From Playboy to Fashion Friday

A comparative analysis of student reporters and their sources.

By Bradley Wilson
Observation

As the staff changed, so to did the coverage.

So then, we began to ask the question: Was the staff accurately covering various factions of the campus?
Senate votes down appointment

After 45 minutes of deliberation, senators voted down the nomin-

ation for chief justice

C. Seth Laster

Thom Tillis, chairman of the Senate Rules Committee, ruled that the Senate Rules Committee was in order to consider the nomination of the Chief Justice of the North Carolina Supreme Court, C. Seth Laster. The motion to confirm the nomination was made by Senator Stan Presser (R) and seconded by Senator Dan Soucek (R). The motion to confirm the nomination was defeated by a vote of 31-17. Senator Terry Van Duyn (R) was the only senator to vote against the motion, while Senator David Sneed (D) was the only senator to vote in favor of the motion.

Memorial to be held tomorrow

Memorial service for Dr. Harold W. Allen will be held at 2:00 p.m. tomorrow in the North Carolina State University Student Union Ballroom. The service will be conducted by Dr. Richard R. Sessions, Director of the Division of Student Life. Dr. Allen was a long-time professor at NC State and served as the university’s chancellor from 1977 to 1986. He was a beloved member of the NC State community and is remembered for his contributions to education and leadership.

Precautions given for online purchases

Online auctions are one of the top 10 complaints received by the Better Business Bureau, according to the agency’s 2004 report. Many people have been tricked over the phone by online shopping scams, including the recent case of a woman who was duped by a fake online auction site.

Online, people can stay in the comfort of their own home when buying, selling, or listing items on eBay or other online auction sites. However, there are risks associated with online shopping.

A recent study by the National Retail Federation found that 44% of online shoppers have fallen victim to online fraud, while 56% have not. Online shopping scams can include fake items, fake prices, and fake sellers.

To protect yourself from online shopping scams, there are a few things you can do:

1. Check the seller’s feedback. If the seller has a low feedback rating or negative reviews, think twice about buying from them.
2. Use a credit card, not a debit card. If you buy something and it doesn’t arrive or is damaged, you can dispute the charge with your credit card company.
3. Be wary of deals that seem too good to be true. If something looks too cheap, it probably is.
4. Use a secure payment method. PayPal is a good option, as it offers protection if something goes wrong.
5. Keep a record of your purchase. Save your confirmation email and any correspondence with the seller.

By taking these precautions, you can help to protect yourself from online shopping scams.

Feminine Ink

N.C. State men’s soccer coach Larry Breschchose to buy tattoos for his players, and even his assistant coaches. The tattoos are a symbol of their commitment to the team and to each other.

Bresch said he decided to get tattoos as a way to show support for his players, who are often injured or far from home. The tattoos are also a reminder of the bond between the players and the coaching staff.

“I wanted to do something that would be a visible reminder of our commitment to each other,” Bresch said.

The tattoos include a variety of designs, ranging from simple text to more complex images. Some of the tattoos are based on the players’ favorite movies or TV shows, while others are more personal, such as a tattoo of a family member’s name.

“Tattoos are a way to express yourself, and I think it’s great that our players are embracing this,” Bresch said.

The tattoos have been well-received by the players, who say they feel more connected to the team and to each other.

“I love the tattoos,” said player John Smith. “They’re a great way to show support for our team.”

Stately Ladies poised for overhaul

Since 1928, the Staley Ladles organization has been an extension of the Student Body. However, recent changes have been made to the group in an effort to modernize it and make it more relevant.

The changes include the addition of new categories, such as sports and entertainment, and the elimination of the traditional “Stately Ladles” title. Instead, the group will be known as the “Staley Ladles Program.”

The Staley Ladles program operates under the umbrella of the Student Body Council, and is funded by student fees. The group was created to recognize and promote the talents of NC State students, and to provide opportunities for them to showcase their abilities.

“This is a great opportunity for students to get involved with the university and to have fun,” said student body president Emily Johnson.

The changes have been met with mixed reactions from students. Some are excited about the new opportunities, while others are concerned about the loss of the traditional “Stately Ladles” title.

“The change is a good thing,” said student body vice president Michael Williams. “It’s time for the group to move forward and adapt to the changing times.”
Precautions when for online purchases

By Aaron North

Blogging student to be online auction

The good

Sellers are one of the complaints received when online shopping. Be sure to choose to shop for goods and reduced time don’t get their money back.

People can shop for clothing or make a profit by selling some of their most famous online stores include eBay, Amazon, and most stores have online stores such as Ret, the Gap and etc.

Every nationwide online outlet that takes in of their home. Franz, a senior in business and Victoria’s Secret has not appeared in Victoria’s Secret because online lot of clothes like jeans and most of the items are not available in a store. When asked about her overall satisfaction with the products that she received, she said, “So far everything I have bought has fit but they really burn you with the shipping charges,” Franz said.

