

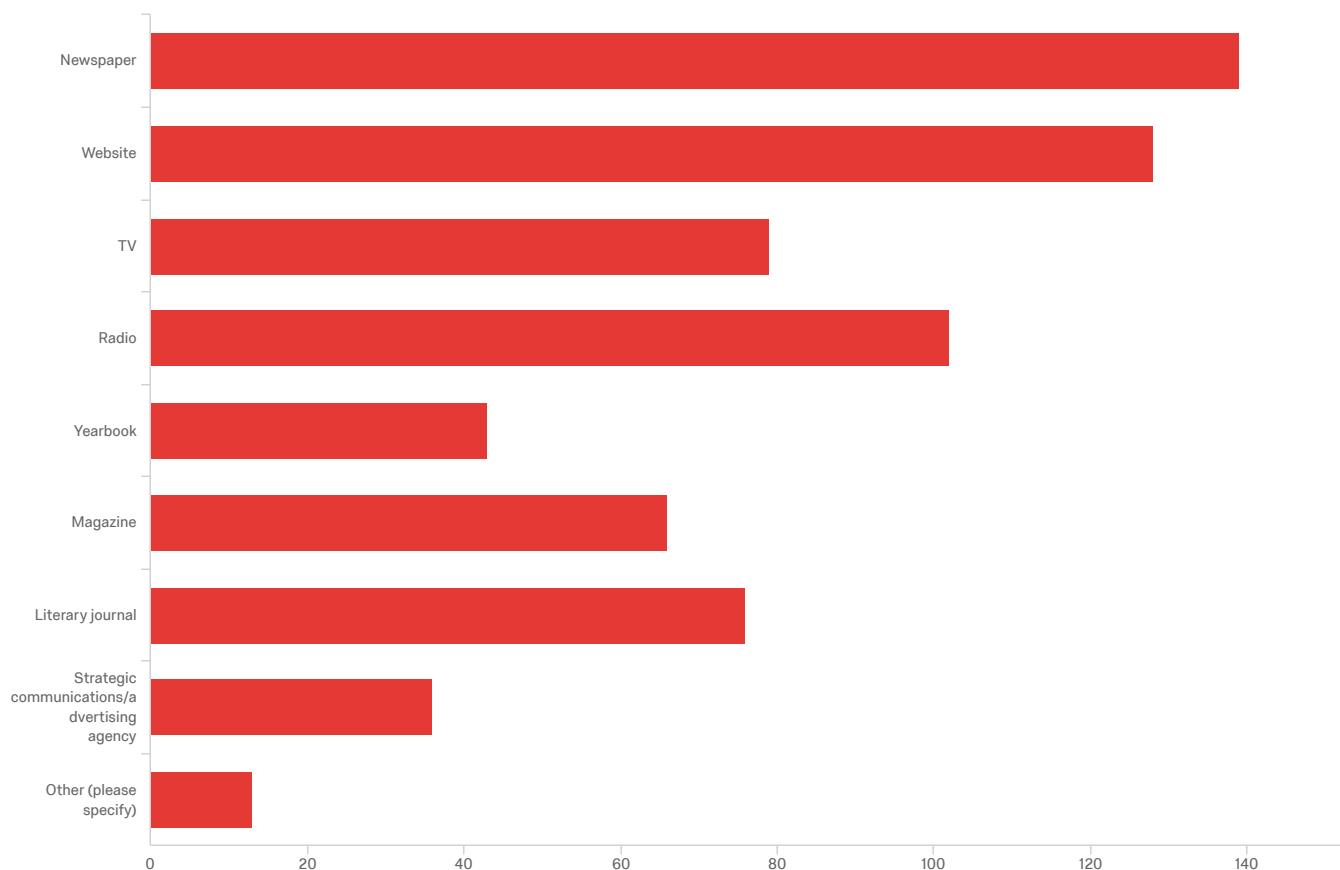
# Default Report

College Media Benchmarking survey

August 6, 2018 2:11 PM MDT

Q1 - What forms of student media are present at your college or university? (Select all

that apply)



#	Field	Choice Count
1	Newspaper	20.38% 139
2	Website	18.77% 128
3	TV	11.58% 79
4	Radio	14.96% 102
5	Yearbook	6.30% 43
6	Magazine	9.68% 66
7	Literary journal	11.14% 76
8	Strategic communications/advertising agency	5.28% 36

Showing Rows: 1 - 10 Of 10

## Other (please specify)

Other (please specify)

Film

Multi-cultural publication

no longer have a yearbook but we have a committee trying to start one again,we have a film/tv/video production club that took place of our closed circuit TV , Society of Professional Journalists club and a few other pre-professional groups occasionally if they register,some foreign language publications/groups and minority voice news/websites.

Sport Marketing Group

Student PRSSA chapter

Our newspaper moved completely online in 2016. We call it a "news outlet" now.

I should clarify that we are the student newspaper; there are student radio and TV programs affiliated with the university.

recording studio

VR/AR

Video website. Daily newsletter with best of all outlets.

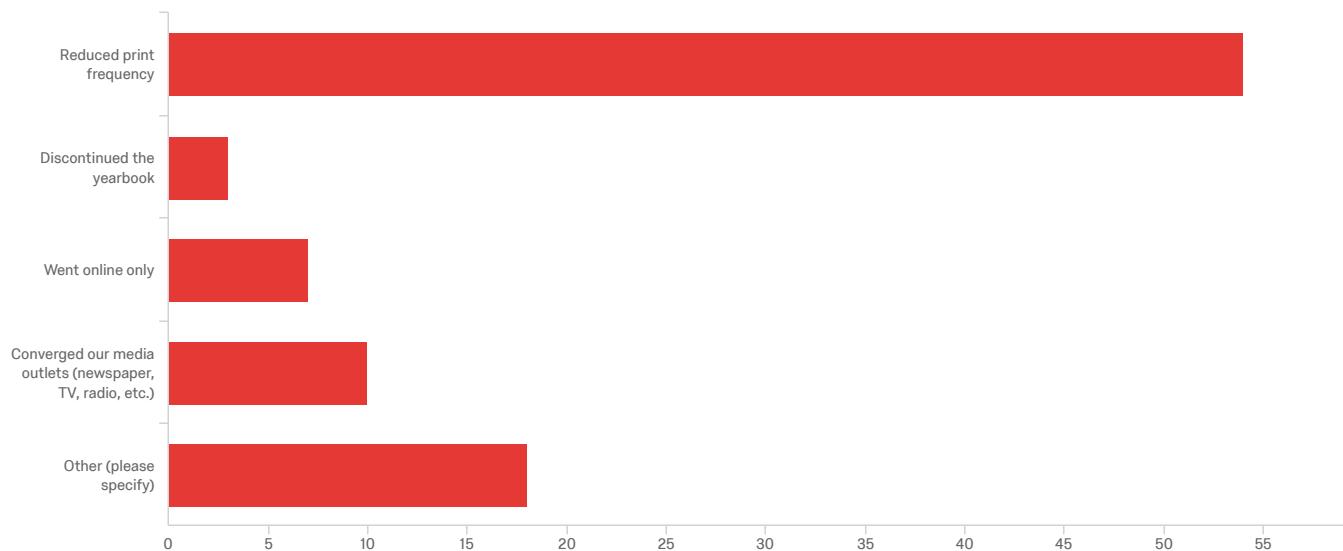
the tv and radio are not news media but experimental video and student d.j. and talk. occasional magazines put out by students in different departments and interest groups (e.g., comic artists)

Student media outlets are \*not\* all one organization or under a single umbrella. I'm answering this as the adviser/GM for the newspaper; we have no relation to other student magazines and media. Even though they exist, I did not check them on this list; perhaps this can be re-structured in future surveys.

satirical monthly newspaper

Showing Records: 1 - 13 Of 13

Q2 - How have the media outlets changed during the past year at your college or university? (Select all that apply)



#	Field	Choice Count
3	Went online only	7.61% 7
1	Reduced print frequency	58.70% 54
5	Other (please specify)	19.57% 18
2	Discontinued the yearbook	3.26% 3
4	Converged our media outlets (newspaper, TV, radio, etc.)	10.87% 10
		92

Showing Rows: 1 - 6 Of 6

Other (please specify)

Other (please specify)

We "converged" media brands two-plus years ago, but it is a process and an evolving journey, not an event frozen in time

varied changes depending on organization

Reduced number of pages of print newspaper

reduced circulation from 7000- to 5000

Developing multimedia platforms for tv and web design, increasing social media/web presence for newspaper

We moved from student affairs to an academic department.

Added more outlets (radio, video)

Took the news product itself online, but still publish a monthly newspaper.

Marketing/Communications office took over the online magazine.

radio dropped news spring semester

began regular video/tv content

Added strategic communications publication

Significant changes to yearbook formatting

Developed an app, weekly webcast, weekly podcast, and digital newsletter to expand distribution

We are down to the lowest number of published copies per issue allowed by our printer (1,000; we do 11 issues per semester) and Student Govt. Assoc. gave us a funding cut again.

