





Three Is a Magic Number

Counting Sources One Measure
of Evaluating Objective Stories

A Study by Bradley Wilson and Lee Williams
with Tyler Dukes

OUTLINE

1. Background & Literature
2. Methodology
3. Findings
4. Discussion
5. Where do we go from here?

Who we are



THE OFFICIAL NEWSPAPER OF NORTH CAROLINA STATE UNIVERSITY SINCE 1888

TECHNICIAN

TUESDAY
OCTOBER
23
2012
\$0.50

in the middle of the road

Raleigh, North Carolina



After a collision involving a bicyclist occurred at the intersection of Sunset Ferry Road and Western Blvd. Monday afternoon, officers with the Raleigh Police Department's South Recreational Unit, investigated the cause of the crash.

Cyclist injured in collision

AVENT FERRY INCIDENT WRECKS BIKE, HARMS RIDER IN CRASH MONDAY

Chris O'Neil
Raleigh, N.C.

A crash Monday involving a bicyclist and a car took place at the intersection of Sunset Ferry Road and Western Boulevard, resulting in one bicyclist being injured and a car being damaged.

The incident occurred at approximately 1:30 p.m. on Monday.

The bicyclist was riding south on Sunset Ferry Road, and the car was traveling north on Western Boulevard. The car was a silver sedan, and the bicyclist was wearing a blue shirt and black pants.

The car struck the bicyclist's bike, and the bicyclist was thrown into the air. The car then stopped, and the bicyclist was lying on the ground. The car's front end was damaged, and the bicyclist's bike was destroyed.

Police officers arrived at the scene and found the bicyclist lying on the ground. The bicyclist was taken to a hospital, and the car was towed away.

Police are investigating the cause of the crash, and they are looking for witnesses who saw the crash.

The bicyclist's family is looking for information about the crash, and they are asking anyone who saw the crash to call the police at 919-998-3333.

Take Back the Night raises goals

The year's annual event will be part of a three-day festival.

Sam Hink
Raleigh, N.C.

The Take Back the Night festival is a three-day event that takes place in the downtown area of Raleigh, North Carolina. The festival is held every year, and it is one of the largest and most popular events in the city.

The festival is held on Friday, Saturday, and Sunday, and it features a variety of activities, including live music, dance, and art. The festival is also a time for people to come together and support each other.

The festival is held in the downtown area of Raleigh, and it is a great way to spend the weekend. The festival is also a great way to support the local community and to have fun.

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Chancellor: tuition increase needed

With the pressure of the legislature, the chancellor has recommended a three-percent tuition increase.

Sam Hink
Raleigh, N.C.

The Chancellor of North Carolina State University, James O'Neil, has recommended a three-percent tuition increase for the upcoming academic year. The increase is necessary, he said, to cover the costs of rising expenses and to maintain the quality of the university's education.

O'Neil said that the increase is a small one, but it is necessary to keep the university's programs and services at a high level. He also said that the increase is in line with the recommendations of the university's faculty and staff.

The legislature is expected to vote on the increase in the coming months. O'Neil said that he is confident that the legislature will support the increase, as it is in the best interests of the university and its students.

Student body president

The student body president is looking for ways to improve the student experience.

Sam Hink
Raleigh, N.C.

The student body president of North Carolina State University, John Smith, is looking for ways to improve the student experience. He is focused on areas such as campus safety, student services, and academic support.

Smith said that he is committed to making the student experience at NC State as good as it can be. He is working with the university's administration and faculty to address the needs of students and to create a more supportive and engaging campus environment.

Hot Fresh AllCampus Cards Accepted!

Two Locations in Raleigh: 1801 Western Blvd., 2nd Floor, 2nd Floor, 2nd Floor. Papa Lou's



Tuesday, October 18, 11



THE STUDENT NEWSPAPER OF NORTH CAROLINA STATE UNIVERSITY SINCE 1925

TECHNICIAN

TUESDAY
OCTOBER 16
2012
\$0.50

Raleigh, North Carolina

People of faith are healthier, study says

Sara Eckstein
Staff Writer

Religious people live longer and healthier lives than their non-religious counterparts, according to a recent study released by Duke University Medical Center recently.

While the studies concentrated on other risks, researcher David C. Koenig, professor of psychiatry and behavioral sciences and senior vice president of medicine at Duke University, noted that the results pertain to college students as well.

"The findings imply that people who are neither obese, age 65 and older nor a smoker have lower rates of mortality than those who are not," Koenig said.

