

College Media Benchmarking

Description:

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Total Respondents: 150

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

Count	Percent		
26	17.33%	<div><div></div></div>	Edit and/or approve content
108	72.00%	<div><div></div></div>	Look at stories occasionally if student editors ask
16	10.67%	<div><div></div></div>	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%	<div><div></div></div>	1
36	24.00%	<div><div></div></div>	2
14	9.33%	<div><div></div></div>	3
7	4.67%	<div><div></div></div>	4
5	3.33%	<div><div></div></div>	5 or more
150	Respondents		

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

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

Q4. Which of the following best describes your school?

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

Q5. How long have you been advising?

Count	Percent		
12	8.00%	<div><div></div></div>	First Year Adviser
30	20.00%	<div><div></div></div>	2-5 years
32	21.33%	<div><div></div></div>	6-10 years
29	19.33%	<div><div></div></div>	11-15 years
14	9.33%	<div><div></div></div>	16-20 years
11	7.33%	<div><div></div></div>	21-15 years
22	14.67%	<div><div></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><div></div></div> Student fees
44	29.33%	14.62%	<div><div></div></div> Department funding
17	11.33%	5.65%	<div><div></div></div> University fees
13	8.67%	4.32%	<div><div></div></div> Reserves
35	23.33%	11.63%	<div><div></div></div> Allocation from administration
92	61.33%	30.56%	<div><div></div></div> Advertising and other charges
26	17.33%	8.64%	<div><div></div></div> Other (please specify)

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

	1	3.85%	<div><div></div></div>	Video production company, small fund raisers
150	Respondents			
301	Responses			

Q7. What kind of adviser are you?				
Count	Percent			
68	45.33%	<div><div></div></div>		Professor with release time or pay
19	12.67%	<div><div></div></div>		Professor without release time or pay
7	4.67%	<div><div></div></div>		Professional, part-time
53	35.33%	<div><div></div></div>		Professional, full-time
3	2.00%	<div><div></div></div>		Volunteer
150	Respondents			

Q8. How large is your school?				
Count	Percent			
17	11.33%	<div><div></div></div>		Under 1,999
38	25.33%	<div><div></div></div>		2,000 to 4,999
28	18.67%	<div><div></div></div>		5,000 to 9,999
27	18.00%	<div><div></div></div>		10,000 to 19,999
40	26.67%	<div><div></div></div>		20,000 and over
150	Respondents			

Q9. Does your school have a journalism/media communication program?				
Count	Percent			
127	86.39%	<div><div></div></div>		Yes
20	13.61%	<div><div></div></div>		No
147	Respondents			

Q10. How many students work within your school's student media operations?				
Count	Percent			
17	11.56%	<div><div></div></div>		Fewer than 10
52	35.37%	<div><div></div></div>		10-29
19	12.93%	<div><div></div></div>		30-49
59	40.14%	<div><div></div></div>		50 and over
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%	<div><div></div></div>	Newspaper
136	92.52%	19.65%	<div><div></div></div>	Online
94	63.95%	13.58%	<div><div></div></div>	TV
115	78.23%	16.62%	<div><div></div></div>	Radio
50	34.01%	7.23%	<div><div></div></div>	Yearbook
59	40.14%	8.53%	<div><div></div></div>	Magazine
83	56.46%	11.99%	<div><div></div></div>	Literary journal
19	12.93%	2.75%	<div><div></div></div>	Other (please specify)

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%	<div><div></div></div>	Newspaper
101	68.71%	26.10%	<div><div></div></div>	Online
26	17.69%	6.72%	<div><div></div></div>	TV
32	21.77%	8.27%	<div><div></div></div>	Radio
28	19.05%	7.24%	<div><div></div></div>	Yearbook
37	25.17%	9.56%	<div><div></div></div>	Magazine
14	9.52%	3.62%	<div><div></div></div>	Literary journal
22	14.97%	5.68%	<div><div></div></div>	Converged media outlet
13	8.84%	3.36%	<div><div></div></div>	Other (please specify)
	Count	Percent		
	1	7.69%	<div><div></div></div>	comics anthology, online media outlet
	1	7.69%	<div><div></div></div>	Creative agency
	1	7.69%	<div><div></div></div>	email newsletter
	1	7.69%	<div><div></div></div>	Integrated Media firm
	1	7.69%	<div><div></div></div>	many
	1	7.69%	<div><div></div></div>	Media Board (governance organization)
	1	7.69%	<div><div></div></div>	Mobile app,
	1	7.69%	<div><div></div></div>	Monthly magazine
	1	7.69%	<div><div></div></div>	None, retired

