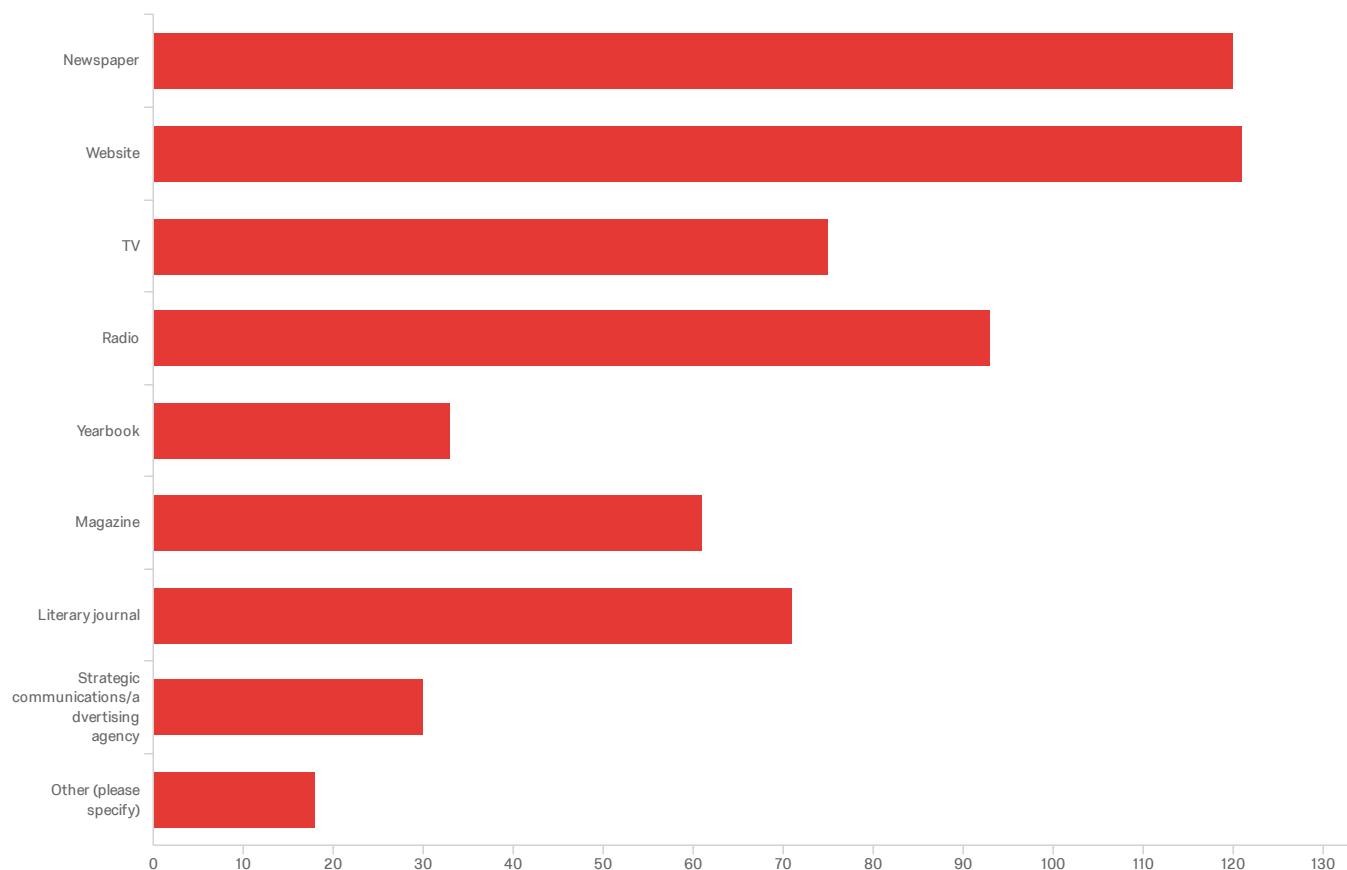


Default Report

2019 College Media Benchmarking survey

May 23, 2019 10:16 AM MDT

Q1 - What forms of student media are present at your college or university? (Select all that apply)



#	Field	Choice Count
1	Newspaper	19.29% 120
2	Website	19.45% 121
3	TV	12.06% 75
4	Radio	14.95% 93
5	Yearbook	5.31% 33
6	Magazine	9.81% 61
7	Literary journal	11.41% 71
8	Strategic communications/advertising agency	4.82% 30

#	Field	Choice Count
9	Other (please specify)	2.89% 18
		622

Showing rows 1 - 10 of 10

Other (please specify)

Other (please specify)

cultural media groups

podcasts/youTube

Comics anthology

social media platforms

Video Production

film production

Video production group (non-TV)

podcast

social media

Digital signage

Video Production Services

Video (not TV), social media platforms

social media

PR Club

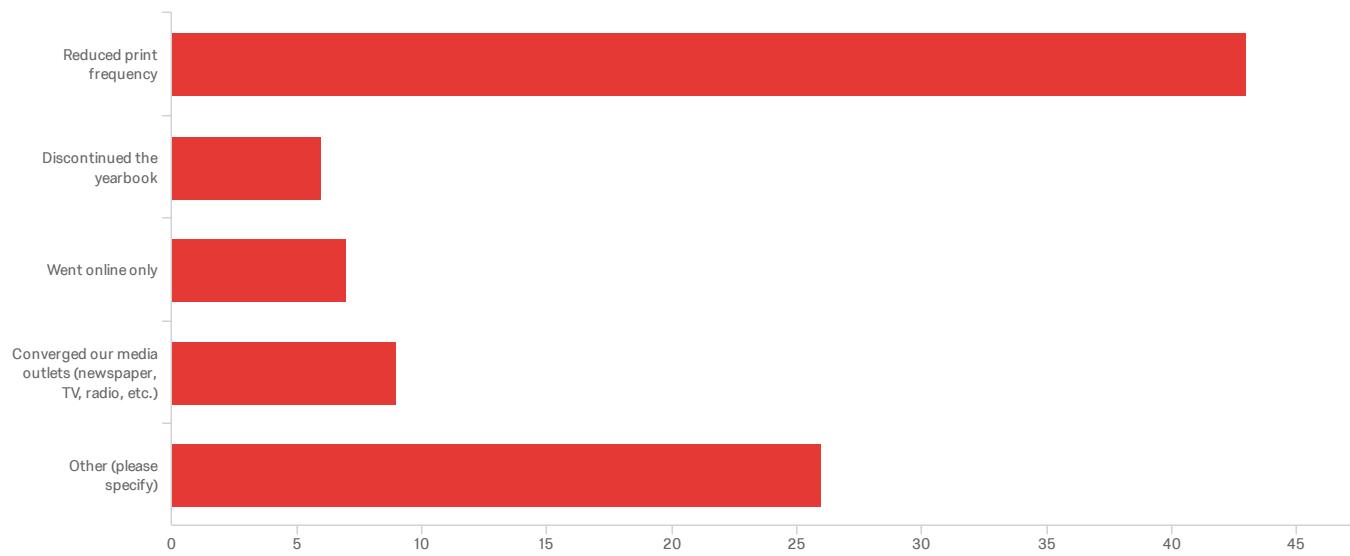
Advertising, but I wouldn't call it an agency necessarily

podcasting

multiple magazines, film production company

Film production company

Q2 - How have the media outlets changed during the past year at your college or university? (Select all that apply)



#	Field	Choice Count
3	Went online only	7.69% 7
1	Reduced print frequency	47.25% 43
5	Other (please specify)	28.57% 26
2	Discontinued the yearbook	6.59% 6
4	Converged our media outlets (newspaper, TV, radio, etc.)	9.89% 9
		91

Showing rows 1 - 6 of 6

Other (please specify)

Other (please specify)

Reduced pagecount of newspaper

increased variety of organizations

launched podcasts

Added strategic communications agency

Other (please specify)

Budget cuts

stopped printing newspaper and went digital only

Two online outlets – food & drink, and fashion – were dissolved

All of the above happened over the past several years

No changes

Ended television broadcasts for online video only.

Changed from newspaper to magazine

No major changes

Struggled overall

Added daily email newsletter

some convergence is beginning

We dropped Twitter because our readership doesn't use it and increased our Instagram presence because younger audiences are moving to it over Facebook

More unified website design for all media organizations

Now yearbook. Publish a gradation magazine each semester

Newspaper went online online during summer, radio station added HD-2 signal

Discontinued Print

none

newspaper, TV and radio are under one umbrella but maintain independence in terms of story coverage, staffing, editorial control. Each platform maintains its faculty adviser, but a fourth person handles day-to-day as well as long-range financial/budgetary concerns

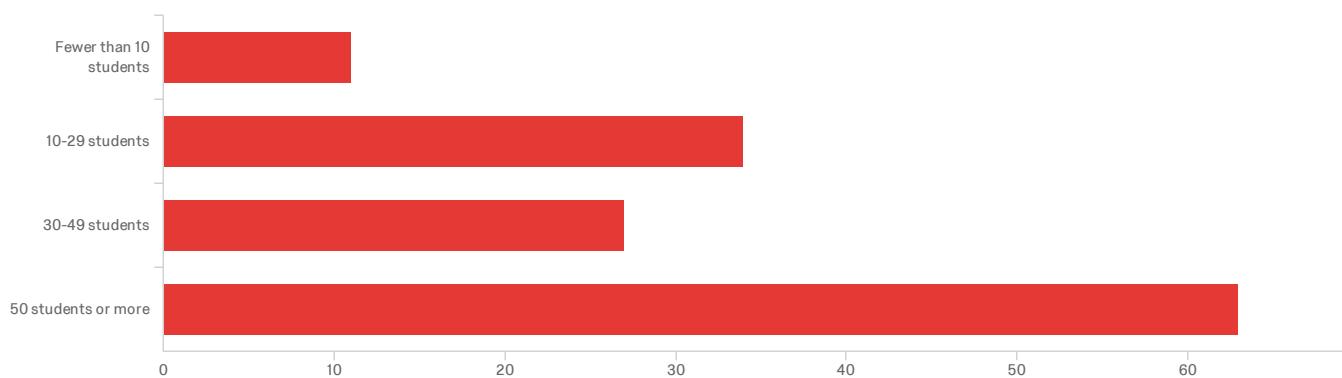
Changed focus to streaming video vs. broadcast.

