The Hoya Budget Proposal

For 100 years, The Hoya has been an integral part of Georgetown University’s campus media community as the largest student newspaper. During this time, our goal has always been to serve Georgetown’s students, whether that be through providing our over 200 staffers with a space for professional development and invaluable personal connections or by giving a voice to pressing issues and events on campus and in the broader Washington, D.C. community.

The Hoya prints approximately 28 issues a year, circulating 4,000 print issues every week. We also maintain an online daily format, averaging around 100,000 hits every month on our website. We have also cultivated a considerable presence on social media. We have over 16,000 Twitter followers between our main account and our sports account, over 2,000 followers on Instagram and over 8,000 followers and likes on our Facebook page with a 4.6 out of 5 rating. In the face of the national decline in print journalism, we are pursuing new revenue for advertising online in addition to our print ads. Our partnership with AdThrive began in fall 2019 in an effort to increase our online revenue. While we fully embrace online journalism, however, we firmly stand by print journalism as a distinct learning experience for students journalists. To remove our status as a print newspaper would undoubtedly harm our staffers’ training as journalists and disrupt the heart of our mission.

The Hoya continues to face technical and financial roadblocks going into the upcoming fiscal year. Just last semester, we launched a website redesign and switched host providers. We plan to retain our website developer on a consultant basis to be better prepared for any technical difficulties we may have in the future, an expense included in our budget proposal. Last fall, our shared drive that we use for production crashed, so we had to run the entire paper through flash drives. Since then, we have been able to mostly restore our hardware, but we are always trying to improve our tech. Instead of waiting for the next tech disaster to happen, we hope to take proactive measures to keep our technology up-to-date and provide our staffers with the necessary equipment to do their jobs.

As of January 15th, 2019, The Hoya has spent $23,191.65 dollars in FY20. We are requesting more money than we received in FY20 because of the trend in decreased ad revenue in recent years. We plan to build up our sales department to increase our ad revenue, and we are optimistic about the amount of income we will receive from our online advertising through AdThrive. However, we do anticipate approximately $29,292.67 in ad revenue, which is a decrease from last year. We are also requesting equipment and software that will help our staffers accomplish their various tasks — photography equipment and podcast microphones are two such expenses. We would also like at least two new Mac desktops to replace older models in our office that have reduced our ability to get tasks accomplished on a deadline. Finally, we would like a new printer. Our larger 11 × 17 paper is extremely valuable on production nights; however, for the past few months we have been unable to get the printer to function properly. As a result, we are requesting more money to compensate for our decrease in ad revenue and need for new technology and equipment.

We feel very honored to have been a part of so many students’ Hoya experience for the past 100 years, and we hope we get to do it for 100 more. Funding from Media Board and the GUSA Financial Appropriations committee would go a long way to improve the productivity of our production nights and provide our staffers with valuable journalistic experience. We will also be celebrating our 100th anniversary with a gala in April, but we are entirely crowdsourcing funding for that and thus do not need funds from the university.