

Project Number 11045
Purpose Subject Area Committee Meetings
Location Gumwood Room
Start Time 9:00 AM

CONFERENCE REPORT *Media Center: KWVA Radio Station, Oregon Daily Emerald*

01 THOSE PRESENT

KWVA Radio Station

Charlotte Nisser, Thor Slaughter

Oregon Daily Emerald

Ryan Frank

EMU User Group

Gregg Lobisser, Mandy Chong, Dan Geiger, Wendy Polhemus

AC Martin

Bob Murrin, Tammy Jow, Christopher King

SERA Architects

Eric Philps

02 DISCUSSION

- a. The current program (version 7.2) was presented and revised below (to version 8.2) based upon discussion as indicated in the right hand margin highlighted in orange.
- b. A new 3 part Media Suite was presented to include ODE+KWVA and a shared set of media resource spaces:

Oregon Daily Emerald

MEDIA SUITE (ODE+KWVA+Shared)				
Oregon Daily Emerald (ODE) [Retail Lease]	Quantity	Unit	NASF	GSF
Reception/minimum seating	1	36	36	56
Business Manager	1	80	80	124
Publisher (Enclosed)	1	100	100	155
Advertising Director	1	80	80	124
Advertising Representatives	9	36	324	502
Creative Services	2	40	80	124
Creative Sales Director	1	80	80	124
Newsdesk workstation	3	36	108	167
Copy Desk	3	36	108	167
Creative Services	3	20	60	93
Scene Desk	3	20	60	93
Photo desk	3	60	180	279
Design desk	3	60	180	279
Digital media desk	3	60	180	279
Sports desk	2	24	48	74
Opinion desk	1	12	12	19
Editor in chief	1	100	100	155
Managing editor	1	20	20	31
Communal work table	1	60	60	93
Collaboration Room	1	100	100	155
Supply/Storage room	1	36	36	56
Server Room	1	80	80	124
Storage	1	36	36	56
sub TOTAL			2,148	3,329
Delivery Bike Storage				
Oregon Daily Emerald Remote Storage/Archives	0	200	0	0
Conference Room (10 people)	0	220	0	0
				Shared
				3,185

New Media Suite introduced with Shared Media space

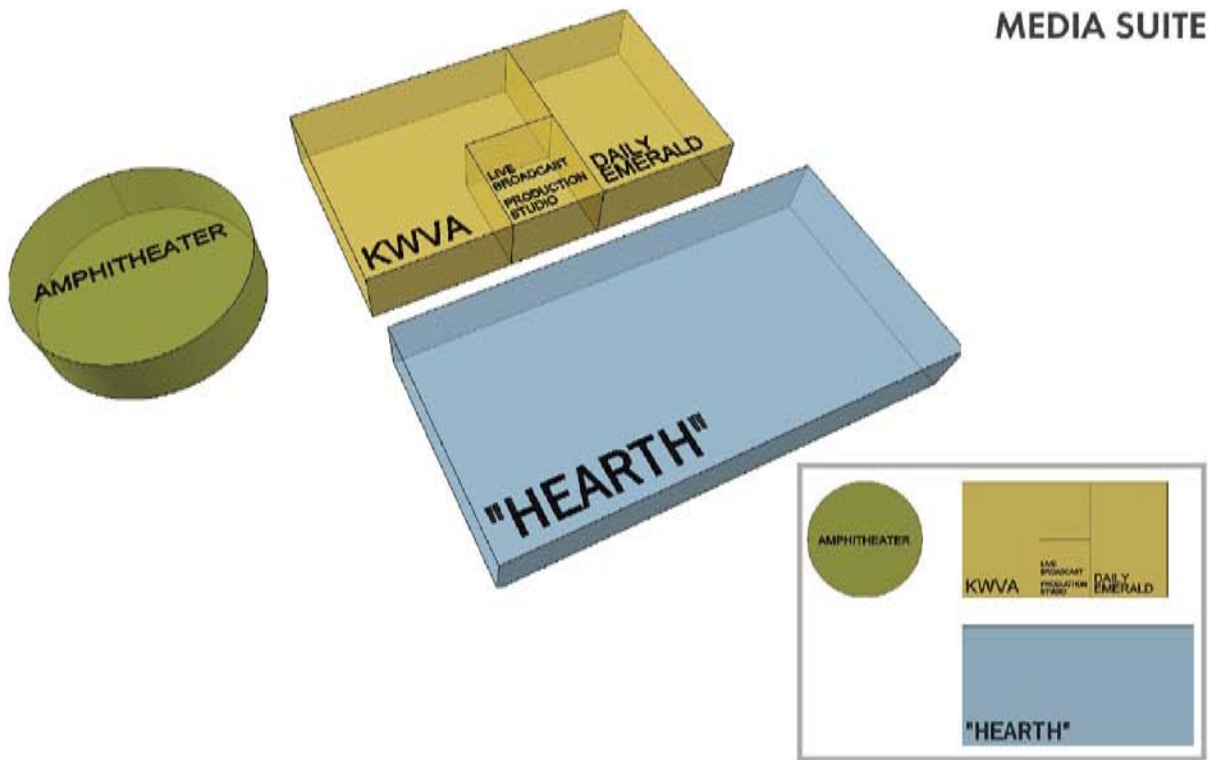
KWVA and Shared Media Space:

