I. MISSION STATEMENT
The Department of Student Media will provide learning opportunities in media that will promote student participation and enrichment, through the practice of newspaper, television and radio journalism.

VISION
To utilize the Student Media outlets to create a larger sense of community at FAU and to provide Student Media participants with a rewarding and enriching experience that will contribute to their future success.

CORE VALUES
• Those members of the FAU community have a forum for free expression.
• Those students will be given a real-world experience in print, electronic, radio and television media.
• That students gain leadership skills through their participation in Student Media.
• That Student Media contributes to and participates in building a larger sense of community at FAU.
• That students gain management skills through their participation in the budget process.

II. ORGANIZATIONAL CHART AND STAFF LISTING (APPENDIX A)
Terry Mena, Associate Dean of Students
Addiel Gomez, Assistant Director of Student Media
Neil Santaniello Interim University Press Adviser
Fay Stein, Program Assistant

III. ACCOMPLISHMENTS
• All three outlets increased membership in the past year.
• Owl TV and Owl Radio saw increases in revenue through student-sales initiatives.
• Expanded DJ event services to include football tailgates and events on partner campuses in Broward and Jupiter. Owl Radio has strengthened partnership with School of Communication, while establishing new partnerships with Housing and Hoot Wisdom Recordings.
• The University Press won ten (10) Mark of Excellence Awards from the Society of Professional Journalists: Third Place in Sports Photography and General News Reporting; Second Place in Breaking News Photography, General News Photography, Online Feature Reporting, and Online News Reporting; and First Place in Online In-Depth Reporting, In-Depth Reporting, Sports Column Writing, and Sports Writing. Mark of Excellence is SPJ’s national student-journalism award, in which regional first-place winners compete for a national prize. (The UP’s Online In-Depth Reporting, In-Depth Reporting, Sports Column Writing, and Sports Writing went on to national competition, but finished behind stories by students at the CUNY Graduate
School of Journalism, Kent State, Texas Christian University, and the University of Minnesota, respectively.

- The University Press won nine (9) Sunshine State Awards from the Society of Professional Journalists: Third Place for College Media Website; Second Place for Feature Photo; and First Place for Front Page Design, Sports Photo, Sports Column, Sports Story, and News Story. Additionally, and most significantly, the University Press took home Sunshine State Awards for Weekly College Newspaper of the Year and College Journalist of the Year. The Sunshine State Awards are SPJ’s statewide professional and student awards.
- Upgraded Owl TV studio with new multipurpose set and a lighting grid. Purchased new video switcher to use at major FAU events such as the Step Show and the President’s State of the University Address.
- University Press stories were covered in national news outlets, including breaking news on college professors, the president and the stadium-naming controversy.
- Held informal training sessions at each Friday meeting, covering a variety of journalistic practices, from proper grammar to newsgathering.
- Held mini-sessions on AP Style for the copy editing staff.
- Consolidated partnership with FAU Housing to broadcast Res-House Cinema on Owl TV.
- Increased original, student-produced content at Owl TV with creation of weekly news and sports shows.
- Owl Radio partnered with FAU Housing to start “Sunday Funday” at the IVA pool, in an effort to meet the President’s vision of increasing and improving weekend programming at FAU.
- Consolidated partnership with Clear Channel Communications in order to create a hub for students in Student Media to intern and eventually find employment with that major media company.

IV. 2013-2014 GOALS
- Implement a campus marketing plan to let the FAU community know what Student Media offers and to encourage their participation, either through direct participation or as a viewer/listener/reader. ACCOMPLISHED
- Educate and enhance the role and function of Student Media Advisory Board to FAU community. ACCOMPLISHED
- Develop revenue opportunities for the University Press. ACCOMPLISHED
- Establish a printing contract through a competitive/bid process for the student newspaper. ACCOMPLISHED
- Establish a student-run ad sale team. ACCOMPLISHED IN OWL TV AND OWL RADIO IN PROGRESS FOR STUDENT MEDIA
- Increase the quality and number of stories covered by the University Press based on sound journalistic principles and industry practices. ACCOMPLISHED
- Create an ongoing training program that will give students a firm foundation in theory and the skills required for journalism. ACCOMPLISHED
• Initiate faculty involvement through a faculty adviser from the School of Communication and Multimedia Studies to oversee the design and implementation of an internship/training program. **ACCOMPLISHED**

