

Status: **Recommended with Modifications**

Financial Officer: mary liz McCurdy

APPLICATION SUMMARY

Application Summary	Budgeted	Requested	Recommended	Approved	Petitioned	Elected
APPLICATION TOTALS	\$554.00	\$89,500.00	\$89,500.00	\$89,500.00		
Undergraduate Special Fees		\$89,500.00	\$89,500.00	\$89,500.00		
7220 - Marketing Copies / Print Expenses	\$(179,646.00)	\$89,500.00	\$89,500.00	\$89,500.00		
[All Expense Total]	\$(584,446.00)					
[Revenue GL]1000 - Product / Service Sales	\$585,000.00					
[All Revenue Total]	\$585,000.00					

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 received our requested funding in 08-09, and 09-10 and 10-11.

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

We are not seeking an increase.

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 900 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?

Our request is to receive funding for 50% of our total printing cost. We are asking for a students to pay for a portion of the subscription fee because the Daily currently can not afford to provide this service for free due to the constant decline in advertising revenue.

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

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, 2011, our total assets stood at 535,976.21 with 238,811.90 in cash. (For comparison, as of Jan 31, 2010, our total assets stood at 525,613.61 with 158,114.24 in cash.) 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 receive 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 typically host events - our main role is covering the news and getting it to the student body, five days a week, 145 per year.

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 incur major costs to provide this service. Special Fees is the way for Stanford students to fund a fraction of the operating cost of subscription fees.

BUDGET DETAIL

	Budgeted	Requested	Recommend	Approved	Petitioned	Elected
Distributing the paper daily- Daily subscription	\$(179,646.00)	\$89,500.00	\$89,500.00	\$89,500.00		
Daily subscription delivered						
Location:	Contact:			Attendance:	8000(total)	
Url:					UG: 5000	Staff:
					Grad: 1000	2000
					Petitioned	Other: Elected
7220	\$(179,646.00)	\$89,500.00	\$89,500.00	\$89,500.00		
<i>We print 8,000-10,000 copies of The Stanford Daily, 145 times per year</i>						
Marketing Copies / Print Expenses (Undergraduate Special Fees/Annual)						
APPLICATION TOTALS	\$(179,646.00)	\$89,500.00	\$89,500.00	\$89,500.00		

ACCOUNT BALANCES

Account		Balance
2-5018-1-0-2800	THE STANFORD DAILY	\$410.50
2-5018-1-0-9010	STANFORD DAILY- -O/S PURCHASE ORDER	\$0.00
2-5018-2-5-7220	DAILY SPEC FEE MKTG COPIES/PRINT EXP	\$53,670.00