

Student Media

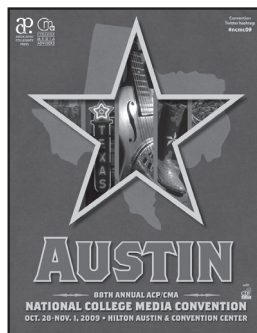
OF NORTH CAROLINA STATE UNIVERSITY



Jamie Lynn Gilbert, Bryant Robbins, Susannah Brinkley, Bradley Wilson,
Jeremy Leonard, Nick Toptine

COLLEGE MEDIA ADVISERS • ASSOCIATED COLLEGIATE PRESS • COLLEGE BROADCASTERS, INC.
FALL 2009 • AUSTIN, TEXAS

A Summary



BY SUSANNAH BRINKLEY, JAMIE LYNN GILBERT, JEREMY LEONARD, BRYANT ROBBINS, BRADLEY WILSON

We took a quick tour of the Texas State Capitol building on the way to eat at the Texas Chili Parlor. (back) Bryant Robbins, Andy Schooledge (from De Montfort University in London), Susannah Brinkley, Jeremy Leonard, Nick Toptine; (front) Bradley Wilson and Jamie Lynn Gilbert



100 PLUS RADIO AND TV PROMOTION IDEAS IN 49 MINUTES

Richard Gainey, Ohio Northern University

With a little forethought and planning, a station can put on an event about almost anything.

This session featured 100+ ideas for radio promotions, including listening parties, station bumper stickers on university vehicles, on-campus scavenger hunts, marching with radios in the homecoming parade and or golf tournaments. Underwriters can also be included in the promotions. A station should create a press release for everything it does to try to get the attention of others in the community.

Submitted by: Jamie Lynn Gilbert

ALTERNATIVE COVERAGE

Lori Brooks, University of Oklahoma

Find the story behind the story.

Brooks discussed finding the most interesting stories by looking beyond the typical angle. For example, instead of reporting on the Homecoming parade, reporting on who made the floats, what materials were used, how they were made, when building began, where they were built, and how much they cost, etc. Brooks also suggested varying types of stories, such as "day in the life" stories, as well as finding interesting points of view, such as finding the person who buys the toilet paper on campus or the TA who scans final exam answer sheets. A very full list of story ideas, indeed.

Submitted by: Susannah Brinkley

AUDIO EDITING WITH ADOBE AUDITION 3.0.1

Jason Levine, Sr., Adobe Systems

Student Media needs to make regular use of instructional videos from Adobe (adobetv.com) and from Jason Levine's blog (<http://blogs.adobe.com/jlevmedia/>). We can make much better use of Audition with additional training.

Editing audio files in the edit view is destructive; every change you make to a file is permanent. Multi-track view is non-destructive; the changes you make are for the session only and the original file remains unchanged. Session files are just text files, so saving them will not take up too much space on your hard drive. When saving a session you should save copies of all associated files. Including metadata in your files makes the files searchable. Metadata also copies from

the master file to any copies so you only have to enter the information once. You can add metadata by selecting File Info from the File menu. Using the Ripple Delete key in Multi-track view will delete a section and remove the gap in the timeline. This makes the audio snap together for a cleaner edit and you don't have to move all the files after the deleted section. If you make too many key frames (the little white dots in multi-track view) you can't delete them but you can go into the Edit Menu, select Preferences and update the multi-track minimum time interval thinning to 250ms. This will increase the space in between key frames so there are not so many. Finally, you can use the Session Mixing workspace in Audition to record in automation mode, just like you can with ProTools.

Submitted by: Jamie Lynn Gilbert

AUSTIN AMERICAN-STATESMAN NEWSROOM TOUR

Austin American-Statesman editors and staff

If the *Statesman* staff can make deadline, then surely the *Technician* can too.

The *Statesman* news room was a busy place. People were doing work! Like, actual work. As in, not Facebook. Someone admitted that The *Statesman* has more than 33 Twitter accounts for various sections, columns and blogs so that counted as work. Writers were making calls and working on their stories, editors were talking to each other, photographers were loading and editing their pictures, and the designers were already at work to design the paper and its graphics. Not to mention the ad salespeople were making calls and laying out the ads for the next week's paper. There was a low hum of conversations, but it was a quiet atmosphere. It was 11 a.m., but people were working, and it was clear that good work could be done in such an environment around the clock and deadline would be made.

Submitted by: Susannah Brinkley

STUDENTS ATTENDING

Susannah Brinkley, design editor, *Agromeck*

Jeremy Leonard, assistant music director, *WKNC*

Nick Toptine, photographer, Student Media

Bryant Robbins, editor, *Agromeck*

STAFF ATTENDING

Jamie Lynn Gilbert

Bradley Wilson

There were 23 blocks of sessions. Each student was responsible for writing at least 17 session summaries. Here are the number of session summaries actually submitted.

Brinkley — 17

Leonard — 14

Robbins — 6

Toptine — 0

AUSTIN AMERICAN-STATESMAN PRESSROOM TOUR

Austin American-Statesman editors and staff

Don't slack off.