Lizzy Hardy, a freshman in statistics has shopped online at eBay, Amazon, British Airways, Travelocity, Expedia, and U.S. Airways.

“I shop online because I like to compare prices for all types of items and this is the fastest and most convenient way,” Hardy said.

“Everything I have ordered online I have always received in the promised amount of time and in good condition,” Hardy said.

On a scale of one to ten Hardy rates online shopping at a nine. “I rate online shopping a nine only because it is always a gamble since you can’t see the specific item you are ordering in person,” Hardy said.

Freshman in textiles, Dale Eramo has shopped online at eBay, Travelocity, Banana Republic and Urban Outfitters.

Eramo shopped at Travelocity where he bought plane tickets to New York City and Panama City, Panama.

“On eBay I have bought Uggs boots, and a Christian Dior shirt,” Eramo said.

“I have never been unsatisfied with my products,” Eramo said.

Attorney General Roy Cooper has advice to those who chose to partake in online shopping.

Cover Story

Feminine Ink

N.C. State women reveal their reasons for getting under the needle and being marked for life.

As spring arrives, a change comes over the women at N.C. State: scarves find their way to the closet, sleeves give way to straps and midriffs go bare. All of this freshly aired skin not only reveals tan-lines and pierced belly buttons; it also displays those otherwise-hidden tattoos.

A trip to Tucker Beach on a sunny day will demonstrate that women are increasingly getting tattoos. Kanji (Japanese characters) on the hip, starbursts on the neck and flowers on the lower back are all common sights.

Christy Alexander, the only female tattoo artist at Blue Flame Tattoo on Hillsborough Street, reveals that there is a change in women’s attitudes.

“I was getting more and more requests from women to put Japanese lettering on their hips or backs, and from men wanting to tattoo their feet, but not their backs,” she said.

“Over the past 20 years, women have gotten tattooed more,” she said. “It’s a lot more acceptable. It’s not just for sailors and hookers anymore.”

“It’s always been acceptable for women to decorate themselves,” said Shawna Jones, a senior in English who has six tattoos. “[Tattoos are] an extension of makeup and ear piercing more than anything.”

Despite a growing acceptance of tattoos socially, the sentiment remains that women in the workplace should not openly sport tattoos.

Anna Cameron, a junior in history who has four tattoos, said that she chose to get her tattoos on less public areas of her body, such as her hip and lower back, for that reason. “If I’m going up against someone [for a job] I hope I won’t lose it because of my appearance,” she said. “But until someone says...”

Stately Ladies poised for overhaul

Committee on athletics recommends that campus escort program should be posed by Ruthann Cage, also suggested that the program be renamed in a manner that is or recruits raped them since 1997.

In the April 20 faculty senate meeting, ac-
Response to tailgate restrictions heated

Sizzlingspread

Tuition hike talk delayed

NCSU marks attacks in quiet ceremony
President Tony Caravano woke up and checked his inbox, it was full of emails from alumni protesting the restrictions that also had 40 unanswered calls on already lobbying with Interim Athletic Director to come to a compromise for Homecoming. The problems were too many to solve them.

Consultation with Commissioner Bob, placed restrictions on tailgating grounds parking lot. Among the plans are to tailgate the day before the kick-off and park there. Parking attendants will patrol the lot and ununiformed police with undercover A.L.E. officers.

"I'm not as rash as the cause that we're fighting," Caravano said, recalls his intents on Friday.

"Students have not been thinking about protesting the tailgating continued on page 2."
PLAYBOY
continued from page 4

other pages.

When viewed in the context of the other ACC schools' representatives, check out the Florida State belles, whom motto seems to be: "We shall leave you knotted tall and nothing, at all, to the imagination." They come across as the least audacious and most playful chicks in the conference. Which, it seems, is a far more enduring symbol for collegiate femininity than, say, the open-mouthed stares on the Maryland girl or the spread-eagle poses of the Seminoles.

But finally, they are mostly naked. Mostly naked representing NCSU.

SIMPLY PUT: WHY?

The big question, then, is obvious. Why in the world did you — and thousands of other girls, every year, all over the country — volunteer to share yourself with the world in this way?

"I mean, it's Playboy, you know," says Danielle, a senior biology major.

"She's the one in the foreground with the white tank top, grinning from behind a a soaking wet head of shiny black hair."

"To be put in Playboy is to show that you're beautiful, and that [the magazine] wants the world to see, it's such an honor. It's any girl's dream," Fitzgerald, a senior in psychology, agrees.

"I just thought it was the opportunity of a lifetime," she says. "It's a really classy magazine. The whole process was so much fun. I'd form it again in a heartbeat."

These girls, all of them, say they take pride in joining the list of edgy movie starlets and female icons that have: Monroe, Feucci, Derek, Crawford, MacPherson, Burke, and others.

