



JSU TV EXECUTIVE SUMMARY

JSUTV's 2015-16 activities were marked by its initial transfer to, what at that time was the Department of Mass Communication, now the School of Journalism and Media Studies. This new structure better positions the station to accomplish its goals through collaborations with faculty and students.

JSUTV produces and delivers information, entertainment and sports programming that mirrors the passions of our audience. Thus the station's slogan: *Your Passion our Promise*. Jackson state university's campus community is the perfect resource for that content. Whether it's music and arts, health and medicine or politics and public service, JSUTV is poised to be a destination for an ever-increasing audience. The station can be seen in more than 80,000 households on Comcast and Telepak cable systems throughout Mississippi.

The mission of JSUTV is to elevate the profile of Jackson State University by promoting the accomplishments and expertise of JSU faculty, staff, students and alumni while effectively communicating the university's message and brand locally, regionally, nationally and internationally. As a unit within Jackson State's School of Journalism and Media Studies, JSUTV in cooperation with faculty, supports the institution's academic mission in by providing students with hands on practical experience in a professional television broadcast facility.

OPERATIONAL GOALS and OBJECTIVES for 2015-16

Goal #1 – Produce quality television programming.

- Continue broadcast of live daily morning show.
- Produce broadcast of live sporting events.
- Produce relevant news stories featuring Jackson State University, the metro, state, and the nation.

Goal #2 – Generate Revenue

- Create sponsorship opportunity by creating and marketing niche programming for broadcast syndication
- Provide television production services to clientele
- Sales of Paid Programming airtime

Goal #3 -- Support academic mission by providing hands-on practical experience for students

- Cooperate with faculty instruction of television program production
- Provide practicum experience for faculty designated students
- Assist in facility and equipment maintenance

Goal #4 – Promote Jackson State University

- Produce feature content for university colleges, divisions, departments and programs.
- Web stream university events and programs
- Broadcast featured faculty accomplishments, university events and programs.

MEANS of ASSESSMENT

Goal #1:

Objectives are assessed by feedback from viewers, web stream metrics and analysis of comparative media's coverage.

Goal #2:

Objectives are assessed by accounting of revenue generated by each program produced, production service provided and paid program airtime sold.

Goal #3:

Objectives are assessed by feedback from faculty evaluation, student participation measurement and facility functionality.

Goal #4:

Objectives are assessed by university faculty, administration, student and public feedback.

CRITERIA for SUCCESS

The production of quality programming requires competent human resources, functional technology and efficient processes.

Generation of revenue requires solicitation of sponsors and production clientele, successful broadcast of product or delivery of service, efficient billing invoices and collections of revenue.

Supporting the academic mission of the university and specifically the School of Journalism and Media Studies requires communication and cooperation with faculty, regimented student participation programs and documentation of activities.

Promotion of the university requires the shared communication of scheduled events, activities and accomplishments. Functional technology along with cooperation with university I.T., university communications, University events department and university facilities management determines successful promotion of the university as well.

RESULTS

JSUTV, in cooperation with faculty and students, broadcasted hundreds of live morning news programs featuring Jackson State University events and personnel, relevant state and municipal story content and global or national news from CNN. Dozens of informative and entertaining stories were produced and featured on air and the web. Audience measurement proved hundreds of thousands of viewers were engaged by web streams or broadcasts. More than ninety thousand dollars in revenue was generated in support of the station's operation.

USE of EVALUATION RESULTS TO IMPROVE SERVICES

Major difficulties involved timely movement of revenue for resources both human and material. Procedure for allocation of checks wavered throughout the fiscal year causing vendors to not be paid in efficient timely manner. Requests for services were often short notice. Additional staff, better scheduling and communication would improve services.

MAJOR ACCOMPLISHMENTS

Spring Commencement FLOTUS
SJMS Conference
SJMS Ole Miss Partnership Event
Miss JSU Pageant Broadcast
Coronation of Miss JSU Web Stream
Espy Scholars Web Stream
Conference of Minority Public Employees Stream
Homecoming Parade Broadcasts
JSU Football/Basketball Broadcasts
Blue/White Spring Game Live Broadcast
Zippity Do Dah Parade Live Broadcasts
Espy Scholars Web Streams
Cyber Learning Conference Web Streams
Margaret Walker Gala Web Stream
2015 Faculty Staff Seminar Web Stream
Winter Chorale Broadcast
Founders Day Web Stream
MS Child Welfare Institute Web Stream
JSU Memorial Bell Ringing Live Broadcast
JSUNAA Winter Alumni Conference Web Stream
2016 M.L. King Convocation Web Stream/Broadcast
101 Capitol Building Grand Opening Web Stream
Innovation Month Web Stream
Fall 2015 Commencement Web stream

Summary of Accomplishments

- Staff/Professional Development Activities/Conferences, etc.
- Professional Affiliations, Memberships, etc.
- Awards/Special Recognitions/Distinctions
- Collaborations/Partnerships, etc.
- Student/Faculty Involvement (with your area)
- University Service/Community Service/Civic Engagement Activities
- Fundraising Efforts (grants, sponsorships, etc.)
- Marketing/Promotional Efforts (internal and external)

OPERATIONAL GOALS and OBJECTIVES for 2016-2017

Goal #1 - Enhance Academic Quality

- Student Centered Programming
 - Incorporate faculty lead, student produced weekly programming for multiplatform broadcast. 5pm Weekly Half-Hour Newscast. Hourly news updates.
- Performance Incentive Initiative
 - The Talent Mill Stars – Webpage spotlighting 2 students per classification featuring bio, multimedia products, academic and practical achievements.
 - Levels of reward structured freshmen to senior including scholarship stipend, gift certificates, and digital showcase placement.
- Semester Production Workshop
 - Featured professionals conduct hands on workshop on basic production Techniques, writing, storytelling
- Content Team - Digital Newsroom Lab
 - Single Beat focused team of content contributing students from Blue and White Flash, JSUTV, Tiger TV, and Ole Miss. Stories focus on local, county, state government and public schools.

Goal #2 - Increase IPTV Audience Reach

- Launch 24/7 YouTube Channel
 - All locally produced or acquired content under JSUTV Brand.
 - Internet TV Services affiliations with SlingTV or FilmOn
 - OTT Platform apps for Chromecast, AppleTV or ROKU
- Market myjsutv.com
 - Subscriptions
 - On Demand Content Premiere
 - Pay-Per- View Events
- Market JSUNews.com
 - Daily Updates
 - Investigative Features

Goal #3 - Increase Fiscal Resources

- Fee for Service Structure
 - Streaming Enterprise
 - Video Production Rates
 - Paid Programming –Advertisement
- Sponsorship Availabilities
 - TV Program Syndication Regionally
 - Live Sports Radio Network Broadcasts
 - Web stream Content Sponsorship
 - Website Banner and Rich Media Sponsorships

- Grants and Donations
 - Title III Activities
 - Coverage Partnerships with policy and research institutions, investigative journalism nonprofits, multidisciplinary collaboration with College of Liberal Arts Departments, Centers and Institutes

Goal #4 - Infrastructure Upgrades

- Facility
 - HD Format conversion
 - Digital A/V Router
 - Studio/Control Room Connectivity
- Technology
 - Inception Digital Newsroom Expansion
 - AVID Learning Partnership
 - Adobe/ White House ConnectEd Initiative
 - Adobe Behance Community

Goal #5 - Increase Locally Produced Programming

- Daily 5pm Newscast
- News Updates Hourly
- Weekly Public Affairs Programming
- Weekly Local Entertainment/Magazine Show
- Documentary