Request for 2022-23 Funding
Services and Activities Fee Committee

Department Name: Student Publications
Submitter Name: Daniel Nash
Department Head Approval: ✔
Department Head: Bernard Anderson

UW Email Address: nashd@uw.edu
Phone Number: 253-692-4813
Requested Amount: $232,431

Create Date: 02/27/2022
Due Date: 04/08/2022

Departmental Information

These funds will go to the operations of two student-operated publications, the weekly newspaper The Ledger and the annual literary journal Tahoma West.

In short, the Ledger provides a news service for the campus, and Tahoma West provides student writers with a creative outlet, as well as direct experience with a small-scale version of the submission process they would face at a professional operation. The employees of both publications receive a firsthand education in the skills required to see a multimedia creative project to completion—in the Ledger’s case, 30+ times a year.

If approved in full, this SAF funding request will pay for:

- student personnel wages,
- weekly printing of 300+ copies of the Ledger,
- subscription to the MailChimp email newsletter service,
- Workday cost allocation
- annual 900-copy printing of Tahoma West (free to students)
- office supplies,
- Adobe Creative Cloud
- UW telephone services,
- professional journalism memberships and contest entry fees,
- copy and postage fees,
- food for Ledger staff training in September and the Tahoma West launch party in May,
- conference travel training for publication leaders (two to Associated College Press national conference, two to Association of Writers and Writing Programs national conference)

A ($5,000) deficit is included in the budget to account for advertising revenue goals. Additionally, in the past, I’ve used end-of-year surpluses to purchase promotional goods that are distributed free to students at involvement fairs.

Core Values/Mission Alignment

Student Publications aligns with the Strategic Plan indicators of Students, Scholarship, Culture, and Growth.

Students
Tahoma West publishes the creative work of students, alumni, faculty, and staff. It is the only publication devoted to publishing UWT Huskies’ short stories, creative nonfiction, poetry, and visual art.

As a news service reporting on our campus, the Ledger "increase(s) student awareness of ... UW Tacoma resources, support and infrastructure" [Charting Our Course, page 10]. Just a few of the student-facing programs and subjects the Ledger has covered this year are:

- The return to in-person operations
- The Snoqualmie renovations
- the Anti-Racist Little Free Library
- PAWS
- COVID testing locations
- International student resources and challenges during UWT holidays
- Omicron
- Decriminalize UWT
- BSU Prom
- Student loan forgiveness
Culture

The Ledger is a potent "communication mechanism [to] increase awareness and connection among faculty, staff and students" and public coverage of campus happenings ensures UW Tacoma is accountable to be "responsive to the concerns of occupational and demographic groups" [Charting Our Course, page 11]. Tahoma West provides students the opportunity to add to the public conversation through art. The staff of both publications hold open visitor hours in their respective offices (and Zoom rooms) to respond to questions and concerns from students, faculty and staff.

Growth

Since last year, Tahoma West added an e-book edition for Kindle and other e-reader devices. This was in addition to the PDF edition of the book. The journal created a new website (tacoma.uw.edu/tahoma-west) where individual submissions are archived, allowing for direct sharing over social media.

The Ledger added an email newsletter and e-book editions of the newspaper at the beginning of the COVID-19 pandemic. Print ceased. After a false start in Autumn 2020, the newspaper reintroduced print in Autumn 2021 and has printed continuously since.

The Ledger and Tahoma West combined office space over the summer. Both are now in MAT 151.
events. The editor-in-chief interacts with interested submitters or campus partners via tahomaw@uw.edu.

The Ledger likewise maintains social media and a dedicated email address (ledger@uw.edu), to communicate with students, accept press releases, and otherwise conduct business. Email has been the most active source of qualitative feedback. Usually this takes the form of story ideas, in which case the editors evaluate the content for newsworthiness. If the feedback comes in the form of a correction to the story, the staff factcheck the point brought up and, if they determine the story got the fact wrong, they run a correction online and in the next possible print issue.

Service Benefits to Students

The most significant way the Ledger benefits students is that it gives them a chance to read about issues that impact the student body, in articles written by students like them. One tool we have to see this in action, and examine whether the paper is hitting the mark, is to review thetacomaledger.com’s story analytics on the day new stories are released. Stories about cocurricular programs, support resources, health services, or local businesses—in short, stories that directly affect students’ day-to-day lives—rise to the top of the "Most Viewed" list when they’re published online. We believe that it is essential for universities to have an independent paper that reports and critiques topics that are relevant to students.

It’s important to gauge the paper’s impacts on its student employees as well. The Ledger’s staff develop professional skills that carry over after college. The process of handling unfamiliar information, making quick sense of it, cooperating with peers, and transfiguring raw material into a narrative product that will make sense to casual readers—all on a deadline that repeats week after week—prepares students for managing the ambiguity and demanding schedule of a full-time workplace.

