

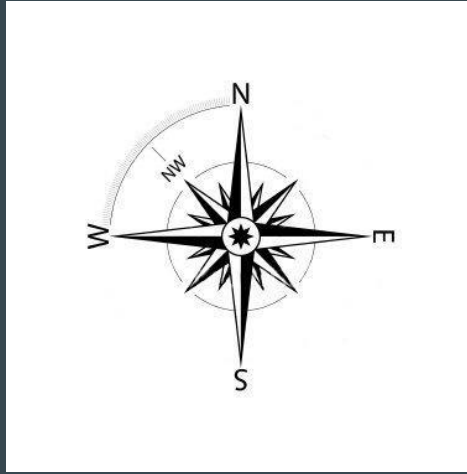
WOU Student Media



Rhys Finch, MBA
Student Media Adviser

Student Media is...

★ Northwest Passage
Literary Magazine



★ The Journal
Weekly Newspaper



★ KWOU
Online Radio Station

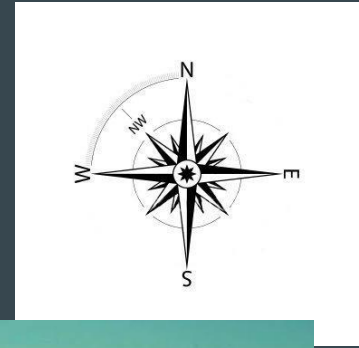


Our Mission

Student Media informs, engages, guides, 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 Journal published every quarter
- ★ Publications available online via Issuu
- ★ One Editor-in-Chief in charge of operations, board made up of 6 volunteers, works accepted from WOU students



The Journal

- ★ Student-run weekly published newspaper released on Fridays at noon on campus
- ★ Publications available online via Issuu and at wou.edu/westernjournal
- ★ Staff of 12 and 12+ freelancers
 - Editor-in-Chief
 - Managing Editor
 - Copy Editor
 - Section Editors (News, Campus Life, Entertainment Sports Photography)



KWOU

- ★ Student-run online radio station
- ★ One Station Manager and one Technical Engineer, DJs and Producers are volunteers
- ★ Shows are available in one hour time slots; podcasting and pre-recorded shows are possible



Strategic Partnerships

Northwest Passage

- ❖ Education Club - community outreach
- ❖ WUC/SLA - Freebie Friday

The Journal

- ❖ Free ¼ size ads for Student Orgs & Clubs

KWOU

- ❖ DJ Events + Parties
 - Byte Club
- ❖ Free :30 spots on KWOU for Orgs & Clubs



Goals

- ★ Engage Local Community
 - ★ Social Media Engagement
 - Hootsuite Training
 - Podcasts
 - ★ Convergence of Student Media
 - New logo by next term
 - ★ Update broadcast equipment
 - ★ Educate, Entertain, Inform
-

\$15,000

Awarded one-time grant from The Edouard Foundation

Funds will be used for radio equipment upgrades, conference travel, and promotional materials.

Funding

❖ MED911 - Student Media Operations

- \$75,170 IFC
- \$60,491 Adviser Payroll
- \$5,238 Group Travel

❖ MED912 - Northwest Passage

- \$8,800 IFC
- \$4,351 Student Payroll
- \$3,172 Publishing

❖ MED913 - The Journal

- \$65,820 IFC + \$6,000 Revenue = \$75,088
- \$56,035 Student Payroll
- \$11,103 Publishing

❖ MED915 - KWOU

- \$7,311 IFC + \$250 Revenue = \$7,561
- \$5,444 Student Payroll

Funding

Good News:

- ★ Salary Savings
- ★ Grant prevents need for enhancements
- ★ Requesting base funding
- ★ Printing fewer physical copies of The Journal

Less than great:

- ★ If cuts are required:
 - Travel eliminated; grants will be required
 - Some student roles will need to be temporarily eliminated:
 - Journal Designer (1 @ 5%, 10%)
 - Journal Copy Editor (@ 10%)
 - KWOU Tech. Engineer (@10%)
 - Printing fewer issues of all publications

What questions are there?