Division of Student Affairs

Department of Student Media

EXECUTIVE SUMMARY

2011-2012
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OVERVIEW
The Department of Student Media has been established with the overarching goal of creating a sense of community at FAU. With a new Director and Assistant of Student Media the department is set to move into a new era at FAU. No longer will three disparate entities, OWL Radio, OWL TV and the University Press embark on media convergence. While tackling convergence, the student-run outlets will provide student participants the opportunities to make decisions that will shape FAU student media for years to come. They will be making management decisions, content decisions and financial decisions that will shape these student-run outlets. Through this process they will learn invaluable lessons that will shape their decision-making and career goals as they leave the institution and embark on their own careers. These decisions will shape how FAU sees itself and contributes to the unique community atmosphere that we are all building at FAU.

MAJOR ACCOMPLISHMENTS
- Creation of fauowlradio.com; a new web domain that will allow Owl Radio to improve its broadcast quality and broaden its listenership.
- Hiring of new IT specialist to create content and enhance interactive capabilities of fauowlradio.com. The purpose is to make the Owl Radio brand more attractive, in order to increase number of listeners and in turn more advertisers.
- Increased presence at FAU events (i.e. orientation, multicultural events, Homecoming, Midnight Madness, Summer Splash)
- Created a partnership with Wavelengths Radio in School of Communication in order to increase news presence on Owl Radio. Also a way to strengthen the ties and collaboration with School of Communication.
- The University Press won three (3) Mark of Excellence Awards from the Society of Professional Journalists: Third Place in Sports Column Writing and First and Second Place in General News Reporting. Mark of Excellence is SPJ’s national student-journalism award, in which regional first-place winners compete for a national prize. (The UP’s General News Reporting story went on to national competition, but finished behind stories by students at the University of California, Berkeley; the University of Missouri; and the University of Oklahoma.)
- The University Press won four (4) Sunshine State Awards from the Society of Professional Journalists: Second Place for College Journalist of the Year, First Place for Front Page Design, Third Place for Sports Writing and Second Place for News Writing. The Sunshine State Awards are SPJ’s statewide professional and student awards.
- The University Press won three (3) Best of Collegiate Design Awards from the College Media Association: First Place for Best Cover, Third Place for Headline Presentation and the Fifth Place for Best Feature Page.
- Finished the drafting of statutes and charter for a Student Media Advisory Board, which will soon hold its inaugural meeting.
- Upgraded the newsroom with new computers and tablets.
Instituted more blogs on the University Press website, including the paper’s first photo blog, Lunch with Lamise, which chronicled a UP staff photographer’s experiences in a study-abroad program. Similar blogs are planned for the future.

Converted the tabloid-style newspaper into a glossy magazine while going with new printer Vision Printing, a locally owned company based in Boca Raton.

Worked with iCampus Times to develop a Student Media app.

Creation and launch of new station website; owltv.fau.edu to increase viewership and complement our TV platform. The website will serve as a new, more immediate avenue to reach a wider audience and provide web-exclusive content to attract a wider audience. This was not possible before with only a closed circuit television signal.

Creation and launch of Owl Newscast. This half-hour program provides students with up to the minute and in-depth coverage of the news in and around the FAU community. In addition, the Owl News Updates also keep the university community informed at various times throughout the day, seven days a week.

Extensive coverage of FAU football -home and away- during the inaugural season of the new state-of-the-art FAU Stadium.

MAJOR CHALLENGES
We had a setback in the departure of Michael Gaede and Marc Litt, unable to have a full year to integrate the three Student Media outlets and revenue base model; therefore, had some challenges with regard to allocation of resources, establishment of the Student Media Board, training and advisement. Furthermore, all three media outlets are in need of adequate programming space and equipment, a system of prioritization needs to be implemented, through our reorganization plan that allocates those resources based on major goals. Also, changes have been made to staffing, moving from part-time to full-time advisors that will alleviate some of these challenges in the near future. The reorganization plan/changes has been difficult for some students, but we will continue to provide students with experienced advisors who can present various aspects of media in a structured manner while asking students for their input on how to best present this information.

MAJOR GOALS FOR 2011-2012

- Begin regular meetings of the Student Media Advisory Board.
- Expand to Jupiter campus and Broward campuses in order to provide better programming and service to the students on that campus. For the first time since 2008, Owl TV will once again have a staff presence on the Jupiter Campus starting in the fall of 2012. The equipment necessary has been purchased and the final logistics are being worked out with Student Government to launch in the fall. For the first time ever students in resident housing at Jupiter will receive the Owl TV signal in their apartments through a closed circuit server.
- Increase partnership scope with FAU Athletics to provide services for other sports outside basketball (i.e. baseball, softball) and generate more revenue.
- Increase membership through recruitment and outreach (i.e. orientation, weeks of welcome, ads in UP and Owl Radio).
- Continue providing video production services in support of other university departments (i.e. Student Affairs, Housing, Fraternity and Sorority Life)
- Increase revenue through ad sales model on Owl TV and Owl TV’s Website.
- Increase revenue through video production for outside vendors (i.e. we are currently in negotiations to finalize a production agreement with Wizard Creations through which we will create a series of video ads for them)
- Expand Owl Radio to FAU Davie Campus to better serve the students in Broward County.
- Increase revenue through advertising sales.
- Develop a revenue source by utilizing part of our Owl Radio facilities as a sound recording studio.
- Increase membership through promotional efforts (i.e. weeks of welcome) and by forging a stronger bond with the different academic departments within the FAU community (i.e. School of Communication, School of Engineering and School Business). This will allow us to recruit talented and committed students that can serve as the present and future of Owl Radio.
- Implement a campus marketing plan to let the FAU community know what the University Press offers and to encourage their participation, either through direct participation or as a viewer/listener/reader.
- Begin developing new advertising opportunities in the University Press, including a mix of ads and editorial on pages.
- Establish a student ad sale team in partnership with Nitch Media.
- Develop relationship with iCampus Times as they begin rolling out v.2.0 of the web app.
- Develop an invoicing system for FAU’s work with Nitch Media.
- Begin meeting with campus representatives in Jupiter and Davie to optimize coverage at partner campuses.
- Continue faculty involvement, with a possible long-term goal of senior staff at the University Press receiving course credit for their work here.
- Work with the Career Center to identify media internship opportunities in the community that will provide practical experience for University Press staff.
- Track web hits and distribution reports for each outlet in order to determine reach within FAU community.
- Identify and install off-campus locations for the University Press news racks to increase readership with vendors, alumni, and local community.
- Get return rates on distribution under 10 percent.
- Grow UP staff to more than 60 students within this year.
- Reach out to Coastlines to begin discussions similar to those that have centered on the Undergraduate Research Journal.