1	7.69%	<div><div></div></div>	Online video
1	7.69%	<div><div></div></div>	Retired
1	7.69%	<div><div></div></div>	Video (not a TV station)
147	Respondents		
387	Responses		

Q13. Do you have a media board or advisory board?			
Count	Percent		
70	47.62%	<div><div></div></div>	Yes
19	12.93%	<div><div></div></div>	Yes, but inactive
58	39.46%	<div><div></div></div>	No
147	Respondents		

Q14. What does your media or advisory board do? (Check all that apply)				
Count	Respondent %	Response %		
46	67.65%	40.00%	<div><div></div></div>	Hire the top student leaders
2	2.94%	1.74%	<div><div></div></div>	Hire other student leaders
33	48.53%	28.70%	<div><div></div></div>	Provide advice about industry trends
34	50.00%	29.57%	<div><div></div></div>	Oversee budgeting
68	Respondents			
115	Responses			

Q15. Where is your media outlet housed?			
Count	Percent		
35	24.31%	<div><div></div></div>	Student life/student affairs
74	51.39%	<div><div></div></div>	Academic department
27	18.75%	<div><div></div></div>	It's a club/student organization
8	5.56%	<div><div></div></div>	It's independent of any college support
144	Respondents		

Q16. If you're funded by student fees, how are those fees designated to you?			
Count	Percent		
32	22.22%	<div><div></div></div>	Allocated annually by student government
52	36.11%	<div><div></div></div>	Allocated annually by administration
5	3.47%	<div><div></div></div>	Allocated annually by a communication or journalism college
18	12.50%	<div><div></div></div>	Allocated annually by a dedicated fee written into university regulations
37	25.69%	<div><div></div></div>	Not applicable
144	Respondents		

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

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

Q18. Has your newspaper moved to online only?

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

Q19. Has your newsroom "converged?"

Count	Percent		
24	17.02%	<div><div></div></div>	Yes, we've the newspaper, TV, radio, and other staffs in one room
37	26.24%	<div><div></div></div>	Yes, but not all our media
36	25.53%	<div><div></div></div>	No, and we're not planning to
44	31.21%	<div><div></div></div>	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%	<div><div></div></div>	Yes, and it's worked wonders
30	21.28%	<div><div></div></div>	Yes, but it hasn't done much
64	45.39%	<div><div></div></div>	No, but we'd love to know how to put one together
30	21.28%	<div><div></div></div>	No, it's not a priority given all our other issues
141	Respondents		

Q21. Do you have a yearbook?

Count	Percent		
30	21.28%	<div><div></div></div>	Yes, and it's going strong
20	14.18%	<div><div></div></div>	Yes, but it's fading fast
1	0.71%	<div><div></div></div>	No, it died in the last year
90	63.83%	<div><div></div></div>	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%	<div><div></div></div> Alumni donations
55	39.01%	26.19%	<div><div></div></div> Digital advertising
			<div><div></div></div>

