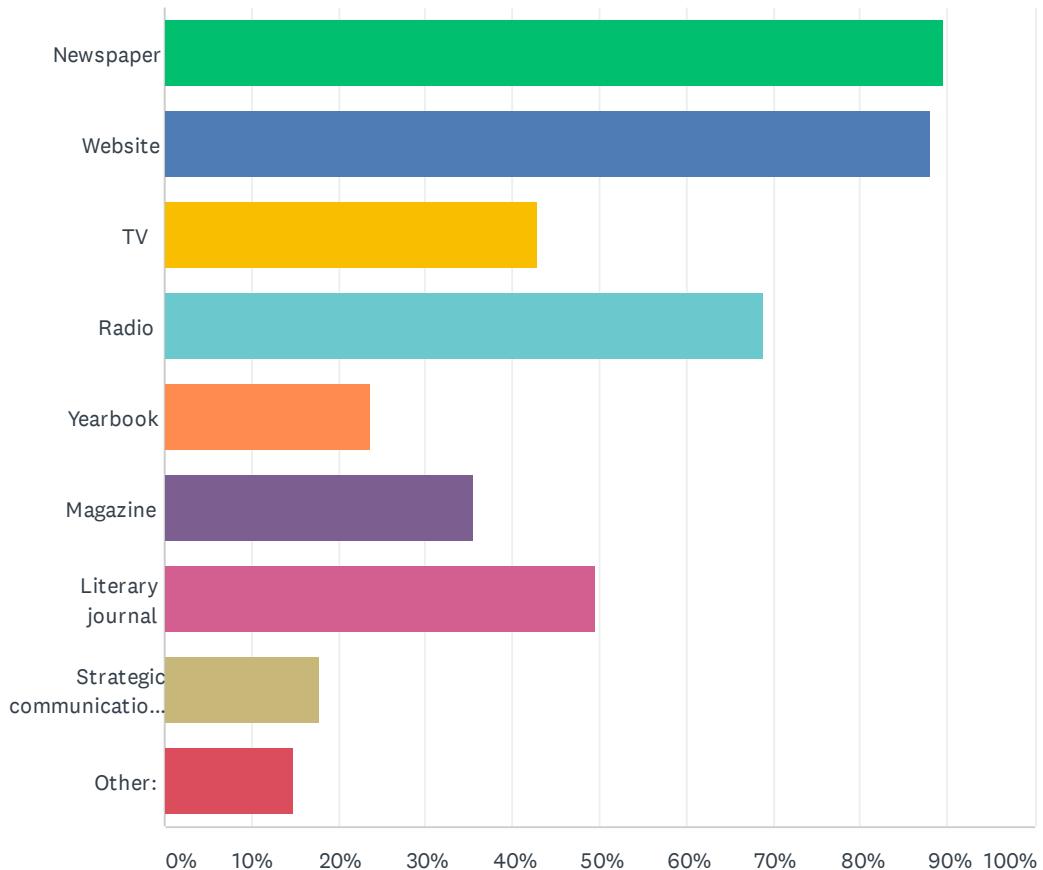


Q1 What forms of student media are present at your college or university? (Select all that apply)

Answered: 135 Skipped: 0



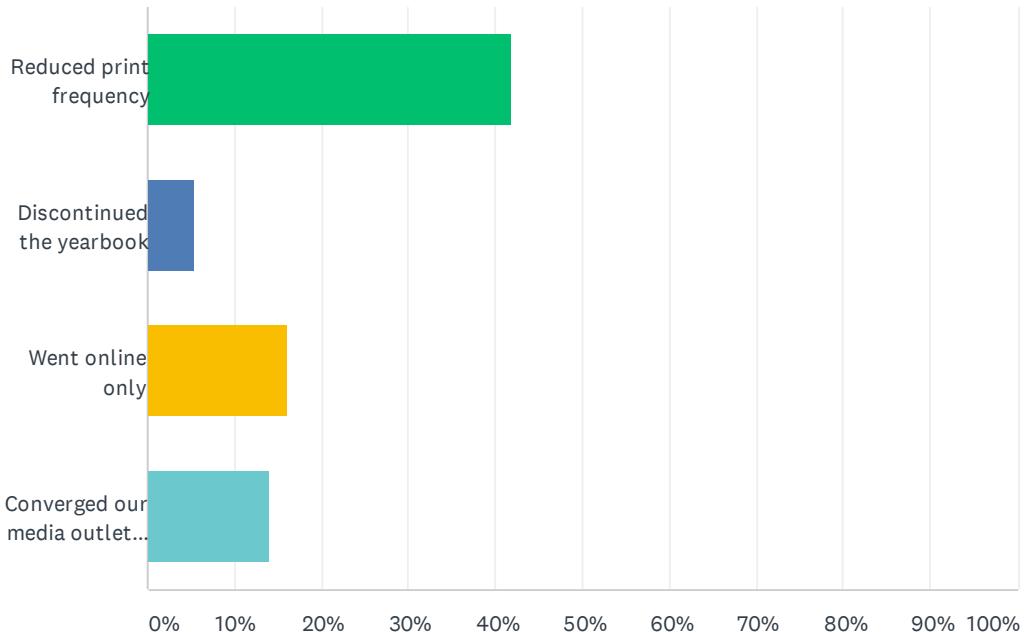
ANSWER CHOICES	RESPONSES
Newspaper	89.63% 121
Website	88.15% 119
TV	42.96% 58
Radio	68.89% 93
Yearbook	23.70% 32
Magazine	35.56% 48
Literary journal	49.63% 67
Strategic communications/advertising agency	17.78% 24
Other:	14.81% 20
Total Respondents: 135	

#	OTHER:	DATE
1	Podcasts, social media	6/19/2020 1:28 PM
2	Newsletter	6/19/2020 12:04 PM
3	We are currently developing a newscast and magazine.	6/18/2020 6:18 PM
4	Sports Media Productions Program	6/18/2020 2:04 PM
5	podcasting and video production	6/18/2020 12:55 PM
6	Video News Magazine	6/18/2020 12:24 PM
7	Podcasting Network, Technical Department, Media Marketing	6/16/2020 7:35 PM
8	social media	6/16/2020 2:36 PM
9	Sports announcing and production team serving the Athletics Department	6/16/2020 12:27 PM
10	Podcast	6/12/2020 6:11 PM
11	Video (not a TV station)	6/12/2020 12:47 PM
12	recording studio	6/9/2020 1:07 PM
13	Social media, some of which is already associated with these other platforms	6/8/2020 1:08 PM
14	Podcasting	6/5/2020 1:17 PM
15	Film Production Company	6/5/2020 11:12 AM
16	Video outlet	6/5/2020 7:00 AM
17	Social-media channels	6/4/2020 1:59 PM
18	Graduation magazine	6/4/2020 1:15 PM
19	Broadcasting	6/4/2020 1:13 PM
20	comics anthology, fashion website	6/3/2020 7:59 PM

Q2 How have the media outlets changed during the past year at your college or university? (Select all that apply) NOTE: This means any permanent changes, not temporary changes made as a result of the COVID-19 pandemic

Answered: 93 Skipped: 42

CMA Benchmarking Survey 2020



ANSWER CHOICES	RESPONSES	
Reduced print frequency	41.94%	39
Discontinued the yearbook	5.38%	5
Went online only	16.13%	15
Converged our media outlets (newspaper, TV, radio, etc.)	13.98%	13
Total Respondents: 93		

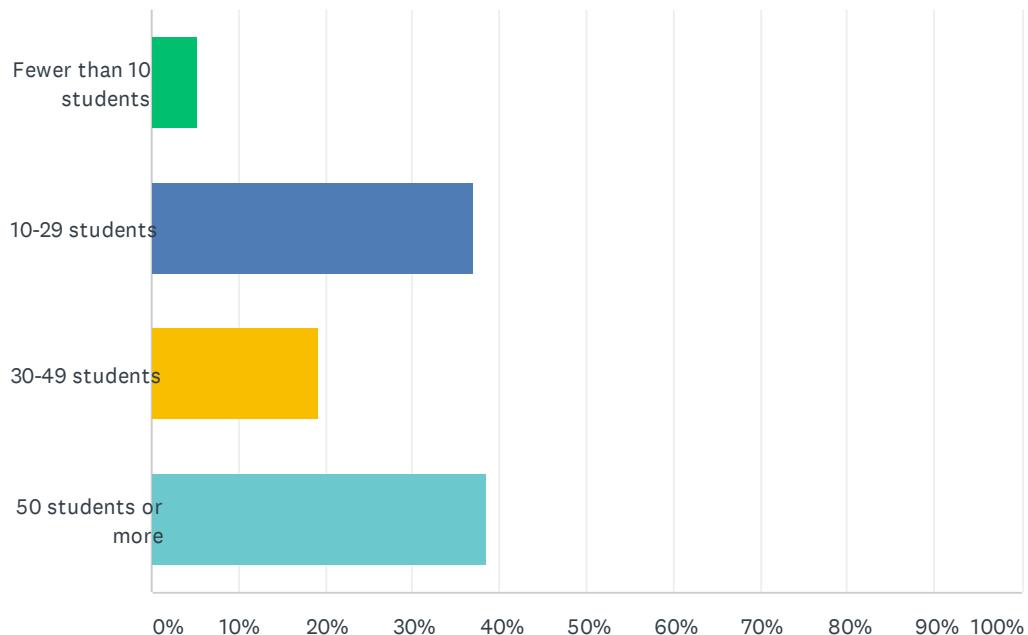
CMA Benchmarking Survey 2020

#	OTHER:	DATE
1	The reduction in print frequency of the newspaper was a result of a new academic calendar and temporary changes caused by the pandemic.	6/19/2020 5:33 PM
2	Considering going digital only, converging radio and print.	6/19/2020 3:48 PM
3	We are starting to collaborate with a plan to converge in the coming years	6/18/2020 6:18 PM
4	NA	6/18/2020 2:34 PM
5	NA	6/18/2020 1:35 PM
6	no real changes last year	6/18/2020 12:55 PM
7	None	6/18/2020 12:32 PM
8	Went online only during the pandemic when campus was closed.	6/18/2020 12:07 PM
9	No major changes other than upgrades in some course offerings	6/16/2020 4:42 PM
10	Already had reduced print and converged	6/16/2020 3:09 PM
11	increased multimedia content for the news website	6/16/2020 2:48 PM
12	Expanded our broadcast offerings. We aren't a converged media outlet, more of a cooperative. Each group still has distinct personalities and presence, but they work together when it makes sense.	6/16/2020 2:40 PM
13	none	6/16/2020 1:38 PM
14	No changes other than those related to the pandemic.	6/16/2020 12:28 PM
15	Online only for summer. Fall will see a return to some print.	6/16/2020 12:28 PM
16	Converging process has been continuing from previous years.	6/16/2020 12:27 PM
17	NA	6/14/2020 4:17 PM
18	We did this for only two issues because of COVID-19 and the printers not being at work due to our state's stay at home order	6/12/2020 6:11 PM
19	Still to be determined. Much is contingent on the plans to collect (or not) the student assessment fee that funds our student media group	6/12/2020 12:47 PM
20	We do not yet know the permanent fallout as the college has delayed its approval of the club budgets.	6/8/2020 1:08 PM
21	We increased print frequency from one day per week to two	6/8/2020 12:45 PM
22	none really	6/6/2020 11:26 AM
23	I'm not sure, I'm only directly aware of the radio station	6/6/2020 1:10 AM
24	None	6/5/2020 1:37 PM
25	None of these	6/5/2020 12:57 PM
26	None	6/5/2020 10:40 AM
27	none	6/5/2020 9:27 AM
28	None of the above	6/5/2020 8:57 AM
29	No changes.	6/5/2020 7:00 AM
30	None of the above?	6/4/2020 8:23 PM
31	We have grown our newspaper into a multimedia organization that includes our website, social, e-newsletter and podcasting	6/4/2020 4:43 PM
32	While not fully converged our news operations work with each other through the Cross. Media Council.	6/4/2020 3:47 PM

33	usually 3-4 print editions per semester; this past spring 1 print, 2 pdfs distributed by university	6/4/2020 3:33 PM
34	None	6/4/2020 1:49 PM
35	none	6/4/2020 1:42 PM
36	NA	6/4/2020 1:37 PM
37	none	6/4/2020 1:29 PM
38	Nothing not related to COVID-19	6/4/2020 1:26 PM
39	SGA cut funding	6/4/2020 1:24 PM
40	No changes.	6/4/2020 1:19 PM
41	None	6/4/2020 1:13 PM
42	We launched a broadcasting area of our student news.	6/4/2020 1:13 PM

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

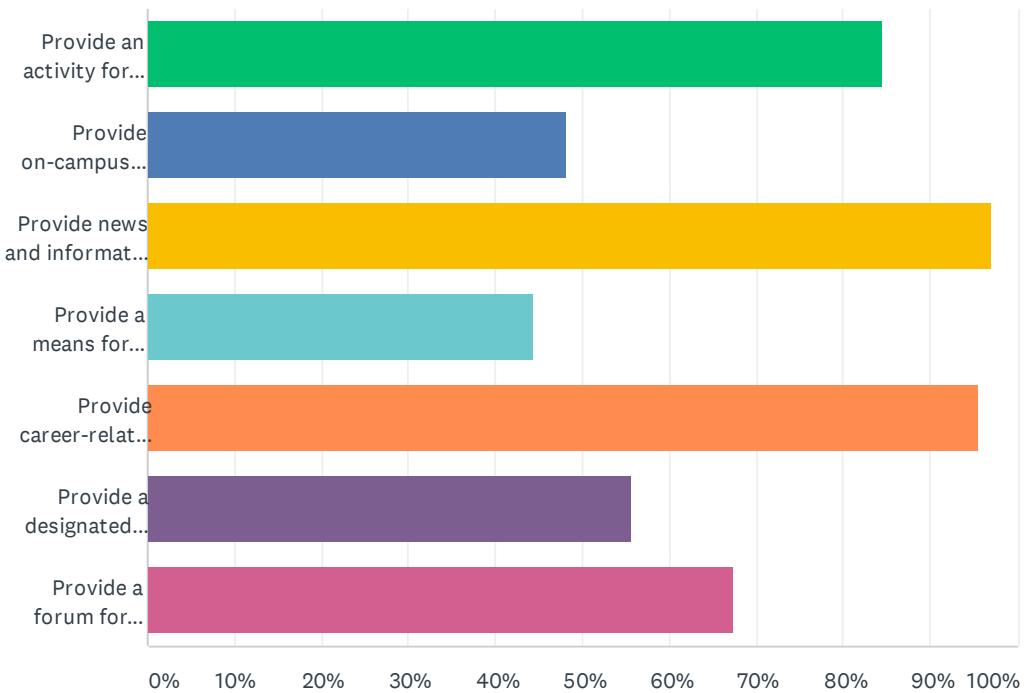
Answered: 135 Skipped: 0



ANSWER CHOICES	RESPONSES	
Fewer than 10 students	5.19%	7
10-29 students	37.04%	50
30-49 students	19.26%	26
50 students or more	38.52%	52
TOTAL		135

Q4 What is the goal of student media on your campus? (Select all that apply)

Answered: 135 Skipped: 0

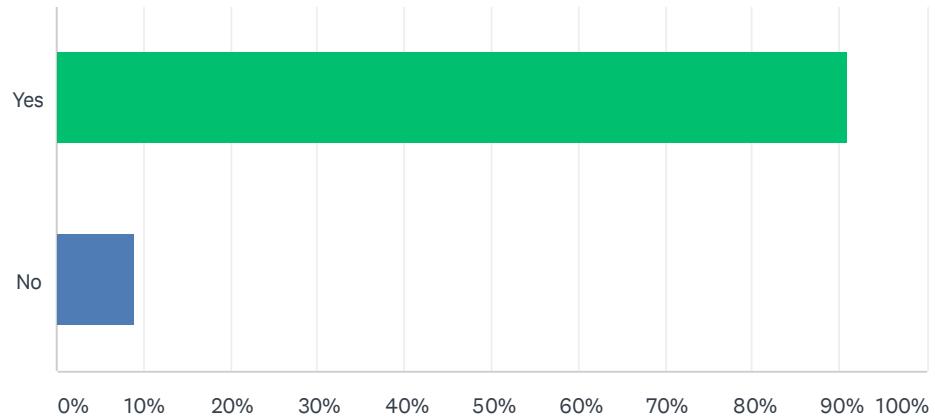


ANSWER CHOICES		RESPONSES	
Provide an activity for student involvement		84.44%	114
Provide on-campus employment		48.15%	65
Provide news and information for the campus community		97.04%	131
Provide a means for students to complete an academic requirement in some majors		44.44%	60
Provide career-related training and experience		95.56%	129
Provide a designated forum		55.56%	75
Provide a forum for creativity		67.41%	91
Total Respondents: 135			

#	OTHER:	DATE
1	Cover the neighboring communities because our student live there and they are under-covered areas.	6/18/2020 6:18 PM

Q5 Does your college or university have a journalism/media communications program?

