



Student Incidental Fees Committee

Oregon State University, 108H Student Experience Center, Corvallis, Oregon 97331-2212
T 541-737-3458 | student.fees@oregonstate.edu | <http://oregonstate.edu/sifc>

Exhibit F

2016- 2017

Orange Media Network

FY17

Prepared By: Candace Baltz, Kami Hammersmith, Rafid Chowdhury



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Date: 1/23/16

To: Student Incidental Fee Committee (SIFC)

From: Candace Baltz, Director
Kami Hammerschmith, Asst Director
Rafid Chowdhury, MU President

Re: FY17 Budget Submission

Contacts: Candace Baltz, Director
Kami Hammerschmith, Assistant Director
Rafid Chowdhury, MU President
Rachel Suchan, Daily Barometer Editor-in-Chief
Logan Taylor, Daily Barometer Business Manager
Halie Sutton, Beaver's Digest Editor-in-Chief
Darryl Oliver, Prism Editor-in-Chief
Rose Kearsey, KBVR FM Manager
Aaron Davis, KBVR TV Manager

I. Budget Summary Narrative

Orange Media Network is a part of the Memorial Union organization. The MU Advisory Board acts as the budgeting board for Orange Media Network.

The five program budgets (Daily Barometer, Beaver's Digest, Prism, KBVR FM and KBVR TV) have retained a zero increase collectively, however mandatory assessments that were previously covered by Educational Activities have been moved into our MUNSMA account. Mandatory assessments total \$16,670. Also, now that all of Orange Media Network's new equipment installed in the Student Experience Center has been inventoried, an equipment reserve of \$100,000 has been added.

Newspaper advertising revenue is down significantly, so we have adjusted revenue in the MUNBAR index to reflect this trend. This is not unique to The Daily Barometer. University and commercial papers nationwide are facing this as the opportunities to reach consumers have expanded beyond print newspapers. We have added some revenue to Beaver's Digest as we plan to sell ads into the magazine, but this is new, so we have kept our estimated revenue conservative. To offset the decrease in Barometer revenue, we are looking at reducing the number of days the newspaper publishes from five to one or two. This decrease is reflected in our printing and publishing expense. Our printing contract goes to bid again this summer, so we are estimating what our printing will be for the next year. There is no reduction to student wages as they will still be covering the news of the campus, but will distribute it electronically through the web and social media instead of in a print product.

Orange Media Network is working with the College of Business and SLI to transition DAMChic, an online fashion magazine,



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from a student organization to a new medium housed in OMN. We have added a decision packages to establish an index for DAMChic as part of Orange Media Network. It is a zero increase decision package as the projected income will offset the printing and promotion.

II. Overall Budget Change Matrix:

2015-2016 Cost per student per term	2016-2017 Cost per student per term	% Increase from
Fall, Winter Spring \$2.99	\$4.52	51.17%
Summer \$0.90	\$0.93	0



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III. Questions from SIFC

Please refer to Budget Guidelines for your specific questions

1. What is your unit doing to ensure the inclusion of diverse student populations in your organization and programming? Does your organization have a current plan to increase service to diverse students? Please elaborate. Orange Media Network is working with ISOSU to develop Mandarin language podcasts to air on KBVR FM. Students who speak Mandarin can host the show and choose the subject matter. KBVR FM staff will produce the show and operate the equipment. We hope to have these airing twice a month by the end of the year. If they are successful, we will look to open them up to other languages, as well.

Barometer editors are reaching out to the Cultural Centers and other traditionally underrepresented groups to ask them how we can improve the content in the newspaper and talk about how they can get involved with guest columns, talk shows or other small time commitment opportunities that will still allow their voice to be heard.

KBVR TV is collaborating with the Cultural Kitchen to produce cooking shows on some of the international kitchen experiences. Students will be preparing their own recipes from home. They hope to launch the first show in February.

2. How is your unit collaborating with other student fee-based organizations? In what areas and in which units will you plan for increased collaboration?
Orange Media Network is working with Kent Sumner in the Memorial Union and Carolyn Boyd, Director of Student Affairs Marketing and Communications, to expand creative and design offerings and education for all students in communication, marketing, social media and design roles. These workshops and trainings will be offered at OMN, led by OMN professional staff, students, Kent and Carolyn. These workshops (and all of OMN's workshops) are open to all students, not just those working in Orange Media Network.

Orange Media Network purchased a photo booth that is available to student organizations at low cost, so they don't have to rent one from outside the University—saving student groups money.

KBVR TV is collaborating with representatives from MUPC to cover the Battle of the Bands and OSU Has Talent auditions.

3. How does your use of student fee money align with the mission, vision, and values of your organization and the five-year Student Affairs Domains of Learning and Service?
Orange Media Network is currently undergoing a comprehensive review and strategic planning process that will align our work with the new Student Affairs Strategic Plan and Five Domains of Learning and Service, as well as the University Strategic Plan and Mission. This work will begin to take effect in FY17 and will focus on student education and experience. We are looking to improve student learning and experience in everything we do.

Students are receiving hands-on experience in all modern media formats. This experience can translate to many career areas, inside and outside of the media industry. News seeks to inform the student body to get engaged and involved in campus. It strives to build community.



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Our student leader positions are receiving training in human resources, managing a staff, budgeting, strategic thinking and more, as well as their direct media training, so even if they are not pursuing a journalism career, these skills are transferrable. Our jobs build grit and resilience. They offer opportunities to make mistakes and learn from them, get up and make it better. In the “real-world” these mistakes would have real consequences. They are transformative learning experiences unlike any other.

