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**STOCKTON UNIVERSITY  
ANNUAL REPORT FOR  
2020 INITIATIVES PROJECT**

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<b>PROJECT LEADER(S):</b>	Lisa Honaker
<b>PROJECT TITLE:</b>	Television Production Partnerships
<b>DATE:</b>	August 15, 2017
<b>CC:</b>	Jeremy Newman, Michael Zubrzycki, Jessica Kay

- *The boxes below expand as needed to accommodate your notes. You may also include/submit appendices or attachments, if needed.*
- *Email a copy of this completed form to Jessica Kay, Data Analyst & Assistant to the Chief Planning Officer at: [jessica.kay@stockton.edu](mailto:jessica.kay@stockton.edu)*

**Please provide a summary of the project and your experience.**

With the demise of NBC40, South Jersey lost not only an NBC affiliate that focused on local news but lost other local programming as well. As a result, in Spring 2015, Bert Lopez, host of *Latino Motion*, an NBC40 interview program on Hispanic issues and events in South Jersey, came to Stockton to see if we might be able to produce his program in our recently renovated state-of-the art HDTV studio (in lower E-wing).

In Spring 2015, we produced a pilot for *Latino Motion*, which Mr. Lopez had hoped would lead to broadcast on NJTV. While that did not come to fruition, Mr. Lopez was able to strike an arrangement with the public access channel, SNJTV, which broadcasts from and in Cumberland County, with the Gloucester County Education Network, which has reach in Gloucester, Camden, and Burlington Counties, in addition to its broadcast on the Stockton Channel, which provides reach throughout Atlantic County. Episodes are also available online at both SNJTV's website and our own YouTube channel solely dedicated to *Latino Motion*. We have been producing the show on a weekly basis since mid-summer of 2015 and have broadcast 94 episodes as of this writing (<https://www.youtube.com/channel/UCB6Cp8hsVfLPomcwqb4lGaQ>).

While we had planned to reach out to additional community groups and individuals disenfranchised when NBC40 went dark, we changed direction after fielding an inquiry from the *Press of Atlantic City*, which was very interested in partnering with Stockton to create news-related programming. We met with Executive Editor Kris Worrell, Managing Editor Buzz Keough, and Photo Editor Vernon Ogradnek in AY 2015/2016, and, in May 2016, premiered *-30-*, a weekly newsmagazine on South Jersey issues and events. We have now taped 60 episodes of *-30-*, which are broadcast on the Stockton Channel and may be streamed from the *Press's* website (<http://www.pressofatlanticcity.com/30/>).

While service to the community is at the heart of this project, it does not displace our "students first" mission. Students figure prominently in the production of both shows. For our initial work on *Latino Motion*, we put together a team of alumni and students, led by recent Communications Production track graduate, Mike Zubrzycki, who served as the director, and assisted by Daniel Jackson (Philosophy 2014)

and Alec Pangia (Literature 2014) to assist Michael in taping the program, along with the necessary setup and striking assignments to create an optimal atmosphere for the students, guests and host. Up to four students, chosen by Communications faculty member Jeremy Newman, rounded out the crew, whose responsibilities included duties as floor manager, camera operator, mic placement coordinator, KiPro recorder operator, timing supervisor, video logger and teleprompter operator. (More on staffing and student involvement in response to the question about expectations and results below.)

During this same time period, Comcast's monthly *Newsmakers* program migrated from Stockton Productions to the tv studio in lower E-wing and our Communication Studies staff oversight. Additionally, we entered into a renewable agreement with the Ocean City Nor'easters Soccer Club to tape their home games for live video streaming on the club's website and provide edited "packages" for use after. (In addition, these home games are being broadcast on WLFR.) We have just completed our second year of this agreement, with our students gaining valuable experience filming live events—a skill much sought-after in the current job market. We have also begun production on a South Jersey business program, hosted by Joe Molineaux, which we will premiere in 2017-2018.

**Please attach a copy of your original proposal or list your stated objectives and expected outcomes.**

Our tv production partnership goals were to

- fill in some measure the void left by the NBC40
- create opportunities for Communication Studies students to gain professional production and sales experience and credits
- strengthen ties to community leaders and a wide variety of local constituencies
- create networking opportunities for students with those community leaders
- produce programming for the Stockton Channel
- promote Stockton University and carry out its mission to educate students and serve the community

We also saw these television production partnerships embodying numerous Strategic Objectives in the Engagement Theme:

- Foster an interactive environment among students, faculty, staff, and community (ER3)
- Create mutually reinforcing intellectual and co-curricular experiences (S5)
- Increase opportunities for interactions between internal and external communities (ER4)
- Establish additional revenue sources (RS1-E)

We believe that our initial forays into production have been quite successful from both the community partner and Stockton perspectives. Our students' classroom preparation (and their resumes) have benefited from these real world professional experiences. *Latino Motion* and *-30-* benefit from their use of our state-of-the-art equipment. The larger South Jersey community benefits from local programming designed to interest and inform them. Stockton benefits by fulfilling the terms of its mission—to educate students and to serve the community. The University also benefits from the community perception of its service to and interest in the community. The Stockton Channel is already benefitting from programming designed to interest communities in South Jersey.

For more on our goals and outcomes, please see the attached proposal.

