

# College Media Benchmarking

## Description:

Date Created: 4/6/2017 9:20:32 AM

Date Range: 4/12/2017 12:00:00 AM - 5/6/2017 11:59:00 PM

Total Respondents: 150

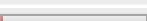
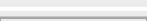
### Q1. What role do advisers/student media professionals play in your student media organization?

Count	Percent	
26	17.33%	 Edit and/or approve content
108	72.00%	 Look at stories occasionally if student editors ask
16	10.67%	 Never look at content before it is published
150 Respondents		

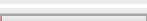
### Q2. How many professional (non-student) staffers advise your student publications (not including business/advertising)?

Count	Percent	
88	58.67%	 1
36	24.00%	 2
14	9.33%	 3
7	4.67%	 4
5	3.33%	 5 or more
150 Respondents		

### Q3. How many professional (non-student) staffers are employed specifically to work with advertising?

Count	Percent	
99	66.00%	 0
36	24.00%	 1
11	7.33%	 2
2	1.33%	 3
2	1.33%	 4
0	0.00%	 5 or more
150 Respondents		

### Q4. Which of the following best describes your school?

Count	Percent	
15	10.00%	 Public 2-year
1	0.67%	 Private 2-year
72	48.00%	 Public 4-year
62	41.33%	 Private 4-year
150 Respondents		

Q5. How long have you been advising?

Count	Percent		
12	8.00%	<div style="width: 10%;"><div style="width: 20%; background-color: #c00000;"></div></div>	First Year Adviser
30	20.00%	<div style="width: 20%;"><div style="width: 10%; background-color: #c00000;"></div></div>	2-5 years
32	21.33%	<div style="width: 21.33%;"><div style="width: 10%; background-color: #c00000;"></div></div>	6-10 years
29	19.33%	<div style="width: 19.33%;"><div style="width: 10%; background-color: #c00000;"></div></div>	11-15 years
14	9.33%	<div style="width: 9.33%;"><div style="width: 10%; background-color: #c00000;"></div></div>	16-20 years
11	7.33%	<div style="width: 7.33%;"><div style="width: 10%; background-color: #c00000;"></div></div>	21-15 years
22	14.67%	<div style="width: 14.67%;"><div style="width: 10%; background-color: #c00000;"></div></div>	More than 25 years
150	Respondents		

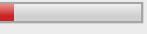
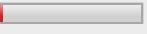
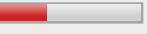
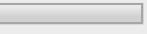
Q6. How is student media funded? (Check all that apply)

Count	Respondent %	Response %	
74	49.33%	24.58%	<div style="width: 24.58%;"><div style="width: 10%; background-color: #c00000;"></div></div> Student fees
44	29.33%	14.62%	<div style="width: 14.62%;"><div style="width: 10%; background-color: #c00000;"></div></div> Department funding
17	11.33%	5.65%	<div style="width: 5.65%;"><div style="width: 10%; background-color: #c00000;"></div></div> University fees
13	8.67%	4.32%	<div style="width: 4.32%;"><div style="width: 10%; background-color: #c00000;"></div></div> Reserves
35	23.33%	11.63%	<div style="width: 11.63%;"><div style="width: 10%; background-color: #c00000;"></div></div> Allocation from administration
92	61.33%	30.56%	<div style="width: 30.56%;"><div style="width: 10%; background-color: #c00000;"></div></div> Advertising and other charges
26	17.33%	8.64%	<div style="width: 8.64%;"><div style="width: 10%; background-color: #c00000;"></div></div> Other (please specify)

