

Miller, Judith

From: Eastern Washington University
Sent: Wednesday, January 11, 2023 9:28 AM
To: Miller, Judith
Subject: New S&A Funding Request Submission
Attachments: The-Easterner-FY24-Budget-Request-Spreadsheet.xlsx

New S&A Funding Request received!

Requesting Organization

The Easterner

Requester's Contact Information

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Budget Request and History

Attach Budget Request Spreadsheet (found at top of form)

- [The-Easterner-FY24-Budget-Request-Spreadsheet.xlsx](#)

Please select which represents your request best?

FY23 Budget Request

Please provide a summary of your dept/prog/unit.

The mission of The Easterner is to inform the students, faculty, and staff of Eastern Washington University of the governance, activities, and views of the campus while providing a learning environment for students interested in journalism and related fields. The Easterner is the student-led, student-run news organization on the campus of Eastern Washington University in Cheney, Washington.

How does your dept/prog/unit plan to spend the awarded funds?

We plan to spend allocated funds on maintaining current operations, in particular, current staffing levels.

For FY23, Student Affairs was able to find an alternate source of funding for The Easterner's director position, and, as a result, the paper was able to devote more of its S&A allocation to student wages, retaining its returning staff from FY22 and hiring 3 additional reporters (for a total of 4 reporters) and a copy editor, all without additional impact on S&A funds. We believe that the size of our current staff better meets the community's needs, as it allows our reporters to focus on specific areas of interest (arts, sports, news, etc), developing sources within those areas, which in turn makes for better reported, more accurate and more timely news stories.

Did your dept/prog/unit receive funds in FY23?

Yes

If you answered yes to the previous question, please submit the total amount received.

45,000.00

Salaries, Benefits, & Wages

Does your request include any staff salaries/benefits, and/or student wages?

Yes

How many UNDERGRADUATE student employees are being supported by S&A funding?

8

How many GRADUATE student employees are being supported by S&A funding?

0

How many CLASSIFIED staff are being supported by S&A funding?

0

How many ADMINISTRATIVE staff are being supported by S&A funding?

0

How many FACULTY staff are being supported by S&A funding?

0

Please confirm that you have budgeted for all salary increases, according to the Budget Assumptions outlined, and that number will be included in your direct expense figure when you build your budget

- Yes

Impact From Funding

How does your dept/prog/unit collaborate with other departments, programs, units?

The Easterner routinely reports on work done by other departments and programs. Just in the fall quarter of 2022, the paper reported on EWU Theatre's production of 26 Pebbles, the wheelchair basketball tournament, MEChA's Day of the Dead celebration, and the Department of Geosciences's tree census project. In addition, we maintain a close relationship with the Journalism minor—and, through it, the Department of English and CAHSS—as students enrolled in journalism courses contribute original reporting to the paper.

How does your dept/prog/unit collaborate with outside stakeholders?

The Easterner provides a platform and an audience for local businesses to advertise.

How does your dept/prog/unit contribute to the local/regional community?

The Easterner reports on matters of interest to Cheney, Spokane, and the inland NW. For example, in 2022, The Easterner reported on rising gas prices and their impact on EWU and the local economy, the university's new climate resiliency landscape masterplan, and Spokane County voter turnout in the 2022 election, all matters that bear on local communities. We also provided extensive coverage of EWU athletics, including a number of programs not reported on by other outlets.

What impact(s) does this dept/prog/unit have on campus? Briefly describe the need for your dept/prog/unit. How does your dept/prog/unit support the mission and/or goals of EWU?

The Easterner is a vital part of the information landscape at EWU. Often, the stories reported in The Easterner are not reported on by other news organizations or are only reported on by other outlets after The Easterner has first reported on them. These stories not only inform the campus community of matters they might not otherwise be aware of, they also provide the EWU student's perspective on those stories; to give two recent examples, The Easterner's interview with EWU President Dr. Shari McMahan and reporter Cannon Barnett's story about EWU's international student population.

Further, with the reduction in course offerings in EWU's Journalism program, The Easterner provides EWU's students with an invaluable opportunity to learn and develop their skills as journalists and editors that is unique within the institution. The Easterner's staff is made up of students majoring in everything from Communication Studies, Journalism, and Film to Marketing and Business Administration.

How does your dept/prog/unit assess the effectiveness of your programs/services and how is it tracked?

We make use of Google Analytics to track readership and reach. During weekly editorial meetings and quarterly trainings, we establish production goals and perform self-assessments to determine whether we have met those goals. As an additional measure of accountability, The Easterner ties compensation to production; for example, rather than being paid an hourly wage, reporters are paid to fully report, write, and polish at least one story each week during academic terms.

Financial Responsibility

What are the top funding priorities for your dept/prog/unit and is any of this funding for contracts? If so, how much?

The Easterner's top funding priority is to maintain current operations, in particular, maintaining current staffing. Doing so will allow us to better fulfill our missions of developing student journalists and informing the campus community.

Our contracts are limited to our webhost and two computer leases, amounting to a little over \$2,000.

How does your dept/prog/unit track and manage your budgets to ensure financial sustainability?

The director of The Easterner performs regular audits of the paper's expenditures, at least once per quarter. Student Accounting also provides the director with regular (monthly) updates on available funds.

How will you ensure that student fees do not subsidize non-student use?

Our most significant budget item, student wages, accounts for over 90% of our total budget allocation. The remainder of the budget goes to direct expenses and is used to train student journalists and maintain our website. The direct expense budget is closely monitored via Banner Finance by the director.

The Easterner's equipment is kept in its office, accessible only to its staff. Funds allocated to The Easterner do not go to pay for events or promotional items that could be attended or used by the general public.

Engagement

Please share the number of STUDENTS your dept/prog/unit serves annually.

4,500

Please share the number of FACULTY your dept/prog/unit serves annually.

100

Please share the number of STAFF your dept/prog/unit serves annually.

200

Please share the number of ALUMNI your dept/prog/unit serves annually.

2,500

Please share the number of OUTSIDE STAKEHOLDERS your dept/prog/unit serves annually.


2,000

Any additional information or considerations you would like the S&A Committee to have:

Readership of The Easterner remained strong through fall quarter 2022: we had 10,000 unique visitors between 9/21/2022 and 12/10/2022. To put that into some kind of perspective, the print circulation of the Cheney Free Press is 3,000 (weekly). The Easterner doesn't have data for unique visitors to cheneyfreepress.com, but historical data for theeasterner.org shows that that number of unique visitors is virtually identical to that of fall quarter 2021, and up 20% from unique visitors to theeasterner.org in spring quarter 2022.

The numbers given above for each category are estimates, based on data provided by Google Analytics, which tracks geographic and demographic data for visitors to theeasterner.org. Actual readership numbers in each category may vary from those given here.

Acknowledgment

 I confirm that the details included in this budget request are accurate to the best of my knowledge and are fully aware of S&A Fee regulations.