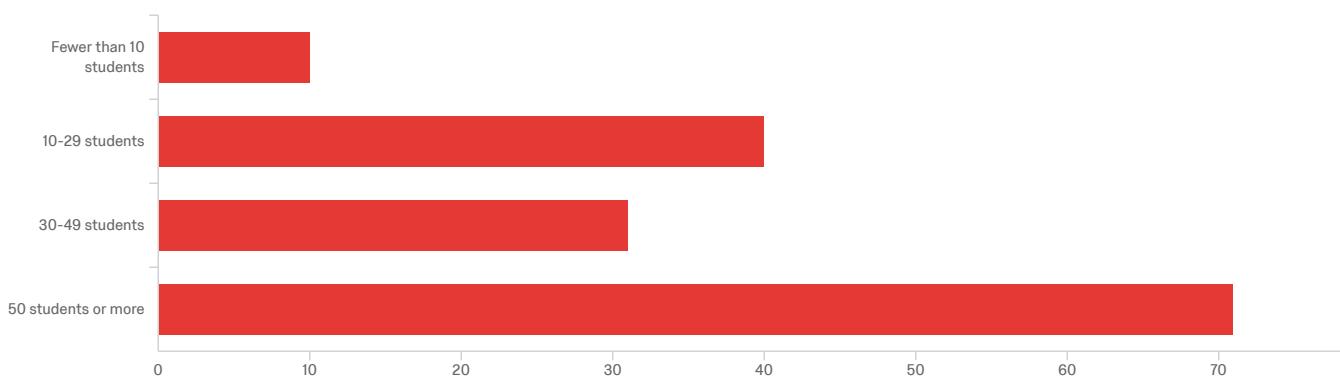
Integrated Innovative Media and Podcasting

Reduced the number of pages from 8 to 4, printed 500 fewer copies

Working on semi-convergence

Showing Records: 1 - 18 Of 18

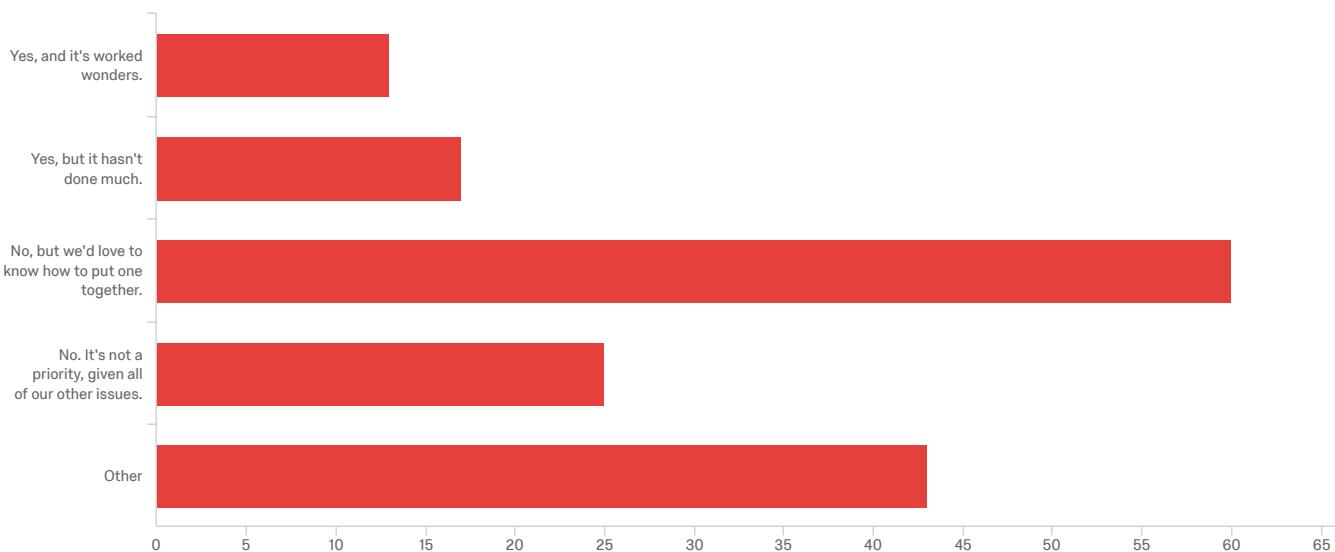
### Q3 - How many students work for your college or university's student media operations?



#	Field	Choice Count
1	Fewer than 10 students	6.58% 10
2	10-29 students	26.32% 40
3	30-49 students	20.39% 31
4	50 students or more	46.71% 71
		152

Showing Rows: 1 - 5 Of 5

## Q4 - Does your student media staff have a plan for diversity recruitment?



#	Field	Choice Count
1	Yes, and it's worked wonders.	8.23% 13
2	Yes, but it hasn't done much.	10.76% 17
3	No, but we'd love to know how to put one together.	37.97% 60
4	No. It's not a priority, given all of our other issues.	15.82% 25
5	Other	27.22% 43
		158

Showing Rows: 1 - 6 Of 6

Other

Other

Our campus is diverse, so it's natural that our student clubs and activities are.

Launching this year

It's an ongoing process.

No, we're doing well on diversity recruitment

We have a very diverse campus, which is reflected in the staff of the student newspaper.

I wouldn't call it a "plan" but an ongoing intentional effort to build a diverse and inclusive environment

We have scholarships for minority students. We don't have a formal plan, but we have a summer h.s. workshop for minority students and over the years have had minority publications.

No--We are a MSI.

We have no plan but both the newspaper & radio have a diversified student staff.

yes for some of the groups we have advisory boards -our media is already very diverse within most orgs

very diverse campus, so this has not been an issue

In process of creating

Working on student publications is a requirement for journalism majors so recruitment isn't an issue. Diversity is a top priority. We already have a diverse staff that reflects the makeup of our community

diversity policy. (we have a very diverse staff media like enrollment diversity

The student outlets are proactive in overall recruitment - all are encouraged and invited

Have a plan with some positive results

Part of our 3-year strategic plan

We are a co-curricular organization so our diversity recruiting is part of the larger campus effort.

Our staff is also incredibly diverse as far as racial and gender makeup. However, political diversity is where we struggle.

We are an HSI with a large African American population as well. Diversity is no problem.

We don't target specific student populations. Our university is extremely diverse, and our two-language media offerings draw in a diverse group every year.

We already have a diverse staff.

We have a diverse student population, so staff is diverse without us making a special effort. That said, I would be interested in best practices for recruiting a diverse group of students.

Our staff is highly diverse already.

No, we're a very diverse group naturally. Our campus is very diverse, and we match up.

We have a large international student population, and this has not been an issue for us.

Not a media plan. Entire University so we have no problems have a diversified staff now. We are the University of Everyone.

We involve as many majors as early as possible, and partner with our NABJ chapter on events.

Spoke at black, Native Amer., LGBTQ+ clubs, set aside one page for diversity each issue; no one contributes

It's important to frame it as inclusivity, not diversity. We have plans for increasing our inclusivity.

We organically have a diverse staff that reflects our student body

No, but we're on one of the most diverse campuses in the country, so it's never been a problem. Still, more is better, so any plan advice is welcome.

we have a diverse staff, give special recruiting attention to minorities

We address it, but not through a formal plan.

Our staff actually is really diverse because our campus is.

Yearbook does not, I am not sure about the others.

our student population is Hispanic majority, so diversity is not an issue.

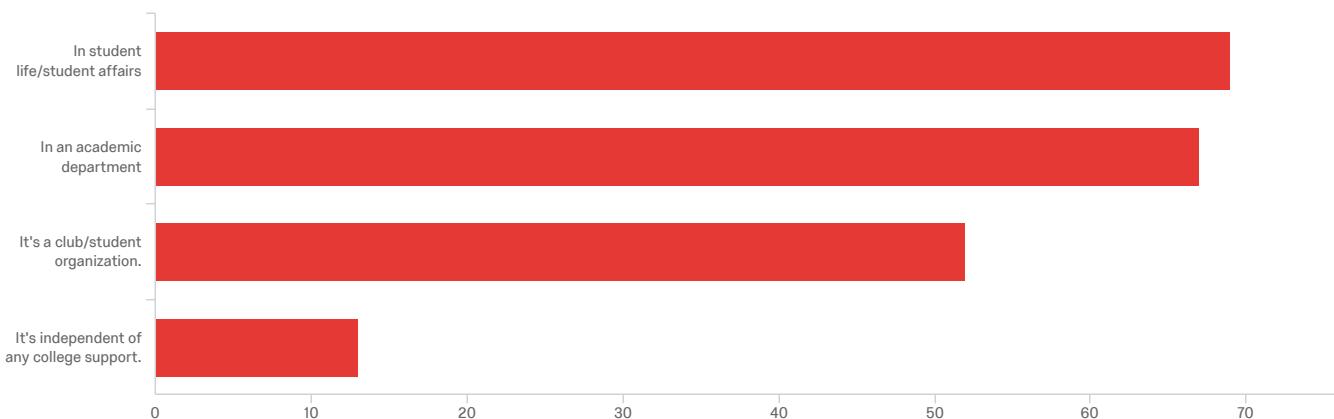
Yes, and it has worked -- but needs to work better.

No, it's not an issue. We have an incredibly diverse staff as is.

No, but we are putting one together this summer.