It always astounds me to see a pressroom, and I thought I'd been spoiled by *The Charlotte Observer* and *The News & Observer* tours I've taken before, but I have never been more impressed. First, the *Statesman* office overlooks Lady Bird Johnson Lake, which you can see from most windows. Second, their presses are monsters. The *Statesman* prints their own publication, plus approximately 60 others. Their equipment is state-of-the-art, complete with conveyor belts and robotic arms. There is always something going on, and even at 10 a.m., the presses were running, people were running around, and work was getting done, despite the day's paper having been completed the night before. The newsroom never sleeps, which is a lesson we could all learn from: Don't slack off.

Submitted by: Susannah Brinkley

AUSTIN AMERICAN-STATESMAN BUDGET MEETING

Austin-American Statesman editors and staff

Budget meetings should be serious and productive, but it's okay to laugh here and there.

The *Statesman* staff all showed up on time and prepared, with legal pads and pens in hand. Someone from each section was present at the meeting. They got right down to business with a brief critique of the day's paper, as well as a quick overview of and a comparison to state and national papers, which were pre-pinned to the bulletin board. Each staff member was ready with information about their page or section. People were attentive, seemed to be listening to one another, asked questions and added input to the discussion. No one kept silent throughout the entire 20-minute meeting. A few made jokes, but they didn't disrupt the meeting. When it was over, everyone quickly disbanded and left the conference room to return to work. The *Statesman* staff really showed how a budget meeting should take place quickly and seriously, and without too much fun.

Submitted by: Susannah Brinkley

AUSTIN IV: CRITIQUE/SELECTION OF PHOTOS FROM ON-SITE COMPETITION

Bradley Wilson, N.C. State University

Be in focus and follow the Rule of Thirds. Oh, and capture a moment.

Watched as Wilson and a fellow photographer critiqued photos from the photo contest. It was interesting to see how students followed the guidelines of the contest, as well as what they found to represent the theme, "Keep Austin Weird." There were some obvious picks, and some not-so-good ones too. The critiquers had some good tips. Awards would have been nice for the students too.

Submitted by: Susannah Brinkley

BEAUTY & THE BITS

Randy Stano, University of Miami

Use sidebar materials to jazz up spreads.

Stano discussed the ways you can design spreads based on his yearbook staff's creative touch. He showed how sidebars, graphics, factoids, and illustrations can really make a spread come alive and improve informational content.

Submitted by: Susannah Brinkley

BE A SUCCESSFUL YEARBOOK LEADER

Ann Thorne, Missouri Western State University

Everyone is important.

Thorn led a roundtable discussion about how to be a good editor of a yearbook. We talked about how to keep stress levels down during deadlines with food and breaks. Everyone agreed that good leaders should be organized, motivated and communicative. Thorne also said, "Yearbooks are a chain, Everyone is important," which is definitely something I will keep in mind in the future. I took note of some good tips for marketing and keeping up staff morale.

Submitted by: Susannah Brinkley

BE A SUCCESSFUL YEARBOOK LEADER

Ann Thorne, Missouri Western State University

What are key things to getting a yearbook staff to work together successfully

A successful yearbook leader develops yearbook staff as a team through meetings, staff collaborations and retreats. To be a success one must have good communication skills, enthusiasm and organization. Training the staff to do their job is a key element to a successful staff. To meet deadlines set mini-deadlines for stories, photos and designs. Motivate staff to meet deadlines by providing rewards such as food. Motivate the staff to work as a team by staying focused, rewards and praises.

Submitted by: Bryant Robbins

BECOMING A LEADER: EDITORS IN THE NEWSROOM

Sally Turner, Eastern Illinois University

What the qualities are to becoming a leader.

Qualities advisers look for in leader are: Caring about journalism, being dependable and hard-working, knowledgeable about the publication, exercises good judgment, can communicate with others, able to put together a team, able to understand good writing and being aware and politically astute. A leader leads by example and the job of a leader is to make more leaders. Leaders are to be confident and modest at the same time as well as authentic. A leaders needs to be a listener directly and indirectly.

Submitted by: Bryant Robbins

BENDING DESIGN RULES

Randy Stano, University of Miami

It is OK to break the rules as long as there is a reason.

When designing make sure the left page knows what the right page is doing. It is okay to use photos and illustrations together. Use white space when it is going to be effective. Making key words bold or light key words in a text can be effective. Different size leading can make a design stand out. It is okay to use sideways type if it is done effectively. Breaking the rules of design such as text across the gutter is okay as long as there is a reason for it.

Submitted by: Bryant Robbins

Submitted by: Jeremy Leonard

COVERING IT ALL

Randy Stano, University of Miami

Look for stories in everything. And sketch.

Stano gave a long list about things you can cover in the yearbook. From student and Greek life to athletics to faculty and staff, there are plenty of stories. I walked away with a valuable list of story ideas. Stano also gave a list of places to look for ads, and recommended selling senior ads as well. His 2009 yearbook editor and design editor came to speak about their book. They recommended an intense planning schedule story building, sketching, and building a good ladder. They also recommended using Google Docs for editing stories, the ladder and a story idea list.

