Executive Summary (1600 character limit, approx. 250 words or less)

"UWB Student Media fosters creative expression, co-curricular collaboration across all campus majors, and unique experiences for students through our platforms.

2023-24 is the 7th year that Student Media organizations (Clamor, Husky Herald, UWave) will be advised through Student Engagement & Activities (SEA).

Clamor Literary & Arts Journal is the only student-produced, full-color printed arts publication on-campus. Students submit artwork, poetry, and stories and participate as editors. Clamor is a platform for the local arts community, showcasing student work that promotes creative innovation, social justice, and artistic expression.

The Husky Herald is UWB’s student-run newspaper. The Editor-in-Chief, Assistant Editor, and student writers/contributors drive the journalistic process: researching, interviewing, editing, reporting, and applying ethical practices. Students gain skills while publishing a newspaper in print and web formats (Husky Herald website).

UWave Radio is our 24/7 campus radio station. Student staff receive hands-on experience and training consistent with broadcast radio industry standards, software, hardware, and practices. They train and support other students (volunteers, content creators) on how to use studio equipment. Students learn, create, and showcase their media work, host shows, and produce podcasts published on our livestream. UWave maintains our own equipment and website.

We are requesting FY24 funding to: increase radio, arts, and journalism-related learning, professional skills-building, and involvement opportunities for UWB students."

Need for Program (1600 character limit, approx. 250 words or less)

"Student Media is essential to UWB’s interdisciplinary and co-curricular vision. We empower UWB students and showcase publishing and broadcasting work by students across campus, majors, and units.

Clamor is the only student-produced artistic, literary, and multimedia work artifact on campus through professional submission, publishing, curating, and editing experiences applicable to a wide range of career opportunities. Student editors learn about marketing and the arts journal publishing process. As a student-led program, we highlight our campus’s creative passions in high-quality print (full-color, laminated pages)."
Husky Herald is the UWB platform for student journalists, writers, photographers, and graphic artists to get published. Our student editors mentor peers through the journalistic process, giving opportunities to learn valuable skills outside of the classroom. Students report about school events, current issues, and pop culture topics relevant to UWB students. Husky Herald empowers students’ right to practice free speech and expression. We are the printed voice of the student body.

UWave Radio offers students a creative outlet through radio to voice ideas, share information, perspectives, and prompt dialogue. Students gain hands-on experience with public speaking, event planning, leadership skills, radio hosting, podcasting, communication techniques, and technology unavailable anywhere else.

As UWB continues the post-pandemic transition back to campus and opens new student housing, we have more students looking for the unique on-campus engagement that only Student Media offers."

Is this a new request? Partial

What on your request is new or has changed?

"We are requesting funding for a new student position: Student Media Outreach & Engagement Coordinator.
We need a fifth paid position because our campus is growing with the planned openings of the new student residences. Yet, we do not have the capacity to serve more students with only four paid student staff.
In FY24, we anticipate at least 13% more students living (eating, studying, needing to engage) at UWB. This is growth in the amount of campus student engagement needs (more students looking for things to do, ways to be creative on-campus).

The influx of on-campus students directly impacts Student Media’s work; it means more Husky Herald newspaper contributors, more student artists/writers featured in the Clamor journal, and more student radio show hosts and content creators at UWave Radio. But, we need to recruit and retain them; we need someone specifically dedicated to do this important work.

Our current team of four Student Media student staff spend large chunks of their weekly hours marketing the programs we run, conducting student outreach and communications (CELR students, volunteers, contributors), executing marketing and branding campaigns, etc. In busier weeks, they can spend 10+ hours of their 15 (intended max) to 19.5 (actual UWB student staff limit) weekly work hours just on marketing, outreach, and engagement work.
In addition to balancing their classes and personal commitments, the Student Media team end up with less time and energy for overseeing the basic administrative maintenance of the radio station, editing Husky Herald contributions to prepare the next HH print issue, managing groups of students to produce quality radio show/podcast content, and other basic Student Media functions.

