MISSION STATEMENT

The Daily Shares information and stories, creating a more cohesive campus community, while it gives students skills that will help drive their adult careers.
SERVICES & ACTIVITIES

The Daily prints 5 days a week, or <160 newspapers a year. They also run a TV program on UWTV (Daily Double Shot) and have a varied web presence.

- Founded in 1891, oldest unit.
- 10 week student-led development course for incoming writers.
REVENUE

• “Revenue” comes in 5 ad sales types
  – Local
  – Campus
  – National
  – Online
  – Classified

• Negotiated a new contract for Visitor’s Guide; will increase.
ALL EXPENDITURES

• Increased Ads = Increased Printing & Salary costs
• Negotiated lower costs for ad software
• New website eliminated content costs

TOTAL: $846,000
SAF EXPENDITURES

• Previously:
  – Professional Ad Director
  – Student Salaries & Benefits
  – Portion of Printing

• Shift to student salaries is “simpler and more direct”

• Total student salaries & benefits for The Daily: $307,932
EIGHT-YEAR FINANCIAL TREND

FISCAL YEAR

06  07  08  09  10  11  12  13

SAF ALLOCATION

$227,000 $227,000 $260,072 $230,072 $200,000 $205,000 $250,000 $250,000
THE DAILY’S DEBT SNAPSHOT

The Daily Debt Over Time

FISCAL YEAR

06 07 08 09 10 11 12 Today

$(690,866) $(658,640) $(608,234)
RESPONSE TO CHANGES

The increase of $50,000 over the last two years “allowed us to maintain student employment”
GOALS & IMPACTS

SHORT-TERM GOALS
• Software upgrades
• Developing a tablet version
• Finding new revenue streams
• Paying off debt

LONG-TERM GOALS
• Adapting to changes in technology
• Creating student opportunities
• Paying off debt

“We are focused on operational excellence even as we enhance opportunity for students and remain relevant to our readers and advertisers.”
POTENTIAL FUNDING SOURCES

“We hope that the SAF contribution remains constant, so that over time as The Daily grows, the revenue attributable to SAF will be proportionately less.”

OPERATING
• New, profitable products
• Tablet product
• UW Athletics, UW Alumni Association, UWTV, and other campus organizations

CAPITAL
• The Daily Alumni outreach