

Question	Response
<b>Program/Service Title</b>	The Husky Herald
<b>Campus Department</b>	Independent student org--Affiliated with Student Life
<b>Contact Person</b>	Sam Shupe
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<b>Campus Phone</b>	206-335-1234
<p data-bbox="188 489 607 575"><b>Executive Summary of Your Proposal</b></p> <p data-bbox="188 575 607 772">Please provide a concise overview of the program, activity, or service for which you seek funding.</p>	<p data-bbox="607 489 1425 772">We are UW Bothell's online student newspaper. We aim to provide relevant information about the campus and surrounding areas to community members. We do that via a staff of student writers, and support the staff through our board of directors and assistant editor team. Our site creates a forum for peers to stay connected to each other, the faculty, and the larger UW network.</p>
<p data-bbox="188 772 607 1745"><b>In 150 words or less, please describe the need for this program or service.</b> 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 goals.</p>	<p data-bbox="607 772 1425 1066">With the rapidly growing and diverse student body it is necessary for The Husky Herald to exist. All serious major college campuses have a student newspaper, and this phenomenon is not an accident. If ASUWB is the body, and 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.</p> <p data-bbox="607 1066 1425 1745">In the last month, we have had over 2500 page views by our readers. We also receive frequent requests for event postings and event coverage by individual students, staff members, and outside community organizations. Specifically, we are currently promoting submissions for UWB's Clamor, and are waiting for the Policy Journal to send us their information so we can promote them as well. Each quarter, the Office of Admissions requests that we attend the transfer fair, and we have acquiesced, to enlighten incoming students about how they can get involved in campus life. Since our inception last year, we have published over 200 articles, all written by students or alumni. We are an avenue for students to continue improve their writing and gain valuable real world experience. Between fall and winter quarter, we have helped 9 students earn two credits via Kristin Gustafson's BISSKL350 Independent Fieldwork class.</p>
<p data-bbox="188 1745 607 1866"><b>In 150 words or less, estimate how many currently enrolled students will likely benefit</b></p>	<p data-bbox="607 1745 1425 1866">Since we are an online publication that strives to represent views at every level, and are open to contributions from all, it is safe to say that all members of the UW Bothell community</p>

<p><b>from your proposed service or program.</b> 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.</p>	<p>will benefit from this service. The larger UW network and the outside community will also benefit from the service by being provided an easily accessible way to stay connected to UW Bothell. As we are still a growing organization, in our 2nd year of publication, we currently do not have outside sources of funding. Next year we will have a dedicated Director of Marketing position, which will allow us to explore outside advertizing, and enable us to create a baseline for how much money we can expect to receive from outside sources in future years.</p>
<p><b>How do you plan to assess the program or service?</b></p>	<p>We have two primary ways of assessing success. They are quantity of articles and number of readers. Our goal is 200 articles published next academic year. This is a high bar to set for ourselves, but we firmly believe it is attainable with the proper editing staff and a full Board of Directors. Our readership goal next year is 2000 readers per month, and an average of 80 site visits per day. We track this information through Google Analytics. We can also measure success by how many students request to sign up for our 2 credit class each quarter.</p> <p>Less specifically quantifiable measurements are advertizing 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.</p> <p>Lastly, we can measure success by any awards we win. In October of 2011 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.</p>
<p><b>In 150 words or less, please describe the benefits that participants are likely to gain by attending or participating in this program or service.</b></p>	<p>Three groups will benefit from this program. First is the general UWB community. Whether their involvement is to write articles each week, or just to visit our site once a month to comment, they will get the satisfaction of contributing to the University.</p> <p>Second are class members. They gain valuable journalism practice, improve their skills with feedback from professors and our editors, and earn 2 credits. Next year this benefit will likely extend to other classes. On Feb. 7, we'll be meeting with several IAS faculty members, including Media and</p>