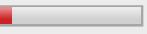
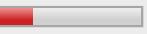
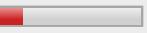
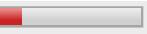
Count	Percent	
1	3.85%	<div style="width: 3.85%;"><div style="width: 10%; background-color: #c00000;"></div></div> Advertising as well as an allocation from the university
1	3.85%	<div style="width: 3.85%;"><div style="width: 10%; background-color: #c00000;"></div></div> Advertising/University
1	3.85%	<div style="width: 3.85%;"><div style="width: 10%; background-color: #c00000;"></div></div> Agency (client work, videography)
1	3.85%	<div style="width: 3.85%;"><div style="width: 10%; background-color: #c00000;"></div></div> Alumni donations
1	3.85%	<div style="width: 3.85%;"><div style="width: 10%; background-color: #c00000;"></div></div> Donations
1	3.85%	<div style="width: 3.85%;"><div style="width: 10%; background-color: #c00000;"></div></div> donations, offering production services
1	3.85%	<div style="width: 3.85%;"><div style="width: 10%; background-color: #c00000;"></div></div> endowment
1	3.85%	<div style="width: 3.85%;"><div style="width: 10%; background-color: #c00000;"></div></div> endowment, special projects
1	3.85%	<div style="width: 3.85%;"><div style="width: 10%; background-color: #c00000;"></div></div> Free office space, univ. pays the adviser
2	7.69%	<div style="width: 7.69%;"><div style="width: 10%; background-color: #c00000;"></div></div> fundraising
1	3.85%	<div style="width: 3.85%;"><div style="width: 10%; background-color: #c00000;"></div></div> fund-raising activities
1	3.85%	<div style="width: 3.85%;"><div style="width: 10%; background-color: #c00000;"></div></div> General budget from university-Provost
1	3.85%	<div style="width: 3.85%;"><div style="width: 10%; background-color: #c00000;"></div></div> Instruction Related Activity fund (IRA)
1	3.85%	<div style="width: 3.85%;"><div style="width: 10%; background-color: #c00000;"></div></div> Newspaper: advertising, Radio: University funds
1	3.85%	<div style="width: 3.85%;"><div style="width: 10%; background-color: #c00000;"></div></div> Private donations for scholarships
1	3.85%	<div style="width: 3.85%;"><div style="width: 10%; background-color: #c00000;"></div></div> Sales and advertising
1	3.85%	<div style="width: 3.85%;"><div style="width: 10%; background-color: #c00000;"></div></div> Sometimes, my own pocket.
1	3.85%	<div style="width: 3.85%;"><div style="width: 10%; background-color: #c00000;"></div></div> Student Development - we are considered a "club"
1	3.85%	<div style="width: 3.85%;"><div style="width: 10%; background-color: #c00000;"></div></div> Student fundraising brings in at least 50% of revenue for the budget
1	3.85%	<div style="width: 3.85%;"><div style="width: 10%; background-color: #c00000;"></div></div> Student Government
1	3.85%	<div style="width: 3.85%;"><div style="width: 10%; background-color: #c00000;"></div></div> Student life
1	3.85%	<div style="width: 3.85%;"><div style="width: 10%; background-color: #c00000;"></div></div> subscription from university
1	3.85%	<div style="width: 3.85%;"><div style="width: 10%; background-color: #c00000;"></div></div> Subscriptions
1	3.85%	<div style="width: 3.85%;"><div style="width: 10%; background-color: #c00000;"></div></div> University pays for it

1	3.85%		Video production company, small fund raisers
150	Respondents		
301	Responses		

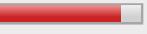
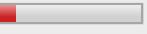
#### Q7. What kind of adviser are you?

Count	Percent	
68	45.33%	
19	12.67%	
7	4.67%	
53	35.33%	
3	2.00%	
150	Respondents	

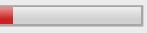
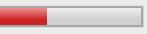
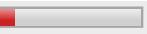
#### Q8. How large is your school?

Count	Percent	
17	11.33%	
38	25.33%	
28	18.67%	
27	18.00%	
40	26.67%	
150	Respondents	

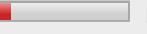
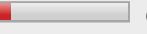
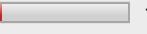
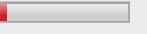
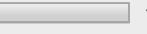
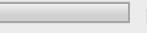
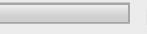
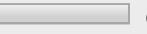
#### Q9. Does your school have a journalism/media communication program?

