TO: Services and Activities Fee Committee
FROM: Services and Activities Fee Committee
DATE: January 27, 2012

SUBJECT: Request for Services and Activities Funds

The following questions should be answered in narrative format and submitted along with the S&A Excel spreadsheet to the Services and Activities Fee Committee by January 27, 2012. EMAIL them to mmunson@ewu.edu or deliver them in hard copy to the Student Accounting Office in SHW 125.

These questions will provide the basic information necessary for the Committee to evaluate the programs request for funding. All questions should be answered to the best of your ability and as completely as possible. Please answer each question individually. Programs may also submit an additional narrative outlining their proposal as well as any materials that will assist the Committee in its deliberations.

Budget Questions

1. Please provide an explanation of how the program plans to spend the budget in each line item of the SAF Allocation Budget Request Form, including an explanation of increases or decreases from the previous year’s request. Items that are vague, such as “contact services” should be clearly explained.

Line 23 (temp/hourly student wages):

For the 2011-2012 school year, The Board of Student Publication approved a total salary budget of $105,000 in student wages. For 2012-2013, our budget request will be $115,000 in student wages. The increase reflects several factors:
An increase in the total EWU student population increases the total number of students interested in pursuing journalism studies and participating on the student newspaper staff.

On Jan. 1, 2012, the minimum wage in Washington state increased to $9.04 per hour. This was a 37-cent per hour increase.

As EWU tuition levels increase, students are under more pressure to graduate on time. Fewer student journalists are willing to extend their academic schedule over five or six years in order to volunteer extra time to produce the student newspaper. This was not an uncommon practice for student editors in the past. It’s no longer feasible or appropriate.

EWU student employment has become stricter about enforcing legal restrictions on student hours. Students should no longer be encouraged to volunteer extra hours in order to meet newspaper deadlines and production needs.

This year’s staffing reflects a change in the expectations for student workers. In the past, as recent as last year, students were asked to write three stories per week within 7.5 hours. Writer turnover and burnout was high. In some cases, students would volunteer for more stories than the three-count minimum.

In a conversation with Gary Graham, editor of The Spokesman-Review, the current editor-in-chief learned that he expects two stories per day (8 hours) from professional journalists. Clearly our expectations last year of three stories per 7.5 hours plus editing from student journalists was unfair and unreasonable. We now ask for two stories instead. As a result, we need more writers to put in more hours to get the same number of stories. Our story count has dropped this year and the cost of producing stories has increased. However, the overall increase in story quality throughout the paper has been significant.

We’ve also hired an opinion editor to handle that section and have separated the managing editor position from the sports editor position. All of these positions require highly dedicated people with a strong work ethic.

We’ve also hired a multimedia editor this year and dropped our social media editor. This is the direction of news on the web and we must pursue this media in order to remain relevant to our readership. We also must pursue opportunities for students to practice multimedia skills to be relevant to the job market after they graduate from EWU.

Line 27:

We’ve budgeted $1,000 for personal service contracts to professionals who can provide training in specialized areas.
We’ve budgeted $42,000 for printing costs. This number varies based on the number of pages in each issue and whether those pages are printed in black and white or color. In addition, we plan to add at least one special section next year to increase advertising revenue.

We budgeted $20,000 for travel. We will take students on a minimum of two trips per year for training at national and regional student journalism conferences and use the rest of the funding for travel for sports coverage as needed.

We budgeted $5,000 for supplies. As we continue to upgrade and innovate the newsroom to match industry trends, our needs for books, videos and other supplies will continue. In addition, we need to purchase boxes for shipping weekly to the Bellevue campus, paper, and other office supplies.

We budgeted $15,000 for equipment. We annually need to replace outdated computers, cameras and other multimedia equipment.

We budgeted $5,000 in the other category. This category includes phone, postage, repairs and other business costs not covered in previous categories.

2. How many students utilize the services and activities provided by your program? Describe how statistics are obtained and provide demographics on graduate, undergraduate, male, female or other categories you believe important and relevant to your unit.

Our services are available to students, staff, faculty and administration at the Cheney, Riverpoint and Bellevue campuses. We have a paper circulation of 3,000 and a website that has had 25,000 page views since August. These readers receive news and information related to the Eastern Washington University campus community.

We serve the campus with news and information relevant to this community. We provide a chronicle of campus life. The Easterner provides a forum for community members to discuss and debate ideas of significance to this campus. It raises topics that have the potential to positively influence the campus and promote the common good. The Easterner serves as a watchdog that alerts the campus when a problem needs to be fixed.
The Easterner gives groups coverage of their events and offers an avenue for students to express themselves through letters to the editors and suggestions or story ideas.

The Easterner provides a journalism learning laboratory where the next generation of journalists can not only study the role of journalism but actually practice it in a real newsroom. We provide opportunities for job shadowing for budding writers and hands-on journalism experience for writers, editors, page designers, copy editors, photographers, graphic artists, multimedia editors and advertising representatives.

3. **Does your program provide employment opportunities for students? Please explain the nature of student employment within your unit, including total FTE and number of students employed.**

We presently employ 32 students. We are a student-run newspaper. All of the writing, editing, layout, distribution, advertisements and art (photos, graphics and cartoons) is performed by students.