	<p>Communication Studies Coordinator Constantin Behler, IT Lab Coordinator Angelica Macklin, and students to discuss a possible expansion of The Herald via a link between classes and the newspaper.</p> <p>Finally, The Husky Herald provides a unique leadership opportunity to board members, in that we operate independently of the University. Unlike other student positions on campus, we do not have a faculty or staff member to oversee our daily operations. This allows for a greater sense of ownership and responsibility than what is offered by other groups.</p>
<p><b>Salary/Wages</b></p>	<p>Because of formatting issues, we will also provide, at the time of submission, a detailed budget in PDF format to all members of the committee for review. The Husky Herald considers the PDF budget document its official submission, and any discrepancies between the PDF and catalyst should default to the PDF. Please excuse any confusing lines in the catalyst submission. This applies for questions 11-24.</p> <p>Staff Salaries/Wages Number of weeks</p> <p>Board of Directors Hours/Week Wages Weekly Compensation</p> <p>Su F W Sp Total Annual compensation</p> <p>Editor-in-Chief 15 \$12 \$180 5 10 10 10 35 \$6,300.00</p> <p>Director of Operations 15 \$12 \$180 5 10 10 10 35 \$6,300.00</p> <p>Director of Public Relations 15 \$12 \$180 5 10 10 10 35 \$6,300.00</p> <p>Director of Web Technologies 15 \$12 \$180 5 10 10 10 35 \$6,300.00</p> <p>Director of Marketing 15 \$12 \$180 5 10 10 10 35 \$6,300.00</p> <p>Subtotal \$31,500.00</p> <p>Assistant Editors Annual compensation</p> <p>News and Sports specialty 10 \$10 \$100 0 10 10 10 30 \$3,000.00</p> <p>Opinion and A/E specialty 10 \$10 \$100 0 10 10 10 30 \$3,000.00</p> <p>Audio/Video specialty 10 \$10 \$100 0 10 10 10 30 \$3,000.00</p> <p>Subtotal \$9,000.00</p> <p>Writers/Photographers Wages Per Expected Total Quantity</p>

	<p>Annual compensation</p> <p>articles/videos \$30 200 \$6,000.00</p> <p>photographs \$5 500 \$2,500.00</p> <p>Subtotal \$8,500.00</p> <p>Salaries/Wages Total \$49,000.00</p>
<p><b>Benefits</b> *Benefits paid to regular employees working at least .50 FTE should be calculated at 32% of earnings. Benefits paid to hourly employees should be calculated at 11% of earnings.</p>	<p>Benefits</p> <p>11% of Salaries/Wages \$5,390.00</p>
<b>Honoraria</b>	none.
<b>Facilities Rentals/Set-Ups</b>	\$500, for rental of North Creek Event Center for our large spring event, a 1st amendment awareness seminar.
<p><b>Telecommunications</b></p> <p>*Telephone equipment should be estimated at \$35 per handset, per month (this includes only one extension).</p>	none.
<b>Security</b>	none.
<b>Printing and Photocopying</b>	none.
<b>Transportation</b>	Listed together with meals and lodging in next question.
<b>Meals and Lodging for Travel</b>	<p>ACP National College Media Convention</p> <p>Registration Fees Cost Quantity Expense</p> <p>ACP yearly membership \$109 1 \$109.00</p> <p>Student registration \$69 5 \$345.00</p> <p>Advisor registration \$89 1 \$89.00</p> <p>Saturday Banquet \$50 6 \$300.00</p> <p>Subtotal \$843.00</p> <p>Accomodations Rate Nights Expense</p> <p>Hotel--advisor \$170 3 \$510.00</p> <p>Hotel--students \$170 3 \$510.00</p> <p>Hotell--students \$170 3 \$510.00</p>

	<p>Subtotal \$1,530.00</p> <p>Airfare Est. cost Quantity Expense  Round trip flight SEA-ORL \$400 6 \$2,400.00</p> <p>Meals (dollar figures from UW Budget and Planning office)  Rate Quantity  Thursday--dinner \$14 6 \$84.00  Friday--breakfast \$8 6 \$48.00  Friday--lunch \$9 6 \$54.00  Friday--dinner \$14 6 \$84.00  Saturday--breakfast \$8 6 \$48.00  Saturday--lunch \$9 6 \$54.00  Saturday--dinner N/A (banquet)  Sunday--breakfast \$8 6 \$48.00  Subtotal \$420.00</p> <p>ACP Convention Total \$5,193.00</p>
<b>Office Supplies</b>	ACP style books--3 online licenses and 4 paperback books, plus shipping, \$156.75
<b>Food/Refreshments</b>	\$1000, for 1st amendment event.
<b>Equipment Rental/Purchase</b>	promotional items, \$600.
<b>Other</b>	Web site server fees, \$130 Guest speaker for 1st amendment event, \$800
<b>Total Amount Requested</b>	<b>\$62,769.75</b>