



THE DAILY COUGAR.

FY14 SFAC

One-Time Requests

- Revenue offset
- Newspaper promotion
- Editorial staff stipend increase



The Daily Cougar FY2014 One-Time Request

National Revenue Offset + M&O support for online

Due to an unprecedented drop in national advertising revenue, The Daily Cougar cannot balance its projected FY 2014 budget. Put simply, this request is needed to maintain the newspaper staff, part of the printing costs and operating expenses. Without SFAC assistance, The Daily Cougar will run a deficit, forcing the editors to cut its budget by a third, seriously impacting its ability to carry out its mission. While the CSM is preparing business plans to attract new revenues, the current budget will need support to finish the year. Since the Student Media Task Force recommended splitting the budget for the newspaper from the department, it is now critical that The Daily Cougar be able to pay for itself.

Revenue offset

For the last five years, while other advertising revenue streams have been struggling, nationally sourced revenue has been stable. However, in FY 13, an unanticipated drop resulted in \$64,000 less revenue from that category. The CSM is projecting that this category of revenue will further decline in FY 2014 by approximately \$16,000. Because of anticipated gains in online advertising and other categories, the overall projected revenue for The Daily Cougar is reduced to \$116,000, down from the \$142,000 projected in last year's SFAC request. Therefore, \$26,000 is being requested to cover this loss.

This chart shows how the previous and projected revenue outcomes could affect The Daily Cougar's operating budget.

	Actual FY 12	Actual FY 13	Projected FY 14	Projected FY 15
The Daily Cougar - Print				
Local	\$ 55,203.05	\$ 54,850.28	\$ 54,000.00	\$ 54,000.00
Campus/non-profit	\$ 101,803.43	\$ 105,532.97	\$ 100,000.00	\$ 100,000.00
National	\$ 88,407.97	\$ 27,997.18	\$ 12,000.00	\$ 11,000.00
Special section	\$ 9,919.54	\$ 12,341.08	\$ 10,000.00	\$ 12,000.00
Classified	\$ 22,576.70	\$ 21,631.00	\$ 15,000.00	\$ 10,000.00
The Daily Cougar - Digital				
Online	\$ 12,193.00	\$ 20,684.00	\$ 28,000.00	\$ 36,000.00
Campus Ave	\$ 1,199.61	\$ 3,764.89	\$ 4,000.00	\$ 4,000.00
The Daily Cougar - Other				
Poster rack	\$ 2,640.00	\$ 2,920.00	\$ 2,000.00	\$ 2,000.00
Inserts	\$ 6,668.50	\$ 7,692.00	\$ 7,000.00	\$ 7,000.00
Subtotal Daily Cougar	\$ 300,611.80	\$ 257,413.40	\$ 232,000.00	\$ 236,000.00
50% share for TDC Budget	\$150,305.90	\$128,706.70	\$116,000.00	\$118,000.00

M&O Support — Editorial salary for online publication

In order to supply content that satisfies the space demands of print and the traffic demands of online, The Daily Cougar compensates writers, photographers, cartoonists and assistant editors based on the number of pieces that are published or issues that are edited. The needs for content fluctuate based upon a variety of factors: available qualified staff, coverage decisions by editors, print and online placement and layout decisions. For example, if editors choose to run 2 photos of an event, The Cougar compensates the photographer for each photo. In addition, the fund that was used to compensate these students was

combined in the Student Publications budget with those funds that paid magazine staffs, making it difficult to separate out precisely what costs were associated with Daily Cougar staff.

In the past, Editorial Salary budget would increase as the page counts in the print edition increased due to increased advertising, therefore any increase would have been covered by generated revenue. In the current situation with advertising in print falling each year, the need for print content as decreased, yet the need for online content as increased. This can be demonstrated by looking at the number of articles published online with the new Daily Cougar staff that took over in May 2013 to current. To date, The Daily Cougar has increased online production by almost 50%. The correlation to increased pageviews is also strong: the more content available, the more options for readers. Pageviews for the last six months are up 41% compared to the same period last year.