Koenig's research focused on religious people, and how their faith helps people to make sense of life's challenges, and how their faith helps them to live longer and healthier lives.

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James L. Oblinger

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President, NC State University

James L. Oblinger, president of NC State University, is set to take office on Jan. 1. Oblinger, 64, is a former president of the University of North Carolina at Chapel Hill and has served in various capacities at NC State since 2007.

Oblinger is a member of the Board of Trustees and the Board of Governors of NC State University. He is also a member of the Board of Directors of the University of North Carolina at Chapel Hill.

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Merit-based scholarships hard to offer

Ben Mural
Staff Writer

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Groups gamble to raise funds

Valerie Dale
Staff Writer

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A & E

TECHNICIAN'S

TOP ALBUMS OF 2005

#1

Daughtry
The Sound of Silence
RCA Records
2005

Daughtry's debut album is a hard-hitting, radio-friendly pop-rock effort that features a mix of hard-hitting rock and pop. The album is a testament to the band's talent and their ability to create a sound that is both fresh and familiar.

#2

Black Eyed Peas
Monkey Business
A&M Records
2005

The Black Eyed Peas' fourth studio album is a mix of funk, hip-hop, and pop. The album is a testament to the band's talent and their ability to create a sound that is both fresh and familiar.

#3

Common
The Black Album
J Records
2005

Common's fifth studio album is a mix of hip-hop, soul, and pop. The album is a testament to the artist's talent and his ability to create a sound that is both fresh and familiar.

#4

Bloc Party
The Sun Is Out
Capitol Records
2005

Bloc Party's debut album is a mix of indie rock, pop, and funk. The album is a testament to the band's talent and their ability to create a sound that is both fresh and familiar.

#5

My Dilemma
The Sound of Silence
RCA Records
2005

My Dilemma's debut album is a mix of hip-hop, soul, and pop. The album is a testament to the artist's talent and his ability to create a sound that is both fresh and familiar.

#6

Get Behind Me Jesus
The White Stripes
Geffen Records
2005

The White Stripes' fifth studio album is a mix of rock, pop, and funk. The album is a testament to the band's talent and their ability to create a sound that is both fresh and familiar.

#7

The Black Eyed Peas
Monkey Business
A&M Records
2005

The Black Eyed Peas' fourth studio album is a mix of funk, hip-hop, and pop. The album is a testament to the band's talent and their ability to create a sound that is both fresh and familiar.

#8

Guero
The Sound of Silence
RCA Records
2005

Guero's debut album is a mix of hip-hop, soul, and pop. The album is a testament to the artist's talent and his ability to create a sound that is both fresh and familiar.

#9

Black Eyed Peas
Monkey Business
A&M Records
2005

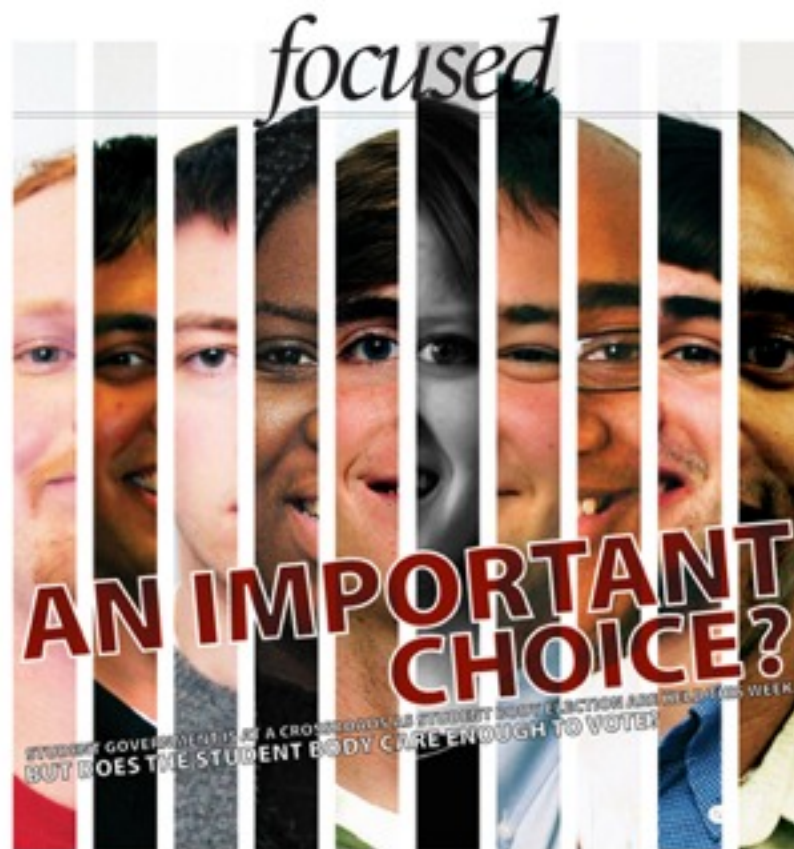
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#10

