

# Student Media FY25 IFC Allocation

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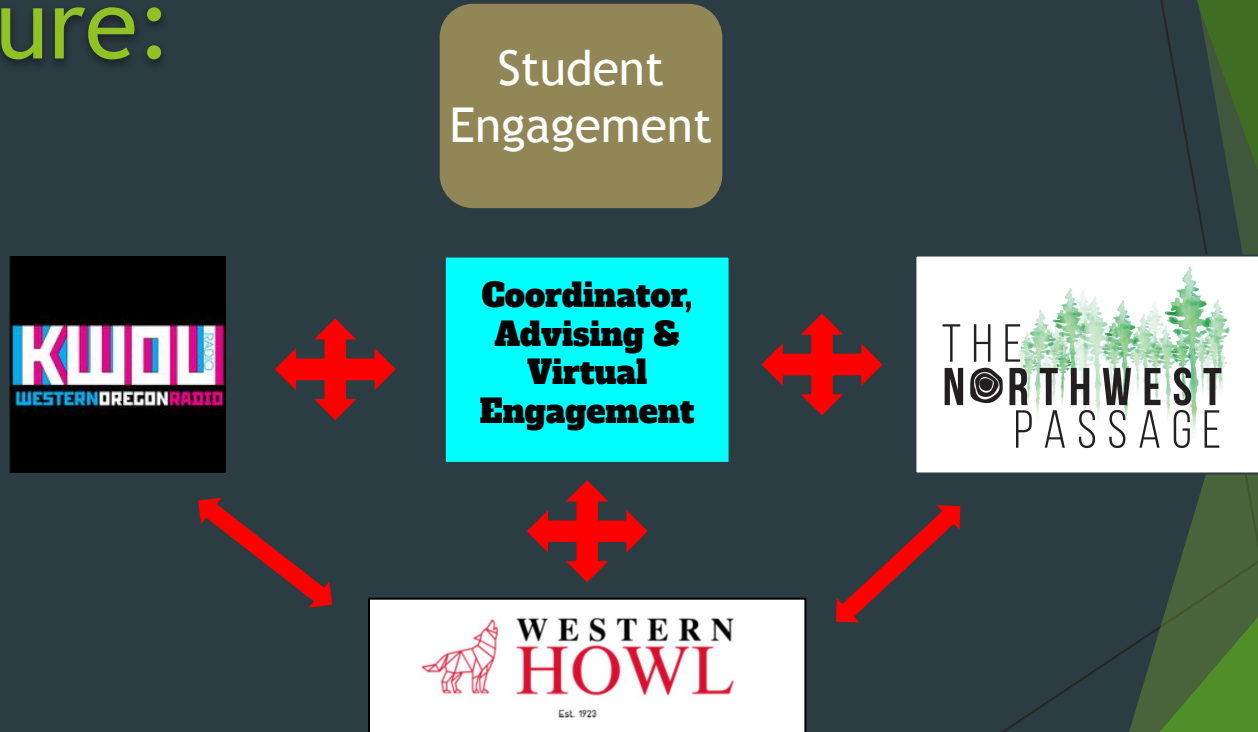
# Why It's Important



Student Media empowers, inspires, informs, educates, and entertains students, staff, faculty, and local community members.

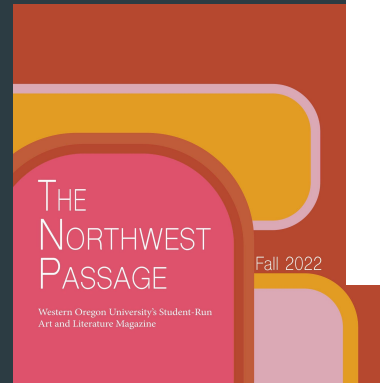
It's an opportunity for students to express their authentic selves, develop professional and personal skills, and uncover their confidence.

# Organizational Structure:



# Northwest Passage

- ❖ Student-run literary & arts magazine published once per term.
  - Submissions accepted from all WOU students, staff, faculty, and alumni. Approximately 100+ per term.
- ❖ Physical copies are Free
  - 150 available around campus
  - Digitally available on Northwest passage website.
- ❖ Editor-in-Chief in charge of operations
  - Editorial Board made up of 3+ volunteers



# KWOU

- ❖ Student-run online radio station and Pawdcast Studio.