Submitted by: Susannah Brinkley

COVERING IT ALL

Randy Stano, University of Miami

Finding ways to cover normal stories in a different way

When searching for content find the story behind the story. Search for those different story ideas. Make covering homecoming about what homecoming is really about, the alumni. Different story ideas include departmental grants and research, TAs, Safety Escort, and house moms. Find ideas for your spreads through magazines and take the design and make it your own.

Submitted by: Bryant Robbins

ELEMENTS OF DESIGN

Scott Ladd, Austin American-Statesman

Design is the way you present information.

Designers have to communicate visually. Basic design comes from content, preferably good content. Content does not include just words, it includes stories, images and graphics. A good design includes three font families: sans serif, serif and a good small font. Have a hierarchy, a way to read the page. Weight stories as you move down the page. Always design on a grid. Whatever the body size of a font is, how big it can be. For every horizontal create a vertical. Make sure you balance your white space and use it effectively. Simplicity is key, design a page and then take things off.

Submitted by: Bryant Robbins

FINDING THE PERSON IN PERSONALITY PROFILES

Joy Jenkins, TulsaPeople Magazine

Find that "something special" to build your story on.

Jenkins gave an excellent session about writing a good profile. She suggested doing your homework before the interview, including developing questions. She suggested going to the person's turf to observe them in their environment and to use a tape recorder since it's easier to have a conversation. She said to always plan with your editor, your designer and your photographer. Then, find that something special to build your lede. She also suggested a chronological order, but to build in less important things outside of the timeline. Use flashbacks, contrasts, and day-in-the-life techniques, she suggested. Jenkins also recommended the famous sidebar for extra information.

Submitted by: Susannah Brinkley

FIRST AMENDMENT IN REAL LIFE, PART 1

Barbara Schlichtman, University of Alabama-Tuscaloosa; Frank LoMonte, Student Press Law Center; Robert Bortel, Bowling Green State University; Anne Christiansen-Bullers, Johnson County Community College

Whenever an administrator makes a negative comment about the content of the newspaper that comment needs to be documented. Create a file and pass it down from editor to editor. Documentation can show seemingly isolated incidents are actually a pattern of discriminating behavior.

The Student Press Law Center, now celebrating its 35th year, exists to combat censorship of high school and college media through education instead of litigation. While censorship in high school is often very obvious, censorship of college media can be much more subtle. Frank outlined a current concern of the SPLC in which an adviser in Washington was making all the hiring decisions instead of the student editor. While it is important for an adviser to guide editors in making employment decisions, it is not the adviser's role to appoint senior staff members. The case for censorship is made when a state employee fires a student editor based on editorial decisions. At Anne's school, the student newspaper broke a story concerning sexual harassment by a top administrator at the end of their spring semester. They did not normally publish in the summer when the harassment investigations would take place and asked to print during the summer. The administration denied the paper's request and barred them from their offices. They ended up printing for the local newspaper instead. Barbara talked about the need for student journalists to clearly define and understand their First Amendment rights. Even seemingly innocuous conversations between advisers and administrators can push free speech boundaries. Robert talked about the speech code at Bowling Green State University and what rights student media may be signing away by being a registered student organization at their school.

Submitted by: Jamie Lynn Gilbert

FOR EDITORS ONLY: RULE WITH AN IRON FIST, YET WEAR AN IRON GLOVE

Michael Koretzky, Florida Atlantic University

Don't be too nice.

Koretzky gave another entertaining session about being a good leader. He emphasized that being too nice will hurt a good leader, but also noted that being too mean will turn people away. He encouraged editors to be strong, but also to give motivation and to find ways to keep up staff morale. Koretzky also noted that leaders should watch their tempers and remain calm, even under deadline, because stress can be detrimental to a group, and it's important not to lose anyone. His newspaper staff members also contributed. One of them noted that it's important to let the slackers and the complainers go early, because they will bring everyone down with them.

Submitted by: Susannah Brinkley



PHOTO CONTEST ENTRIES

Bradley Wilson, N.C. State University

Be prepared when you enter a contest.

I helped Wilson collect entries for his photo contest. Students brought their files to me to load onto Wilson's computer. I noticed that it went a lot more smoothly when students did what they were asked to do.

Submitted by: Susannah Brinkley

PRACTICAL OPERATION CONCERNS ABOUT HD RADIO

Joel Willer, University of Louisiana at Monroe

At this point, HD radio is neither practical nor cost-effective.

Unfortunately, Willer spoke mostly in technical jargon that was difficult to follow, but his broad points were very clear. The station that Willer advises recently adopted HD radio, and with the \$440,000 his station spent on it, they are not getting the return that they need. He cites the FCC for not mandating stations to switch over as being the fault of it; too few stations are HD because it costs so much so few people are listening to it or buying HD receivers. He doubts that in the future the FCC will require stations to switch because they haven't already. Willer mentioned that FM radio was once seen as being not commercially viable despite the improvement in technology over AM, but the programming of the FM stations was so good that the general public had no choice but to accept it. The key to getting people interested in HD radio is not in the technology, it's in the programming; more stations are going to have to make the switch and have solid programming that takes advantage of all three channels.

