

# Student Media FY23 IFC Request

Presented by William McDonald-Newman,  
Coordinator, Student Media and Virtual Services  
Student Media Adviser  
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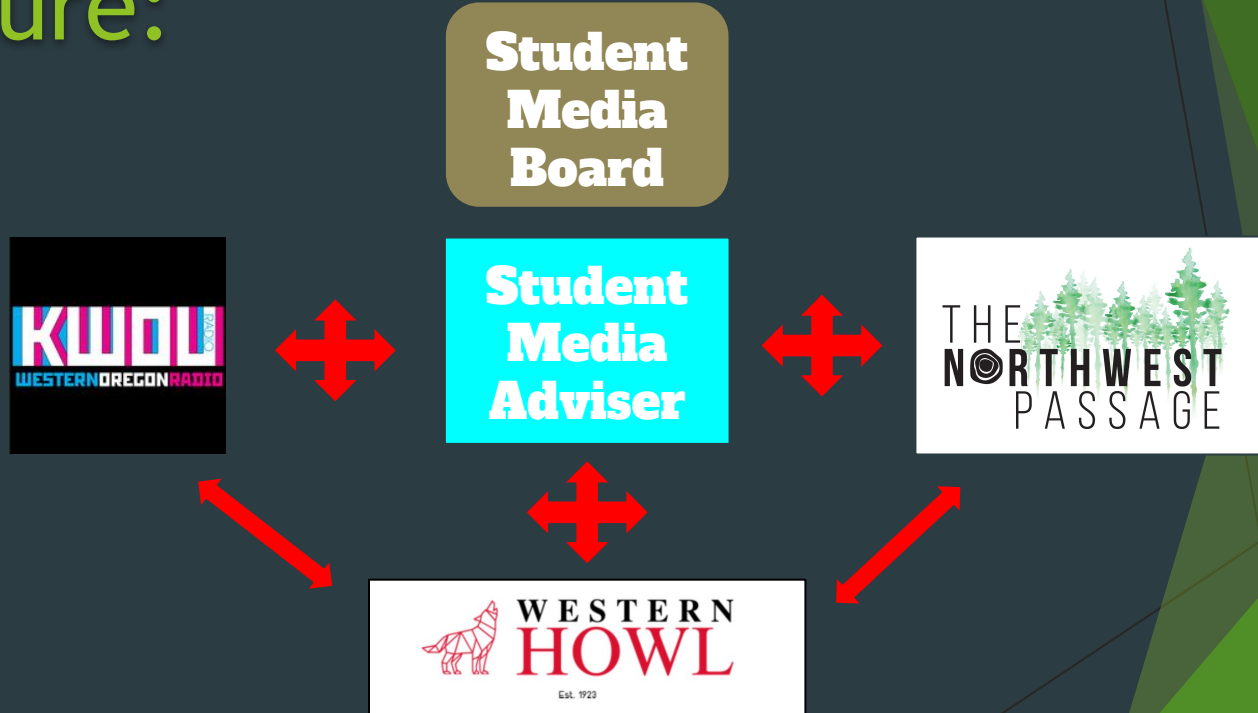


# Student Media is...

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



# Organizational Structure:



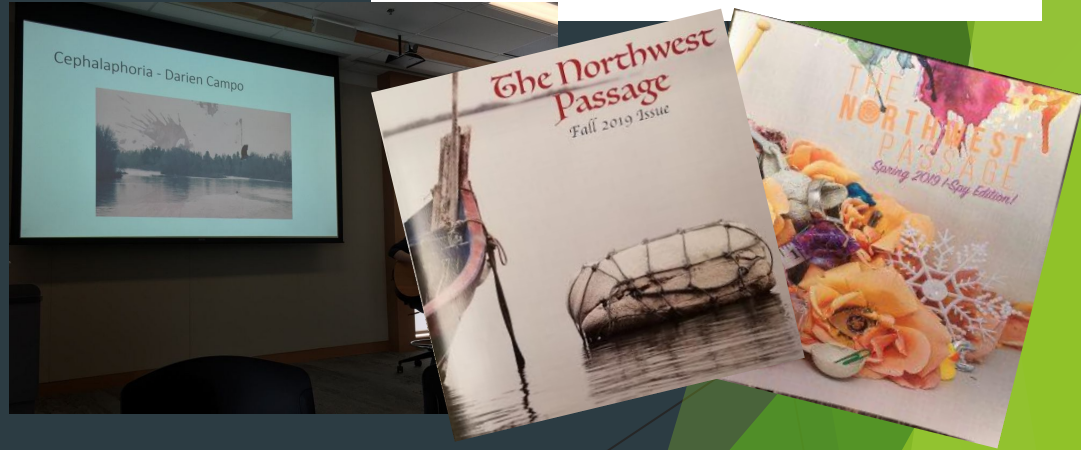
# Our Mission



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.

