

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:	FY 2021
Program Name:	Observer
Program Manager:	Jennifer Green

Please list any S&A funded position 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.

The Observer is the student-led newspaper available to the entire CWU student population. Distribution points also make it available to all CWU faculty and staff as well as a large portion of the Ellensburg community. It is also delivered to CWU campus university centers throughout the state.

A minimum of 8 and up to 20 student employees make up the editorial and leadership staff. With mentorship from a faculty adviser in the Digital Journalism program, students oversee the entire production of the newspaper – from conceiving of ideas and laying out the pages, to reporting, writing, editing and photographing stories. Students also promote the magazine on and offline. They rose the challenges of reporting during a pandemic last year and this year as well.

With faculty adviser guidance, the student leadership staff directs and leads a team to cover, write and assemble information relevant to students, CWU and the community. The Observer keeps the campus and local community informed of stories and issues at and relevant to CWU, providing reporting and coverage on topics such as news, features, profiles, sports, events, community and national issues, and much more. Student employees can also include advertising sales representatives and distributors.

All students gain valuable, real-world experience with working in a newsroom, journalistic professionalism, teamwork, management and working under deadlines. The Observer's students come from various programs and majors on campus, and the opportunity to form part of The Observer staff is open to any CWU student. The Observer also continues to win awards for its work, including in FY21 regional awards from the Society of Professional Journalists (for Best Affiliated Website, Sports Reporting, Breaking News Photography and Editorial Cartooning) and a national Pinnacle Award from the College Media Association for Best Newspaper Feature Page/Spread.

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 FY21 with a positive fund balance of \$40,268. Our expenses went up due to returning to print service, which we'd temporarily suspended during FY20 due to the pandemic. Advertising revenue shrunk due to residual difficulties from the pandemic and our currently unfilled position for a Student Media Business Manager (who oversees ads). We're hoping that changes in 2022. The Observer also has a rollover from prior years in the form of past self-supported funds from ad revenue.

Service & Activities Base Funding Financial Overview
For the month ended June 30, 2021

Department: Observer

Fund: F:522

As of 10/21/21

	FY21 Actuals	FY20 Actuals	FY19 Actuals	FY18 Actuals
Revenues				
CWU-Sales and Services	12,527	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	68,902	84,479	103,044	93,204
Transfers				
Total Transfers	0	0	0	0
Expenses				
CWU-Salary and Wage (Staff)	8,564	7,813	11,367	4,053
CWU-Student/Temporary/Overtime	44,462	40,115	38,481	32,647
Total Salaries	53,027	47,928	49,849	36,700
CWU-Benefits	4,969	4,843	4,665	3,385
Total Salaries & Benefits	57,996	52,770	54,514	40,085
CWU-Goods	22,845	16,903	25,963	30,544
CWU-Supplies	0	455	575	974
CWU-Utilities	312	312	472	623
CWU-Repairs/Maintenance	0	0	299	104
CWU-Program	600	2,338	2,459	1,820
CWU-Travel	0	(315)	3,268	3,408
CWU-Equipment/Software (Non-Capita	0	71	1,000	0
Bad Debt	4	(4)	0	2,746
Total Goods & Services	23,761	19,760	34,036	40,220
Total Expenses	81,757	72,530	88,550	80,305
Net Resources	(12,855)	11,949	14,494	12,899
Projected Beginning Fund Balance	53,123	41,174	26,680	13,781
Projected Ending Fund Balance	40,268	53,123	41,174	26,680