Submitted by: Jeremy Leonard

PUTTING YOUR BEST YOU FORWARD: MAKING THE BEST FIRST IMPRESSION

Marcia Maskiel-Macy, Taylor Publishing

Remembering a name is the most powerful tool.

An apology is a very empowering statement when done sincerely. When shaking hand a strong grip in key along with eye contact. The proper way to introduce yourself is by stating your name and who you are with confidence. When speaking in front of people what you do with your hands is important. Crossing your arms shows that you don't care. By placing your hands in front of you, you can talk with your hands and not distract your listeners. Going into an interview guys must polish their shoes and not wear distracting colors. Passionate exciting people will get the job over someone with tons of qualifications.

Submitted by: Bryant Robbins

RADIO IMAGING FOR COLLEGE STUDENTS

Greg Weston, University of Pittsburgh

Imaging, or all of the non-music programming elements of a broadcast, are as important as the music itself in establishing a strong bond between a station and the listener.

Having imaging that reinforces a positive and consistent image of the station can heavily reinforce the brand and stationality — a station's personality. A brand is a promise a station gives listeners that is often supported by the listeners own perceptions of that promise. A station's personality should be so strong that anyone listening at any time should be able to immediately identify the station. Stationality can be reinforced though a consistent sound of imaging. With

FIRST PLACE

John Cooper Elias and Bryant Robbins won first place in yearbook/magazine page/spread. This 2009 Design of the Year Award was co-sponsored by Adobe Systems.

INTERACTING WITH THE COMMUNITY, PROGRAMMING IDEAS

Jamie Lynn Gilbert, North Carolina State University

Public affairs programming needs to be a team effort; one person cannot sustain a program him or herself.

The scheduled presenter was unable to attend so I gave an impromptu presentation on community affairs programming. I talked about Eye on the Triangle, its mission and the different segments. It's easier to divide a program into smaller segments than try for one long interview. Lots of people around campus and in the community have stories to tell; you just need to find them.

Submitted by: Jamie Lynn Gilbert

KICKED TO THE BACK

John Kendrick, Cottey College

Diversity in the newsroom brings diverse coverage.

Kendrick discussed building a diverse staff by looking across the campus to find new staff members. Having a diverse staff will bring diverse coverage, he said. Avoid stereotypes. He also suggested conducting a diversity audit of coverage, which seemed exactly like the "Time Out for Diversity" that *Technician* already conducts.

Submitted by: Susannah Brinkley

MEET THE SOCIETY FOR COLLEGIATE JOURNALISTS

Bill Ruelhmann, Virginia Wesleyan University; Mary Beth Earnheardt, Youngstown State University; Adam Earnheardt, Youngstown State University

SCJ can help a lot of student journalists advance in their careers.

I spoke with students and advisers who are interested in starting their own SCJ chapter at their school about what we do at N.C. State, as well as what the organization stands for. The National Council members handed out information about chartering a new chapter.

Submitted by: Susannah Brinkley

our music, WKNC is immediately recognizable, but in recent years, our promos, sweepers, liners, and legal IDs haven't always been consistent with each other. A few years ago, I remember there was one voice that did most of the sweepers and key announcements. I can still remember what his voice sounded like. Our station could benefit from having a promo voice that is the same for each announcement. Greg also discussed the value of slogans to a station's identity. A slogan should make a promise, depict the listening experience, and say something significant about the station without making tangible claims. Greg recommended synthesizing the brand into one word that permeates through all operations of the station. For example, his station's slogan is "Pittsburgh's Progressive FM," which reflects all of the music that they play. Another great slogan he referenced was "Where the music matters," which makes a meaningful claim without making a promise that can't be kept. Greg mentioned several examples of poor slogans: "The station that loves you" (which is overly cute), "Your 10-in-a-Row Station" (which lacks emotion) and "Best Variety" (which is false; the internet offers the best variety). WKNC's slogan, "The Revolution," hasn't been mentioned very often in our most recent sweepers and promos. The Revolution arguably doesn't engage emotionally all that we do at the station, but I like the reference to a spinning album and to a changing, revolving selection of music. Our staff should discuss the relevance of our slogan; either way, our slogan should be played a lot more in promos or mentioned on air a lot more frequently.

Submitted by: Jeremy Leonard

RADIO SHOW AND TELL

Chris Wheatly, Ithaca College

Using bed music really helps a program to feel professional.

In a series of low-key reviews of station programming, having bed music seemed to be the key to sounding professional. Bed music can fill dead air and create a rhythm that helps in talking. This background music shouldn't be too loud or too quiet, so the right balance must be set. ECU recently revamped their radio station and are working to establish themselves as a good source for local music and for sessions with touring bands. They were really interested in what WKNC was doing, so I gave them my contact information in case they wanted to talk with me further.