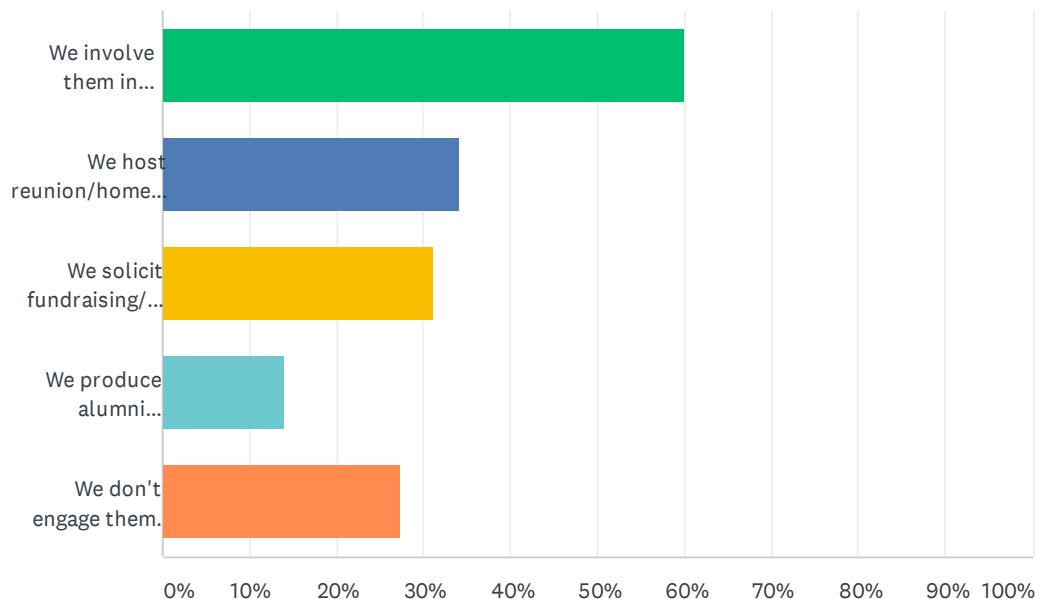
Answered: 134 Skipped: 1



ANSWER CHOICES	RESPONSES	
Yes	91.04%	122
No	8.96%	12
TOTAL		134

Q6 How do you engage alumni in your college or university student media operations? (Select all that apply)

Answered: 135 Skipped: 0

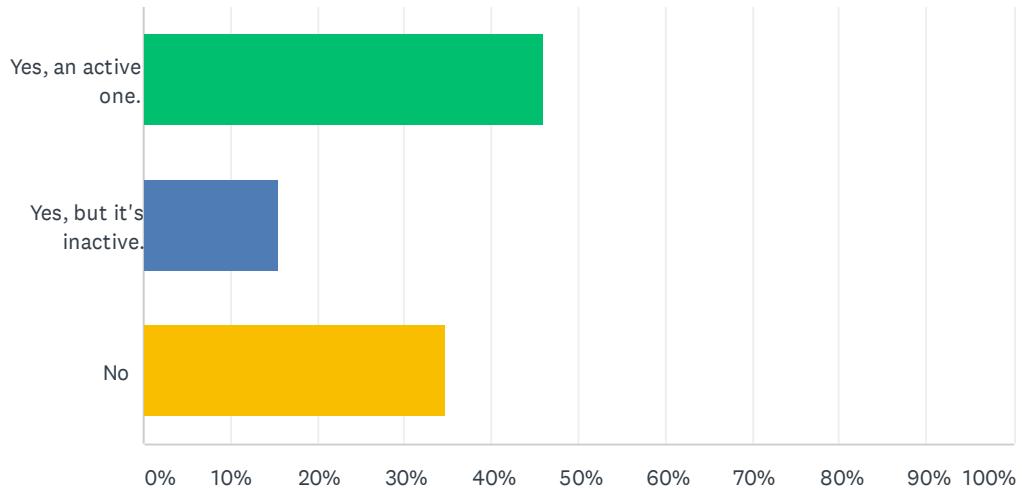


ANSWER CHOICES	RESPONSES	
We involve them in training/mentoring.	60.00%	81
We host reunion/homecoming events.	34.07%	46
We solicit fundraising/giving from them.	31.11%	42
We produce alumni newsletters/e-newsletters.	14.07%	19
We don't engage them.	27.41%	37
Total Respondents: 135		

#	OTHER:	DATE
1	Not much has been done to engage alumni since I joined the faculty and started advising the newspaper at my college in fall 2018. In addition to the two items I checked, I plan to involve alumni in training and mentoring.	6/19/2020 5:33 PM
2	But we want to do that more in the coming years.	6/18/2020 6:18 PM
3	We contribute updates to a "past and present" staff member Facebook group	6/18/2020 5:10 PM
4	would like to start a newsletter	6/18/2020 2:03 PM
5	Social Media	6/18/2020 1:35 PM
6	We stay in contact with social media	6/18/2020 12:55 PM
7	Alumni Facebook page	6/18/2020 12:55 PM
8	Some of them that stay in the journalism field after graduation are invited back for our advisory board	6/18/2020 12:42 PM
9	We are currently working on new forms of engagement	6/16/2020 12:44 PM
10	We produce good stories	6/16/2020 12:16 PM
11	We have a community advisory board with alumni	6/14/2020 4:17 PM
12	Radio station alumni are the most engaged. We have struggled to find a way to consistently connect with newspaper and video alumni.	6/12/2020 12:47 PM
13	28 signed a letter condemning a college 'gag' order, and they are on social with us, and appear for college classroom visits	6/8/2020 1:08 PM
14	We do social media outreach	6/5/2020 11:12 AM
15	Student Media Board	6/5/2020 10:59 AM
16	We have an alumni Facebook page where we post updates.	6/4/2020 4:43 PM
17	We have digital keynote speakers at our end of the year event.	6/4/2020 1:49 PM
18	We're kind of a new program, and we don't have much alumni outreach yet. We have had them speak to classes.	6/4/2020 1:24 PM
19	We cover news/features involving them	6/2/2020 12:16 PM

Q7 Does your college or university have a media or advisory board?

Answered: 135 Skipped: 0

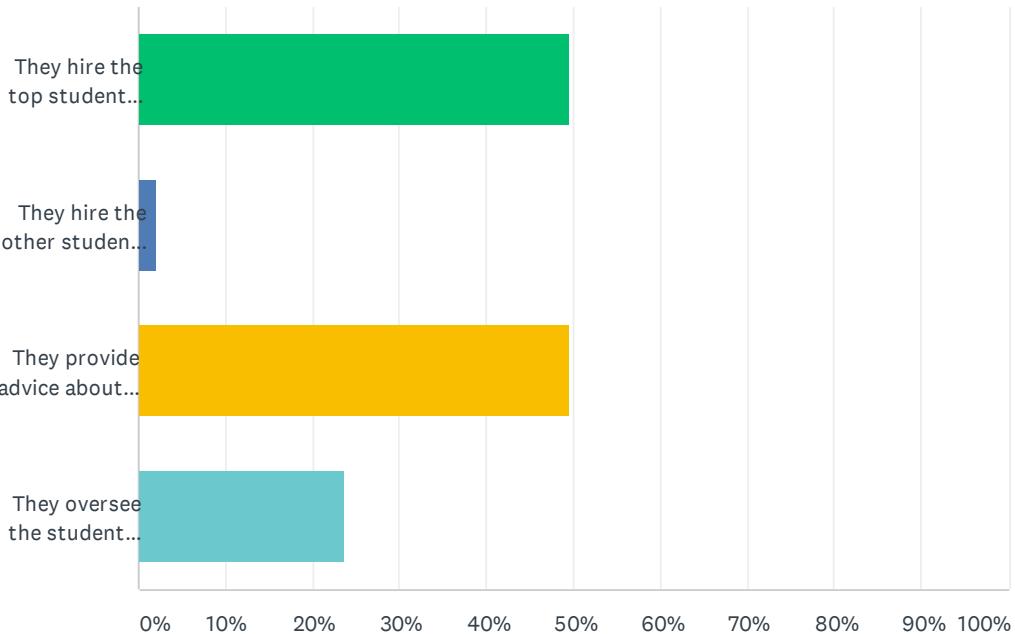


#	OTHER:	DATE
1	At Cal State, there was an advisory board composed of major editors from news outlets in the NoCal area. At Buena Vista University there was no advisory board. Where I am going this 2020-2021, I am not sure.	6/19/2020 3:48 PM
2	sort of - we have a Board of Student Media (all on-campus people though - not alumni)	6/18/2020 2:03 PM
3	We are revamping it in order for them to be more active beginning the new academic year.	6/18/2020 1:35 PM
4	We have a student media board -- I'm the only non-student member	6/18/2020 12:55 PM
5	The Paper has its own board which includes professionals and faculty and staff	6/18/2020 12:42 PM
6	Newly formed; only met once. Recently moved from a model where the capstone course for the COMM program produced the online paper to a model where paid student workers & volunteer students produce the paper.	6/16/2020 12:28 PM
7	We have a board to select student leaders annually.	6/5/2020 7:00 AM
8	Have a Student Publications Committee and a Student Publications Advisory Board	6/4/2020 1:13 PM

Q8 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.)

Answered: 97 Skipped: 38

CMA Benchmarking Survey 2020

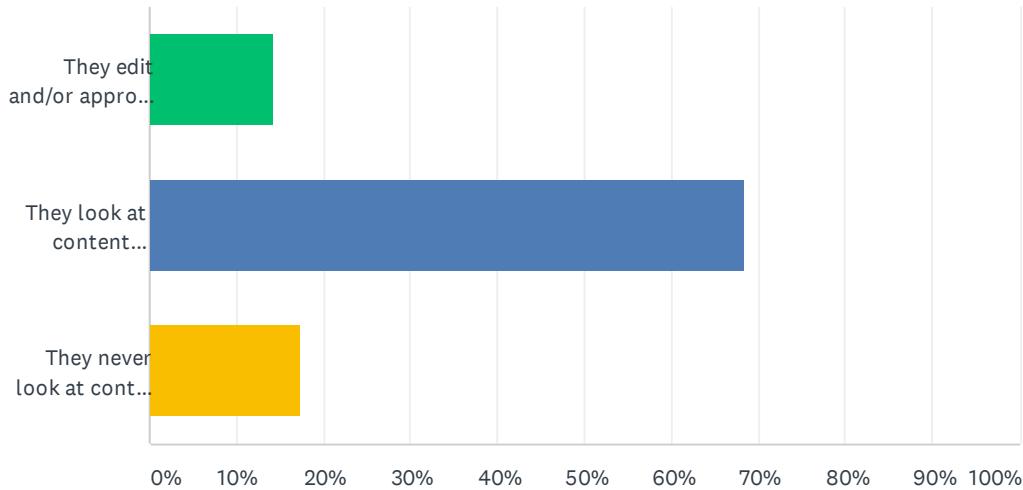


ANSWER CHOICES	RESPONSES
They hire the top student leaders.	49.48% 48
They hire the other student leaders.	2.06% 2
They provide advice about industry trends.	49.48% 48
They oversee the student media budget.	23.71% 23
Total Respondents: 97	

#	OTHER:	DATE
1	It elects the EIC annually and handles student-staffer complaints.	6/19/2020 1:28 PM
2	They approve the choice of editor in chief, as voted on by the editorial staff.	6/18/2020 5:10 PM
3	Part of the hiring process for the adviser and hire the EIC.	6/18/2020 2:34 PM
4	N/A	6/18/2020 2:04 PM
5	Selection process for editors-in-chief. Serve as advisory board as needed.	6/18/2020 1:35 PM
6	Work on collaboration between groups and represent the groups' interests to student government	6/18/2020 12:55 PM
7	They critique the students work and give feedback. Assist in training staff.	6/18/2020 12:42 PM
8	The board includes administrators and editors of campus publications. They discuss goals, problems.	6/18/2020 12:39 PM
9	Enforce Publications Policy	6/18/2020 12:33 PM
10	They are available to provide the student media feedback when called upon by the student media. Most recently, our students sought feedback from them on a budget proposal they were creating.	6/16/2020 2:40 PM
11	Still figuring out exactly what the board's role will be, but as of now it is mainly there to provide support, guidance for the students and myself should any major problems come up.	6/16/2020 12:28 PM
12	na	6/16/2020 12:27 PM
13	n/a	6/16/2020 12:19 PM
14	Consulting	6/16/2020 12:16 PM
15	We have a board only for the newspaper, not the college as a whole. This board functions only as resources for the advisor.	6/16/2020 12:13 PM
16	N/A	6/5/2020 1:37 PM
17	They approve the budgets. The director oversees the day-to-day budget operations.	6/5/2020 11:12 AM
18	none	6/5/2020 9:27 AM
19	The advocate on behalf of student media	6/4/2020 4:43 PM
20	They serve as resources for the advisor and EIC	6/4/2020 3:37 PM
21	NA	6/4/2020 1:37 PM
22	n/a	6/4/2020 1:26 PM
23	We had a Faculty Senate student media committee, but we didn't have anything for them to do.	6/4/2020 1:24 PM
24	Not much. Supposed to troubleshoot and work through problems if we have any.	6/4/2020 1:19 PM

Q9 What role do advisers/student media professionals play in relation to content in your college or university's student media organization?

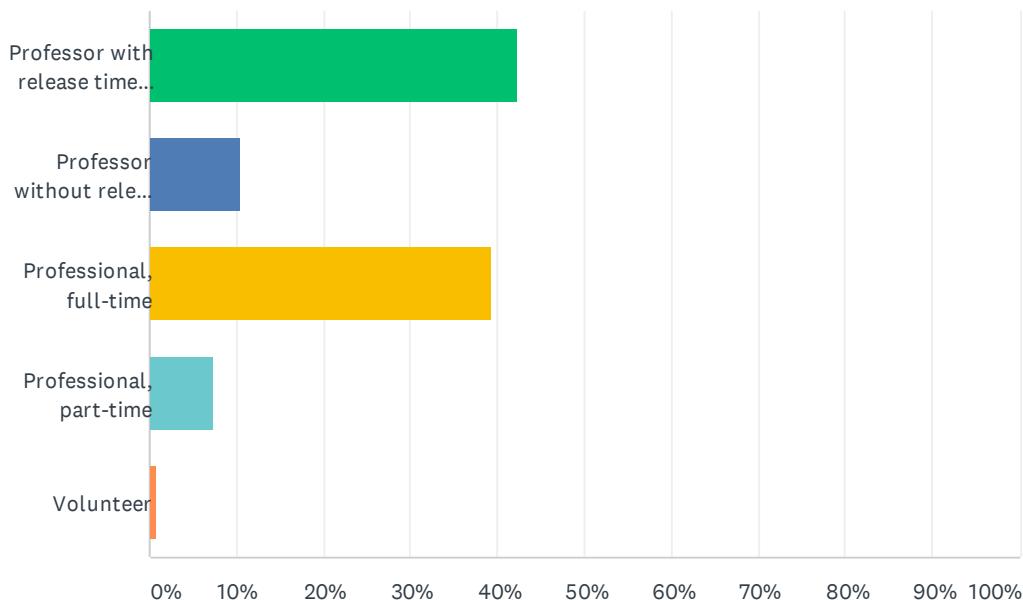
Answered: 133 Skipped: 2



ANSWER CHOICES	RESPONSES	
They edit and/or approve content.	14.29%	19
They look at content occasionally, if student editors ask.	68.42%	91
They never look at content before it is published.	17.29%	23
TOTAL		133

Q10 Select the option that most closely defines your adviser job.

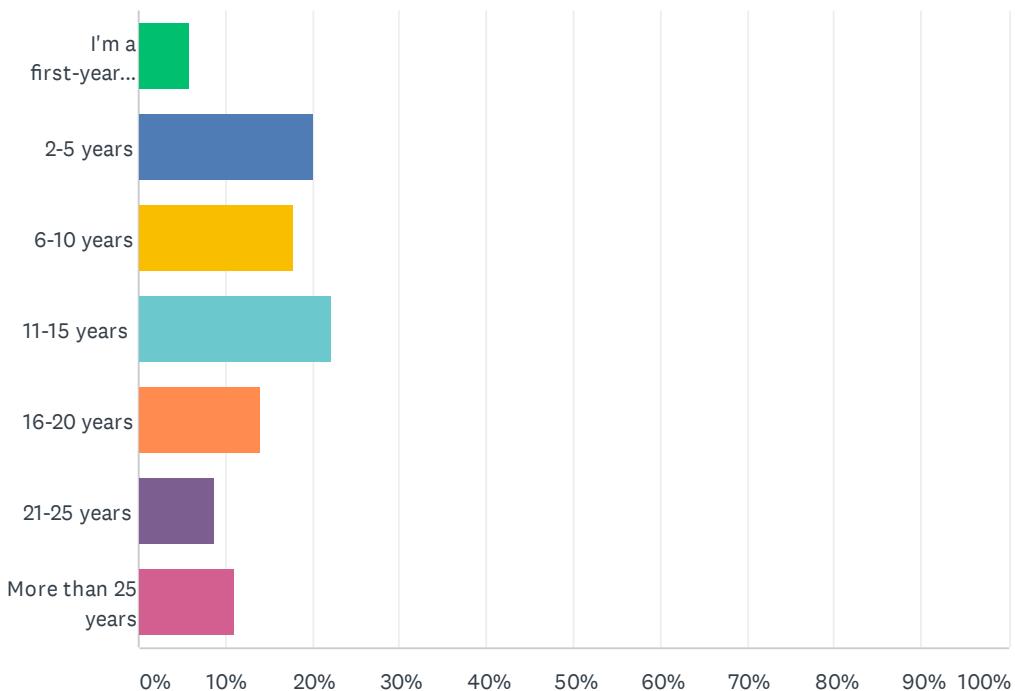
Answered: 135 Skipped: 0



ANSWER CHOICES	RESPONSES
Professor with release time or pay	42.22% 57
Professor without release time or additional pay	10.37% 14
Professional, full-time	39.26% 53
Professional, part-time	7.41% 10
Volunteer	0.74% 1
TOTAL	135

Q11 How long have you been advising?