4. **How do you gauge the effectiveness of the services and activities you provide to students? Is student input collected and used in this process? If your unit has an advisory committee, in what capacity is it involved in your budgeting process?**

The Easterner has been nationally recognized twice in the last year, placing in the Top Ten Best of Show in the category for four-year, weekly student newspapers. This recognition occurred at the National Journalism Convention of the Associated Collegiate Press in Los Angeles in March 2011 and at the National College Media Convention of the Associated Collegiate Press and the College Media Association in Orlando, Fla., in October 2011.

The staff distributes 3,000 newspapers weekly. An additional 25,000 page hits have been recorded on the newspaper’s new online site since August.

The Board of Student Publications, which was established by the university Board of Trustees, works with the editor and business manager to establish budgets and financial business goals of the newspaper. The bylaws for the student newspaper directs the Board of Student Publications to annually submit a budget to the S&A fee committee detailing the S&A fees required to support The Easterner. The EWU Board of Trustees directs the S&A Fee Committee to allocate adequate S&A fees to The Easterner, taking into account the policies expressed in the statement of policy and the need to maintain for the benefit of the EWU community a consistently high-quality student newspaper. The Board of Trustees retains the final authority concerning allocation of S&A fees to The Easterner in the event agreement cannot be reached between the Board of Student Publications and the S&A Fee Committee.

In addition, the Board of Student Publications hires both the editor-in-chief and the advertising manager of The Easterner and sets general policies concerning The Easterner.
5. How do you ensure that student fees do not subsidize non-student uses? If previous requests have included statistical analysis on this point, please provide similar analysis using this year’s demographics.

As stated above, 100 percent of the salary budget goes to pay student salaries.

The student newspaper and its website may be read by anyone, including students, staff, faculty, administration, parents, alumni and others. That’s an appropriate use of the student newspaper and its online site.

6. Have alternative (non-S&A Fee) funding sources been pursued to the fullest possible extent? If yes, please elaborate. To what extent does your unit rely on earned income? How much of that revenue is obtained directly from students?

We have an advertising department that we project will generate $40,000 in advertising sales this year. In addition, we are currently working with an advertising consultant to examine ways to increase the training and the effectiveness of our advertising department. The consultant will make recommendations for ways to increase our advertising revenue in the future.

This revenue will be generated from sales to local, regional and national businesses, non-profit groups, government agencies and universities.

7. Are there any long-term obligations associated with this funding request?

No. There are no long-term obligations associated with this budget request.

8. Was your 2011-2012 S&A Fee allotment increased, decreased or unchanged from the 2010-2011 budget? What was the overall impact on your organization and its ability to serve students? How closely did your actual expenditures align with the budget presented to last year’s Committee?

The 2011-2012 S&A fee allotment was unchanged from the 2010-2011 budget. The newspaper budget was increased by advertising revenue and by the carry-forward of student-generated revenue from the previous year.

The Board of Student Publications approved increasing the total budget amount for salaries to $105,000 for 2011-2012 for the reasons outlined above.

Annually, the Easterner’s total budget reflects the uncertainty related to total advertising revenue and the prospect of student-generated revenue being carried forward from the previous year.

9. What is the impact to service to students if your request is not funded or lowered?
The community service role of the student newspaper and its website will be hindered if The Easterner has fewer staff members and other resources for covering the campus community. The educational opportunities for students will be limited if fewer students may be hired as student journalists for The Easterner.

10. What are three new initiatives for future years?

a. Develop a multimedia workflow that is more efficient and effective and develop a stronger web presence with more effective workflows and practices.

b. Hire more writers to better inform the student body, faculty and community, compensate student employees for the time they work, and maintain productivity expectations that meet both the newspaper’s needs and the students’ academic goals.

c. Improve training and support for students working on the advertising side of The Easterner.
## 2012-2013 Budget Request Form (SAF Allocation Only)

**Program Name (Budget Number): Easterner (300029)**

### Operating Budget Request

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## 2012-2013 Budget Request Form (Including SAF Allocation)

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<td>Supplies</td>
<td>1,414.12</td>
<td>11,281.18</td>
<td>-</td>
<td>11,281.18</td>
<td>-</td>
<td></td>
<td>-</td>
<td></td>
<td>5,000.00</td>
<td>(5,000.00)</td>
</tr>
<tr>
<td>Equipment</td>
<td>2,189.21</td>
<td>18,032.82</td>
<td>-</td>
<td>18,032.82</td>
<td>-</td>
<td></td>
<td>-</td>
<td></td>
<td>15,000.00</td>
<td>(15,000.00)</td>
</tr>
<tr>
<td>Other</td>
<td>5,299.36</td>
<td>5,962.15</td>
<td>-</td>
<td>5,962.15</td>
<td>-</td>
<td></td>
<td>-</td>
<td></td>
<td>5,000.00</td>
<td>(5,000.00)</td>
</tr>
<tr>
<td><strong>Total Operations</strong></td>
<td>78,460.31</td>
<td>51,450.01</td>
<td>(27,010.30)</td>
<td>87,338.00</td>
<td>93,413.34</td>
<td>6,075.34</td>
<td>86,338.00</td>
<td>-</td>
<td>88,000.00</td>
<td>(88,000.00)</td>
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<tr>
<td><strong>Total Expenses</strong></td>
<td>168,460.31</td>
<td>136,904.95</td>
<td>(31,555.36)</td>
<td>177,338.00</td>
<td>184,148.45</td>
<td>6,810.45</td>
<td>177,338.00</td>
<td>-</td>
<td>203,000.00</td>
<td>(203,000.00)</td>
</tr>
<tr>
<td>Operating Budget Surplus (Deficit)</td>
<td>33,978.33</td>
<td>(9,239.89)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
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</table>