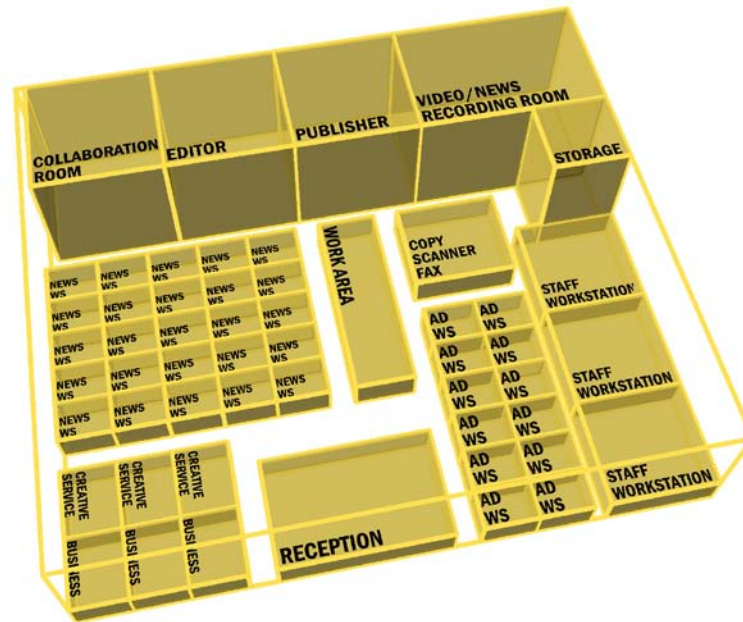
Radio Station KWVA						
	Quantity	Unit	NASF	GSF		
Reception/collaborative space	1	300	300	465		
Staff Office Enclosed: GM	1	120	120	186		
Staff Office Enclosed: Assist GM, Prod. Dir., MD, Band Assoc, Engineer, DJ	5	100	500	775		
Staff Workstations	10	36	360	558		
Staff Workstation, News Volunteers	10	20	200	310		
News Equipment Closet	1	40	40	62		
Live Broadcast Studio/on air studios	2	150	300	465		
Production Studio	2	100	200	310		
Music Library	1	400	400	620		
Sub TOTAL			2,420	3,751	950	2420
Server Room: utilize building wide Server room	0	100	0	0		
Remote Storage: Canopies, file cabinets, old equipment	0	200	0	0		
Media Center: 2 Video Recording, 2 production Studios, Conference Room/Workroom (10 people)	0	220	0	0		
						Shared
Shared Media Space						
	Quantity	Unit	NASF	GSF		
Reception	1	100	100	155		
Editing Work Room	10	20	200	310		
Common Area	10	12	120	186		
Large Live Band Performance/ Video Studio (LLBP)	1	1,000	1,000	1,550		
Small Live Band Performance/ Video Studio (SLBP)	1	500	500	775		
Mixing Studio	1	100	100	155		
Audio Recording Studio	2	100	200	310		
Equipment Storage Room	2	100	200	310		
Rack Room	1	100	100	155		
Equipment Repair Room	1	100	100	155		
Copy & Supply Room	1	50	50	78		
Conference Room	1	200	200	310		
Custodial Closet	1	50	50	78		
Kitchen	1	80	80	124		
Dedicated Other Student Media Office Spaces	5	100	500	775		
Sub TOTAL			3,500	5,425		
near restrooms and loading dock						
TOTAL MEDIA SUITE (ODE+KWVA+Shared)			8,068	12,505		

