

SERVICE & ACTIVITY FEE ANNUAL REPORT

Observer: \$54,061

The Observer is a great resource and a benefit for all students. The Committee sees a value to having a student-run newspaper. The committee recommends that the observer should look at cost-cutting measures (decrease number of papers being printed, etc.).

Fiscal Year: FY2020
Program Name: Observer
Manager: Cait Dalton

Please list any S&A funded positions that have been vacant longer than six (6) months. If any vacancies exist, please explain how you utilized the funds and what your long term plans are for the position.

n/a

Please provide an overview of the student centered programming provided, i.e. type of programs, milestones, number of students impacted, and how they benefited.

Observer is the student-led newspaper available to the entire Central Washington University (CWU) student population. Distribution points also make it available to all CWU faculty and staff and a large portion of the Ellensburg community. It is also delivered to CWU campus university centers throughout the state. A minimum of twelve and up to 20 student employees make up the editorial staff. With mentorship from a faculty advisor the student editorial staff directs and leads a team of reporters, designers and photographers to cover, write and visually assemble information relevant to students, CWU and the community. The Observer keeps students informed of the stories and issues at CWU, providing reporting and coverage on topics such as news, features, profiles, sports, events, community and national issues, and much more. Student employees also include advertising sales representatives and distributors. All students are gaining valuable real-world experience working in a newsroom, journalistic professionalism, teamwork, management and working under deadlines.

The Observer is produced by students throughout various university programs and majors including journalism, public relations, film, art and English. The opportunity to be on The Observer staff is open to any CWU student.

The Observer continues to be an award-winning institution, receiving accolades and awards from the Associated Collegiate Press and Society of Professional Journalists, adding to decades worth of awards.

The student's ability to pivot and rise to the challenge during the pandemic that greatly affected production during part of winter quarter and all of spring quarter was of notable admiration. The

students overcame obstacles, creating innovative ways to collaborate, report and continue delivering the news to readers.

Please provide a detailed explanation of any fund transfers from one service and activities fund budget to another.

n/a

Please provide an explanation for any positive or negative fund balances at year end.

The Observer ended FY20 with a positive fund balance of \$53,123. There are a few key factors of note regarding the ending fund balance.

- Savings came in the form of not printing spring quarter. The fiscal decision was made to not print any papers spring quarter due the University campus being closed to students, faculty and staff as a direct result of COVID-19. This decision resulted in approximately \$10,000 worth of funds not expended for allocated printing costs.
- Students published solely on digital platforms which included publishing online at cwuobserver.com, ISSUU which was promoted through a weekly post on Central Today, and a weekly e-newsletter sent to subscribers. Additional expenses related were minimal with a \$250 annual subscription upgrade.
- There was a significant decrease in self-supported funds from advertising sales. This was largely a result of COVID-19 and not printing physical papers spring quarter. A minimal amount was recovered and reallocated to our digital platforms. Prior to COVID, yearly trends as well as industry trends show a steady decrease in advertising support.
- The decrease in self-supported funds includes a loss in revenue from the cancellation of our annual off-campus housing fair. Again, due to COVID the event was canceled resulting in a loss of revenue.
- The Observer also has rollover from prior years in the form of self-supported funds from advertising revenue.

**Service & Activities Base Funding Financial Overview
For the month ended October 31, 2020**

Department: Observer

Fund: F:522

As of 11/13/20

	FY21 Actuals + Forecast	FY20 Actuals	FY 19 Actuals	FY18 Actuals
Revenues				
CWU-Sales and Services	26,634	28,104	41,972	38,839
CWU-Other	0	0	6,707	0
CWU-Allocation (Revenue)	56,375	56,375	54,365	54,365
Total Revenues	83,009	84,479	103,044	93,204
Transfers				
Total Transfers	0	0	0	0
Expenses				
CWU-Salary and Wage (Staff)	8,900	7,813	11,367	4,053
CWU-Student/Temporary/Overtime	43,214	40,115	38,481	32,647
Total Salaries	52,114	47,928	49,849	36,700
CWU-Benefits	5,630	4,843	4,665	3,385
Total Salaries & Benefits	57,744	52,770	54,514	40,085
CWU-Goods	33,327	16,903	25,963	30,544
CWU-Supplies	400	455	575	974
CWU-Utilities	504	312	472	623
CWU-Repairs/Maintenance	80	0	299	104
CWU-Program	1,717	2,338	2,459	1,820
CWU-Travel	2,400	(315)	3,268	3,408
CWU-Equipment/Software (Non-Capita)	80	71	1,000	0
Bad Debt	0	(4)	0	2,746
Total Goods & Services	38,508	19,760	34,036	40,220
Total Expenses	96,252	72,530	88,550	80,305
Net Resources	(13,243)	11,949	14,494	12,899
Projected Beginning Fund Balance	53,123	41,174	26,680	13,781
Projected Ending Fund Balance	39,880	53,123	41,174	26,680