

2012-2013 SAF Annual Application

Matthew D Beck
On behalf of Husky Herald

2012-2013 SAF Annual Application

Program/Service Title

The Husky Herald

Campus Department

Independant Student Organization-Affiliated with
Student Life

Contact Person

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Executive Summary of Your Proposal

Please provide a concise overview of the program, activity, or service for which you seek funding.

We are University of Washington Bothell's student publication. We aim to provide relevant information about the campus and surrounding areas to our community, including students, faculty, and staff. We are able to achieve this goal with the assistance of student writers, who are supported by an editorial staff, as well as a board of directors. Our site creates a forum for peers to stay connected to each other, the faculty, and the larger UW network.

Need for this Program/Service

In 150 words or less, please describe the need for this program or service. Please include any data that might support your proposal (e.g., the number of students who have participated in your service or program in the past). If your program is currently funded by SAF, please indicate how you have used the money to help your organization meet its goal(s).

All serious major college campuses have a student newspaper. This phenomenon is not an accident. If ASUWB is the body, CEB is the heart, then The Husky Herald is the voice of UW Bothell.

We allow access for individual students to be heard by a large portion of the community. Recently, we have been able to track over 3500 page views. We receive frequent requests for event coverage by individual students, staff members, and outside

community organizations. We are currently developing a project for all student organizations to publish student-related advertisements on our site. We are processing marketing information for the Jones Foundation Student Entrepreneur Fellowship Program, the UWB Policy Journal, and the study abroad program.

Since our inception we have published 324 articles written by students or alumni. We are an avenue for students to be heard, while continuing to improve their writing and gain valuable real world experience.

How do you plan to assess the program or service?

How do you plan to track the effects of this program or service?

For example, how would track how the event/program/service went? How would you track how successful it was and what you could change in the future?

We have two primary ways of assessing our success. First, we can track the number of articles published. Second, we can track our online traffic through the use of both Google Analytics and Jetpack on Wordpress. Our goal for this year was to accumulate an average of 80 site visits per day. Proudly, we can announce that, after just one quarter, we already have a constant readership of about 100 readers per day, and we hope these numbers increase as we continue to develop high-quality content. We will continue to strive for our goal of publishing 200 articles this academic year, and we are well on our way of doing so. In order to reach this goal both this year and next, we need to recruit enough dedicated writers, who, through teamwork, can produce five to six articles a week. As incentive, we are suggesting a change in pay scale for our writers in the form of a small salary, rather than paying them per article. We firmly believe that this change will provide higher incentive for potential writers to join our team, and to provide consistent submissions.

Less specifically quantifiable measurements are advertising requests and/or event coverage requests by students, faculty, and staff; comments by readers, and of course, the depth, completeness, and

professionalism of each individual article. Lastly, we can measure success by any awards we win. In October of 2010, we were selected as one of 3 finalists in a national online collegiate newspaper competition, judged by professional journalists, at the ACP National Convention in Louisville, KY. We hope to achieve this same level of recognition in the future

Estimate number of students that will benefit from your proposed program/service

In 150 words or less, estimate how many currently enrolled students will likely benefit from your proposed service or program. Please estimate the number of other individuals (and indicate their affiliation) that might benefit from this service or program. Finally, please indicate other sources of financial support.

The Husky Herald strives to mirror our diverse community by providing content that represents a range of topics. Because we understand that the value of news differs from person-to-person, we have created a variety of beats, that reach out to different tastes. We also strive to hire students from an array of backgrounds, allowing different, yet equally important voices to be heard. Our online status helps us in our mission of providing newsworthy content to an infinite number of readers.

While our publication currently does not have outside sources of financial support, we are in the process of developing a strategic marketing plan that allows businesses to place advertisements on our page for a small fee. We have already received interest from several clients, including the Seattle University School of Law. We are confident that, in the future, we will be able to generate income to help offset our costs.

Benefits to Participants

In 150 words or less, please describe the benefits that participants are likely to gain by attending or participating in this program or service.

Our publication is beneficial to the lives of many people.

Among these people are, of course, our readers, who become enlightened about issues and events in our community through our website. It provides a source of community information and interaction that otherwise would be nonexistent. Secondly, our presence allows for UWB students, particularly those concentrating in Media and Communication

Studies, to gain real world experience in the realm of journalism. In addition, the newspaper staff, including two assistant editors and five board members, is able to gain invaluable experience that will guide them in their future careers in not just journalism, but also marketing, public relations, web technology, and business operations. Unlike other student positions on campus, we do not have a faculty or staff member overseeing our daily operations, providing us with the opportunity to gain leadership skills that are unmatched to any other student organization.

Additional Information

Please include any other information you feel is relevant to your request. (There is no character limit on this field.)

Salary/Wages

Describe the funds you are requesting in detail below.

Please put total dollar amount of salary/wages in the bottom of this box.

For the Board, comprised of the Editor in Chief, Dir. of Operations, Dir. of Web Technologies, and Dir. of Marketing, will receive \$15/hr for 15hrs/week for \$225 total weekly compensation for 5 weeks in summer quarter and 10 weeks in the regular quarters for a total of \$7,875 each in annual compensation, and \$31,500 annually for the whole board.