• Create an ongoing speaker series to provide information to students on multiple aspects of media – from content selection to management. **ONGOING**

• Work with the Career Center to identify media internship opportunities in the community that will provide practical experience for Student Media participants. **ACCOMPLISHED**

• Work with Athletics to cover the home games and increase the number of away game watch parties. **ACCOMPLISHED**

• Purchase new racks for the University Press and re-evaluate rack placement to increase readership. **ACCOMPLISHED**

• Track web hits and distribution reports for each outlet in order to determine reach within FAU community. **ACCOMPLISHED**

• Create Android and IPhone applications for student media outlets. **ACCOMPLISHED**

• Identify and install off-campus locations for the University Press news racks to increase readership with vendors, alumni, and local community. **ONGOING**

**V. ADVANCEMENT OF THE FAU STRATEGIC PLAN**

The goals of Student Media are to provide a forum for free expression and to contribute to FAU’s feeling of community and OWL pride. We hope to do that by providing the FAU community with the highest quality student-run news and entertainment outlets – OWL Radio, OWL TV and the University Press. This aligns with FAU’s strategic goal of meeting community needs and fulfilling unique responsibilities. Student Media meets community needs by providing news and entertainment for the FAU community. It also allows students to work in real-world media settings.

**VI. RELEVANT DATA**

OWL Radio Student Participation

<table>
<thead>
<tr>
<th>Role</th>
<th>10-11</th>
<th>11-12</th>
<th>12-13</th>
<th>13-14</th>
</tr>
</thead>
<tbody>
<tr>
<td>Management and Supervisory roles</td>
<td>11</td>
<td>9</td>
<td>9</td>
<td>9</td>
</tr>
<tr>
<td>Volunteers (DJs and Promotions)</td>
<td>63</td>
<td>78</td>
<td>31</td>
<td>31</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>74</td>
<td>87</td>
<td>40</td>
<td>40</td>
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</tbody>
</table>

University Press Student Participation

<table>
<thead>
<tr>
<th>Role</th>
<th>10-11</th>
<th>11-12</th>
<th>12-13</th>
<th>13-14</th>
</tr>
</thead>
<tbody>
<tr>
<td>Management and Supervisory roles</td>
<td>16</td>
<td>16</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>Reporters/Designers/other non-supervisory</td>
<td>13</td>
<td>12</td>
<td>7</td>
<td>12</td>
</tr>
<tr>
<td>Volunteers</td>
<td>20</td>
<td>30</td>
<td>24</td>
<td>25</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>49</td>
<td>58</td>
<td>41</td>
<td>47</td>
</tr>
</tbody>
</table>

OWL TV Student Participation

<table>
<thead>
<tr>
<th>Role</th>
<th>10-11</th>
<th>11-12</th>
<th>12-13</th>
<th>13-4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Management and Supervisory roles</td>
<td>9</td>
<td>4</td>
<td>9</td>
<td>9</td>
</tr>
<tr>
<td>Production Coordinators/other non-supervisory</td>
<td>12</td>
<td>7</td>
<td>12</td>
<td>12</td>
</tr>
<tr>
<td>Volunteers</td>
<td>55</td>
<td>35</td>
<td>29</td>
<td>30</td>
</tr>
<tr>
<td>------------</td>
<td>----</td>
<td>----</td>
<td>----</td>
<td>----</td>
</tr>
<tr>
<td>TOTAL</td>
<td>66</td>
<td>46</td>
<td>51</td>
<td>51</td>
</tr>
</tbody>
</table>

### VII. 2014-2015 GOALS

- 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 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)
- Finalize partnership with FAU Athletics Department to COVER away games of FAU football team.
- Expand 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 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 regular meetings of the Student Media Advisory Board.
- Begin developing new advertising opportunities in the University Press, including a mix of ads and editorial on pages.
- 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 all three outlets receiving course credit for their work here.
- Put together at least one visit in fall and spring semesters to a professional print newsroom.
• 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.
• Win twice as many awards.
• 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.