# Northwest Passage

- ❖ Student-run literary & arts magazine published once per term
- ❖ Physical copies are Free
  - 250 available around campus
- ❖ Publications available digitally on the Northwest Passage website



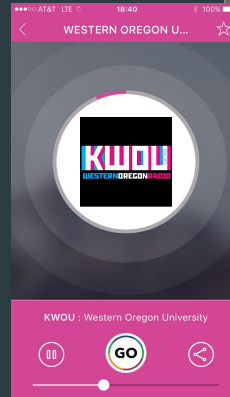
# Northwest Passage

- ❖ Editor-in-Chief in charge of operations
  - Editorial Board made up of 4+ volunteers
- ❖ Submissions accepted from all WOU community members
  - 40+ submissions a term
- ❖ Quarterly release parties



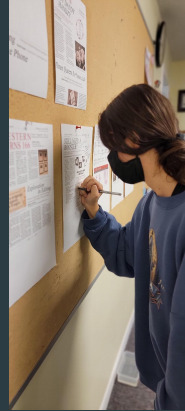
# KWOU

- ❖ Student-run online radio station
- ❖ 24/7 programming, available globally
  - Stream online
  - RadioFX app
- ❖ Freeform programming
  - DJ has full creative autonomy of their program.
- ❖ Student employment opportunities
  - Station Manager
  - Volunteer: DJs, Techs, and Podcasters

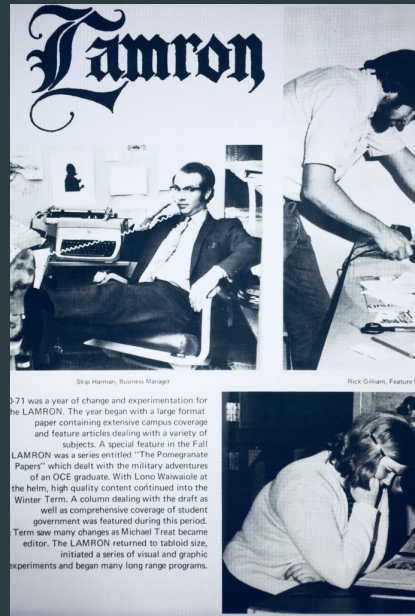


# The Western Howl

- ❖ Award winning, student-run weekly newspaper published on Wednesdays
- ❖ 30 issues per year, print and digital distribution
  - 500 issues per week
  - Published online
- ❖ Social media engagement
  - Instagram ([@thewesternhowl](#))
  - Facebook ([fb.me/thewesternhowl](#))
  - Twitter ([@thewesternhowl](#))



# Independent & Student-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:

- ❑ Managing Editors (2)
- ❑ Copy Editor
- ❑ Section Editors
  - ❖ News
  - ❖ Entertainment
  - ❖ Lifestyle
- ❑ Designers (2)
- ❑ Digital Media Manager
- ❑ Staff Writer
- ❑ Photo Editor



# What Does it Cost?



**\$96,171**

Total IFC Request

Of that, **\$72,535** is student payroll

**75%** of IFC Student Media dollars  
are dedicated to student employment

# Breakdown by Index:

## ◆ SEO904 - *Student Media Operations*

- ▢ **\$5,935 IFC request**
- ▢ Admin. costs, supplies, travel

## ◆ SEO905 - *Northwest Passage*

- ▢ **\$9,168 IFC Request**
- ▢ \$5,006 Student payroll
- ▢ \$2,898 Printing costs (3 issues per year)

## ◆ SEO906 - *The Western Howl*

- ▢ **\$73,392 IFC Request**
- ▢ \$4,500 Revenue Target
- ▢ \$3,000 Foundation Utilization
- ▢ \$62,523 Student Payroll
- ▢ \$11,500 Printing costs (30 issues per year)

## ◆ SEO907 - *KWOU*

- ▢ **\$7,676 IFC Request**
- ▢ \$150 Revenue Target
- ▢ \$5,006 Student payroll
- ▢ \$800 RadioFX app subscription
- ▢ \$600 Music Licensing

# Cut Packages

10% Cut = \$9,619

- 1) Eliminate KWOU Performance Fee Budget
- 2) Eliminate Refreshments at NW Passage Launch Parties
- 3) Elimination of Minor Equipment
- 4) Eliminate The Western Howl Other Professional Services Budget
- 5) Eliminate Conference Travel and Registration
- 6) Reduction in Office & Administrative Supplies
- 7) Reduction in Northwest Passage Printing Budget
- 8) Reduction in The Western Howl Printing Budget
- 9) Additional Reduction in the Western Howl Printing Budget
- 10) Reduce a Western Howl Copy Editor by 5 hours a week
- 11) Reduce Western Howl Designer by 5 hours a week

15% Cut = \$14,916

- 12) Reduction in the Western Howl's print budget
- 13) Elimination of the Western Howl's Photo Editor Job

20% Cut = \$20,121

- 14) Reduce by 100 copies (20%) per issue of the Western Howl, 3000 copies per year
- 15) Reduce the Western Howl Digital Media Manager by 5 hours a week

The background features a dark, almost black, field on the left and center. On the right side, there is a series of overlapping, translucent green shapes that create a sense of depth and movement. These shapes are primarily triangular and polygonal, with varying shades of green from a deep forest green to a bright, almost lime green. The overall effect is modern and dynamic.

# Questions?