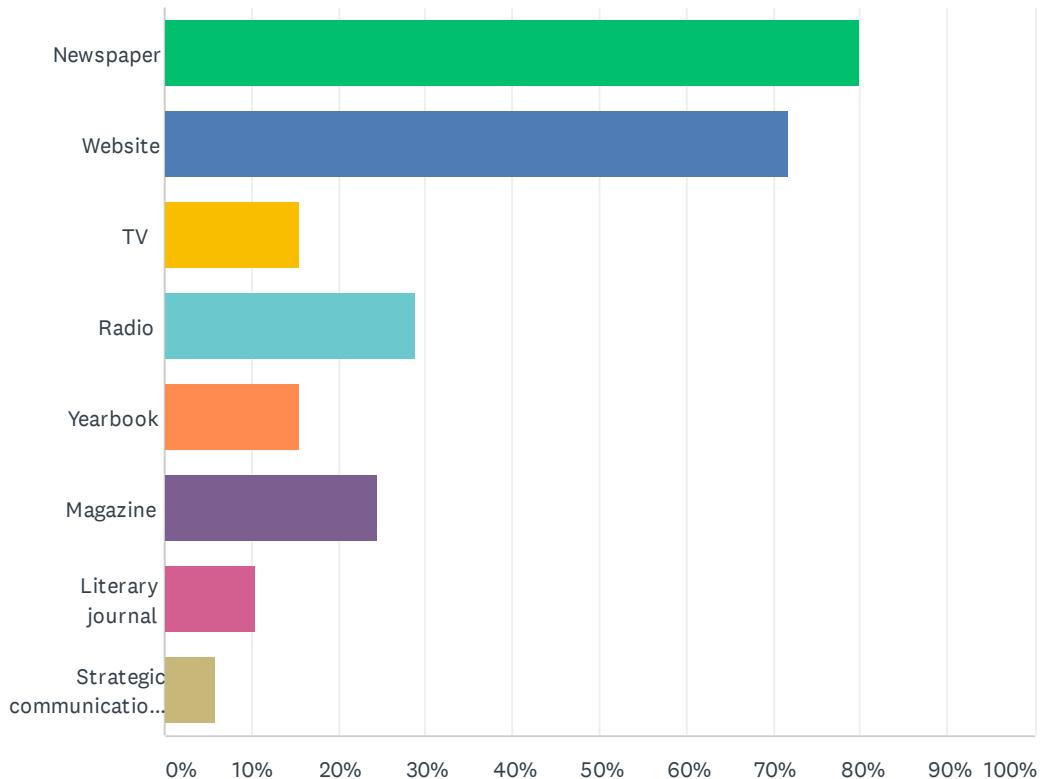
Answered: 135 Skipped: 0



ANSWER CHOICES	RESPONSES
I'm a first-year adviser.	5.93% 8
2-5 years	20.00% 27
6-10 years	17.78% 24
11-15 years	22.22% 30
16-20 years	14.07% 19
21-25 years	8.89% 12
More than 25 years	11.11% 15
TOTAL	135

Q12 What media do you advise at your college or university? (Select all that apply)

Answered: 135 Skipped: 0

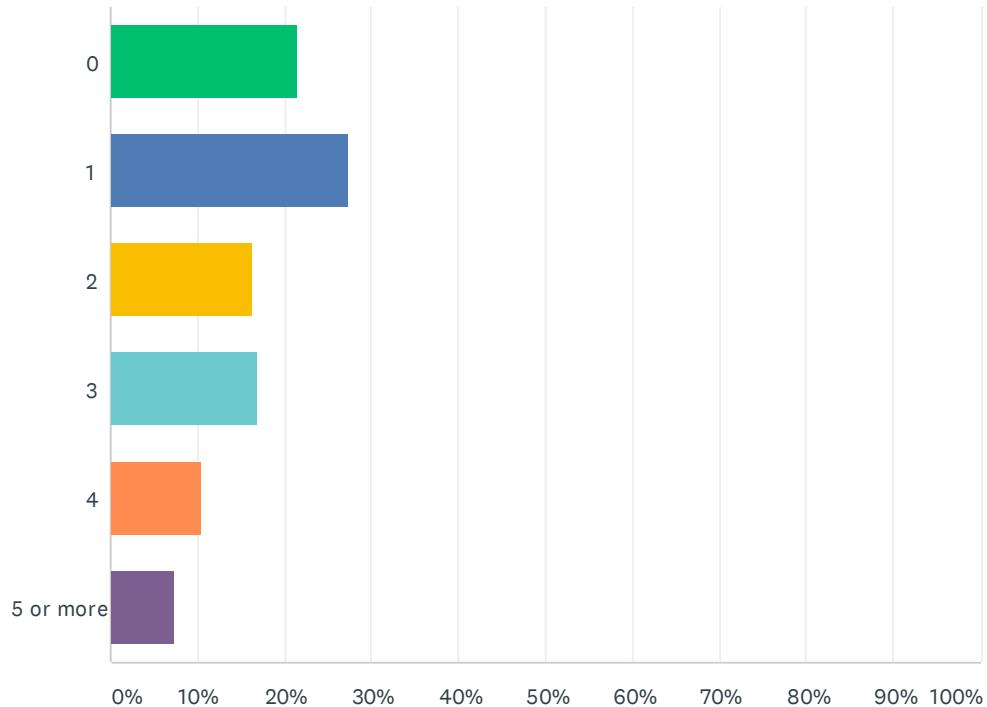


ANSWER CHOICES	RESPONSES
Newspaper	80.00% 108
Website	71.85% 97
TV	15.56% 21
Radio	28.89% 39
Yearbook	15.56% 21
Magazine	24.44% 33
Literary journal	10.37% 14
Strategic communications/advertising agency	5.93% 8
Total Respondents: 135	

#	OTHER:	DATE
1	Newsletter	6/19/2020 12:04 PM
2	For question #11	6/18/2020 6:18 PM
3	Sports Media Productions	6/18/2020 2:04 PM
4	podcasting and video production, plus a few random groups, like Quiz Bowl and Students for Sensible Drug Policy (!?)	6/18/2020 12:55 PM
5	Technical Department, Podcasting Network, Media Marketing	6/16/2020 7:35 PM
6	Video (not a TV station)	6/12/2020 12:47 PM
7	recording studio	6/9/2020 1:07 PM
8	I'm the director of Student Media	6/5/2020 11:12 AM
9	Video outlet	6/5/2020 7:00 AM
10	Social media, e-newsletter, podcasts	6/4/2020 4:43 PM
11	Social-media channels	6/4/2020 1:59 PM
12	Social Media	6/4/2020 1:21 PM
13	Broadcasting	6/4/2020 1:13 PM
14	comics anthology, fashion website	6/3/2020 7:59 PM

Q13 How many professional (non-student) staffers advise your college or university's student media outlets (not including business/advertising)?

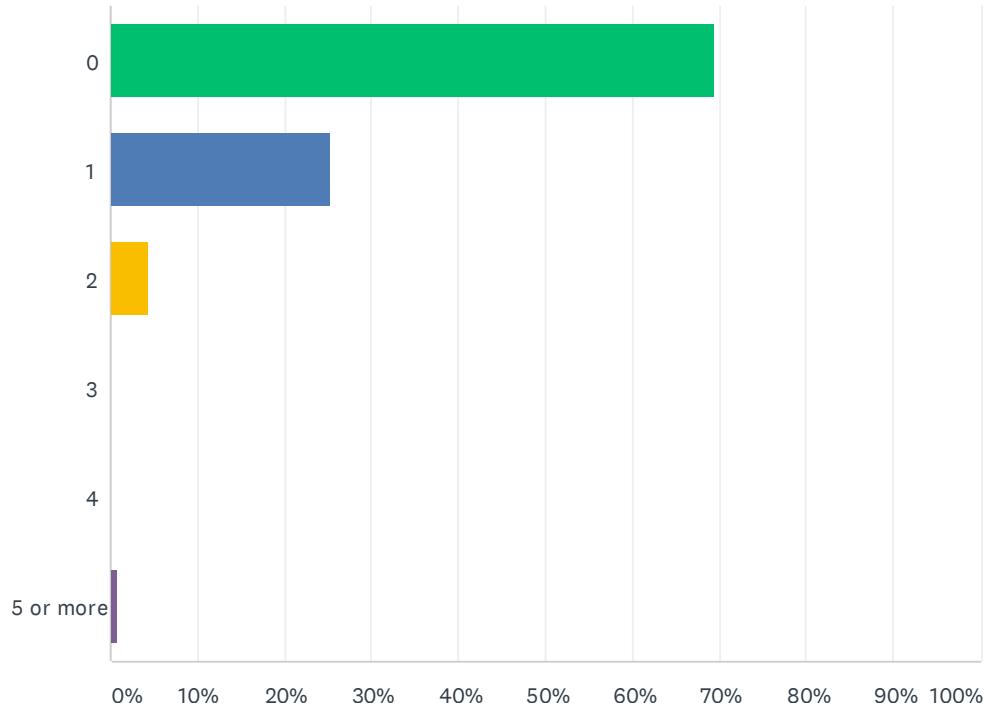
Answered: 135 Skipped: 0



ANSWER CHOICES	RESPONSES	
0	21.48%	29
1	27.41%	37
2	16.30%	22
3	17.04%	23
4	10.37%	14
5 or more	7.41%	10
TOTAL		135

Q14 How many professional (non-student) staffers are employed by your college or university's student media outlets specifically to work with advertising?

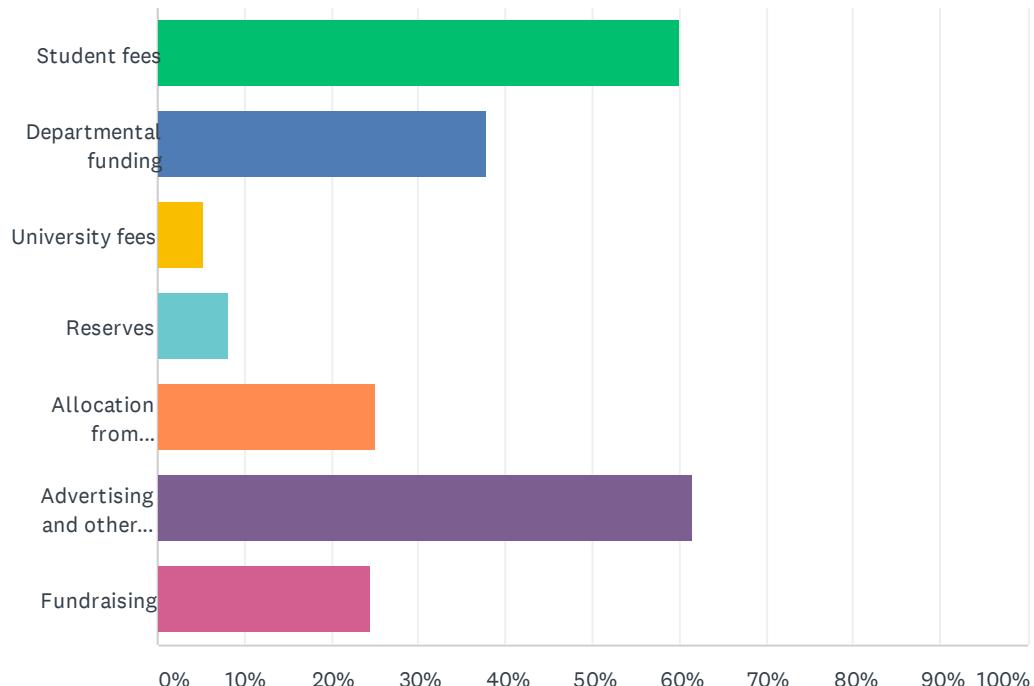
Answered: 134 Skipped: 1



ANSWER CHOICES	RESPONSES	
0	69.40%	93
1	25.37%	34
2	4.48%	6
3	0.00%	0
4	0.00%	0
5 or more	0.75%	1
TOTAL		134

Q15 How is student media funded at your college or university? (Check all that apply)

Answered: 135 Skipped: 0



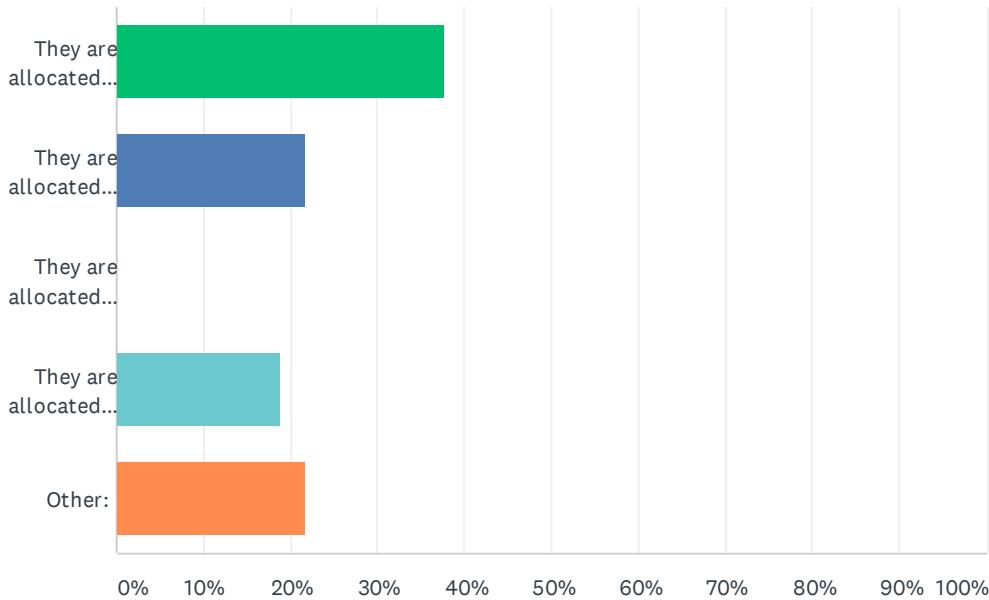
ANSWER CHOICES	RESPONSES	
Student fees	60.00%	81
Departmental funding	37.78%	51
University fees	5.19%	7
Reserves	8.15%	11
Allocation from administration	25.19%	34
Advertising and other charges	61.48%	83
Fundraising	24.44%	33
Total Respondents: 135		

#	OTHER:	DATE
1	Student fees fund the newspaper and its website. I am not sure if the college's radio station and literary magazine have any additional funding sources. (The literary magazine may receive a small amount in departmental funds.)	6/19/2020 5:33 PM
2	The student fees are allocated by admin.	6/18/2020 6:18 PM
3	adviser is a professor with release time - so yes, dept funding.	6/18/2020 2:03 PM
4	Allocation from student senate to media advisory board	6/16/2020 7:19 PM
5	Student Government 'activity' funding	6/16/2020 4:52 PM
6	We don't have student fees. But our funding is through student services, which is separate from academic funding.	6/16/2020 12:28 PM
7	scholarship (financial aid)	6/5/2020 12:06 PM
8	TV is a student enwscast but is part of the PBS station.	6/4/2020 1:15 PM

Q16 If student media is funded through student fees, how are those fees designated?