Reduction in newspaper budget by 50 percent. Staff is going from 12 to one.

increased printing frequency

reduced revenue

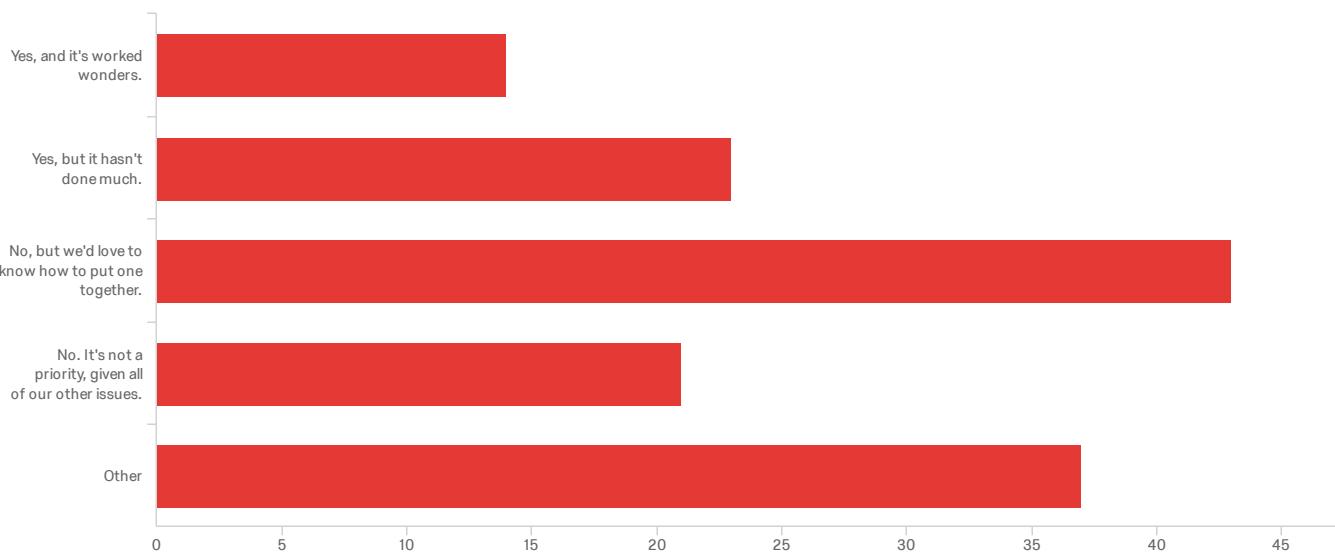
Q3 - How many students work for your college or university's student media operations?



#	Field	Choice Count
1	Fewer than 10 students	8.15% 11
2	10-29 students	25.19% 34
3	30-49 students	20.00% 27
4	50 students or more	46.67% 63
		135

Showing rows 1 - 5 of 5

Q4 - Does your student media staff have a plan for diversity recruitment?



#	Field	Choice Count
1	Yes, and it's worked wonders.	10.14% 14
2	Yes, but it hasn't done much.	16.67% 23
3	No, but we'd love to know how to put one together.	31.16% 43
4	No. It's not a priority, given all of our other issues.	15.22% 21
5	Other	26.81% 37
		138

Showing rows 1 - 6 of 6

Other

Other

We are one of the most diverse universities in the Midwest so it just is diverse

They are enrolled in a class; we don't recruit

Staff is diverse but not sure there is a particular plan in place

Our newspaper staff has included great diversity naturally.

It's been naturally diverse, thank goodness.

No formal plan, but our staff tends to be organically diverse.

Other

We conform to ASI's diversity recruitment, since we are a part of A.S.

It is still work in progress. We have gotten more diversity but we continue to learn and improve.

We have no need. Our racial/ethnic diversity for years has been notable without any intervention.

Our student body is diverse

Our college is 10% white and diverse in every way. We do reach out to non-binary and LGBTQ students when we recruit.

Yes but it hasn't done as much as we would like. We are much more diverse than 5 years ago, but not where we want to be.

Planning to focus for 19/20

98% of our state's white

We have a very diverse staff but no specific plan for diversity recruiting

We try to hire students from all the different countries represented on our campus. There are students from more than 70 countries on our campus.

The diversity in our student media reflect the diversity in our degree programs. All students must participate in the student media.

It hasn't been an issue here. Our student media are probably the most diverse student groups on campus.

No plan, but we have a diverse staff.

We have a diverse staff already.

No, we are actually really diverse and have done two studies to prove it

The radio station does, but I don't have specific numbers on its success across groups.

We have a diverse staff already.

I continue to ask the students their plan but they handle hiring.

not sure

Each outlet has its own plan (some have no plan).

Our university is fairly diverse so we always have diversity on staff. I would, however, be interested in seeing the diversity recruitment plan.

We have no plan per se, but we do actively recruit from all over campus.

We are a diverse college, and the newspaper staff has many "minorities" on it (including this year's Editor in Chief and next year's as well).

The students who come to our department are usually from diverse backgrounds.

Other

We do not have an actual plan in place but we do our best to incorporate diversity when hiring.

No.

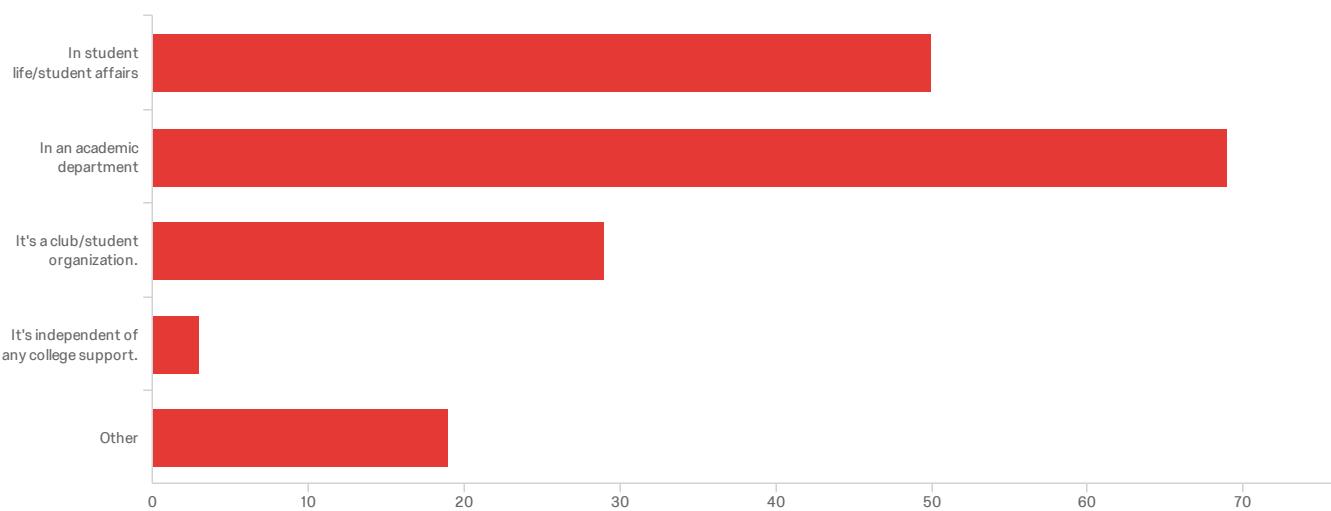
We have a fairly diverse student body and our staff seems to reflect that, but we probably should still have a plan to recruit more diverse staff (all volunteer).

We do not need a plan for diversity recruitment, because our staff is highly diverse, and reflects the diversity of our campus.

Yes, we're just beginning to track though

some organizations do

Q5 - Where is student media housed at your college or university?



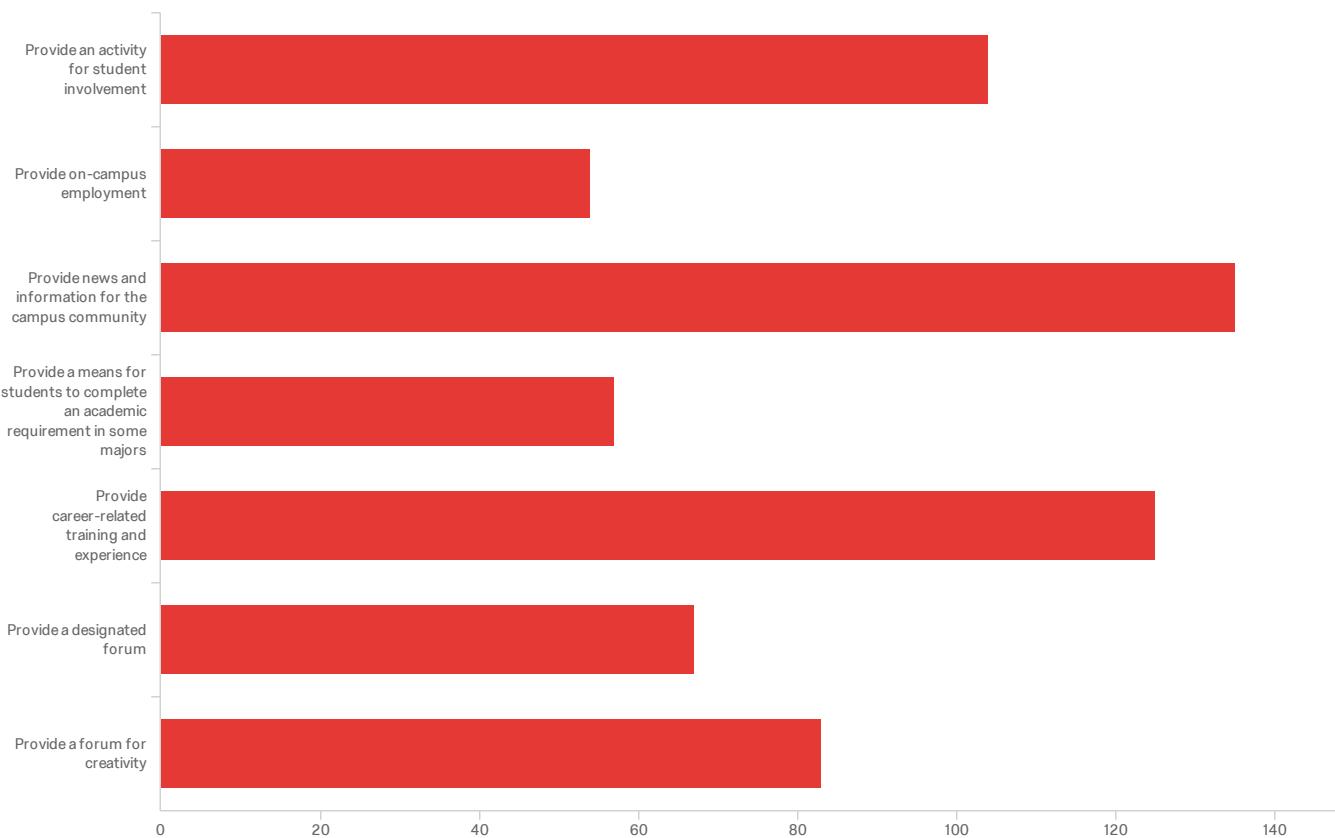
#	Field	Choice Count
1	In student life/student affairs	29.41% 50
2	In an academic department	40.59% 69
3	It's a club/student organization.	17.06% 29
4	It's independent of any college support.	1.76% 3
5	Other	11.18% 19
		170

Showing rows 1 - 6 of 6

Q6 - What is the goal of student media on your campus? (Select all that apply)

#	Field	Choice Count
1	Provide an activity for student involvement	16.64% 104
2	Provide on-campus employment	8.64% 54
3	Provide news and information for the campus community	21.60% 135
4	Provide a means for students to complete an academic requirement in some majors	9.12% 57
5	Provide career-related training and experience	20.00% 125
6	Provide a designated forum	10.72% 67
8	Provide a forum for creativity	13.28% 83
		625

Showing rows 1 - 8 of 8



Other

Other

a voice for minorities and other cultures

Other

administrative house organ

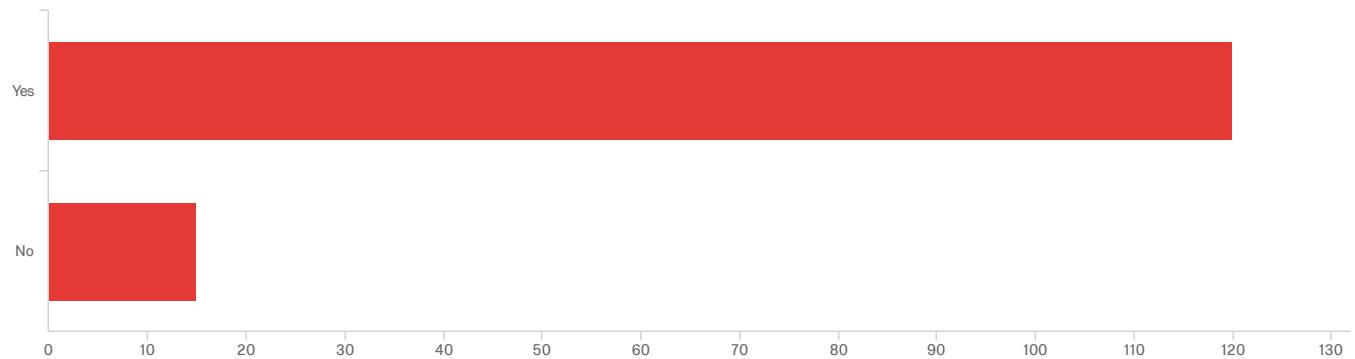
Provide a place for students to see their work in print

inform the student body

Develop leadership skills, teach innovation and build collaborations with university and community partners.