Revised per
SAC 3
Media Center
Concept
11/29/2011
increase in net: 886
Gross: 1,373

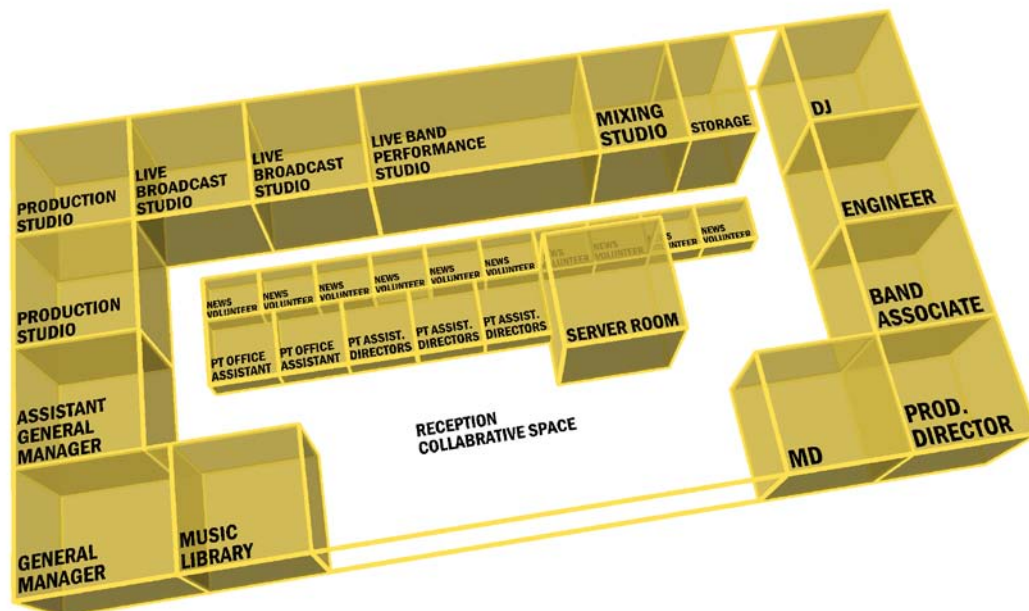
Previously 7.2: 3,682 net 5,707 gross

- c. Scaled three-dimensional blocks to represent the program were also presented. These diagrams are done to illustrate the relative size of program elements and are not intended to show desired adjacencies. These do not represent the new 3 part media suite outlined in the program above.