Submitted by: Jeremy Leonard

RADIO STRUCTURE AND FORMATS

CBI Board

Shifts should be disbursed to rookies in a way that emphasizes that DJing is a privilege rather than a right.

Much of the roundtable discussion focused on fellow station's training classes and the benefits and disadvantages to each method. At the station in Westerville, Ohio, training isn't taught in a class, but rather, prospective DJs are thrown in and made to fumble on the board. Rookies are taught voice tracking to help develop their personality. This method does give students a hands-on way of expressing their personality on-air, but it means that students aren't aware of FCC regulations and station rules. In the Ithaca radio station, students begin with a single class period to learn the basics of radio, and then they work through eight hours of in-studio training; at WKNC, only four hours of shadowing are required. At another school, fifteen



Susannah Brinkley presented Frank LoMonte, executive director of the Student Press Law Center, with a check for \$1,000 on behalf of the Society for Collegiate Journalists. Brinkley is president of the NCSU chapter of SCJ.

hours of in-studio training are required. The University of Cincinnati requires auditions for shifts. WKNC offers an in-depth month long class and four hours of in-studio training. However, WKNC's training is more individualized because trainees are required to stay with the same trainer instead of being allowed to move around between different DJs. In a related note, the general manager at Ithaca recommended using Google Analytics to track web traffic since it is free and easy to set up. If our site doesn't already, we should use web tracking to see how many people check the playlists, for example.

Submitted by: Jeremy Leonard

RESEARCH AND THE OVERLOADED ADVISER

Vince Filak, University of Wisconsin-Oshkosh

Identifying co-authors for your research projects is beneficial because you can build on someone else's expertise and since someone else is counting on you it makes you more responsible.

When beginning a research project, you need to read about what else has been done concerning the subject or problem to identify a gap in the literature you can then fill with your research. Use the method that will get you the best results, rather than forcing yourself to be strictly a quantitative or qualitative researcher. Adapt existing tools and scales rather than build a method from scratch. Set tangible research goals you can actually achieve and always be working on something.

Submitted by: Jamie Lynn Gilbert

ROCK & THE VOTE: OR, DO WE HAVE TO AIR POLITICS?

Glenda C. Williams, University of Alabama

Noncommercial radio stations cannot endorse candidates, but there is some leeway in what a station can do over commercial stations.

Noncommercial stations should be very careful about mocking public figures during election time so that they don't appear to be endorsing that candidate's opponent. If you give one candidate equal time, you must give their opponent equal time if they request it within seven days of the interview. News and interview shows are exempt from this rule. However, if a station regularly interviews people from the same party, the FCC likely won't take the station's side should the opposing party complain. Federal candidates are entitled



PACEMAKER

The Associated Collegiate Press awarded a Pacemaker to the 2008 Agromeck yearbook edited by Mary Beth Hamrick. Other staff members included: John Cooper Elias, managing editor; Bryant Robbins, design editor; and Stephen Bateman, photo editor.

"Only seven universities had yearbooks that received the Pacemaker," adviser Bradley Wilson said. "This definitely puts the NCSU yearbook in an elite class of collegiate publications."

According to an ACP press release, "Judges looked for a number of factors, including excellent photography, complete coverage, innovative design and exemplary copy. Out of the 54 total entries, 15 college yearbooks were chosen as Pacemaker finalists."

This was the third time the NCSU yearbook has won a Pacemaker. It also won in 2004 and 2007. It was a finalist for the national award in 2006.

to buy time on commercial station (called "reasonable access") but not on a noncommercial station. If a non-commercial station does provide underwriting time to a candidate, they must provide equal time to the opponent. For internet radio, the FCC has a lot less regulation; however, the station can be held liable for anything that they put on their Web site, so they have to follow the same rules.

Submitted by: Jeremy Leonard

SCJ NATIONAL COUNCIL MEETING

Bill Ruelhmann, Virginia Wesleyan University; Mary Beth Earnhardt, Youngstown State University; Adam Earnhardt, Youngstown State University

Putting together a convention takes a lot of planning.

I met with the SCJ National Council to discuss the SCJ National Convention that will be held at N.C. State in March 2010. We talked about sessions, meals and money. They also announced that Frank LoMonte of the Student Press Law Center will be the keynote speaker at the event.

Submitted by: Susannah Brinkley

SHOWCASE AUSTIN 2009

Jody Strauch, Northwest Missouri State University; Lee Warnick, Brigham Young University-Idaho

There's something good in everything.

Strauch and Warnick collected their favorite design pieces from the newspaper exchange table in the Hilton. They looked at more than 90 publications to find their picks. The said they looked at design, packaging and architecture. Each publication they showed had something different. I left with a bunch of sketches and photos of the slides I liked which will be good idea builders for the yearbook.

Submitted by: Susannah Brinkley

SPORTS: ALL QUESTIONS ANSWERED

Eric Adelson, freelance writer

Tell people's stories.