- ❖ Radio Shows

- Live and pre-recorded

- ❖ Music

- Streaming online

- ❖ Pawdcast Studio

- Full studio to upload episodes

- ❖ Student employment opportunities

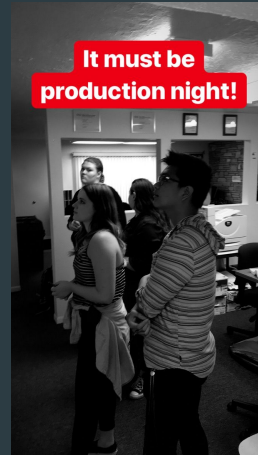
- Station Manager
- Volunteer: DJs, Techs, and Podcasters





# The Western Howl

- ❖ Award winning, student-run newspaper since 1923.
- ❖ 3 physical issues per year, and bi-weekly digital releases.
  - *Published online. (viewer spikes on publication day)*
- ❖ Social media engagement increase
  - Instagram (@thewesternhowl) (28vs45)
  - TikTok (@westernhowl)
- ❖ Student employment opportunities
  - Editor-in-Chief, Copy Editor, Section Editors (*News, Entertainment, Lifestyle, and Sports*), Designers (2), Digital Media Manager, and Photo Editor.
- ❖ Freelancing
  - A chance for student writers to get published.
- ❖ Internship opportunities
  - Fulfill credits for specific degrees.



# What Does it Cost?



125,058	154,568	95,054	124,500
125,487	56,845	97,511	125,000
124,000	110,000	99,011	154,000
105,450	150,000	99,216	95,000
86,502	35,000	101,090	154,200
	83,000	101,684	110,000
	45,000	101,962	80,000
		102,747	50,000
		102,006	

**\$70,631**

Total IFC Allocation

Of that, **\$54,079,** is student payroll

**76.5%**

of IFC Student Media dollars

are dedicated to student employment



# Brief Breakdown by Index:

- ◆ SEO904 - *Student Media Operations*
  - **\$3,506 IFC Allocation**
  - Admin. Costs. Supplies.

- ◆ SEO905 - *Northwest Passage*
  - **\$8,621 IFC Allocation**
  - \$5,284 Student payroll
  - \$2,126 Printing costs (3 issues per year)

- ◆ SEO906 - *The Western Howl*
  - **\$50,399 IFC Allocation**
  - \$3,000 Foundation Utilization
  - \$43,466 Student Payroll
  - \$2,026 Printing costs (3 issues per year)

- ◆ SEO907 - *KWOU*
  - **\$8,105 IFC Allocation**
  - \$5,329 Student payroll
  - Subscriptions. Repairs.

# Cut Packages Story

5% Cut = \$3,555. 10% Cut = \$7,102. 15% Cut = \$12,196.

**With a 5% cut to Student Media,**

Physical copies for the Western Howl (3 issues per year) will be eliminated and funds from KWOU (services and supplies) will be reduced.

**With a 10% cut to Student Media,**

A student employment opportunity will be eliminated from the Western Howl Newspaper, additional funds will be reduced from KWOU (services and supplies), and funds from student media operations (repairs) will be reduced.

**With a 15% cut to Student Media,**

A student employment opportunity will be eliminated from the Western Howl Newspaper.

# Enhancements

\$9,632

The last two IFC budget cycles resulted in Student Media budget cuts of 30.80% or \$28,505 total for both years. We know the IFC budget and WOU enrollment is not in a position to provide funds to address those cuts.

We are asking for 4 ongoing enhancement requests to be considered.

**SEO905 (Northwest Passage Magazine)** \$914 to enhance the printing budget for physical copies (more editions and more pages to display student work) through Eagle Web Press.

**SEO907 (KWOU Radio Station and Pawdcast Studio)** \$1,666 to purchase the necessary equipment (speakers, mic, cables, etc.) for putting together an audio cart to use for DJ events.

**SEO906 (Western Howl Newspaper)** \$6,330 to offer five (8 page) physical issues per term from Eagle Web Press in Salem.

**SEO904 (Student Media Operations)** \$722 for repairing equipment if any equipment within Student Media starts malfunctioning or having issues.

# Conclusion

## Why Student Media is Important

It's an opportunity for students to:

Express their authentic selves

Develop professional and personal skills

Uncover their confidence

Social interaction, connection, and an opportunity to nourish the mind through the creative process.

## Major Highlight

All three media branches have developed additional accessibility options for the first time in history which stays in line with WOU's Strategic Planning initiatives.

The background features a black field on the left and a series of overlapping, semi-transparent green polygons on the right, creating a modern, abstract design.

Questions?