



TECHNICIAN TIME OUT 2008

SOURCES TO POPULATION COMPARISONS BY RACE, GENDER, CLASSIFICATION

Race	Population	Percent of population	Percent of sources 04	Sources 05	Percent of sources 05	Sources 06	Percent of sources 06	Sources 07	Percent of Sources 07	Sources 08	Percent of sources 08
Caucasian	24,279	73.9%	74%	631	78.5%	1,713	79.3%	1,390	75.8%		
Black	2,809	8.5%	19%	122	15.2%	276	12.8%	255	13.9%		
Native American	165	0.5%	1%	7	0.9%	15	0.7%	28	1.5%		
Asian	1,509	4.6%	2%	26	3.2%	66	3.1%	92	5%		
Hispanic	790	2.4%	1%	18	2.2%	51	2.4%	31	1.7%		
International	2,448	7.4%	0%	0	0%	39	1.8%	0	0%		
Other			2%	8	0.7%	48	2.2%	36	2%		
Total	32,872**	100%	100%	812	100.7%	2,178	102%	1,832	99.9%		

* 1,478 sources were logged; however, in only ? (?) could race be determined from the story or photo. **872 didn't report

Gender

Male	18,334	55.8%	69%	733	63.7%	1,842	62%	1,761	61%		
Female	14,528	44.2%	31%	416	36.2%	1,128	38%	1,119	39%		
Total	32,872	100%	100%	1,149	100%	2,970	100%	2,880	100%		

Classification

Freshman	5,770	?	11.0%	78	7.9%	278	9%	303	11.4%	179	15.1%
Sophomore	5,121	?	8.2%	111	11.2%	332	11%	345	13%	173	14.6%
Junior	5,332	?	11.0%	183	18.5%	475	16%	432	16.2%	243	20.6%
Senior	6,204	?	17.8%	250	25.2%	493	17%	555	20.9%	228	19.3%
Other	2,314	?	2.1%	6	0.6%	19	1%	16	0.6%	8	0.6%
Total	24,741*	100%	48%	628	63.4%	1,597	54%	1,651	62.1%	831	70.3%

Percentages determined from TOTAL number of sources. * undergraduates made up 75.2 percent of the campus student population in 2008 (24,741 undergrad students)

Graduate	6,931		0.0%	32	3.2%	106	4%	72	2.7%	30	2.5%
Teaching faculty	?		2.1%	25	2.5%	99	3%	78	2.9%	51	4.3%
Staff	?		19.9%	157	15.8%	454	15%	520	19.5%	270	22.8%
Can't determine			28.1%	149	15.0%	378	13%	339	12.7%	296	
Total				991		2,634		2,660		1,330	99.2%

Percentages determined from TOTAL number of sources minus those that could not be determined. * Out of 1,478 sources, classification could be determined in only 1,182 (79.9%).



TECHNICIAN TIME OUT 2008

SOURCES TO POPULATION COMPARISONS BY COLLEGE

College	Population	Percent of population	Sources 05	Percent of sources 05	Sources 06	Percent of sources 06	Sources 07	Percent of sources 07	Sources 08	Percent of sources 08
Agriculture and Life Sciences (CAL5)	4,949	15.6%	68	12%	170	10%	187	13%		
Design	701	2.2%	19	3%	57	4%	42	3%		
Education	1,698	5.3%	17	3%	77	5%	68	5%		
Engineering	7,833	24.6%	108	19%	315	19%	338	23%		
Natural Resources	1,286	4.0%	29	5%	70	4%	55	4%		
Humanities and Social Sciences (CHASS)	4,589	14.4%	186	33%	440	27%	395	26%		
Physical and Mathematical Sciences (PAMS)	1,605	5.0%	42	7%	122	8%	105	7%		
Textiles	1,008	3.2%	13	2%	51	3%	62	4%		
Veterinary Medicine	392	1.2%	3	1%	9	1%	13	1%		
Management	2,940	9.2%	67	12%	207	13%	162	11%		
Lifelong Education	2,908	9.1%								
Undergraduate Academic Programs	1,496	4.7%	16	3%	70	4%	52	3%		
Ag Institute	374	1.2%								
Graduate			3	1%	19	1%	15	1%		
Total	31,802	100%	571	100%	1,625	99%	1,494	101%		

* 1,478 sources were logged; however, in only 7 (2%) could college be determined from the story or photo.

METHODOLOGY:

In October of 2008, students selected random issues of the *Technician* printed within the last 12 months. Using Analysis sheets, they determined the number of sources in a story and cataloged the sources as indicated. University data was obtained for the fall of 2008 through the University's Department of Planning and Analysis: <http://www2.acs.ncsu.edu/UPA/enrollmentdata>

SOURCES TO POPULATION COMPARISONS BY COLLEGE

RACE

1. Caucasian source percentages are close to matching the population – 74.7 percent of the student population and 75.8 percent of sources used by the paper in 2007, according to our selection.
2. Except for Asian and Black racial categories, the order of percentages on our staff mirrors the sources they find. Asian and Black are reversed – Asians are our second-largest racial group on staff, but the third-largest group sourced. Black students are our third-largest group on staff but the second-largest in terms of sourcing and student population.

RECOMMENDATION:

- We need to recruit a more racially diverse staff. The percentage of Caucasians on staff has increased.
- Reporters continue to use a wide variety of sources.

GENDER

1. The number of male sources is consistently declining, as number of female sources rise, coming close to mirroring the actual campus population numbers (males had previously been overrepresented by more than 10 percent.) This coincides with our group of females on staff getting consistently larger.

RECOMMENDATION:

- Reporters need to continue to use more female sources.