Provide music, news, and sports for the local community.

Q7 - Does your college or university have a journalism/media communications program?

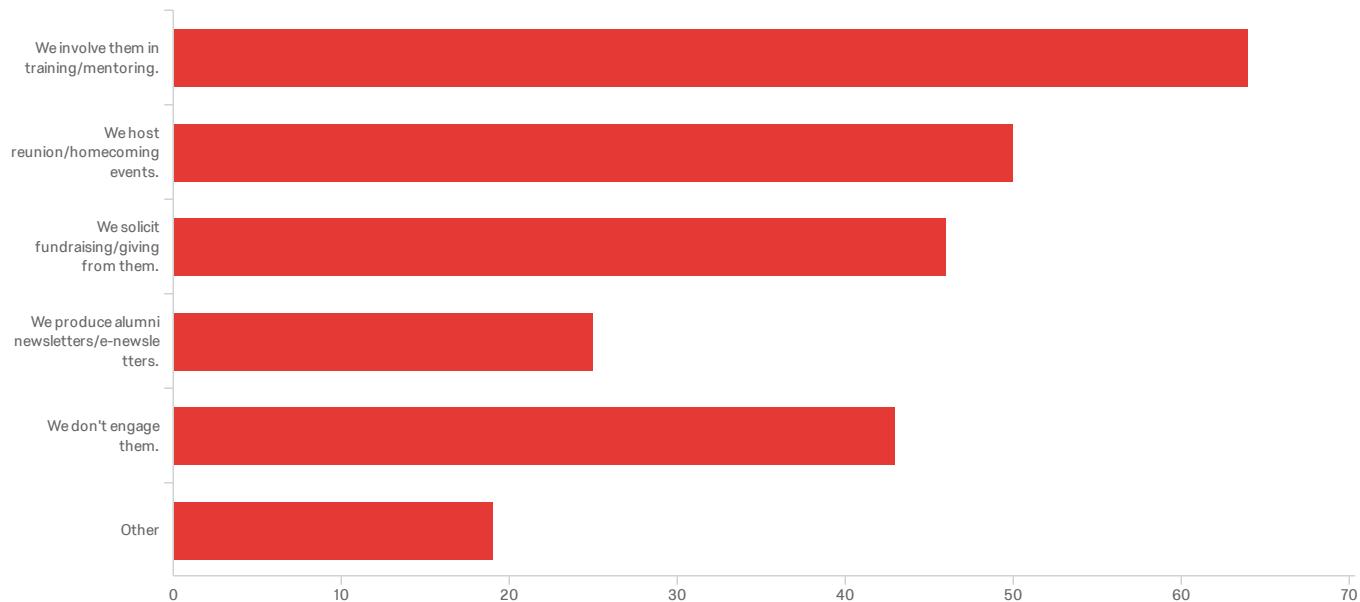


#	Field	Choice Count
1	Yes	88.89% 120
2	No	11.11% 15
		135

Showing rows 1 - 3 of 3

Q8 - How do you engage alumni in your college or university student media operations?

(Select all that apply)



#	Field	Choice Count	
1	We involve them in training/mentoring.	25.91%	64
2	We host reunion/homecoming events.	20.24%	50
3	We solicit fundraising/giving from them.	18.62%	46
4	We produce alumni newsletters/e-newsletters.	10.12%	25
5	We don't engage them.	17.41%	43
6	Other	7.69%	19

247

Showing rows 1 - 7 of 7

Other

Other

They are speakers at events and host end of year banquet.

We solicit statements of support and of what benefits they have received from being involved with the paper.

Social Media

Other

We're working on doing better with alumni engagement.

tech advisory committee

We invite them back for year end events/programs

One of the projects for 2019 is to involve our alumni more in student media operations.

Planning to build alumni newsletter over summer

We're a fairly new program and have only begun to work with alums.

Our alumni are avid consumers of our media products with more than half of our followers being alumni.

Career networking and job advice

The radio station has some alumni-show hosts.

Bi-annual Radio Hall of Fame inductions

Student media alumni Facebook page

We offer a bi-weekly email blast. We need to do a lot more in this area of alumni relations

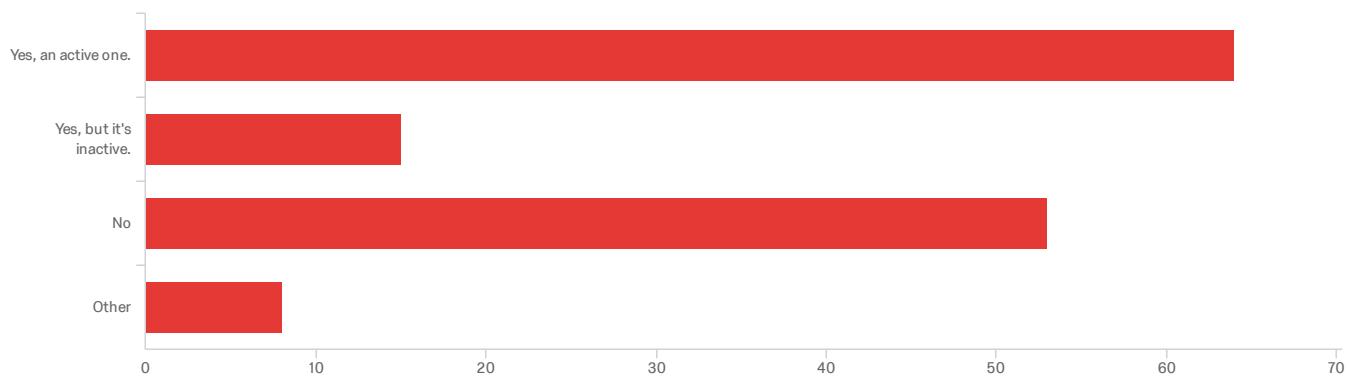
We have an alumni Facebook page that is updated regularly.

We have sporadic alumni involvement in the litmag at our campus, but we don't have a plan for alumni involvement; we're a two year institution, so many alumni are out of area for the 2 years immediately after they graduate.

We write the occasional alumni article in our newspaper

Our alumni are active readers of our newspaper online, and have their own alumni Facebook page.

Q9 - Does your college or university have a media or advisory board?



#	Field	Choice Count
1	Yes, an active one.	45.71% 64
2	Yes, but it's inactive.	10.71% 15
3	No	37.86% 53
4	Other	5.71% 8
		140

Showing rows 1 - 5 of 5

Other

Other

It was active until media advisor left. New person will get it going again

The paper & radio each have their own Advisory Boards

a few different ones - some more active than others depending on needs

No, but working on it.

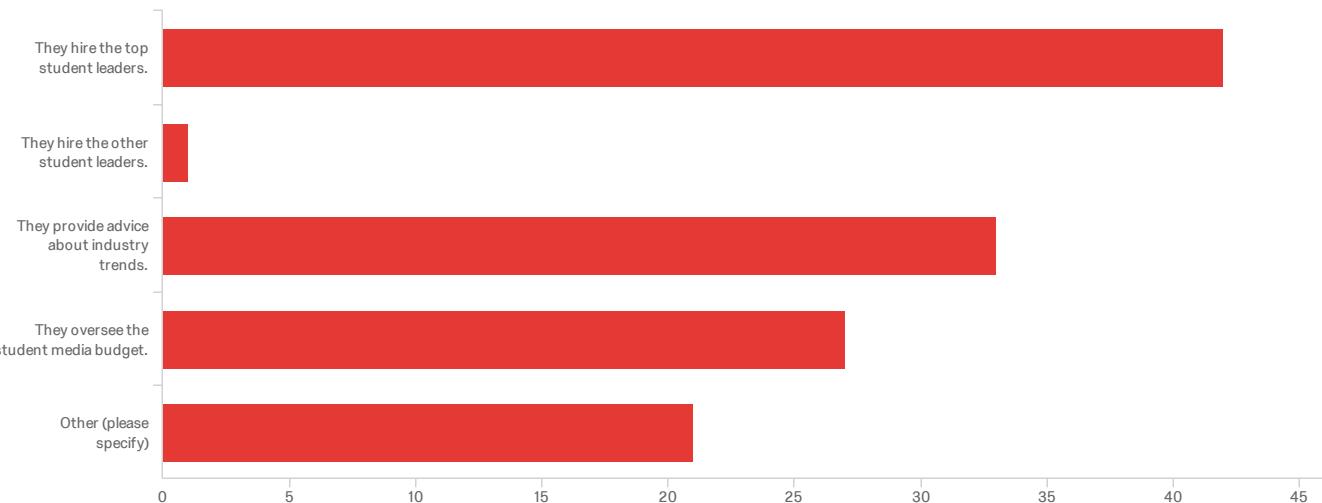
We are a not for profit corp, with a board of directors (students, university, community members)

We just formed one that has not met yet.

We are planning to start one

If we could move the newspaper into the academic department, this would be a priority.

Q10 - What does your college or university's media or advisory board do? (Select all that apply or skip this question if your school does not have an advisory board.)



#	Field	Choice Count
1	They hire the top student leaders.	33.87% 42
2	They hire the other student leaders.	0.81% 1
3	They provide advice about industry trends.	26.61% 33
4	They oversee the student media budget.	21.77% 27
5	Other (please specify)	16.94% 21
		124

Showing rows 1 - 6 of 6

Other (please specify)

Other (please specify)

the papers board critiques the paper. does trainings give support where needed. Radio board is more governance over the operations

advisory only

We have two separate boards, one hiring leaders and one giving industry advice

offer guidance on tech, curriculum, internship options

Our board consists of members of Student Media exec boards, and they share ideas, resources and participate in joint programming

Other (please specify)

Provide recommendations to the Director of the student media organization on a variety of topics.

They provide routine feedback to editors/station managers about content and programs.

It elects our editors in chief

Advise student leaders

Hire the CEO, run committees, make major decisions

TBD

They haven't done much so far.

They advise on an as-needed basis

deal with issues or problems

They critique some of the issues from an industry standard

They assist with hiring the top student leaders.

They have only helped in selecting student leaders.