Answered: 101 Skipped: 34

CMA Benchmarking Survey 2020

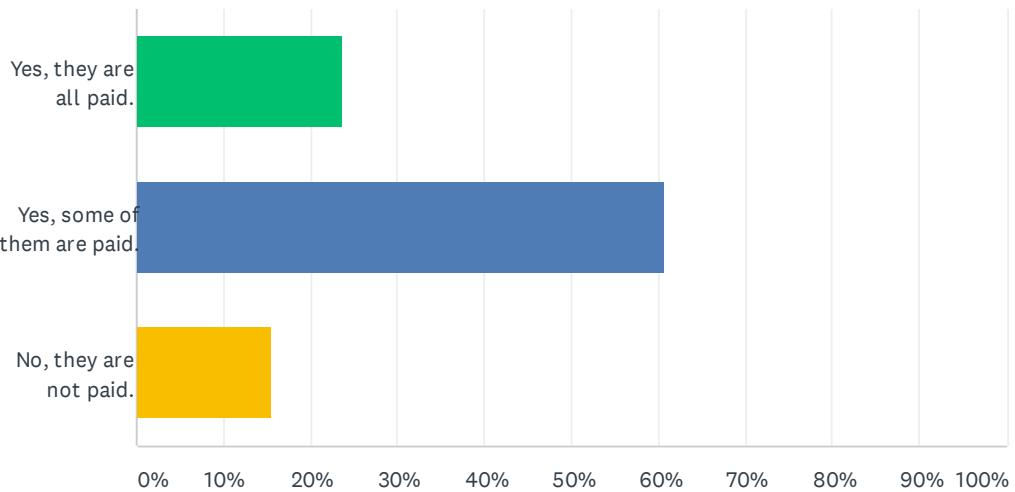


ANSWER CHOICES	RESPONSES	
They are allocated annually by student government.	37.62%	38
They are allocated annually by administration.	21.78%	22
They are allocated annually by a communications or journalism college.	0.00%	0
They are allocated annually by a dedicated fee.	18.81%	19
Other:	21.78%	22
TOTAL		101

#	OTHER:	DATE
1	n/a	6/18/2020 5:10 PM
2	N.A	6/18/2020 2:04 PM
3	Student Affairs Dept.	6/18/2020 12:26 PM
4	Allocated by Student Activities Fees Commission (board)	6/16/2020 7:35 PM
5	They are allocated by our Student Activities Board, which includes students from all our major fee-funded organizations.	6/16/2020 2:40 PM
6	N/A	6/16/2020 12:28 PM
7	Allocated by shared governance committees	6/16/2020 12:28 PM
8	We are awarded a share of general student fees, and also have a dedicated annual fee.	6/16/2020 12:28 PM
9	na	6/16/2020 12:27 PM
10	Some campuses use Student Life funds. Other campuses, like mine, use departmental funds.	6/16/2020 12:19 PM
11	N/A	6/16/2020 12:13 PM
12	Not funded this way	6/16/2020 12:10 PM
13	NA	6/14/2020 4:17 PM
14	Not student fees	6/5/2020 5:32 PM
15	We don't get funding through student fees	6/5/2020 1:37 PM
16	We don't receive any student fees.	6/5/2020 9:56 AM
17	we don't have a student fee	6/5/2020 9:27 AM
18	Allocated annually by a majority-student budget committee.	6/5/2020 7:00 AM
19	They are allocated in response to direct request from the newspaper	6/4/2020 3:37 PM
20	Supposedly, a committee of faculty, administrators and students decided about funding, but in reality there seems to be little connection between what the committee says and what happens. So it seems to be administratively controlled.	6/4/2020 1:26 PM
21	Allocated by the ASI Board of Directors which is majority students, then approved by the University President.	6/4/2020 1:13 PM
22	No student fees.	6/2/2020 3:10 PM

Q17 Are student media staff members paid at your college or university?

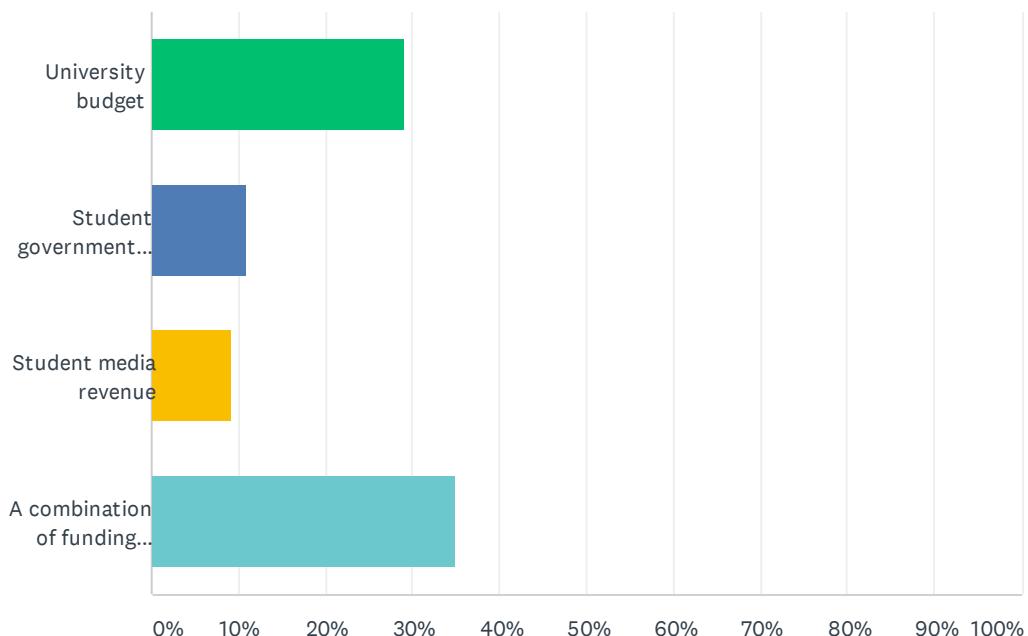
Answered: 135 Skipped: 0



ANSWER CHOICES	RESPONSES
Yes, they are all paid.	23.70%
Yes, some of them are paid.	60.74%
No, they are not paid.	15.56%
TOTAL	135

Q18 If student media staff members are paid, where does the money come from to pay them?

Answered: 120 Skipped: 15

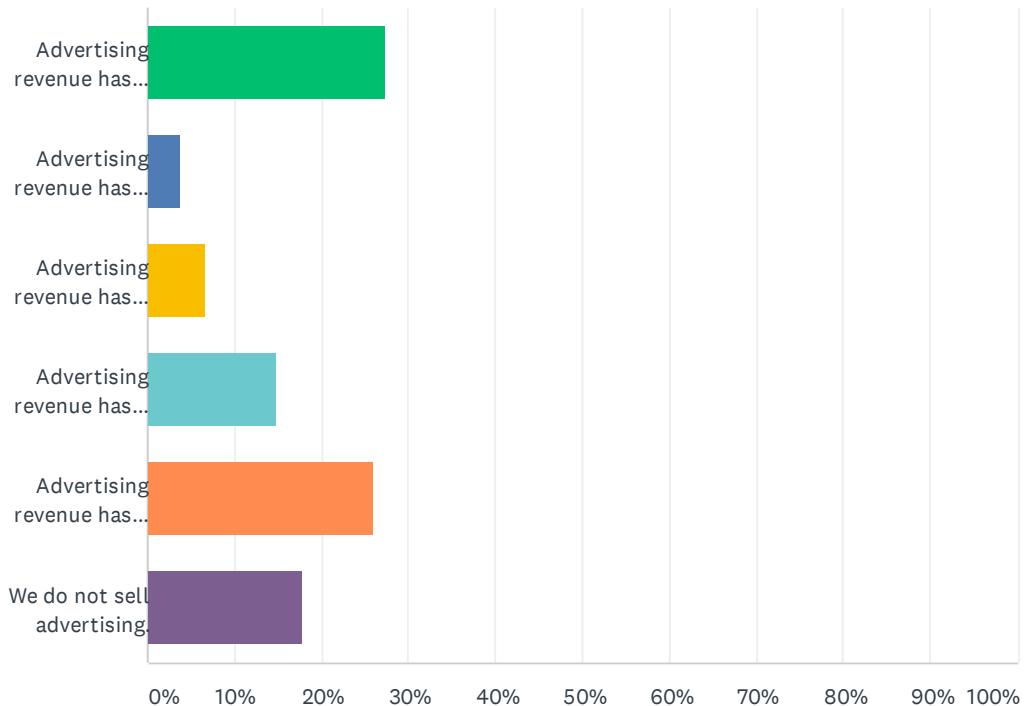


ANSWER CHOICES	RESPONSES	
University budget	29.17%	35
Student government funding	10.83%	13
Student media revenue	9.17%	11
A combination of funding sources	35.00%	42
TOTAL		120

#	OTHER (PLEASE SPECIFY)	DATE
1	n/a	6/18/2020 5:10 PM
2	Student Service Fees	6/18/2020 1:35 PM
3	Student Affairs	6/18/2020 12:26 PM
4	Director: Department Funding; Others: Student Fees	6/16/2020 7:35 PM
5	Advertising revenue for our operations pays students -- the news labs are not funded by the university.	6/16/2020 4:42 PM
6	Advertising revenue and student activity fees.	6/16/2020 2:40 PM
7	fundraising	6/16/2020 1:38 PM
8	Leadership scholarship for editors/department heads and workstudy for TV producers and TV/Radio operations personnel	6/16/2020 12:19 PM
9	not paid	6/16/2020 12:19 PM
10	Students receive scholarship aid that is applied to spring tuition bills only.	6/16/2020 12:17 PM
11	Student fees	6/16/2020 12:16 PM
12	NA	6/14/2020 4:17 PM
13	Primarily the student assessment fee that is dedicated to support the student media group. Supplemented by advertising, underwriting, and donations/fundraising	6/12/2020 12:47 PM
14	Not paid	6/5/2020 5:32 PM
15	Federal Work Study	6/5/2020 1:17 PM
16	From our fee allocation and earned revenue (product ad sales, services and philanthropy)	6/5/2020 11:12 AM
17	the paper fee that students pay each semester	6/5/2020 9:27 AM
18	Student service fee and advertising	6/4/2020 4:43 PM
19	Special designated scholarship stipends.	6/4/2020 3:47 PM
20	N/A	6/4/2020 3:33 PM
21	Student fee money in the student media budget	6/4/2020 2:21 PM
22	Student Activity Fees	6/4/2020 1:49 PM
23	Many get workstudy jobs, and some get paid from the university budget, though that now must be reimbursed from student media revenue.	6/4/2020 1:26 PM
24	We used to have scholarships for the newspaper staff, but those were eliminated.	6/4/2020 1:24 PM
25	Work study program	6/4/2020 1:19 PM
26	Associated Students Inc. (student fees)	6/4/2020 1:13 PM
27	Scholarships	6/4/2020 1:07 PM

Q19 Select the option that best describes your student media advertising sales at your college or university.

Answered: 135 Skipped: 0

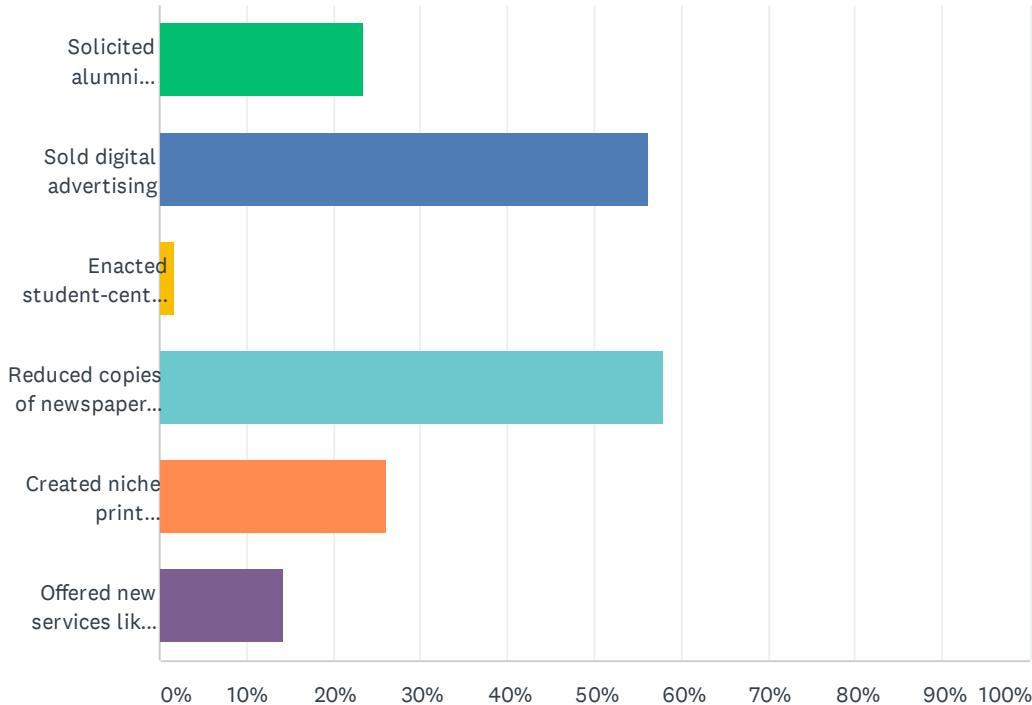


ANSWER CHOICES	RESPONSES	
Advertising revenue has been flat for more than a year	27.41%	37
Advertising revenue has risen year over year.	3.70%	5
Advertising revenue has declined less than 10 percent in the past year.	6.67%	9
Advertising revenue has declined 10 to 20 percent in the past year.	14.81%	20
Advertising revenue has declined more than 20 percent in the past year.	25.93%	35
We do not sell advertising.	17.78%	24
TOTAL		135

#	OTHER:	DATE
1	The newspaper has not solicited ad sales during my two years as adviser. We published one paid ad that I know of in the 2018-19 academic year.	6/19/2020 5:33 PM
2	Advertising has been declining for lack of strategy.	6/19/2020 3:48 PM
3	Advertising fell significantl , but this was more a result of having a sub-par ad manager than of market conditions	6/19/2020 8:26 AM
4	Not sure; new adviser	6/18/2020 2:04 PM
5	We were on a steep decline but our current student business manager is quite successful at sales	6/18/2020 12:55 PM
6	We very rarely sell advertising; only when asked by local businesses.	6/17/2020 12:38 AM
7	We can not get students to sell ads.	6/16/2020 4:58 PM
8	Many challenges getting students interested in selling. Also challenges with executing processes/procedures to consistently produce advertising on all outlets.	6/12/2020 12:47 PM
9	Would have been a smaller percentage loss without COVID-19	6/9/2020 5:34 PM
10	We would have been up had it not been for Covid.	6/4/2020 1:49 PM
11	We have not focused on selling ads for the last two years, but would like to start doing this again.	6/4/2020 1:49 PM
12	don't know	6/4/2020 1:42 PM
13	We have recently hired a consultant to help with advertising	6/4/2020 1:26 PM
14	COVID was the cause	6/4/2020 1:13 PM

Q20 What initiatives have you undertaken to replace declining print revenue? (Select all that apply)

Answered: 119 Skipped: 16

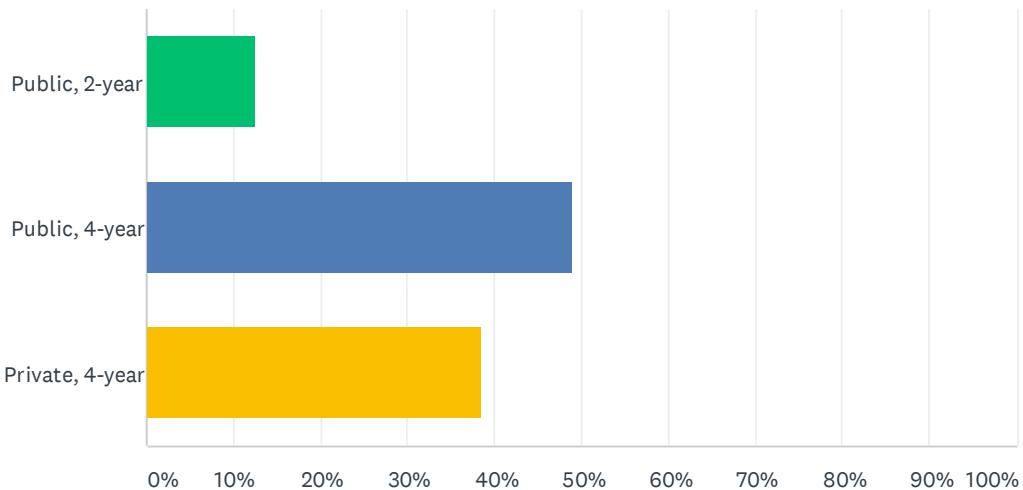


ANSWER CHOICES	RESPONSES	
Solicited alumni donations	23.53%	28
Sold digital advertising	56.30%	67
Enacted student-centered/GoFundMe projects	1.68%	2
Reduced copies of newspapers printed	57.98%	69
Created niche print products/special editions to sell advertising in	26.05%	31
Offered new services like event management, photo sales or a creative agency	14.29%	17
Total Respondents: 119		

#	OTHER:	DATE
1	N/A	6/19/2020 5:33 PM
2	Deficit mostly covered by wages saved from being understaffed	6/18/2020 2:34 PM
3	Google ads on website	6/17/2020 12:38 AM
4	Tabling Revenue, Special Event Revenue	6/16/2020 7:35 PM
5	Na	6/16/2020 3:09 PM
6	We hope our decline was a one-time, COVID-19 related decline. As of now, we have not made any changes.	6/16/2020 2:40 PM
7	Moved to completely online format and used the print budget to offset lost revenue	6/16/2020 12:28 PM
8	na	6/16/2020 12:27 PM
9	We are considering going completely online this year to save \$10,000 in printing costs.	6/16/2020 12:17 PM
10	N/A	6/16/2020 12:16 PM
11	N/A	6/16/2020 12:13 PM
12	None	6/14/2020 4:17 PM
13	N/A just a radio operation	6/6/2020 1:10 AM
14	Nothing. I'm not print	6/5/2020 1:37 PM
15	Reduced expenses	6/5/2020 11:12 AM
16	None yet	6/5/2020 10:40 AM
17	none	6/5/2020 9:27 AM
18	Reduced expenditures. Salaries reduced. Omitted travel.	6/4/2020 11:14 PM
19	Reductions have been absorbed in lower production costs.	6/4/2020 5:19 PM
20	reduced copies of magazines printed	6/4/2020 5:15 PM
21	Street team: hand out items for advertisers, news stand advertising, started holding events	6/4/2020 4:43 PM
22	None of the above. We have designated scholarships for those who will sell ads next fall.	6/4/2020 3:47 PM
23	Nothing. We don't really depend on ad revenue in any significant way	6/4/2020 3:37 PM
24	none of above	6/4/2020 3:33 PM
25	Requested additional student-fee funds from student government	6/4/2020 1:59 PM
26	Monetize enewsletter. We have been given access to all student email for the fall with the understanding we will get a list of new students every semester moving forward.	6/4/2020 1:49 PM
27	None	6/4/2020 1:49 PM
28	N/A	6/4/2020 1:42 PM
29	NA	6/4/2020 1:24 PM
30	N/A	6/4/2020 1:11 PM

Q21 Which of the following best describes your college or university?