Core SM Outreach & Engagement Coordinator responsibilities:
- Execute outreach and marketing plans co-developed with SM team members (current projects, events, and involvement needs and opportunities)
- Lead mass communication to students for upcoming projects for all three teams (primarily email and social media)
- Coordinate recruitment of and ongoing communications with student contributors and SM program volunteers
- Connecting interested students to suitable SM platform(s) for their work and engagement needs
- Plan and facilitate tabling events, volunteer socials, contributor recognition and appreciation program, and other programs, as needed
- Serve as primary contact for CELR faculty and students (coordinate with rest of SM teams for class visits, answer questions, clarify instructions, send out reminders)
- Oversee cross-collaborative UWB Student Media branding and promotional efforts (coordinate selection of co-branded promotional items, social media campaigns, interactive sandwich boards)

We are including the Student Media Outreach & Engagement Coordinator in the spring training as they also require some basic technical understanding of Husky Herald, UWave Radio, and Clamor to succeed in their position. They will receive hands-on guidance on how to utilize available SM equipment and resources, along with specialized training to develop professional marketing, communications, and engagement/outreach skills (e.g., attend workshops, training session with UWB Marketing & Communications staff).

Given more on-campus students seeking engagement opportunities, the Student Media team also needs to grow. With this additional student position, we can match the UWB’s expansion, accomplish our own future goals, and continue serving all students with creative platforms, opportunities, and career-building experiences.

Summary of responsibilities, value, and additional details of the Student Media Outreach & Engagement Coordinator can be found in the Salary/Position section of this SAF proposal. See Tab 3 of spreadsheet for supplemental information."
Strategic Plan (1000 character limit, approx. 150 words or less)

"SAF funding ensures Student Media the staff, programming, and resources for our work. With continued SAF support, we can accomplish our goals of expansion, meeting the growing needs of our student body:

● Clamor Branding & Outreach: Gather 300 submissions; increased digital and in-person presence; utilize different tools (HootSuite), publication opportunities (bridge art gallery), and partnerships.

● Husky Herald Recruitment: 30 assigned student contributors beyond our ~50 general interviewers/reporters (comic artists, infographic designers, feature writers, “Student Takes” polls/reviews).

● UWave Programming: Execute a radio show program: new content, contributors, and hosts quarterly (5+ different shows).

● Student Media Value Recognition: Implement strategic marketing and outreach to share how we empower students to boost their creativity, campus engagement, build professional portfolios, and future careers in the art, media, and creative work (20% of new on-campus residents involved)."

Assessment (1600 character limit, approx. 250 words or less)

"Student Media has various creative method/tools to assess our work (forms, in-event feedback activity, word-of-mouth, media analytics, web visits, contributor reflections).

Pre-COVID: Distributed 5k+ journals and newspapers to students, faculty and staff. Students attended events like: Open Mic Nights, Clamor Launch Party, Student Art Exhibits, tabling, and got hands-on experience with software and equipment.

We engage ~1000 people annually, providing multiple options for students to create, admire, and publish/share their works with campus.

Averages: 15 Clamor student editors; 20 Husky Herald contributors; 5 quarterly UWave volunteers/DJ hosts

Fall 2022 Student Media highlights:
Husky Herald: Website has 12k+ total views, 6.6k total visitors; distributed ~400 Husky Herald issues; received 10 more issue submissions than we had space to publish in our first 2022-23 issue.

UWave: 6 published student-produced podcasts; 18 student contributor/volunteers (in-studio, podcast trainings, DJ, planning radio shows); average 34 listeners.

Clamor: Distributed 350+ journals (incl. 2022 editions ordered spring 2022, featuring many of the ~400 student submissions received).

Student Media: ~200 participants across Open Mic Night (79 attend, 12 performers), SM Showcase (28 attend, 5 performers), Storytime with SM (42 in-person, 12 IG Live), and various workshops.

We expect even more growth and need for SM opportunities as COVID declines and campus expands.

See in tab 3 of spreadsheet for more details.

**Salary Positions**

"For FY24, we are requesting funding for 5 Student Media student employee positions. These student staff positions are necessary to operate and maintain our campus’ student newspaper, radio station, and general Student Media marketing, outreach, and student engagement work. Additionally, there are liabilities, standards, practices, and risk management that the UWave and Husky Herald student staff need to be trained on, to make sure the Husky Herald and UWave Radio function.

2 positions required to run the Husky Herald: the Editor-in-Chief and the Assistant Editor.

Editor-in-Chief: Main editor of the newspaper, responsible for enforcing editorial policies, creating the InDesign layout, and doing the final check of articles, text, and images before they are published and/or sent to the newspaper print vendor. This position has the final say in what gets published in the Husky Herald and the overall direction of the Husky Herald publication and services (e.g., contributor workshops and trainings).