## Services and Activities Fee Committee
Student Newspaper Policy
Eastern Washington University Board of Trustees

General Policies

1. The *Easterner* is the student newspaper for Eastern Washington University ("EWU").

2. The Board of Trustees (the “Board”) recognizes that freedom of expression and debate by means of free and vigorous student press is essential to the effectiveness of an educational community in a democratic society. The *Easterner* provides a public forum for dissemination of news and discussion of issues and activities relating to the EWU community.

3. The Board is the legal publisher of and has ultimate responsibility for the *Easterner*.

4. Funding for the *Easterner* is provided through a combination of advertising revenue and allocation of service and activity (S&A) fees. The Board of Student Publications ("BSP") described below shall submit annually to the S&A Fee Committee a budget detailing S&A fees needed to support the *Easterner*. The Board hereby directs that the S&A Fee Committee allocate adequate S&A fees to the *Easterner*, taking into account the policies expressed in the Statement of Policy and the need to maintain for the benefit of the EWU community a consistently high-quality student newspaper. The Board shall retain final authority concerning allocation of the S&A fees to the *Easterner* in the event agreement cannot be reached between the BSP and the S&A Fee Committee.

5. The *Easterner* shall be operated without concern for confiscation of issues or facilities or suspension of publication unless there is a demonstrable, material and substantial interference with the requirements of appropriate discipline in the operation of EWU or the incitement to imminent lawlessness resulting from any publication of the *Easterner*. The *Easterner* editorial staff shall be free from any external interference concerning the *Easterner*’s content, except as to valid, supportable and demonstrable problems relating to libel, invasion of privacy, or similar legal issues.

6. The Board hereby designates the Director of the EWU Journalism Program or the Director’s designee, as the advisor for the *Easterner*. The advisor shall be responsible for advising the EWU staff concerning form, style and content of the *Easterner*, in conformance with the policy set out herein.

7. The Board hereby establishes a Board of Student Publications to oversee operation of the *Easterner*.

A. Membership on the BSP shall be as follows:
Voting

a) three (3) students appointed by the Associated Students of Eastern Washington University (ASEWU) president to serve for terms of two (2) academic years, renewable by the ASEWU;

b) two (2) members of the EWU faculty appointed by the faculty organization President to serve for a term of (2) academic years;

c) one (1) member of the EWU administration appointed by the university President to serve for a term of two (2) academic years;

d) one (1) member of the EWU staff appointed by the head of the union representing EWU staff members;

e) student members shall not be any of the following: an ASEWU Council Member, An ASEWU Executive Officer, an ASEWU Council or Executive Assistant, a member of the AWEWU Superior Court, or the AWEWU Director of Elections;

f) faculty members of the BSP must be members of faculty with the rank of at least assistant professor;

g) One (1) of the two (2) faculty members of the BSP shall be from outside the Journalism Program, and,

h) Final actions of the BSP may be taken only upon a majority approval of a quorum of BSP, and a quorum shall consist of at least four voting members.

(2) Non-voting members of the BSP shall be the *Easterner* advisor, editor and business manager.

B. The BSP shall be responsible for employment of the editor and business manager of the *Easterner* and shall establish policies and job descriptions concerning the employment of the editor and business manager, but in no event shall said policies be in violation of the policies of the Board concerning the operation of the *Easterner* as set out herein. Specifically, the hiring or firing of the business manager and editor shall not be based on any issues relating to the content of the *Easterner*, except as permitted by the Board’s policy statement set out herein. Decisions of the BSP to terminate the editor or business manager of the *Easterner* may be appealed by the terminated party to the Board.

C. The BSP shall set general policies concerning the *Easterner*, including the frequency and method of publication and shall work with the editor and business manager to establish budgets and financial business goals of the *Easterner*.

D. The day-to-day editorial and operational decisions of the *Easterner* shall be the responsibility of the editor, the business manager and the editorial staff.
Hiring of staff for the *Easterner* shall be the responsibility of the editor and business manager.

E. Consistent with the Board’s policy set out herein, the BSP shall establish procedures and policies for handling complaints from readers concerning the content of the *Easterner* and shall also establish procedures and policies for handling personnel issues relating to the *Easterner* staff.

F. The BSP may make recommendations to the Board relating to any proposed changes in this Student Newspaper Policy, such changes being first subject to a two-thirds approval of the members of the BSP.

Approved by the EWU Board of Trustees 6/95; section 7A(i)(g) revised 4/8/02.