Answered: 135 Skipped: 0

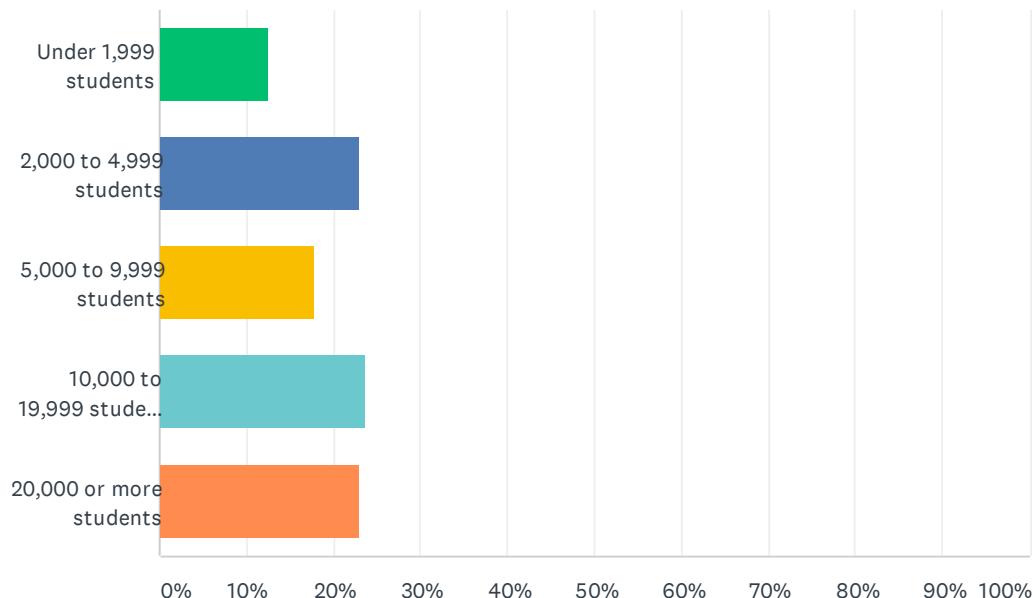


ANSWER CHOICES	RESPONSES	
Public, 2-year	12.59%	17
Public, 4-year	48.89%	66
Private, 4-year	38.52%	52
TOTAL		135

#	OTHER:	DATE
There are no responses.		

Q22 Select the option that most closely reflects your college or university's size.

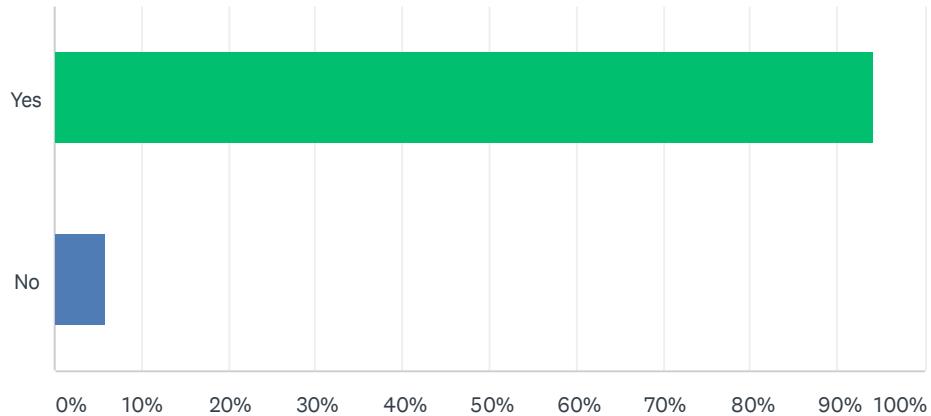
Answered: 135 Skipped: 0



ANSWER CHOICES	RESPONSES	
Under 1,999 students	12.59%	17
2,000 to 4,999 students	22.96%	31
5,000 to 9,999 students	17.78%	24
10,000 to 19,999 students	23.70%	32
20,000 or more students	22.96%	31
TOTAL		135

Q23 Did your college media outlet continue producing during the COVID-19 pandemic?

Answered: 135 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	94.07%	127
No	5.93%	8
TOTAL		135

Q24 How has the pandemic affected your outlet's finances?

Answered: 125 Skipped: 10

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#	RESPONSES	DATE
1	The pandemic did not have an impact on the paper's allocation from student government for the next school year. However, I expect the actual budget to be smaller because of reduced fall enrollment, etc. , related to the pandemic.	6/19/2020 5:33 PM
2	Big time. A third of print budget was slashed.	6/19/2020 3:48 PM
3	Advertising has come to a halt.	6/19/2020 1:28 PM
4	Negatively with regard to revenue. Expenditures were frozen unless expense was essential to business operations.	6/19/2020 12:04 PM
5	Print advertising was lost, but the impact was minimal because print publishing was discontinued	6/19/2020 8:26 AM
6	It has decimated virtually all of the revenue we were supposed to receive and had been counting on from advertisers and we are told our funding next year from the university will also decline significantly.	6/18/2020 6:18 PM
7	Put the paper in a moderate deficit (@-\$1K), plus they will forego ad revenue in the future to make up for prepaid ads that never ran.	6/18/2020 5:10 PM
8	We saved money because we stopped printing the weekly issue which was not making money.	6/18/2020 3:58 PM
9	lost about 15 percent of the year's revenue	6/18/2020 2:34 PM
10	N/A	6/18/2020 2:04 PM
11	zero income - we offered free advertising on TheFalcon.online as a relationship builder with advertisers.	6/18/2020 2:03 PM
12	95% of the revenue stopped. We are not printing since students are not on campus.	6/18/2020 1:35 PM
13	We quit publishing the print product so we saved some money there because advertising was not covering print costs. But it's hurt other advertising sales so overall we've lost money.	6/18/2020 1:27 PM
14	The radio station's annual fundraiser was canceled so that devastated this year's budget for them. Print advertising tanked so the newspaper suffered.	6/18/2020 12:55 PM
15	It hasn't.	6/18/2020 12:55 PM
16	Lost ad revenue and fewer students able to continue working remotely.	6/18/2020 12:42 PM
17	We did not publish our annual summer "First Impression" newspaper for freshmen and transfer students.	6/18/2020 12:39 PM
18	Saved money doing more online vs print and increased virtual ad sales	6/18/2020 12:33 PM
19	It actually needs less money because we only do a digital replica. We don't print.	6/18/2020 12:32 PM
20	We lost funds, but saved on printing costs.	6/18/2020 12:26 PM
21	devastated	6/18/2020 12:24 PM
22	We have generated very little revenue during this time when the college has operated remotely.	6/18/2020 12:07 PM
23	decrease in newspaper advertising	6/18/2020 11:50 AM
24	Lost a few months worth of advertising revenue due to not printing three issues.	6/17/2020 7:12 PM
25	unsure	6/17/2020 9:49 AM
26	So far, no changes but we anticipate a "tightening of the belt" in the future if enrollment declines.	6/17/2020 12:38 AM
27	Lost about \$30,000 in revenue since March	6/16/2020 7:35 PM
28	Radio and television halted production as they are campus-only and do not generate revenue. Newspaper shifted to digital only and sold space where it could.	6/16/2020 7:19 PM
29	Ad sales decline, plus hard to collect for spring ads before stay-at-home	6/16/2020 5:26 PM
30	We are looking at going online in the fall. However, I am holding out hope that we get some	6/16/2020 4:58 PM

cash to print so students have something tangible.

31	Drastically. We've also lost our dedicated admin assistant (who also sold advertising) so no clue what we're going to do.	6/16/2020 4:52 PM
32	Quite dramatically; grocery circulars have been a major source of revenue but the cut in print production and the lack of students, faculty and staff on campus means we've taken an unexpected financial hit.	6/16/2020 4:42 PM
33	Na	6/16/2020 3:09 PM
34	Yes. Since campus buildings were closed, our print circulation was limited, so we only charged advertisers our online rate and not for the print ads.	6/16/2020 2:40 PM
35	It reduced both revenue and expenses. Revenue was reduced because we ceased print newspaper operations and had to cancel an event aimed at connecting students with off-campus apartments. Expenses were reduced because we ceased print newspaper operations and saved on student payroll.	6/16/2020 2:37 PM
36	will likely see cut in fall	6/16/2020 2:36 PM
37	Dramatic loss of print revenue from 5/day/print was not replaced by increased digital revenue. But some savings from print bills. Glad we don't have a print contract that requires an annual amount of spending.	6/16/2020 1:38 PM
38	Since our funding is set at the beginning of the year by the administration, it did not.	6/16/2020 12:57 PM
39	Huge effect	6/16/2020 12:44 PM
40	It hasn't yet. Print was always a break-even or money-losing product, so not printing hasn't mattered to the bottom line.	6/16/2020 12:39 PM
41	Budgets were frozen, but we were allowed to produce a final print edition. No additional ads were sold.	6/16/2020 12:28 PM
42	It hasn't as of yet, but we've been told by university administration to expect a 3-5% budget cut	6/16/2020 12:28 PM
43	Summer is always slow. We're bracing for a huge drop in advertising in fall, as well as an enrollment-related drop in revenue from student fees.	6/16/2020 12:28 PM
44	We have been cut by 30 percent and all of our non-direct-to-student funding has been eliminated. This means that we can keep our student employees, keep operation-related contracts (CMS, printing, etc.) and outreach (t-shirts for morale), but no professional development, no travel, no new equipment or contracts.	6/16/2020 12:27 PM
45	It has not (yet). If we have a longstanding enrollment drop, budgets will shrink proportional to participation in student media.	6/16/2020 12:19 PM
46	not significantly	6/16/2020 12:19 PM
47	Not much of an impact because we sell very few ads to begin with.	6/16/2020 12:17 PM
48	It didn't	6/16/2020 12:16 PM
49	Admin requested we publish only online once the pandemic hit. We found an outside donor to finish out the year with print issues. We will likely be moving to totally online this year as Admin has said they will not be covering the cost of printing.	6/16/2020 12:13 PM
50	Reduced university funding	6/16/2020 12:10 PM
51	Zero advertising revenue	6/15/2020 1:10 PM
52	Lost a few print ads	6/14/2020 4:17 PM
53	It hasn't affected our finances because we are university funded	6/12/2020 6:11 PM
54	Allowed us to save a significant amount that will roll over to support the next fiscal year's budget (beginning July 1). However, the university is unclear about plans to collect the student assessment fees of which a portion is dedicated to student media. They did not collect in either summer semester. Still uncertain about the fall. If it is not collected we'd be in a world of hurt financially.	6/12/2020 12:47 PM

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55	We were not able to produce our printed product and thus lost advertising.	6/10/2020 2:26 PM
56	We did not print any issues--it's unclear what is going to happen to funds that had been allocated for that.	6/10/2020 8:23 AM
57	We lost more than half our anticipated ad revenue for the semester. State holdbacks and university budget cuts have also cut into our budget, and we anticipate a drop in student fees this fall.	6/9/2020 5:34 PM
58	No significant impact	6/9/2020 1:07 PM
59	We lost all anticipated print revenue from the effective date of our university closure in mid-March. We all lost significant digital revenue as the economic collapse impacted small businesses and university event advertising/promotion. There have been summer furloughs in the two-person Student Media professional staff.	6/8/2020 6:54 PM
60	We stopped producing a print product immediately, and it appears that on July 1 we will learn the fate of our budget	6/8/2020 1:08 PM
61	So far it's cost our operation roughly 60K in sales	6/8/2020 12:45 PM
62	The college froze our budget and we were only able to publish online.	6/8/2020 12:31 PM
63	had to cut advertising budget, which reduced print run. future finances unknown due to wider COVID-19 effects on university budget.	6/8/2020 12:14 PM
64	Advertising declined.	6/8/2020 9:27 AM
65	no ad revenue	6/6/2020 11:26 AM
66	Yes, had to cut student hourly positions drastically (now only have 3 students paid for 6 hours/week). No expenses unless absolutely necessary. Administrative pay and hours will be reduced for 8 weeks in summer by 0.2FTE.	6/6/2020 1:10 AM
67	We are now officially only online now. We are looking at a newsletter option - print	6/5/2020 5:32 PM
68	We weren't able to honor some of print contracts, which resulted in a loss of revenue. We won't know our budget allocation from the university until the new fiscal year, so we don't know yet how much our budget will be reduced.	6/5/2020 2:32 PM
69	Negatively. We particularly lost ad revenue from losing our new student orientation issue since orientation this summer is virtual. Waiting to hear what will happen with the overall university budget.	6/5/2020 2:12 PM
70	Finances remained the same. It's the fall that worries me.	6/5/2020 1:37 PM
71	No affect.	6/5/2020 1:17 PM
72	Print advertising revenue plummeted to near zero. We were able to convert about 20 percent of our contract print ads to online ads. Some we talked into carrying over pre-paid ads into 2021 FY printing, assuming that takes place.	6/5/2020 12:57 PM
73	Almost all advertising revenue was erased.	6/5/2020 12:29 PM
74	Unchanged	6/5/2020 12:06 PM
75	We are facing a 20-30% decline year-over-year from all funding sources. We had a 40k budget gap at the end of this fiscal year, to be covered by reserves.	6/5/2020 11:12 AM
76	It has not as yet.	6/5/2020 10:59 AM
77	Any income was coming from print advertising, so with fewer print issues, less income.	6/5/2020 10:40 AM
78	Lost revenue from two special sections that would have been profitable. Lost a lot of revenue from sales of on-campus news rack posters. Revenue for summer Back to Campus issue very uncertain -- this is our major money-maker for the year.	6/5/2020 9:56 AM
79	Our plan was for the spring semester to be the last for weekly print publication, moving completely online in the fall. But we ended up ceasing publication in mid-March and lost all advertising income we were expecting during the spring.	6/5/2020 9:27 AM
80	no ad or senior picture revenue but that is not part of their yearly budget, it is extra.	6/5/2020 9:27 AM

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81	Little--we are not ad-reliant, and student fees were still available, although frozen from April until the end of the fiscal year on June 30	6/5/2020 8:57 AM
82	Loss of print advertising mostly offset by reduced printing costs. If this persists into the fall, will become a bigger issue.	6/5/2020 7:00 AM
83	It improved them. We lost advertising revenue, but that's a small part of the budget. We saved money by not printing a paper. We relied on the website for reporting.	6/4/2020 11:14 PM
84	No changes so far, but with fees based on overall enrollment, reduction in college's students will directly affect media finances.	6/4/2020 5:19 PM
85	do not know. have been furloughed since March 23	6/4/2020 5:15 PM
86	Marginally, so far, on ad sales.	6/4/2020 5:10 PM
87	We have lost a lot of advertisers, some of whom closed completely.	6/4/2020 4:43 PM
88	It has completely drained them with us losing all support from the university.	6/4/2020 3:48 PM
89	Since we had fewer print editions we saved some departmental funding but the funding from student fees that had not already been expended was revoked. This meant that we could not purchase new equipment this year.	6/4/2020 3:47 PM
90	Admin requested that we publish online only. We found a donor to cover print cost for the final two issues.	6/4/2020 3:37 PM
91	budget surplus that will be probably taken away	6/4/2020 3:33 PM
92	This has yet to be seen. Advertising was reduced but other financial adjustments have not been decided.	6/4/2020 2:38 PM
93	Unclear. Budget is a percent of student activity fees, so if those decline because of lower enrollment, so will the budget	6/4/2020 2:37 PM
94	Not at all until June 30th. The new budget will be different for certain.	6/4/2020 2:21 PM
95	Since money is allocated from administration, it remains to be seen	6/4/2020 2:11 PM
96	Killed our spring revenue. We usually make \$10K on graduation and New Student Orientation. We made nothing on graduation and \$2,500 on NSO	6/4/2020 2:03 PM
97	Minimally, due to canceled ads.	6/4/2020 1:59 PM
98	We lost about \$60k in revenue but it looks like we will end our fiscal year with about \$20-\$30k.	6/4/2020 1:49 PM
99	I expect next year's budget to have substantial cuts because of lowed enrollment because of he pandemic.	6/4/2020 1:49 PM
100	No change to finances	6/4/2020 1:42 PM
101	We continued to pay our students for six weeks, regardless of whether they worked and that cost us \$26,000. We reduced expenses by \$20,000 (mainly due to not printing), but lost \$23,000 in fee revenue and \$37,000 in non-fee revenue. The radio station alone lost \$10,000 in non-fee revenue.	6/4/2020 1:40 PM
102	We lost a good bit of our print revenue, but we did make up some of it with increased digital sales.	6/4/2020 1:37 PM
103	Massive reduction	6/4/2020 1:33 PM
104	None-yet	6/4/2020 1:29 PM
105	unknown at this time.	6/4/2020 1:29 PM
106	All student media was suspended at the same time (March 13) the college closed and went to online learning. All funding was cut. We were not allowed to operate in any way, including selling advertising or soliciting donations.	6/4/2020 1:26 PM
107	We lost some advertising revenue in spring 2020 and will have a (temporarily) reduced print schedule in fall 2020 that will reduce opportunities for print advertising revenue. Further, we	6/4/2020 1:25 PM

anticipate budget cuts university-wide, including our departmental funding, which covers approximately 2/3 of the newspaper budget.