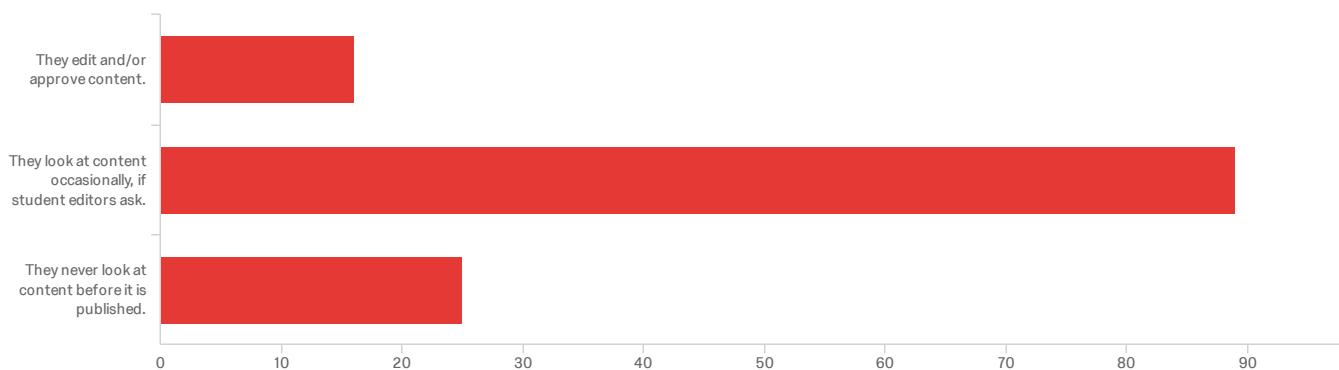
The board no longer meets, but it used to discuss any sensitive issues that might have appeared in student media

Advice on translating industry needs into courses/academic training.

N/A

They provide feedback on station programming and strategic planning.

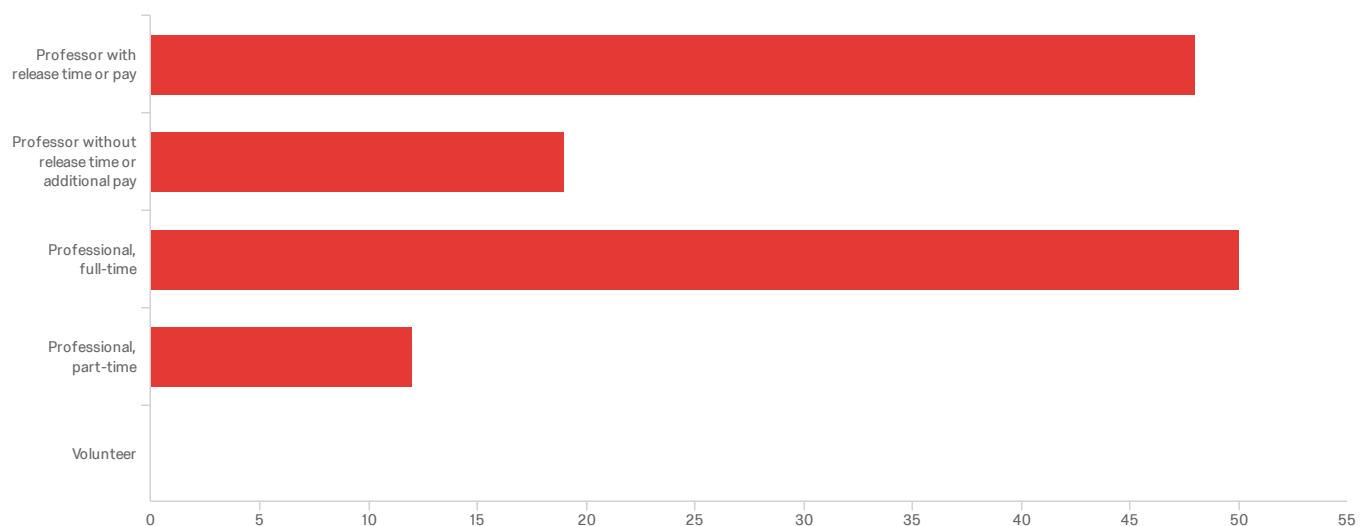
Q11 - What role do advisers/student media professionals play in relation to content in your college or university's student media organization?



#	Field	Choice Count
1	They edit and/or approve content.	12.31% 16
2	They look at content occasionally, if student editors ask.	68.46% 89
3	They never look at content before it is published.	19.23% 25
		130

Showing rows 1 - 4 of 4

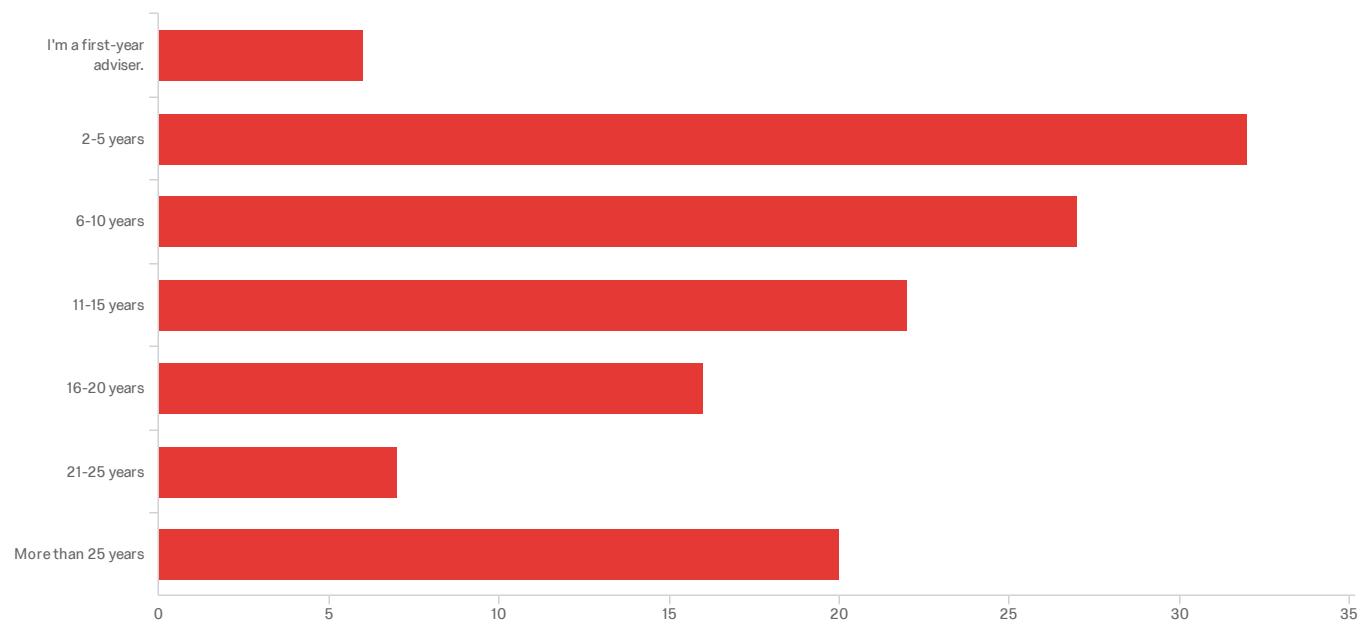
Q12 - Select the option that most closely defines your adviser job.



#	Field	Choice Count
1	Professor with release time or pay	37.21% 48
2	Professor without release time or additional pay	14.73% 19
3	Professional, full-time	38.76% 50
4	Professional, part-time	9.30% 12
5	Volunteer	0.00% 0
		129

Showing rows 1 - 6 of 6

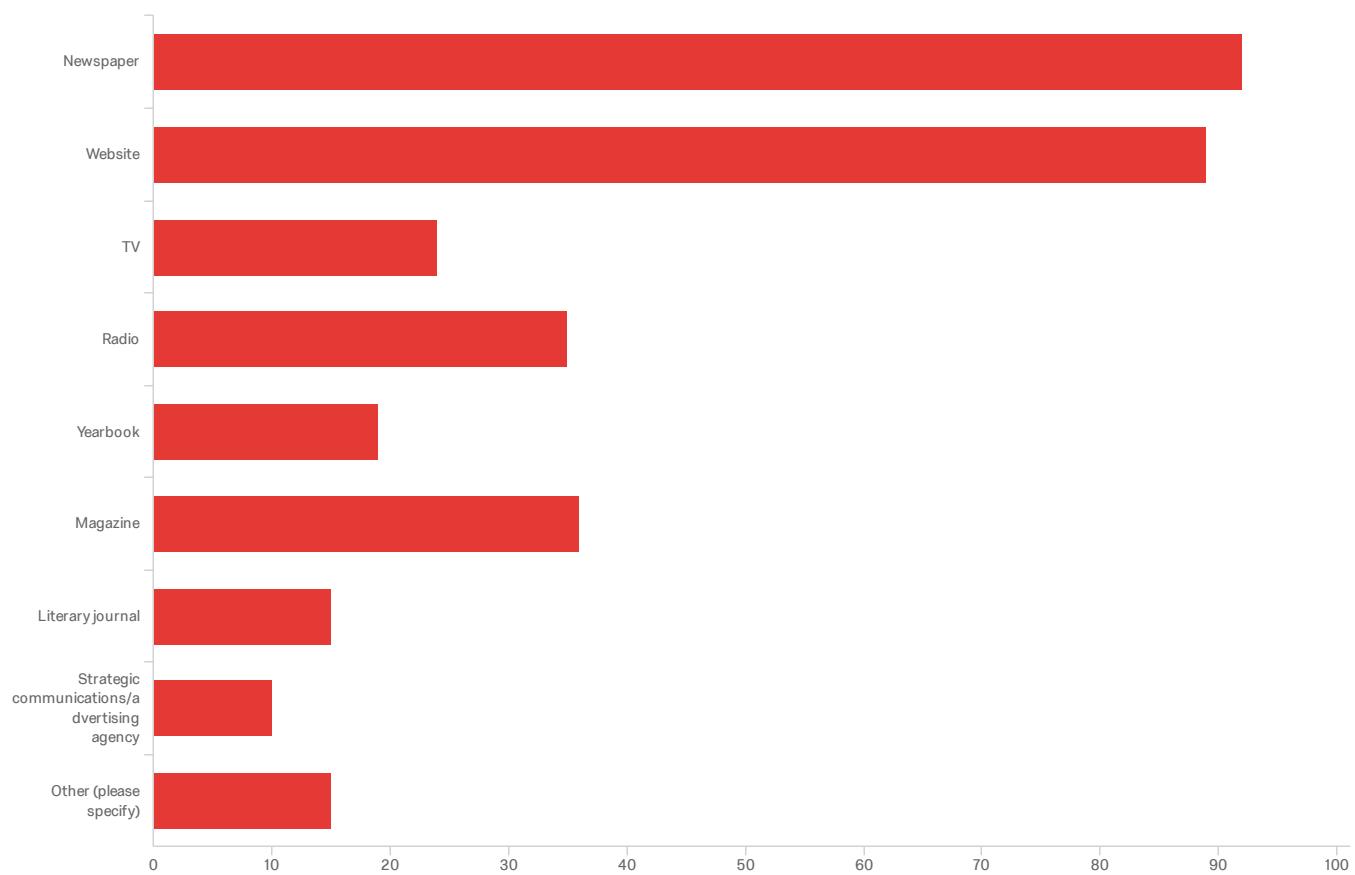
Q13 - How long have you been advising?



