## BUDGET PROPOSAL CONTACT INFORMATION

Department Name: Student Publications

Submitter Name: Daniel Nash

UW Email Address: nashd@uw.edu

Department Head Approval: ✔

Department Head: Conor Leary

Create Date: 10/17/2023

Due Date: 11/10/2023

Phone Number: 12536924813

Requested Amount: **$20,000**

## Departmental Information

### SPECIAL ALLOCATIONS - CRITERIA

Due to SAF funding projections during the annual proposal process, Student Publications cut the Ledger's print newspaper out of the budget to fulfill the 30% cuts the committee requested. The Ledger has continued to publish via its email newsletter and website. If enough money is available in SAF reserves, we desire to reintroduce our print newspaper.

This is one of three special allocation proposals we're submitting to SAFC. Because the other two proposals involve student wages and job opportunities, and we consider both to be paramount to our mission, this is our lowest priority request.

### STUDENT UTILIZATION

Even though our raw visitor and view numbers far outpace any physical pickups we had while in print, our digital readership tends to be a la carte--our site visitors only read one or two articles before moving on. By contrast, readers who picked up the newspaper took the entire newspaper. Even if they picked it up for one article, there was a greater chance of reading other articles by happenstance. We think a segment of our readers are hungry for that "whole issue" style of reading, because the most consistently clicked links in our newsletters are to our PDF and EPUB e-book editions.

A second consideration is that the presence of a physical newspaper signals the presence of a UW Tacoma culture. Prior to this year's orientation, the Daily mailed print issues to students of all three campuses. So one of the first things our new Tacoma students saw was a Seattle campus newspaper that did not contain information about the campus experience they could expect, and would never send them an issue again. Then they come to school and receive emails from the Ledger--but they don't see a newspaper like they saw in their orientation materials. Those students are essentially (though unintentionally) receiving a message that their Tacoma campus experience is not real. UW Tacoma students deserve to have sources of campus pride, and a newspaper provides evidence that there is discourse about their environment--that it matters enough to talk about.

### SPECIAL ALLOCATIONS - STATEMENT OF ASSURANCES

We are highly motivated to bring the newspaper back to print. Because of turnover in our layout department, we would need to make a little time--up to two weeks at most--for retraining the design team on print workflow and Adobe software. However, we have a standing relationship with a print company, Pacific Publishing, and would be able to begin printing new issues as soon as we can be put on their schedule.

## 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. Opinion Section Editor Remi Frederick (2021-2022) has contributed articles about local theater to the Seattle Times Company's event calendar website, The Ticket. Former Tahoma West Nonfiction Editor Tiera Nhem (2019-2021) is an assistant editor for the same publication. Layout Manager and Designer Morgan Morgans (2019-2022) provides costuming services for community theaters throughout Western Washington.

Tahoma West benefits students by providing them a manageable first step toward becoming a published author/artist. 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. Creative arts majors are far from the only group interested in this goal. **Contributors to the 2022 journal came from 11 different major programs.** Historically, Writing Studies majors make up the largest group of contributors, but in a surprise turn, this year the most contributors came from programs in the School of Social Work. Creativity is and should be for everyone.

## Staff Budget Requests

| Category | Details | Amount Requested |
|---|---|---|
| | PERSONNEL TOTAL: | $0 |

## Other Budget Requests

| Category | Details | Amount Requested |
|---|---|---|
| Other Services | Printing funds for the Ledger student newspaper. Estimates $1,000 per 300-issue print run, over the course of 20 weekly issues. <br> S001 | **$20,000** |
| | SUPPLIMENTAL TOTAL: | $20,000 |

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|---|---|
| PERSONNEL TOTAL: | $0 |
| SUPPLEMENTAL TOTAL: | $20,000 |
| COMPLETE PROPOSAL TOTAL: | $20,000 |

## Supplemental Documents