After all, as Danielle points out, "it's not like Hustler or anything like that. It's classy."

Though it would be a mistake to interpret all motives as this abstract, says Younan, a senior in business administration, the entire scrutiny process ("I threw up," Fitzgerald admits.) and they were selected. What next? Call dad with the big news?

"Well, no," says Younan. "Haven't called him.

The others were generally more open with their parents. Fitzgerald actually got their permission before she even auditioned. Danielle, whose sister appeared in the same magazine back when Playboy came to NCSU in 1998, called it a "family tradition."

She called her mom when she got the news she'd been selected, but admitted that her dad, however, "hasn't quite quit that phone call yet."

Hinckley, a senior in zoology, had the guts to tell her father.

"He was quiet at first, but then he told me, 'It's every father's dream to have a girl beautiful enough to be in Playboy,'" she remembers. "So he was supportive."

Eaton's dad — a supervisor at Cherry Point, a military base fall of 18, 15 miles for whom Younan

The appeal is simplistic, says the girls.

"It's real," Danielle says. "Guys like thinking, 'Wow, she might be in my class. It's exciting.'"

Hinckley says that the girls "come off as more attainable."

Eaton adds, "It gives me an additional spin on it.

"The ACC edition is really cool," she says. "Because it's showing there are beautiful woman who have brains, and that's something a lot of people think isn't really possible. [To be chosen for] having brains and beauty at the same time, it's such a great honor."

CAMPUSS REACTION

For their part, the NCSU administration shoes away from taking a stance. Interim Chancellor Robert Harborth, for example, declined to share his personal feelings on this matter.

The faculty, however, is more open.

"Peculiarly," observes the Philosophy Department's Hon NCSU and its educational excellence.

Ethics professor Katie McShane sums up the debate in a more serious sense.

"The main issue is one of respect," she says. "Some people think that the way Playboy represents women is incompatible with respect for women. Others worry that by representing women in these ways, Playboy offers encouragement to those who are already inclined to think of or treat women with respect."

She concludes that most ethicists would agree, however, that this country had far more important things to worry about than a girl's personal decision to pose nude.

"The girls, meanwhile, shake off any criticism like tiny dust-off flakes."

"Everyone's entitled to their own opinion," Fitzgerald says. "But it wasn't degrading in any way. It made us look beautiful."

But if it was Hinckley who wanted

Jenna Fitzgerald

Class: Senior
Majors: Psychology
Hometown: Raleigh
Something people should know about you: I coach gymnastics and I have a younger sister that can pass as my twin.
Favorite Dinosaur: T-rex
Favorite NBA players: Shaq, of course!
Favorite Gangster Rapper: 116

Ronnie Danielle

Class: Senior
Majors: Biology (major Genetics)
Hometown: Knightdale
Something people should know about you: I'm a very outgoing and determined individual and my sister was in the 1996 issue of Girls of the ACC.
Favorite NBA players: Kobe Bryant
Favorite Gangster Rapper: Jay-Z

Career Goals: To take a year off and work at the National Institute of Health (NIH), then apply to med-school.
Bush or Kerry: Kerry
In your opinion, have alien's ever landed on earth? No
Your Strongest habit: Lihts, I wash my hands like crazy.
THE HEEL IS IN

STRAPPING ON THEIR BELOVED PUMPS AND SEXY STILETTOS, THE YOUNG WOMEN OF N.C. STATE AND SURROUNDING UNIVERSITIES STAY TRUE TO FASHION TRENDS AND IMPLICIT SEX APPEAL.

The classic high heel has come into its own at the stiletto-class of baby boomers. While baby boomers used to go on the odd occasion for a pair of heels, baby boomers tend to wear them more often nowadays. Baby boomers used to have to go on a few occasions for a pair of heels. Now baby boomers tend to wear them more often nowadays.

The young women of N.C. State and surrounding universities stay true to fashion trends and implicit sex appeal. Strapping on their beloved pumps and sexy stilettos, these young women embrace the high heel as a way to express their femininity and style.

The high heel, which made its comeback during the 1980s and 1990s, has once again become a popular choice among young women. With the rise of high fashion and designer shoes, the high heel has become a staple in many women's wardrobes.

In addition to their love of heels, these young women also appreciate the foot wear of the past. Old-fashioned boots and shoes have made a comeback in recent years, with many women opting for vintage-inspired footwear.

Elizabeth Johnson, a public relations graduate student at Duke University, says she prefers shoes that are both comfortable and stylish. "I love wearing heels, but I also want them to be comfortable," she says. "I don't want to spend the whole night walking around in uncomfortable shoes."
Stars and sex sell the vote

MTV’s “ROCK THE VOTE” campaign sprinkles celebrity stars with its voting message and votergasm.com attempts to mix sex and seduction to do the same. These and other campaigns aim to get young voters to the polls, but when do images of sex and stardom dilute the real value of voting?
Women break out the menswear

Diane Keaton did it. Demi Moore did it. Molly Ringwald did it. Now, students across campus are doing it. But this time, they are doing it tight and lacy. The women’s fitted vest — it’s back and frillier than ever.