108	Since we barely sell any advertising, it didn't really affect it.	6/4/2020 1:24 PM
109	Unsure of what are budget is for the fall semester	6/4/2020 1:23 PM
110	Our advertising was low anyway so that didn't have a huge negative impact although we did lose some money on not printing two issues. However, we have money in our budget that we cannot spend right now due to freezing of purchases due to closures. That's impacting student training, new tools, new hires for summer, etc.	6/4/2020 1:21 PM
111	Funded by the college, and that has not changed ... so far.	6/4/2020 1:19 PM
112	Less advertising	6/4/2020 1:18 PM
113	No to few advertising dollars.	6/4/2020 1:15 PM
114	No ads = no revenue. We've got a couple of advertisers sticking with us online, but it doesn't amount to much.	6/4/2020 1:15 PM
115	Lost significant funding with suspension of print edition, gained some with daily email newsletters, social media, novel approaches to a digital special section for graduation.	6/4/2020 1:13 PM
116	Hasn't because we are student fee based.	6/4/2020 1:13 PM
117	There hasn't been a direct effect. We do not sell advertising; however, because we are funded by a student fee that's tied to enrollment, as enrollment drops, so does our revenue.	6/4/2020 1:11 PM
118	Nothing	6/4/2020 1:10 PM
119	No paper copies means fewer advertising dollars.	6/4/2020 1:10 PM
120	Most of our ad revenue had been paid and set.	6/4/2020 1:07 PM
121	We had zero ad sales	6/4/2020 1:07 PM
122	Considerable drop in ad revenue, a spending and hiring freeze, budget reductions for the fiscal/academic year in anticipation of COVID-19 related costs and a drop in enrollment.	6/3/2020 7:59 PM
123	It took a serious hit in advertising revenue.	6/2/2020 3:10 PM
124	Our print revenues have dwindled to practically zero. Online advertising only increased marginally.	6/2/2020 1:16 PM
125	NA	6/2/2020 12:16 PM

Q25 Finances aside, how did the COVID-19 pandemic uniquely impact the college media outlet you advise?

Answered: 128 Skipped: 7

#	RESPONSES	DATE
1	The pandemic certainly had an adverse effect on the production of the paper, and the morale and cohesiveness of the student leadership team. Original plans for the spring 2020 semester called for publishing several print editions after spring break, including a potential end-of-the-year issue. Instead, campus closed after the break and we published online-only content, much of which was posted at the end of the school year. That was an accomplishment in itself because student editors were scattered in different locations under varying stay-at-home orders. Morale and commitment hit a low overall as a result of all of the upheaval.	6/19/2020 5:33 PM
2	It will limit the ability to print with the regular frequency, which means less space to sell printed ads.	6/19/2020 3:48 PM
3	Not sure	6/19/2020 1:28 PM
4	Many challenges with working remotely. We really had to work hard to keep the majority of our students engaged. Our full time employees have been doing well but have dealt with new stresses in the new work environment.	6/19/2020 12:04 PM
5	Caused us to turn more attention to online. Our online operations have benefited immensely as students were required to rethink their "weekly" schedule. We've seen improvements in daily publishing.	6/19/2020 8:26 AM
6	About 80 percent of our students are Pell-eligible so they have dealt with housing and food insecurities and technology issues during the pandemic, which has obviously affected their work and productivity, but it has also given them an important perspective when conceiving of and producing stories.	6/18/2020 6:18 PM
7	With any luck, it will have jumpstarted more of a digital first approach to time-sensitive daily news coverage.	6/18/2020 5:10 PM
8	It provided significant challenges to the staff. They attempted to publish digitally, but they struggled without the in-person contact and guidance.	6/18/2020 3:58 PM
9	Staff rose to the occasion and quickly transitioned to working remotely and producing an all-digital publication. There was a lot of stress as the university announced some new decision every day about logistics, often reversing itself. But, they handled it well, in addition to learning to manage in a remote work environment.	6/18/2020 2:34 PM
10	Students still wanted to produce content, so we found a way since they were still engaged.	6/18/2020 2:04 PM
11	Positively in many ways - our newspaper staff really stepped up and rose to the challenges. I think it was one of their main social times (meetings via zoom) and they did well.	6/18/2020 2:03 PM
12	Everything is done online. We are publishing online and meeting with staff virtually.	6/18/2020 1:35 PM
13	We stopped publishing our print product March 13, then we had spring break, then the rest of the spring semester was canceled. The students didn't miss a beat, though, and produced 10 to 12 stories per day (news, sports, lifestyle, arts and entertainment and opinion), which is almost what they published in the print product five days a week, for the rest of the semester online. Then the summer staff took over after a week's training and is producing 8-10 stories per day, which is probably a little more than past summer staffs, online.	6/18/2020 1:27 PM
14	My students are more anxious than usual and it's become difficult to engage them as they're more concerned with the immediate stressors they're dealing with. All understandable, but difficult	6/18/2020 12:55 PM
15	All student employees lost their jobs, and staffers had to work from home.	6/18/2020 12:55 PM
16	They didn't know how to switch to digital-first and stayed on the print schedule then fed the stories online the day the print edition would have come out.	6/18/2020 12:42 PM
17	We had more readers following us on our website and social media.	6/18/2020 12:39 PM
18	Increased reach and attention	6/18/2020 12:33 PM
19	We just switched to Zoom and Google Classroom for meetings. We already used Google classroom and email for communication. Some students had difficulty finding stories and reporting only covid related stories got depressing.	6/18/2020 12:32 PM

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20	We switched to all digital.	6/18/2020 12:26 PM
21	Loss of student interest	6/18/2020 12:24 PM
22	We have been digital-only during this time, and we've had to rely more on graphic designers, the AP and Getty Images for story visuals. The students have been productive, but the emotional impact of what's happening is noticeable. Our success at engaging our audience without print has made the future of our print edition more questionable -- it could be eliminated altogether or the frequency reduced next year depending on the college's financial state and budget, which we still don't know.	6/18/2020 12:07 PM
23	creative ways to keep operative including on site and remote	6/18/2020 11:50 AM
24	My students adapted pretty well from in office to remote. We stuck to our routine schedule of production and meetings virtually which helped keep the students motivated. We did lose revenue from not being able to print three issues.	6/17/2020 7:12 PM
25	making sure that the students have availability to the equipment they may need.	6/17/2020 9:49 AM
26	Students were leery about getting out to report. They were also unsure how to work remotely at first.	6/17/2020 9:41 AM
27	Zoom and WebEx interviews replaced in-person interviews	6/17/2020 12:38 AM
28	Students producing online, and not enough content.	6/16/2020 7:35 PM
29	On my side (radio) - we closed shop in March and are still waiting to get back to work. Waiting on university protocols for distancing and cleaning for the studio to see how fall will work.	6/16/2020 7:19 PM
30	Yearbook had finaled, but decided to create a supplement about the semester; newspaper innovated to go all digital, created several new products	6/16/2020 5:26 PM
31	My staff disappeared.	6/16/2020 4:58 PM
32	Students off campus trying to cover on-campus issues are having a heck of a time contacting sources. Access journalism is in full force and it stinks.	6/16/2020 4:52 PM
33	It actually energized student journalists and photographers who have produced more than 150 COVID-19 stories and continuing coverage of anti-racism protests despite the fact that some are spread across several states and one staffer is working from Mexico.	6/16/2020 4:42 PM
34	Students worked remotely. We already did most work online so it was an easy transfer	6/16/2020 3:09 PM
35	Lost opportunity for outgoing editors to train incoming editors	6/16/2020 2:48 PM
36	It challenged our students to learn to work better in a remote environment. While the primary editors and staff members pulled together extremely well (and were even better about meeting deadline), the less frequent contributors seemed to fall to the wayside.	6/16/2020 2:40 PM
37	Student journalists continued to report news, but at a reduced pace. Campus was closed and sporting events canceled, so finding news was more difficult and students had to adjust to reporting differently.	6/16/2020 2:37 PM
38	we sharpened our web presence	6/16/2020 2:36 PM
39	Students continued producing a minimum of 7-10 stories per weekday but there is a loss of traditionally strong newsroom comraderie or team building which is important for future alumni fundraising. Very little development of photo staff.	6/16/2020 1:38 PM
40	Luckily there was a strong rapport among our small staff, and we shifted to produce COVID-19 related content.	6/16/2020 12:57 PM
41	Students proved they can build and publish off-site	6/16/2020 12:44 PM
42	By removing staff meetings and in-person activities, it killed any sense of urgency. Which means production is way down, and training is cursory at best.	6/16/2020 12:39 PM
43	It challenged our students to find new ways to report, including Zoom calls and some socially distanced reporting. The difficult part was that many of our students were dealing with health concerns (one student on our small staff had family members that contracted the virus and another was exposed) and financial loss (several lost their jobs outside of student media, which	6/16/2020 12:28 PM

was their main source of income). The positive is that they are more prepared to work remotely entering the fall, when our college will still be online only.

44	There were challenges of continuing production completely remotely that were to be expected, but we've also seen an increase in our readership and engagement.	6/16/2020 12:28 PM
45	Nothing unique. We went online only for the summer.	6/16/2020 12:28 PM
46	My students and I all lacked adequate equipment and wifi to continue to work and communicate efficiently.	6/16/2020 12:27 PM
47	We lost the end of our TV and Radio seasons, which was especially difficult for our sports media students who were about to cover two conference championship basketball teams and a run into the post-season. These would have been culminating experiences for our graduating seniors, and were a major morale crusher.	6/16/2020 12:19 PM
48	It was a challenge, but we were able to make it happen through online meetings.	6/16/2020 12:19 PM
49	We could no longer print, so our weekly schedule was impacted. But students still produced copy that was posted to the website.	6/16/2020 12:17 PM
50	All online activity	6/16/2020 12:16 PM
51	All writers and editors worked remotely. Only the editor-in-chief and layout manager were physically present during the remaining layout sessions.	6/16/2020 12:13 PM
52	Students were volunteer employees during that time since all students were paid no matter their performance. Reduced participation.	6/16/2020 12:10 PM
53	Couldn't produce as much work; students were less engaged	6/16/2020 12:10 PM
54	All students worked from home. News meetings held via Zoom.	6/15/2020 1:10 PM
55	Affected print production and newspaper production.	6/14/2020 4:17 PM
56	Everyone worked from home and we held meetings via Zoom. We lost some employees who decided to go home but then the university allowed students to work from their hometowns if they were full-time students. All campus and local activities basically vanished leaving videographers and photographers without a lot to do. Our staff has decreased from 25 to 17 students and interns. Our Fall 2020 Semester will be done remotely so news gathering will be done with social distancing and a lot through online or email. Events on campus are still curtailed and even graduations have been virtual.	6/12/2020 6:11 PM
57	Demonstrated that virtual meetings can get more people involved without them physically having to come to the office. Identified some areas, specifically for our radio station, that need immediate attention in order to effectively function remotely. Student journalists continue to do excellent reporting on the university's responses to the situation. Overall it's been inspiring to see how the students have continued to put in the work despite the challenges. And that's on top of the leadership transition we went through May 1. Totally new leadership team for all outlets. They've really done well considering the circumstances.	6/12/2020 12:47 PM
58	Actually drove us to perform better digitally.	6/10/2020 2:26 PM
59	We usually take a break over the summer, but so far this summer we have continued to report a limited amount.	6/10/2020 8:23 AM
60	I don't know if it's unique, but it snapped my students into thinking digital-first (since they became digital-only). It also forced us to do prerecorded shows only for the radio, and I think we'll lose DJs longterm because of that.	6/9/2020 5:34 PM
61	Ceased operation of facility-based media (radio, video, recording) when students left campus in March.	6/9/2020 1:07 PM
62	The newspaper cancelled print for the rest of the semester once our campus was closed. We were forced to advise students who were working remotely with smaller staffs. The yearbook moved from spring semester in-person distribution to a mail opt-in option for seniors with the remainder of distribution taking place in person in 2020-21 once campus re-opens. The television station's entertainment productions (shorts and series) are on hiatus.	6/8/2020 6:54 PM
63	We no longer produced a print product, content waned, and advertising dried up.	6/8/2020 1:08 PM

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64	It has made it extremely challenging to recruit new staffers.	6/8/2020 12:31 PM
65	shift from print and online to online-only. Weekly editorial meetings conducted via Zoom. more Slack activity.	6/8/2020 12:14 PM
66	Operated remotely, with virtual meetings. On campus activities and athletic events were reduced. Graduation was held virtually.	6/8/2020 9:27 AM
67	Went entirely online and Facebook	6/6/2020 11:26 AM
68	Radio station is producing all content remotely, students doing their regular shows from home pre-recorded.	6/6/2020 1:10 AM
69	Less participation. Harder to network, get sources.	6/5/2020 5:32 PM
70	While it eliminated our print product halfway through the semester, the shift to online encouraged students to do more serious reporting.	6/5/2020 2:32 PM
71	Student continued to publish online and actually did a nice job.	6/5/2020 2:12 PM
72	All students were barred from coming in and being on-air. We had to pivot a bit in order to keep producing content, especially for news.	6/5/2020 1:37 PM
73	Radio went off air. Newspaper went to online only.	6/5/2020 1:17 PM
74	All of my students' permanent addresses are more than 100 miles from campus; none live here permanently. All of them moved home after the campus canceled all spring classes, leaving me with no students locally to cover campus or local events. Student employment was also canceled, so students were no longer paid, even if they produced content.	6/5/2020 12:57 PM
75	When the university's classes went online only, we lost some staffers. The department was forced to trim others as we did not have the revenue to continue to pay all student salaries.	6/5/2020 12:29 PM
76	Made the coverage more difficult and less frequent	6/5/2020 12:06 PM
77	We have 10 outlets. It remains to be seen what the final impact is. I expect it will have negative and positive impacts. The newsroom rose to the occasion and continued to report aggressively through the changes. Other groups found unique ways to stay relevant and engaged.	6/5/2020 11:12 AM
78	All was done online.	6/5/2020 10:59 AM
79	We have a small staff. Students who went home - some had to work at other jobs, while others couldn't focus during the crisis and didn't participate. This reduced our staff significantly for the remainder of the spring semester.	6/5/2020 10:40 AM
80	Forced us to adapt to digital-only environment. Forced us to do better working remotely.	6/5/2020 9:56 AM
81	Rough transition to totally online publication with no planning and students scattered across the state after the university shut down. Maintained some online presence throughout the spring semester, but it was spotty, at best. Student leadership struggled to keep editors and writers focused and producing content on a dependable schedule.	6/5/2020 9:27 AM
82	Lack of in-person meetings and consultations	6/5/2020 8:57 AM
83	Print stopped. Thank goodness we already were producing a daily newsletter (and a weekly magazine newsletter). Those continued. Students worked remotely, though many had trouble adjusting. Reader analytics were very strong, so we are publishing a weekly newsletter plus special editions for major news this summer -- the first summer publication we've done in six years.	6/5/2020 7:00 AM
84	The pandemic has forced all news media outlets to be produced remotely and offered only in online format. The newscast has become a collection of news clips. The weekly newspaper has created a neat newsletter-style new product for its readers.	6/5/2020 2:57 AM
85	We stopped printing the newspaper and magazine. We put all news and information online. And the students did a great job, IMHO.	6/4/2020 11:14 PM
86	Students had to rely on personal production equipment. Staff and production meetings were virtual. Advisor had to physically move media to printers.	6/4/2020 5:19 PM
87	We were totally shut down and the one staff adviser (me) was furloughed.	6/4/2020 5:15 PM