Showing Records: 1 - 40 Of 40

## Q5 - Where is student media housed at your college or university?



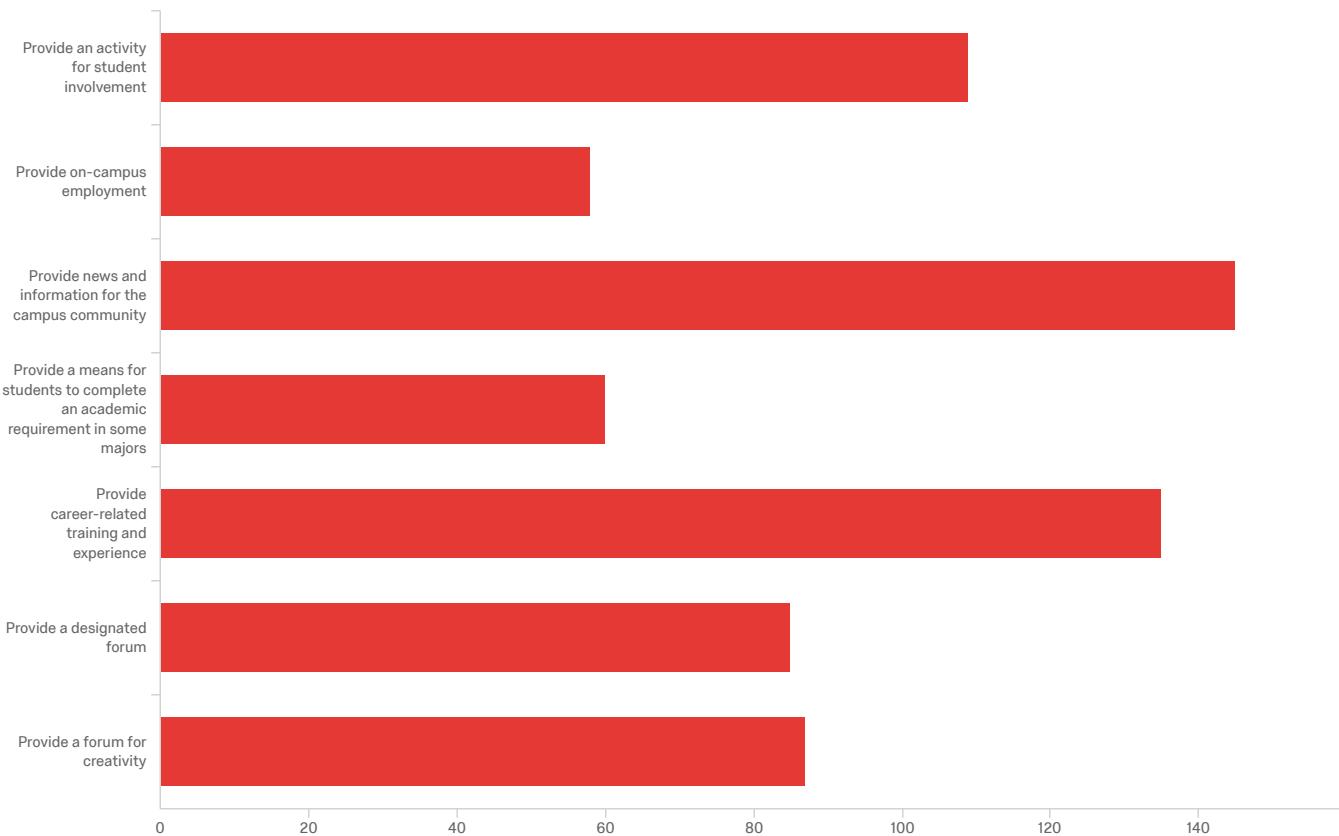
#	Field	Choice Count
1	In student life/student affairs	34.33% 69
2	In an academic department	33.33% 67
3	It's a club/student organization.	25.87% 52
4	It's independent of any college support.	6.47% 13
		201

Showing Rows: 1 - 5 Of 5

## Q6 - What is the mission of student media on your campus? (Select all that apply)

#	Field	Choice Count
1	Provide an activity for student involvement	16.05% 109
2	Provide on-campus employment	8.54% 58
3	Provide news and information for the campus community	21.35% 145
4	Provide a means for students to complete an academic requirement in some majors	8.84% 60
5	Provide career-related training and experience	19.88% 135
6	Provide a designated forum	12.52% 85
8	Provide a forum for creativity	12.81% 87
		679

Showing Rows: 1 - 8 Of 8



Other

Other

It's the student-led centerpiece of our Journalism & Media Communication program

Provide opportunities for learning new skills & for socializing

Record institutional history from the students perspective

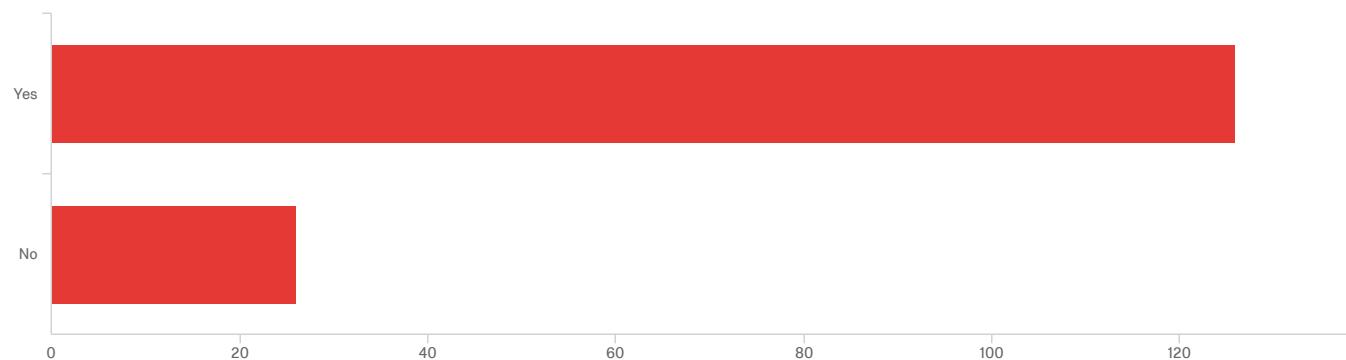
Job Placement

Develop ethical student leaders

Provide music and news to the outside community.

Showing Records: 1 - 6 Of 6

## Q7 - Does your college or university have a journalism/media communications program?

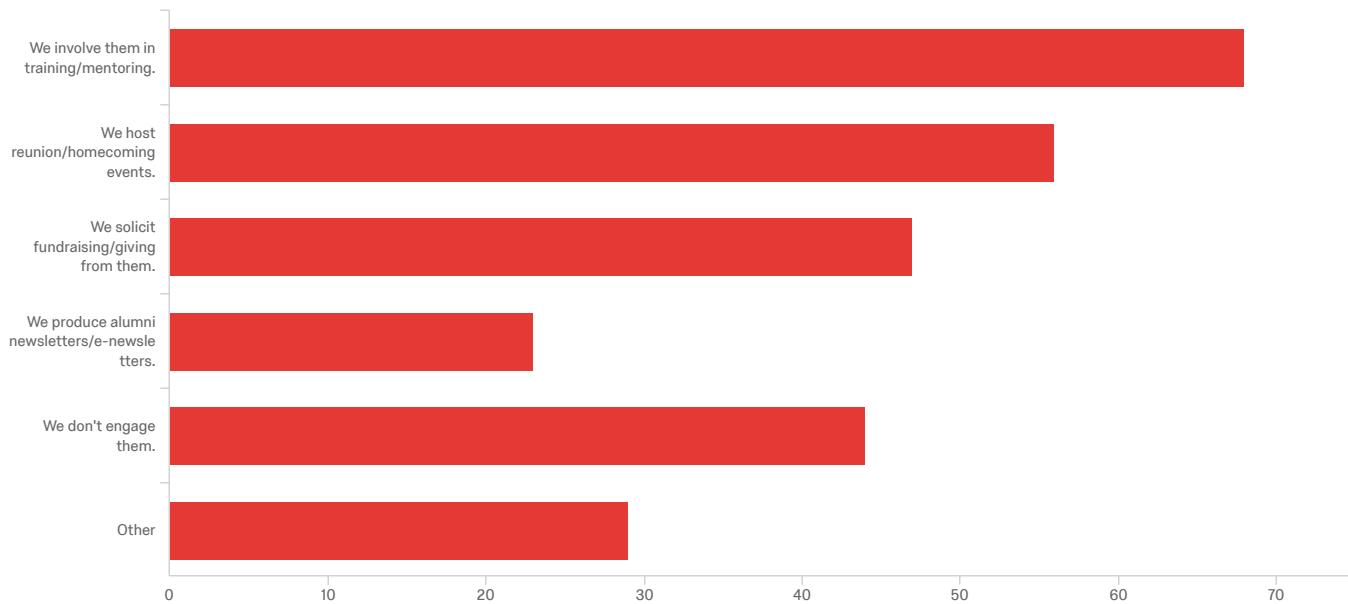


#	Field	Choice Count
1	Yes	82.89% 126
2	No	17.11% 26
152		

Showing Rows: 1 - 3 Of 3

## Q8 - How do you engage alumni in your college or university student media operations?

(Select all that apply)



#	Field	Choice Count	
1	We involve them in training/mentoring.	25.47%	68
2	We host reunion/homecoming events.	20.97%	56
3	We solicit fundraising/giving from them.	17.60%	47
4	We produce alumni newsletters/e-newsletters.	8.61%	23
5	We don't engage them.	16.48%	44
6	Other	10.86%	29
			267

Showing Rows: 1 - 7 Of 7

Other

Other

Active alumni FB page

Regularly post on the newspaper alum FB page

Alumni Facebook page

We communicate through social media accounts

Some are on our advisory board & just how you doing emails every other year.

they are on advisory boards

As an advisory committee on program, media issues

These efforts are undertaken by the Journalism Department

I would love to get some ideas on how to start engaging with them.

The student newspaper has produced stories about alumni

Some alumni have regular shows on the radio station

We established a student media alumni Facebook page. Also, an alum serves on the student media board.

LinkedIn group

We run an article written by an alumnus every other week or so.

We honor them with alumni awards and invite them as speakers each semester for our Majors Meeting

Advisory council

alumni serve on our Student Media Council advisory board

Many have served on our Advisory Board

Working to launch events, fundraising, etc.

class speakers

Social Media

We don't engage them yet but hope to in the near future.

Facebook groups

We have departmental activities (luncheons, usually) that alumni attend. We also invite alumni to speak to classes and network with students.

Yearbook does not, I am not sure about the others.

We have a Facebook account.

