

Status: **Not Recommended**

Financial Officer: Jeremy Barton

APPLICATION SUMMARY

| Application Summary | Budgeted | Requested | Recommended | Approved | Petitioned | Elected |
|--|---------------------|--------------------|---------------|---------------|--------------------|---------|
| APPLICATION TOTALS | \$330,131.56 | \$49,000.00 | \$0.00 | \$0.00 | \$49,000.00 | |
| Joint Special Fees | | \$49,000.00 | \$0.00 | \$0.00 | \$49,000.00 | |
| 7220 - Marketing Copies / Print Expenses | | \$49,000.00 | \$0.00 | \$0.00 | \$49,000.00 | |

QUESTIONS & ANSWERS

Briefly, why are you applying Joint instead of as Undergraduate or Graduate only?

The Daily is Stanford's campus newspaper of record, reporting on and covering both undergraduate and graduate life.

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

Yes.

We have received Special Fees in the last 3 years.

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

When we have events that are pertinent to Stanford registration, we gladly register such events. For the most part, this question does not pertain

How many members are on your email list?

292 members

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.

we are not an umbrella group

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

The Stanford Daily has been a fixture on the Stanford campus since the University was founded in 1891. The paper began as a small publication called The Daily Palo Alto and has grown to its current status as one of the finest college newspapers in the country. The Daily is published Monday through Friday during the academic year and is delivered to over 300 locations on campus and around the surrounding Mid-Peninsula communities. It has a staff of over 200 writers and editors.

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

1)759,648.06

3)bank accounts with Wells Fargo, Stanford Federal Credit Union and Morgan Stanley

What are the three largest line item requests in your budget and why?

1)Display Local Advertising Revenue. This line item details our main source of revenue.

2)Printing Costs. We print an average of 10,000 papers a day that are distributed throughout the Stanford campus and greater Stanford community.

3)Display National Advertising Revenue. This line item is revenue from national advertisers.

Has your VSO received funding from the ASSU Undergraduate Senate Appropriations Committee in prior years? If so, how much and when?

We have received Special Fees for the past several years. Last year, we received 49,000.

Have you registered your events/organizations with events.stanford.edu? (note: registration is mandatory) (yes/no)

yes

How large is your officer core?

35 people

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

There is no increase.

List separately your group's plan and budget for reaching each target audience for Graduate Students- 1) On-campus, 2) Off-campus, and Undergraduate Students.

With help from ASSU Special Fees, The Daily will be able to keep high distribution numbers of The Stanford Daily to the Stanford Campus and greater Stanford Community. We will also work to improve distribution to our current readership. In addition, the Special Fees will also allow us to continue to improve our website; building a campus community that is centered around the latest in student news, sports, careers and entertainment.

Please describe a few past events organized by our VSO (please limit your response to 50-100 words).

We produce a newspaper every school day during the year.

Please provide four contacts for your group (two undergraduate, two graduate).

These individuals should be prepared to be called by the Undergraduate Senate or the GSC during the evaluation of the group. Please list their name, title in organization, school/degree program, e-mail, and phone.

Undergraduate - Jeremy Barton, James Hohmann

Graduate - Brendan Marten and Whitney Sado

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

We publish The Stanford Weekly, The Stanford Daily and The Stanford Daily Online

What is the average attendance at your events?

We publish a newspaper everyday, which is distributed all over campus. In addition, we publish The Stanford Daily Online, which totals over 100,000 pageviews per week.

What is your total membership?

150 people

What percentage of your total membership is undergraduate?**Graduate?**

85% undergraduate

15% graduate

Why are you requesting Special Fees?

The Stanford Daily is requesting Special Fees to help pay for the printing costs of the paper.

What is the fundamental goal/purpose of your VSO (please limit your response to 50-100 words)?

The Daily is Stanford's campus newspaper of record. Our goal is to provide the Stanford campus, both undergraduate and graduate students, with interesting news that is both factual and a pleasure to read.

What percentage of your beneficiaries are (explain basis or how this was determined) graduates and undergraduates?

We aim to have equal graduate and undergraduate beneficiaries.

When and why was your VSO established (please limit your response to 50-100 words)?

The Stanford Daily was first established in 1892.

BUDGET DETAIL

| | Budgeted | Requested | Recommend | Approved | Petitioned | Elected |
|--|-----------------------|--------------------|------------------|-----------------|--------------------|----------------|
| Yearly Printing Costs | \$(243,411.44) | \$49,000.00 | \$0.00 | \$0.00 | \$49,000.00 | |
| This is our printing cost on a yearly basis. | | | | | | |
| 7140 | | | | | | |
| Copies (Not Marketing) | | | | | | |
| (Joint Special Fees/Annual) | | | | | | |
| <i>We print an average of 10,000 papers a day and deliver to the Stanford campus and the greater Stanford community.</i> | \$(243,411.44) | \$49,000.00 | \$0.00 | \$0.00 | \$49,000.00 | |
| APPLICATION TOTALS | \$(243,411.44) | \$49,000.00 | \$0.00 | \$0.00 | \$49,000.00 | |