CLASSIFICATION

1. We have a young staff this year. Representation of seniors on staff over the course of our study has gone from 29 to 19 percent, while the percentage of sophomores has risen from 17 to 32 percent.
2. Percentage of faculty sources has remained more or less constant, but non-faculty staff sources have gone up, which inevitably means student sources have gone down.

RECOMMENDATION:

- Reporters need to use more student sources.
- Reporters need to use more freshmen and sophomores as sources.
- Reporters need to use more faculty and less staff as sources. Jon Barnwell and Tom Stafford are consistently over-quoted.

COLLEGE

1. CHASS continues to be highly overrepresented. 26 percent of our sources are affiliated with CHASS, a college which only makes up 14 percent of the population. 54 percent of our staff comes from CHASS.
2. The number of engineering sources has increased, putting them more in line with population (23 percent sourced, up from 19 percent, against an actual population of 24.6 percent). This probably resulted from increased science and tech coverage.
3. The ability to determine the major or college affiliation of the source dropped from almost 90 percent last year to just over 50 percent this year indicating we are doing a poor job of identifying our sources.

RECOMMENDATION:

- Writers/editors need to include name, classification and major for all sources.
- Reporters need to use fewer students, faculty and staff in CHASS as sources.
- Reporters need to continue to use CALS student, faculty and staff more as sources.

SOURCES

1. The average number of sources per story is holding steady, statistically, at 2.8/article over the last three years.

Spring 2005.....	2.70
Summer 2005.....	2.95
Fall 2005.....	2.71
Spring 2006.....	2.53
April 2006.....	2.86
Summer 2006.....	2.84
Fall 2006.....	3.29
Spring 2007.....	2.84
Summer 2007.....	2.25
Fall 2007.....	3.03

RECOMMENDATION: Reporters need to strive to use at least three sources per story.



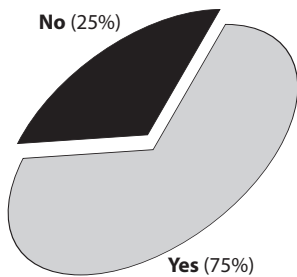
STAFF PROFILE

Data obtained from self-reported surveys of *Technician* staff members • October 2008 • n=63
 Saja Hindi, editor • Bradley Wilson, adviser

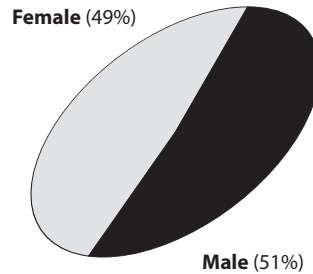


TAKE HOME POINTS

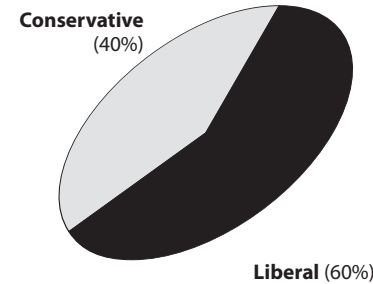
- ACCURACY:** The perceived accuracy of how well the paper's coverage reflects the community is declining.
- CONSERVATIVE:** One of last year's goals was "to recruit more conservative staff members... particularly more people who can provide coverage of engineering and sciences." We made strides towards that goal, moving from 39% conservative in 06 to 56% conservative this year.
- RACE:** The racial breakdown of the staff better reflects the population, making improvements, or not losing ground, in all areas.
- COLLEGE:** 54% of the staff is in CHASS compared to 49% last year with 20% in engineering, compared to 17% last year. However, the percentage of students in CALS dropped from 7% last year to 4% this year, indicating we still have a ways to go when recruiting people from a variety of colleges.
- GENDER:** With some irony, the percentage of women on the staff is higher than the percentage in the population. Last year, the staff was 48% male.



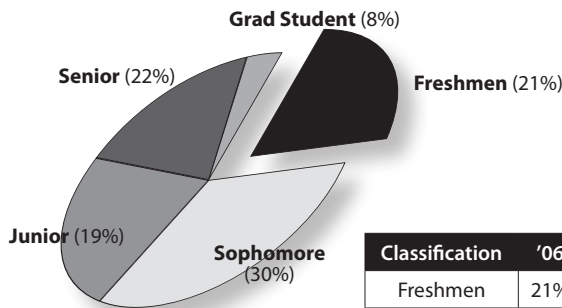
ACCURACY OF COVERAGE
 Does the *Technician's* coverage accurately reflect the diversity of the school community? (In 2004, 84%/yes; 2005, 81%/yes; 2006, 74%/yes, 2007, 70% yes)



GENDER
 The staff was evenly split male/female. Males represent 55.8% of campus.

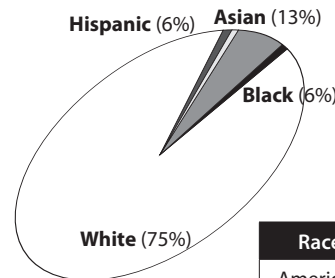


POLITICAL AFFILIATION
 The staff members described themselves as liberal, consistent with past years, but different than last year. The conservative staff is probably a better fit to this land-grant, agricultural and mechanical university.



CLASSIFICATION
 This remains a very young staff, about the same as last year.

Classification	'06	'07	'08	University
Freshmen	21%	22%	21%	23%
Sophomore	17%	32%	30%	21%
Junior	32%	22%	19%	22%
Senior	29%	19%	22%	25%
Grad	1%	4%	8%	



RACE
 While the staff is still largely white, the staff has made good strides in increasing the diversity to reflect the campus.

Race	'06	'07	'08	University
American Indian	1%	1%	0%	0.6%
Asian	7%	6%	13%	4.7%
Black	1%	3%	6%	8.6%
Caucasian	90%	86%	75%	74.7%
Hispanic	1%	1%	6%	2.4%
Other	0%	3%	5%	9.0%