin Montgomery

- Agromeck 2016, first place, Photography, Ben Salama
- Agromeck 2016, second place, Photography, Ryan Perry
- Agromeck 2016, first place, Inside Spread Design, Molly Donovan
- Agromeck 2016, honorable mention, Inside Spread Design, Erica Holmsen
- Nubian Message, second place, News Writing, "Screenshot scandal escalates racial tension at NC State" by Stephanie Tate, Anahzsa Jones, Kenton Gibbs and Keilah Davis
- Nubian Message, third place, Illustration/Graphic, "Prison Strike Cover" by Qasima Wideman
- Nubian Message, honorable mention, Features Writing, "Blackademics" by Keilah Davis
- Nubian Message, honorable mention, Illustration/Graphic, "Vote Cover" by Allona Wilkerson
- Technician, second place, Best of Show Newspaper
- Technician, second place, Best of Show Online News
- Technician, first place, Single- or Two-Page Design, "Page 1, Nov. 17, 2016" by Nick Gregory and Mikhail Vasquez
- Technician, first place, Illustration/Graphic, "Move-in issue cover" by Mikhail Vasquez
- Technician, second place, Cartoon, "Poorly Illustrated: A-hole" by Samantha White
- Technician, third place, Sports Writing, "Kozeniesky shoots for gold at 2016 Rio Olympics" by David Kehrli
- Technician, third place, Opinion Writing, "Standing strong in the face of Trump as a Latinx student" by Aaron Sanchez
- Technician, honorable mention, Cartoon, "I don't even know: Natural environment" by Nick Weaver
- Technician, honorable mention, Multimedia Package, "N.C. State Blackout" by Anna Matthews, Kai Anthony and Adam Schmidt
- Technician, honorable mention, News Writing, "Woodson: NCSU can't punish private racism" by Gavin Stone and Sam Messick
- Technician, honorable mention, Features Writing, "Students find support in social work" by Maddy Bonnabeaux
- Technician, honorable mention, Opinion Writing, "Coming clean: living life drug-free" by David Kehrli
- Windhover, honorable mention, Photography/Art, Tyler Hayes
- Windhover, honorable mention, Two-Page Spread, Annalise Boerse and Katelyn Auger

### COLLEGE MEDIA ASSOCIATION

*Pinnacle Awards*

- Agromeck 2016, second place, Best Four-Year College Yearbook
- Agromeck 2016, second place, Best Sports Spread
- WKNC, first place, best radio special event coverage, Mirtha Donastorg and Ian Grice
- Technician, honorable mention, best newspaper front page design, Devan Feeney



## 2016-2017 AWARDS, CONTINUED

### **SOCIETY FOR COLLEGIATE JOURNALISTS**

#### *Society for Collegiate Journalists Annual Contest*

- Agromeck, first place, Overall Excellence
- Agromeck, first place, Coverage of the Year: 12 months on campus - the Terry Van Heyden Award
- Agromeck, first place, Concept of the Yearbook
- Agromeck, first place, Reporting in Words
- Agromeck, first place, Photography
- Agromeck, first place, Display
- Agromeck, first place, individual yearbook writing, "A day with the howling cows" by Lauren Kruchten
- Agromeck, second place, individual yearbook writing, "Alternative Service Break" by Lauren Kruchten
- Agromeck, second place, yearbook photography, "Howling Cow calf photo" by Lauren Kruchten
- Technician, third place, Overall Excellence
- Technician, honorable mention, individual column or commentary writing, "Democracy, pick up a ballot and follow me," Jonathan Carter
- Technician, second place, individual feature writing, "WKNC DJ Uncle Paul reads inmates letters, takes their music requests," Samuel Griffin
- Windhover, Outstanding Literary Magazine

### **COLLEGE BROADCASTERS, INC.**

#### *National Student Production Awards*

- WKNC, Marissa Jerden, second place, best audio podcast

### **NC STATE STUDENT LEADERSHIP, ENGAGEMENT AND DEVELOPMENT AWARDS**

#### *Wolfpack Leadership Challenge Awards*

- "Oak City Move" (Phian Tran, Sara Awad and Kaanche Gandhi, WKNC), winner, Challenge the Process
- Yvonne Chazal (WKNC), winner, Encourage the Heart