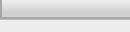
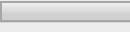
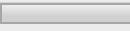
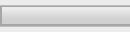
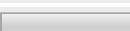
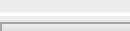
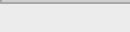
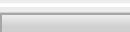
Count	Percent	
127	86.39%	
20	13.61%	
147	Respondents	

#### Q10. How many students work within your school's student media operations?

Count	Percent	
17	11.56%	
52	35.37%	
19	12.93%	
59	40.14%	
147	Respondents	

#### Q11. What forms of student media are present at your institution? (Check all that apply)

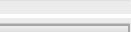
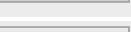
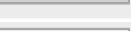
Count	Respondent %	Response %	
136	92.52%	19.65%	
136	92.52%	19.65%	
94	63.95%	13.58%	
115	78.23%	16.62%	
50	34.01%	7.23%	
59	40.14%	8.53%	
83	56.46%	11.99%	
19	12.93%	2.75%	

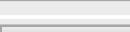
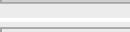
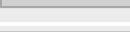
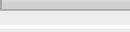
Count	Percent	
1	5.26%	 comics anthology, online multimedia network
1	5.26%	 Creative agency
1	5.26%	 Directory
1	5.26%	 email newsletter
1	5.26%	 Integrated Media Firm
1	5.26%	 LGBTQ magazine, minority affairs magazine, fashion magazine
1	5.26%	 many
1	5.26%	 Monthly magazine
1	5.26%	 Newspaper uses social media
1	5.26%	 Online TV newscast
1	5.26%	 Online video
1	5.26%	 Only the paper/online & radio are part of "student media" ... TV is a class and magazine has no oversight, no funding, and is solely overseen by students.
1	5.26%	 Public Relations
1	5.26%	 Satire magazine and a science magazine. TV is campus sports only.
1	5.26%	 Social media, video production of news stories
1	5.26%	 Student Video Productions
1	5.26%	 Two other campus printed magazines
1	5.26%	 Video (not a TV station)
1	5.26%	 Webcast News Program (news)

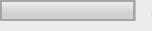
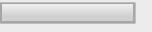
147 Respondents

692 Responses

#### Q12. What media do you advise? (Check all that apply)

Count	Respondent %	Response %	
114	77.55%	29.46%  Newspaper	
101	68.71%	26.10%  Online	
26	17.69%	6.72%  TV	
32	21.77%	8.27%  Radio	
28	19.05%	7.24%  Yearbook	
37	25.17%	9.56%  Magazine	
14	9.52%	3.62%  Literary journal	
22	14.97%	5.68%  Converged media outlet	
13	8.84%	3.36%  Other (please specify)	

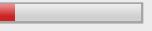
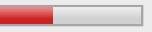
Count	Percent	
1	7.69%	 comics anthology, online media outlet
1	7.69%	 Creative agency
1	7.69%	 email newsletter
1	7.69%	 Integrated Media firm
1	7.69%	 many
1	7.69%	 Media Board (governance organization)
1	7.69%	 Mobile app,
1	7.69%	 Monthly magazine
1	7.69%	 None, retired

1	7.69%		Online video
1	7.69%		Retired
1	7.69%		Video (not a TV station)

147 Respondents

387 Responses

**Q13. Do you have a media board or advisory board?**

Count	Percent		
70	47.62%		Yes
19	12.93%		Yes, but inactive
58	39.46%		No

147 Respondents

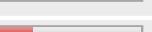
**Q14. What does your media or advisory board do? (Check all that apply)**

Count	Respondent %	Response %	
46	67.65%	40.00%	
2	2.94%	1.74%	
33	48.53%	28.70%	
34	50.00%	29.57%	
68	Respondents		
115	Responses		

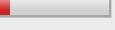
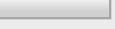
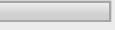
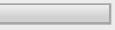
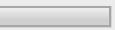
**Q15. Where is your media outlet housed?**

