Part II, Standard 7. Resources, Facilities and Equipment

The Paul Miller Building

EXECUTIVE SUMMARY

➢ There were two universitywide salary increases during the past five year. These increases are merit-based.

➢ Successful applications for A&S Technology Fee Grants allowed the School to make technology upgrades to the value of $531,551 during the five-year period. Additionally, computers in the School are upgraded every four years. Software is upgraded more often and as required.

➢ The School's maintenance budget has not changed for many years and it is dependent on the number of outreach courses faculty members teach to maintain travel and other expenses. This funding model is not sustainable in the long term.

➢ Student enrollment and generation of Student Credit Hours do not affect the School's budget. As a result, there is a great deal of pressure to fund and stabilize teaching resources in the School.

➢ The School's biggest need is a new building to accommodate new technological developments in the media and the School's growth. An important first step will be to find funding for a new HD studio.

Please respond to each of the following instructions:

1. **Complete and attach Table 10, "Budget."**

Table 10 Budget

Budget Item	2010-11	2011-12	2012-13 (self-study year)
Administrative salaries	148,308	155,730	174, 959
Teaching salaries (full time)	953,068	878,445	814,534
Teaching salaries (part time/adjunct)	309,304	293,916	446,680
Teaching assistants	28,053	39,965	23,925
Clerical salaries	81,185	92,460	86,054
Equipment	8,032	6,398	15,326
Equipment maintenance	5,816	14,967	16,204
Supplies	17,018	14,967	16,204
Library resources	845	924	1,189
Databases, online information services	4,313	5,308	6,596
Travel	56,770	34,904	52,858
Research	8,161	5,826	1,227
Other			
Foundation	61,883	95,916	86,353
Professional Fees	1,901		
Total Budget	**1,684,657**	**1,639,150**	**1,736,201**

2. **Describe the process through which the unit develops its budget, including preparation of the budget request and spending plan, review and approval, and the role of faculty in the process.**

The Director, with advice from the faculty, prepares the budget request for the School of Media & Strategic Communications. Faculty feedback comes from, among others, the annual faculty retreat, where faculty members are provided with an annual budget report. At faculty retreats, the progress toward the SMSC strategic plan is reviewed and discussions about faculty, technology and infrastructure needs are held. Furthermore, faculty members express their views on budgetary needs at faculty meetings, during conferences with individuals, committee reports and discussions about classes and equipment needs.

Different budgetary sources are available to the School and the College, which provides the budget, and each of these follows a different path.

The SMSC maintenance budget:

This budget has not changed during the past six years and is fixed at $30,000. This has become a problem for the School because rates for various equipment and other commodities have increased considerably during the years and about $20,000 is encumbered at the start of a new fiscal year. The Director has requested a meeting with the A&S Dean and Director of Financial Services to address this issue.

The SMSC Outreach Budget:

For the past two financial years, under the guidance of the new Dean, departments were provided with a return on the outreach courses taught through the School. Those include online courses. As a result, SMSC has doubled its maintenance budget during the past two years. This money provides for faculty travel and obligations to the School's professional organizations and its accrediting agency. However, it also is increasingly used to keep the School running in terms of day-to-day expenditure typically covered in the maintenance budget. Although it is a welcome addition to the School's budget, sustaining and growing this income is problematic because it is based on faculty overload teaching. Faculty members benefit because they receive additional pay for teaching these courses. Course offerings, however, are managed. Although faculty members can teach as many outreach courses over summer and winter breaks and other intersession periods as they like, they can teach an online course in regular semesters only during the semester when they teach their lowest number of courses.

Technology budgets:

Different accounts are available to maintain technology in the School.

➢ *Technology services and budget provided through the College of Arts & Sciences:*
  The College upgrades the computer equipment in the student labs in the Paul Miller Building every three years and the software programs every year, if necessary. It also maintains the Internet infrastructure in the building. The College houses a technology consultant in the Paul Miller Building. She is available at all times for maintenance and planning. The College also replaces faculty computers every four years. The School is responsible for buying specialized software for faculty members and provides laptops or computers with special software for visiting assistant professors. The College also maintains the consumable products used in student labs, such as printers, papers, print cartridges and some specialized color printers. During the past five years, SMSC received $9,662 per year for this purpose.

