



STUDENT PUBLICATIONS/ CENTER FOR STUDENT MEDIA

Student Fees Advisory Committee (SFAC)
Base Augmentation Request FY 2013-2014



CENTER FOR STUDENT MEDIA
FY 2014 BASE AUGMENTATION REQUEST

At the request of the Vice President for Student Affairs and the 2011-12 Student Fees Advisory Committee, a Center for Student Media Task Force was charged to do the following:

Provide a set of findings and recommendations for a future Center for Student Media (CSM) to be developed by the Fall of 2013. This includes areas such as: the CSM's staffing model; resources requirements (personnel and operations); collaborative opportunities between The Daily Cougar, Transitions Magazine, Student Video Network and Coog Radio; relationships between the CSM and the UH community (specifically the Communication Department and KUHT/KUHF); marketing and branding strategies; media evaluation efforts; and increasing student involvement.

The Task Force should seek advice from institutional experts on the application of the changes in the landscape from a media perspective, obtain benchmark information from institutions with a similar collaborative support structure for student-led media operations. The University of Houston has a strong history of student-led organizations and involvement, so the Task Force must provide an approach that supports this new Center for Student Media while also reaffirming (and maintaining) student leadership opportunities exist in The Daily Cougar, Student Video Network and Coog Radio.

The 2014 Base Augmentation Request for Student Publications/Center for Student Media matches the recommendations of this Task Force. The most significant recommendations from the Task Force from a budget and organization perspective include:

- Financially separate The Daily Cougar and the Student Publications/Student Media department; so The Daily Cougar would more closely align with the structure of other Fee-Funded Student Organizations.
- Maintain all full-time staff and departmental support within the Student Publications/Student Media departmental budget, using student fees to support the educational mission.
- Student Publications/Student Media department and The Daily Cougar should share in advertising revenues.
- The Daily Cougar should make a separate SFAC request to fund the Stipend Student Leader positions; which more closely follows the 1st Amendment rights of a student media organization.

In FY 2013, Student Publications received a base allocation of \$100,000 and a one-time request of \$130,559, a slightly smaller budget compared to the FY 2012 allocation of \$246,720. For FY 2014, the Center for Student Media is asking for a total of \$272,313.

In the past, this allocation has been used to pay for printing and securing the salary of one professional staff member. Moving forward, the CSM intends to utilize SFAC support to fund most of the professional staff as well as central functions. Because of this shift in mindset, we are presenting the total request as though it were a new base request, although in reality we are asking for a \$172,313 base augmentation.

The increase over FY 2013 is justified by the addition of a full-time media coordinator dedicated to developing the broadcasting aspect of CSM. Below is a brief historical look at funding, as well as how SFAC financial support would be allocated within the center for FY2014 if approved.

FY2012 SFAC Allocation

Base Support	\$185,471
One-Time Support	\$61,249
Total	\$241,066

FY2013 SFAC Allocation

Base Support	\$100,000
One-Time Support	\$130,559
Total	\$230,559

FY2014 SFAC Proposal

Total Request	\$272,314
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See the budget model (Appendix A) identifying which costs and revenues belong to the center and which will belong to The Daily Cougar.

Three of these positions are directly tied to the Center’s educational mission. The Financial Coordinator is added to the list because it provides broad support to the center as well as other Student Life areas (including the Center for Student Involvement). Because of this, it is not appropriate to fund this position with revenue.

This M&O amount goes toward paying for centralized CSM services such as telephone, copier, web hosting (to be utilized by all student media groups) and professional development. WAUPM/TIPA/CNBAM represent institutional associations with student media groups on the state and national level that directly support the center’s mission. The travel line supports sending three of the professional staff to conferences hosted by these associations, ensuring that the University is visible and stays in touch with trends and developments in the field.

Funding model

After the Center for Student Media Task Force report was compiled, a new budget structure was devised in order to put The Daily Cougar, Student Video Network and COOG Radio on equal footing in terms of relationship to the CSM. In this model, 50% of

advertising revenue generated by the center will be shared with the media that delivers the ads.

Therefore, on a projected \$284,000 in Daily Cougar-based advertising, \$142,000 will be shared with The Daily Cougar and Student Publications/Student Media department. Long-term, this model will also work for advertising placed via SVN or COOG Radio. This will enable the CSM to support all three media groups with fundraising activities while also covering the cost of sales activity. That income, plus the CSM's magazine projects will provide the projected \$222,000 to cover the rest of the center's operating budget.

