

March 1, 2022

Dear Student Affairs Committee,

The Broadside has thrived during the 2021-2022 academic year, reporting on the pandemic, a campus lockdown and a national labor shortage. COCC's online student newspaper expanded its staff, launched a podcast and created an events calendar. *The Broadside* looks toward next year with even more ambitious plans, including big reporting projects, a new business manager position and increased advertising revenue.

The Broadside is a unique student club because it has the ability to enrich the lives of *all* COCC students. As a news source, it offers a deeper connection to the college and the community. For student staff, it offers meaningful experience that can't be replicated in a classroom. Students get regular practice writing quickly and accurately—a skill that benefits almost any career. They produce published, searchable bylines. And unlike assignments that are turned in for a grade, these ones offer real world feedback as students observe and learn from the consequences of what they publish.

When *The Broadside* was operating remotely and reconfiguring itself as an online-only publication, it managed to subsist solely on money carried over from previous years' allocations. This is no longer the case. *The Broadside* had just five paid staff when in-person classes resumed in fall 2021. Today we have nine—with at least two more applying for the spring term.

I feel confident that we can fill 10 paid positions during the 2022-2023 academic year. This will enable us to offer increasingly robust news coverage for the COCC community. Staff salaries account for more than 93% of our budget request, or \$38,250. The remainder of the budget, \$2,750, would cover professional development, materials and equipment, software and web hosting costs.

I anticipate \$3,000 in advertising revenue next year. I also anticipate spending \$3,000 in printing costs to produce a special print edition two or three times per year, which will give students valuable print journalism experience. The print editions will be produced in conjunction with a COCC design class that currently lays out a fake publication to obtain print experience.

The total anticipated budget for the year is \$41,000. I expect *The Broadside* will finish the current academic year with no funds remaining. (We left one editor's position unfilled for the Spring 2022 term so we didn't exceed funding.) For 2022-2023, I am therefore requesting a total allocation of \$41,000.

I know this is a large increase from the last couple of years, which is why I'm working with faculty from COCC's business department to help create and support a new business manager position. Over the next few years, I aim to build a strong revenue base for *The Broadside*, to help support COCC's robust and growing online source for news. If you have any questions about this request or about *The Broadside*, please feel free to contact me.

Thank you for your consideration,

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