#### *Student Organization Outstanding Achievement Awards*

- Jamie Lynn Gilbert, winner, outstanding student organization adviser
- Ellen Meder, finalist, outstanding student organization adviser
- WKNC, finalist, outstanding internet & social media presence

### **INDEPENDENT WEEKLY BEST OF THE TRIANGLE 2016**

- WKNC, finalist, best local radio station
- WKNC, Miriam Tolbert, finalist, best local radio personality

# NC STATE STUDENT MEDIA

## Recruitment ' And ' Retention ' Report 2016-2017 '

### HIGHLIGHTS

- 313 individual students expressed interest in at least one medium during the official recruitment period, defined in this report, as in the past, as including Orientation, Campus Connections I and II and the Student Media Open House. That is down a little from last year's 337, but still up from 2014's 231, but below 2013's 378. That is also below than a 10-year average of 348.
  - There were 354 different contact points amongst those 313 students.
  - Of those, 39 students expressed interest at more than one event. Those students who we had more than one contact with were 90 percent more likely to join staff.
- Reached 162 freshmen during New Student Orientation (down from 206 in 2015, but still above 117 in 2014 and 212 in 2013).
  - Reached 15 transfer during orientation sessions, down from last year's 24, but the same as in 2014. Seven students' class and transfer status were unknown.
- Reached 72 students at the Campus Connections I Information fair, well above last year's 43 students and 2014's 54. We had interest from an additional 14 students at the Campus Connection II info fair a month later. Of those students 55 were freshman, seven sophomores, eight juniors, eight seniors and eight graduate students.
- Student Media Open House was a little depressed this year with 76 individuals attending, down from 117 last year, but on par with 2014 numbers.
  - 59 of the 76 individuals expressed interest in more than one outlet, likely because all outlets used the same Google Form that showed all options.

### Student Media Staff 2016-2017

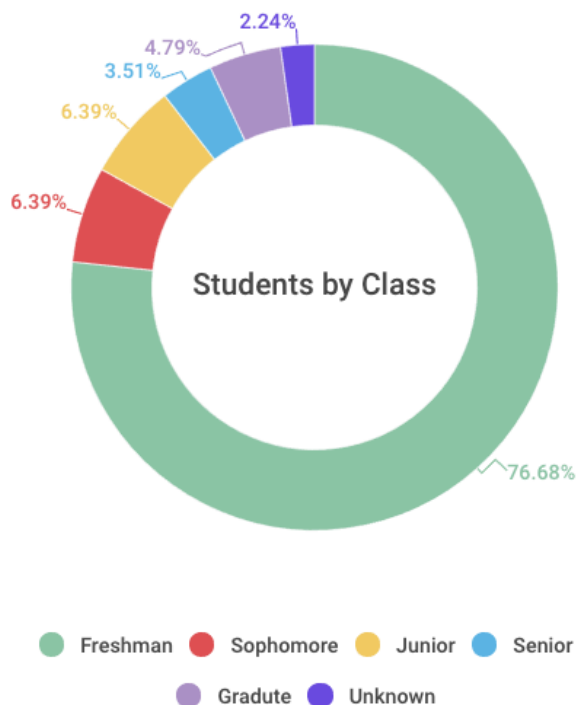


● Recruited in 2016 ● On Staff in 2015-2016 ● Rest of Staff

In a staff of 339, 60 were recruited in 2016 and 141 were on staff the prior year.