Assistant Editor: Supports the Husky Herald Editor-in-Chief in reviewing articles, text, and images before publishing. This position starts the editing process. They email contributors with constructive feedback; a back-and-forth process with writers before the edited piece is sent to the Husky Herald Editor-in-Chief for final review. The HH Assistant Editor designs and delivers educational contributor trainings.
They work closely together and with the contributors, to ensure everything going into a HH edition are well-written, high-quality (images or art), organized, and in line with professional journalism and publication standards. They check every piece for legal liabilities, such as libel and copyright infringement, and coordinate new Husky Herald contributors, reporters, and submissions recruitment throughout the entire academic year.

2 positions required to run UWave Radio: the Station Manager and the Studio Engineer

Station Manager: In charge of maintaining and enhancing UWave Radio business and service operations: funding and purchasing (submit funding requests, coordinate with SEA pro-staff on invoice payments processing), co-recruiting and managing volunteers, developing the radio show program schedule, working with campus partners to provide content for the station, and daily administrative operations for the station (studio space booking and organization), and leads the planning of open mic night events.

Studio Engineer: Oversees/maintains all technology and equipment that the radio station utilizes. They train incoming student staff, volunteers, and contributors to use the radio and podcasting equipment, do their own shows, and maintain the technical aspects of radio streaming, website, computer, and broadcasters for the radio station.

5th and new position: Student Media Outreach & Engagement Coordinator
Responsible for partnering with the rest of Student Media to develop strategic marketing plans, contributor outreach, Community Engaged Learning and Research (CELR) class and faculty partnerships, and contributor/volunteer recruitment and engagement plans, executing these plans and related programming. They are intended to be the first point-of-contact for student volunteers, prospective content creators, and will oversee the joint UWB Student Media brand to continue campus engagement and creativity.

In addition to the year-long wages for the 5 student employee positions, we are requesting training wages for 5 incoming student employees shadowing current employees during Spring Quarter (tentatively May 1- June 30).

While we offer students unpaid volunteer opportunities with SM, HR laws do not allow us to transition these paid student staff roles (complete lists of responsibilities and time required) to volunteers. Offering these paid roles, we open up more student jobs, career skills, and campus connection.

More details in tab 3 of spreadsheet.

FY24 TOTAL (no benefits): $66,683
With 21.5% benefits: $81,019"
Programming/Events

"UWave Programming: $1,050
• Open Mic Nights ($800; held quarterly in academic year)
• Workshops & Collaboration with campus partners ($250)

Husky Herald Programming: $500
• Workshops & collaboration with campus partners/guest speaker ($500)

Clamor Programming: $900
• Launch Party ($700)
• Workshops & collaboration with campus partners ($200)

SM General Programming (including marketing): $800
• Annual Student Media Showcase (fall quarter; $300)
• Engagement & Outreach events ($500 for tabling, volunteer events, etc.)

Each Student Media program has a virtual component or option for UWB community members to engage in, such as: recordings of performances during Open Mic Night, event live stream via Instagram Live, and social media postings to show off event activities and folk taking part in events. Although the Student Media team strives to maximize access to these opportunities for all students, these do not replace the full impact of in-person programming (i.e., in-person volunteer experience, in-person conversations with Student Media teams). We are recording an 80+% increased SM program participation between FY22 and FY23, so far.

FY24 Programming TOTAL: $3,250"

Facilities & Equipment Rentals/Set-Up/Purchases

Included in separate SEA Facilities SAF Proposal: Programming, tabling, and quarterly HH lock codes changes for security.

Printing & Photocopying

"Husky Herald Newspaper Prints: $11,100
• As of FY20, we have decreased from 600-750 printed copies to 350 to optimize better quality issues than quantity (for a total of 3,150 copies of all issues per year). And, we launched the Husky Herald website, which has enabled us to public fully digital issues, a need that arose during the pandemic.
• Our FY24 plan is to print 7 issues total with 12-14 pages each (reducing to 10 pages costs the same due to printer vendor set-up and fee for unused pages in lot). As of fall 2022, we are down to our last <100 HH print copies (2019-2022 editions), demonstrating that the post-pandemic return to campus means more students are wanting our print copies."
● We have switched over to recycled newspaper which has cut our costs down, however ink costs continue to increase and that change is reflected in our requested amount.
● SAF funds enable us to print images, as well as front and back pages in color, and pay for delivery of the paper to campus. Color printing is important for the art and photo contributors as it stays true to their creative vision.
● For 2019-2022 (largely during COVID pandemic), these were the approximate costs to print one Husky Herald edition, number of copies, and the cumulative HH printing costs (full year with number of issues ordered):
  o FY19: $1,087 (600+ copies) | $3,018 (3 issues)
  o FY20: $1,064 (500 copies) | $6,499 (4 issues)
  o FY21: $1,277.17 (350 copies) | $3,655 (3 issues)
  o FY22: $1,301 (350 copies) | $5,213 (4 issues)
● FY23 (as of fall 2022) cost of printing one edition: $1,432 (350 copies) | $8,592 estimated total | 6 issues
  o There was ~9.3% increase in printing costs between spring 2022 and fall 2022. We are estimating ~10% increase for FY24.