Menswear, which includes slouchy trousers, coats and blazers, has been around for a long time. But with the rise of women’s fashion, menswear has become more popular. This trend is even more prominent on the NC State campus.

The key to wear menswear is by wearing the right pieces of menswear. This is not just about following the latest trends, but also about choosing the right clothes for your body type. Menswear can be très chic and still retain its originality.

Women’s menswear is not just about looking like men, but about embracing the idea of wearing something that you like. This trend has even become a fashion statement.

The main way to address this trend is to pick one or two of the following items and hyper them. Menswear staples like suits, ties and dress shoes can be hypered.

Vests

Vests are an essential item for any wardrobe. They can be worn over a shirt, tie or even a dress. Vests can be hypered in many ways.

Duffle-Bound Jackets

Duffle-bonded jackets are a popular choice for men. They can be hypered by adding a pair of matching shoes and a matching tie.

Double-Bound Jackets

Double-bound jackets are another popular choice. They can be hypered by adding a matching tie and a matching watch.

Traditional Menswear

Traditional menswear includes suits, ties and dress shoes. These items can be hypered by adding a matching hat and a matching pocket square.

Conclusion

In conclusion, menswear is not just about looking like men, but about embracing the idea of wearing something that you like. This trend has become a fashion statement.

Sept. 15, 2006
Staff: 52% male
Campus: 56% male
male editor,
female managing editor
CRAZY ABOUT SHOES

STUDENTS COLLECT SHOES OF ALL SHAPES AND SIZES

By Nicole Griffin | Photo Illustrations by Sara Robertson

They come in all shapes and sizes, colors and patterns, designs and textures. From tennis to stilettos, boot to flat, flip to flop, everybody has a pair of shoes, but there are some who love shoes so much they have even taken their closets, dorm rooms and dresser drawers.

Morgan Welch, a senior in communication who owns a shoe 4-12, said she shares some of her shoes in the fashion closet at her dorm because their shoes filled the closet.

Why collect shoes? It is better to bring in college. She said she could bring so many shoes as I could fit in the bag. Most have a collection as well.

Kendall Reinhardt, a freshman in business management, said she wears a shoe 7.5.

Kendal Reinhardt, a freshman in business management, said she wears a shoe 7.5.

“I have a collection in my closet every week and a shoe gift for one to another. I do most of the shopping online,” Frick said.

With so many shoes, shoe collectors create a special way of organizing and sorting them. Frick organizes her shoes into three categories: day shoes, evening shoes and special shoes.

“Shoes are purchased for specific events and special event shoes are for cocktail parties, business parties and other important outings, according to Frick.

Not all shoe collectors are as specific. Why do they value their shoe collection? Women collect shoes to match their outfits.

“Women are so visual. They need shoes to match their outfits,” Frick said.

They are all shoes and they plan their outfits around them. They are so versatile and reliable,” Frick said.

Welch started collecting shoes at about age 15, when her first pair started getting small.

Now she has a collection of all styles of shoes from flats to heels to orange to heels.

“Shoes are my favorite for sure, shoes and heels. They are the best shoes,” Frick said. She put on a pair of white shoes with a bow of gold around the edge.

“Kendall and her favorite type of shoes is boots.”

Mary Mcleans had a collection that included an heel, a boot and a bootie.

With shoes filling out of those student closets, it is a wonder shoes all come from.

“Prada, Gucci, coach, and they are all from.

With a lot of shoes on vacation, some from Europe, Egypt and from different parts of the country... California, New York, and they are all from.

“The best shoes are shoes with heels. She wants them from now and on forever,” Frick said.

Frick said she did not wear a shoe collection until one day when she went shopping for something, anything.

“Once I knew I collected shoes and I went from there,” Frick said.

And there are always compliments from those who simply admire the collection.

“Of course they comment. People love my collection. In this day and age, high heels,” Frick said.

“Whether there are high heels, a boot or no heels at all, shoes are a popular accessory that some women and men cannot live without.”

“I see a pair of shoes and think ‘Oh, those are my and then they always come home with me.‘” Frick said.
Fall into flats

For walking across campus, students say flats are a comfortable, but stylish option

They're in motion all over campus, but unlike their snazzy predecessors, they move subtly. They slip on to classes, slip over the bricks — and unlike those terribly tricky stilettos, slipping into a pair of flats is just as terrific as it is comfortable.

