

Status: **Recommended As-is**

Financial Officer: Kaitlyn Albertoli

**APPLICATION SUMMARY**

Application Summary	Budgeted	Requested	Recommended	Approved	Petitioned	Elected
<b>APPLICATION TOTALS</b>	<b>\$(290,168.00)</b>	<b>\$47,808.00</b>	<b>\$47,808.00</b>	<b>\$47,808.00</b>		
Graduate Special Fees		\$47,808.00	\$47,808.00	\$47,808.00		
7220 - Marketing Copies / Print Expenses	\$(290,168.00)	\$47,808.00	\$47,808.00	\$47,808.00		
[All Expense Total]	\$(290,168.00)					

**QUESTIONS & ANSWERS****Have you applied for Special Fees in the past 3 years? If so, please detail the outcome of each attempt.**

We have requested Special Fees in each of the past three years and received them every year.

**How do you plan to publicize your events/programs to the greater Stanford community? Have you registered with Events at Stanford?**

The Daily doesn't typically hold all-campus events. We publicize our recruiting periods through mailing lists, activities fairs and flyers. The Daily uses independent funding to distribute our newspaper to nearly 200 convenient locations on campus.

**If you applied for Special Fees last year, is there an increase in the amount you're seeking this year? If so, why?**

We are increasing our fees request by just under 5% this year, but we are taking that additional portion from our reserves. This is a result of us introducing a new product to the Stanford community, a glossy, full-color magazine that includes additional investigative and feature content.

**If you are an umbrella group, please list the groups for which you are applying for Special Fees, their ASSU account numbers, and contact information for their financial officers.**

N/A

**Please define the services provided by your group with the Special Fee, as per the ASSU Constitution:**

The Stanford Daily has been a fixture on campus since the University was founded in 1891. Our newspaper is published Monday through Friday during the academic year, and we also release a full- color magazine on an approximately monthly basis. Both products are distributed to nearly 200 locations on the Stanford campus and many more in the surrounding area. Our Special Fees go entirely to subsidizing the printing costs of these two publications.

**Please list all:1) assets, 2) reserves, 3) authorized and unauthorized non-ASSU bank accounts, 4) sources of funding other than Special**

The Daily has \$298,471 in total assets, of which \$80k is cash. Our assets have been accumulated through our advertising business, alumni donations and specialty products that we've created over the years. The Daily has an exemption from the ASSU's banking system, and we operate accounts with Wells Fargo and Stanford Federal Credit Union. Though we currently have around \$51,000 in ASSU reserves, we plan on spending much of this during the remainder of the academic year to underwrite our magazine project.

**What are the three largest line item requests in your budget and why?**

The only line items in our budget are newspaper and magazine printing expenses. It is quite costly to produce a daily newspaper, and while we have steadily reduced this cost in recent years it would be impossible for us to continue this campus tradition without Special Fee revenue. Our magazine is a new project designed to help us provide premium quality content. Only a fraction of its total expense will be covered through Special Fees.

**What events/programs does your group hold throughout the year for the Stanford Community?**

The Daily's principle objective is to deliver timely news to the student body. We do hold a number of internal invents for our student staffers events each year, though these are always financed with external funding.

**What is the average attendance at your events?**

Our best data indicates that more than three quarters of the Stanford community regularly reads The Daily in some form each month. Print is still the preferred medium of nearly half our readers, and the paper is frequently read by thousands of people each week. Nearly 200 Stanford students are also involved in the production of The Daily at any given time, and we use external funding to provide over 40 paying jobs to the Stanford community.

**Why are you requesting Special Fees?**

The Stanford Daily is one of the best known college newspapers in the country and one of the oldest student groups on campus. We provide a number of informational and educational services to the Stanford community and utilize our student fees to help subsidize a fraction of the costs incurred while delivering these services.

**BUDGET DETAIL**

		Budgeted	Requested	Recommen	Approved	Petitioned	Elected
<b>Stanford Daily Printing</b>		<b>\$47,808.00</b>	<b>\$47,808.00</b>	<b>\$47,808.00</b>	<b>\$47,808.00</b>		
<b>Location:</b>		<b>Contact:</b>				<b>Attendance</b>	
<b>Url:</b>							
		Budgeted	Requested	Recommen	Approved	Petitioned	Elected
<b>7220</b>	<i>Daily Printing Costs</i>	\$47,808.00	\$47,808.00	\$47,808.00	\$47,808.00		
Marketing Copies / Print Expenses (Graduate Special Fees/Annual)							
<b>APPLICATION TOTALS</b>		<b>\$47,808.00</b>	<b>\$47,808.00</b>	<b>\$47,808.00</b>	<b>\$47,808.00</b>		

**ACCOUNT BALANCES**

Account		Balance
2-5018-1-0-2800	THE STANFORD DAILY	\$3,038.13
2-5018-2-5-7220	DAILY SPEC FEE MKTG COPIES/PRINT EXP	\$14,003.09
2-5018-9-0-2820	STANFORD DAILY RESERVE	\$49,172.38