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RCA Records
2005

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Board of Elections encourages students to vote

STORY BY REGINA HERNANDEZ

While candidates campaign vigorously to try to convince students to vote for them, the Board of Elections is advertising to get more students to vote in general.

After several years on the rise for the past three years, according to election commissioners, with approximately 10,000 students who are eligible to vote in the elections, only 1,000 voted last spring, according to the Board of Elections results.

This means that a little more than 10 percent of the student population voted in last year's elections. The numbers are even lower for the run-off elections.

The Board of Elections is using various tactics to catch students' attention, such as brightly colored sandwich boards and signs to make students aware of the voting date, as well as the voting web site.

If students miss these forms of advertisement, they will also see Election Commissioners sporting their black "NC State Board of Elections" T-shirts while they work the polling sites at the library and at the dining hall.

"The T-shirts will not only help to advertise the elections, but will also draw students who they can go to if they are having questions or concerns," Brian Pearson, a freshman in mechanical engineering and president-elect for the Elections Commission, said.

The Elections Commission also received permission to send out a mass e-mail to all students eligible to vote to remind them about the election.

"We want to try to increase voter turnout," Pearson said. "We want to get people involved in Student Government because they are the people that represent you and make decisions that will affect you."

With all of the advertisement for elections



The Board of Elections is using various tactics to catch students' attention, such as brightly colored sandwich boards and signs to make students aware of the voting date, as well as the voting web site.

"We hope the turnout will increase due to the campaigning events that have been taking place," Pearson said.

Although the Board of Elections is sending efforts to make students aware of elections, there will be students who will not vote, no matter how much advertising.

"I think elections are a waste of time," said three freshmen, a senior in biological sciences, said. "I never interact with the people who are elected any other and it doesn't seem like they really do anything for me."

This is one of the reasons the Elections Commission is encouraging students to vote, according to Pearson.

"Not voting then elected officials are doing something on the behalf of you because that

Why should I care about student elections?



Michael Ross
Senior Engineer

Student elections are just around the corner. I know this because I see the them all over campus, and I see the various functions accompanying the event. You don't want to be voting.

Listen, this is a busy college student with more on my plate than I really want to think about. I have class, religious to take care of my class, and my work schedule, and it's nothing about a small amount that I'm taking the initiative to vote a great election for Student. If you want me to vote, you had better make it worth

MSR on page 6

Student elections are all about choice



Lucy Tolson
Senior Engineer

Student elections are all about choice. Every time you go to a student election, you are already making a choice. You are already making a choice about whether you want to vote or not. The catch is that it's

very important. You have to choose whether you want to vote or not. The catch is that it's very important. You have to choose whether you want to vote or not. The catch is that it's

MSR on page 7

TECHNICIAN'S VIEW

No excuses not to vote

It is the most important aspect of our democracy - the right to vote.

Voting is the great equalizer, allowing everyone eligible a voice, a chance to shape the future of their country by deciding who will lead the institutions that govern the population.

By T.C. Davis, it is time to vote for our student





Greek Life organizes a protest against Technician and Daniel Underwood's column from last Friday. The women were silenced by their national organizations and could not comment.

Protest storms Harris Field

MEMBERS OF GREEK LIFE AND SEVERAL BLACK ORGANIZATIONS ON CAMPUS JOINED TOGETHER TO PROTEST TWO TECHNICIAN COLUMNS MONDAY AFTERNOON

Erin Wick
Deputy News Editor

While hurricane Katrina hovers in southern Louisiana, flooding the city of New Orleans, a different type of storm brewed over Harris Field Monday afternoon, bringing floods of students out to protest. Members of Greek Life joined together to protest an article which Technician published Friday titled "Sororities are

lesbian Association and one of the key organizers of the protest, said. "It was a direct insult to Greek women and women on campus." She said the Greek community aimed at taking something negative and making it something positive. She said after an emergency meeting on Friday to discuss the published column, Greek Life decided to hold the protest and demand a public

Life, said the event was not mandatory for members of Greek Life. Anderson said chapter presidents were in charge of encouraging members to attend the protest. The entire event was coordinated solely by students, Moore said. "It's their public show," he said.