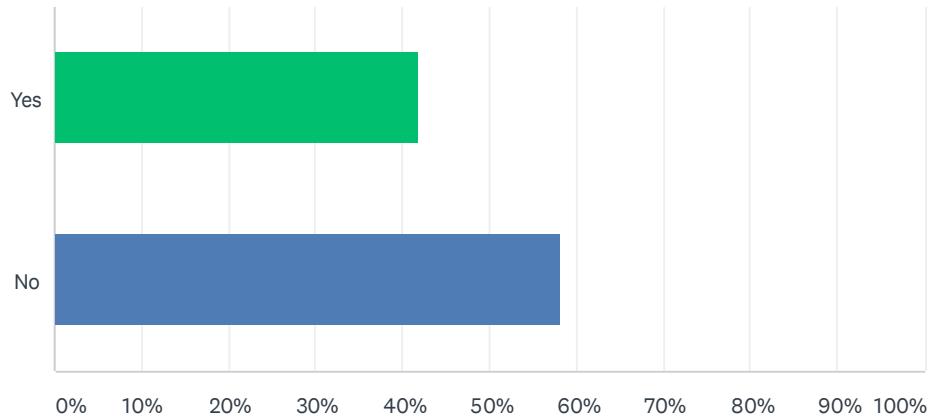
CMA Benchmarking Survey 2020

88	Helped us focus more fully on digital. Challenges of keeping up the cultural dynamics of our team.	6/4/2020 5:10 PM
89	My students stepped up to fulfill their commitment to local content and never stopped reporting even over spring break and now during the summer. They have done a phenomenal job.	6/4/2020 4:43 PM
90	It provided some challenges as we transition to students working at home. We also lost all student employment money which required them to work for free.	6/4/2020 3:48 PM
91	The fellowship that student media provides to students was sorely missed by our students. We continued to gather via zoom but it's not the same. Also I think our efforts to avoid cliques within our news organizations were hindered by the separation.	6/4/2020 3:47 PM
92	Staff all worked remotely	6/4/2020 3:37 PM
93	We could not go to Spring CMA	6/4/2020 3:33 PM
94	The students are now spread out all over the U.S. Only maybe two members of the staff remain in town. No one seems to know or care what's happening on campus because no one is there.	6/4/2020 3:33 PM
95	students had a hard time reporting and juggling school from afar.	6/4/2020 3:23 PM
96	It has made it very difficult to keep the staff focused and on track. We seem to be very reliant on face-to-face advising	6/4/2020 2:38 PM
97	Thanks to student creativity, it didn't change their work, it just led them to change the way they did some of their work	6/4/2020 2:37 PM
98	Volume of content produced lessened, but otherwise things continued remotely.	6/4/2020 2:21 PM
99	All remote operations—writing news and recording broadcasts and podcasts	6/4/2020 2:11 PM
100	It forced students online and they stepped up. Local media is terrible so students filled an important role for community. Analytics way up. We usually don't have summer staff (I encourage internships) but this summer we have a full staff and readership has remained very high	6/4/2020 2:03 PM
101	Our campus is closed so staff and adviser are not able to access newsroom. Developing remote management systems was a challenge. Onboarding new staff was a big challenge. These challenges will continue at least through the end of this calendar year. Also, reorganized beat structure.	6/4/2020 1:59 PM
102	Keeping students engaged remotely. Newspaper kept producing but tv and radio were limited. We did continue with some podcast production.	6/4/2020 1:49 PM
103	The college newspaper was not allowed to print their final two issues of the year. Because of this, we made the switch to publishing all work on website. We do not know yet if we will be allowed to print in the fall semester.	6/4/2020 1:49 PM
104	Students started a twice-weekly newsletter. All staff meetings are held over Zoom.	6/4/2020 1:42 PM
105	It essentially shut down the radio station, relying almost exclusively on automation. The print publications continued to post some online, although with much less frequency.	6/4/2020 1:40 PM
106	Our radio station students have not been in the station, so they are creating playlists to load. The student newspaper produced five weekly e-newsletters, and plan to continue this in the fall.	6/4/2020 1:37 PM
107	Students abandoned responsibilities	6/4/2020 1:33 PM
108	Radio over the air and stream went to network feeds only. Students continued one existing podcast (film discussion), discontinued one (sports) and started a new one (newsmagazine)	6/4/2020 1:29 PM
109	When the newspaper inquired whether any students had been quarantined for suspected COVID-19, the college president immediately called the student adviser to a meeting of the college VP's and provost. The president said that if the students reported on COVID-19, he would shut down the newspaper. A few days later, when the college moved everything to online instruction, all student media were "temporarily suspended." They remain suspended. Activity on the student facebook page has resulted in additional warnings to the adviser from the administration. The administration has said nothing about whether the suspension will be lifted at any time in the future. In other words, the administration used the pandemic as an opportunity to defund student media and prevent student voices from being heard.	6/4/2020 1:26 PM

110	We are a lab newspaper and the assignments/structure of the course had to be reconfigured. We obviously lost the ability to cover live events (which went away).	6/4/2020 1:25 PM
111	It got harder to keep the students' attention. Many of our students work, and they'd lost jobs or else were trying to keep families afloat. It was a mess.	6/4/2020 1:24 PM
112	Students worked from home to create the paper.	6/4/2020 1:23 PM
113	Our students are already stretched thin and this pulled them even tighter. It made it very hard for non-editors to stay involved with the publishing. Our online traffic increased a lot though on our social media and website. Also our district has already pushed most classes online for fall so we're dealing with how to move forward with a hybrid solution.	6/4/2020 1:21 PM
114	Not having students in this area dramatically changed our mission and ability to cover our campus, decisions here and the local community. Also, meetings and communication became more difficult, and students not always as engaged. It also broadened our coverage, which honestly helped to improve the content and the kinds of stories/clips students were getting. Much less hyper-local and more global and comprehensive. Those other issues aside, I think we actually did well and may have produced better content.	6/4/2020 1:19 PM
115	Lost some reporters when we moved online; tougher to figure out story ideas when off campus	6/4/2020 1:18 PM
116	Publishing only online; no print copies. Students working remotely.	6/4/2020 1:15 PM
117	Staff stayed home after spring break. Many stopped answering emails, texts, calls, slacks messages.	6/4/2020 1:15 PM
118	Digital first in real time. Has prompted students to completely rethink what the print edition should be, when it resumes.	6/4/2020 1:13 PM
119	We went from print to online only. My students took it in stride and used it as a time to rise above then let it consume them. Broadcasting had a harder time getting footage, so instead had students email them self taken footage.	6/4/2020 1:13 PM
120	As students scattered across the state and country, it became difficult for them to work together and for me, as the advisor, to hold them accountable to their work. Productivity declined. Additionally, our radio station closed the studio to live broadcast.	6/4/2020 1:11 PM
121	Went automated for six weeks	6/4/2020 1:10 PM
122	Students stepped up. Won the CCC award one week.	6/4/2020 1:10 PM
123	We were scattered all over the world.	6/4/2020 1:07 PM
124	We realized we could get by just fine without the printed newspaper	6/4/2020 1:07 PM
125	We couldn't distribute our publications; our three annual spring publications are sitting in boxes in the hallway of our building. We couldn't have our annual events to recognize our students for their hard work. Many of our students were unable to continue producing content because of anxiety, technology or family issues after they transitioned to not being on campus all of the time.	6/3/2020 7:59 PM
126	We published virtual issues, using a PDF reader to display pages. Also continued to publish online and through social media.	6/2/2020 3:10 PM
127	It greatly reduced student involvement, as most students (90+ percent) who attend the university and work for student media have permanent addresses more than 100 miles from campus.	6/2/2020 1:16 PM
128	Forced students to focus on digital distribution and promotions of content, and also to collect content in different ways.	6/2/2020 12:16 PM

Q26 Have you adopted new delivery models for your product?

Answered: 134 Skipped: 1



ANSWER CHOICES	RESPONSES	
Yes	41.79%	56
No	58.21%	78
TOTAL		134

Q27 If so, what are they and will you continue them in the future?

Answered: 76 Skipped: 59

CMA Benchmarking Survey 2020

#	RESPONSES	DATE
1	We are brainstorming new models.	6/19/2020 3:48 PM
2	We are still finalizing our plans, but there will be deliveries to fewer buildings on campus and in the local community based on COVID restrictions.	6/19/2020 12:04 PM
3	Newsletter. We hope so.	6/19/2020 8:26 AM
4	A weekly newsletter, more social media engagement, etc. Yes.	6/18/2020 6:18 PM
5	Not due to COVID, but the students began a weekly news summary email newsletter this year, which they will continue.	6/18/2020 5:10 PM
6	NA	6/18/2020 2:34 PM
7	N/A	6/18/2020 2:04 PM
8	We have a new phone app.	6/18/2020 12:55 PM
9	Virtual publications, yes	6/18/2020 12:33 PM
10	We always had a PDF, but now we promote it a bit on social media as a Digital Replica.	6/18/2020 12:32 PM
11	Yes, digital delivery. A newsletter. We still produce our newscast remotely.	6/18/2020 12:26 PM
12	na	6/18/2020 12:24 PM
13	We have a weekly print edition normally, but we've shifted toward the production of daily digital content anyway the last year and continued that during the pandemic without print. That's probably our future at some point. We're likely looking at becoming a biweekly newspaper next year with a reduced circulation, but it's not yet been officially determined.	6/18/2020 12:07 PM
14	remote braodcasting..possibly continue	6/18/2020 11:50 AM
15	We currently are online only. We have setup a weekly email to campus with stories and videos the students have published that week.	6/17/2020 7:12 PM
16	yes issuu	6/17/2020 9:49 AM
17	We plan to mail via USPS two issues per school year, an orientation issue in fall and another issue in the spring.	6/17/2020 9:41 AM
18	Using Social Media to promote website	6/16/2020 7:35 PM
19	n/a	6/16/2020 7:19 PM
20	Revived a dormant newsletter. Now staff is motivated to coordinate all-school delivery of newsletter and to overhaul the website because weaknesses were identified.	6/16/2020 5:26 PM
21	N/A	6/16/2020 4:52 PM
22	A phone app that is triggered by an icon placed on certain stories in the print edition -- once the icon is scanned, it provides audio-visual content and digital imaging.	6/16/2020 4:42 PM
23	We began using Facebook live with zoom to interview college advisors, etc and update the community about how the college was changing.	6/16/2020 3:09 PM
24	We have both a print and an online presence. While we limited our print production for a while and are waiting to decide what to do in the fall, we're not eliminating anything. We have relied heavily on online and social media during this time and expect that to continue in the future.	6/16/2020 2:40 PM
25	issu and yes, it was popular	6/16/2020 2:36 PM
26	We increased 3x week newsletters to 4-6x week. Internal debate for now on how many to send if we resume printing.	6/16/2020 1:38 PM
27	Everything is online, obviously. I sent out some weekly updates to the faculty/staff about new online content, and student editors promoted it on our school's heavily-used app.	6/16/2020 12:57 PM
28	We were digital only for most of the pandemic, but we produced an end-of-semester print product. For the first time, we found a community location for one of our racks so that our faculty, staff, students, and community members could have a physical copy of the paper. We	6/16/2020 12:28 PM

are seeking a second location and do hope to continue this in the fall, possibly expanding if we can purchase more racks.

29	The summer move away from print could lay the groundwork for a more digital future.	6/16/2020 12:28 PM
30	na	6/16/2020 12:27 PM
31	e-newsletters and the return of print for special event issues	6/16/2020 12:19 PM
32	n/a	6/16/2020 12:19 PM
33	We are considering abandoning print and going all digital for 2020-21.	6/16/2020 12:17 PM
34	We have had a website, but will likely be using that solely as our means of publication going forward.	6/16/2020 12:13 PM
35	newsletter	6/16/2020 12:10 PM
36	NA	6/14/2020 4:17 PM
37	We have always posted our magazine online but for two months online was the only way it was published. We will start printing this month in June again but fewer copies since campus is basically deserted. Our stay at home order is still in effect so once that is lifted, we may see more people around campus.	6/12/2020 6:11 PM
38	We started using the College News Source app through SNO. We like it because it sends push notifications when new articles are posted. But so far we haven't had a lot of people sign up.	6/10/2020 8:23 AM
39	My students resurrected their weekly newsletter. We absolutely will continue it.	6/9/2020 5:34 PM
40	Mailing yearbooks to seniors was hopefully a one-off experience. We hope to continue print (perhaps in a limited form) for the newspaper once our campus re-opens.	6/8/2020 6:54 PM
41	The product is still delivered online, but we do not know the future of the print product.	6/8/2020 1:08 PM
42	N/A	6/8/2020 12:31 PM
43	We would like to do more online but the university marketing oversees the website and is limited in what they are willing to do.	6/6/2020 1:10 AM
44	Everything has shifted online. We launched a weekly newsletter that will go daily in the fall.	6/5/2020 12:57 PM
45	Online only at this point. It has not yet been decided.	6/5/2020 12:29 PM
46	Online and social media	6/5/2020 12:06 PM
47	E-mail newsletters, social media, mini-magazines with limited print run. Yes.	6/5/2020 11:12 AM
48	N/A	6/5/2020 10:59 AM
49	We will continue to be mostly online publication going forward with 1-3 special print editions throughout the year.	6/5/2020 9:27 AM
50	yes	6/5/2020 9:27 AM
51	Increased YouTube for video. Increased online and PDF for magazine. Increased podcasting for radio. Plan to continue all channels in Fall.	6/4/2020 5:19 PM
52	Magazine had a reduced print run and a first-time e-distribution to all students/faculty via email.	6/4/2020 5:10 PM
53	We used to publish every Tuesday and send the e-newsletter on Thursdays. We started sending the e-newsletter twice a week and have stepped up our website content and social engagement.	6/4/2020 4:43 PM
54	They produced a vivid related special and we plan more specials in the coming year.	6/4/2020 3:47 PM
55	We will likely continue only online	6/4/2020 3:37 PM
56	University surprisingly distributed for us with little arm-twisting and no request for censorship, relieved	6/4/2020 3:33 PM
57	Students posted their magazine online and will print and deliver that mag this fall.	6/4/2020 3:23 PM
58	Does not apply!	6/4/2020 2:21 PM

59	We transitioned online with the intention of doing a print special issue each semester. In spring that did not happen and think we will not ever do it. For broadcast, we will have to pre-record some segments because our studio is too small to safely record more than two people	6/4/2020 2:11 PM
60	We are negotiating with printer for the fall. Nothing decided.	6/4/2020 2:03 PM
61	Our print edition is suspended right now so additional resources are being put into the website and social-media channels. We assume the print edition will be back in 2021, but hope to sustain the digital emphasis.	6/4/2020 1:59 PM
62	Website	6/4/2020 1:49 PM
63	COVID-19 newsletter; will continue through the summer	6/4/2020 1:42 PM
64	N/A	6/4/2020 1:40 PM
65	E-newsletter for the newspaper. Looking into new system for the radio station	6/4/2020 1:37 PM
66	Podcasts for news. May continue	6/4/2020 1:29 PM
67	We went online only for half of spring, we are continuing to push for more online exclusive content.	6/4/2020 1:25 PM
68	NA	6/4/2020 1:24 PM
69	We haven't begun yet, but I'm looking into newsletters and yes, I intend for it to stay.	6/4/2020 1:21 PM
70	Web. Yes moving completely online	6/4/2020 1:18 PM
71	Handing out, exploring other options for Fall 2020.	6/4/2020 1:13 PM
72	We will be emailing our June issue directly to all students who are involved with new orientation. This will be going out from that department on our behalf. We are looking to try and get access to send emails with the digital paper and our broadcasting segments to the entire campus.	6/4/2020 1:13 PM
73	n/a	6/4/2020 1:11 PM
74	Online only newspaper	6/4/2020 1:07 PM
75	We're doing a digital-only version of our orientation guide this summer.	6/3/2020 7:59 PM
76	We published PDFs on Issuu. We will continue doing that.	6/2/2020 3:10 PM

Q28 What is your biggest challenge for your media outlet as you prepare for the fall semester?