Count	Percent	
35	24.31%	
74	51.39%	
27	18.75%	
8	5.56%	
144	Respondents	

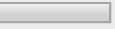
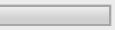
**Q16. If you're funded by student fees, how are those fees designated to you?**

Count	Percent	
32	22.22%	
52	36.11%	
5	3.47%	
18	12.50%	
37	25.69%	
144	Respondents	

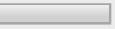
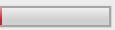
**Q17. If you sell ads, how is it going?**

Count	Percent	
45	31.91%	 Revenue has been flat year over year
18	12.77%	 Revenue has actually risen year over year
11	7.80%	 Revenue has dipped less than 10 percent
26	18.44%	 Revenue has dropped between 10 and 20 percent
19	13.48%	 Revenue has cratered more than 20 percent
22	15.60%	 We do not sell ads
141		Respondents

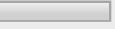
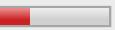
**Q18. Has your newspaper moved to online only?**

Count	Percent	
5	3.55%	 Yes, this year
13	9.22%	 Yes, in the past 1-2 years
84	59.57%	 No, and we're not planning to
39	27.66%	 No, but we've talked about it
141		Respondents

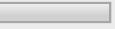
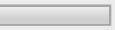
**Q19. Has your newsroom "converged?"**

Count	Percent	
24	17.02%	 Yes, we've the newspaper, TV, radio, and other staffs in one room
37	26.24%	 Yes, but not all our media
36	25.53%	 No, and we're not planning to
44	31.21%	 No, but we've talked about it
141		Respondents

**Q20. Does your student media have a plan for diversity recruitment?**

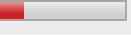
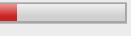
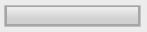
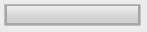
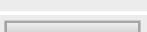
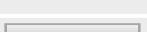
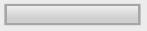
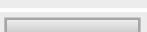
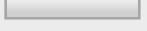
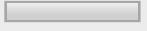
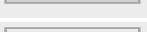
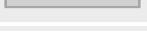
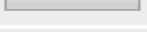
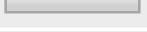
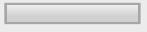
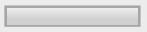
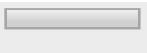
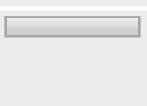
Count	Percent	
17	12.06%	 Yes, and it's worked wonders
30	21.28%	 Yes, but it hasn't done much
64	45.39%	 No, but we'd love to know how to put one together
30	21.28%	 No, it's not a priority given all our other issues
141		Respondents

**Q21. Do you have a yearbook?**

Count	Percent	
30	21.28%	 Yes, and it's going strong
20	14.18%	 Yes, but it's fading fast
1	0.71%	 No, it died in the last year
90	63.83%	 No, it died more than two years ago
141		Respondents

**Q22. What initiatives have you undertaken to replace declining print revenue? (Check all that apply)**

Count	Respondent %	Response %	
28	19.86%	13.33%	 Alumni donations
55	39.01%	26.19%	 Digital advertising

