

Peer/Benchmark Questionnaire

SCRIPT (feel free download it or copy/paste it so you can alter it to your liking)

“Hi, my name is _____ and I am calling on behalf of the University of Hawai’i at Manoa in Honolulu. We are currently in the process of proposing a fee increase and would like your cooperation for information that could help strengthen our justification. Would it be alright if I ask you a couple questions about your media organization?”

1. what media (newspaper, radio station, video production, literary journal) programs do they have?
2. How are they funded? — Do your programs receive student fee for their operations? And if so, how much per student? If not, how do you sustain your media programs.
3. What is your annual budget? — distinguish between newspaper, radio, video production
4. How do your programs benefit student and community body?

PEER GROUP

Colorado State University	<ol style="list-style-type: none"> 1. Rocky Mountain Student Media Corporation (970)491-7513 / 9704910508 jim.rodenbush@colostate.edu Jim Brodenbush WAITING ON RESPONSE, offers Newspaper (Rocky Mountain Collegian), student broadcast (CTV), KCSU- FM Radio, and College Avenue Magazine 2. 3. 4. “Rocky Mountain Student Media Corporation (RMSMC) supports the mission of Colorado State University by enhancing the undergraduate experience through education, training and hands-on experience in media methods, management, ethics, responsibilities and community service” 5. What media (newspaper, radio station, video production, literary journal) programs do they have? ANSWER: Newspaper (3x per week Daily Wildcat; shifted from 5x to 3x in August 2015); 24/7 radio station (KAMP Student Radio internet and local AM band); television/video production (UATV-3... four-eight live-broadcast shows per week, broadcasted to dorms; video packages produced for internet); specialty magazines (official UA Visitor Guide, official UA Parents & Family Magazine, official UA Campus Map)
Mississippi State	<ol style="list-style-type: none"> 1. Independent Media: The Office of Public Affairs helps

<p>University</p>	<p>communicate Mississippi State University's message of service to the state and beyond. Our award winning staff is responsible for news and media relations; publications, including Mississippi State Alumnus magazine; marketing communication; and electronic communications, including the university's homepage. Our photography group supports these areas and provides service to the campus community. We also implement and oversee the university's communications plan.</p> <ol style="list-style-type: none"> 2. Newspaper (The Reflector) self funded, advertising, cost per print, budget fluctuates per year per editors and staff, feature a lot of community body sheds light on different aspects, try to get a diverse variety of stories. 3. WMSB: 4. Alumnus Magazine:
<p>Oregon State University</p>	<ol style="list-style-type: none"> 1. Orange Media Network-541-737-6323 julie.freshwater@oregonstate.edu WAITING ON REPSONSE Student Experience Center 541.737.5819 offers Newspaper (Daily Barometer), 3 magazines (Beaver Digest, DAMchic, and Prism Magazine), radio (KBVR-FM), student broadcast (KBVR-TV) 2. 3. 4. http://www.orangemedianetwork.com/site/about.html "Orange Media Network educates and prepares students to inform record, inspire and engage the community."
<p>University of Arizona</p>	<ol style="list-style-type: none"> 1. Arizona Student Media- Brett Fera bfera@email.arizona.edu azstudentmedia@wildcat.arizona.edu Faith(520)626-6699 WAITING ON RESPONSE offers Newspaper (Daily Wildcat), Radio (KAMP), student broadcasting (UATV) 2. http://studentmedia.arizona.edu "operating largely on revenues from the sale of advertising, sponsorships and other entrepreneurial ventures" 3. 4. "Arizona Student Media engages more than 300 paid and volunteer students in meaningful real-world experiences in journalism, media, design and business that complement coursework and provide students with intensive leadership roles." "provide a vibrant living media lab for students to learn, innovate and impact - not only the campus & local communities but their own lives"

and careers in whatever field they choose.”

1. How are they funded? — Do your programs receive student fee for their operations? And if so, how much per student? If not, how do you sustain your media programs.