Oregon Daily Emerald

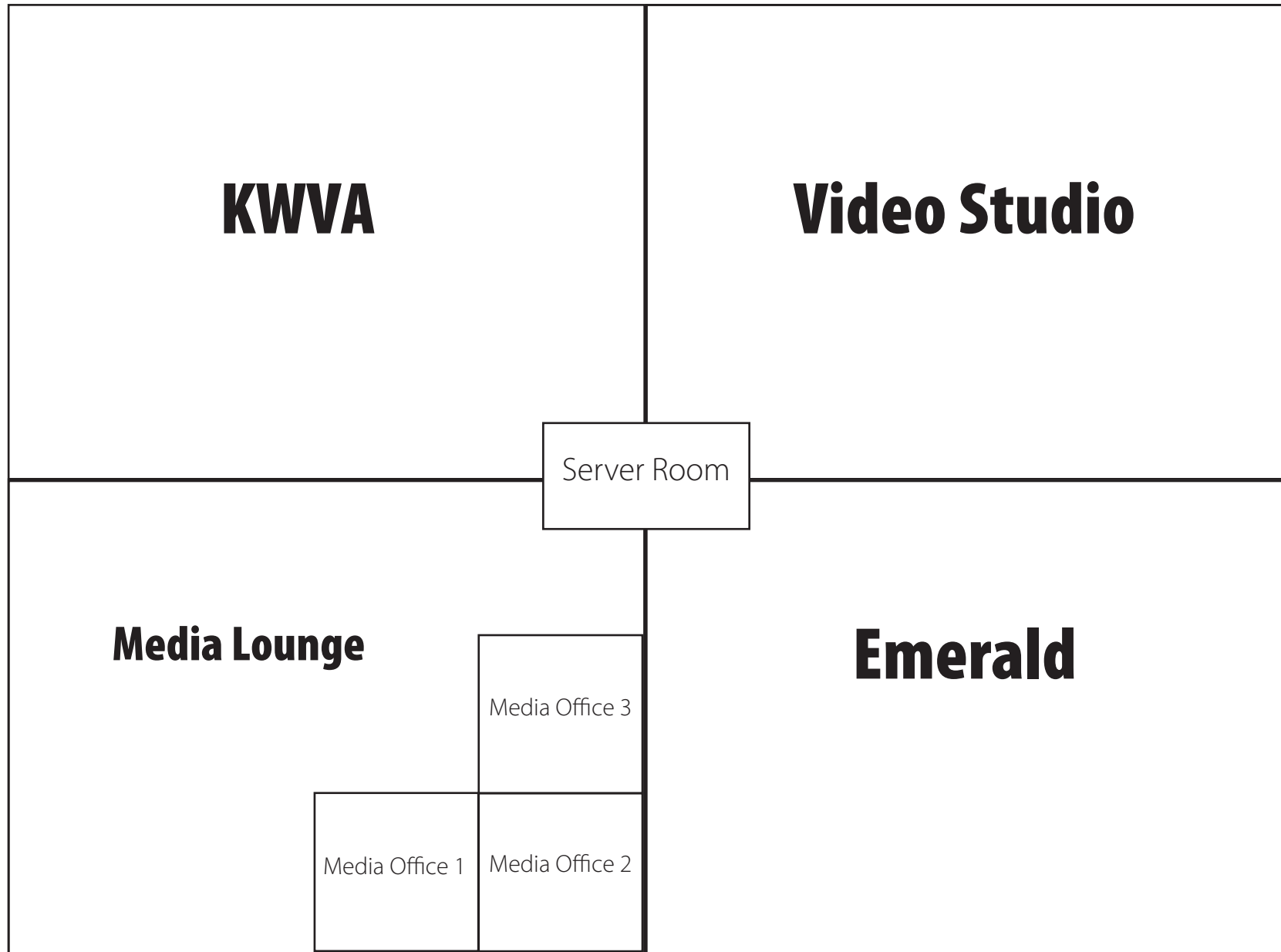


KWVA Radio Station

- a. New specifications for the Media Center concept were presented jointly by Ryan Frank and Charlotte Nisser.
- b. The new requested area total = 5,000 sf (VERIFY)
- c. The existing 13th Ave loading is serviceable for ODE.
- d. The proposed Media Center is a strong fund-raising candidate. KWVA and ODE will work with Karen Shaw, University Development, The School of Journalism and Communication, and others to raise money for the Center.
- e. Vision for 2020.
- f. KWVA has brought in half a million dollars to date.
- g. 5 student media groups have been added into the Media Center. They include: Oregon Commentator, Ethos, and several others.
- h. The space for Student Media Groups should be designed as generic spaces for groups that can be swapped and changed in the future. 6@60 sf or 3@100 sf
- i. The Media Lounge should be off of a larger common area.
- j. Private toilets will not be provided in any suites. The EMU expansion and renovation has a shared concept for toilets and conference rooms and storage.
- k. The Video/News Recording Room is shared space in Media Suite
- l. The KWVA Server Room is really a rack room, and should be included in the program and central in the space. It must be connected to emergency power.
- m. KWVA and ODE representatives have visited the School of Music. SOM has 1,000 sf and 3,000 sf studios.
- n. The pieces of the Media Center program that can look out onto the larger space, the "hearth" include: The On-Air Studio and Newsroom, and possibly the Live Band Performance Studio.
- o. Envision frequent use of The 1,000 sf Studio will be used many hours a day and everyday. Frequent usage is envisioned. It is not a candidate for a "shared space". For example, many invited bands will not allow public viewing during recordings.
- p. The peak period of usage for bands in the Studio is 4-6pm.
- q. When the Studio is not in use for bands, it can be used for students to shoot ads with assistance.
- r. ODE has a vision for a traditional, Manhattan-style newsstand to be located in or adjacent to the EMU. Ryan has met with Christine Thompson about his idea. It could be on a street corner with web sites on display with interactive touch screens. It could be an old school newsstand with new technology, adjacent to the coffee shop. Wherever it is located, it needs to be extremely convenient.
- s. Ryan has collected newsstand images from New York. Please forward to Martina for architects to review.