4. If there were any major changes in your programming or budget spending in the FY16, after the budget was recommended by the SIFC, please explain and justify them.
Advertising revenue is coming in far below what was budgeted. Declining advertising income is not unique to The Daily Barometer. Many University and commercial papers are facing this issue. However, advertising revenue supports our collective budget, so the declining income hurts our program.

Last year we presented a decision package to cover the mandated assessments we are now incurring as a new fund. Previously Educational Activities paid these assessments. Since our fund was new and we had no history to outline what these costs would be, SIFC did not approve our decision package last year. These fees will affect the current year’s budget and are reflected as mandatory increases in our FY17 budget.

When the budgets were presented last year we had not yet moved into the Student Experience Center and the equipment on the fourth floor was still being commissioned. This year the AABC has worked to inventory all of our equipment, so we can budget in our equipment reserve. We also have a number of annual maintenance/support agreements that must be paid to keep our equipment current and receive the support needed for operation. The AABC has added the costs of these agreements to our equipment reserve.

5. Please explain and justify any major increase(s) and/or change(s) in your FY17 Budget.
We have adjusted our anticipated revenues to better reflect our actual decrease in advertising revenue as this has been a trend for a couple years.

As mentioned in our budget narrative, we are adding DAMChic to Orange Media Network. They are currently a student organization. We will be able to offer them resources not previously available to them. We are proposing to add them as a sixth medium of Orange Media Network. We are estimating income from advertising sales into the magazine to offset the printing and promotion costs.

6. What measures is your unit taking to be financially efficient?
After several distribution audits of The Daily Barometer, we have reduced circulation by 2,000 copies per day. This saves on our printing costs. For next year we are looking to reduce the frequency of the paper from five-days-per-week to one or two.



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The additional three MU/OMN questions were answered with the Memorial Union budget submission.

IV. Summary for FY17 Orange Media Network

Increase in Enrollment		
FY16	FY17	Student Pop. Increase (%)
68,800	68,800	0

FY16	FY17	Student Pop. Increase (%)
68,800	68,800	0

A. Incidental Fees

Total FY16 Incidental Fees	\$211,563.75
Total FY17 Incidental Fees	\$217,096.00
Total FY17 Dollars to Allocate	\$5,532.25

B. Mandatory Costs

Utilities	\$0
Total Utilities	\$0
Salaries + OPE + Min. Wage Incr. (No mandatory increases – student wages paid by stipends, not minimum wage)	\$0
Assessments	\$15,028.00
Equipment Reserve	\$100,000.00
Total Mandatory Costs	<u>\$115,028.00</u>

C. Non-Mandatory Costs



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Decision Package #1	
Addition of DAMChic magazine	\$0
Decision Package #2	\$
Decision Package #3	\$
Decision Package #4	\$
Total Non-Mandatory Costs	<u>\$0</u>
Total Mandatory & Non-Mandatory Costs	<u>\$115,028</u>



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V. Summary of Revenues and Expenses

A. Revenue:

All 5 OMN program sources	\$186,150.00
Student Fee Revenue	\$317,096.00

B. Expenses:

Student Payroll	\$262,205.00
Classified Salaries	\$0
Unclassified salaries	\$0
Other Payroll Expense	\$2,893.00

C. Other Expenses:

Operating supplies expense	\$6,441.00
Minor Equipment	\$3,386.00
Utilities	\$0
Maintenance & Repairs.	\$5,129.00
Assessment and overhead expenses.	\$15,028.00
Other Expenses	\$108,164.00 (program costs/operating, non-supplies)
Depreciation & Reserves	\$318,540 Depreciation \$100,000 Reserves



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VI. Orange Media Network Working Capital Report Summary

For SIFC Submission: Winter Term 2016

Projections for June 30, 2016 (End of FY16)

<u>Working Capital FY16:</u>	\$xxxxxxxxxx
<u>Recommended OSU IMD FY16:</u>	\$xxxxxxxxxx
<u>Excess Working Capital for FY16:</u>	\$xxxxxxxxxx

Please see attached "SIFC Working Capital projections for OMN" document prepared by the AABC. Orange Media Network is projected to end FY16 with a deficit balance, -\$10,924.

VII. Reallocation of Excess Working Capital

Excess Working Capital Plan: Reallocation to [xxx] for [xxxxxx]

Below are estimated expenses and expected ranges of costs for items within FF&E:



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- Outfit the Blue Penguin with new railings \$XXXXX
- Installation of electronic navigation equipment \$XXXXX
- Design and implementation of new flag design on the Blue \$XXXXX
- Salary and OPE. Additional positions to assist with projects \$XXXXX

Estimated range of expenses for [xxx]
\$XXXXXXXXXX



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VIII. Decision Packages

[If there are any decision packages included in this year's request, they should be listed in this section. Decision packages should include a detailed written justification for the increase or major programmatic change; the total amount of the request; and the amount of the increase per student, per term. If the decision package is for the creation of a new staff position, a detailed position description should also be included. Any documentation regarding usage statistics, changes in service levels, or other information pertinent to your request is helpful for the decision-making of the committee and should be included in your decision package.]

Decision Package #1:

This establishes DAMChic as the sixth medium of Orange Media Network. This decision package is not asking for any student fees. We project we can bring in \$10,000 in revenue for the magazine and will spend \$10,000 on printing and promotions.