*ANSWER: **Advertising** in *The Daily Wildcat*, via DailyWildcat.com, social media **sponsorship**, specialty **magazines**, outdoor advertising and creative services accounts for approximately **80 percent** of our annual operation budget (operating on a net-zero budget expectation). **The other 20 percent comes from student fees, to the tune of approximately \$260,000 per year. Our student fee is set at \$3 per student, per semester (so \$6 per academic year per student)**, at approximately 44,000 students; the fee is “refundable,” meaning students are able to request a refund of their \$3 per semester; we traditionally process about 50 refunds per year (that’s 50 out of 88,000... so a VERY strong ratio). The fee started as a \$1 per student, per semester radio fee for KAMP Student Radio, and was shifted to the \$3 fee in 2013 after the student body approved the change via a referendum (basically a vote on the student government ballot).*

1. What is your annual budget? — distinguish between newspaper, radio, video production...

*ANSWER: **Our annual budget is approximately \$1.1 million annually**; because our units share space, utilities, and professional staff, it is difficult to break apart by “media type.” I can say that our professional staff salaries amount to approximately 35% of our budget, student salaries (our student leadership for TV/Radio/Newspaper and most content producers for TV and newspaper are paid) account for about 20%, rent, debt service on our building and utilities account for another 20%, newspaper printing/distribution accounts for approximately 13%, and equipment/overhead/repairs/supplies/travel, etc. accounts for about 12%. If I were to “guess” a division by type of media, I’d say 60% newspaper, 20% TV and 20% radio.*

1. How do your programs benefit student and community body? *ANSWER: The Daily Wildcat has succeeded for decades at a two-fold mission: serve the students working within the DW operation – not just in the*

	<p><i>newsroom but also in graphic design, accounting, marketing, sales and customer service – as well as a growing campus community. As the news industry continues to evolve, the ability to complete the second half of that task is becoming more and more difficult. Over the past two years in particular (but long before that in some form), The Daily Wildcat has put a premium on being a service-oriented operation, as much as it has produced a regular product. This means partnerships with student groups on tackling big issues on campus; joining hands with campus organizations to host events, forums, discussion points, campus pride events, etc. Focusing on social media and mobile opportunities to meet a growing sector of the news-receiving audience, etc. Additionally, UATV-3 and KAMP Student Radio have struggled for much of their existence with the second part of the equation. I am supremely confident in what all three outlets do for the students who work here – providing direct paths toward careers in numerous fields – but just as the Wildcat has attempted to change it’s audience base with the times, we have put a premium on making UATV-3 and KAMP that valuable to “the rest” of campus as well. The short answer to this question: our programs benefit the campus community as much or more than they used to, just differently. And that will continue to evolve.</i></p>
<p>University of Illinois at Chicago</p>	<ol style="list-style-type: none"> 1. Independent Media 217.244.4329 WAITING ON RESPONSE 312-996-3456 smcginn@uic.edu offer Newspaper (Daily Illini), online newspaper (CU-Citizen Access), student broadcast (WILL.radio.tv) 2. Daily Illini 3. CU-Citizen Access 4. WILL.radio.tv: “Illinois Public Media is a not-for-profit public media service of the College of Media at the University of Illinois, educating, entertaining, inspiring and empowering by airing the best of public television and radio programs, producing local content for broadcast and the Web, and working with community partners to address needs and concerns.”
<p>University of Kentucky</p>	<p>https://ci.uky.edu/jam/student-media 859-257-2786 Susan Ryan 859-257-4362, led me to Kernel’s adviser CHRIS POORE 859-257-1900 (newsroom)</p> <ol style="list-style-type: none"> 1. Newspaper: The Kentucky Kernel, 24-7 news operation that publishes online at kykernel.com and in print twice a