#	Field	Choice Count
1	I'm a first-year adviser.	4.62% 6
2	2-5 years	24.62% 32
3	6-10 years	20.77% 27
4	11-15 years	16.92% 22
5	16-20 years	12.31% 16
6	21-25 years	5.38% 7
7	More than 25 years	15.38% 20
		130

Showing rows 1 - 8 of 8

Q14 - What media do you advise at your college or university? (Select all that apply)



#	Field	Choice Count
1	Newspaper	27.46% 92
2	Website	26.57% 89
3	TV	7.16% 24
4	Radio	10.45% 35
5	Yearbook	5.67% 19
6	Magazine	10.75% 36
7	Literary journal	4.48% 15
8	Strategic communications/advertising agency	2.99% 10
9	Other (please specify)	4.48% 15
		335

Showing rows 1 - 10 of 10

Other (please specify)

Other (please specify)

cultural media groups adn pre-professional SPJ etc

podcasts, video, writing

Comics anthology

social media platforms

podcast

Digital signage

Director

Video Production unit

Video (not TV), social media platforms

Society for Collegiate Journalists Chapter

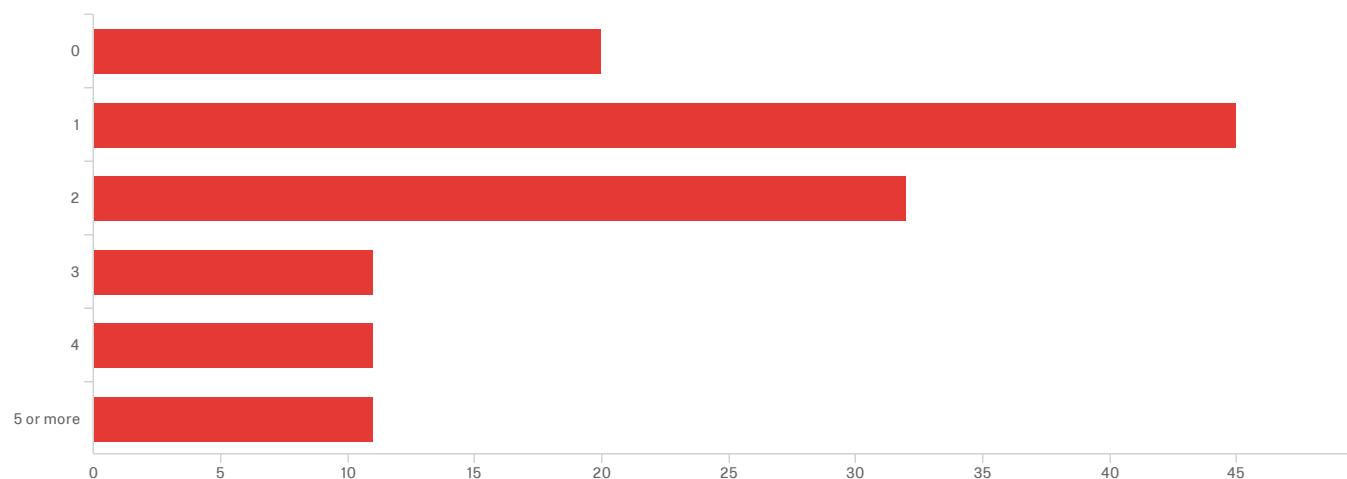
Production

Advertising

podcast, social media, online video

I'm the Director of Student Media and oversee the strategic and business operations of our 10 Media Partners.

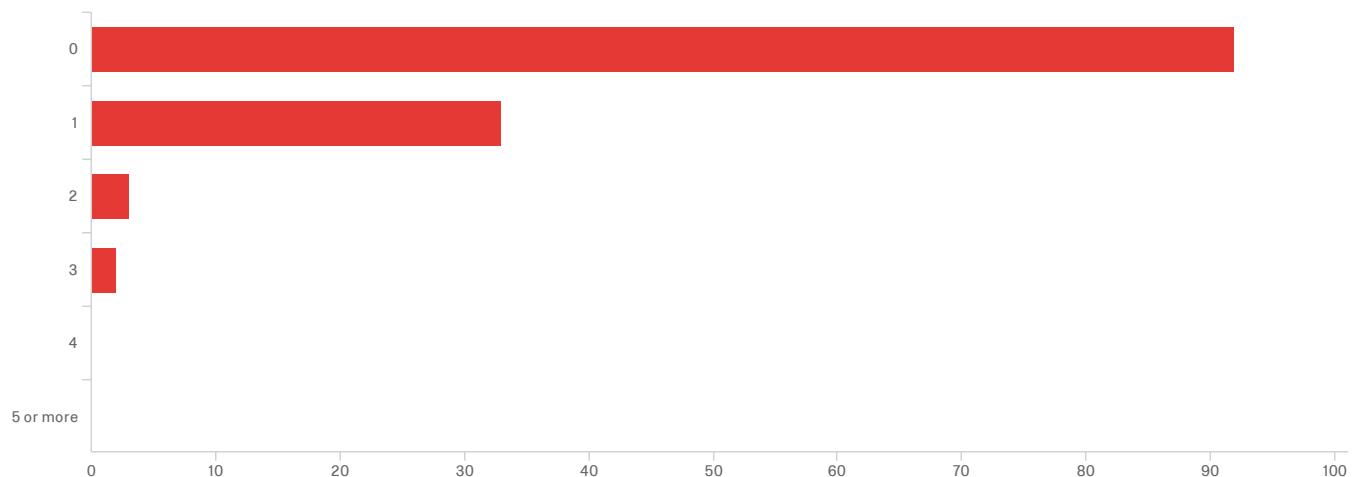
Q15 - How many professional (non-student) staffers advise your college or university's student media outlets (not including business/advertising)?



#	Field	Choice Count
1	0	15.38% 20
2	1	34.62% 45
3	2	24.62% 32
4	3	8.46% 11
5	4	8.46% 11
6	5 or more	8.46% 11
		130

Showing rows 1 - 7 of 7

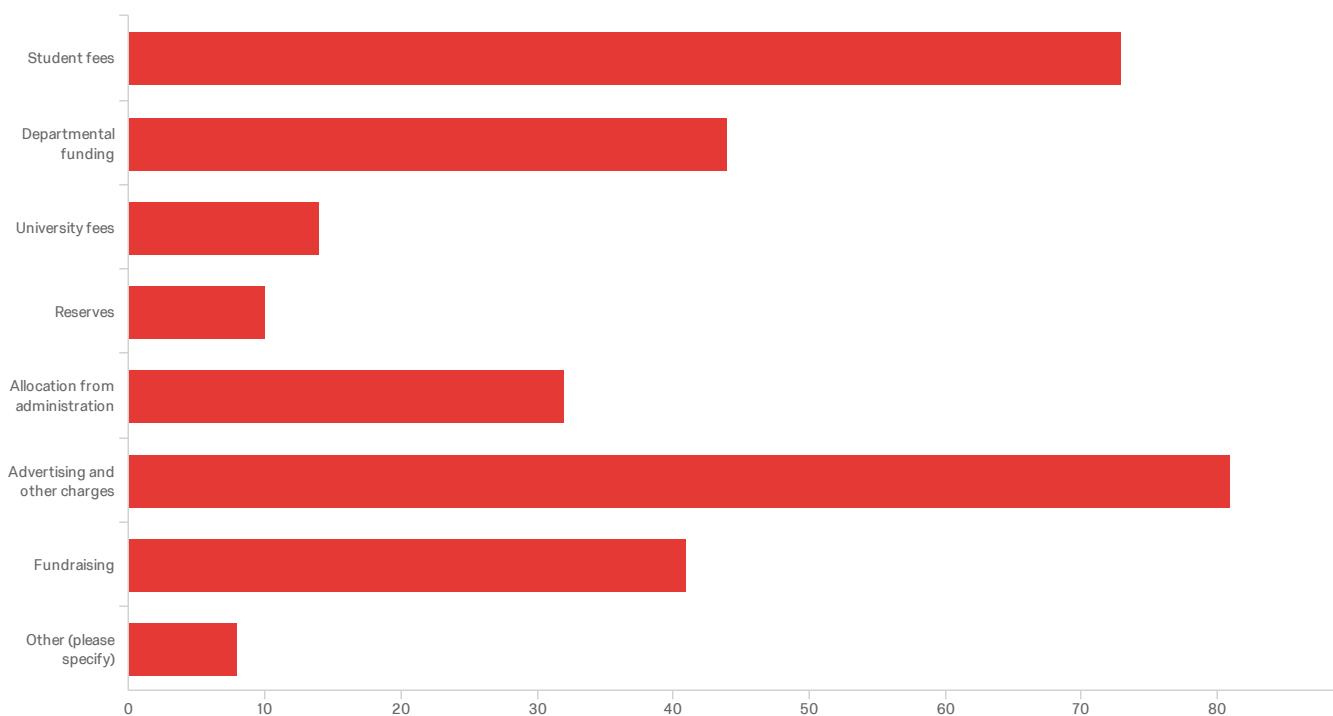
Q16 - How many professional (non-student) staffers are employed by your college or university's student media outlets specifically to work with advertising?



#	Field	Choice Count
1	0	70.77% 92
2	1	25.38% 33
3	2	2.31% 3
4	3	1.54% 2
5	4	0.00% 0
6	5 or more	0.00% 0
		130

Showing rows 1 - 7 of 7

Q17 - How is student media funded at your college or university? (Check all that apply)



#	Field	Choice Count
1	Student fees	24.09% 73
2	Departmental funding	14.52% 44
3	University fees	4.62% 14
4	Reserves	3.30% 10
5	Allocation from administration	10.56% 32
6	Advertising and other charges	26.73% 81
7	Fundraising	13.53% 41
8	Other (please specify)	2.64% 8
		303

Showing rows 1 - 9 of 9

Other (please specify)

Other (please specify)

Editors receive grants to cover some tuition

Other (please specify)

endowment from sale of radio station

it's a private college, so I have no idea exactly where

The Associated Students have been subsidizing us recently to make up deficits. But this is a case by case basis.

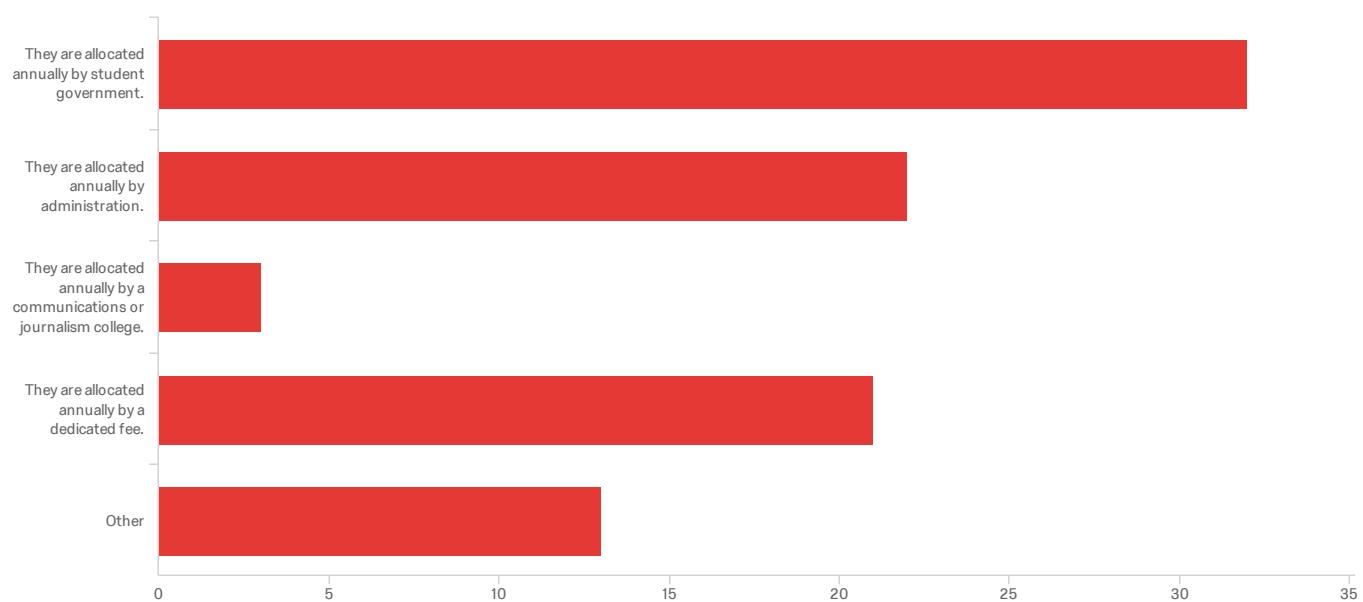
We sell a subscription to VSU.

