

ASSU Special Fees

5018 The Stanford Daily (For Special Fees Only)

Application #: 1082

Status: Petitioned

Type: Joint

Cycle: Special Fees 2006-2007

Financial Officer: Brendan Marten

Email: bmarten@daily.stanford.edu

Phone: 650-248-1535

Appointment: 2/26/2006 at 4:00:00 PM

Application Information:

Type: Joint

Cycle: Special Fees 2006-2007

Date Submitted: 2/23/2006 4:03:52 PM

Account Quick View:

Line Item	Description	Balance
2-5018-1-0-2800	THE STANFORD DAILY	(\$220.00)
2-5018-2-5-6110	DAILY SPEC FEE OFFICER SALARY	(\$11,000.00)
2-5018-2-5-7220	DAILY SPEC FEE MKTG COPIES/PRINT EXP	(\$38,000.00)

Comments/Notes:

Action Taken:

- Still under review - Need more information? _____
- Recommended As-is
- Recommended with Modifications as indicated on budget
- Not Recommended (reasons indicated in Comments)
- Closed (not to be considered at all)

Signed: _____

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Application Questions:

What is your total membership? How large is your officer core? How many members are on your email list? What is average attendance at

About 150 people in total work at The Stanford Daily over the course of the average school year. Out of those who work at the newspaper, we have about 50 people in formal positions such as editing, etc. Our officer core is comprised of approximately 10 top-level managing editors and business staffers. We have some 250 people on our e-mail lists.

What percentages of your total membership are Undergraduate and Graduate?

Our readership is relatively evenly split between Graduate and Undergraduate students (at least based on where and how we distribute the newspaper). About 6-7% of our staffers in the office are Graduate students and 92-93% are Undergraduate students.

What is the mission and purpose of your student group? (this response will be used on the online elections voter handbook)

The Daily is an over-110-year-old institution and is one of the University's oldest student organizations. It has been independent of Stanford since 1973. Its independence is based upon its ability to maintain its financial viability.

The Daily touches almost every student faculty and staff member on a regular basis. As an independent organization, it plays a vital role within the Stanford community. In addition to providing services to the community on a daily basis, it provides an educational environment for aspiring journalists and business leaders.

Why are you requesting Special Fees? (this response will be used on the online elections voter handbook)

Print publications across the country are currently facing a number of financial challenges. Without its special-fee revenue last year, The Daily would have lost money and had a negative net income during 2004-2005. Based on year-to-date projections, the same would soon be true of this year if the newspaper had not received its special-fee for 2005-2006.

But beyond the necessity of The Daily receiving such revenue so that it can avoid turning a net loss, special-fee revenue is the only mechanism through which the newspaper can receive any sort of direct return for the service it provides to Stanford students. The Daily is published every weekday when school is in session, allowing the campus community to be informed on a regular basis about what is taking place at the University and beyond Stanford's borders as well.

All we hope for is that students might provide less than \$5 each to help partially fund the printing costs that we incur in putting out our product each day. Our special-fee request of \$49,000 still only represents about 25% of our printing costs, and only approximately 5% of our operating budget as a whole.

What are the three largest line item requests in your budget and why? (this response will be used on the online elections voter handbook)

The only line-item request in our budget is for printing. Printing is our largest single source of expense each year, and since the newspaper is printed and distributed to the Stanford community at no cost - newspapers can be picked up for free at hundreds of locations - we are seeking some small assistance with that cost through the special-fee system.

What events/programs does your group hold throughout the year for the Stanford Community?

We publish 147 issues of The Stanford Daily each year. In addition, by participating in the creation of the newspaper, approximately 150 staffers are all gaining first-hand experience in journalism and/or business.

Have you applied for Special Fees in the past 3 years? If so, please detail the outcome of each attempt.

My understanding is that we applied to special fees each of the last three years, and that we were successful in each attempt.

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If you applied for Special Fees last year, is there an increase in the amount you're seeking this year? If so, why? (this response will be used

How do you plan to publicize your events/programs to the greater Stanford community? Have you registered with Events at Stanford?

If you are an umbrella group, please list the groups for which you are applying for Special Fees, their ASSU account numbers, and contact information for their financial officers.

Please define the services provided by your group with the Special Fee, as per the ASSU Constitution:

Please list all: <p>1) assets, 2) reserves, 3) authorized and unauthorized non-ASSU bank accounts, 4) sources of funding other than Special

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Line Item Summary:

GL Code:	Budgeted:	Requested:	Recommended:	Approved:	Petitioned:	Approved In Election:
7220 <i>Marketing Copies / Print Expens</i>	185,000.00	\$49,000.00	\$0.00	\$0.00	\$49,000.00	
Totals:	\$185,000.00	\$49,000.00	\$0.00	\$0.00	\$49,000.00	

Event Breakdown:

Event: Printing and production of 147 issues of The Daily

Cost of printing and distributing copies of the newspaper for 147 issues printed over the year.

GL Code:	Explanation/Itemization:	Budgeted:	Requested:	Recommended:	Approved:	Petitioned:	Approved in Election:
7220 Marketing Copies / Print Expenses	Total cost of printing an average of 147 issues per year.	\$185,000.00	\$49,000.00	\$0.00	\$0.00	\$49,000.00	
Totals:		\$185,000.00	\$49,000.00	\$0.00	\$0.00	\$49,000.00	

Totals:	Budgeted:	Requested:	Recommended:	Approved:	Petitioned:	Approved in Election:
	\$185,000.00	\$49,000.00	\$0.00	\$0.00	\$49,000.00	

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Revenue Report:

Source:

Amount:

Please see the attached PDF files with our YTD and 2004-2005 year-end P&Ls, as well as our 2005-2006 projected operating budget, and let me know if you have any further questions.

\$994,800.00

Total: \$994,800.00