The Junior Staff, comprised of two Asst. Editors and the Asst. Marketing Officer will receive \$12/hr for 12hrs/week for \$144 total weekly compensation for 10 weeks in each regular quarter but not during the summer when content is at its lowest. Their annual pay comes to \$4,320 each and \$12,960 as a group.

We hope to hire as many as 6 full time writers to create more consistent content. They would receive \$10/hr for 6hrs/week for 10 weeks in each regular quarter. Their annual compensation comes to \$1,800 each and \$10,800 if we are able to hire all six that we would like to.

In addition to the staff of writers we still feel like freelance submissions are very important. We estimate that we will publish 60 freelance articles and 120 photos for up to \$30 and \$5 respectfully for a total of \$2,400 for freelance work.

Grand Total: \$57,660

Benefits

Describe the funds you are requesting in detail below.

Benefits paid to regular employees working at least .50 FTE should be calculated at 33.4% of earnings. Benefits paid to hourly employees should be calculated at 14.9% of earnings. Benefits are required if you are requesting salary/wages above.

Please put total dollar amount of benefits in the bottom of this box.

Benefits calculated at 14.9% of wages are \$8,591.34.

Total: \$8,591.34

Honoraria

Describe the funds you are requesting in detail below.

i.e. Payment to speakers

Please put total dollar amount of honoraria in the bottom of this box.

We plan to have at least one event, most likely in Spring Quarter to honor 1st Amendment Awareness Day. This would involve a speaker, refreshments, a room reservation. We estimate that an event as this will cost \$2,300. \$800 for the speaker, \$1,000 for refreshments and \$500 for the room reservation. We have kept this portion of our budget the same from last year.

Total: \$800 for the speaker itself

Facilities Rentals/Set-Ups

Describe the funds you are requesting in detail below.

If you require facilities rentals/set-ups, please indicate it here. Take into account custodial fees and clean up.

Please put total dollar amount of facilities in the bottom of this box.

As mentioned above we request \$500 to reserve a space for the Spring Event.

Total: \$500

Telecommunications

Describe the funds you are requesting in detail below.

Telephone equipment should be estimated at \$35 per handset, per month (this includes only one extension).

Please put total dollar amount of telecommunications in the bottom of this box.

none

Security

Describe the funds you are requesting in detail below.

If you would like an estimate, please contact UWB Security.

425-352-5359

Please put total dollar amount of security in the bottom of this box.

none

Printing & Photocopying

Describe the funds you are requesting in detail below.

Please put total dollar amount of printing/photocopying in the bottom of this box.

none

Transportation

Describe the funds you are requesting in detail below.

Please put total dollar amount of transportation in the bottom of this box.

For the National College Media Convention we will need airfare for 6 people to attend this out of state event in the Fall. We estimate the cost of each ticket ordered well in advance to be \$400 for a total of \$2,400.

Total: \$2,400

Meals and Lodging for Travel

Describe the funds you are requesting in detail below.

Please put total dollar amount of meals and lodging in the bottom of this box.

Also related to the Media Convention we will need 3 hotel rooms and meals for 3 days. We estimate the cost of each room to be \$170 per night for a total of \$1,530 for all three rooms for the entire stay.

The meal total is \$504 which covers Wednesday

dinner until Saturday breakfast a total of 8 meals

Total: \$2,034

Office Supplies

Describe the funds you are requesting in detail below.

Please put total dollar amount of office supplies in the bottom of this box.

none

Food/Refreshments

Describe the funds you are requesting in detail below.

Please put total dollar amount of food/refreshments in the bottom of this box.

Review the food policy/food form for the University policies before asking for food. The Food Policy is below the food form in the link.

<http://www.uwb.edu/getattachment/admin/services/fuac/foodapprovalform.pdf>

As mentioned above we would like \$1000 to cover refreshments of our Spring event.

Total: \$1000

Equipment Rentals/Purchase

Describe the funds you are requesting in detail below.

Please put total dollar amount of equipment rentals/purchase in the bottom of this box.

none

Other

Please include any other expenses that don't fall under any of the above categories in detail.

Please put total dollar amount of other in the bottom of this box.

In addition to travel and lodging the Media Convention carries certain fees for registration and participation. In order to register we will want to renew our yearly acp membership \$119, each student registration is \$69 and the adviser registration is \$89. We would also like to reserve the funding to pay for premium sessions at the convention which cost from \$50 to \$75. A Misc. fund of \$300 would amply allow for most or all in attendance to go to these special sessions.

Website Server Fees to continue using our

publication site will be \$190 for the next year.

We need to stay current with AP style as things change. This year we would like to purchase 4 online licenses for \$25 each and 2 paperback copies for \$19.95 each plus \$7.95 shipping.

We periodically require lanyards, posters, candy, and other promotional items. We would like \$200 per quarter to cover miscellaneous promotional items.

Total: \$1,790.85

Total Amount Requested

Please take the time to carefully add all of your figures from above. Please note that adjustments will not be made to the total amount requested in the event of an error. Round your final total up to the nearest dollar.

\$74,777