The newspaper has ads and may also receive some funding; the litmags are funded by the administration at their respective campuses, with fundraising for student travel.

the paper has it's own studnet fee, seperate from any other fee adn it is waivable

Underwriting

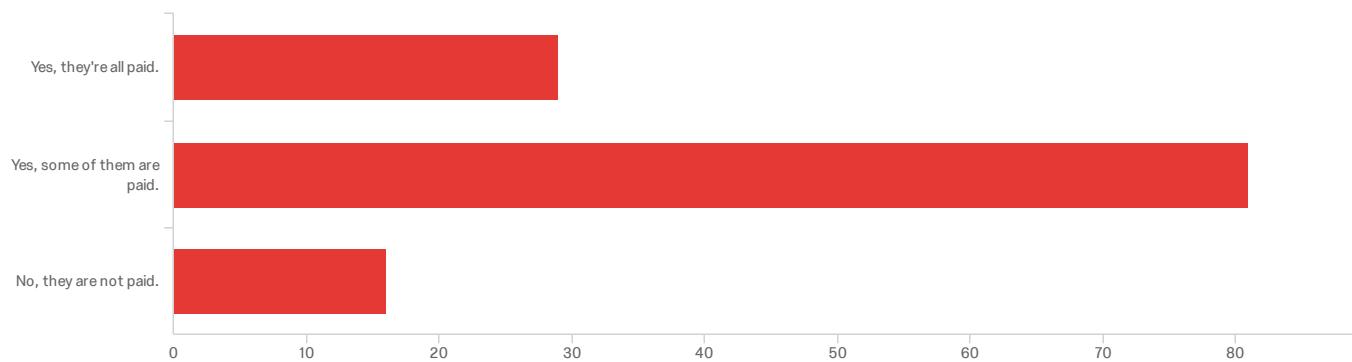
Q18 - If student media is funded through student fees, how are those fees designated?



#	Field	Choice Count
1	They are allocated annually by student government.	35.16% 32
2	They are allocated annually by administration.	24.18% 22
3	They are allocated annually by a communications or journalism college.	3.30% 3
4	They are allocated annually by a dedicated fee.	23.08% 21
6	Other	14.29% 13
		91

Showing rows 1 - 6 of 6

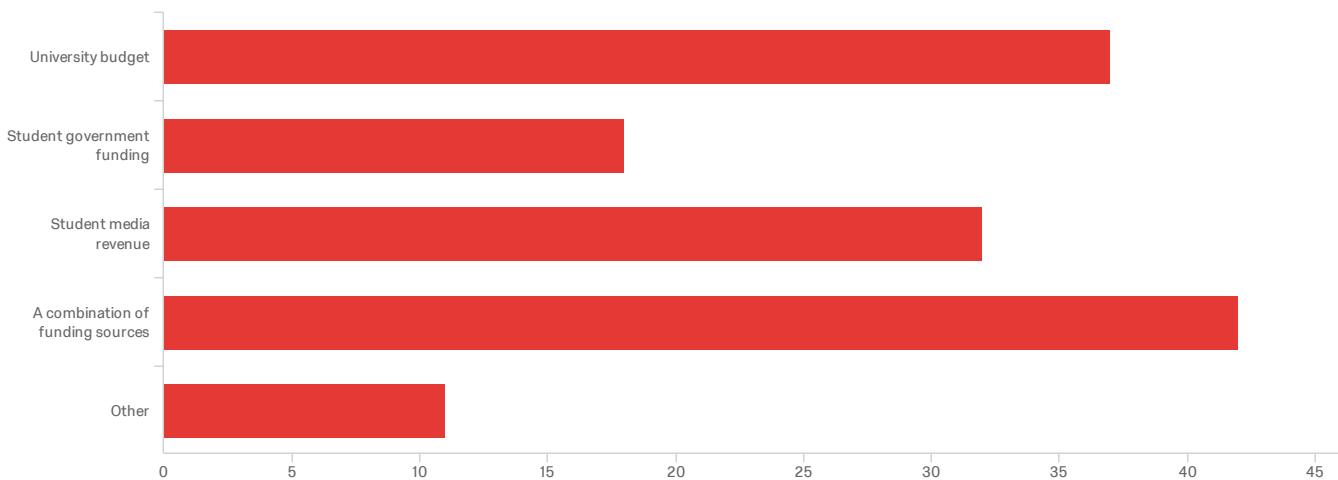
Q19 - Are student media staff members paid at your college or university?



#	Field	Choice Count
1	Yes, they're all paid.	23.02% 29
2	Yes, some of them are paid.	64.29% 81
3	No, they are not paid.	12.70% 16
		126

Showing rows 1 - 4 of 4

Q20 - If student media staff members are paid, where does the money come from to pay them?



#	Field	Choice Count
1	University budget	26.43% 37
2	Student government funding	12.86% 18
3	Student media revenue	22.86% 32
4	A combination of funding sources	30.00% 42
5	Other	7.86% 11
		140

Showing rows 1 - 6 of 6

Other

Other

Work study and some scholarship money.

tuition discount

Some are revenue, some are through student activity fee allocation.

Student Life

Student editors get stipends

Financial aid work study program

Other

Our university has a "student employment fee" that all students pay into per credit hour that funds student employment across campus.

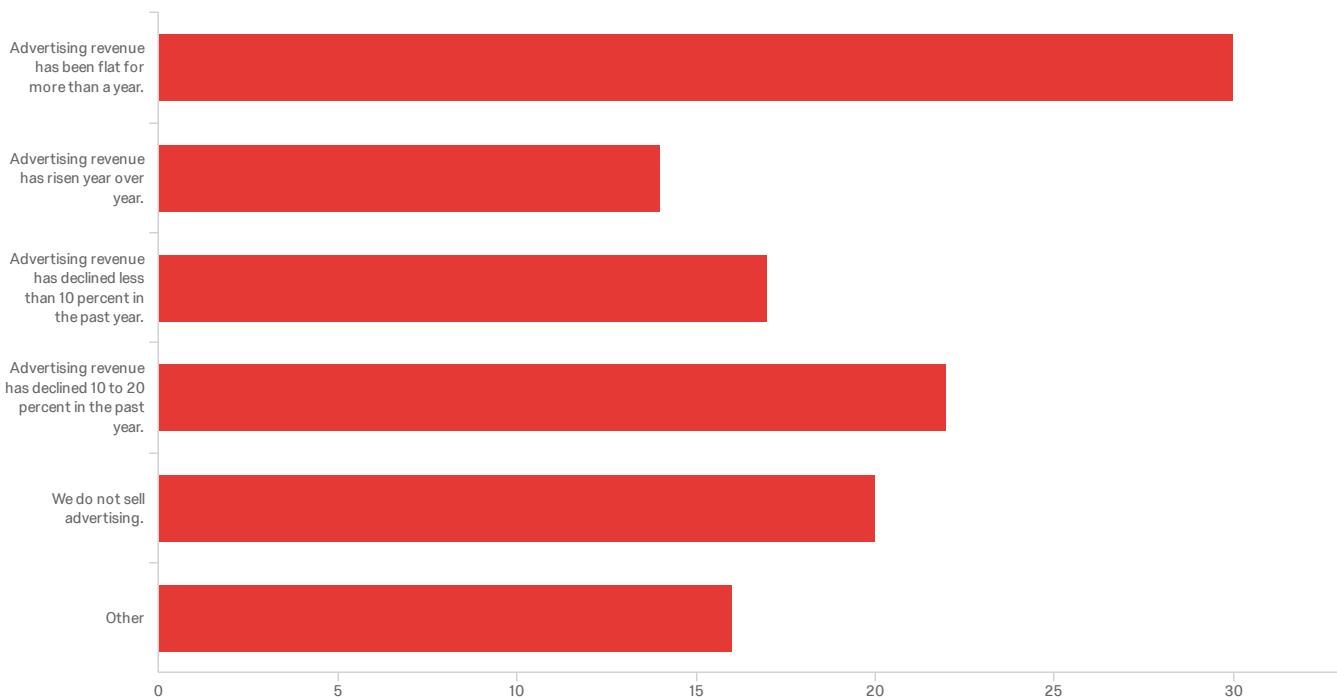
work study program

Departmental budget

the paper has it's own studnet fee, seperate from any other fee adn it is waivable

Editors used to receive stipends, and the editors-in-chief used to receive a free room on campus. This was abolished several years ago.

Q21 - Select the option that best describes your student media advertising sales at your college or university.



#	Field	Choice Count
1	Advertising revenue has been flat for more than a year.	25.21% 30
2	Advertising revenue has risen year over year.	11.76% 14
3	Advertising revenue has declined less than 10 percent in the past year.	14.29% 17
4	Advertising revenue has declined 10 to 20 percent in the past year.	18.49% 22
6	We do not sell advertising.	16.81% 20
7	Other	13.45% 16
		119

Showing rows 1 - 7 of 7

Other

Other

varied funding models for groups some downturn in print advertising but increase in radio underwriting and website ads

Rose this year, after plummeting last year

Other

Advertising revenue has been stagnant, but a professional staff position is being vacated and will be reworked to hopefully focus more on revenue generation.

There are no companies or people in the university press who want to advertise.

Converting to magazine means fewer print products to advertise in

We only are allowed to advertise with college or church entities. We no longer accept outside advertising.

We consider ourselves lucky to sell a single ad all year.

We sell so little advertising that it's almost non-existent.

We have not had an ad manager for nearly a year.

Advertising revenue has picked up for the last three years. Small increments, but revenue is on the upswing.

The newspaper does a poor job of soliciting advertising and we have almost none.

We have had very little success in selling ads and are not even going to try next year.

