

Student Media Program Review

Where are we now?

November 2008

Prepared for Student Affairs Directors

Student Media offerings

- **The Rocky Mountain Collegian**
 - Colorado's only daily student-run newspaper
- **College Avenue magazine**
 - A quarterly magazine in its third year
- **KCSU-FM**
 - A 10,000-watt student-run radio station
- **CTV News and Sports**
 - Fort Collins' only nightly newscast
 - Weekly CSU and local sports show
- **Colorado High School Press Association**
 - Our partnership with the state's scholastic journalism teachers

Student Media Professional Staff

- Director: Jeff Browne, general manager
- Assoc. Dir.: Mario Caballero, broadcast operations manager
- Assoc. Dir.: Kim Blumhardt, advertising/underwriting sales manager
- Asst. Dir.: Holly Wolcott, Collegian news adviser
- Asst. Dir.: Jennifer Fischer, creative services manager
- Assistant Dir.: Julia Sandidge, broadcast news adviser
- Coordinator: Eric Melendez, multi-media ad sales
- Coordinator: Brent Morton, web services (50%)
- Accounting Technician: Gayle Adams, business assistant
- Photography Assistant: Pete Heacox, photo adviser (20%)

External Review

General Recommendations

- Evaluate mission statement to include multi-media and convergent news efforts
- Creatively explore expanded or new space
- Continue outreach programs and cooperative ventures
 - CHSPA, Journalism Day and Summer Workshop
 - Diversity Conference
 - Continue with extensive training programs

External Review

Medium-specific Recommendations

- Rocky Mountain Collegian
 - Maintain high ethical standards
- College Avenue
 - Develop revenue sources
- KCSU-FM
 - Develop long-range equipment-replacement plan
 - Increase visibility of radio station services
- CTV
 - Adding additional news and studio space
 - Develop plan for replacing aging technology

Response: Mission

- Development of cooperative and converged multi-media efforts
 - Collegian multi-media desk
 - CTV Web site www.ctv11.com
 - KCSU news expansion

Response: Commitment to Diversity

- CSU Diversity Conference
 - Third consecutive year we've hosted a panel and/or a keynote or featured speaker
- President's Diversity Panel
 - Third consecutive year we've broadcast
- Recruitment
 - Native American Journalists Association
 - Journalism Education Association
 - CHSPA and Key Service Community
 - Freshmen mentors
- Partnerships
 - GLBTSS Coming Out Week featured speaker co-sponsorship

Response: Collegian

- “They’re students, and they’re humans, of course, so our students have made – and will in the future make – mistakes. We have done our best to turn those mistakes into teachable moments for them and for the rest of the University community.”

– Memo to Program Review Committee
March 23, 2007

Response: Training

- Media-specific “boot camps” in their eighth year, every August
- Management training seminar every January
- Leadershape
- Professional conferences
 - SPJ
 - CMA/CBI
 - BEA

Response: College Avenue

- Hired Eric Melendez as multi-media ad sales coordinator
- Boosted magazine’s self-promotional effort
- Established two work-study positions for editor and managing editor
- Ad revenue now accounts for about 40 percent of printing costs

Response: KCSU-FM

- Added fee increase of 51 cents per semester to help fund equipment purchases for transition to high definition in 2010
- Added more news content to provide more local programming
- Added women’s basketball play-by-play broadcasts

Response: CTV

- Re-configured office space to create a newsroom for CTV
- Designated Julia Sandidge to help us apply for grants for equipment purchase
- Partnered with CCS and journalism department to envision a state-of-the-art studio in Clark A