➢ *SMSC Consumables Technology Fee:*
  The School received money annually from a special fee students pay to maintain specialized technology. This money is allocated to SMSC for discretionary spending as long as the item pertains to consumables required to maintain specialized equipment for direct student use. A faculty member and the School's on-site engineer, who work with the faculty members involved, control the purchasing decisions for this budget item. Nonetheless, all purchases must follow the School's strict purchasing protocol.

➢ *College of Arts & Sciences Technology Fee Grants:*
  Every fall and spring semester, the College invites departments to apply for big-item technology grants. This is a process SMSC always uses and is the way in which particularly camera and broadcast equipment is bought for the School. The following table provides details of the grants and grant amounts awarded to the School during the past five years. It shows SMSC has received technology fee grants to the value of $531,551. This also is a process faculty members control and the Director supports. When an unusually large item or

amount is required, as in the fall 2013 semester, a committee of faculty members develops the requirements and standards. (See Appendix 34 for the fall 2013 grant applications.)

Five-Year SMSC Technology Fee Grants Received

Project Description	2009	2010	2011	2012	2013
Computers for Broadcast News	$13,308				
Camera Project	$9,514				
Studio Cameras	$117,640				
Printer project		$1,333			
Laptop cart		$33,226			
Seven Computers			$43,050		
HD Camera accessories			$4,199		
Computers for Multimedia Project			$42,644		
DSLR Video Project				$13,089	
DSLR project				$38,949	
Video Camera Recorder Project				$75,673	
Server Project					$17,509
Laptop Cart Project					$34,861
DSLR Video Project					$14,056
KXZY Cable Move					$7,500
HD Cameras					$65,000
Annual Totals	**$140,462**	**$34,559**	**$89,893**	**$127,711**	**$139,925**

Faculty salaries and faculty lines:

Faculty salaries and increases are managed as described in Standard 4.6. The College approves the salary range for new appointments before recruitment. For new faculty lines, the Dean instituted a competitive process to ensure equitability among departments. In the fall semester, each department is invited to make three requests for "new funding," which includes new faculty lines. These requests are distributed among all department heads, who rank the requests according to importance. The Dean and his management team review these rankings and use them as a basis for a final ranking order. Decisions are finalized between the Dean and the Provost. In the 2011-12 cycle, SMSC gained a new senior faculty line and requested a new line for an assistant professor in multimedia journalism in the 2012-13 cycle. (See Appendix 35 for the applications for the past two years.)

Bridging funds:

Also in fall semester, the Dean invites application for bridging funds, i.e. temporary funds to ensure classes are efficiently staffed. (Please see Appendix 36 for the past two cycles' requests.) In the 2011-12 cycle, SMSC requested four visiting assistant professor positions but received only two. This put undue pressure on adequately staffing courses and overloaded some faculty members with lab sections. For the 2012-13 cycle, SMSC requested financing for the two visiting professor positions provided previously and requested an additional two visiting professor positions to alleviate the heavy teaching load.

Infrastructure funding:

Financing for even the most basic infrastructure improvements in the Paul Miller Building is likely the biggest budget issue for the School. It also appears OSU does not have a master plan for maintaining and improving teaching and research facilities. As a result, no improvements were made to the Paul Miller Building since the "new" wing was built in 1978. Despite numerous efforts to obtain financing for some minor improvements, even through fundraising, nothing has been forthcoming. In fall 2012, the Dean instituted a new program through which departments can obtain infrastructure improvement. Here, too, department heads and members of the A&S Faculty Council rank the requests. SMSC did not receive any financing for infrastructure improvement last year but applied again for this year's financing cycle and for the first time in many years SMSC was awarded $10,000 in October 2013for minor renovations. Two programs are in place: one for projects smaller than $10,000 and one for projects more than $10,000.

3. **Describe how the allocation of resources is related to the unit's long-range, strategic plan.**

The SMSC Strategic plan has been pivotal in guiding the School's progress during the past five years, which includes it budget. From 2008-11, the strategic plan focused on three issues that guided its budgetary requirements:
➢ A new curriculum, which required resources for faculty development to teach the new curriculum; new faculty lines to strengthen the new curriculum; and new technology to enable multimedia training in the School.
➢ Strengthening SMSC research output by filling two endowed chair positions; making travel money available to enable faculty members to present their research at professional conferences; and fill new and existing lines with faculty members with a research focus with the long-term aim of starting a Ph.D. program.
➢ Maintain and improve undergraduate and graduate scholarships to attract top scholars.