	<p>week. The Kernel also publishes multiple magazines and web sites and operates Underground Design — a student group that provides public relations, design and marketing for various groups and businesses on- and off-campus. (pr products out of the kernel, supplements their budget, 24/7 multimedia product)</p> <p>The Kernel is an independent, non-profit corporation. Independent org, completely independently funded, may get some money from student fees because they distribute content free to students, also being sued by the university for a FOIA request</p> <p>2. Radio: WRFL-FM (Radio Free Lexington) BEN ALLEN: MEDIA ADVISER OF WRFL, LICENSE BELONGS TO BOARD OF TRUSTEES 859-257-3273, ben.allen3@uky.edu</p> <p>TV broadcast, built into a class, no specific budget, 4 days of news programming through WRFL, has grants officer in the public to fundraise</p> <p>There is an NPR affiliate, takes students as interns, but they don't get school funding</p>
<p>University of New Mexico: Main Campus</p>	<p>1. Newspaper: The New Mexico Daily Lobo has served as the independent newspaper at the University of New Mexico since 1895. The Daily Lobo staff consists of about 100 students who work in advertising, accounting, news, Web operations and production. Students produce the newspaper daily Monday thru Friday during the fall and spring semesters and weekly during summer school.</p> <p>2. Radio: KUNM, an NPR affiliate http://kunm.org/#stream/0</p> <p>Dept of Comm (505)-277-5305 referred to department administrator, Laurie. No money from the university at all, everything is independent.</p> <p>*waiting on a call back from independent paper on budget</p>
<p>University of S. Florida: Tampa</p>	<p>From the undergrad comm director, Wayne Garcia: Our student newspaper, The Oracle, is independent of any student fee funding. It's only tie to university funding is that its GM is employed in the Division of Student Affairs. Otherwise, The Oracle has to raised its own funds via advertising.</p> <p>WUSF, both TV and FM NPR affiliate, have no connection to the</p>

	<p>Mass Comm school and we do minimal things (internships, special projects) with them. They are not student run but are administered by the University Communications and Marketing division. They are both run and staffed by professionals.</p> <p>We have a student radio station, Bulls Radio, that is funded from student fees. Again, we do not administer this online streaming station.</p> <p>wayne garcia wgarcia@usf.edu, undergrad director</p> <ol style="list-style-type: none"> 1. Newspaper: The Oracle (Advised by “Student Publications” group which has no website/contact information that the college of communication could give to me) <ol style="list-style-type: none"> a. *waiting for callback Grace Hoyt: EIC of the Oracle (813) 974-5190 2. Radio/TV (WUSF/WUSF-TV) are funded separately from the newspaper, The Oracle. WUSF is an NPR affiliate and WUSF-TV is a PBS affiliate, both staffed mainly by professional journalists. That budget is public record: (http://www.usf.edu/business-finance/resource-management-analysis/documents/operating-budget-15-16.pdf)
<p>University of Utah</p>	<p>*Has a media oversight board</p> <p>Person to contact: Jake Sorensen (801-581-7540)</p> <p>Budget for year is total income of 874,000 to spend all of it</p> <p>We shoot for a zero balance budget each year, and we make adjustments as year goes along if revenue is not coming slog at expected levels,</p> <p>Expenses we only spend if things are going well</p> <p>Student fee is 450,000, \$6.18 per student per semester, same for students whether they are in or out of state</p> <p>33,000 students in fall, 31,000 in spring and 18,000 in summer</p> <p>We are in the process of working w campus to increase the student fee, has not been increased since 2006/2007</p> <p>Student fee used to be 3-4 per student,</p> <p>Advertising rev were 1 mil a year so it was vastly different</p> <p>Everything else is through ad, we keep a small amt of ads for overhead, newspaper gets majority of news ads</p> <p>At end of day, it is all one account, we keep track of what ad comes from which sources, specific expenses we look at what it’s tied to</p> <p>We separate those expenses out, we budget travel specifically to the account, a lot of the stuff benefits the</p>

entire organization, training for staff out of general fund. We keep all the expenses for personnel, all under general account. Org is gonna incur it n matter what

11,000 to radio~
~130,000 w ads to newspaper
Ad agency 3,000
Digital team, 3,000 flow to them

Everything else through main budget, 420,000 flows through there, personnel equipment office space

Media types:

1. Newspaper: Daily Utah Chronicle:

a. Justification: Since 1890, The Daily Utah Chronicle has been the only source for detailed and accurate campus news at the University of Utah. Awarded by the Utah Press Association for its print advertising and campaigns and with a circulation of 12,000 papers accessing nearly 31,000 students daily, The Daily Utah Chronicle is your voice at the U. The Chronicle completely covers the University of Utah, producing 115 issues per year, with over 150 distribution points across campus.