9	6.38%	4.29%		Student-centered/go-fund-me projects
64	45.39%	30.48%	<div><div></div></div>	Reduced copies of newspapers printed
54	38.30%	25.71%	<div><div></div></div>	Other (explain)
Count	Percent			
1	1.85%	<div><div></div></div>		• 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%	<div><div></div></div>		Ad posters on newspaper distribution kiosks, digital ads online, events like Housing Expo.
1	1.85%	<div><div></div></div>		Additional Services. Event Management, Photo Services and Graphic services.
1	1.85%	<div><div></div></div>		Ads
1	1.85%	<div><div></div></div>		All of the above.
1	1.85%	<div><div></div></div>		All of the above. We're trying to diversify our ability to make money and build a distributed content business model.
1	1.85%	<div><div></div></div>		Attempted to increase our ad sales
1	1.85%	<div><div></div></div>		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%	<div><div></div></div>		Created a creative services pr, advertising, marketing agency
1	1.85%	<div><div></div></div>		Creative agency
1	1.85%	<div><div></div></div>		Developed other revenue streams like email newsletter
1	1.85%	<div><div></div></div>		Developing new products and new sources of revenue, from social media to new print and online publications.
1	1.85%	<div><div></div></div>		Fewer pages
1	1.85%	<div><div></div></div>		Fundraisers and went online only in January 2016.
1	1.85%	<div><div></div></div>		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%	<div><div></div></div>		N/A
1	1.85%	<div><div></div></div>		New special sections.
1	1.85%	<div><div></div></div>		No
1	1.85%	<div><div></div></div>		No decline in revenue.
2	3.70%	<div><div></div></div>		none
1	1.85%	<div><div></div></div>		None
1	1.85%	<div><div></div></div>		Not applicable at this time
1	1.85%	<div><div></div></div>		Not my area
1	1.85%	<div><div></div></div>		Not sure
1	1.85%	<div><div></div></div>		Our ad revenue is soaring. Redesigned the paper and began more campaigns and sponsorships. Works!
1	1.85%	<div><div></div></div>		Our revenue rose
1	1.85%	<div><div></div></div>		Our rise in ad revenue has helped
1	1.85%	<div><div></div></div>		Print revenue remains steady although we continue to explore additional revenue streams through social media and web
1	1.85%	<div><div></div></div>		Reduced student travel
1	1.85%	<div><div></div></div>		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%	<div><div></div></div>		Social, digital, video, and marketing services. Special events, reduced print.
1	1.85%	<div><div></div></div>		Special projects (posters, etc.)
1	1.85%	<div><div></div></div>		sponsorships, delivered to new communities, more targeted campaigns, added Web

			advertising, offering more design services
1	1.85%	<div><div></div></div>	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%	<div><div></div></div>	This is not applicable
1	1.85%	<div><div></div></div>	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%	<div><div></div></div>	Trying to streamline high yearbook print costs to share more fees with newspaper and online.
1	1.85%	<div><div></div></div>	TV production services, radio DJ services, design production services
1	1.85%	<div><div></div></div>	We also offer social media marketing, digital services and design services. 70 percent of print revenue comes from special editions.
1	1.85%	<div><div></div></div>	We are planning to target alumni micro-giving next year through the start of an annual reunion.
1	1.85%	<div><div></div></div>	We asked to work with Institutional Advancement to reach out to alumni but they deemed it wasn't "a worthwhile ask"
1	1.85%	<div><div></div></div>	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%	<div><div></div></div>	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%	<div><div></div></div>	We have created a student-run content marketing and events agency.
1	1.85%	<div><div></div></div>	We have not had declining print revenue.
1	1.85%	<div><div></div></div>	We haven't replaced revenue. We've cut back spending.
1	1.85%	<div><div></div></div>	We sell ads on newsstands
1	1.85%	<div><div></div></div>	We've never had any print revenue
1	1.85%	<div><div></div></div>	Weekly in print; daily online. Ad revenues actually up since we did that.
1	1.85%	<div><div></div></div>	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%	<div><div></div></div>	Involve them in training/mentoring
46	32.62%	24.47%	<div><div></div></div>	Reunion/homecoming events
25	17.73%	13.30%	<div><div></div></div>	Fundraising/giving
18	12.77%	9.57%	<div><div></div></div>	Alumni newsletter
53	37.59%	28.19%	<div><div></div></div>	We don't currently engage our alumni
141	Respondents			
188	Responses			

Q24. Are your student staff members paid?			
Count	Percent		
106	75.18%	<div><div></div></div>	Yes
35	24.82%	<div><div></div></div>	No
141	Respondents		

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

Count	Percent		
36	33.96%	<div><div></div></div>	University budget
6	5.66%	<div><div></div></div>	Student government funding
16	15.09%	<div><div></div></div>	Revenue
48	45.28%	<div><div></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><div></div></div>	Provide an activity for student involvement
49	34.75%	9.02%	<div><div></div></div>	Provide on-campus employment
137	97.16%	25.23%	<div><div></div></div>	Provide news and information for the campus community.
55	39.01%	10.13%	<div><div></div></div>	Provide a means for students to complete an academic requirement in some majors
129	91.49%	23.76%	<div><div></div></div>	Provide career-related experience
75	53.19%	13.81%	<div><div></div></div>	Provide a designated forum
0	0.00%	0.00%	<div><div></div></div>	None of the above
141	Respondents			
543	Responses			