Attachments:

EMU - Student Media Center Concept





November 29, 2011

TO: Wendy P. Polhemus, Interim Director EMU
Gregg Lobisser, AVP for Capital Affairs
Dan Geiger, Coordinator Outdoor Program

FROM: Charlotte Nisser, General Manager KWVA
Ryan Frank, Publisher Oregon Daily Emerald

RE: The Student Media Center--A Proposal for Unification and Size

We are all aware that the renovated EMU needs a student media center. The following describes our vision for The Student Media Center (The Center), including the major elements, comparisons with other universities, partners and supporters, finances, and staffing.

Conceptual Vision

A state-of-the art collaborative media center, bringing together students of varied backgrounds and academic interests to share in a welcoming, comfortable environment inclusive of all points of view.

The Center will be available to any interested student media groups. It will include dedicated space for programs and collaborative open work and lab areas.

The Center will enhance the student experience as an independent learning environment, providing the opportunity to reinforce classroom lessons, to play and explore without any required academic connection. It will be a hub of news and information, producing more engaged, informed students and citizens.

The Center will reflect how media work today and in the future. The lines that once separated media -- both in the production and consumption of media -- have been erased by technology. Newspapers, magazines, radio and TV all produce stories through text, audio and video. They all distribute their stories through print, broadcast, podcast and social media. The blending of traditional media will only continue. The University needs a student media center that reflects these shifts, both to serve and inform students and to prepare them for the professional world.

The Center would be a showpiece to recruit the best and brightest students, and to establish the University of Oregon as the Preeminent Residential University.

Description of Space

The Center must be in a centrally located and highly visible spot. The ideal location is a storefront space at the hub of campus near the intersection of 13th Avenue and University Street. With visibility, the ODE and KWVA could make news headlines, interactive media and even live shows visible to passing students.

The Center will cluster student groups from all media forms into a single office suite. The center would have four sections:

1. KWVA Campus Radio
2. Oregon Daily Emerald (ODE)
3. Video Center
4. Media Lounge

KWVA and the Oregon Daily Emerald - campus' two largest independent media organizations - would anchor The Center. Their new proximity would allow the radio station and news organization to collaborate more often and provide a richer experience for students.

The KWVA space will include live broadcast and production studios, a music library, staff offices and work spaces. The live broadcast studios should have windows to the outside for pedestrian traffic to view inside.

The ODE space will include two distinct parts: the newsroom and the business office. The ODE's office would include a dedicated conference room, kitchen area, custodial closet and supply storage room. The ODE would also need bike and equipment storage and loading dock access. The ODE newsroom should have windows to the outside for pedestrian traffic to view inside.

The Video Center will include a recording studio, production and editing facilities. This space will be used for audio and video recording, and live broadcast of band performances, interviews, as well as student creative work. It will be a versatile space. Any student will be able to reserve recording time in the studio and have open-access to the production and editing facilities, both small rooms and collaborative open work space. KWVA and the ODE will jointly manage the space, and will have priority use of the recording studio. This Video Center is of particular interest for students in the School of Journalism and Communication, Allied Arts & Administration, the School of Music and Dance, however, the space will be available to the general student body, regardless of classroom projects or department affiliation. These are resources not currently available elsewhere on campus.

The Media Lounge will include other student media groups in individual offices, an editing work room and a common area that includes couches, televisions, game systems and a kitchen. The Media Lounge will be available to any student media groups who wish to be included.

Shared space, services and infrastructure will be necessary to make The Center work for all groups involved. This shared space will include a main reception, conference space, equipment storage, rack room, equipment repair, copy & supply, conference, kitchen, custodial, restrooms, and a loading dock. The ODE's status as an independent nonprofit company may require further discussion related to shared space in The Center.

The attached Table A includes a complete list of all spaces, sizes, adjacency, and technical requirements.

Comparison Universities

Other universities have already recognized these trends and have built or are planning similar centers, including Oregon State University, University of Mississippi and Virginia Commonwealth University.