VIII. BUDGET SUMMARY
Student Media is supported by Activity & Service fees that are allocated by the Student Government, University-wide Budget and Appropriations Community annually. The funding is for student media outlet and department of Student Media as follows:

<table>
<thead>
<tr>
<th>Outlet</th>
<th>Expenses</th>
<th>Salaries</th>
</tr>
</thead>
<tbody>
<tr>
<td>OWL Radio</td>
<td>$29,993</td>
<td>$47,053</td>
</tr>
<tr>
<td>University Press</td>
<td>$44,295</td>
<td>$45,705</td>
</tr>
<tr>
<td>OWL TV</td>
<td>$30,100</td>
<td>$60,483</td>
</tr>
<tr>
<td>Director of Student Media</td>
<td>$24,949</td>
<td>$242,846</td>
</tr>
</tbody>
</table>

IX. CONTRIBUTIONS TO THE UNIVERSITY/DIVISION
Provide membership on the following committees/advisory boards

Divisional
- Weeks of Welcome Committee
- Student Affairs Marketing Committee
- Homecoming Committee
- Campus Life Team
- Graduate & Undergraduate Research Day/Journal Committee
- Campus Sustainability Team
- Veteran Affairs Committee

X. EXECUTIVE SUMMARY
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

• All three outlets increased membership in the past year.
• Owl TV and Owl Radio saw increases in revenue through student-sales initiatives.
• Expanded DJ event services to include football tailgates and events on partner campuses in Broward and Jupiter.
• The University Press won ten (10) Mark of Excellence Awards from the Society of Professional Journalists: Third Place in Sports Photography and General News Reporting; Second Place in Breaking News Photography, General News Photography, Online Feature Reporting, and Online News Reporting; and First Place in Online In-Depth Reporting, In-Depth Reporting, Sports Column Writing, and Sports Writing. Mark of Excellence is SPJ’s national student-journalism award, in which regional first-place winners compete for a national prize. (The UP’s Online In-Depth Reporting, In-Depth Reporting, Sports Column Writing, and Sports Writing went on to national competition, but finished behind stories by students at the CUNY Graduate School of Journalism, Kent State, Texas Christian University, and the University of Minnesota, respectively.)
• The University Press won nine (9) Sunshine State Awards from the Society of Professional Journalists: Third Place for College Media Website; Second Place for Feature Photo; and First Place for Front Page Design, Sports Photo, Sports Column, Sports Story, and News Story. Additionally, and most significantly, the University Press took home Sunshine State Awards for Weekly College Newspaper of the Year and College Journalist of the Year. The Sunshine State Awards are SPJ’s statewide professional and student awards.
• Held initial Student Media Advisory Board meeting.
• Held first editor/station manager selection through Student Media Advisory Board process.
• Upgraded Owl TV studio with new multipurpose set and a lighting grid.
• University Press stories were covered in national news outlets, including breaking news on college professors, the president and the stadium-naming controversy.
• Held informal training sessions at each Friday meeting, covering a variety of journalistic practices, from proper grammar to newsgathering.
• Held mini-sessions on AP Style for the copy editing staff.
• Met with OIT to formulate a plan to embed Student Media content in the FAU app.
• Met with FAU Housing to form a partnership to broadcast Res-House Cinema on Owl TV.

MAJOR CHALLENGES
We had a setback in the departure of University Press adviser Dan Sweeney. However, that opened up the opportunity to formalize an partnership between Student Media and the School of Communication. Professor Neil Santaniello is now serving as interim adviser for the University Press. In that role he is creating a new training model for student journalists who participate in the UP. Moreover, Assistant Director Addiel Gomez is now adjunct faculty member in the School of Communication strengthening the bond between Student Media and the School of Communication. In order to improve our services and the students’ learning experience, all three media outlets still need adequate programming space and equipment. All three outlets, with the guidance of the professional staff, have implemented a system to prioritize the most needed infrastructure updates. The creation of a new Student Media Advisory Board, composed of student media leaders, members of student government, school of communication faculty and outside professionals has helped all three outlets adopt standards and practices of professional media organizations.

MAJOR GOALS FOR 2014-2015

- Continue regular meetings of the Student Media Advisory Board.
- Finalize creation of a Student Media student-sales model for revenue generating.
- 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 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.
- 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.
Appendix A - Organizational Chart

Vice President for Student Affairs

Dean of Students

Associate Dean of Students

Coordinator (University Press Adviser)

Coordinator (Owl TV & Owl Radio Adviser)

Office Assistant