  Clamor Journal Prints: $14,734
  ● Because Clamor works with the printing company each year to minimize the per-print cost based on the number of pages, the number of color images, and materials that are chosen, Clamor cannot know how much the issue costs to print until Clamor has finalized the journal content in the Spring (i.e., printing 10 written pieces is much cheaper than printing 10 full-color visual pieces). Clamor has tried to have 1,500-2,000 copies printed in previous years, depending on anticipated costs and allocated SAF funding for printing.
  ● In Spring 2022, we learned that there were significant increases in printing costs due to ink, paper, and staffing shortages and inflation; this has continued to impact our printing capacity this year.
  ● For 2018-2021, these were the costs to print out Clamor journals, amount ordered each year, and cost per piece:
    o FY18: $12,019 | 2100 journals | $5.72
    o FY19: $12,551 | 1510 journals | $8.31
    o FY20: $12,462 | 1502 journals | $8.29
    o FY21: $12,468 | 1420 journals | $8.78
    o FY22: $10,262 | 1050 journals | $9.77

  Student Media Printing and Photocopying: $750
  ● Marketing flyers and office printing (through SEA RICOH printer and plotter, special customized printing from UW Creative Communications)
    o Example: ~$150 to print 6 sandwich-board sized posters from UW Creative Communications
    o Reducing ask from $1,000 (FY23 request) to $750

  FY24 Printing & Photocopying TOTAL: $26,584
Office Supplies

"Student Media Office & Studio Supplies: We want to purchase better organizing units; such as equipment storage containers, to fit into the Student Media’s classroom to optimize our current space. We also need protective gear specifically-designed for our media equipment (e.g., disposable microphone covers); as well as better soundproofing supplies for the classroom and studio.

Protective gear is especially important given COVID-prevention and health safety-related practices in professional radio stations; multiple people use the microphones, touch the tablets, etc. So, we need disposable, one-time use covers for our microphones and tablets and radio equipment-safe gloves, which we replace after each podcast recording, music show, etc.

Student Media currently operates from Husky Hall, which used to be a nursing home facility. The UWave Studio (HH 1160b) and the Studio Media Classroom (HH 1210) were not built for radio work, let alone any sort of recording or live broadcasting. The only way we can record or do a live show without too much background noise is by purchasing soundproofing supplies. In the ARC Phase 2 plans, we hope there will be space for us (i.e., new UWave Radio Station), specifically designed for soundproofing, recording, etc. in mind. For now, there is nowhere else on-campus that Student Media can function out of, so the soundproofing and space optimization supplies are necessary.

We need these supplies so that our Student Media spaces stay safe, properly equipped and organized, and available to all students (contributors, volunteers, student staff) to do their work. This year, we are requesting $1,500, which is $500 less than we requested last year. We have already purchased the large shelving unit for the UWave Studio (~$500) and just require funding for soundproofing, disposable mic covers, and other items to maintain the Student Media office and studio.

FY24 SM Office Supplies TOTAL: $1,500"

Food and Refreshment

Included in Programming

Transportation and Travel

Included in Professional Development

Professional Development

"Local or online workshops and conferences ($100 x 5 students)"
Student Media require specific training and resources that are crucial to the work they do to serve UWB students. These include: First Amendment issues, liability issues in journalism, music streaming, licensing, radio, and broadcasting ethics that these student staff need to be aware of to maintain the integrity and functioning of a student newspaper and radio station. For example: there is a limit to the number of songs we can stream from an album in an hour, so we need to learn about the software, licenses, and best practices for UWave to stream music. These are unique training topics that the UWB does not offer to student staff.