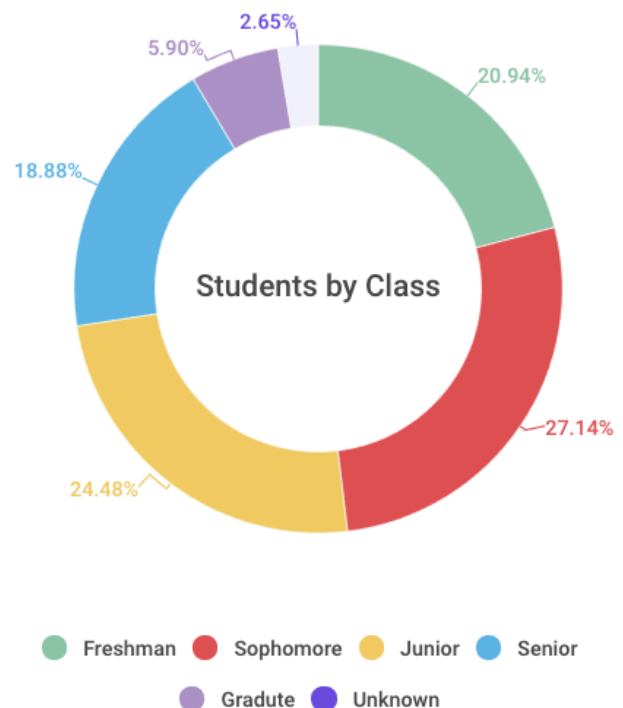
- 31 of the 76 individuals, or about 40 percent, of the open house attendees joined at least one medium's staff. That's up from last year's 25 percent and a four-year high.
- Student Media did not have a presence at Packaplaooza this year as it was not particularly successful in past years and groups were discouraged from using it as a recruiting tool.
- 60 students who expressed interest in Student Media during recruitment joined staff in the fall. That's about 19 percent of the total who expressed interest, which is up from 13 percent, 12 percent and 12 percent in the previous three years respectively
  - 49 of those new staff members were retained through the academic year, still up slightly from 45 hired and retained last year.
- Out of the 339 students in our records this academic year, the 60 who showed interest during official recruitment and joined staff accounted for 18 percent of the entire staff. That proportion is up from the past two year (16 percent and 12 percent) but not to the four-year high of 21 percent in 2013.

## Student Media Recruitment 2016



About three-quarters of students who who indicated interest in Student Media during official recruitment events were freshman (240 of 313). Of the 49 students recruited and retained on staff 34, or 70%, were freshmen.

## Student Media Full Staff 2016-2017



Of the full Student Media staff, sophomores comprise the largest proportion with 92 of 339 staff members.

## NEW STUDENT ORIENTATION

As part of Student Media's departmental objective to actively recruit incoming students and work to retain those students throughout their time at NC State, Student Media's student leaders are charged with engaging in recruitment efforts during New Student Orientation during June and July.

According to New Student Programs, 3,947 first-year students came through 20 two-day orientation sessions and 956 transfer students came through two one-day session over the summer. We made contact with 186 of those students, or nearly 4 percent of summer orientation attendees. That's up down last year's 5 percent but within one percentage point of the last several years.

At the information fairs for both types of session Student Media had a table including brochures, samples of each outlet's work, swag from each outlet and a tablet for students to electronically enter their contact information and interests if they wanted more information about Student Media. Editors and managers, with some back-up from the professional staff, manned the table.

The number of students who signed up for more information did dip significantly compared to the previous year, due partially to being at a less than prime location at the New Student Orientation fair. Requesting a different space closer to the other student organizations and working to mend/build the relationship with New Student Programs will likely help next year.

Student leaders were kept apprised of the updates to the names gathered at those sessions and had access to the master list. All students were contacted at least twice over the summer: once by their outlet of interest and once with an overall Student Media email with an open house reminder. Many were contacted more than once because they signed up earlier in the summer and because they listed interest in more than one outlet. The record keeping on this was difficult as not all outlets opted to use a mail-merge system that tracked which entries had emails sent to them. That's a system to require next year.

### Overall Comparisons for New Student Orientation 2006-2016

	Individuals
2016	186
2015	230
2014	132
2013	223
2012	229
2011	238
2010	254
2009	253
2008	198
2007	165
2006	230

## POST-ORIENTATION

Student Media participated in two official recruitment efforts after new student orientation, the Campus Connections I information fair in Talley Student Union and the Student Media Open House in our offices, which both took place the Tuesday of Wolfpack Welcome Week, simultaneously from 10 a.m. to 1 p.m. and 11 a.m. to 2 p.m., respectively. Staffers who manned the Campus Connections I table took names, but also encouraged interested students to drop by the open house. The team used social media, hashtagging, and the presence of a “photo booth” at the open house to draw students as well. This year the only “bribe” was candy, instead of ice cream as well due to logistics, but it’s hard to say if that impacted totals.