These goals were largely reached, and the School has been successful in filling its two endowed chair positions, receiving two new faculty lines and increasing its scholarship funds through fundraising and making better use of existing scholarship funds. It also managed to maintain the requirement for new technology, particularly in terms of new camera equipment, faculty computers, student labs and two laptop carts, each with 20 computers and a printer, with a total value of about $70,000.

The new strategic plan, developed during the past calendar year and which the faculty approved Sept. 20, 2013, highlights the need for taking SMSC to the next level, namely, to be a cutting-edge program with full multimedia facilities for ALL its students. (See Appendix 2 for the SMSC Strategic Plan and Appendix 37 for a full list of development needs.)

To achieve this mission these goals drive budgeting and development initiatives:
➢ Goal 1. Instill our students with cutting-edge professional standards through forward thinking and real world knowledge in the three primary fields of interest.
➢ Goal 2. Inspire our students to succeed by providing the finest professional and academic educational experience possible.

➢ Goal 3. Illuminate students and constituents about the School's enlightened and innovative educational experience and its contribution to civil society.

The immediate budgetary needs for Goal 1 are driving these budgetary initiatives:
➢ A $605,000 modernization of studio and multimedia equipment that also upgrades the school's current remote production unit from Standard Definition (SD) to High Definition (HD);
➢ A three-year plan to replace all tape-based HD cameras and increase the number of card-based HD cameras to 40 to allow students to use any of the computer labs or their computers for editing purposes;
➢ The move of the student radio station KXZY to *The Daily O'Collegian* area to allow for better integration between the media and to allow for expansion and renovation of offices KXZY occupies.

Goal 2 drives these budgetary initiatives:
➢ The request for a new faculty line in multimedia journalism to expand the educational skills of the multimedia faculty members;
➢ The appointment of an Associate Director for Undergraduate Studies to oversee undergraduate education in the School and ensure the highest quality of undergraduate education;
➢ Financing for a position of Outreach Coordinator to manage social media, the SMSC website, school events, information and alumni communication;
➢ Funding for graduate scholarships for the new Ph.D. program.

The budgetary needs for Goal 3 drive these initiatives:
➢ The appointment of a senior faculty member who brings a focus on social justice and entrepreneurship in the SMSC curriculum;
➢ Raising money for new, modern facilities for the School;
➢ Freeing up the Director for development and professional outreach;
➢ Establishment of a Donor Relations Committee to assist with fundraising for the School and identifying potential donors.

The College of Arts & Sciences has reorganized its advancement team and though SMSC does not have a development officer only dedicated to its initiatives, the officer's workload is much more doable. This already has had a positive effect on development initiatives for the School.

4. Describe how the resources provided by the institution compare with similar units on your campus.

It is difficult to make a direct budget comparison to other departments in the College. A number of issues determine budget, such as grant funding, whether the department has a doctoral program and the number of general education courses a department teaches, as in the case of English and Mathematics, respectively. Research funding research grants generated is included in the budget figures below and it is evident SMSC's lack of grant funding is hurting the School's budget. Nonetheless, the table also shows the School receives little credit for the number of students it enrolls and serves, particularly the number of Student Credit Hours (SCHs) the School generates through the 45 hours all SMSC students have to take in their respective

programs. With the changes in accreditation standards, this number has increased to 53 in fall 2013. From this comparison, it is easy to understand why the School has to scramble every semester to teach the necessary courses because there are not enough permanent faculty members. Additionally, not having a doctoral program hurts the School in terms of number of research faculty members who can generate research grants. The following table shows how the SMSC budget compares with other A&S Departments.

Comparative Budget Analysis in OSU College of Art & Sciences

Department	Student Count Fall '13	Total Tenured/Tenure Track Faculty	Total Operating Budget FY14
Art*	258	17	$ 1,556,135
Botany	8	10	$ 1,097,649
Chemistry	41	17	$ 3,119,199
Communication Science and Disorders*	238	5	$ 724,843
Computer Science	175	12	$ 1,576,383
English	171	34	$ 5,043,102
Foreign Language & Literature	33	16	$ 1,318,941
Geography*	36	13	$ 1,533,548
Geology*	135	14	$ 1,525,164
History	120	22	$ 2,066,236
Media & Strategic Communications	**768**	**14**	**$ 1,609,185**
Mathematics	61	31	$ 4,168,425
Microbiology & Molecular Genetics	165	16	$ 1,834,695
Military Science-AR		0	$ 73,923
Military Study		0	$ 43,403
Music*	190	25	$ 2,034,875
Philosophy	15	10	$ 970,700
Physics	39	23	$ 2,823,992
Political Science*	199	19	$ 1,834,663
Psychology*	627	22	$ 2,736,742
Religious Studies	0	0	$ 39,705
Sociology*	234	14	$ 1,518,161
Statistics	16	8	$ 1,059,515
Theatre	60	9	$ 901,559
Zoology	364	19	$ 2,485,283