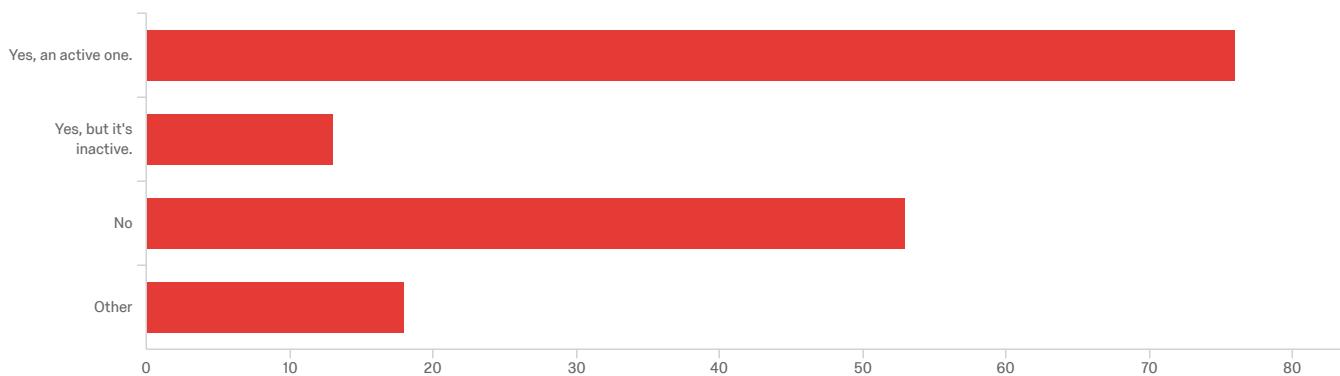
We ask them to speak at events and celebrations.

Advisory boards, etc.

They have the opportunity to stay up to date with the Newspaper Blog and the ability to contribute to the Review of Art and Literature (Literary Magazine)

Showing Records: 1 - 29 Of 29

## Q9 - Does your college or university have a media or advisory board?



#	Field	Choice Count
1	Yes, an active one.	47.50% 76
2	Yes, but it's inactive.	8.13% 13
3	No	33.13% 53
4	Other	11.25% 18
		160

Showing Rows: 1 - 5 Of 5

Other

Other

Internal members are active. External not so much.

Two different things--we have an internal board that hires and takes care of policy. We have a partially constituted external advisory board of pros for assessment and to help with funding/advocating.

WE are in the process of reconfiguring this.

yes a few

Board is for financial and long-range planning; also selects company GM & newspaper & yearbook EICs

We're planning to start one in the fall

We are run by an independent board.

We have a contractual relationship with professional media partners. There is a "leadership team" that consists of 2 professional and 1 faculty adviser, IT person, team leader.

We have one for the student newspaper.

meets only to select managing editor, rubber stamps selection by advisor and staff

Some outlets do, but not all. Specially the PR agency recently started a formal advisory panel.

Yearbook does not, I am not sure about the others.

We're an independent corporation, so our "media board" is our Board of Directors

We have a Board of Publications that meets periodically

Only job is to select editors-in-chief

Advisory board applies only to the radio station.

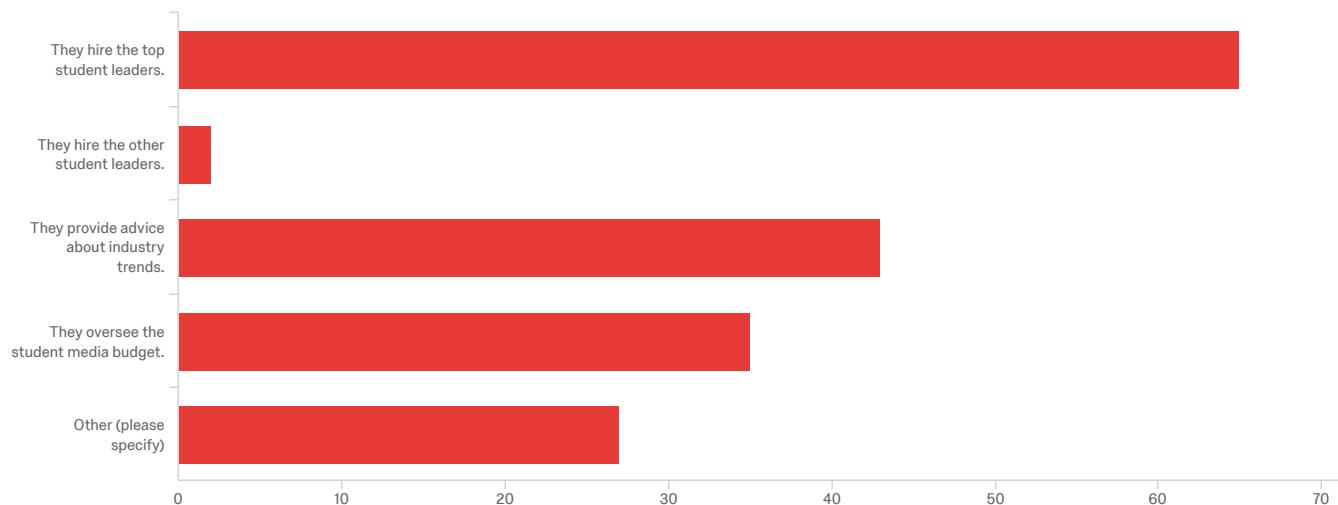
We are working to form one.

In the process of creating one

Showing Records: 1 - 18 Of 18

Q10 - What does your college or university's media or advisory board do? (Select all that

apply or skip this question if your school does not have an advisory board.)



#	Field	Choice Count
1	They hire the top student leaders.	37.79% 65
2	They hire the other student leaders.	1.16% 2
3	They provide advice about industry trends.	25.00% 43
4	They oversee the student media budget.	20.35% 35
5	Other (please specify)	15.70% 27
		172

Showing Rows: 1 - 6 Of 6

Other (please specify)

Other (please specify)

None

Approve the EIC (only covers the newspaper)

Act as a First Amendment buffer/advocate for student expression

See above for duties.

The advisory Board also critiques their work. The Communications Board approves the staff EIC selection only & approves the yearly budget

they advise, provide historical reference, mentor and help provide structure

all students. Power to remove a top leader according to constitution

Provides advice, guidance and feedback at the request of the students serving in the student media organizations.

Mentor student leaders

Advise on ethics. As governing body, it's authorized to address grievances.

inform program curriculum

Nothing

They critique the students works after it's published. Always there for help or support.

NA

They serve in an advisory role to the department.

The Publication Board: they are a diverse Board of 8 people that encompass other parts of campus as well as Administration. They help with hiring the Editor-in-Chief and assist with the constitution and bylaws.

The personnel decisions include a student editor. Professional advisers also provide newsroom/marketing advice.

They recommend the budget, but do not oversee it.

I rely on them for advice and direction for the newspaper. It comprises faculty and staff from various departments/interests on campus

only a board for newspaper, meets only to select managing editor, rubber stamps selection by advisor and staff

Yearbook does not, I am not sure about the others.

They serve as a liaison between the student media and the student government.

It hires the editors-in-chief and professional staff. Adopts overall policies.

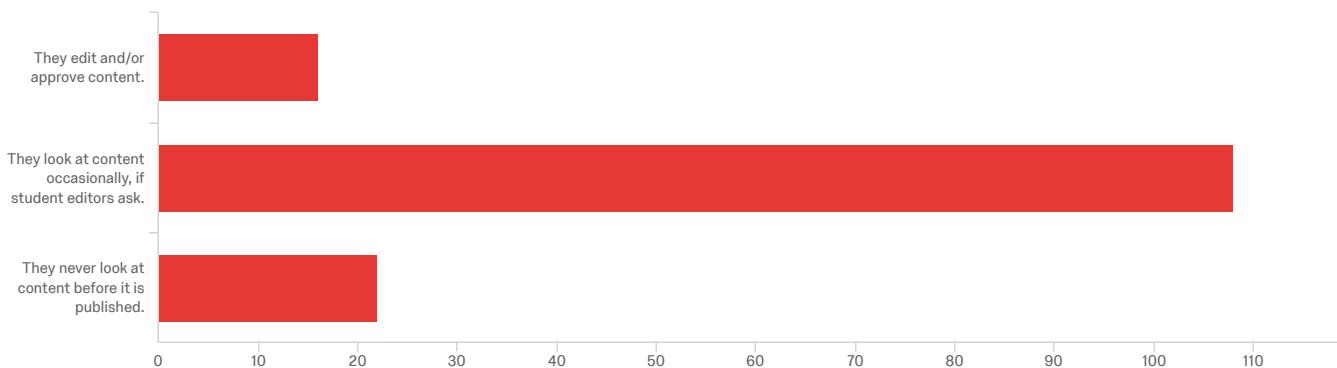
They provide feedback on station programming and strategic planning.

Nothing, really

Programming

eyes and ears around campus

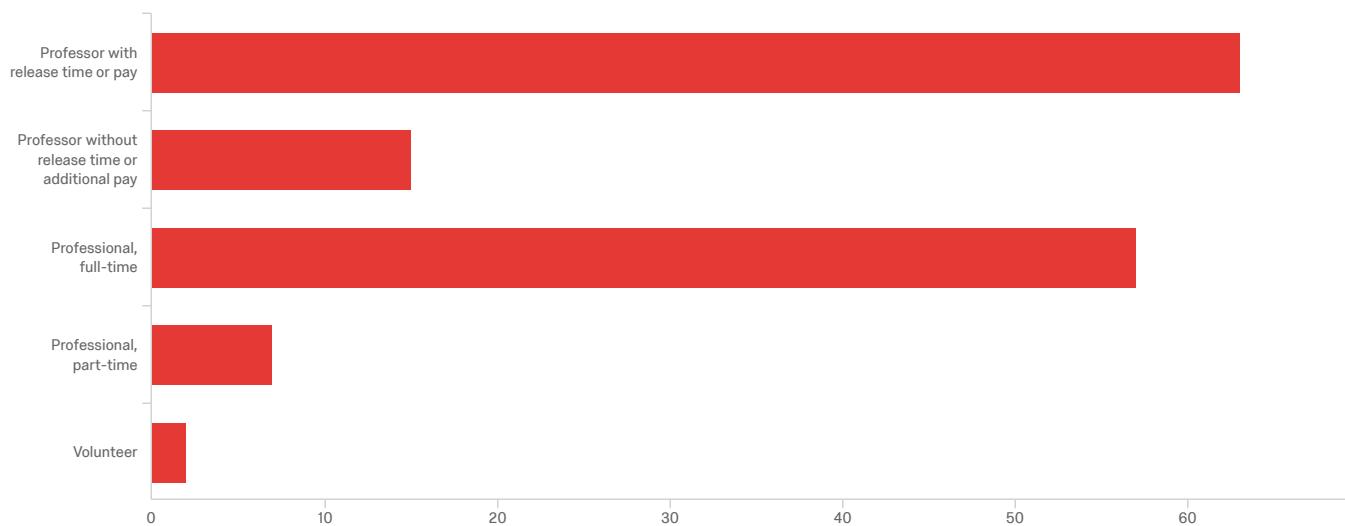
Q11 - What role do advisers/student media professionals play in relation to content in your college or university's student media organization?