Across the five outlets there were 174 total sign-ups, between 76 individual students, with 59 students expressing interest in more than one outlet during the event. That is down from 117 individuals who attended last year. Students generally expressed interest in more outlets and skills because each outlet used the same electronic form to gather the information so students could “one-stop-shop” to get signed up for more information. As a result smaller outlets had an uptick in interested students’ emails to follow up on, while WKNC dropped from 62 to 18 from last year and Technician from 66 to 61. Next year better social media collaboration and a new “gimmick” to freshen up the photo booth might help drive traffic. Other campus events during the busy week also impact attendance.

**Open House Attendance by Media 2016**

Media	Total
Agromeck	40
Nubian Message	21
Technician	61
Windhover	34
WKNC	18
	<b>174</b>

\*Duplicate individuals included in these numbers.

## OTHER RECRUITING EFFORTS

Individual outlets also held interest meetings, pulling students in via house ads, social media efforts, fliers at official recruitment events, class visits, posters/fliers, digital signboards and tabling. We also attended the Campus Connections II information fair about a month later than the first. The outlet-initiated efforts were not recorded uniformly, but students who did not go through official recruitment nor were on staff last year account for 40 percent of staffers, many of whom likely came to their outlets via decentralized recruitment efforts.

With better, uniform record keeping during these events in the future (like getting buy-in for use of electronic forms over paper sign-ups) we can hope to discern how these more intimate, majority student-lead, grassroots-like events measure up in effectiveness compared to the official recruitment events that are part of broader campus-wide efforts.

## INTEREST BY MEDIA

All interest numbers by outlet way up, which is consistent with trends over the past few years, and is spurred by the use of Google Forms to electronically capture interested students' information. The electronic form also allows students to easily tick boxes of more than one outlet, which is good because students who have interest in multiple outlets are more likely to join at least one. Continuous increase trend. Up bc of how the Google Form was set up to easily tick boxes.

### Interest by Media 2006-2016

	Agro	Biz Office	Design	NM	Photo	Tech	Video	Wind	WKNC	Totals
2006	55	N/R	7	18	39	75	N/R	26	76	<b>296</b>
2007	62	9	N/R	22	73	134	N/R	46	111	<b>481</b>
2008	70	54	N/R	50	125	151	n/R	36	149	<b>709</b>
2009	80	42	82	33	147	143	64	63	120	<b>774</b>
2010	74	46	93	44	167	147	101	51	182	<b>905</b>
2011	63	23	74	21	138	116	99	50	122	<b>706</b>
2012	72	31	83	32	99	110	72	49	153	<b>701</b>
2013	65	33	70	21	109	158	43	37	198	<b>734</b>
2014	39	N/R	52	13	75	112	41	39	121	<b>492</b>
2015	34	7	104	4	115	67	80	39	66	<b>516</b>
2016	130	57	129	88	156	165	76	145	150	<b>1096</b>

\*Duplicate contacts have been removed in this year of data, but not multiple recordings of the same person across Student Media due to interest in more than one outlet and there being no real way to count an individual as more interested in one area over another.

## JOINED STAFF

Of those who expressed an interest during official recruitment efforts, below are the numbers of students who actually joined the staff. The percentages are the percent of people who expressed an interest in a Student Media outlet and joined that staff, with a total of 58 individual students joining, two of whom joined two outlets. That's up from last year's 45 joined.

### New Staff Recruited by Media 2016

Media	Number Joined	2016 Percent	2015 Percent	2014 Percent
Agromeck	10	8%	9%	13%
Business Office	1	2%	14%	N/R
Nubian Message	0	-	25%	8%
Photo Staff (Agromeck, Nubian Message, Technician)	9	6%	13%	N/R
Technician	21	13%	10%	10%
Windhover	6	4%	-	15%
WKNC	13	9%	24%	7%

## STILL ON STAFF

Of 339 total students on staff this year only 26 staff members across all outlets were hired but not retained during the course of the year: seven from Agromeck, two from the Business Office, three from photo, four from Technician and 10 from WKNC. Of those, only nine were recruited this year through the processes outlined in this report, leaving 49 new staffers from recruitment, which is still slightly than last year's 45 retained.