I like to keep track of former Ledger employees; many have gone on to wonderful and varied careers. Editor-in-Chief Talia Collett (2020-2021; arts editor 2019-2020) is now a program assistant in UW Tacoma’s Office of Community Partnerships. Managing Editor Alyssandra Goss (2019-2021) is a project coordinator for Belshire Environmental in Southern California. Sports Reporter Brooks Moeller (2019-2021) is working on a graduate degree in Sports Enterprise Management at Seattle University, while also working for 710 ESPN Seattle. Advertising Manager Elijah Freeman (2019-2021) is a software engineer for Intel.

Tahoma West benefits students by providing them a localized means to become a published author. And not just students in creative arts majors, but students from many academic programs. I know the publication is accomplishing this when I check the academic majors of contributors and see many majors represented—contributors to the 2021 journal came from 9 different major programs. Art is, and should be, for everyone. Students who submit to Tahoma West are exposed to the same publication process they would encounter at a professional publisher, but scaled down to the size of our campus, making it a manageable first step for someone interested in pursuing authorship.

Staff Budget Requests

<table>
<thead>
<tr>
<th>Category</th>
<th>Details</th>
<th>Amount Requested</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student Staff&lt;sup&gt;3&lt;/sup&gt;</td>
<td>See attached spreadsheet of jobs, hours, number of students, and wage rates.</td>
<td>$197,731</td>
</tr>
<tr>
<td></td>
<td>Student Staff Wages:</td>
<td>$164,228</td>
</tr>
<tr>
<td></td>
<td>Fringe @ 20.4%:</td>
<td>$33,503</td>
</tr>
<tr>
<td></td>
<td>PERSONNEL TOTAL:</td>
<td>$197,731</td>
</tr>
</tbody>
</table>
### Other Budget Requests

<table>
<thead>
<tr>
<th>Category</th>
<th>Details</th>
<th>Amount Requested</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contracted Services</td>
<td>Honoraria for guest speakers or incidental event costs.</td>
<td>$100</td>
</tr>
<tr>
<td></td>
<td>Printing costs for the Ledger and Tahoma West. Pacific Publishing Company prints the Ledger weekly and bills week-to-week. Johnson-Cox prints Tahoma West once per year and charges ~$10,000.</td>
<td>$29,000</td>
</tr>
<tr>
<td></td>
<td>UW Telephone Services</td>
<td>$350</td>
</tr>
<tr>
<td></td>
<td>Copy and postage fees, used for poser and flyer printing at the copy center.</td>
<td>$200</td>
</tr>
<tr>
<td></td>
<td>Subscription fee for the Adobe Creative Cloud licenses for the Ledger and Tahoma West.</td>
<td>$1,350</td>
</tr>
<tr>
<td></td>
<td>Annual subscription cost for MailChimp, an email newsletter service the Ledger uses to distribute story links directly to students.</td>
<td>$1,200</td>
</tr>
<tr>
<td></td>
<td>Workday cost allocation.</td>
<td>$650</td>
</tr>
<tr>
<td></td>
<td>Web hosting fees for thetacomaledger.com.</td>
<td>$100</td>
</tr>
<tr>
<td></td>
<td>Professional journalism memberships, conference, and contest entry fees. The Ledger belongs to the Associated Collegiate Press. Tahoma West belongs to the Association of Writers and Writing Programs.</td>
<td>$300</td>
</tr>
<tr>
<td>Other Services</td>
<td>Registration, transport, and lodging for students to attend professional conferences.</td>
<td>$4,000</td>
</tr>
<tr>
<td>Travel</td>
<td>Office supplies, including paper, notebooks, pens, and printer ink.</td>
<td>$2,050</td>
</tr>
<tr>
<td>Non-Food Supplies &amp; Materials</td>
<td>Food for Ledger's September 2022 staff orientation and training.</td>
<td>$100</td>
</tr>
<tr>
<td></td>
<td>Food for Tahoma West Spring Book Launch recognition event, assuming in-person operations in Spring 2022.</td>
<td>$300</td>
</tr>
<tr>
<td>Food</td>
<td>Advertising revenue target.</td>
<td>-$5,000</td>
</tr>
<tr>
<td>Anticipated Revenue</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**SUPPLEMENTAL TOTAL:** $34,700

**PERSONNEL TOTAL:** $197,731

**SUPPLEMENTAL TOTAL:** $34,700

**COMPLETE PROPOSAL TOTAL:** $232,431

### Supplemental Documents

_TABLE OF JOBS, HOURS, AND WAGES_

All jobs, hours, wages, and weeks worked for student employees of the Ledger and Tahoma West.
**Ledger Website Performance Report**

A performance report of the past two years of visitors and views on the Ledger's website, thetacomaledger.com.

**Ledger Email Newsletter Snapshot and Demographics**

The opens, click-throughs, unsubscribes and demographics of a Jan. 31, 2022 Ledger newsletter.

**Print Distribution Tracking, 2021-2022 so far**

Print Distribution for the Ledger. Covers issues 7-21, with issues 13 and 18 absent. The absent sheets reflect the period before hiring our current manager and sick days, respectively.

**Tahoma West Vol. 25 Demographics**

Breakdown of the gender identity, grade level, and academic programs of study of Tahoma West contributors.