The attached Table B illustrates what other universities have in place for similar media centers, or student media space. It includes student body size, total media space in square feet, what media is included, and reporting structures.

Partners and Supporters

We have met and consulted with a number of student media groups, campus leaders and faculty. Response has generally been positive, and there is great interest in this concept.

The Oregon Commentator, Ethos and The Oregon Voice have expressed interest in having their offices in The Center. We are reaching out to other student media, including Unbound and Duck U/TV. Leaders with the Student Insurgent said they wish to remain in the Survival Center.

Given the mission to compliment classroom teachings, Tim Gleason, Dean of the School of Journalism and Communication, supports the concept. The School of Music and Dance has also expressed interest.

Finances

We believe The Center is a strong fund-raising candidate among foundations and UO alums. KWVA and the ODE will work with University Development, Karen Shaw, The School of Journalism and Communication, and others to help raise money for The Center.

Staffing

At this time, staffing of The Center would not change significantly from the current staffing of KWVA and the ODE. KWVA and the ODE would jointly manage the Video Center.

However, it is clear that some staffing would be necessary to support the shared space, including main reception, kitchen, restrooms and dedicated IT support. Perhaps funding for these could come in the form of shared overhead expenses, contributed by each organization using The Center.

Conclusion

This is a critical time for student media at the University of Oregon. We want to help build a student media center that ensures the future success of students and the University in digital age. If the University of Oregon is to become the Preeminent Residential University, it must support and incorporate The Center into the renovated EMU.

We are asking for your support to make that happen.

University Name	Student Body	Common Space?	Total Sq Ft	What's Included	Reporting Structure	Peer Relevance	Scope	PAC 10	AAU
University of Oregon	23,348	No		Daily Paper, Quarterly Mags, Radio	Student Affairs, Student Government, Independent		x	x	x
University of Washington	43,319	no		The Daily, HuskyCast	Department of Communications		x	x	x
The Ohio State University	56,064	no		The Lantern (newspaper), Buckeye TV, OHIO.FM	Student Life		x		x
Washington State University	18,232	no		The VanCougar (student newspaper), the Salmon Creek Journal (student literary journal), and KOUG (radio)	Overseen by Student Media Board		x	x	
University of Minnesota	46,000	no		MNDaily, Radio K			x		x
University of Texas - Austin	48,000	yes	20,000	The Daily Texan, Cactus Yearbook, Texas Student Television, The Travesty, KVRX 91.7 FM	Overseen by Texas Student Media Board				x
Arizona State University, Tempe Campus	55,000	yes		The State Press, State Press Magazine, Web Devil, Sun Devil Television, Devil Deals, Creative Design Services	Department of Student Media		x	x	
Purdue University	38,000	no		Purdue Exponent (newspaper), WCCR			x		x
Auburn University	25,000	yes		Circle (literary magazine), Eagle Eye TV, Glomerata (yearbook), Tiger Cub (student handbook), WEGL 91.1, The Plainsman (newspaper)			x		
Cal State Northridge	34,000			Daily Sundial (literary mag)			x		
Portland State University	27,000						x		
Mississippi	20,822	yes		The Daily Mississippian, theDMonline.com, Rebel Radio 92.1, NewsWatch, The Ole Miss Annual Amendment Literary Journal, The Commonwealth Times Newspaper, Ink Magazine, Poictesme Literary Journal, WVCW Radio, The Rams	Academic Department				
VCU	32,303	yes	4000	Review	Student Affairs				
UC Santa Cruz	14,381	yes		KZSC 88.1 FM, City on a Hill (newspaper), Fish Rap Live!, various newsmagazines and literary journals	Student Affairs				
University of Michigan	41,674	no		The Michigan Daily Newspaper, The Michiganensian yearbook, the Gargoyle humor magazine, Student Directory, WCBN	The Board of Student Publications, Campus Broadcasting Network				
Georgetown	16,437	no		The Hoya, The Anthem, The Georgetown College Journal, The Georgetown Independent, The Voice, WGBT-FM, Ye Doomsday Booke	Center for Student Programs, Media Board				
University of Arizona	30,000	yes	8000	Newspaper, radio and tv	Student Affairs				

<http://www.utexas.edu/tsm/>

<http://wc.arizona.edu/azmedia/>