“I like them a lot with pants. It gives you a little bit more of a polished look than just tennis shoes or flip flops,”

Oct. 6, 2006
Staff: 52% male
Campus: 56% male
2008 Agromeck yearbook
female editor
HAUNTED HIKE

Costumed students take over Hillsborough Street on Halloween

Mary Beth Hambrock

There were quite a few trick or treating parties on Frankfort Street on October 31 for the night of Halloween. However, the bars on Hillsborough Street opened their doors to altogether unusual antics during the annual Haunted Hillsborough Hike.

Instead of giving out candy and knocking on doors, the annual Haunted Hillsborough Hike allowed people to have a little fun with their friends and family.

The theme of the event was to dress up in costumes and knock on doors to trick or treat, but this year the Haunted Hillsborough Hike was open to everyone.

The event started at 4 p.m. on Frankfort Street and ended at 11 p.m. on Hillsborough Street. The event was free and open to the public.

Several costumed groups were seen throughout the night, from people wearing homemade costumes to professional performers.

There were also several food trucks on Frankfort Street, offering a variety of food options for participants.

Overall, it was a fun and unique way to celebrate Halloween in Raleigh.
The Problem

- Are students limiting their coverage?
- What happens in college communities whose newspaper staffs are overwhelmingly liberal and white, while the student body population is more diverse?
- Do student reporters instinctively seek out sources from among their own social and peer groups on campus, or do they strive for truly balanced coverage?
Diversification efforts must extend beyond hiring practices.

Carol Liebler & Susan Smith
News organizations discriminate against … ‘the poor, the powerless and the ideologically marginal,’ thus making scarce news about and for them.

Herbert Gans
“At the heart of each explanation [for failure to achieve diverse sources] is the modern prerequisite of routinization ... to produce news effectively for the infinite number of stories that occur each day.”

Brown and Bybee
Time Out for Diversity
“We want to accurately reflect life in our communities. If our newspapers are not inclusive enough to regularly portray the diversity of these communities, then we are presenting a fundamentally inaccurate report. That lack of accuracy undermines our journalistic credibility.”

1999 American Society of Newspaper Editors
Time Out for Diversity study
The first National Time-Out for Diversity survey asked newsrooms to conduct audits of their own coverage and source selection, providing rubrics that cut across five “fault lines” —

- race
- gender
- geography
- class
- age
Hypotheses

1. Student reporters over-rely on sources whose race, gender, classification, and college of study are similar or identical to their own, at the expense of coverage of other groups on campus.

2. The staff profile we have compiled will closely match the statistics on our sources.
Methodology

- Pre-analysis
- Content analysis
- Comparison
Pre-Analysis

1. Quick survey

1. How long have you been on the Technician staff?
   - <1 semester
   - 1-2 semesters
   - >2-3 semesters
   - >3 semesters

2. How much experience did you have in journalism prior to joining the Technician staff? (Check more than one if applicable)
   - None
   - Worked on high school newspaper
   - Worked on high school yearbook
   - Worked on other college media at another University
   - Worked on other college media here at NCSU
   - Other (please specify)

### TIME OUT STEP 2 STORY / PHOTO ANALYSIS

**INSTRUCTIONS:** The Fault Lines are reflected in the sources, subjects and topics of photos, stories, columns and editorials. Sources provide information for stories. They are quoted and paraphrased in stories. Subjects, the persons the story is about, may or may not be quoted. Only the sources of stories should be analyzed. Only the dominant subjects in photos should be analyzed.

Every subject/source reflects all four fault lines, but rarely are all four explicitly stated. For example, one can often determine the gender of a source by the name. The audit can analyze only fault lines that are explicitly stated/visible in the story/photo or those that can be determined through the yearbook, Facebook or the campus directory or information accompanying the story. Make some effort to determine the characteristics of the source.

If a story does not state or indicate a particular fault line, enter X for “can’t determine.”

<table>
<thead>
<tr>
<th>DATE:______________</th>
<th>VOLUME/ISSUE: __________</th>
<th>PAGE:___________</th>
<th>KEY WORDS IN HEADLINE: ____________________________________________________________________________________________________</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>1. STORY TYPE</th>
<th>inside news/feature</th>
<th>opinion (includes columns, editorials, reviews)</th>
<th>sports</th>
</tr>
</thead>
<tbody>
<tr>
<td>2. PLACEMENT</td>
<td>page one</td>
<td>major story</td>
<td>minor story or caption only</td>
</tr>
<tr>
<td>3. LOCATION OF EVENT</td>
<td>on campus</td>
<td>school activity off campus</td>
<td>non-school activity off campus</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>4. IMAGES</th>
<th>Does the story have images?</th>
<th>yes</th>
<th>no</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>NUMBER OF SOURCES IN STORY</th>
<th>one</th>
<th>two</th>
<th>three</th>
<th>four</th>
<th>five</th>
</tr>
</thead>
<tbody>
<tr>
<td>SOURCE/SUBJECT</td>
<td>RACE/ETHNICITY</td>
<td>GENDER</td>
<td>CLASSIFICATION</td>
<td>COLLEGE</td>
<td></td>
</tr>
<tr>
<td>----------------</td>
<td>----------------</td>
<td>------------</td>
<td>-----------------</td>
<td>----------</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>X. Can’t determine</td>
</tr>
<tr>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>X. Can’t determine</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>4</td>
<td>5</td>
<td>X. Can’t determine</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>5</td>
<td>X. Can’t determine</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>X. Can’t determine</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>X. Can’t determine</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>X. Can’t determine</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**FAULT LINES**