Adelson led a question and answer session about sports writing careers. Careerwise, he encouraged everyone to not worry about pay or titles as long as you are learning. Sportswise, he encouraged everyone to write about people. He said, "Even if the athlete is not in the town, the town is still in the town. Interview friends and family and coaches. Look to get around media barriers by writing letters requesting information. Give enthusiasm. I care about the team. Tell how you benefit from the information, and then how they'd benefit from giving it to you. He also recommended the FOIA form on the SPLC Web site.

Submitted by: Susannah Brinkley

STATION AND COMMUNITY

Matt Ingebreston, University of Texas-Austin

A station can get easy publicity by going to a local record store and putting station logos on all of the CDs that were on the playlist for that week.

The above statement by Ingebreston is plausible and could be expanded upon to fit the dynamics of Raleigh. We could have a relationship with Schoolkids where we set up a rack in their store with WKNC Picks which contain the albums that Jenna, John and I represent our station well (most likely Must Plays and local albums). Beside each CD would be our album review.

We should also emphasize album reviews a lot more on our blog; any album that a music director thinks truly deserves recognition would get a WKNC Pick logo. Ingebreston gave many suggestions for promoting a college station for little to no money. A university could open up their radio station to public tours so that cub scouts and girl scouts can get their Communication badge; the scouts could also say "hey" on air and their parents could listen, drawing in potentially new listeners. A station could record the local mayor saying sweepers. A station should pay attention to small towns nearby because few places on the air mention them. A station could offer a free car wash for each listener who wears their bumper sticker on their car. DJs could do live sets in new local businesses that draw new customers.

STUDENT VOICES ONLINE

Kristin Millis, University of Washington

A student media Web site can serve as a forum for community discussion.

Millis works for the *Daily*, a student newspaper that offers a robust forum with plenty of community discussion. The forum was a fantastic idea that should be incorporated into our *Technician* Web site. Millis mostly discussed the issue of comment moderation. A debate over same-sex marriage became so heated and inflammatory that staff members became afraid for their personal safety, so the newspaper now moderates comments carefully and removes those that are threatening or off-topic. They tried several moderation techniques; they originally required people to log in via Facebook or the newspaper Web site, but this hindered discussion because people didn't want their identity revealed. The *Daily* now offers a thumbs up and thumbs down system so that if a message is flagged as thumbs down so many times by members of the community, it is sent to the moderators for consideration. The *Daily* set up a community wiki that allows members of the community to write about local events and the histories of local clubs. Since detailed information on a lot of local bands isn't organized online, WKNC could offer a wiki of North Carolina bands through our Web site. The *Daily* also encourages user-generated content by giving prizes to those who win their photo contests. To encourage greater interest in our blog, WKNC could offer a photo contest for local bands playing concerts; the best photo would win a prize and users would vote on the winner.

Submitted by: Jeremy Leonard

SWAG SWAP

CBI Board

WKNC should offer more swag such as free t-shirts and bumper stickers to help promote our station and to spread the love around.

The swag that I brought to the swap, two t-shirts, koozies, and a few stickers, was immediately grabbed. My peers were really excited to see koozies and thought that they were a wonderful idea. Bumper stickers were a popular item at the swap, and they made me realize that WKNC doesn't give away any such item. We have a lot of proud listeners of our station that I am sure would love to show off what they listen to on their ride home. The station manager at Ithaca used free t-shirts as powerful promotional item. The shirts were free because they were sponsored by a local business but they still insisted on the shirts being high quality and well-designed. Our station should also offer free t-shirts

at school events and at concerts we sponsor. A wider array of shirts could still be offered at a price if we still wanted to get revenue from their sales. One station had a giveaway zine similar to a miniature Windhover that contained concert reviews and comics. The concert reviews were a fantastic idea that would be a really enriching part of our blog.

Submitted by: Jeremy Leonard

TOUR TO THE SET OF AUSTIN CITY LIMITS: LIVE TAPING OF TEXAS MONTHLY TALKS

Evan Smith, Texas Monthly Talks

Public affairs programming with important officials do not need to be boring; a lively host can help make an interview interesting.

This tour to the set of Austin City Limits included a taping of an interview with Madeleine Albright for the show Texas Monthly Talks. The set was basic a table and two chairs on a raised platform. The program was shot with two stationary cameras and one mobile camera with a boom. Outside the Austin City Limits set (where Texas Monthly Talks is also filmed), there were numerous photos of past guests. This created a sense of excitement that can be replicated at WKNC by placing photos of past guests like the Avett Brothers in the frames outside the office.

Submitted by: Jamie Lynn Gilbert

UNDERWRITING

J.C. Patrick, Houston Public Radio; H. June Fox, Director of Station Relations, DEI

With underwriting, it's best to play it safe since it's often in how you word things that you can get in trouble with the FCC.