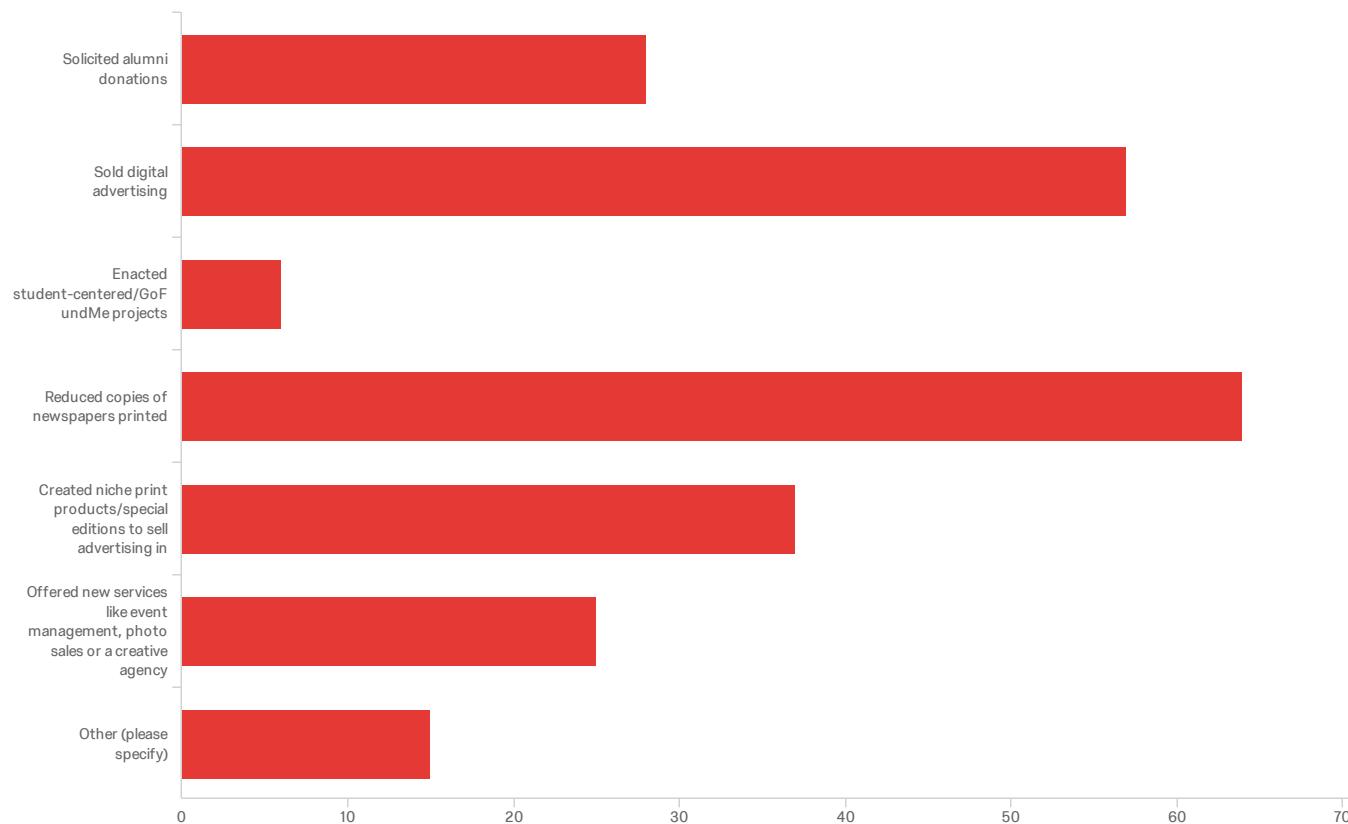
The collegewide newspaper sells ad, but I don't know the revenue situation.

our university has virtually stopped buying ads in our paper. We have had to pursue outside businesses more aggressively

When we had stipends, we used to have active business managers who went out and sold ads. It has been virtually impossible to hire a business student to sell ads without being able to compensate them.

Cannot speak to other student media on campus, but revenue for the radio station has been flat for FY19.

Q22 - What initiatives have you undertaken to replace declining print revenue? (Check all that apply)



#	Field	Choice Count
1	Solicited alumni donations	12.07% 28
2	Sold digital advertising	24.57% 57
3	Enacted student-centered/GoFundMe projects	2.59% 6
4	Reduced copies of newspapers printed	27.59% 64
5	Created niche print products/special editions to sell advertising in	15.95% 37
6	Offered new services like event management, photo sales or a creative agency	10.78% 25
7	Other (please specify)	6.47% 15
		232

Showing rows 1 - 8 of 8

Other (please specify)

Other (please specify)

Reduced copies of literary journal, changed printers for newspaper

Reduced payroll by offering credit in lieu of pay

Offer specials (for 10% more to IO can have digital ad, etc)

Ads on news racks

Video production sales, special events, native advertising

Reduced overall budgets year after year

Daily email newsletter

Work w/agencies (flytedesk), develop a better job description for sales position(s)

We are funded by university and department money

Skipped national convention

We are investigating a student media fee.

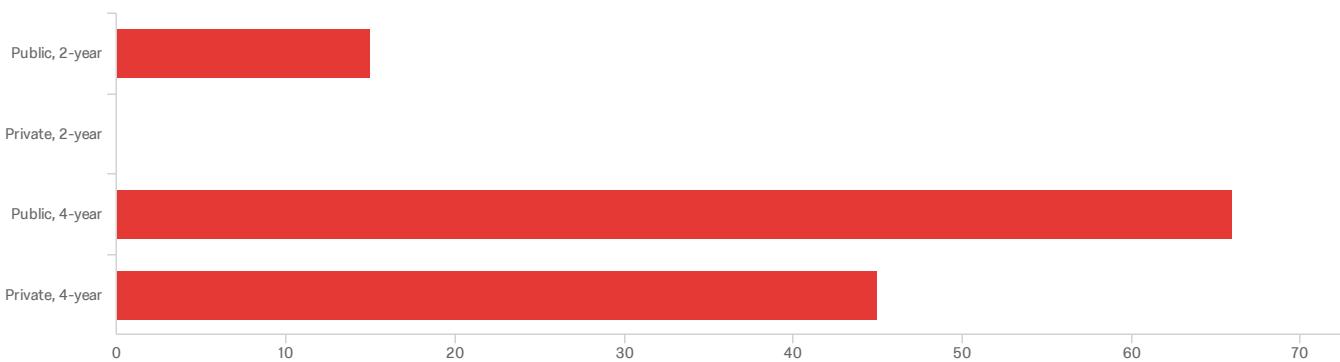
Cut student salaries; negotiated a lower price for our online content management service.

I don't know.

None, the fee covers all our costs

severely cut training, travel and other costs

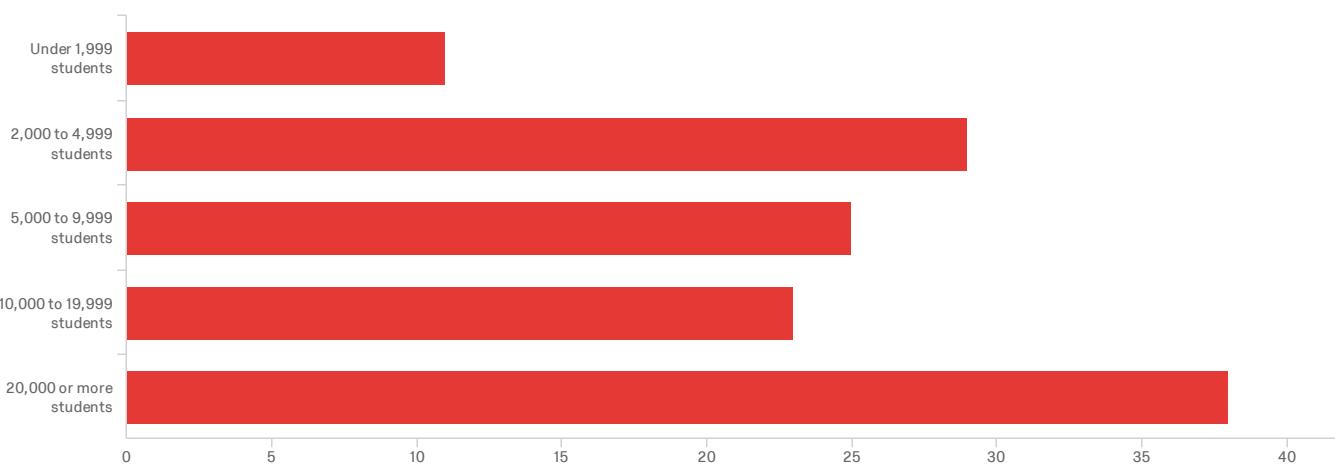
Q23 - Which of the following best describes your college or university?



#	Field	Choice Count
1	Public, 2-year	11.90% 15
2	Private, 2-year	0.00% 0
3	Public, 4-year	52.38% 66
4	Private, 4-year	35.71% 45
		126

Showing rows 1 - 5 of 5

Q24 - Select the option that most closely reflects your college or university's size.



#	Field	Choice Count
1	Under 1,999 students	8.73% 11
2	2,000 to 4,999 students	23.02% 29
3	5,000 to 9,999 students	19.84% 25
4	10,000 to 19,999 students	18.25% 23
5	20,000 or more students	30.16% 38
		126

Showing rows 1 - 6 of 6

Q31 - What are the greatest challenges you currently face as a student media adviser?

What are the greatest challenges you currently face as a student media adviser...

A demanding department with very high expectations, a budget that continues to get smaller, and students who show less hunger and urgency than one would hope.

Constant turnover each semester

others don't understand my job, or my students 'job', lack of needed funding, lack of employees with needed skill sets to raise money, having to know how to do everything.

securing reliable ad revenue for print & digital; alumni engagement

Generating Revenue

Recruitment, motivating students, inclusion of all campuses

Budget concerns, Addressing Title IX regulations

Creating and moving to a website.

Recruitment

Rising print cost, recruitment, need for funding increase

1) recruiting at a college focused on minorities in STEM. 2) No scholarships

supporting all aspects of a converged media organization without any release time or funding to do that

Discussing stories perceived to be unflattering to the university to the president or his representatives. The president is the publisher of the newspaper.

Almost all of the problems we face go back to money. Everything was set up without longterm financial planning in mind, so we're going bankrupt.

Declining enrollment in journalism-related majors, and declining ad revenue

Lack of time, money, dedicated students

Lack of student interest in traditional journalism. Loss of revenue base

students involved in other internships besides part-time employment, turnover due to other opportunities

Hostile college administrators.

Funding

outdated technology; can't teach current skills

What are the greatest challenges you currently face as a student media advi...

Retention

Lack of understanding as to what my role is from other colleagues not in my department. They all get confused when I say that I can't make one of my students do something.

Gaining the respect of administration as a legitimate media outlet, convincing student government to fully fund the program.

Declining interest in print advertising and declining reader interest in print product.

How to maintain volunteers for our media outlet.

Decrease in the number of student reporters, college students who are not interested in the university press

Declining revenue from print advertising. Also, lack of interest among the student body toward campus-related news.

Recruitment and loss of the journalism major from the English Dept.

Social Media platforms and smart phone addiction

Administrators harassing and intimidating student-journalists regarding their First Amendment rights and their motives for investigating them.

Teaching students all the new ways to provide information to our communities.

Accessing Dept. funds for more A/V gear. Getting more curriculum-based content funneled to the paper.

Recruiting

trying to find enough interested students to work on publications

Sustainability. We are pursuing new advertising inventory to supplement declining newspaper and digital revenue.

Engaging our students

Student engagement

Recruiting & retaining staff

declining revenues and efforts to put media under Communications area

Declining enrollment. Financial aid policy does not cover student courses unless they fall within the student's area of study.

Keeping income high enough to maintain staff size, both professional and student

increasing reader engagement

Too much to do without enough time - we're way understaffed for the size of our outlet

Ensuring long-term survival of media products that will reach our student audience.

