

# Student Media FY21 IFC Request

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&

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# Student Media is...is...

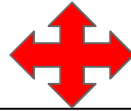
- ❖ **Northwest Passage**  
*Literary & Art Publication*
- ❖ **KWOU**  
*Online Radio Station*
- ❖ **The Western Howl**  
*Print & Digital News Source*



# Organizational Structure

Student  
Media  
Board

Student  
Media  
Adviser



# Our Mission



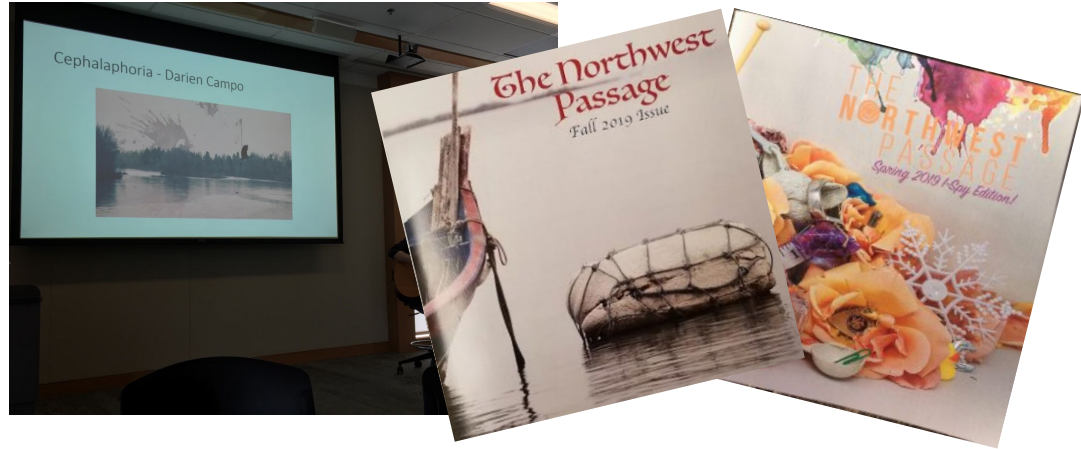
Student Media informs, educates, and entertains while serving the WOU community and the greater Monmouth-Independence area. In the process, students receive a comprehensive understanding of broadcast, print, and digital media and the skills needed to create it.

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# Northwest Passage

- ❖ Student-run literary & arts magazine published once per term
- ❖ Now includes yearly digital album
  - Music
  - Spoken word
  - Other performances
- ❖ Physical copies are free
  - 250 available around campus
- ❖ Publications available digitally via Issuu

THE  
NORTHWEST  
PASSAGE



# Northwest Passage

- ❖ Editor-in-Chief in charge of operations
  - Editorial Board made up of 4+ volunteers
- ❖ Submissions accepted from enrolled WOU students
  - ❖ 50+ submissions a term
- ❖ Quarterly release parties



# KWOU

- ❖ Student-run online radio station
- ❖ 24/7 programming, available globally
  - [wou.edu/kwou](http://wou.edu/kwou)
  - RadioFX app
- ❖ Freeform programming – DJ has full creative autonomy of their program.
- ❖ Student employment opportunities
  - Station Manager
  - Volunteers
    - DJs and Producers





## ❖ RadioFX

- Livestream 24/7 on iOS & Android
- Chat w/ DJs live
- Schedule discovery and set reminders
- Deeper analytics

## ❖ Upcoming projects

- Podcasting
- Sports broadcast (Athletics & Intramural)
- Fundraising exploration
- Open House
- Outreach to WOU clubs and organizations
- Social Media Push







## 2018 – 2019 School Year Stats:

- ❖ 8614 – Total Activity (total number of interactions on RadioFX app during time period)
- ❖ 2182 – Total Sessions (total number of times someone tuned in to KWOU)
- ❖ 45% of Listeners made KWOU a “Favorite”

# The Western Howl

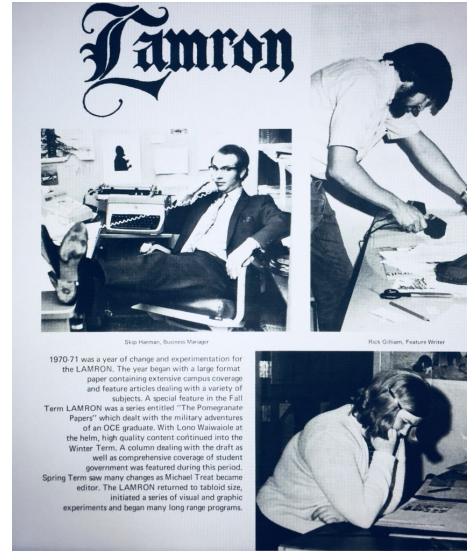


- ❖ Award winning, student-run weekly newspaper published on Wednesdays
- ❖ 25 issues per year w/ print and digital distribution
  - 500 issues per week
  - Daily online updates
- ❖ Social media engagement
  - Instagram ([@thewesternhowl](https://www.instagram.com/thewesternhowl))
  - Facebook ([fb.me/thewesternhowl](https://www.facebook.com/thewesternhowl))
  - Twitter ([@thewesternhowl](https://twitter.com/thewesternhowl))