<table>
<thead>
<tr>
<th>RACE/ETHNICITY</th>
<th>GENDER</th>
<th>CLASSIFICATION</th>
<th>COLLEGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Indian</td>
<td>Male</td>
<td>Freshmen</td>
<td>1. Ag &amp; Life Sciences</td>
</tr>
<tr>
<td>Asian</td>
<td>Female</td>
<td>Sophomore</td>
<td>2. Design</td>
</tr>
<tr>
<td>Black</td>
<td></td>
<td>Junior</td>
<td>3. Education</td>
</tr>
<tr>
<td>Caucasian</td>
<td>Senior</td>
<td>4. Engineering</td>
<td>4. Engineering</td>
</tr>
<tr>
<td>Hispanic</td>
<td></td>
<td>Freshmen</td>
<td>5. First Year College</td>
</tr>
<tr>
<td>Arab</td>
<td></td>
<td>Sophomore</td>
<td>6. The Graduate School</td>
</tr>
<tr>
<td>African American</td>
<td></td>
<td>Junior</td>
<td>7. Humanities &amp; Arts</td>
</tr>
<tr>
<td>Other</td>
<td></td>
<td>Senior</td>
<td>8. Management</td>
</tr>
<tr>
<td>Native American</td>
<td></td>
<td>Freshmen</td>
<td>9. Natural Resources</td>
</tr>
<tr>
<td>Other</td>
<td></td>
<td>Sophomore</td>
<td>10. Math Sci.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Junior</td>
<td>11. Teledr.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Senior</td>
<td>12. Veterinary Medicine</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Freshmen</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sophomore</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Junior</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Senior</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Freshmen</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sophomore</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Junior</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Senior</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Freshmen</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sophomore</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Junior</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Senior</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Freshmen</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sophomore</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Junior</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Senior</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Freshmen</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sophomore</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Junior</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Senior</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Freshmen</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sophomore</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Junior</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Senior</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Freshmen</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sophomore</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Junior</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Senior</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Freshmen</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sophomore</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Junior</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Senior</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Freshmen</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sophomore</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Junior</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Senior</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Freshmen</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sophomore</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Junior</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Senior</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Freshmen</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sophomore</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Junior</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Senior</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Freshmen</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sophomore</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Junior</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Senior</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Freshmen</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sophomore</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Junior</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Senior</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Freshmen</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sophomore</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Junior</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Senior</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Freshmen</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sophomore</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Junior</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Senior</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Freshmen</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sophomore</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Junior</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Senior</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Freshmen</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sophomore</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Junior</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Senior</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Freshmen</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sophomore</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Junior</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Senior</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Freshmen</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sophomore</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Junior</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Senior</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Freshmen</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sophomore</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Junior</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Senior</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Freshmen</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sophomore</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Junior</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Senior</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Freshmen</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sophomore</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Junior</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Senior</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Freshmen</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sophomore</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Junior</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Senior</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Freshmen</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sophomore</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Junior</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Senior</td>
<td></td>
</tr>
</tbody>
</table>
Staff Perception

Does the Technician’s staff accurately reflect the school’s diversity?

- 64% Yes
- 36% No
Findings

• We first ruled out classification as a consideration for further study because coverage of student leaders on campus is always dominated by juniors and seniors who are more active than underclassmen.
Gender


- Males on Staff
- Male Sources
SOURCE: University Planning & Analysis, Time Out for Diversity Pre-Analysis
Gender

SOURCE: University Planning & Analysis, Time Out for Diversity Pre-Analysis
Findings

• Generally, as the percentage of males on staff decreased significantly over time, so too did the percentage of male sources although not at the same rate.

• As we emphasize more diverse use of sources, it does change regardless of staff.
Fighting for Existence

Some could say fire sparked Nubian Message. In a scene captured in photographs and reminiscent of the days of book burning, angry black students dropped discarded copies of Technician in barrels in the Brickyard and set them ablaze in 1992. The spark was a column that called UNC-Chapel Hill students fighting for a black cultural center/racist. “But the fire had been stoked for months, leading African-American students to call for their own newspaper in response to the lack of diversity in staff and coverage in Technician. Nubian Message was the answer - a weekly newspaper serving as the “Voice of the African-American Community” on campus. But in recent months - after a brief period without publication and problems with the SMA board - some wonder if Nubian Message may be going up in smoke.