The professional development funds provide opportunities for the students to engage with constantly updated laws and regulations in media work. The funds will also enable Student Media to stay up-to-date on current best practices, gain skills certifications, and networking with other students, media and marketing professionals, and professional resources. Not having this training puts Student Media and UW Bothell at legal risk and inhibit growth, creativity, and alignment with professional industry standards.

The amount that we are requesting includes the cost of workshop registration to allow each student to participate in at least one core workshop session related to their responsibilities (radio, journalism, marketing); this covers any parking fees associated with attending a local, in-person workshop.

For UWave: attending sessions through the National Federation of Community Broadcasters (NFCB), Grassroots Radio (GRC), and/or the College Broadcasters Inc. (CBI) annual conferences. These are usually held in-person and the location changes each year, though they have some virtual sessions available since the pandemic. But, most importantly, they are the places to learn about the most current radio broadcasting issues and practices.

For Husky Herald: funding will cover Society of Professional Journalism one-year memberships. This is access to national and regional workshops on journalism ethics and core values of media along with best practices on writing, reporting, and editing. Editors will gain industry insights and gain networking, recognition opportunities, and a chance to build their professional network, better preparing for journalism-related careers.

For the Student Media Outreach and Engagement Coordinator access to specific marketing, outreach, and engagement skills trainings enables them to best support Student Media’s goals: improving overall branding and marketing, increasing student involvement (volunteers, contributors) and showcasing the value of Student Media for UWB students. Given that 2023-24 will be the first year this position exists, professional development will result in better identifying key training and resources necessary for this student staff to succeed.

FY24 SM Professional Development TOTAL: $500"
Promotional Items

"We are requesting $800 per Student Media organization to align with the standard amount SAF awards to other campus groups. We need to purchase promotional items for each of the Student Media organizations: Clamor, Husky Herald, and UWave Radio.

Less funding reduces the amount and quality of promo items we distribute to UWB students. In fall 2022, we ran out of UWave promo items due to the limited $600 SAF allocated for our FY23 promotional items (purchased 100 portable charging cables, down to zero by October 2022). In spring 2022, we had to order 112 Husky Herald tote bags of poor quality (very thin, fragile) as that was all we could afford.

Consistent with UW Procurement policy and recommendations, we are committed to using minority and women-owned businesses as vendors for promotional items. These vendors are approved by UW and provide reasonable and competitive pricing, though they may not be as cheap as other vendors that are not registered with the university or minority/women-owned. However, consistent with the ethical practices and values of UW, we will continue to work with these local businesses for promotional items.

FY24 Student Media Promotional Items TOTAL: $2,400"

Operations

"We have asked for Adobe Creative Cloud Renewal in the past from SAF and we were funded. Though we have asked STF to fund Adobe Creative Cloud, they will not approve funding due to Adobe’s subscription pricing model and rules about the accessibility of the computers that Student Media uses. STF also will not fund subscriptions for tools that are not available to the broader student body, which is why there are several subscription items below. Only our Student Media student employees and Clamor editors have access to the computers and the subscriptions, software, etc.

We do submit large STF requests for technology equipment (e.g., sound mix board, microphones), when it is necessary to replace or purchase new equipment.

The various tools listed below enable each organization to manage their operations. Through maintaining websites, providing software to function, subscriptions to platforms that support the organizations, and fees to certain licenses, insurances, and copyright platforms that allows Student Media to publish content. We can provide more detailed information about each tool in the SAF presentation.

Licenses/Insurances/Copyright/Subscriptions:
- Four Adobe Creative Cloud Renewals: $1,300
- Student Media Insurance (liability and risk insurance that needs to be covered for Student Media on the tri-camps): $300
- Clamor Wordpress Account: $120
- Clamor Wordpress Domain: $25
- Clamor Submittable Account: $400
- Husky Herald Domain Renewal: $300
- Husky Herald Wordpress account: $200
- UWave Sound Exchange: $750
- UWave Domain Renewal: $100
- UWave Website Account: $400
- UWave MixCloud Streaming: $300
- UWave SoundCloud Pro Account: $250
- UWave Music Subscription/Purchasing new music (100 songs): $200
- UWave Live Streaming Service Subscription (Cirrus): $654
- UWave Broadcasting Software Update Fee (StationPlaylist): $700
- National Federation of Community Broadcasters (NFCB) subscription: $500

FY24 Total Student Media Operations: $7,549
Total Amount (please note the total dollar value)
$122,802

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