Appendix A - Budget Models

Center for Student Media - Base	\$ 100,000.00
Center for Student Media - BAR	\$ 172,313.79
Full-time staff (salary+benefits)	
Director	\$ 71,721.96
Financial Coord. II	\$ 65,998.57
Media Coordinator	\$ 48,788.31
Media Coordinator	\$ 48,788.31
Subtotal	\$ 235,297.15
M&O	
Telephone	\$ 6,168.00
Copier	\$ 3,000.00
Long Distance	\$ 250.00
WAUPM/TIPA/CNBAM	\$ 1,700.00
Marketing	\$ 1,000.00
Services/licenses	\$ 2,200.00
Travel	\$ 3,700.00
Subtotal	\$ 18,018.00
Admin Charge (6%/1.5%)	\$ 18,998.64
Total SFAC Expenditure	\$ 272,313.79

CSM Generated	
Magazine Advertising	\$ 60,000.00
Edu servs/Student Life/Other	\$ 20,910.00
Total	\$ 80,910.00
Daily Cougar Generated	
Cougar Print (50%)	\$ 127,500.00
Cougar Online (50%)	\$ 12,500.00
Cougar Online classified (50%)	\$ 2,000.00
Total Revenue (50%)	\$ 142,000.00
Net generated revenues	\$ 222,910.00

EXPENSES	
Full-time staff (salary+benefits)	
Advertising Mgr.	\$ 60,342.81
Office Coordinator	\$ 43,697.38
Subtotal	\$ 104,040.19

Student Personnel	
Front office	\$ 5,100.00
Production	\$ 10,000.00
Advertising	\$ 18,000.00
Commissions	\$ 19,000.00
FICA/Unemployment	\$ 3,944.20
Subtotal	\$ 56,044.20

M&O	
Printing-Magazine	\$ 23,000.00
Contractors-Magazine/other	\$ 6,000.00
Equipment/technology	\$ 3,191.00
SmartPublisher	\$ 4,200.00
Supplies	\$ 2,500.00
Photo	\$ 250.00
Email newsletter	\$ 420.00
Miscellaneous	\$ 1,250.00
Credit Card Ex	\$ 2,000.00
Postage	\$ 2,500.00
Banquet	\$ 1,500.00
Subtotal	\$ 46,811.00
Admin Charge (6%/1.5%)	\$ 15,517.15
Spent income	\$ 222,412.54

Daily Cougar - BAR	\$ 47,086.31
Student Leader Stipends	
Editor in chief (12 mo.)	\$ 9,600.00
Managing editor (12 mo.)	\$ 8,424.00
Asst. managing editor (12 mo.)	\$ 5,596.00
News editor (10 mo.)	\$ 3,187.50
Sports editor (10 mo.)	\$ 3,187.50
Opinion editor (10 mo.)	\$ 3,187.50
Arts editor (10 mo.)	\$ 3,187.50
Photo editor (10 mo.)	\$ 3,187.50
Subtotal stipends	\$ 39,557.50
FICA/Unemployment	\$ 3,243.72
Editors Conference	\$ 1,000.00
Admin Charge (6%/1.5%)	\$ 3,285.09
Total expenses	\$ 47,086.31

Daily Cougar Generated	
Cougar Print	\$ 127,500.00
Cougar Online	\$ 12,500.00
Cougar CampusAve	\$ 2,000.00
Total Revenue (50%)	\$ 142,000.00

EXPENSES	
Student Personnel	
Editorial production	\$ 6,000.00
FICA/Unemployment	\$ 492.00
Daily Cougar contractors	\$ 15,000.00
Subtotal	\$ 21,492.00

M&O	
Printing-TheDailyCougar	\$ 99,000.00
Telephone	\$ 2,184.00
Equipment/technology	\$ 2,000.00
Supplies	\$ 2,000.00
Marketing	\$ 1,000.00
Coverage travel	\$ 1,000.00
Events	\$ 1,125.00
Membership dues (ACP/CSPA)	\$ 320.00
Insurance	\$ 1,980.00
Subtotal M&O	\$ 110,609.00
Admin charge (6%/1.5%)	\$ 9,897.85
Total	\$ 141,998.85