The following charts look at the breakdown of those students who were recruited, hired and retained. Unsurprisingly, recruited and retained staff members are disproportionately freshman though this year did have a slightly larger percentage of upperclassman. The spread of students by college is fairly similar to past years. In comparison to the university as a whole, Student Media has few graduate student, as does this recruiting class. Within the undergraduates recruited, Student Media has about double the proportion of College of Humanities and Social Sciences (CHASS) students, six times the proportion of Design students and 50 percent more textiles students. The recruiting class's representation in the College of Engineering, College of Sciences and Poole College of Management were about 30 percent down from total undergraduate proportions each. The colleges that were most underrepresented in this group were College of Natural Resources with only a third of the university-wide proportion and Agriculture and Life Science with only a fifth of the university-wide proportion.

### New Staff Retained by Class 2007-2016

	2016	2015	2014	2013	2012	2011	2010	2009	2008	2007
Freshman	34	33	17	40	25	28	31	28	26	31
Sophomore	6	4	6	7	7	6	6	1	8	9
Junior	6	3	0	0	3	1	2	2	1	1
Senior	2	2	2	0	1	1	0	0	1	3
Grad Student	1	3	2	0	2	2	1	2	4	0

### New Staff Retained by College 2007-2016 '

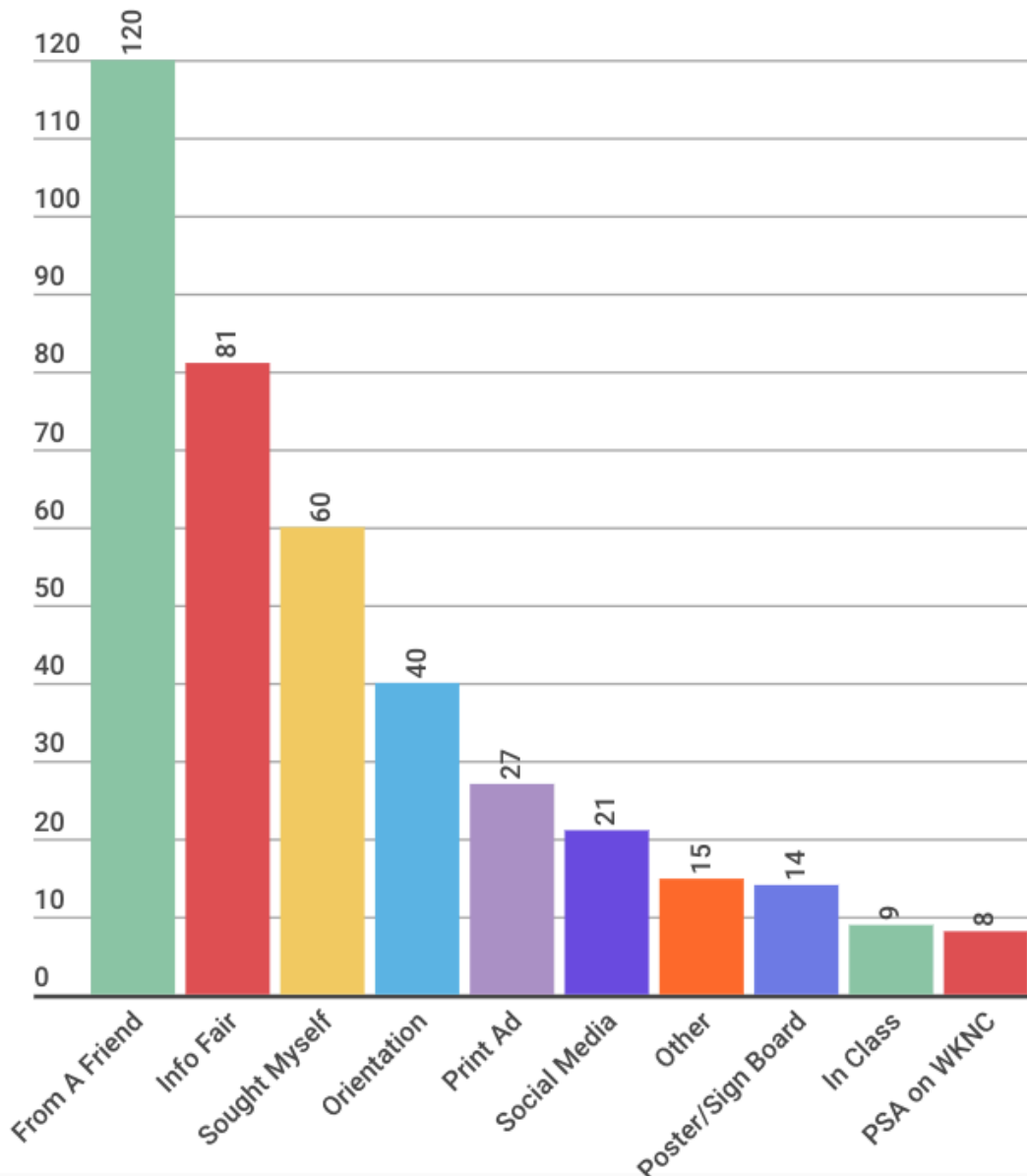
	2016	2015	2014	2013	2012	2011	2010	2009	2008	2007
Humanities	16	10	9	12	15	8	11	8	16	16
Engineering	8	8	6	9	5	13	10	8	7	9
Ag/Life Sciences	1	3	1	0	4	4	4	4	6	2
Graduate	1	1	2	0	2	2	1	2	4	0
Poole Management	4	3	1	6	0	3	4	1	2	1
DASA	0	0	2	1	1	N/A	N/A	N/A	N/A	N/A
Design	6	6	2	3	3	2	4	1	2	2
University College*	3	3	5	6	4	0	4	4	1	6
College of Sciences **	4	5	0	8	3	2	0	1	0	3
Textiles	3	4	1	1	1	4	1	4	1	3
Transitions	0	0	0	0	0	0	0	0	1	0
Natural Resources	1	0	0	1	0	1	0	0	0	2
Education	1	0	0	0	0	0	1	0	0	0