* These departments are most comparable to SMSC

5. List the tuition (including fees) charged during the most recent academic year (two semesters or three quarters). Please include undergraduate and graduate tuition, for both in-state and out-of-state students.

2013-14 Undergraduate Tuition and Mandatory Fees (per credit hour)		
Resident	**Nonresident**	
$147.50	$567.00	Tuition
$169.60	NA	**Resident** Lock 2013-14 Tuition
$14.50	$14.50	Academic facility fee
$4.35	$4.35	Academic Records and Maintenance fee
$7.90	$7.90	Advising/Assessment fee
$0.30	$0.30	*Daily O'Collegian* fee
$4.70	$4.70	Student Facility fee, General
$3.00	$3.00	Student Facility fee, Campus Rec
$5.00	$5.00	Health Services fee
$13.75	$13.75	Library Automation and Technology fee
$3.50	$3.50	Life Safety and Security fee
$2.50	$2.50	Student Activity fee
$4.75	$4.75	Student Activity fee - Athletic fee
$2.00	$2.00	Student Development fee
$2.30	$2.30	Transit/Parking Services fee
$10.15	$10.15	University Technology and Infrastructure Maintenance fee
$17.50	$17.50	Academic Excellence fee
$4.35	$4.35	Student Union Renovation fee

2013-14 Graduate Tuition and Mandatory Fees (per credit hour)		
Resident	**Nonresident**	
$178.00	$728.00	Tuition
$14.50	$14.50	Academic facility fee
$4.35	$4.35	Academic Records and Maintenance fee
$7.90	$7.90	Advising/Assessment fee
$0.30	$0.30	*Daily O'Collegian* fee
$4.70	$4.70	Student Facility fee, General
$3.00	$3.00	Student Facility fee, Campus Rec
$5.00	$5.00	Health Services fee
$13.75	$13.75	Library Automation and Technology fee
$3.50	$3.50	Life Safety and Security fee
$2.50	$2.50	Student Activity fee
$4.75	$4.75	Student Activity fee - Athletic fee
$2.00	$2.00	Student Development fee
$2.30	$2.30	Transit/Parking Services fee
$10.15	$10.15	University Technology and Infrastructure Maintenance fee
$17.50	$17.50	Academic Excellence fee
$4.35	$4.35	Student Union Renovation fee

An estimated budget (based on 2013-14 figures) for an undergraduate student at OSU, for residents and nonresidents, respectively, is:

Estimated Total Expenses for Students

Resident	
Tuition and Fees (based on 15 credit hours)	$4,095
University Housing and Board (based on average freshman residence hall charges)	$4,175
Textbooks and Supplies	$550
Average Miscellaneous Personal Expenses	$2,410
Total per Semester	**$11,230**

Nonresident	
Tuition and Fees (based on 15 credit hours)	$10,388
University Housing and Board (based on average freshman residence hall charges)	$4,175
Textbooks and Supplies	$550
Average Miscellaneous Personal Expenses	$2,410
Total per Semester	**$17,523**

6. **Describe fund-raising goals and efforts undertaken by the unit.**

SMSC has these fundraising goals for the next five years:

1. **Multimedia journalism program – broadcasting facilities:**
   For the School to fulfill its vision of being a cutting-edge program that produces the next leaders in the communications industries, the individual programs in the School also need to adapt. Broadcasting has become central to this vision because it is incorporated in all three of the School's degree programs. Because we moved away from educating our students on single media platforms, broadcast skills are more important than ever.

   Our vision for our multimedia program is to enable our students to produce and execute high-definition original news and sports programming in the studio and in the field. This programming is disseminated over multiple platforms, including television, Internet and radio. State-of-the-art production equipment will provide the opportunity to use resources found in today's production studios and in mobile production units. News automation software streamlines the process and will allow our students to produce a polished product using the same computer systems found in today's newsrooms. This combination of theory-based learning, high-definition broadcast facilities, mobile production equipment and news automation software prepares our students to successfully compete in the modern media environment.