#	Field	Choice Count
1	They edit and/or approve content.	10.96% 16
2	They look at content occasionally, if student editors ask.	73.97% 108
3	They never look at content before it is published.	15.07% 22
		146

Showing Rows: 1 - 4 Of 4

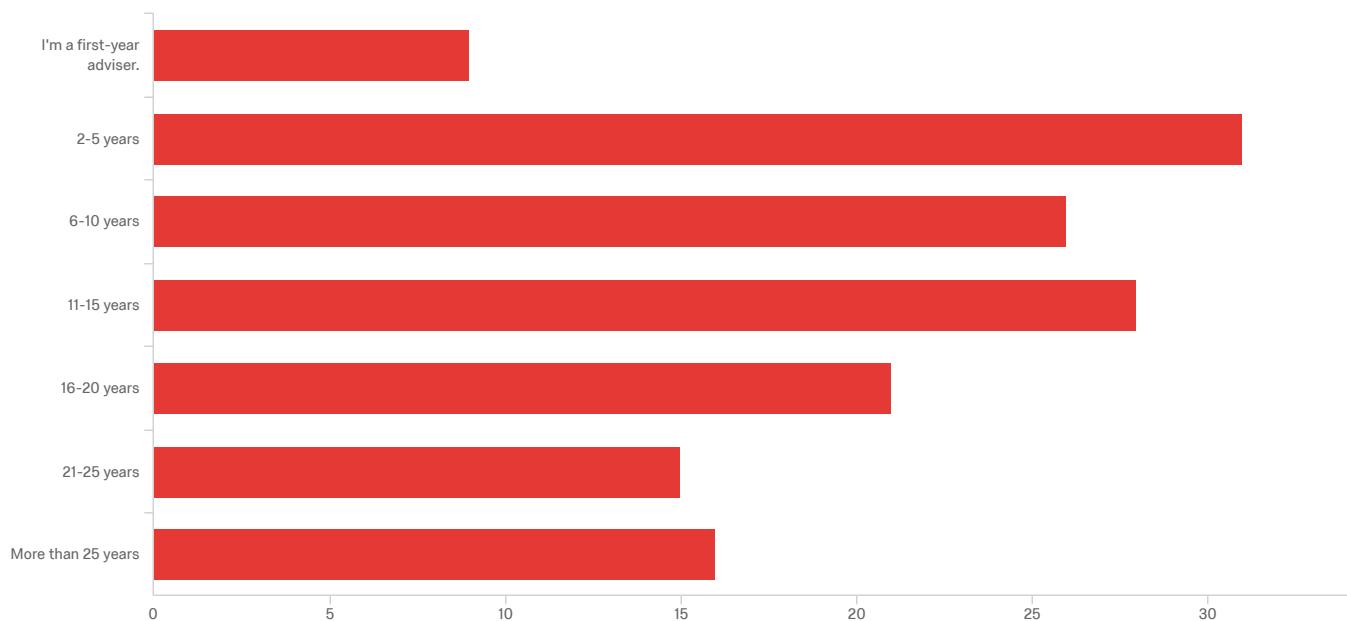
## Q12 - Select the option that most closely defines your adviser job.



#	Field	Choice Count
1	Professor with release time or pay	43.75% 63
2	Professor without release time or additional pay	10.42% 15
3	Professional, full-time	39.58% 57
4	Professional, part-time	4.86% 7
5	Volunteer	1.39% 2
		144

Showing Rows: 1 - 6 Of 6

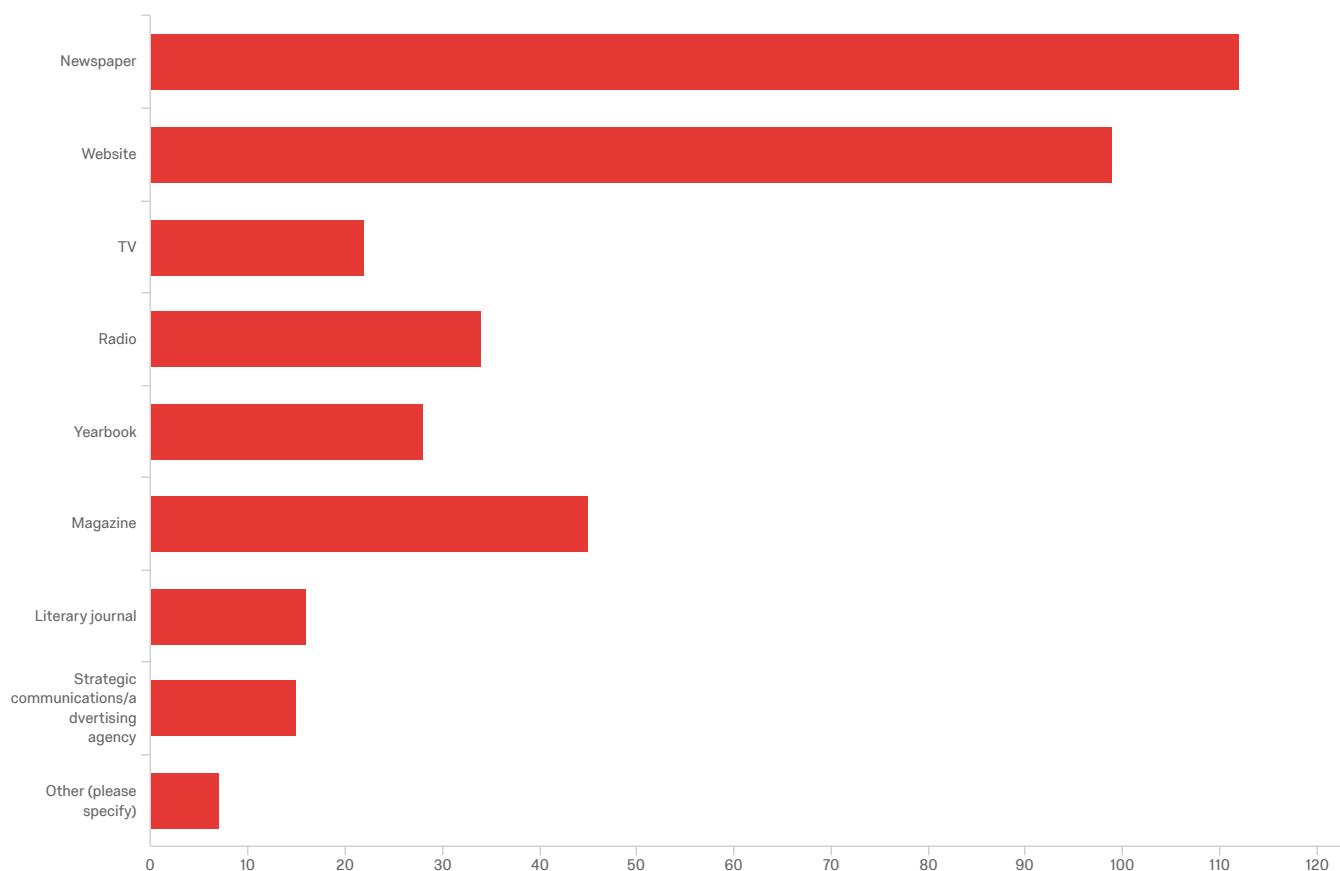
## Q13 - How long have you been advising?



#	Field	Choice Count
1	I'm a first-year adviser.	6.16% 9
2	2-5 years	21.23% 31
3	6-10 years	17.81% 26
4	11-15 years	19.18% 28
5	16-20 years	14.38% 21
6	21-25 years	10.27% 15
7	More than 25 years	10.96% 16
		146

Showing Rows: 1 - 8 Of 8

Q14 - What media do you advise at your college or university? (Select all that apply)



#	Field	Choice Count
1	Newspaper	29.63% 112
2	Website	26.19% 99
3	TV	5.82% 22
4	Radio	8.99% 34
5	Yearbook	7.41% 28
6	Magazine	11.90% 45
7	Literary journal	4.23% 16
8	Strategic communications/advertising agency	3.97% 15
9	Other (please specify)	1.85% 7
		378

Showing Rows: 1 - 10 Of 10

Other (please specify)

Other (please specify)