2. Radio: K-UTE

a. Justification: K-UTE is a student run radio station at the University of Utah. We are dedicated to providing quality and diverse content with an emphasis on providing our volunteer broadcasters a valuable and fun broadcasting experience, within an academic setting. We hope that the listener finds what we have to offer entertaining, educational and useful

3. PR: Absolute Communication

a. Justification: Absolute Communication is a student-run advertising and public relations agency. We are a small group of dedicated students committed to doing professional work while gaining real-world experience in the industry. We believe in offering our clients unique solutions by creating progressive, innovative, and vibrant communication products. Absolute Communication provides public relations, social media, advertising, and strategic planning services in order to create

	<p style="text-align: center;">campaigns comparable to work done by Utah's leading ad agencies.</p> <p>4. Advertising: University Media Sales Group</p> <p>a. Justification: University Media Sales Group provides advertising opportunities in two of the largest college newspapers in the state, online audiences of over 20,000 unique visitors, and the foot traffic of over 80,000 students in Salt Lake valley. Whether a business wants digital, print, non-traditional, or traditional methods of advertising, UMSG can provide a solution to reach the student demographic.</p>
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BENCHMARK GROUP

<p>University of Tennessee</p>	<p>The Daily Beacon Newspaper, The Phoenix Literary magazine</p> <p>Operating budget approximately ~\$620 with approximately 300k from student fees (27,845 students) ~\$11/student. Division of student life solicits student fee but does not separate to individual programs. Budget for student fees negotiated every Jan-Feb. but no fixed allocation percentage. Goal is moving to a stipend model with scholarships.</p> <p>Contact: Rachel McClelland (Rachel.mcclelland@utk.edu) (865) 974-5206</p>
<p>University of California: Davis</p>	<p>Media board is separate from student government - approves budget then submitted to student government to approve reject.</p> <p>Radio and newspaper through fees. Also TV station under student government.</p> <p>Student newspaper - The Aggie. Refurendum passed last year 200k/year from new fee. Student government provides space. Rebuilding reserves Income 13,200 Expense \$11,339. SG subsidy = \$0.</p> <p>Radio station Some funding from student government but also fundraising (35k goal for fall fundraiser, more for spring) - KDVS Income \$81,500 Expense \$106680 Subsidy = 25,180</p>

	<p>Aggie Studios - Funded by student government. Income \$3,000 Expense \$6,130. SG subsidized 2015-2016 \$3,130.</p> <p>Student Affairs (530) 752-2139 Sheryll</p>
<p>University of California: Irvine</p>	<p>KUCI Radio, New University Newspaper, Yearbook, Anteater TV, Various Alternative Media</p> <p>Media allocated along with student government budget. Including gov, receive 1.3 million through student fees, \$18/student per quarter. Divided into programming costs. \$818,000. Newspaper and KUCI receive endorsement funding for ads etc.</p> <p>KUCI Radio, New University Newspaper, Yearbook, Anteater TV</p> <p>Spoke to Khajika - Front desk manager (949) 824-2400 https://www.studentgov.uci.edu</p>
<p>University of California: San Diego</p>	<p>UCSD Guardian Newspaper</p> <p>Independently funded through advertising sales following defunding of all student media in November 2015</p> <p>http://www.splc.org/article/2015/11/ucsd-student-government-defunds-student-media-including-the-controversial-satirical-newspaper-the-koala</p> <p>Message left for Jennifer Mancano (858) 534-6845</p>
<p>University of Colorado at Boulder</p>	<p>CU Independent (all news, no paper) student-run 24/7 online news source that includes writing, reporting, photography, video production, coding and other forms of multimedia journalism and technology</p> <p>CU Science Update TV program and video podcast showcasing science research and education</p> <p>CU Sports Mag “Your team. Your sports. Your show.” Student-run sports television show. Scripted, shot, and edited by</p>