What are the greatest challenges you currently face as a student media advi...

Getting students to follow through on projects; lack of experience; the need for more pro-staff help (a lot on my plate and could use a 2nd or 3rd person to assist); effective and consistent training; students are busy w/class & life and have difficulty scheduling time to participate

Constant wrangling with the administration to get access to sources; we are constantly told we didn't ask for an interview in enough time, they want questions in advance, will only answer through email.

Students and their part-time jobs.

Recruiting and maintaining committed staff of students.

My direct supervisor is the university Public Relations VP. This was changed about 10 years ago. I have been lobbying to be moved back to academics, but thus far no luck. I did do research last year with our sister universities and local universities about if PR for the university is considered when deciding content, and every other university said, "No." That has helped my current supervisor to better understand our student media role at the university. But my supervisor evaluates me and controls my budget. Thankfully, she came from the broadcast industry and we have a good relationship. However, if either she or I leave or retire, who knows if that relationship will still be good. I would like to work out getting back under academics completely again. Also another challenge is while we have a communications department, it's theoretical in nature and doesn't focus on media except for two classes I teach: Media Writing and Multimedia Production. This means I train and mentor my student leaders and employees. I am fortunate to have two graduate interns who help train our staff of about 25 students. Another challenge we face is fighting what I call "newsetainment" and where our students think news should be entertaining rather than objective and informative. They think their opinion is acceptable to include in their stories, videos, etc.

Overall workload, recruiting and training student writers/editors

Workload

Recruitment and retention, budgetary

Student time commitment. They all have outside jobs that take away from school/student media time.

We have three student media outlets but only one faculty member willing to advise. (Others are not held accountable for NOT taking on advising roles.) This means that often, I'm either spread too thin OR I just focus on my primary outlet, which is the online news source. The other outlets are left to fend for themselves, and often, it shows.

Limited time, difficulty of maintaining staff writers though editors are pretty steady, teaching editors to cover news rather than all fluff, battling proofing errors with few resources.

Not enough professional staff

Student engagement

Administrative complaints. My job has been threatened twice because administrators disappeared

Declining student interest in journalism, and reluctance to institute change.

unchanged budget since 2007, not allowed to fundraise

Staff not communicating with advisor.

Declining revenue combined with decreasing enrollment (meaning less student fees, meaning budget cuts are coming). It will be almost impossible to keep some of our publications afloat with budget cuts AND decreasing revenue.

Budget cuts

What are the greatest challenges you currently face as a student media advi...

Time management--release time is insufficient for challenges, especially declining revenue from student fees (lower enrollment)

our university no longer allows us to travel to student media conferences

Recruiting and retaining a larger staff

Student engagement, Anxiety (my anxiety)

Student involvement/engagement in a curricular/lab-based program

Being fired for student content.

Student engagement. Four-year commitments are increasingly uncommon.

Future funding

Only here part-time managing what two full-timers did two years ago.

News Literacy among readers

Keeping us solvent so that we can stay independent.

Lack of interest among students

Student Retention

Providing enough affordable opportunities for training students.

Revenues to support our operations. Two of our professional staff are funded by revenues so that is a primary concern.

Working to become self-sufficient; trying to mine for information at a private Catholic university; recapturing print advertising (and adding digital advertising) in a tough economy in a tough market

retention of faculty, funds for equipment upgrades and repair

Lack of work ethic among students.

Training an inexperienced staff; fighting administrators who wish to censor; keeping current with latest trends in journalism

Declining enrollment leading to declining staff size. Hostile administration.

Budgets, understaffed at faculty level

Helping community college students understand the role of news; writing ability; recruiting writers and business staff; developing an online presence

Hiring student advertisers who are interested in sales. The current pay doesn't attract professional sales staff.

Getting students involved with the student newspaper has been challenging.

What are the greatest challenges you currently face as a student media advi...

Our media are all practicum classes. My biggest challenge is the students who have to take the class, but don't care. Getting them to do quality work is a challenge.

generating revenue

Turnover in staff b/c we're a two year institution; keeping students on track with production/publishing timeline in the spring.

Lack of university support, refusal of administration to release statistics and other public info to student reporters, lack of funding

Not enough time in my schedule to work with students on improving quality

Getting students involved on a regular basis

Recruiting students willing and able to help produce the newspaper. The university has created an online magazine that is completely PR-oriented and that is siphoning off students who might otherwise write for the student newspaper.

Declining writing skills

Drastic budget cuts. Criticism from administration. Advisor in process of suing university for discrimination of pay. Newspaper advisor, me, makes half that of radio station advisor

Legal challenges, new administration not familiar with student media, role of student media (student forum, career training or college PR)

Declining enrollment across the college.

Too many to enumerate.

As director, the biggest challenge we face is maintaining a base of financial support. Next, we are committed to helping our students become innovative and agile problem solvers in each of their areas. Third, we are committed to building partnerships among our groups and with university and community partners.

Territorial colleagues who resist convergence

Student mental health and economic struggles. Support from other student media on campus.

Funding / declining journalism enrollment

Historically, our administration (president) has behaved "as if" the First Amendment applies, despite our private school status. New president, new concerns that this is less of a sure bet. No direct interference yet, but some concerns that if students tackle tough stories or take on critical stances, they may face pushback. Also, like everyone else, we face lower enrollment and as a result, some budget cuts.

Funding. Always funding.

I advise media on my own, so students taking charge of their areas is critical, but it's not happening as much; burnout is real; trying to do what I can to advocate for student media when it isn't valued in many spheres

Q32 - How, specifically, can CMA better assist you and your student media staff?

How, specifically, can CMA better assist you and your student media staff?

More of a focus on community colleges and their struggles.

keep having great conferences and sharing educational resources

Establishing ways to form partnerships with national/regional advertisers interested in reaching college audiences.

Creative ideas to generate revenue beyond advertising

Tips, tools, resources & grants.

Help with language to justify hiring a full-time staff person.

Provide recommendations, trends, training, improved communication on how to improve publication.

online webinars ... with a staff that's mostly DACA students, they don't have the money to go to the conventions.

Offer (free, for members) online training modules to cover the basics of journalism: ethics, law (libel, privacy, copyright), and newsgathering,

Seminars and workshops closer to us. For instance, New York City is 2,500 miles away.

more financial training and new innovative ideas about revenue and other fundraising efforts; make the website better with more resources available on it for members

Conference sessions that teach budgeting skills

Training

Regional training opportunities

Provide more podcast oriented workshops, resources

teach basics of reporting at conventions

Suggestions on recruiting students and retaining them

Host sessions on budget and lobbying, also having more conference sessions on broadcasting/convergence.

Sharing best practices and research on student development/advising from other universities

By sharing knowledge on the mailing list and coming up with great workshops.

지속적인 서베이 실시, 외국 대학언론과 교류, 컨퍼런스 확대, 대학언론 논문 확대

Give us ideas on how to replace lost print revenue and/or function in a digital-only environment.

How, specifically, can CMA better assist you and your student media staff?

Training for advisers that deals with video, multimedia, podcasting

Keep providing the quality support to students regarding 1st Amendment issues.

CMA is a fantastic organization that really doesn't address the needs of junior college advisers and their students.

More training in that area, especially at the Megaworkshop

The new Slack channel for editors helped my EIC last year. Better communication among student journalism orgs is great because it shows students they are not alone.

Not be so print centric

Motivation, encouragement

N/A

offer resources

Facilitate conversation and problem-solving among programs trying to find a way forward.

Sharing best practices from other student media groups; identifying preferred/required industry-specific skills;

Give us some guidelines about what our rights are (we are a private school, so we don't have many), ways to work around these roadblocks.

Offer online training manuals. Perhaps even a certificate of some sort might make them feel more committed.

My students love the CMA March conference and especially media tours and opportunities to get feedback from media experts about their work and to answer their questions. So increasing access to those opportunities and experiences would be wonderful.

I would like to see more career development and preparing students for the professional world. Sometimes, and I feel this way at conferences, that sessions can be a little too much about their current work on the publication. But what I hear more than anything from students is: How do I put myself in the best position to get a job after graduation? Some of what is successful on the student media front doesn't necessarily translate to the professional world. More networking, advice on using LinkedIn and other methods for getting jobs, internship opportunities, connections in the media world, etc.

I appreciate CMA's resources.

I wish I could take more students to CMA each year, but funding being what it is (non-existent), it is becoming harder and harder to do. We are constantly fundraising and begging for money from other departments and groups. If there are any ways to lower costs, that would be ideal. I know that CMA is struggling as well. We all are...

Student trainings like the Media Boot Camp at U of M are great. Unfortunately, we don't have a budget to send students to national conferences and they don't have self-funding. Also webinars or other teaching tools that students could access or advisers could lead them through for mastering journalism editing and layout skills.

Keep the list serv going!

At this time, I feel CMA's offerings provide us just what we need.

How, specifically, can CMA better assist you and your student media staff?

Provide occasional webinars.

It's hard for CMA to advocate specific best practices with such disparate organizational structures, but I would still like to see some more administrative best practices (beyond just legal issues), such as stipend structures, employee status for student media leaders, etc.

Keep offering wonderful fall conventions

Keep providing great professional development opportunities for advisers and staff

Scholarships for students to attend training would be awesome. We're a rural Western state so travel is expensive, we have a limited budget, and students can't afford to travel on their own.

Continue being an advocate for administrators who punish advisers for student content.

You are doing a great job. I actually like the newsletter.

Just joined. Getting lots of info. Not sure yet.

advocate for Student Media

Keep the information flowing.

Yearbook only oriented topics; our student media outlets are split between student affairs and the school of journalism.

Continue to think of affordable training programs for students and advisers.

Help form national or regional partnerships with advertisers who see the merit of a college press

conference, seminar, workshop, hands-on training

Offer online training opportunities beyond conferences.

Probably impossible, but developing a work-flow system for college media at a reasonable price would be invaluable.

More broadcast related sessions, access for students to have a list-serv

I am a new member and do not know how CMA can assist, but think that help with creating online newspapers and sites would be very helpful.

Continue to provide resources.

The email discussion is the best thing about CMA. It is a sounding board, a place for advice, etc. That is why I joined. Also, a critique option for those who can't attend conventions would be nice.

?

Workshops at conference, online resources for litmag students re: editing; soliciting and evaluating submissions; making editorial decisions on creative content

Offer more training workshops, idea labs, collaborative efforts to create "virtual" j-teams

How, specifically, can CMA better assist you and your student media staff?

Workshops on using advisory boards and alums, workshops on fundraising for campus media

NA

ways to show importance of journalism

I'm trying to contact you. No one answers your phone or returns my message

Provide forum to share attempts to address concerns. Specifically, procedures for reporters, legal opinions/case law updates for fairness/libel, and intellectual property.

Advertising and funding ideas, relationships, contacts.

Time. We are so pressed for time. I don't want you to magically make the day 25 hours long. However, if we can work together to share resources, develop efficiencies, share best practices. I find it challenging to keep up with CMA, ACP, CMBAM, WAUOMP, ONA, SPJ... All are excellent individually, but I have to pick and choose because I just don't have enough time to sort through. So, that would help me, which in turn helps our student media staff.

Expand your advocacy. The best thing a CMA can do is be there when the shit hits the fan, both for advisers and students.

I'd like to see a closer working relationship with the Society for Collegiate Journalists, as we have a chapter on our campus.

You can't help much more than you already have.

End of Report