Controversy Arises
Although approximately 200

last week's column, was not in attendance. Underwood said he wasn't attending the protest because he had a lot to do with preparations for Mike Adams coming to speak to College Republicans tonight. "I don't think it is the best use of my time," Underwood said, of attending the event. Underwood said he had received a lot of e-mails in regard to Friday's column and were dis-





Tuesday, October 18, 11

BACKGROUND & LITERATURE

1. Simon study found 3.54 sources/article
2. Educators
3. Professionals

METHODOLOGY

1. This is a case study.
2. It's longitudinal.
3. Daily analysis of the newspaper.
4. Random analysis of other papers.

FINDINGS

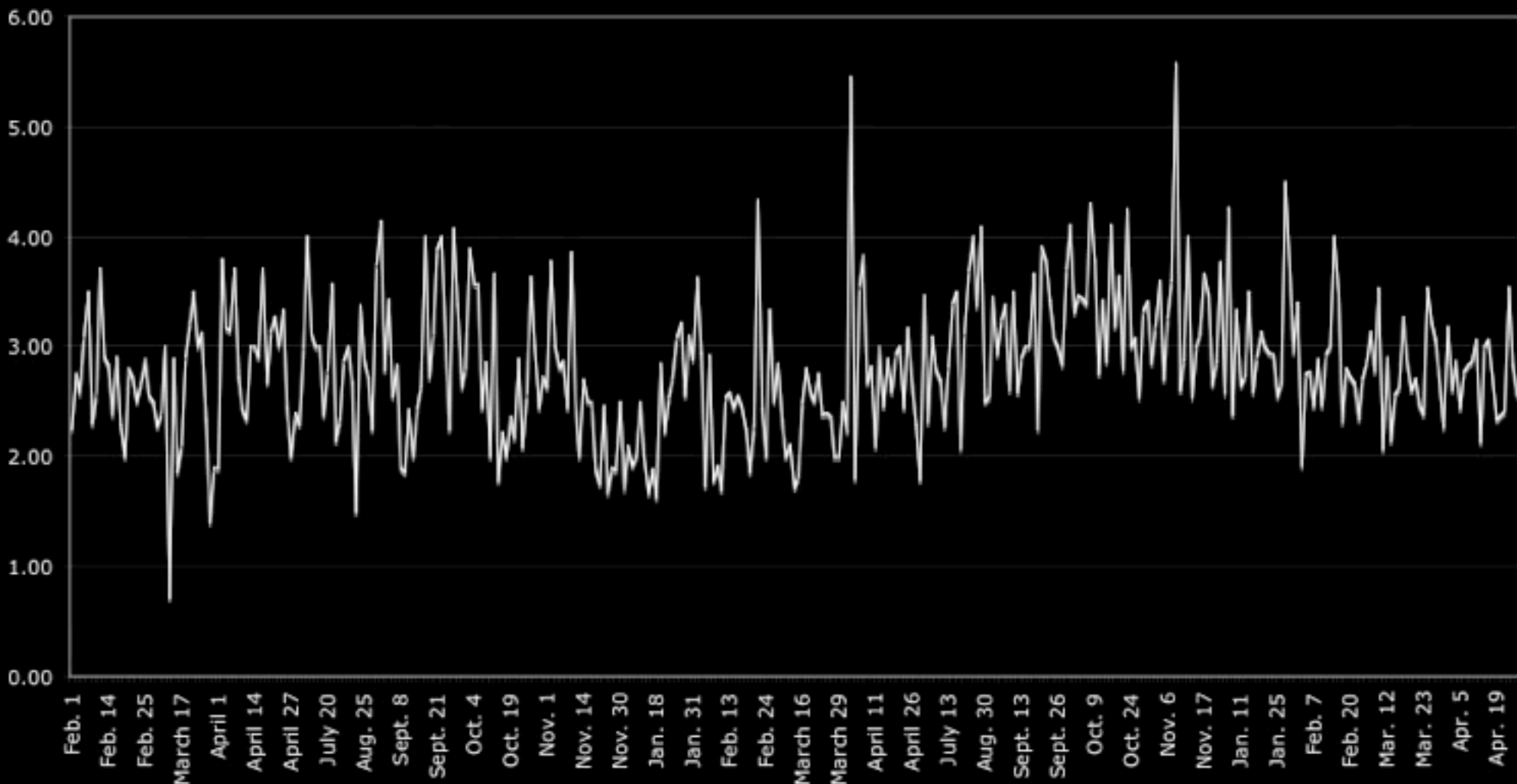
The the average number of sources in objective stories (news and features) was 2.794, with an average of 1.50 students used as sources on average per article.

