

Media Board

FY '19 Budget Presentation

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Media Board oversight

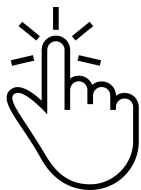
1. Advocacy and guidance
 - a. Content counselor
 - b. Due diligence (print contract negotiations, etc.)
2. Accountability and transparency
 - a. Multiple stakeholders
 - b. Budgeting outreach
 - c. Ongoing monitoring of group-level expenses
3. Good stewardship of funding
 - a. Media Board budgeting summit

Tracking **impact** across 14 organizations

Historic deficiency and new efforts:

- (1) Manually tracking print circulation
 - But: high margin of error
- (2) Engagement and viewership analysis
 - But: uneven distribution of viewership and engagement

+1,630,688
annual views



+142,150
issues



695
members



2,527
followers



20,945
followers



12,751
followers



The **hidden costs** of participation

“Some of our editors have been forced to personally purchase InDesign for layout. I **also personally pay for The Anthem's website.**”

- Christopher Stein (**The Anthem**)

“I could not total the amount of money my colleagues and I have spent on things like printer ink for the office, food for training events and transportation for bonding with new hires. When our potential and new staffers see that advancing in The Hoya requires such a **steep financial commitment**, it can **discourage students** who cannot afford to commit such funds to an extracurricular activity.”

- Maya Gandhi (**The Hoya**)

The hidden costs of participation

“Our designers had to pay out of pocket this year (\$20 a month) for InDesign ... we’re hoping to reimburse them but that depends on our ad revenue. We hate having to ask members to pay just to belong to a section, so this is a major obstacle for us”

- Alex Boyd (The Voice)

“The Caravel had to introduce membership fees in order to cover the costs of editorial meetings ... which facilitate organizational cohesion and help our members form meaningful friendship and professional connections. The Caravel prides itself on ensuring equitable access for all students, but it can no longer afford to expand or support its existing staff without charging a membership fee. **Club participation should not be contingent upon a student’s financial situation**, and the budget cut has forced our organization to prioritize our budget considerations over equity.

- Sue Kim (The Caravel)

The **hidden costs** of participation

“Cameras and other photo equipment are generally very expensive. There are at least 3-4 people at any given time in the photography section who don’t have access to a personal camera. For these people, it’s really important to make sure they have **equal access to the events and opportunities** of other photographers.”

- Anna Kovacevich (**The Hoya**)

“The Caravel is capable of fostering critical skills that will not only be effective in academia but in the professional lives of our staff members. **Eliminating budgeting items to allow for professional growth**, be it through career panels, resume workshops, or even hosting events, **hinders** Media Board organizations’ **capability to act upon its mission** and foster people interested in the field of journalism.”

- Bryce Couch (**The Caravel**)

Historical **cost** breakdown

	2016A	2017A	2018E	2019E
Total revenues (incl. of allocations and gifts)	\$163,175.6	\$188,034.4	\$135,555.5	\$179,385.2
Production (a)	(120,427.7)	(147,634.1)	(103,328.5)	(118,964.2)
Shows & entertainment events (b)	(14,914.0)	(15,331.2)	(18,120.6)	(21,439.8)
Supplies (c)	(15,083.7)	(11,302.7)	(12,877.9)	(21,381.3)
Operating expense	\$150,425.3	\$174,267.9	\$134,327.1	\$161,785.2
(% of total revenues)	92.2%	92.7%	99.1%	90.2%
Transportation	(1,404.1)	(1,985.0)	0.0	0.0
Meals & incidentals	(4,516.0)	(4,923.3)	(573.9)	(8,125.0)
Registration & other fees	(360.0)	(390.0)	(267.6)	(270.0)
Other expenses	(280.9)	(4,433.1)	(25.0)	(2,430.0)
Membership dev. expense	\$6,560.9	\$11,731.4	\$866.5	\$10,825.0
(% of total revenues)	4.0%	6.2%	0.6%	6.0%
Space and rent	(5,797.4)	(2,543.8)	(362.0)	(5,875.0)
GUPD	(392.0)	(1,493.0)	0.0	(900.0)
University related expenses	\$6,189.4	\$4,036.8	\$362.0	\$6,775.0
(% of total revenues)	3.8%	2.1%	0.3%	3.8%
Total Revenues - Total Expenses	(0.00)	(2,001.70)	0.00	0.00

Key takeaways:

- (1) FY '18 saw operating and membership development costs pushed onto students
- (2) Slimmer cost structure left no room for investments in IT infrastructure and software
- (3) Jump in "Supplies" line item related to replacing obsolete equipment and IT infrastructure
- (4) Smaller organizations^(d) spend +95% of their FY '18 budget allocations on print & production costs

Footnotes: Projections for year end fiscal 2018 and 2019 based on organization-level input
(a) Includes printing, subscriptions, audio/visual service, telecom, and other professional costs
(b) Includes DJ service, equipment, and artist costs
(c) Includes software, IT, postage, and misc. office costs
(d) Defined as organizations with allocation below \$8,000

The evolution of print and media

In keeping with GUSA's long-term goal of gradually reducing print circulation in favor of boosting online platforms^(a) organizations have:

- 1) Improved websites and online platforms
 - BUT: limited to volunteer web-designers
- 2) Cut back on print volume
 - BUT: loss of readership (due to marketing budget constraints)
- 3) Decreased non-operational expenses
 - BUT: membership forced to pay out of pocket

Unintended consequences

“A business cannot change its manufacturing process if it does not invest in the equipment to do so.” – Bryce Couch (**The Caravel**)

Decision to reduce Media Board's budget in to induce publications to make a faster transition from print to digital publishing has crippled organizations' abilities to invest in long-term digital strategies:

- Forced to divert digital spending to keeping organizations afloat
- Ad revenues continue to slow down due to lack of competitive moat versus other advertising platforms

Questions?