   Need: Upgrading the broadcasting infrastructure from standard definition to high definition, purchase of news automation software and mobile production equipment: $610,000.

2. **Institute for Social Science Methods in Data Journalism:**
   SMSC is one of the national leaders in using data journalism for reporting purposes. This ensures our students know how to conduct fact-based investigative reporting. However, this program needs to be strengthened and extended to working journalists. At this time, the industry is ill equipped to conduct in-depth reporting using existing data, which negatively impacts its ability to report beyond the obvious. There is no university at the moment that has a sustained program in this regard. (See Appendix 38 for a full project description.)
   Need: Establishing an Institute that trains working journalists on using social science methods in reporting and assist them in their daily reporting when using large data sets ($200,000 over three years); an Endowed Chair attached to an existing line and two graduate assistants to support the Institute in conducting research and producing scholarly articles ($800,000). Total: $1 million.

3. **New building for SMSC:**
   The School is in urgent need of a new building and better news production facilities. A 50,000-square-foot building will cost $400 per square foot, totaling $20 million. A naming opportunity for this building would require an investment of $10 million.
   Need: $20 million.

4. **Scholarships for summer internships:**
   Three to four summer internships for students will enable them to earn three credit hours while working in a newsroom; $3,000 per scholarship, or an endowment of $60,000 per scholarship.
   Need: $60,000 per scholarship.

5. **Upgrading the student radio station, KXZY:**
   The student radio station needs to be moved closer to *The Daily O'Collegian* so it can be better integrated into daily news production and *The O'Colly* online platform. It also needs a full-time adviser.
   Need: The cost for the moving and renovation of the existing space is $25,000. A full-time adviser will cost about $55,000 plus benefits per year.

6. **Graduate student scholarships:**
   Graduate students are used every year to assist students in their labs. They often have the most recent newsroom experience. The School has a serious need to have two graduate scholarships to attract the best students for this purpose. Two $10,000 graduate fellowships per year will greatly assist in this.
   Need: Each graduate fellowship would require an endowment of $200,000.

7. **OSU Institute for Entrepreneurship in the Media and Arts:**
   SMSC wishes to expand its media entrepreneurship program into a media Incubator and eventually an Institute for Entrepreneurship in the Media and the Arts. This interdisciplinary program will require $50,000 for a visiting faculty member to start the incubator program and evaluate the syllabi across the departments. The establishment of the Institute will require $1.5 million. (See Appendix 39 for a full project description.)
   Need: $50,000 and $1.5 million over three years.

With the infusion of new development officers in the OSU Foundation who are specifically assigned to work with the College of Arts & Sciences, many more opportunities have arisen for SMSC to become involved in development. This year, the School hosted a couple of potential donors who committed to an estate gift in excess of $1 million. The nature of this gift is in the final planning stages.

The development officer assigned to the School has made important contacts in the Dallas and Florida areas, which the Director will follow up before the end of the year. At the suggestion of the Dean of A&S and with the assistance of the leader of the OSU Foundation team, the Director met with a group of prominent alumni in Tulsa and started a Donor Relations Committee to provide leads for potential donors. Similar committees will be established in Oklahoma City and in Dallas early in 2014. With the appointment of an Associate Director, the Director will have more time to devote to fundraising for the much-needed new building and the other projects as described above.

7. **Describe the unit's classrooms, offices, computer labs or other building spaces. If the unit administers university media or student publications, include a description of equipment and facilities devoted to those operations.**

The School of Media & Strategic Communications is in the Paul Miller Journalism and Broadcasting Building. (A name change has been requested but has a rather long way to go before the OSU Board of Regents grants final approval.) The building consists of 33,780 square feet of classroom, laboratory and office space. The building houses four general classrooms, a 104-seat auditorium, three conference rooms, four computer laboratories, 14 faculty offices, one graduate teaching assistant office, an administrative complex, the campus cable radio station, four digital audio-editing workstations, a small television studio and control room, two video editing suites containing 12 digital video-editing workstations, a newsroom containing Associated Press wire service and six computers capable of digital video editing and a student computer work area/reading room containing six Macs, all with Internet access.

The following table provides details of how the different labs are outfitted in terms of hardware and software.