SEMESTER	Percent News/F	Percent Sports	Percent Op/Ed	Percent Ads	Avg Pages
Spring 2005	25%	14%	19%	42%	8.89
Summer 2005	38%	16%	20%	26%	8.00
Fall 2005	32%	18%	21%	28%	8.64
Spring 2006	33%	17%	19%	30%	9.69
Summer 2006	51%	18%	16%	15%	8.00
Fall 2006	40%	19%	13%	27%	9.80
Spring 2007	43%	17%	14%	26%	10.30

TABLE 2: CONTENT AND PAGES

Other schools

	News/ Feature	Sports	Editorial	Ads	Pages
Technician	37%	17%	17%	28%	9.05
Fall07	44%	16%	13%	27%	10.10
Others	36%	13%	16%	35%	13.3

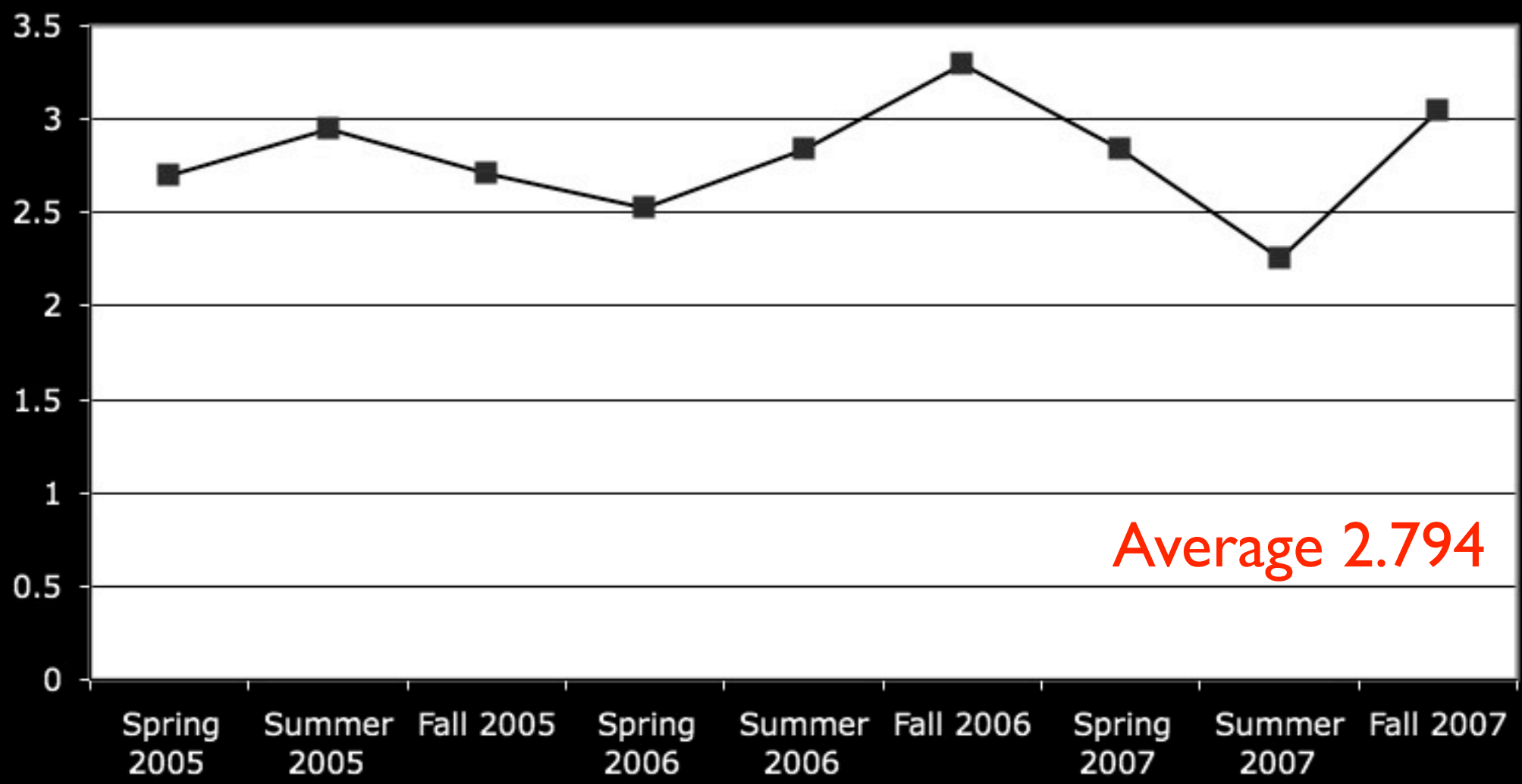


**CHART 1: AVERAGE SOURCES
(Spring 2005 through Spring 2007)**

SEMESTER	Met Deadline	Avg Sources	Avg St Sources	% 0 Sources	% >3 Sources
Spring 2005	61%	2.70	1.71	17%	68%
Summer 2005	100%	2.95	1.17	30%	90%
Fall 2005	75%	2.71	1.62	60%	86%
Spring 2006	74%	2.53	1.48	83%	86%
Summer 2006	100%	2.84	1.30	50%	40%
Fall 2006	84%	3.29	2.10	67%	69%
Spring 2007	77%	2.84	1.80	77%	30%
Summer 2007	100%	2.25	0.9	60%	0%
Fall 2007	78%	3.04	1.50	40%	55%

TABLE 1: DEADLINE AND SOURCES

Average Sources



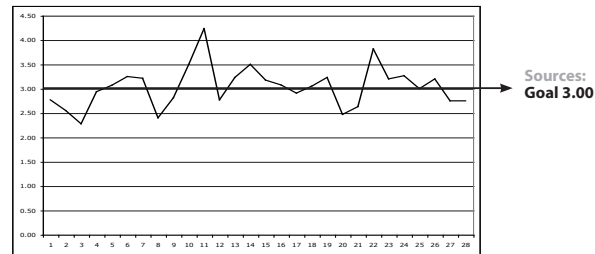
Other schools

	Number stories/ page	# sources	# student sources	avg. high sources	avg. low sources
Technician		2.79	1.50		
Fall07	1.589	3.04	1.51	6.71	0.61
Others	1.33	2.65	1.71	5.47	1.88

DISCUSSION

1. Why do we need methods of assessing the daily newspaper?
2. How do we use this in the newsroom?

TECHNICIAN SOURCES



Number of sources averages 3.04 – above goal

SOURCES:

At Kansas State University, Todd Simon, PhD, did a study of the number of sources used by reporters in college newspapers, including the Kansas State Collegian. **HE FOUND THE AVERAGE NUMBER OF SOURCES TO BE 3.52** (range: 2.7 to 3.9) in college papers. Most journalists would say it takes at least three sources to make a story.

