

SERVICE AND ACTIVITY FEE ANNUAL REPORT

GENERAL INFORMATION	
Reporting Year:	2017
Reporting Program:	Pulse
Funded PID:	4400620001
Program Manager	Tara Long

Financial Report Back:	
FUND BALANCE	\$ 11,850.36
REVENUE:	
S&A Funds Received	\$ 10,000.00
Self Support Funds Earned	\$ 2,390.00
Other Funds Received	
TOTAL REVENUE:	\$ 12,390.00
EXPENSES:	
STUDENT PAYROLL	\$ 7,109.00
NON STUDENT PAYROLL	
BENEFITS	\$ 170.49
GOODS & SERVICES	\$ 16,272.38
TOTAL EXPENSES:	\$ 23,551.87
TRANSFERS IN	
TRANSFERS OUT	
NET CHANGE	\$ 688.49

Please list any S&A funded position(s) 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.

NA

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

PULSE magazine is a student-led lifestyle magazine that is produced by journalism, public relations, film and art students enrolled in two simultaneous classes – Com 446 and Com 478. With mentorship from a faculty adviser in the Digital Journalism program, students oversee the entire production of the magazine – from conceiving ideas and laying out the magazine, to reporting, writing and photographing stories, to designing pages and other materials, to promoting the magazine online and off.

In recent quarters, students have been making an additional push to incorporate more interactive multimedia content on our website, including videos, virtual reality experiences, podcasts and audio recordings of interviews, and photo galleries. This is all direct, practical and professional experience in the fields these students are studying.

Over the last 5 years, students’ work for PULSE has been recognized by professional associations at regional and national levels with awards in just about every category we’re eligible for, including: Best Student Magazine, Reporter of the Year, Cover Design, Affiliated Website, Use of Multimedia, Non-Fiction Article, Sports Article, Online Reporting, Radio Feature, Illustration.

The entire student population has access to PULSE, especially since we went into print in 2016 (we print two 64-page issues per quarter), and we try to cover issues and special interest stories that speak to the Central community and in particular the student population.

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

PULSE AWARDS

2017

- 2nd place, Reporter of the Year, Nicole Trejo-Valli - Associated Collegiate Press national awards
- 2nd place, Illustration of the Year, Maddie Bush – Summer Drinks - Associated Collegiate Press national awards
- Honorable Mentions - Cover Design of the Year and Magazine Spread of the Year (Vanessa Cruz); Story of the Year (Megan Schrenk – “Injured & Alone”)
- Winner, Best Non-Fiction Magazine Article - Society of Professional Journalists
- Finalist, Best Radio Feature, PULSE Radio - Society of Professional Journalists
- Finalist, Best Affiliated website - Society of Professional Journalists
- Second place, Best in Show, Feature Magazine – Associated Collegiate Press, Best of Show Award

2016

- Finalist, Best Student Magazine – Associated Collegiate Press Associated Collegiate Press (national - one of 22 selected nationwide)
- Fourth place, Feature Magazine – Associated Collegiate Press, Best of Show Award
- Honorable Mention, Juried Student Art Show, Central Washington University Art Department

2015

- Winner, Best Student Magazine -- Society of Professional Journalists, Mark of Excellence Award (regional)
- Winner, Non-Fiction Magazine Article -- Society of Professional Journalists, Mark of Excellence Award (regional)
- Finalist, Best Use of Multimedia – Society of Professional Journalists, Mark of Excellence Award (regional)
- Fourth place, Best Student Magazine – Associated Collegiate Press, Best of Show Award

2013

- Finalist, Online Feature Reporting - Society of Professional Journalists, Mark of Excellence Award (regional)

2012

- Third place, Best Student Magazine – Society of Professional Journalists, Mark of Excellence Award (regional)