Lab	Number of Student Computers	Instructor Station	Computers Installed	Date of Install	Software installed
JB202a	20	1	iMac, Intel core i3 Processor, 4 GB Ram, TB HD, CD-RW/DVD RW Disk Drives Bluetooth	Summer 2011	MS Office 2011 Adobe Creative Suite CS 5 Firefox 4.0 Safari Media Players Misc. Software
JB 201	20 1 Scanning 1 assistive	1	20" iMac Intel Core 2 Duo, 3.06 GHZ, 4 GB RAM 1TB HD, CD-RW/DVD-RW Disk Drives, Built-	Summer 2010	MS Office 2011 Adobe Creative Suite CS 5 Firefox 4.0 Safari Media Players

			In Camera, Bluetooth		Misc. Software
JB207	20 1 scanning	1	20" iMac Intel Core 2 Duo, 3.06 GHZ, 4 GB RAM 1TB HD, CD-RW/DVD-RW Disk Drives, Built-In Cam, Bluetooth	Summer 2010	MS Office 2011 Adobe Creative Suite CS 5 Firefox 4.0 Safari Media Players Misc. Software
JB205	8	1	Apple Mac Pro Six Core Intel Xeon 2.66 GHZ(2), 8GB RAM , 1TB HD +2 TB HD, CD-RW DVD-RW Disk-Drives, Dual Ethernet	Summer 2011	Final Cut Studio 7 Adobe Affects-CS5.5 Acrobat X Pro Photoshop CS5 MS Office 2011
JB317	6	0	6 Core Intel Xeon 2.66 GHZ(2) 8GB Ram, 1TB HD-+2TB HD, CD-RW-DVD-RW Drive	Summer 2011	Final Cut Studio 7 Adobe Affects-CS 5.5, Adobe-Acrobat Pro 8 Photoshop CS 5 MS Office 2011
JB304	6	0	iMac, Intel Core 2 Duo,3.06 GHZ, 4gb Ram,939 GB HD, CD-RW/DVD-RW Drives, Bluetooth	Summer 2013	Final Cut Studio 7 Adobe CS5.5 Acrobat Pro 8 Photoshop CS5 MS Office 2011
JB105	20	0	MacBook Pro, 2.4GHZ Intel Core 2 Duo, 250 GB Serial ATA Drive, NVIDIA GeForce 320M Video Graphics	Fall 2010	Final Cut Pro Adobe Creative Suite 6 Design Premium & Web MS Office 2011
JB105	20	0	MacBook Pro, 2.5GHZ duel-core Intel Core i5, Turbo Boost up to 3.1GHZ, 4GB 1600 MHZ memory, 500GB HD, Intel HD Graphics 4000	Spring 2013	Final Cut Pro Adobe Creative Suite 6 Design Premium & Web MS Office 2011

The four general classrooms and 104-seat auditorium are designated as University classrooms, consistent with the general University policy that part of each building assigned to a particular unit must be designated as general University classroom space. SMSC is given priority in the use of the classrooms and auditorium. Additionally, there are three conference rooms that may be used for faculty meetings or class activities. Student organizations may also use the conference rooms for meetings or special events.

The School exclusively uses the four computer laboratories on the second floor, though the School allows other campus entities to use the labs for training or workshops when requested. All lab computers are networked, and students can access Microsoft Office, the Internet, OSU Libraries and email services. Each of the labs has a printer, and two labs have flatbed scanners.

As the School's need for multimedia training has increased, the labs are fully used, not only for graphic design and desktop publishing as in the past, but also for full multimedia training. As a result, the labs have never been used to the extent they are now. In addition to Microsoft office, three of the labs on the second floor and the laptop carts are equipped with Adobe Creative Suite, Final Cut Pro, Acrobat Pro and Soundslides. The fourth computer lab on the second floor is smaller and primarily used for video editing. This lab contains nine Macintosh G-5 computers, each with two internal hard drives capable of storing processed video. Each workstation is equipped for HD editing with Final Cut Pro. Three of the labs have multimedia presentation stations with computerized overhead projection systems, while the video-editing lab makes use of flat-panel, wall-mounted televisions to display work to the class.

The campus cable radio station, KXZY, is on the third floor. It broadcasts on one of the channels of the campus cable TV system. There are no over-the-air frequencies available in the area. The station began streaming its programming on the Internet in January 2008. Near the studio is an office for student radio station managers and staff, and four digital audio workstations with Macintosh G-5 computers that use Digidesign's Pro Tools audio-editing program. The audio facilities are mostly digital, though each workstation maintains some linear equipment.