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Social media

also others stated in 1st question

SCJ chapter and Capture It! photography club

recording studio

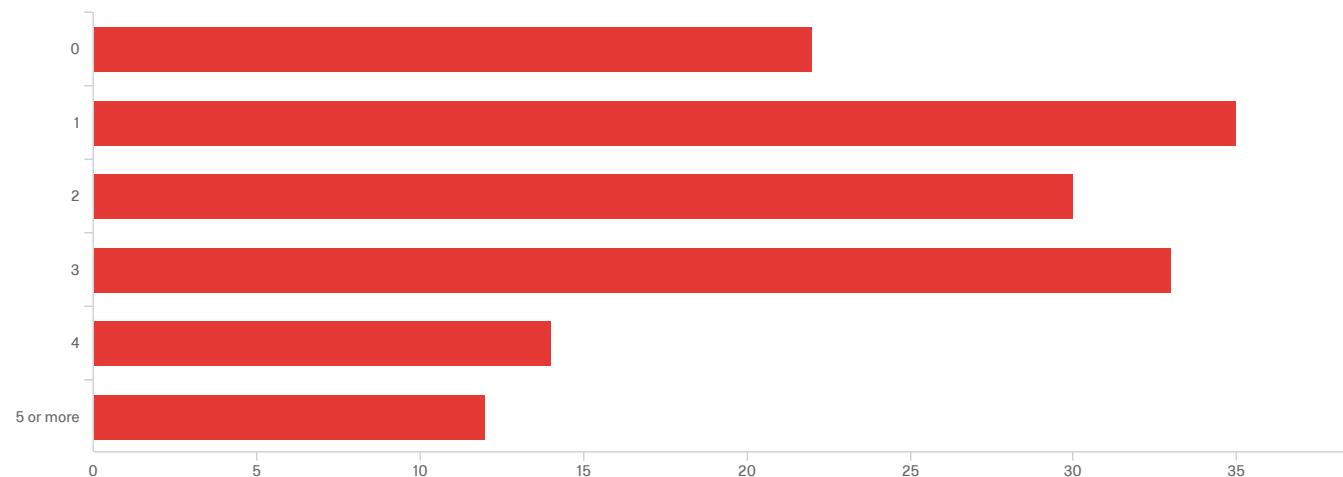
Director, I advise the student leaders for leadership/management development and supervise the advisers and step in to advise as needed

satirical montly newspaper

On-line newsletter

Showing Records: 1 - 7 Of 7

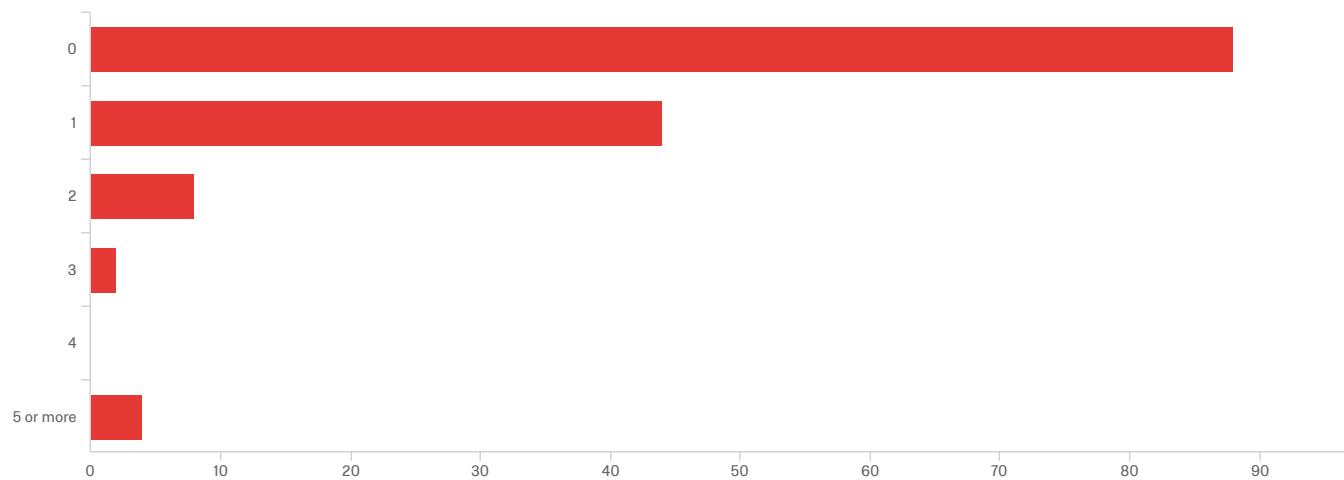
Q15 - How many professional (non-student) staffers advise your college or university's student media outlets (not including business/advertising)?



#	Field	Choice Count
1	0	15.07% 22
2	1	23.97% 35
3	2	20.55% 30
4	3	22.60% 33
5	4	9.59% 14
6	5 or more	8.22% 12
		146

Showing Rows: 1 - 7 Of 7

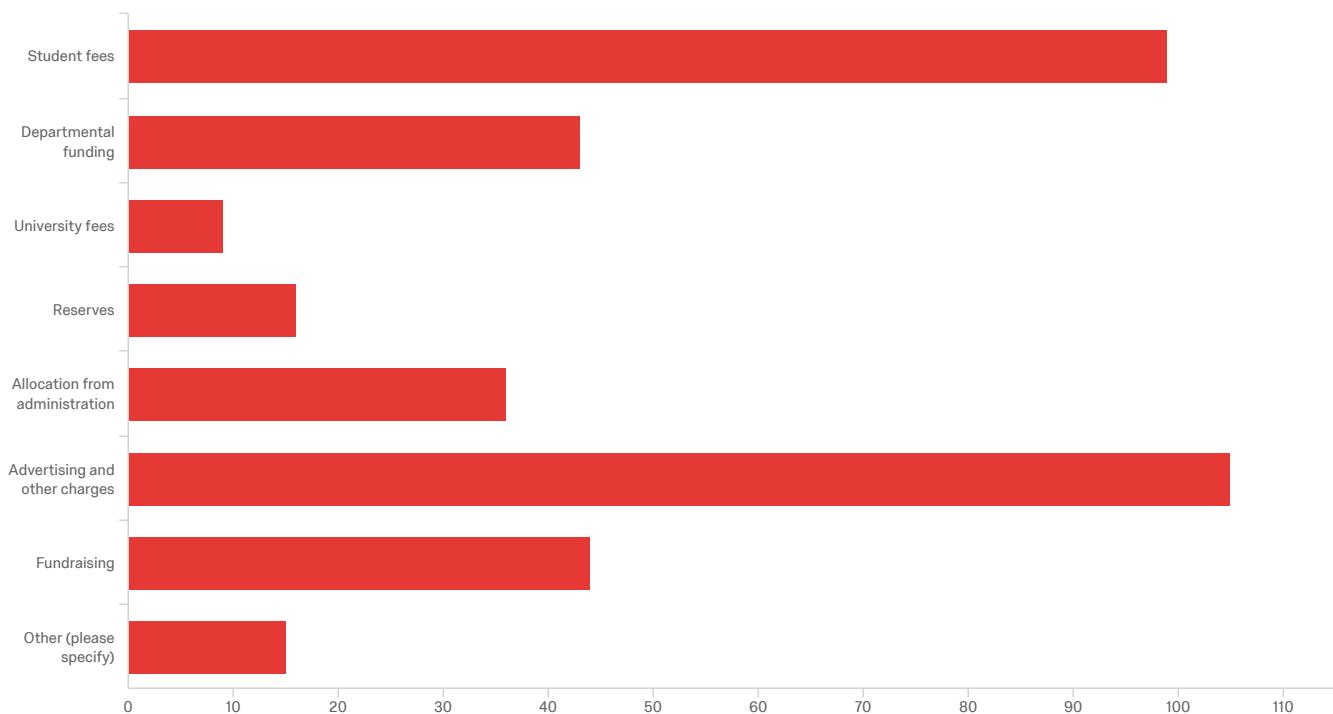
Q16 - How many professional (non-student) staffers are employed by your college or university's student media outlets specifically to work with advertising?



#	Field	Choice Count
1	0	60.27% 88
2	1	30.14% 44
3	2	5.48% 8
4	3	1.37% 2
5	4	0.00% 0
6	5 or more	2.74% 4
		146

Showing Rows: 1 - 7 Of 7

## Q17 - How is student media funded at your college or university? (Check all that apply)



#	Field	Choice Count	
1	Student fees	26.98%	99
2	Departmental funding	11.72%	43
3	University fees	2.45%	9
4	Reserves	4.36%	16
5	Allocation from administration	9.81%	36
6	Advertising and other charges	28.61%	105
7	Fundraising	11.99%	44
8	Other (please specify)	4.09%	15
			367

Showing Rows: 1 - 9 Of 9

Other (please specify)

Other (please specify)

TV and Radio receive student fee funding; the newspaper does NOT

We get \$22K in student fees and reserves have run out. This is a crossroads year for us.

Grants

Endowment

University annual budget

Sponsored table events

We sell a subscription to VSU.

block subscription

Advertising revenue

Newspaper by advertising/fundraising. Radio by administration

Advertising revenue

Endowment

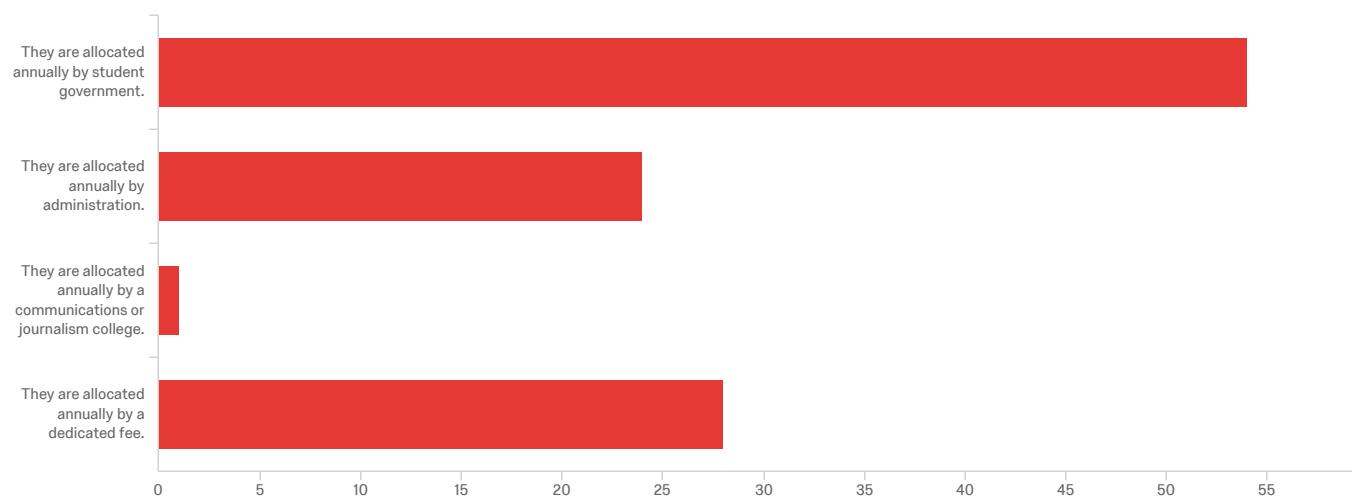
One flagship is entirely self-funded, the other is funded by university