\*Formerly known as First Year College

\*\*College of Sciences contains majors in the previous College of Physical and Mathematical Sciences.

## HOW STAFF CAME TO STUDENT MEDIA

Of the 339 students on staff this academic year, 266 filled in the optional referral section of the hiring paperwork, telling us how they heard about Student Media or came to be on staff. Of those, 51 gave two or more reasons, though some of the reasons are moderately in conflict with each other (listing multiple reasons along with “Sought Out Myself”). By far the most common reason listed was that staff members heard about Student Media through a friend (45 percent of responses), though information fairs also brought in a lot of staffers (30 percent of responses) and about a quarter of them said they sought out Student Media on their own.



This suggests that outlets should explicitly and repeatedly encourage members to pitch involvement to friends, or even formalize or incentivize referring a friend to Student Media (ex: Nubian Message had a bring-a-friend meeting with free pizza).



## **POTENTIAL IMPROVEMENTS**

- Create and host events that specifically target the friends of existing staff members. Experimenting with “bring-a-friend” nights that include some sort of incentive for both the staff member and the friend who will get the pitch to join Student Media could really help as that is by far the most common reason staff members find their way to an outlet and could potentially be boosted.
- Potentially work on the relationship with New Student Programs and request a more visible location in the crowded information fair during New Student Orientation.
- Work to better advertise the Student Media Open House, particularly on social media and by getting staffers to share it on their personal social media accounts. Maybe come up with some sort of new “gimmick” to make it stand out during a very busy week of activities.
- Like last year, better execution of getting all students working for some outlets to fill out necessary paperwork. This could include a more thorough checking of bylines/photo credits and a confirmation with all senior staff members that their staffs are accounted for in paperwork (primarily a problem in Technician and Nubian Message).
- Get all outlets using similar systems to track outlet-based recruitment efforts to see which work best and share those techniques with other outlets.