Underwriting is difficult to word because of the numerous ways of phrasing that can lead to an FCC fine. Often, not mentioning something works better than trying to say it at all. When trying to describe an event, the listener only needs to know who is performing and when, and they can look the event up elsewhere for more information. Giving information about going to a for-profit business for pick-up is illegal to mention on the radio because it is seen as inducement to buy. Also seen as inducement to buy is linking donations to purchases. Mentioning that holiday items are available for pre-order is illegal. Describing job listings is illegal, but saying that a job fair is offered is not. Saying tickets are available at Barnes & Noble and Ticketmaster is illegal if it is seen to promote a third party, but saying tickets are available at local retailers is not illegal. A for-profit underwriter giving information about a non-profit organization is legal so long as the underwriter does not discuss their own business; saying "this message was brought to you by Reliant Energy, who made the following announcement possible" is legal. Saying that a company specializes in a certain area could be regarded as overly promotional for that company. The best idea when dealing with both for-profit and non-profit underwriters is to make everyone play by the same rules so that non-profits have the same standards for legality as for-profits. Non-profit organizations are allowed to mention prices in their donor announcements, but the IRS could recognize such an announcement as a commercial and tax the radio station as such.

Submitted by: Jeremy Leonard



UNDERWRITING GAME

H. June Fox, Director of Station Relations for DEI; J.C. Patrick, Director of Corporate Support for KUHF Houston Public Radio

If a station is in the position to develop their underwriting policy, it should treat non-profit and for-profit underwriters the same way. Although different rules apply according to the FCC, treating the two groups differently creates confusion for clients and sales staff. WKNC has since revised its policy to treat all underwriters the same way.

Try to not use the name of a business more than three times in a 30 second underwriting announcement. Words like complimentary reference price information and are prohibited. Recruitment underwriting is also prohibited if it is not one of the client's offered services. Watch using the term specializes since a station was fined for that language earlier this year. Don't list places tickets are available, other than the venue box office/Web site.

Submitted by: Jamie Lynn Gilbert

UNDERWRITING 101

H. June Fox, Director of Station Relations for DEI; J.C. Patrick, Director of Corporate Support for KUHF Houston Public Radio

The Internet Advertising Bureau, online at iab.net, is a valuable resource to sell online advertising.

Internet advertising is measured in CPM, or cost per thousand (mille) impressions. Good rates to consider for banner ads are \$15-\$20 CPM, pre-roll ads for an audio stream are \$20-\$40 CPM, podcast sponsorship for \$30-\$50 CPM and e-newsletter ads for \$25 CPM. Google Analytics (which Student Media uses) and Google Ad Manager (which we don't use) are both good tools to measure Internet traffic. Find sponsors that match your programming. Have sponsors for different pages of your Web site. You can even create content for the Web like local music or restaurant guides to target certain sponsors. Put your media kit online and include quotations from your sponsors. Use graphs and graphics to make it interesting. Include demographic information about your audience and your station's coverage map. Sell benefits, not features. Take your rate card and highlight everything about the station in red and everything about the client in green. Revise your rate card so it is mostly green.

Submitted by: Jamie Lynn Gilbert

Bryant Robbins accepts the Agromeck's Pacemaker award from Kathy Huting of the Associated Collegiate Press.

Yearbook staffers Nick Toptine, Bryant Robbins and Susannah Brinkley, met with Linda Puntney, adviser of the *Royal Purple* at Kansas State University, over breakfast to review pages. Staff members also spent time reviewing pages with the staff of the *Ibis* from Miami University.



WRINGING OUT BAD WRITING HABITS

Tom Pierce, St. Petersburg Times

At the St. Petersburg Times, a staff cannot immediately become a columnist since the columnist position is regarded as a privilege.

Tom discussed some elemental tips for journalism that are often overlooked. Tom mentioned one of the main pitfalls of beginning journalism is making promises that you cannot keep. A journalist shouldn't say that an interviewee is allowed to read an article before it is published if the interviewee asks. The main point here is that the journalist should truthfully say no and be firm in what they say; they can't let their kindness get ahead of their ethical sensibilities. In reporting news, a reporter shouldn't use jargon or slang that the majority of the public won't know. For WKNC, DJs should cater to a musically knowledgeable audience but also be aware that people listening might not know the more obscure references. A journalist shouldn't use euphemisms in reporting and should edit their writing to a minimum of redundancies; similarly, DJs should have clean, brisk, and informative talk breaks. Tom mentioned that, in leading a newsroom, the leader should be a gentle creature and not a growling nemesis.

Submitted by: Jeremy Leonard

Sessions by staffers

A PROFILE OF NORTH CAROLINA COLLEGIATE MEDIA

Bradley Wilson

The college media in North Carolina are a diverse group. Some large public universities have million-dollar budgets and daily newspapers that survive solely on advertising monies. Smaller schools have thriving programs funded by student fee dollars and state funds. While newspapers still seem to be the backbone of most student media operations, a significant number of national award-winning magazines, radio stations and online media also thrive in the state. Through survey analysis and direct contact, this study attempts to paint a picture of the media outlets in the state, as well as their significant similarities and differences. In addition to painting a picture of the media outlets, we also attempted to compile a comprehensive roster of the college media outlets in the state.

This research presented was presented based on material gathered during the last academic year by Wilson and graduate student Heath Gardner.

Other advisers presenting research presentations included Brian Thompson, Flagler College and Vince Filak, University of Wisconsin-Oshkosh.