Underwriting

Funding from student senate

Showing Records: 1 - 15 Of 15

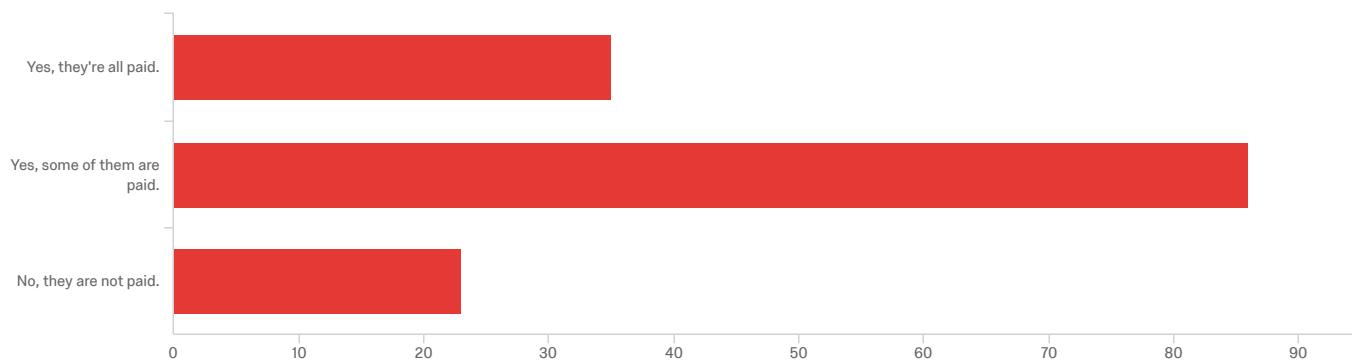
## Q18 - If student media is funded through student fees, how are those fees designated?



#	Field	Choice Count
1	They are allocated annually by student government.	50.47% 54
2	They are allocated annually by administration.	22.43% 24
3	They are allocated annually by a communications or journalism college.	0.93% 1
4	They are allocated annually by a dedicated fee.	26.17% 28
		107

Showing Rows: 1 - 5 Of 5

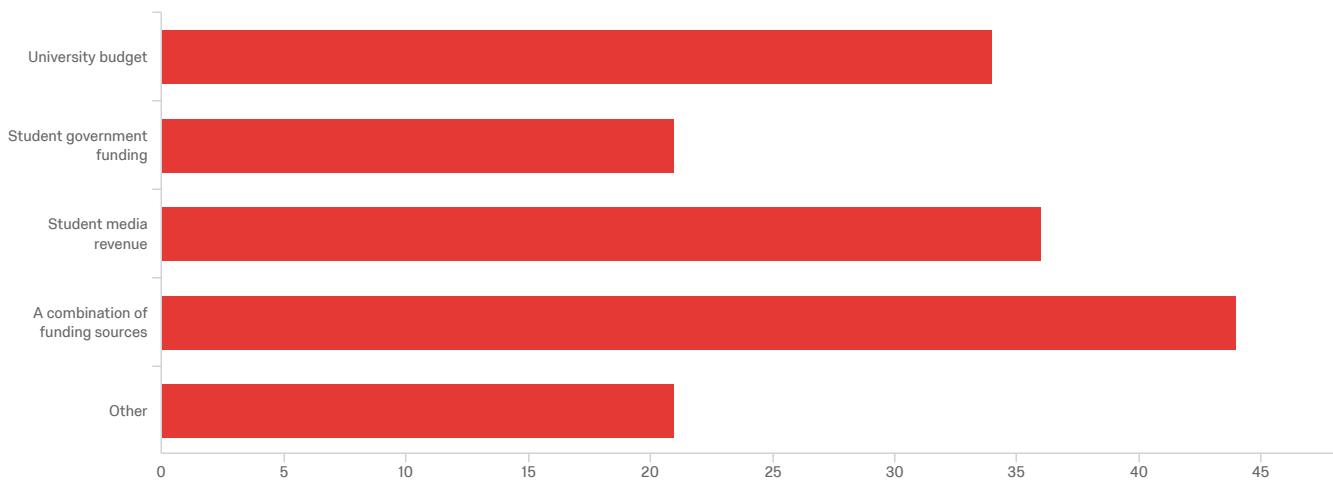
## Q19 - Are student media staff members paid at your college or university?



#	Field	Choice Count
1	Yes, they're all paid.	24.31% 35
2	Yes, some of them are paid.	59.72% 86
3	No, they are not paid.	15.97% 23
		144

Showing Rows: 1 - 4 Of 4

Q20 - If student media staff members are paid, where does the money come from to pay them?



#	Field	Choice Count
1	University budget	21.79% 34
2	Student government funding	13.46% 21
3	Student media revenue	23.08% 36
4	A combination of funding sources	28.21% 44
5	Other	13.46% 21
		156

Showing Rows: 1 - 6 Of 6

Other

Other

No student media staff are paid, but the EIC of the paper receives a full tuition stipend that is funded from alumni donations

College work study

SAF for University staff & for Section editors stipends. FWS for students who have the work-study funds. Ad revenue pays ad staff.

advertising revenue and fundraising

Supplemented with student fees (combination)

Advertising manager receives percentage of ad sales

All our student staff members receive a scholarship. The top position holders also receive a monthly stipend.

Student assessment fee, advertising revenue, donations

Student service fee funding

Mostly student fees, some earned revenue

Positions are FWS job, Editors receive a stipend which comes from our activity fee budget also have contract labor positions which comes from ad revenue the res volunteer.

work study funding

15 students get an Assistantship (discounted tuition).

Webster Scholarship

Student service fees, requested from student fee committee

budget and advertising

One publication entirely self funded, the other funded by university

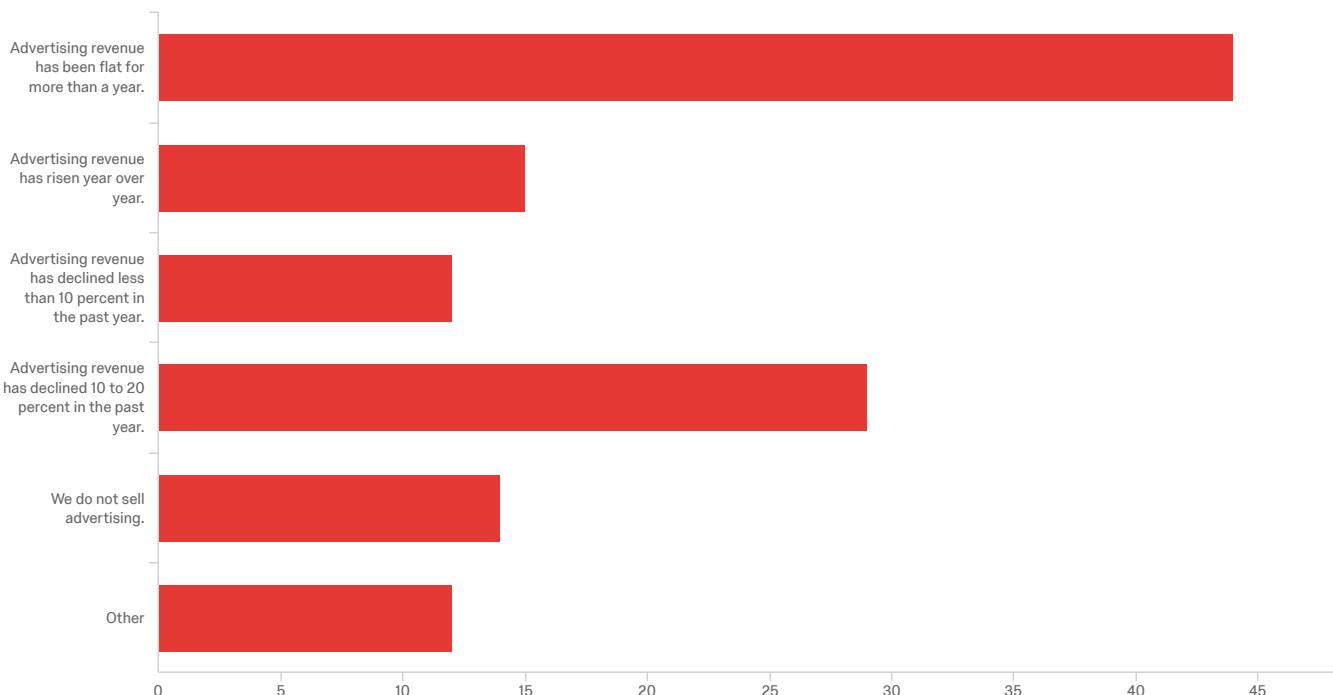
Scholarships

Technically, it's a portion of overall student fees that is allocated by a fee committee including students, faculty and staff. SG plays no formal role in the process, though the president, VP and senators often comprise the majority of student membership on the committee.

N/A

Showing Records: 1 - 20 Of 20

Q21 - Select the option that best describes your student media advertising sales at your college or university.



#	Field	Choice Count
1	Advertising revenue has been flat for more than a year.	34.92% 44
2	Advertising revenue has risen year over year.	11.90% 15
3	Advertising revenue has declined less than 10 percent in the past year.	9.52% 12
4	Advertising revenue has declined 10 to 20 percent in the past year.	23.02% 29
5	We do not sell advertising.	11.11% 14
6	Other	9.52% 12
		126

Showing Rows: 1 - 7 Of 7

Other

Other

This drop corresponds with our 20 percent reduction in the number of issues published.

We had a very good student representative this year, and our sales went way up.