"The board all of the reasons. That’s all I hear these days. The reason I’m leaving the Nubian is that I don’t agree with the board. I don’t see myself as a Technician, nor a Technication editor. I’m a Technician, it’s my job to speak the truth. The Nubian Message is a black power newspaper serving the needs of black students. It’s not a black interest newspaper serving the needs of black students.

The issue at hand is the lack of diversity in the office, the lack of diversity in the content, the lack of diversity in the staff. The Nubian Message is the voice of the African-American Community on campus. But in recent months - after a brief period without publication and problems with the SMA board - some wonder if Nubian Message may be going up in smoke.

"The board all of the reasons. That’s all I hear these days. The reason I’m leaving the Nubian is that I don’t agree with the board. I don’t see myself as a Technician, nor a Technication editor. I’m a Technician, it’s my job to speak the truth. The Nubian Message is a black power newspaper serving the needs of black students. It’s not a black interest newspaper serving the needs of black students.

"The board all of the reasons. That’s all I hear these days. The reason I’m leaving the Nubian is that I don’t agree with the board. I don’t see myself as a Technician, nor a Technication editor. I’m a Technician, it’s my job to speak the truth. The Nubian Message is a black power newspaper serving the needs of black students. It’s not a black interest newspaper serving the needs of black students.

"The board all of the reasons. That’s all I hear these days. The reason I’m leaving the Nubian is that I don’t agree with the board. I don’t see myself as a Technician, nor a Technication editor. I’m a Technician, it’s my job to speak the truth. The Nubian Message is a black power newspaper serving the needs of black students. It’s not a black interest newspaper serving the needs of black students.

"The board all of the reasons. That’s all I hear these days. The reason I’m leaving the Nubian is that I don’t agree with the board. I don’t see myself as a Technician, nor a Technication editor. I’m a Technician, it’s my job to speak the truth. The Nubian Message is a black power newspaper serving the needs of black students. It’s not a black interest newspaper serving the needs of black students.

"The board all of the reasons. That’s all I hear these days. The reason I’m leaving the Nubian is that I don’t agree with the board. I don’t see myself as a Technician, nor a Technication editor. I’m a Technician, it’s my job to speak the truth. The Nubian Message is a black power newspaper serving the needs of black students. It’s not a black interest newspaper serving the needs of black students.

"The board all of the reasons. That’s all I hear these days. The reason I’m leaving the Nubian is that I don’t agree with the board. I don’t see myself as a Technician, nor a Technication editor. I’m a Technician, it’s my job to speak the truth. The Nubian Message is a black power newspaper serving the needs of black students. It’s not a black interest newspaper serving the needs of black students.

"The board all of the reasons. That’s all I hear these days. The reason I’m leaving the Nubian is that I don’t agree with the board. I don’t see myself as a Technician, nor a Technication editor. I’m a Technician, it’s my job to speak the truth. The Nubian Message is a black power newspaper serving the needs of black students. It’s not a black interest newspaper serving the needs of black students.

"The board all of the reasons. That’s all I hear these days. The reason I’m leaving the Nubian is that I don’t agree with the board. I don’t see myself as a Technician, nor a Technication editor. I’m a Technician, it’s my job to speak the truth. The Nubian Message is a black power newspaper serving the needs of black students. It’s not a black interest newspaper serving the needs of black students.

"The board all of the reasons. That’s all I hear these days. The reason I’m leaving the Nubian is that I don’t agree with the board. I don’t see myself as a Technician, nor a Technication editor. I’m a Technician, it’s my job to speak the truth. The Nubian Message is a black power newspaper serving the needs of black students. It’s not a black interest newspaper serving the needs of black students.

"The board all of the reasons. That’s all I hear these days. The reason I’m leaving the Nubian is that I don’t agree with the board. I don’t see myself as a Technician, nor a Technication editor. I’m a Technician, it’s my job to speak the truth. The Nubian Message is a black power newspaper serving the needs of black students. It’s not a black interest newspaper serving the needs of black students.

"The board all of the reasons. That’s all I hear these days. The reason I’m leaving the Nubian is that I don’t agree with the board. I don’t see myself as a Technician, nor a Technication editor. I’m a Technician, it’s my job to speak the truth. The Nubian Message is a black power newspaper serving the needs of black students. It’s not a black interest newspaper serving the needs of black students.

"The board all of the reasons. That’s all I hear these days. The reason I’m leaving the Nubian is that I don’t agree with the board. I don’t see myself as a Technician, nor a Technication editor. I’m a Technician, it’s my job to speak the truth. The Nubian Message is a black power newspaper serving the needs of black students. It’s not a black interest newspaper serving the needs of black students.