9	6.38%	4.29%	Student-centered/go-fund-me projects
64	45.39%	30.48%	 Reduced copies of newspapers printed
54	38.30%	25.71%	 Other (explain)
Count		Percent	
1	1.85%	 • our operating budget covers all expenses • our advertising revenue is relegated to a special equipment fund which allows us to replace equipment when needed and will allow us to purchase equipment to create greater convergence with our online entity	
1	1.85%	 Ad posters on newspaper distribution kiosks, digital ads online, events like Housing Expo.	
1	1.85%	 Additional Services. Event Management, Photo Services and Graphic services.	
1	1.85%	 Ads	
1	1.85%	 All of the above.	
1	1.85%	 All of the above. We're trying to diversify our ability to make money and build a distributed content business model.	
1	1.85%	 Attempted to increase our ad sales	
1	1.85%	 Because we don't depend on advertising revenue, our students don't really devote much energy to selling ads. We publish mainly online, but once a month we do a print version.	
1	1.85%	 Created a creative services pr, advertising, marketing agency	
1	1.85%	 Creative agency	
1	1.85%	 Developed other revenue streams like email newsletter	
1	1.85%	 Developing new products and new sources of revenue, from social media to new print and online publications.	
1	1.85%	 Fewer pages	
1	1.85%	 Fundraisers and went online only in January 2016.	
1	1.85%	 I have encouraged them to consider outside advertising, but our staff is not currently large enough. I've begun offering a 1- or 2-credit practicum (no release time for me -- this is an overload to my current 4/4) to get more students willing to invest time at the newspaper to build a more consistent membership with the aim to eventually have an ad department.	
1	1.85%	 N/A	
1	1.85%	 New special sections.	
1	1.85%	 No	
1	1.85%	 No decline in revenue.	
2	3.70%	 none	
1	1.85%	 None	
1	1.85%	 Not applicable at this time	
1	1.85%	 Not my area	
1	1.85%	 Not sure	
1	1.85%	 Our ad revenue is soaring. Redesigned the paper and began more campaigns and sponsorships. Works!	
1	1.85%	 Our revenue rose	
1	1.85%	 Our rise in ad revenue has helped	
1	1.85%	 Print revenue remains steady although we continue to explore additional revenue streams through social media and web	
1	1.85%	 Reduced student travel	
1	1.85%	 Seeking to build video output so we can sell advertising there. Launching social media services, including writing social posts in-house and contracting with Guarantee Digital for SEO and other services. Photo Booth. Want to launch Facebook Live version of radio "live remotes" for businesses.	
1	1.85%	 Social, digital, video, and marketing services. Special events, reduced print.	
1	1.85%	 Special projects (posters, etc.)	
1	1.85%	 sponsorships, delivered to new communities, more targeted campaigns, added Web	

		advertising, offering more design services
1	1.85%	<input type="checkbox"/> Students are committed to fundraising and have added two fundraisers (art sales) this year to fund additional student art awards in our outside judging; we do not solicit paid ads but did run one graduate school ad that came in unsolicited; our regular fundraisers did very well this year, and the school, despite budget cuts, did not reduce our funding.
1	1.85%	<input type="checkbox"/> This is not applicable
1	1.85%	<input type="checkbox"/> This should allow for multiple responses. We've started to reach out to alumni to establish fundraising efforts, we've reduced the number of pages we print as well as the number of copies and we are also incorporating digital advertising. It's a multifaceted effort to replace declining print revenue. Question 22 below should also be multiple choice ... we do all of those things!
1	1.85%	<input type="checkbox"/> Trying to streamline high yearbook print costs to share more fees with newspaper and online.
1	1.85%	<input type="checkbox"/> TV production services, radio DJ services, design production services
1	1.85%	<input type="checkbox"/> We also offer social media marketing, digital services and design services. 70 percent of print revenue comes from special editions.
1	1.85%	<input type="checkbox"/> We are planning to target alumni micro-giving next year through the start of an annual reunion.
1	1.85%	<input type="checkbox"/> We asked to work with Institutional Advancement to reach out to alumni but they deemed it wasn't "a worthwhile ask"
1	1.85%	<input type="checkbox"/> We do not rely on advertising or seek it. We have people contact us if they want to place an ad. We still make enough this way to send students to conventions and enter contests.
1	1.85%	<input type="checkbox"/> We had to request additional funds from student government this spring to cover our printing expenses because of very low ad sales in the fall. But our ad sales have rebounded and we will probably be able to reimburse what we took from the reserve funds they gave us.
1	1.85%	<input type="checkbox"/> We have created a student-run content marketing and events agency.
1	1.85%	<input type="checkbox"/> We have not had declining print revenue.
1	1.85%	<input type="checkbox"/> We haven't replaced revenue. We've cut back spending.
1	1.85%	<input type="checkbox"/> We sell ads on newsstands
1	1.85%	<input type="checkbox"/> We've never had any print revenue
1	1.85%	<input type="checkbox"/> Weekly in print; daily online. Ad revenues actually up since we did that.
1	1.85%	<input type="checkbox"/> You can't click more than one here, and we've done all of these except gofundme