Advertising revenue was so low that we had to fire our advertising director who was costing us more than she was bringing in

We struggle to sell ads. We haven't sold ANY in the past three years.

We outsourced our ad sales to the local newspaper.

I cannot track trends as our advertising efforts are not consistent year to year.

This is our first full year as a weekly, rather than twice a week. Our overall advertising revenue is slightly down, but our per-issue average is up.

We've employed a strategy to replace falling print advertising with digital advertising. It's worked.

Yearbook does not do advertising, I am not sure about the others.

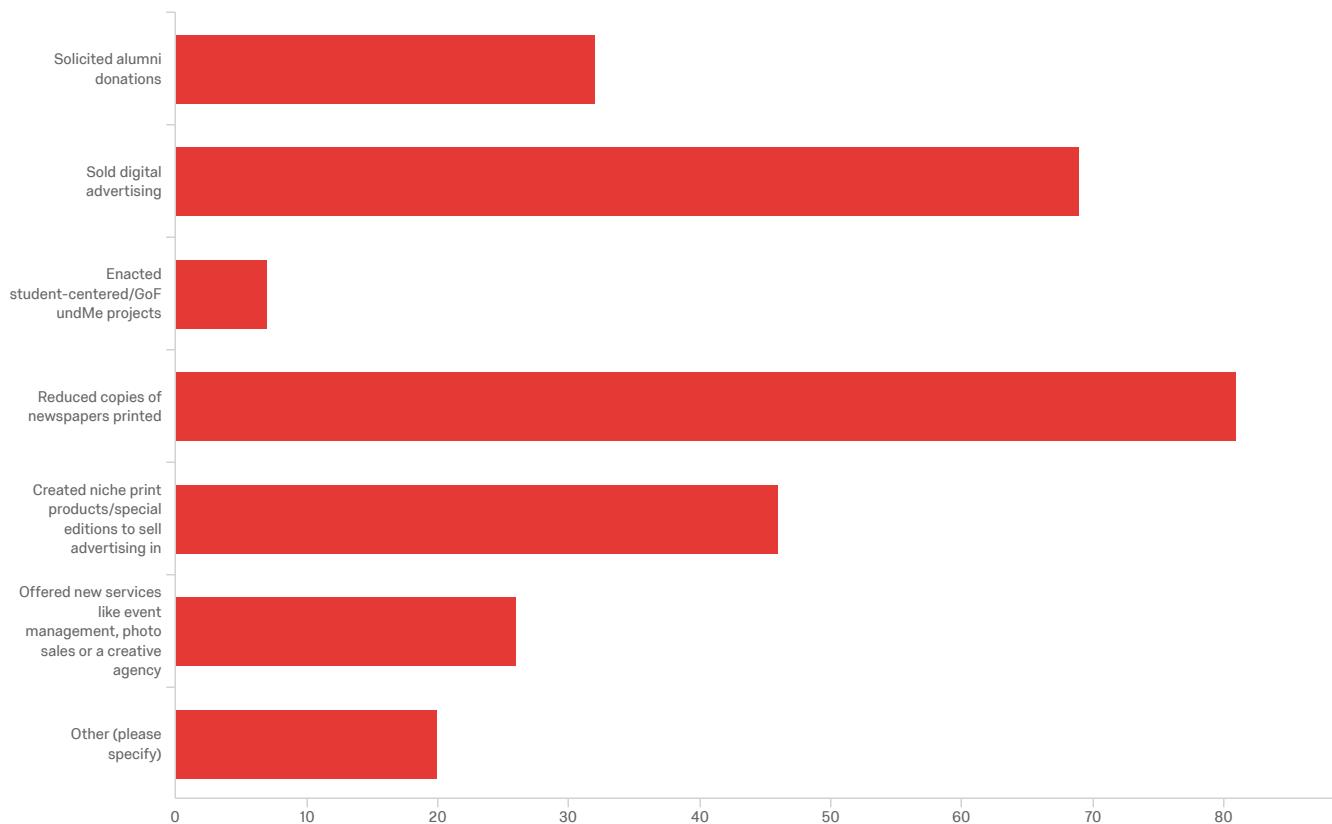
Cannot speak to other student media on campus, but revenue for the radio station has risen slightly year by year.

Newspaper only. Radio and TV generate no sales.

The students have not been selling ads, and we just hired a new student business manager to address this next year.

Showing Records: 1 - 12 Of 12

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



#	Field	Choice Count
1	Solicited alumni donations	11.39% 32
2	Sold digital advertising	24.56% 69
3	Enacted student-centered/GoFundMe projects	2.49% 7
4	Reduced copies of newspapers printed	28.83% 81
5	Created niche print products/special editions to sell advertising in	16.37% 46
6	Offered new services like event management, photo sales or a creative agency	9.25% 26
7	Other (please specify)	7.12% 20

281

Showing Rows: 1 - 8 Of 8

Other (please specify)

Other (please specify)

profit shares at local restaurants

expanded advertising products to include rack poster sales, as well as changed some business agreements in regard to ad broker partnerships

Increase student fees. Cut pages. Cut summer print edition.

Planning a donation campaign

reduced by 3 weekly issues

Held events

Reduced number of print pages

Added paid ad sales positions

Print revenue is not declining

Revamping sales kit, actually hitting the streets to spread the word about advertising

Rack advertising; recruited a business student for the advertising position

DJ, creative, photo and video services

We've cut all our fax & phones no necessary. Cut food & new equipment.

reduced from biweekly to monthly

Reduced print frequency

no pressure to increase advertising, reduced copies for other reasons

sell advertising in other campus areas outside of the campus newspaper

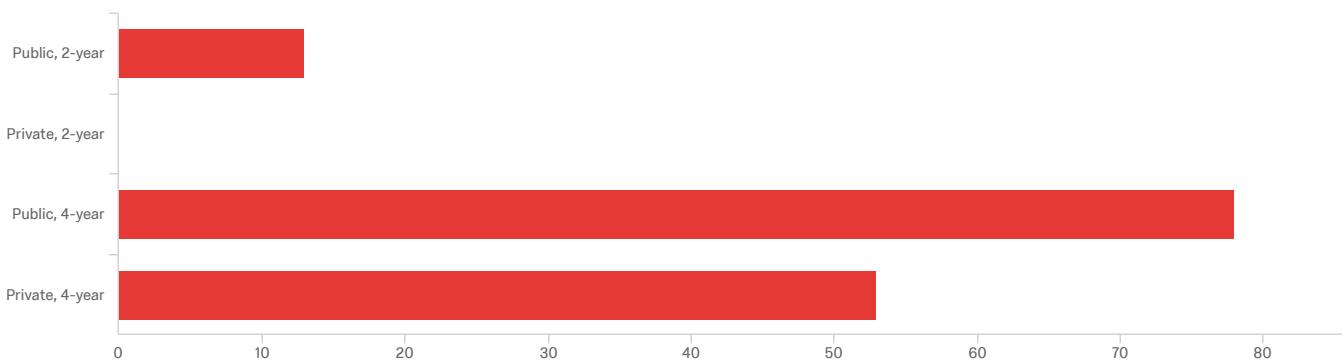
Reduced print frequency to weekly

Reduced # of pages per issue

Bake sale

Showing Records: 1 - 20 Of 20

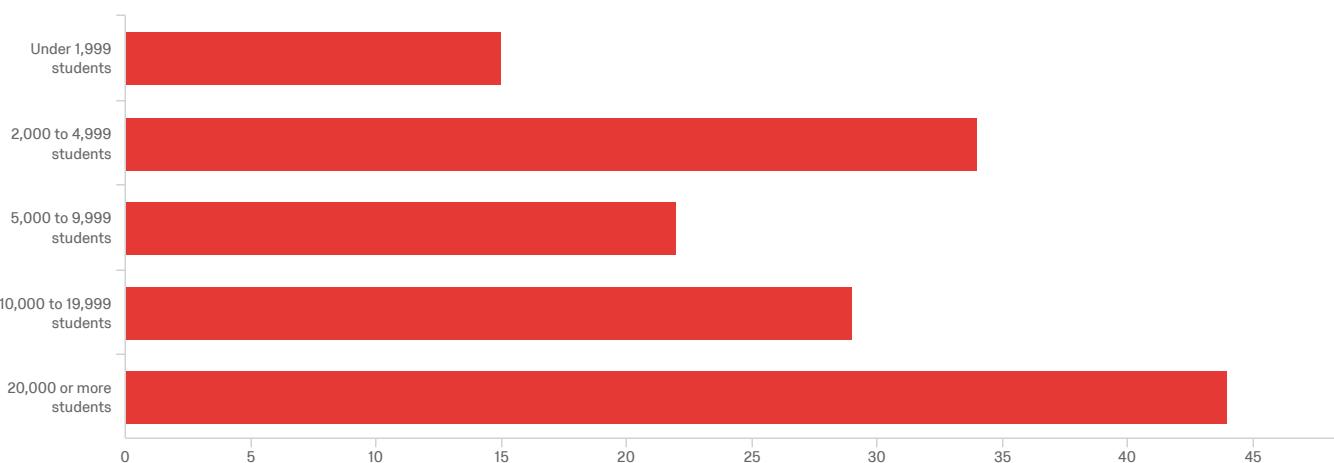
## Q23 - Which of the following best describes your college or university?



#	Field	Choice Count
1	Public, 2-year	9.03% 13
2	Private, 2-year	0.00% 0
3	Public, 4-year	54.17% 78
4	Private, 4-year	36.81% 53
		144

Showing Rows: 1 - 5 Of 5

## Q24 - Select the option that most closely reflects your college or university's size.



#	Field	Choice Count
1	Under 1,999 students	10.42% 15
2	2,000 to 4,999 students	23.61% 34
3	5,000 to 9,999 students	15.28% 22
4	10,000 to 19,999 students	20.14% 29
5	20,000 or more students	30.56% 44
		144

Showing Rows: 1 - 6 Of 6

**End of Report**