Having **three sources**, on average, in all of our news/feature/sports stories (not including columns or other editorial work that generally only includes the author as a source and is not considered objective journalistic work) is an admirable goal.

WE AVERAGED 3.04 SOURCES PER STORY THIS FALL.

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.....	3.04

In the fall editions, **39 percent** of the issues had stories with NO sources. The most sources we had in one story is 10. We had two issues this summer with 10 sources in at least one article. We had an average of **1.5 students** quoted per story, up significantly from the summer.

We averaged **15.8 stories per issue** this spring (up from last semester's average of 14.9.) If you take out the 28 percent of advertising (including classifieds) that we averaged this summer, that leaves 7.488 pages for content.

Fall 2007

News/features	43%	(goal: 37%)
Sports	16%	(goal: 16%)
Editorial	14%	(goal: 18%)
Advertising	28%	(goal: 29%)

We're spending an average of **\$157.⁶⁵ per story**.

We averaged 10.4 pages/issue this spring. That's an average of .65 objective stories per page.

DEADLINE:

	Met midnight	Met 1 a.m.
Spring 05	21%	61%
April 2005	10%	33%
Summer 05	40%	100%
Fall 05	23%	75%
April 06	6%	72%
Spring 06	13%	74%
Summer 06	40%	100%
Fall 06	3%	84%
Spring 07	14%	77%
Summer 07	60%	100%
Fall 2007	4%	75%

Of the seven times we missed the 1 a.m. deadline in the fall, **news was the last pages turned 71 percent of the time**, Sports 14 percent, and Viewpoint 14 percent.

WHERE DO WE GO FROM HERE?

1. You can participate.



Bradley Wilson

North Carolina State University

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ncsu.edu/sma