**Please describe the results of your project and compare them to your original expectations.**

**Elaborate on how well your objectives were met and how they might have changed. Note any particular obstacles that may have prevented your achieving full satisfaction on desired outcomes.**

While our objectives have not changed, we have actually figured out a way to sustain the project that makes our final goal (to establish additional revenue sources) less crucial. When the project began, our largest expense was staffing. At the outset we paid Mr. Zubrzycki, Mr. Pangia, and Mr. Jackson as TES employees and paid our student crewmembers \$50 a shoot. The costs here were not inconsiderable. In order to offset our costs, Mr. Lopez secured \$5000.00 in underwriting from Atlantic City Electric and South Jersey Gas, which went toward crew costs and some equipment maintenance. Because the *Press of Atlantic City* could take care of all pre- and post-production work, and because of the positive exposure that our relationship with the *Press* brings, we did not make an arrangement with them to provide additional funding.

Through a combination of planning and staff turnover, we were able to drastically reduce our crew costs in 2016. When a COMM support staff member unexpectedly retired due to health issues, we were able to hire Michael Zubrzycki full-time, which considerably reduced our TES costs. Further, the COMM program worked with Michael to establish an official Community TV Partners internship, which also cut our payments to COMM students in favor of credit that counted toward their major requirements. These changes, in effect, made the project sustainable without additional revenue. In fact, we no longer require underwriting from Bert Lopez for *Latino Motion*.

It is, nonetheless, still our intention to explore underwriting. While we had originally envisioned our community partners securing their own underwriting (as Bert did), we still anticipate creating a curricular mechanism by which students will gain experience selling underwriting packages to support programming. We have just hired a general manager for WLFR, who will be developing underwriting packages with local businesses for the radio station in the coming year, with the idea that he will develop an internship for students going forward. Talks with the PR faculty in COMM and Marketing faculty in the Business School will resume. Though initially focused on the radio station, we plan to expand underwriting opportunities for our tv programming as we work to create synergies between our radio and tv operations. The advantages of developing a robust underwriting internship are that

- we can directly address ELO's, specifically Ethical Reasoning, in the curricular component we develop here
- students will gain valuable experience in media sales and promotion
- we will be able to solicit partners who may have balked at or been unable to secure their own underwriting

It is worth noting that, currently, despite this last goal, we have little room for additional partners. The studio schedule is already pretty full during the week. Taping on the weekend would require additional staff. With another COMM support staff member retiring in June 2018, we will be able to repurpose her line for our studio needs, including possible weekend hours. This would allow us to pursue plans to develop more homegrown programming—an Osprey Sports Update/Preview, for example, and other interview/information shows, featuring Stockton students and faculty—and/or court an additional community partner.

At this stage, we consider the project a great success—and one that we will be able to maintain. We thank all involved in evaluating and supporting it through the 2020 process.

**Please list any follow-up actions (publications, presentation venues, etc.)**

We are in the process of developing a weekly South Jersey Business program, hosted by Joe Molineaux. The program will begin as a 15-minute offering, which we hope to expand to 30 minutes in the future.

We will be developing the underwriting internship (described above) in the next couple of years.

The great success of the Community TV Partners internship (CTP) has led us to consider offering a follow-up internship—a Community TV Partners internship II, which would build on the production skills gained in the first internship and allow students to engage in more content creation. Plans are now underway to get this CTP II on the books.

Should our staffing increase, we will explore the creation of more Stockton-centric programming and, possibly, one additional community partner.

**Are you recommending the continuation of this project? If so:**

- **What are the next action steps you foresee or recommend?**
- **What are the expected budget requirements going forward?**
- **Please identify the program, department, or division to which the continuation proposal should be forwarded.**

*[Note: continuation proposals must be approved and incorporated into the appropriate budget process.]*

Going forward, ARHU should be able to absorb the much reduced TES costs associated with this project. As student crews have become more proficient, our need for TES crew support has decreased. Now we only need TES for fill ins and during August when the internships are not in effect.

We may apply for Presidential Initiative funding for equipment maintenance, but that will be no more than \$2500.00 per year, well below the funds requested during the tenure of this grant. We may even simply add this maintenance cost to our annual budget request.

We have been able to upgrade equipment in the studio, add live streaming capabilities, and purchase a second steady-cam with monies from this grant and additional funding from the President.

**FINANCES: Based on your proposal, please outline below how the award has been spent.**

	<b>Amount</b>	<b>Notes/Comments</b>
<b>Beginning Budget Balance as of:</b>	<b>\$ 31691</b>	<b>FY16 \$17065/FY 17 \$14626</b>
Salary Expenditures		
• Stipends	\$	
• Full-time staff salaries	\$	
• Full-time faculty salaries	\$	
• TES salaries	\$ 12595	FY16: \$12595/FY17 \$0.00
• Fringe Benefits	\$	
<b>Total Salary and Fringe Expenditures</b>	<b>\$ 12595</b>	
Non-Salary Expenditures ( <i>supplies, travel, etc.</i> )		
• supplies	\$ 9680.18	FY16: 4280.06/ FY17: \$5400.12
• postage	\$ 16.12	FY17: 16.12

• steadicam	\$ 9209.76	FY 17 purchase
•	\$	
•	\$	
•	\$	
<b>Total Non-Salary Expenditures</b>	<b>\$ 18906.06</b>	
<b>Total Salary + Non-Salary Expenditures</b>	<b>\$ 31501.06</b>	
<b>Ending Budget Balance as of 6.30.2017:</b>	<b>\$ 189.94</b>	

*If there are remaining expenditures required to complete the project, please itemize them with expected amounts and timing for payment.*

**IMPORTANT:** *Unused funds will revert to the general 2020 Initiative Fund at the end of the fiscal year if not approved and encumbered for project costs.*

Item	Expected Amount	Expected Timing for Payment
<b>Total</b>		