# Independent & student ~~tem~~-run since 1923

- ❖ Breeze (1923- 1924)
- ❖ Lamron (1924- 1940)
- ❖ The OCE Lamron (1940-1972)
- ❖ Lamron (1972-1989)
- ❖ Western Star (1989-1999)
- ❖ Western Oregon Journal (1999-2005)
- ❖ The Journal (2005-2016)
- ❖ The Western Journal (2016-2018)
- ❖ The Western Howl (2018-Present)



# The Western Howl

## ❖ Student employment opportunities

- Editor-in-Chief
- Managing Editor
- Copy Editor
- Section Editors (*News, Entertainment, Sports, Lifestyle, Photography*)
- Designers (2)
- Online Media Manager



# The Western Howl

- ❖ National Press Awards – 17 awarded in 2019
- ❖ Sampling of Honors:
  - Best Editorial – Stephanie Blair
    - 2<sup>nd</sup> Place Best Editorial – Paul Davis
  - Best Headline Writing – Lake Larsen
  - Best Sports Photo – Paul Davis
  - Best Sports Story – Simson Garcia
  - Best Review – Caity Healy
  - Best News Story – Sam Dunaway
    - 2<sup>nd</sup> Place Best News Story – Bailey Thompson
  - Best Cartooning – Rachel Hetzel
    - Rachel won 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> place awards!
  - Best House Ad – Darien Campo & Elissa Sorenson

## ONPA Awards



**NOW HIRING**

**THE WESTERN JOURNAL**

We're currently looking for an Entertainment Editor, Managing Editor and Advertising Manager.

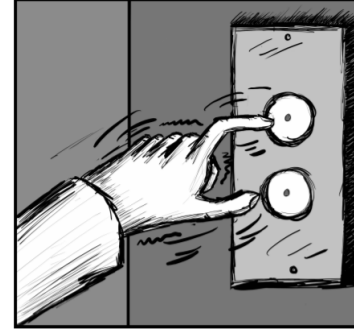
Still want to work for us, but with less commitment? We're always looking for freelance writers and photographers.

Apply on ORGSYNC

Email [journaleditor@wou.edu](mailto:journaleditor@wou.edu) for more information.

Follow us on social media: [Facebook](https://www.facebook.com/thejournal), [Instagram](https://www.instagram.com/thejournal)

Use #WOUROW



# Travel

- ❖ *Funding is part IFC, part Foundation*
- ❖ **CMA & ACP Mega Workshop 2019**
  - 3 students, 4 days in Minneapolis, MN
- ❖ **ACP & CMBAM Midwinter National College Journalism Convention 2019**
  - 4 students, 3 days in La Jolla, CA
- ❖ **CMA & ACP Mega Workshop 2018**
  - 3 students, 4 days in Minneapolis, MN
- ❖ **ACP Midwinter National College Journalism Convention 2018**
  - 4 students, 4 days in Long Beach



# Strategic Partnerships

## Northwest Passage

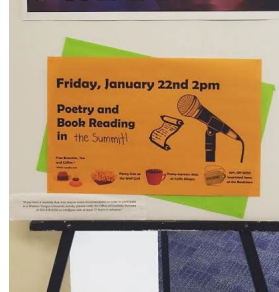
- ❖ Education Club- *community outreach*
- ❖ Student Engagement - *Freebie Friday*

## The Western Howl

- ❖ Free ¼ page size ads for Student Clubs

## KWOU

- ❖ DJ Events + Parties
  - *Student Engagement- Freebie Friday*
  - *HTL, Homecoming Bonfire, Senior Sendoff*
- ❖ Free :30 spots on KWOU for Orgs & Clubs



What does it  
cost?



\$97,233

Total IFC Request

Of that, \$71,945 is student payroll

74%

of IFC Student Media dollars dedicated to student employment

# Breakdown by index

## ❖ SEO904 - *Student Media Operations*

- **\$7,587 IFC request**
- Admin. costs, supplies, travel

## ❖ SEO905 - *Northwest Passage*

- **\$9,129 IFC Request**
- \$50 Revenue Target
- \$4,967 Student payroll
- \$2,947 Printing costs (3 issues/year)

## ❖ SEO906 - *The Western Howl*

- **\$72,880 IFC Request**
- \$7,088 Revenue Target
- \$62,011 Student Payroll
- \$11,000 Printing costs (25 issues/year)

## ❖ SEO907 - *KWOU*

- **\$7,637 IFC Request**
- \$150 Revenue Target
- \$4,967 Student payroll
- \$759 RadioFX app subscription
- \$600 Music Licensing

# Cut Packages

5% Cut	
KWOU Performance Budget	\$387
NWP Launch Party	\$215
Western Howl Professional Services	\$1,074
Travel Reduction	\$2,277
Western Howl Printing	\$910
<b>TOTAL</b>	<b>\$4,862</b>

10% Cut	
Additional Western Howl Printing	\$1,116
Reduce Western Howl Designer position	\$1,873
Eliminate Western Howl Digital Media Manager	\$1,873
<b>TOTAL</b>	<b>\$9,724</b>

What questions  
are there?