



The Daily

UNIVERSITY of WASHINGTON

Division of Student Life

## Engaging the Community One Story at a Time



We tell stories in print and on-line, through still and video photography. Through The Daily, our writers, photographers, designers and editors become engaged with the UW and help bring the broader UW community together through stories and coverage. Collaboration, leadership and communication skills are honed here.

**Engagement.**  
**It's the Washington Way.**

### Our Story

Since 1891 The Daily (and its predecessor, The Pacific Wave) has helped students develop leadership, research, communication and time-management skills. Students can emphasize creativity (through publishing an award-winning newspaper) or business skills (through selling advertising). The Daily shares information and stories, creating a more cohesive campus community, while it gives students skills that will help drive their adult careers.

The Daily is under the umbrella of the Office of Student Publications, and when most people think of the work we do, they think of The Daily. However, Student Publications gives us the leeway to expand beyond The Daily when we need to develop new opportunities for students.

The Daily is published each day classes are held during Fall, Winter and Spring quarters, and weekly during the Summer quarter. In all, more than 160 times per year.

In addition to preparing the print edition, students develop skills in electronic media by developing the newspaper's website (dailyuw.com); The Daily Double Shot, a half-hour television program for UWTV; and videos and podcasts. Our work is published via newsprint, television and the Internet, including YouTube, Facebook, Twitter and other emerging vehicles.

Students have even created a 10-week long training program to orient and prepare new students to join the newsroom.

As a student-run newspaper, the roles and responsibilities for students demand communication skills, managing teams, and managing their academic obligations within a business environment. They also learn higher order lessons, such as the need for responsibility to accompany free speech, something that's important regardless of their future professions.

The Daily is one of the most awarded college newspapers in the United States, having placed at or near the top in national and regional contests. At the National College Media Conference in 2010 The Daily was awarded the prestigious Pacemaker Award for General Excellence (the "Pulitzer Prize of student media") as well as Best of Show, Story of the Year Editorial/Opinion, Story of the Year/Diversity, and Multimedia Story of the Year. It was a finalist

for the Pacemaker Newspaper of the Year in 2009. The Daily also earned the 2007, 2008, 2009 and 2010 Apple Award for the best four-year college newspaper (tabloid) in the United States.

The advertising department is also student led and staffed. Students are responsible for generating more than \$617,000 annually in advertising sales through working with local and campus clients. The students develop new products, both print and online, in response to client feedback.

### Our Commitment

**Access** – The Daily is available free of charge to all students, faculty and staff, distributed throughout campus and the adjacent business district. The newspaper is also accessed through its website, worldwide without restriction.

**Engagement** – Students connect to the UW through The Daily. Ninety-three percent of respondents in a 2012 student employee assessment said their experiences at The Daily and The Daily Double Shot helped them feel more connected to the University. One student wrote, "What I love is gaining is enjoyment. I love the work that I do, and I love the impact that The Daily can have on the student body."

**Diversity** – The University of Washington is a diverse community of people and programs. We recruit an ever-expanding circle of writers, photographers and videographers to help make sense of it and to tell people's stories.

**Care** – Student participants find themselves in a caring, supportive community within The Daily. Respect for personal differences is blended with an expectation for excellence. Mentoring is available from experienced students and staff.

**Student Learning** – The ability to produce high-quality work under pressure while managing multiple obligations is an important life skill. It is nurtured here. News organizations are all about teamwork, goal setting and achievement, crisp writing and decision-making. Business students have the opportunity to work with businesses to establish and execute advertising plans. Our students consistently credit their post-graduate success with skills learned through the Office of Student Publications, and 95 percent recommend the experience to other students as valuable.

## Quick Facts

1.6 million, the number of copies of The Daily distributes per year: 10,000 copies, 164 issues

Over 1.2 million (and counting), the number of times our 548+ videos have been viewed on our YouTube channel, [www.YouTube.com/thedaily](http://www.YouTube.com/thedaily)

More than 160, the number of students involved in The Daily or the Daily DoubleShot each quarter

\$617,000- the value of advertising sold by students to local businesses, campus organizations, and individuals

\$250,000- the amount of Student Activities Fees returned to students through part-time employment

7, the number of Pulitzer Prizes won by journalists and cartoonists who started their careers at The Daily.

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*"Through reporting, I learned what it truly means to be a citizen, an academic. I learned how to ask good questions, how to listen and be curious, and I now know everything about the UW. The Daily made me a Husky, and well as a better person."*

*"What I hope to gain, and have been gaining, is enjoyment. I love the work that I do, and I love the impact that The Daily can have on the student body."*

*"I've already learned so much more here than in any of my journalism classes. We all feed off each other and learn from each other every day."*

*"Good communication skills, to be able to work under pressure, sales and have a better sense of what it means to be part of a business environment."*

*"A heightened understanding of the campus community and campus at large, an ability to work as a manager and team member, and to write better."*

## Challenges

The Daily, like other newspapers across the country, has experienced advertising decline. As yet, there is no proven model to create revenue from electronic media. Thus, we are continuing to experiment in ways to make the newspaper more relevant and to find creative ways to generate revenue from electronic media, whether it's [dailyuw.com](http://dailyuw.com), mobile or tablet platforms.

We have insufficient resources — hardware and software — to accommodate the growing numbers of students who want to learn about video storytelling, both in front of and behind, the camera. As everyone shifts to High Definition, our insufficiency is even more acute.

## Opportunities

We can tap into UW's highly regarded Computer Sciences and Engineering, Informatics, and Design programs. We have an amazing, deep pool of students who want to explore tablet design, mobile apps and online storytelling.

The Daily creates a sense of community while creating future leaders. Whether published via paper or electrons, there are stories to tell and students to develop.

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*"When I first arrived, I just wanted a part-time job that wasn't waiting tables and played into my skills I already had. I never planned on being a manager. Now that I am near the time where I'll be leaving, I know that I have gained much better people skills; I know there is a difference between being a manager and being a leader ... building relationships with others so different than me on a single product has been the most rewarding."*

*"I am much more involved in my community and have attended many club meetings and events that I know I would not have otherwise."*



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