Articles published online, last six months vs. last year

	2012	2013
May	4	51
June	72	98
July	63	110
August	95	121
September	216	388
October	300	348
Total	750	1116

TheDailyCougar.com Pageviews, last six months vs. last year

	2012	2013
May	30,244	37,063
June	38,384	62,774
July	38,272	61,338
August	51,269	55,764
September	80,295	116,309
October	75,244	112,063
Total	315,720	447,324

To help The Daily Cougar maintain this level of online production, the newspaper is requesting an additional \$5,000 to increase the editorial budget to \$20,000. This funding is critical to helping The Daily Cougar reach its online and digital goals while also rewarding students for participating, learning and gaining experience in journalism.

Total request: \$31,000

The Daily Cougar FY2014 One-Time Request

Newspaper promotion, marketing and distribution

As part of the Daily Cougar Business Model Task Force, one of the major weaknesses identified was the lack of consistent and aggressive marketing and promotion of the newspaper and website, contributing to a lack of awareness and interest in reading. There has also been a trend away from habitual daily readership as surveys indicate fewer students consider themselves “daily” readers and more are reading weekly or less often. Moreover, a lack of broad awareness of The Daily Cougar website is impacting the organization’s ability to transition into a digital-first mindset.

This request has two components:

1. Increase in marketing related expenses to promote email and print readership — \$2,853.00
2. Create a hand-to-hand distribution team — \$2,544.00

In order to begin the transition process into 2014-15, The Daily Cougar is requesting key investments in marketing, promotion and distribution.

Marketing/promotion

Daily Cougar shirts (200).....	\$960.00
Red 10x10 tent	\$155.00
3’x9’ banners (3).....	\$364.00
400 stickers	\$120.00
300 buttons	\$140.00
250 water bottles	\$447.00
100 canvas bags	\$505.00
Subtotal	\$2691.00
Admin charge (6%)	\$162.00
Total marketing request	\$2,853.00

Distribution – Hand-to-hand teams

As a strategy recommended by The Daily Cougar Business Model Task Force, hand-to-hand distribution can help reduce print waste by recirculating the copies left in racks by directly handing them to students on peak days and times. For Spring 2014, the Cougar is proposing two teams, one on Wednesday and one on Thursday, be responsible for collecting 300-500 copies from racks around campus and handing them out at popular locations on campus between 11 a.m. and 2 p.m. By compensating students for this work, we can ensure this program is executed consistently.

2 shifts per week, 5 students per shift, \$20 per shift = \$200 per week

12 weeks of distribution	\$2,400.00
Admin charge (6%)	\$144.00
Total distribution request	\$2,544.00

The Daily Cougar FY2014 One-Time Request

Editorial staff stipend increase

The Daily Cougar's print and online operations are extremely demanding on student time. In order to increase both the quantity and the quality of content in print and online, both which are highly desired by the readership, the Cougar must bolster its current staff and find ways to expand the staff at a time when advertising revenues are limited. Specifically, this request is to increase term lengths for News, Sports, Photo and Chief Copy editors. Total increase in wages: \$3,378.75

Term length increase

	CURRENT STIPEND	CURRENT TERM	CURRENT TOTAL	PROPOSED TERM	PROPOSED TOTAL	CHANGE
Editor in Chief	\$800.00	12 mos.	\$9,600.00	N/C	N/C	0
Managing Editor	\$702.00	12 mos.	\$8,424.00	N/C	N/C	0
Web Editor	\$466.34	12 mos.	\$5,596.08	N/C	N/C	0
News Editor	\$318.75	10 mos.	\$3,187.50	12 mos.	\$3,825.00	\$637.50
Photo Editor	\$318.75	10 mos.	\$3,187.50	12 mos.	\$3,825.00	\$637.50
Sports Editor	\$318.75	10 mos.	\$3,187.50	12 mos.	\$3,825.00	\$637.50
Life & Arts Editor	\$318.75	10 mos.	\$3,187.50	N/C	N/C	0
Opinion Editor	\$318.75	10 mos.	\$3,187.50	N/C	N/C	0
Copy Chief	\$318.75	8 mos.	\$2,550.00	12 mos.	\$3,825.00	\$1,275.00
Subtotal						\$3,187.50
Admin + benefits						\$ 255.00
Total						\$3,442.50