The third floor has five Pro Tools digital audio-editing workstations, two video editing suites containing six digital video-editing workstations and a newsroom containing Associated Press wire service and six computers capable of digital video editing. Another computer is used for video playback during student productions.

The School's TV studio also is on the third floor and contains a news set, interview set and green screen. It has three HD capable studio cameras, which are about 4 years old. The three studio cameras have teleprompters. There is a fourth HD studio camera for the newsroom that is also 4 years old. In the control room, the video switcher is 13 years old. The video switcher was received as a donation from the Williams Companies in Tulsa in 2003 when it dismantled a Web-based news program that focused on news about the energy industry. In addition to the AP wire service, the School has CNN News source to provide national and international material for student productions. The School has 35 HD video field cameras. Fourteen cameras record to SD cards and 21 record to tape. Students have access to 24 DSLR cameras. For audio-field recording, students have access to five digital SD card audio player/recorders. KOTV in Tulsa recently donated a news set, video switcher, video monitors and various electronic items. The unit recently made a $605,000 proposal to equip the television studio with all new HD equipment, as will be explained below. As described above, the unit has been successful in attracting a number of University grants, as well as equipment donations, so it has been able to replace virtually all of its broadcast equipment.

The School also has two laptop carts that have 20 MacBook Pro laptops each and a printer. These carts can be moved to any classroom or lab to create a computer lab. The laptops are equipped with MS Office 11, Final Cut Pro, Adobe Creative Suite 6, and Design Premium and Web software.

Each faculty member has a private office with networked computers. Graduate teaching assistants share one communal office with networked computers.

The administrative complex on the second floor contains offices for staff, two faculty members and the Director. There is also a small workroom with photocopy facilities and mailboxes. Off the public area are several staff offices, a fax machine, a supply closet, administrative files and a small conference room. The student advising center, consisting of a reception area with two computers for student use and two offices, also is on the second floor. A small adjacent room is the office for the Arts & Sciences computer support person.

The unit maintains a small student reading room with six computers and a small collection of state newspapers, media-related journals and publications.

The Daily O'Collegian, an independent entity, occupies 4,743 square feet on the first floor of the building, and radio station KOSU, which is part of University Relations, occupies 3,705 square feet on the third floor.

The Paul Miller Journalism and Broadcasting Building consists of a front added to the original chemistry building used on the campus since 1918. Financing for the restoration and addition to the building was provided through a joint project of the Paul Miller family, the Gannett Foundation and the Oklahoma Press Association. The building was opened in 1978. The School uses every possible space, and the College has done a tremendous job in providing assistance with the unit's technology needs. However, a move to a new building that can better cope with new technology needs has become an urgent need.

8. **Describe the unit's most urgent needs for space or equipment, if any, and the plan to address these needs.**

The School indeed has many urgent needs, as described in the fundraising goals set out above, and also in terms of keeping up with technological developments. Of these, the most urgent are the technological upgrade of the studio to be fully HD, the upgrade of the School's remote production unit to HD and the replacement of all tape-based HD cameras with card-based HD cameras, which will also greatly alleviate the need to special video-editing space.

As a result of this, the School made a technology fee application for its most urgent needs (see Appendix 34 for the detailed technology fee applications described next):

➢ Technology upgrade of the studio to the amount of $605,000. This amount consists of:
- Ross HD Carbonite Video System for $400,000
- Upgrade of remote video equipment to HD for $110,000
- ENPS News Software for $95,000.
  Although this might sound exorbitant, the College believes this amount can be financed through the Oklahoma Master Lease program, which means that the A&S Technology Fee can be applied to pay for this over a number of years rather than in one lump sum. Apparently, the call for technology applications through the Master Lease Program is made in June each year, though for the past year this program was tied up in a court case, which was recently resolved.
➢ The School has decided to upgrade its HD cameras to the desired number of 40 in a three-year period to make provision for future technology innovations. The unit has applied for the

immediate purchase of 10 Sony HD NX5U card-based cameras and peripheral equipment to the value of $65,000. This grant was approved in October 2013.

➢ A third application was for cable installation for moving the KXZY studio to its new premises near *The O'Colly*. This is a relatively small amount of $7,500, which will immediately release two new offices for faculty use on the third floor and will allow a better integration of student media. This grant was approved in October 2013.

Finally, though a new building is the biggest need for the School, at this time it is most important to keep up with technology developments in the field. As shown above, the School has been able to do this admirably.