The complete study is online at <http://bradleywilsononline.net/research/ncprofile/>.

SURVEYING COLLEGE RADIO: WHAT TO DO WITH THE DATA

Jamie Lynn Gilbert and Lisa Marshall, Muskingum University

Unlike their commercial counterparts who rely on Arbitron or Scarborough for listener information, college radio stations often collect data in-house using less sophisticated survey methods. This presentation will offer a brief overview of how stations can collect audience information and then delve into how to analyze and interpret survey data.

DIGITAL PHOTOGRAPHY WORKSHOP

*Bradley Wilson
with Nick Toptine*

In addition to just taking photos, photojournalists are now responsible for digitally editing their images, archiving them and producing audiovisual shows to display their work online. In this all hands-on, eight-hour workshop, we reviewed techniques in Photoshop for preparing photos for use in print/online, develop archiving techniques and produced a SoundSlides presentation including audio and visuals.

ON-SITE PHOTO COMPETITION

Bradley Wilson

About 60 students were selected for a Washington, D.C. photo shooting assignment. They shot and edited their digital images and submitted them for critique. At the Saturday critique, the group discussed the images, including everything from coverage to technical quality to composition. Chris Birks of Benedictine University (Lisle, Ill.) and Colin Donohue of Elon University assisted with the critiques. The final slideshow of images is online at <http://bradleywilsononline.net/austinf09/>. About 250 students attended the final critique.

RADIO PERSONALITIES, WEB RADIO AND INDEPENDENCE

Jamie Lynn Gilbert; Pamela Ohrt, Wartburg College; Robert Gutsche Jr., Marquette University; and Erica Salkin, University of Wisconsin-Madison.

They presented peer-reviewed research papers on the topics: "You're On the Air . . . But Who ARE You?"; "Interactivity and the Content Conundrum: An Analysis of College Radio Web Sites"; and "News Stories: An Exploration of the Relationship Between Decision Making and Independence Within University Journalism."

WOW WOW: INTEGRATING LIVELY PHOTOS INTO DESIGN

Bradley Wilson

Obtaining quality, photojournalistic images is only part of the battle when it comes to creating action-packed designs that will entice viewers and engage them in the content. The design, the type and the photos work together. Bradley presented this one-hour session to about 50 students/advisers.

CONTEST? YOU WANT ME TO RUN A CONTEST?

Bradley Wilson and Jeanne Action

Bradley and Jeanne Action of the University of Texas talked with some 30 students and advisers in this presentation that evolved into everything from running radio contests to running local media contests. Running student media award competitions is a great way to increase your contacts, see how your program stacks up and challenge your organizational skills. Hear how to start or run a competition for print, broadcast and online student journalists from competition veterans, judges and current organizers.

ORGANIZING THE PHOTOGRAPHY STAFF

Bradley Wilson

A staffer for the *Wall Street Journal* said the best part of his job was not having to work with photographers. Bradley lead this session for about 150 photographers, discussing how to organize and to lead a photography staff which is as much art as science.





(back) Bradley Wilson, Bryant Robbins, Jeremy Leonard, Nick Toptine; (front) Jamie Lynn Gilbert, Susannah Brinkley

Awards

At the national convention of the Associated Collegiate Press, College Media Advisers and College Broadcasters, Inc. in Austin, Texas Oct. 30 - Nov. 1, the NCSU Student Media received national recognition and students attending the conference did everything from participate in critiques to attend sessions taught by professional journalists and instructors from all over the nation. Some NCSU students and their advisers also taught sessions.

"If the recognition our Student Media received in Austin isn't evidence of a thriving and successful student media program, I don't know how anyone could define a successful, all-around program," said media adviser Bradley Wilson.

- The 2008 **Agromeck** yearbook edited by Mary Beth Hamrick received one of only seven Pacemaker awards given nationwide
- **John Cooper Elias** and **Bryant Robbins** won first place in yearbook/magazine page/spread. This 2009 Design of the Year Award was co-sponsored by Adobe Systems. The two received recognition for a spread in the 2009 **Agromeck** yearbook on the Krispy Kreme Challenge.
- **Ana Andruzzi** and **Biko Tushinde** received third place in newspaper page one for a front page design in the *Technician* also on the Krispy Kreme Challenge.
- **Windover**, the 2009 NCSU literary and arts magazine edited by Joe Wright placed second in Best of Show
- **Agromeck**, the NCSU yearbook placed second in Best of Show for the 2009 edition edited by John Cooper Elias
- *Technician*, the NCSU daily newspaper, placed second in Best of Show for an audio podcast with WKNC 88.1fm produced by **Graham Bruns** and **Stephen Kinane**
- *Technician*, the NCSU daily newspaper, placed third in Best of Show for a special new-student supplement edited by John Cooper Elias
- WKNC 88.1fm was a finalist for a National Student Production award given by the College Broadcasters, Inc. for radio/best newscast for "88.1 Seconds of Technician – April 27, 2009 produced by **Saja Hindi** and **Derek Medlin**