	<p>students.</p> <p>Radio 1190 music and radio business; students also program and host news/sports programming.</p> <p>http://www.colorado.edu/cmci/life-at-cmci/student-media</p>
<p>University of Iowa</p>	<p>http://daily-iowan.com/</p> <p>*unresponsive*</p>
<p>University of North Carolina at Chapel Hill</p>	<p>http://www.dailytarheel.com/</p> <p>Daily Tar Heel is the student publication of the university (independent from the university; 501(c)(3) non-profit organization)</p> <ul style="list-style-type: none"> ❑ Stopped taking student activity fees in 1993 ❑ Solely funded by its advertising revenue, thus making it both fiscally and editorially independent. ❑ The student journalists are solely responsible for all content under the direction of the student editor-in-chief. ❑ The paper circulates 14,000 free copies each publishing day during the regular academic year to 205 distribution locations throughout campus, ❑ An estimated readership of more than 38,000. <p>http://www.durhamvoice.org/</p> <p>Durham VOICE is the student publication of the university</p> <ul style="list-style-type: none"> ❑ The journalism programs at UNC-Chapel Hill and N.C. Central University have partnered with Durham NGOs, schools and civic and church leaders to produced the Durham VOICE, a community newspaper that lifts up the community though journalism that promotes youth development, social change and civic engagement. ❑ Stories, photos and videos are posted weekly online a durhamvoice.org and a print edition is distributed in the community every month during the school year. ❑ Local urban youth are mentored by journalism students from UNC and NCCU. <p>http://www.wxyc.org/</p> <p>WXYC is the student radio</p>
<p>University of Pittsburgh: Pittsburgh Campus</p>	<p>http://pittnews.com/</p> <p>Pitt News has been the University of Pittsburgh's independent</p>

	<p>undergraduate student newspaper since 1910.</p> <ul style="list-style-type: none"> ❑ The newspaper publishes daily, and 13,000 copies of it are distributed to newsstands across campus. ❑ Funded through advertising revenue <p>http://www.wpts.pitt.edu/</p> <p>WPTS is the student radio</p> <ul style="list-style-type: none"> ❑ operate 24 hrs/day year round, playing independant rock-n-roll around the clock, as well as specialty programming including jazz, reggae, metal, world music, folk and the city's award winning rap show. <p>Information found on websites</p> <p>Called newsroom; no response (called 1:15pm Pittsburgh time) Called the operations manager; declined to answer questions and referred me to editor-in-chief Emailed editor-in-chief; no response</p>
<p>University of Washington: Seattle Campus</p>	<p>http://www.dailyuw.com/</p> <p>The Daily of the University of Washington is the student-run news organization.</p> <ul style="list-style-type: none"> ❑ Print and digital (printing twice a week, daily video) huavoiceradio (3 years ago) -- a chinese language radio system, voicing in Mandarin ❑ Broadcast ❑ The advertising department is also student-led and staffed. Students are responsible for generating more than \$650,000 annually in advertising sales by working with local and campus clients. <p>Each student \$129/ quarter</p> <p>Makes a proposal to SAPC and this year, they allocated \$303,000 in operating capital from January</p> <p>They go before the committee and the SAPC decides how and how much they are funded</p> <p>296,000 last year → they are transparent</p> <p>They spent a lot of their budget on pay roll</p> <p>They had a training student with some of the Chinese student about how to interview with people. They don't understand how insurance works. How to use the library. How to order at starbucks. How to rent a car.</p>

They do receive student fees

Overseen by the Board of Student Publications which consists of...

- Two representative from Associated Students of the University of Washington (ASUW)
- Representative from the Graduate and Professional Student Senate(GPSS)
- the Faculty Senate
- the UW Department of Communication
- the UW administration
- the *Dailynewsroom*
- A local professional publication

The number of people involved in the program continue to grow

Maybe 250 students

How many universities now--the student life people--are geared around student development, leadership development, the students are the ones who are running things; they decide who are hired. What they are learning is project management, work on deadlines, how to manage their time. The vehicle for student development.

Talked to publisher, editorial advisor: Diana Kramer kramerd@uw.edu

Rainy Dawg Radio is the student-run radio of UW; part of the student activities

Literary Journal bricolage