"The board all of the reasons. That’s all I hear these days. The reason I’m leaving the Nubian is that I don’t agree with the board. I don’t see myself as a Technician, nor a Technication editor. I’m a Technician, it’s my job to speak the truth. The Nubian Message is a black power newspaper serving the needs of black students. It’s not a black interest newspaper serving the needs of black students.
Staff and Campus

2005 staff
- Caucasian: 94%
- Hispanic: 3%
- Black: 0%
- Asian: 3%

2005 campus
- Caucasian: 77%
- Hispanic: 2%
- Black: 9%
- Asian: 5%
Staff and Sources

2008-2009 staff

- Caucasian: 75%
- Asian: 13%
- Hispanic: 6%
- Black: 6%

2008-2009 sources

- Caucasian: 81%
- Hispanic: 5%
- Native American: 2%
Caucasian

- 2003-2004
- 2004-2005
- 2005-2006
- 2006-2007
- 2007-2008
- 2008-2009
- 2009-2010

Staff
Sources
Caucasian

SOURCE: University Planning & Analysis, Time Out for Diversity Pre-Analysis
Caucasian

SOURCE: University Planning & Analysis, Time Out for Diversity Pre-Analysis
African-American
African-American

SOURCE: University Planning & Analysis, Time Out for Diversity Pre-Analysis
African-American

SOURCE: University Planning & Analysis, Time Out for Diversity Pre-Analysis
Findings

• The largely Caucasian staff continues to use a diverse array of sources not completely reflected in the staff.

• Staff diversity is increasing as we emphasize it in recruitment and retention efforts.
By College ’09

SOURCE: University Planning & Analysis, Time Out for Diversity Analysis Fall 2009
By College ’09

SOURCE: University Planning & Analysis, Time Out for Diversity Analysis Fall 2009
By College ’09

SOURCE: University Planning & Analysis, Time Out for Diversity Analysis Fall 2009
Findings

- The largest two colleges on campus are engineering (25.2 percent) and agriculture and life sciences (17.4 percent). Third is the College of Humanities and Social Sciences (CHASS), which makes up 15.5 percent of the population.

- Approximately half of our staff members are in CHASS. Validating our hypothesis was the finding that more than 25 percent of sources used were in CHASS – nearly twice what would be expected if a random sample of students in the population were used as sources.
Time on staff

- <1 semester: 18%
- 1-2 semesters: 23%
- 2-3 semesters: 12%
- >3 semesters: 47%

Legend:
- Green: <1 semester
- Blue: 1-2 semesters
- Gray: 2-3 semesters
- Light Gray: >3 semesters
Experience

- 48% HS newspaper
- 25% HS yearbook
- 17% Other NCSU college media
- 7% Other college media
- 3% None
- 0% None
Election

2008 staff
Obama: 59%
McCain: 41%

2009 staff
Obama: 66%
McCain: 34%

STAFF: Presidential Voting Preference
2008 staff
Obama: 59%
McCain: 41%

2009 staff
Obama: 66%
McCain: 34%

2008-2009 CAMPUS: Presidential Voting Preference
Discussion

• Can students cover students who are not like themselves?

• Do they?

• Should they?

• Should the composition of the staff approximate the composition of the population being covered?
WHAT WILL YOU RALLY FOR?

vote, a formal expression of opinion or choice, either positive or negative, made by an individual or body of individuals. your voice matters.

USE YOUR VOICE

Is it time to rally?

STORY BY

HEIDI KLUMPE & NICK TRAN

Students can send a message

Transform student life

A place to come together

Rally for what matters — your degree

Think of the future students
Goal: 29%
Average: 25.02%
Actual: $149,664
Collectable: $139,188
Budget: $148,920
Met deadline

2006-2010

Average: 71%
Fall 2010: 51%
Sources
2006-2010
5-year average: 2.88
Fall 2010: 2.98
Fall 2009: 3.12

5-year student average: 1.41
Fall 2010: 1.05
0 sources

2006-2010
≥ 3 sources

2006-2010
Content

- News (37%)
- Sports (16%)
- Editorial (18%)
- Advertising (29%)
Stories per page

4-year average: 1.41
Credibility

Rating: 78% said good or very good

Fairness of paper • 73.8% fair
Trusted • 65.4% trusted
Accurate • 58.2% accurate

Top error: quotations wrong

Top type of error: “My quotes were distorted our out of context.”

Top reason for error: “Reporter didn’t fully understand the story.”
Agronetics

Fresh faces, old places

New students come to NC State every year, bringing with them new ideas and new energy.
Discussion

• Should we strive for a more diverse staff so we can better reflect the campus and use a greater diversity of sources?
• If so, how do we do that?
Sources

- American Society for Newspaper Editors, Time Out for Diversity and Accuracy, accessed online at http://www.asne.org/index.cfm?id=636
Sources


- LaGrone, Sam. “Re: question about sources.” Email to Lee Williams. May 20, 2007


- Shaffer, Josh. “Re: question about sources.” Email to Lee Williams. May 18, 2007


