Funding Application: Undergraduate Senate [AGU-000205]

Student Organization
The Stanford Daily

Program Title
Stanford Daily Printing

Start Date
01-AUG-2019

End Date
30-JUN-2020

Academic Year
2019-2020 Academic Year

Grant Type
Annual

Funding Line(s)

<table>
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<tr>
<th>Line #</th>
<th>Account</th>
<th>Line Description</th>
<th>Event Name</th>
<th>Event Date</th>
<th>Requested Amount</th>
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<td>1</td>
<td>01-5018-30-2930 (Annual Grants - Marketing &amp; Printing - VSO)</td>
<td>Annual Printing Costs for both the Newspaper and Magazine</td>
<td>Notes</td>
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<td>$50,198.40</td>
<td>$50,198.40</td>
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Requested Recommended Final Allocation

Totals $50,198.40 $50,198.40 $25,099.20

Questions

<table>
<thead>
<tr>
<th>Question</th>
<th>Answer</th>
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<tr>
<td>What is the average attendance at your events?</td>
<td>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.</td>
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<tr>
<td>Why are you requesting Annual Grants?</td>
<td>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. The Stanford Daily requests an additional 5% increase on its Annual Grant application</td>
</tr>
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### Question
What are the three largest line item requests in your budget and why?

Magazine printing costs and newspaper printing costs are our sole budget for our Annual Grant funds. Each month, we spend the most on our newspaper printing costs followed by the magazine costs. 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.

### Question
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.

### Question
Have you applied for Annual Grants in the past 3 years? If so, please detail the outcome of each attempt.

Yes, each year we have applied and in all previous years (with the exception of the 2018-2019 school year) we were approved for our full 5% increase in funding. This past year, we were not approved for that funding increase as we instead focused on depleting our reserves which had been building up over the past 4-5 years. that being said, now that we have done so, we really need that annual grant to come through for us this year as we are continually developing and growing as a club!

### Question
Please provide four contacts for your group (two must be graduates if also applying for Graduate Annual grants). These individuals should be prepared to be called by the Undergraduate Senate or the GSC during the evaluation of the group. Please list their name, title in organization, school/degree program, e-mail, and phone.

Kaitlyn Albertoli (FO - kaitlyna@stanford.edu)
Joshua Wagner (Executive Editor- jwagner4@stanford.edu)
Regan Pecjak - (COO - regan@stanforddaily.com)

### Question
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.

### Question
If you are an umbrella group, please list the groups for which you are applying for Annual grants, their ASSU account numbers, and contact information for their financial officers.

N/A

### Question
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.

### Question
Are you also applying for Graduate Annual Grants?

Yes

### Question
If you applied for Annual Grants last year, is there an increase in the amount you’re seeking this year? If so, why?

Yes, we are applying for the increase as we do not have our reserve fund next year (since we depleted it this year) to use to meet our needs. We really need the 5% increase this year in order to keep our magazine in production until we can get it to be more self-sustaining with advertising packages.

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