

Status: **Recommended with Modifications**

Financial Officer: Jason Shen

APPLICATION SUMMARY

Application Summary	Budgeted	Requested	Recommended	Approved	Petitioned	Elected
APPLICATION TOTALS	\$1,662.00	\$89,500.00	\$53,700.00	\$53,700.00	\$89,500.00	
Undergraduate Special Fees						
7220 - Marketing Copies / Print Expenses	\$(538,938.00)	\$89,500.00	\$53,700.00	\$53,700.00	\$89,500.00	
[All Expense Total]	\$(1,753,338.00)					
[Revenue GL]1000 - Product / Service Sales	\$1,755,000.00					
[All Revenue Total]	\$1,755,000.00					

QUESTIONS & ANSWERS

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

Yes - we have recieved our requested funding in 2007-08, 08-09, and 09-10

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

Yes. Ad sales have been hit hard at the Daily, and we are down around 40% from 2007-08. The entire industry has seen 9 consecutive quarters of double digit declines in revenue. Newspapers across the country are raising their subscription fees and we are raising our special fees funding in a similar fashion. Students can choose to vote for or against our increase as they see fit.

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 200 locations on campus and over 700 locations around the surrounding mid-Peninsula communities. It has a staff of over 200 editors, writers and business people. We are the campus paper of record.

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

Staff Salaries - our editors put 20-30 hours a week into the paper and we pay the minimum wage for their efforts - far less than they deserve. We also employ several professional staff - some who are recent grads, others who have been working for us for many years. We cut editorial pay by nearly 30% from last year, reduced professional staff wages by 5% and let go of a long time ad designer. Printing - we have reduced our spend on printing by nearly 20% from 2008-09 while trying to still get all the major stories into the paper. Overhead - Our overhead costs have been the most difficult to lower and this is the challenge of an established organization. Still, we have reduced our overhead from previous years despited large increases in insurance, phone and utility bills as mandated by the University.

What is the average attendance at your events?

Our surveys indicate that 89% of Stanford students pick up the paper once a week or more. Overall, 65% of Stanford students, faculty and staff read the Daily once a week or more, and many members of the local community read it off campus. This works out to 17,000+ people per week reading the Daily.

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

N/A See 4.

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.

N/A

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

1) As of Jan 31, 2010, our total assets stood at 525,613.61 with 158,114.24 in cash. (For comparison, Jan 31, 2009, assets - 643,366.04, cash -450,846.00. Jan 31, 2008, assets 781,639.00, cash - 561,025.) The Daily has received an exemption from the ASSU banking system, so we have bank accounts with Wells Fargo, Stanford Federal Credit Union, and Fidelity. In addition to Special Fees, we recieve donations from alumni, sell subscriptions and ads in our paper and on our website to support our operations.

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

We don't typical host events - our main role is covering the news and getting it to the student body.

Why are you requesting Special Fees?

The Stanford Daily is the oldest and one of the most visible student run groups on campus. We provide a major service to the student body and incurr major costs to provide this service. Special Fees is the way for Stanford students to fund a fraction of our operating expenses.

BUDGET DETAIL

		Budgeted	Requested	Recommend	Approved	Petitioned	Elected
Yearly Printing Costs		\$(179,646.00)	\$89,500.00	\$53,700.00	\$53,700.00	\$89,500.00	
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>We print 8,000 copies of The Stanford Daily, 145 times a year.</i>	\$(179,646.00)	\$89,500.00	\$53,700.00	\$53,700.00	\$89,500.00	
Marketing Copies / Print Expenses (Undergraduate Special Fees/Annual)							
APPLICATION TOTALS		\$(179,646.00)	\$89,500.00	\$53,700.00	\$53,700.00	\$89,500.00	

ACCOUNT BALANCES

Account		Balance
2-5018-1-0-2800	THE STANFORD DAILY	\$4,940.50
2-5018-2-5-7220	DAILY SPEC FEE MKTG COPIES/PRINT EXP	\$9,979.62