

## BUDGET PROPOSAL CONTACT INFORMATION

Department Name: Student Publications

Create Date: 11/04/2024

Due Date: 11/08/2024

Submitter Name: Conor Leary

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Phone Number: 2536924685

Department Head Approval:

Department Head: Bernard Anderson

Requested Amount: **\$24,400**

## Departmental Information

### SPECIAL ALLOCATIONS - CRITERIA

Due to SAF funding projections during the annual proposal process, Student Publications reduced the Ledger's print newspaper out of the budget to fulfill the 30% reduction. The Ledger has continued to publish via its email newsletter and website. If enough money is available in SAF reserves, we would ask to be funded to reintroduce our print newspaper. During the reduction process, the Tahoma West Literary Arts Journal needed to reduce published copies by 440, from the ideal number of 900 published copies to be handed out for free to UW Tacoma students. This is one of three special allocation proposals we're submitting to SAF. Should the physical newspaper be approved for printing, it would place more value on Student Publications Request #3, which includes funding for wages for positions that were not approved for annual allocations. These positions could be reduced when the physical printing of the newspaper was eliminated, but to fill the space in the paper as a physical copy, the Ledger would need to add more position to support the equitable distribution of the work.

### 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. The Ledger was placed in this situation last year and learned that there was an integral segment of our readers that were more motivated to explore more of the paper if they were able to access a printer copy. The most consistently links in the newsletter are the ones that direct students to the home page, so they're able to see all the articles on the display. A second consideration is that the presence of a physical newspaper signals the presence of a UW Tacoma culture. This year, the Ledger has really turned its focus on Tacoma-based happenings, especially within the campus community and the city of Tacoma. This theme has influenced every section, so the Ledger has been delivering consistent news, opinion, and Arts and Entertainment articles with the emphasis of better connecting students to campus and the surrounding community.

### 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. We will hopefully be naming a new Student Media Specialist in January 2025 and this new staff member will be ready to take on the helm of responsibility for the student publications. We are looking for someone who can jump right into the middle of the year production of the newspaper to provide the editorial team with guidance they need to truly emphasize the impact of the newspaper to the student to the community.

The funding awarded to Tahoma West will be applied to the book's production, set for Late May 2025 and would allow for more distribution of the published works of the contributors who are selected. This on-going tradition has been a part of the UW Tacoma community for 29 years and promotes the artistic and creative development of our students. The journal has attracted interest from students in over 25 academic programs and allows students to possibly see themselves in print before they leave the University community.

## 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. The Center for Student Involvement has kept 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
Contracted Services	Printing funds for the Ledger student newspaper. Estimates \$1,000 per 300-issue print run, over the course of 20 weekly issues. S001	\$20,000
	Printed copies of the Tahoma West Literary Arts Journal, for an ideal total of 900 copies available for students to contributors and students in the UW Tacoma community S002	\$4,400
	SUPPLEMENTAL TOTAL:	\$24,400

PERSONNEL TOTAL:	\$0
SUPPLEMENTAL TOTAL:	\$24,400
<b>COMPLETE PROPOSAL TOTAL:</b>	<b>\$24,400</b>

## Supplemental Documents