141 Respondents

210 Responses

#### Q23. How do you engage alumni with your operation? (Check all that apply)

Count	Respondent %	Response %	
46	32.62%	24.47%	<input type="checkbox"/> Involve them in training/mentoring
46	32.62%	24.47%	<input type="checkbox"/> Reunion/homecoming events
25	17.73%	13.30%	<input type="checkbox"/> Fundraising/giving
18	12.77%	9.57%	<input type="checkbox"/> Alumni newsletter
53	37.59%	28.19%	<input type="checkbox"/> We don't currently engage our alumni

141 Respondents

188 Responses

#### Q24. Are your student staff members paid?

Count	Percent	
106	75.18%	<input type="checkbox"/> Yes
35	24.82%	<input type="checkbox"/> No
141	Respondents	

## Q25. Where does the money come from to pay students?

Count	Percent		
36	33.96%	<div style="width: 33.96%;"><div style="width: 100%; height: 10px; background-color: #800000;"></div><div style="width: 33.96%; height: 10px; background-color: #cccccc;"></div></div>	University budget
6	5.66%	<div style="width: 5.66%;"><div style="width: 100%; height: 10px; background-color: #800000;"></div><div style="width: 5.66%; height: 10px; background-color: #cccccc;"></div></div>	Student government funding
16	15.09%	<div style="width: 15.09%;"><div style="width: 100%; height: 10px; background-color: #800000;"></div><div style="width: 15.09%; height: 10px; background-color: #cccccc;"></div></div>	Revenue
48	45.28%	<div style="width: 45.28%;"><div style="width: 100%; height: 10px; background-color: #800000;"></div><div style="width: 45.28%; height: 10px; background-color: #cccccc;"></div></div>	A combination of funding sources
106	Respondents		

## Q26. What is the mission of student media on your campus? (Check all that apply)

Count	Respondent %	Response %		
98	69.50%	18.05%	<div style="width: 18.05%;"><div style="width: 100%; height: 10px; background-color: #800000;"></div><div style="width: 18.05%; height: 10px; background-color: #cccccc;"></div></div>	Provide an activity for student involvement
49	34.75%	9.02%	<div style="width: 9.02%;"><div style="width: 100%; height: 10px; background-color: #800000;"></div><div style="width: 9.02%; height: 10px; background-color: #cccccc;"></div></div>	Provide on-campus employment
137	97.16%	25.23%	<div style="width: 25.23%;"><div style="width: 100%; height: 10px; background-color: #800000;"></div><div style="width: 25.23%; height: 10px; background-color: #cccccc;"></div></div>	Provide news and information for the campus community.
55	39.01%	10.13%	<div style="width: 10.13%;"><div style="width: 100%; height: 10px; background-color: #800000;"></div><div style="width: 10.13%; height: 10px; background-color: #cccccc;"></div></div>	Provide a means for students to complete an academic requirement in some majors
129	91.49%	23.76%	<div style="width: 23.76%;"><div style="width: 100%; height: 10px; background-color: #800000;"></div><div style="width: 23.76%; height: 10px; background-color: #cccccc;"></div></div>	Provide career-related experience
75	53.19%	13.81%	<div style="width: 13.81%;"><div style="width: 100%; height: 10px; background-color: #800000;"></div><div style="width: 13.81%; height: 10px; background-color: #cccccc;"></div></div>	Provide a designated forum
0	0.00%	0.00%	<div style="width: 0%;"><div style="width: 100%; height: 10px; background-color: #cccccc;"></div></div>	None of the above
141	Respondents			
543	Responses			