

Status: **Recommended with Modifications**

Financial Officer: In Ho Lee

APPLICATION SUMMARY

| Application Summary | Budgeted | Requested | Recommended | Approved | Petitioned | Elected |
|--|--------------------|--------------------|--------------------|----------|------------|---------|
| APPLICATION TOTALS | \$16,600.00 | \$56,540.00 | \$58,493.20 | | | |
| Undergraduate Special Fees | | \$56,540.00 | \$58,493.20 | | | |
| 7220 - Marketing Copies / Print Expenses | \$(220,000.00) | \$56,540.00 | \$58,493.20 | | | |
| [All Expense Total] | \$(662,400.00) | | | | | |
| [Revenue GL]1000 - Product / Service Sales | \$679,000.00 | | | | | |
| [All Revenue Total] | \$679,000.00 | | | | | |

QUESTIONS & ANSWERS

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

Yes, we've received Special Fees in the past three years.

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

We have increased the amount we are seeking due to increased costs of printing and a significant decrease in revenue.

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 editors and writers.

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

Printing, distribution, and regular staff are our largest line item requests. All of these are critical for our operations, and necessary to produce the daily newspaper. Printing Costs--we print 8,000 papers a day that are distributed throughout Stanford campus and the greater Stanford community.

What is the average attendance at your events?

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

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 the Stanford community, we gladly register such events. For the most part, this question does not pertain.

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.

Not applicable.

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

As of 12/31/08, our assets totaled \$675,625.21. The Daily has received an exemption from the ASSU banking system, so we have bank accounts with Wells Fargo, Stanford Federal Credit Union, and Morgan Stanley.

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

We publish a newspaper every school day during the year. We publish the Stanford Weekly (over the summer), the Stanford Daily (during the school year), and Stanford Daily Online.

Why are you requesting Special Fees?

To pay for printing of daily paper

BUDGET DETAIL

| | Budgeted | Requested | Recommend | Approved | Petitioned | Elected |
|--|-----------------------|--------------------|--------------------|-----------------|-------------------|----------------|
| Yearly Printing Costs | \$(220,000.00) | \$56,540.00 | \$58,493.20 | | | |
| This is our printing cost on a yearly basis. | | | | | | |
| Location: Stanford Campus | Contact: | | Attendance: | | | |
| Url: www.stanforddaily.com | | | | | | |
| | Budgeted | Requested | Recommend | Approved | Petitioned | Elected |
| 7220 <i>Printing costs for producing the publication</i> | \$(220,000.00) | \$56,540.00 | \$58,493.20 | | | |
| Marketing Copies / Print Expenses (Undergraduate Special Fees/Annual) | | | | | | |
| APPLICATION TOTALS | \$(220,000.00) | \$56,540.00 | \$58,493.20 | | | |

ACCOUNT BALANCES

| Account | | Balance |
|-----------------|--------------------------------------|----------------|
| 2-5018-1-0-2800 | THE STANFORD DAILY | \$0.00 |
| 2-5018-2-5-7220 | DAILY SPEC FEE MKTG COPIES/PRINT EXP | \$0.00 |