Answered: 128 Skipped: 7

CMA Benchmarking Survey 2020

#	RESPONSES	DATE
1	The uncertainty of what will happen for fall: i.e., will the campus open as planned; will we produce any print issues or go all-digital, etc.	6/19/2020 5:33 PM
2	Transition staff to digital-first mentality and building digital impressions that can attract advertisers.	6/19/2020 3:48 PM
3	Recruiting, training, interview reluctance	6/19/2020 1:28 PM
4	funding for faculty adviser stipends from the university (academic affairs) at a time of budget cuts due to enrollment uncertainty.	6/19/2020 1:28 PM
5	Training and recruiting students. Generating revenue.	6/19/2020 12:04 PM
6	COVID-19 will cause challenges. We normally recruit heavily from the incoming class, and we're not sure what in-person operations will look like. Also, I am leaving my position this summer, and we have a hiring freeze, so I'm not sure whether they will even have an adviser. My bosses are trying hard to get approval to fill the position, and I am cobbling together a Plan B in case they need to rely on volunteers. But, as is, three media groups are slated to have no adviser in the fall.	6/19/2020 8:26 AM
7	Revenue for the paper and financial, personal and other struggles for our students who are primarily considered low-income and very low-income.	6/18/2020 6:18 PM
8	Uncertainty about how they will recruit new members and if they will be allowed to work in the same physical space together.	6/18/2020 5:10 PM
9	1. Safety in the newsroom 2. Recruitment/retention issues caused by alternate class delivery (combination of on-campus and online courses) 3. Finances	6/18/2020 3:58 PM
10	Raising revenue! And mitigating negative effects of a forced office move into space that will only hold about 15 percent of our staff at any given time.	6/18/2020 2:34 PM
11	Preparing for the unknown with regard to broadcasting live events.	6/18/2020 2:04 PM
12	Will we print? We have to look at how many students will be on campus and how they will use the office	6/18/2020 2:03 PM
13	Uncertainty. As of June 18, we do not know if we will be printing. We don't have a new rate card since our racks, publication schedule and street team as well as our magazine are in question.	6/18/2020 1:35 PM
14	Figuring out whether we're going to be all physically on campus or not. Either way, we'll be fine, because we're going all-digital in the fall, and this reporting in the pandemic has made us confident we can continue to produce content from afar if need be because that's what we've been doing since March 13 of this year.	6/18/2020 1:27 PM
15	Planning on how to maintain the quality of our output as well as the closeness the students have with each other while maintaining a 6' distance, canceling or rethinking social events and moving as much of the newsgathering and production processes to virtual models as possible	6/18/2020 12:55 PM
16	Keeping and maintaining a staff.	6/18/2020 12:55 PM
17	To learn how to be digital-first and create a newsletter if we can't print.	6/18/2020 12:42 PM
18	distribution, ads	6/18/2020 12:39 PM
19	Unknown of weekly production nights, if it is worth it to print	6/18/2020 12:33 PM
20	It's always a reporting challenge because our public university is political and most students just don't understand it.	6/18/2020 12:32 PM
21	Not knowing if we'll be on campus.	6/18/2020 12:26 PM
22	Not being on campus	6/18/2020 12:24 PM
23	Hiring staff and potentially going through our traditional "training week" in August remotely, and figuring out social distancing policies in our newsroom, where each staff member traditionally has their own work station.	6/18/2020 12:07 PM
24	all aspects of operations	6/18/2020 11:50 AM

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25	Getting viewers to go online versus print. Recruiting new talent is also a challenge. Ad revenue will be non-existent until we find new ways of getting that integrated into our online presence.	6/17/2020 7:12 PM
26	staying motivated	6/17/2020 9:49 AM
27	Recruitment	6/17/2020 9:41 AM
28	Partially online course formats and partially in-person.	6/17/2020 12:38 AM
29	Loss of revenue, lack of student engagement.	6/16/2020 7:35 PM
30	We still don't know yet if all the students are coming back for face-to-face instruction or if most will be remote.	6/16/2020 7:19 PM
31	Unmotivated, unskilled ad staff	6/16/2020 5:26 PM
32	Biggest problem is finding students to fill staff roles. We are not sure what the fall will bring.	6/16/2020 4:58 PM
33	Not knowing how we will be supported or funded (or even IF we will be supported or funded).	6/16/2020 4:52 PM
34	Knowing whether the university will actually have students on campus in the fall, or whether we will continue to be online only. Hiring student staff may be a challenge if they aren't comfortable working remotely.	6/16/2020 4:42 PM
35	We've demonstrated we can work remotely and my dean wants us to return to campus with social distancing....even though most classes will be online only.	6/16/2020 3:09 PM
36	building a cohesive staff as we social distance.	6/16/2020 2:48 PM
37	The biggest challenge is simply the unknown. We won't know until the end of July what mode of delivery the college will use for its courses for the fall semester. So we are planning for three possibilities: 1) everything is primarily online, with no campus access for newspaper staff; 2) the college buildings are open with limited access to students; 3) both online and in-person classes are offered with minimal limits to building access. The next concern would be building awareness of our product among new students. Most of our initial promotion relied on being a visible presence on campus and participating in campus activities. If we aren't able to do that, we're going to need to find a new way to promote ourselves to new students.	6/16/2020 2:40 PM
38	Keeping students safe.	6/16/2020 2:37 PM
39	Are students returning (currently mid-September) and will they stay or be forced to again scatter if there is a spike. We are in Chicago metro area which has had strict regulations.	6/16/2020 1:38 PM
40	Lots of new editors who didn't get the proper training at the end of spring semester due to us meeting remotely.	6/16/2020 12:57 PM
41	Preparing everything for our new phone app	6/16/2020 12:44 PM
42	Training a very new and very young staff. That happens every couple years, but the timing couldn't be worse. You create comradery by gathering together, slipping training into socializing. That's now gone.	6/16/2020 12:39 PM
43	Recruiting. We lost several students to graduation and we haven't been able to recruit on campus, so our staff will likely be very, very small in the fall. We saw several staff members fall off during the pandemic. There were only 4 students working on the print edition we put out at the end of the semester.	6/16/2020 12:28 PM
44	Student recruitment & retention, budget cuts	6/16/2020 12:28 PM
45	Budget. Limitations on having students in the building.	6/16/2020 12:28 PM
46	Not knowing what will happen or even when the campus will open	6/16/2020 12:27 PM
47	TV and Radio - social distant production. Difficulty in ensuring that the shows will have leaders - whether or not they are produced in studio	6/16/2020 12:19 PM
48	new coming staff, recruitment, etc.	6/16/2020 12:19 PM
49	Lack of student participation.	6/16/2020 12:17 PM
50	Getting students who aren't afraid of rocking the boat or longing to inform the campus about issues.	6/16/2020 12:16 PM

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51	Changing to a new advisor; adapting to the ongoing influence of the pandemic.	6/16/2020 12:13 PM
52	Uncertainty	6/16/2020 12:10 PM
53	Will we be allowed on campus.	6/15/2020 1:10 PM
54	Enrollment because we will be remote.	6/14/2020 4:17 PM
55	Hiring people to replace those leaving and graduating may be difficult. But the most difficult thing is the loss of one-on-one training our staff usually gets. This makes it more difficult to help improve people's skills and knowledge. This is a learning by doing experience and feedback is easier to do in person rather than online but we are doing what we can.	6/12/2020 6:11 PM
56	Funding is #1. Physical access to our space is # 2. Equipment upgrades to allow for more effective/efficient remote access is tied into the funding as well. #3 is probably finding new ways to recruit and train new members.	6/12/2020 12:47 PM
57	Financing and production.	6/10/2020 2:26 PM
58	Recruitment and retention.	6/10/2020 8:23 AM
59	The uncertainty of what life on campus will look like -- or if we'll even be on campus. Will we be able to print the paper and magazine and have live DJs at the station? Will we be able to recruit new staffers? Will we bring back advertisers?	6/9/2020 5:34 PM
60	Uncertainty about whether students will return to campus in the fall, and if so, managing Covid19 mitigation strategies.	6/9/2020 1:07 PM
61	Student collaboration in an era of social distancing.	6/8/2020 6:54 PM
62	Whether we are meeting on campus or not will determine our challenges - we do not know the answer to that question yet. We produce neighborhood coverage, if we are not there, we will not be able to do that, likely.	6/8/2020 1:08 PM
63	How to continue our print paper and what advertising sales will look like	6/8/2020 12:45 PM
64	Recruitment and retention	6/8/2020 12:31 PM
65	uncertainty surrounding budget.	6/8/2020 12:14 PM
66	Getting students back on campus and covering campus events.	6/8/2020 9:27 AM
67	Budget for printing may be cut.	6/6/2020 11:26 AM
68	Training new student participants	6/6/2020 1:10 AM
69	Attracting followers	6/5/2020 5:32 PM
70	A reduced, brand new staff. Spring 2020 ended with a lot of staff members graduating or choosing not to continue with the newspaper. My biggest challenge will be recruitment and retention.	6/5/2020 2:32 PM
71	Advertising revenue.	6/5/2020 2:12 PM
72	Wondering if we'll have budget to continue into 2021	6/5/2020 1:37 PM
73	Setting up the station for multiple deejays.	6/5/2020 1:17 PM
74	The unknown about everything.	6/5/2020 12:57 PM
75	Knowing whether we will be allowed to operate face-to-face, be limited to online only or some sort of hybrid situation.	6/5/2020 12:29 PM
76	Planning for an uncertain university schedule and possible funding changes	6/5/2020 12:06 PM
77	Making decisions about our budget cuts.	6/5/2020 11:12 AM
78	Whether it will be around. The college is teetering on closing.	6/5/2020 10:59 AM
79	As of today, we still don't know what the budget would be for printing in the fall. AND if we are not on campus for the fall, would we print anyway....uncertainty is the biggest challenge.	6/5/2020 10:40 AM
80	Trying to stay relevant in an environment where students seem less connected to traditional	6/5/2020 9:56 AM

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university culture.

81	Restructuring our program for all-digital distribution that will put us in a better position budget-wise while remaining a credible, relevant and reliable source of news and info for the campus community.	6/5/2020 9:27 AM
82	recruiting staff	6/5/2020 9:27 AM
83	Training and orientation (largely new staff) with social distancing in place	6/5/2020 8:57 AM
84	Uncertainty on when students will be here, and what social distancing will be needed if they are. Recruiting has become more difficult in the past couple of years, so that's a worrying trend to watch.	6/5/2020 7:00 AM
85	Continuing remote production. Access to equipment to produce multimedia content, newscasts, etc.	6/5/2020 2:57 AM
86	COVID-19 safety precautions. Diversity reporting.	6/4/2020 11:14 PM
87	College committed to face-to-face model, but anticipating stay-at-home virtual environment. Results in supplying campus facility capabilities to students at home.	6/4/2020 5:19 PM
88	momentum and training. we were banned from producing all of spring and summer terms, and i don't know who will come back for fall and what they'll be interested in doing	6/4/2020 5:15 PM
89	Uncertainty of in person or remote operations.	6/4/2020 5:10 PM
90	The unknown. We don't know how long we will all be on campus and, therefore, how long we will be printing.	6/4/2020 4:43 PM
91	Having enough funding to keep things going.	6/4/2020 3:48 PM
92	Social distancing in the studio, control room and newsrooms. Also, equipment sanitizing in between uses.	6/4/2020 3:47 PM
93	Planning to stay online and build out the existing website; transitioning to a new advisor.	6/4/2020 3:37 PM
94	not enough students	6/4/2020 3:33 PM
95	Our printer closed, so we have to find another place to print the paper. The closest place we're aware of is two hours away. Also, of course, funding.	6/4/2020 3:33 PM
96	Figuring out whether students will be on campus and how.	6/4/2020 3:23 PM
97	Getting the Fall staff prepared. There are many new students.	6/4/2020 2:38 PM
98	The unknown requirements that the university will impose for the fall. The guidelines are still being prepared.	6/4/2020 2:21 PM
99	The cancellation of events and thus reduction of news to cover, meeting with all members, safe recording	6/4/2020 2:11 PM
100	So many unknowns. The biggest is the budget. The University forces me to get approved for every expense. From contest entries to the water machine. Everything is being scrutinized. I can't imagine they will approve my weekly printing bill of \$3K	6/4/2020 2:03 PM
101	Our fall staff will be smaller because JOURN 101 was canceled this spring. With one exception, our incoming editors have never actually seen our newsroom.	6/4/2020 1:59 PM
102	Uncertainty of revenue. Uncertainty of the semester/year.	6/4/2020 1:49 PM
103	Need for students to be able to come into the staff room to work without adviser supervision. This has been the case in the past, but now we are limited to five students at a time, and adviser must be there.	6/4/2020 1:49 PM
104	connecting with a wide range of students	6/4/2020 1:42 PM
105	If students do not return to campus in the fall they will be charged distance ed fees instead of full student fees, which means we will lose a substantial amount of student fee funding as it won't be collected.	6/4/2020 1:40 PM
106	We won't be able to hold any concerts for our radio station. And we have to limit who is allowed	6/4/2020 1:37 PM

into our offices. Additionally, all meetings will remain virtual

107	Student recruitment	6/4/2020 1:33 PM
108	Providing access to studios and equipment.	6/4/2020 1:29 PM
109	Trying to stay alive.	6/4/2020 1:26 PM
110	Access to interviews, coming up with ideas for stories (much of our coverage is event driven). Funding	6/4/2020 1:25 PM
111	The uncertainty about classes, about funding, about everything.	6/4/2020 1:24 PM
112	budget and recruiting	6/4/2020 1:23 PM
113	What to do with our print product since the campus will be only partially open. Recruitment. Keeping editors and volunteer contributors connected without that face to face energy in the newsroom.	6/4/2020 1:21 PM
114	We didn't really have the time or ability to look at future staffing or recruit new students to replace anyone graduating. That will mean come in less ready-to-go in the fall.	6/4/2020 1:19 PM
115	Figuring out reporting assignments—what to cover when the campus is closed	6/4/2020 1:18 PM
116	Finances and recruitment.	6/4/2020 1:15 PM
117	Enrollment has dropped every year for 2 decades. We don't have enough journalism majors to have a decent staff.	6/4/2020 1:15 PM
118	Continuing to offer an excellent work environment amid the pandemic.	6/4/2020 1:13 PM
119	Physical training. Usually we train our students over the summer in person. This summer we have to do virtual training and have to figure out what equipment students do or do not have and then see how we can help them be successful.	6/4/2020 1:13 PM
120	Reengaging existing staff and volunteers while recruiting new students, especially to join our struggling news organization.	6/4/2020 1:11 PM
121	reopening or not	6/4/2020 1:10 PM
122	finances	6/4/2020 1:10 PM
123	Training and keeping the experience enjoyable, if we are remote.	6/4/2020 1:07 PM
124	Training the leaders ahead of the early opening the president just announced	6/4/2020 1:07 PM
125	Everything! Safety in the newsroom. Safety in all of our spaces, and for meetings and classes. Budget concerns.	6/3/2020 7:59 PM
126	Staffing. We currently don't have an editor-in-chief, which we always have by this point.	6/2/2020 3:10 PM
127	Dealing with the unknown. We don't know if we will have in-person classes, what enrollment might be, and our state is cutting higher education funding by 20 percent.	6/2/2020 1:16 PM
128	Figuring out what innovations we want to apply. For example, so we implement a daily newsletter, or should we create more programmable content for ad sponsorships?	6/2/2020 12:16 PM

Q29 What are the greatest challenges you currently face as a student media adviser?

Answered: 129 Skipped: 6

#	RESPONSES	DATE
1	One of the greatest challenges is the sense of isolation I feel as the only journalism instructor in my small department, largely because I lack faculty colleagues in the field with whom to talk, exchange ideas, etc. The other major challenges are: 1) navigating the role of adviser with a understaffed student editorial board. That was the case last year and I expect that challenge to remain in the upcoming year. When we need all hands on deck, including mine, to get the paper out, how hands-on should I be? 2) navigating the role of adviser with my course load. I get a course release but still find myself struggling to balance advising and teaching, especially teaching the sole journalism fundamentals class we that offer. Students in that class are required to write for the paper and I need to be more timely with providing feedback for them.	6/19/2020 5:33 PM
2	I am a new, third year adviser and the major challenge has been incorporating an agency, revenue driven mentality to the student staff.	6/19/2020 3:48 PM
3	Too many to name.	6/19/2020 1:28 PM
4	student engagement and commitment, technical expertise	6/19/2020 1:28 PM
5	Stress of leading our organization through the unknowns and challenges. In addition, keeping everyone engaged.	6/19/2020 12:04 PM
6	I have new bosses these past two years. Even after all of that time, she simply doesn't understand what I do. She has continued to ask me to "control" the students and demanded prior review. I've persuaded her, finally, that prior review should not happen, but I'm leaving my job this year--partly because I do not want to work for my new boss--and I am concerned that my boss will renew her calls for prior review after I leave.	6/19/2020 8:26 AM
7	Trying to connect with and properly support students remotely.	6/18/2020 6:18 PM
8	Prioritizing quality journalism without knowing how we're going to be able to fund it. Staying present with the students when we might not be able to work together in the same location.	6/18/2020 5:10 PM
9	How to guide a young, inexperienced staff facing challenges that even I am struggling to face.	6/18/2020 3:58 PM
10	Raising revenue and keeping administrators from interfering or at least mitigating the negative impact. This last year has included three such battles.	6/18/2020 2:34 PM
11	Learning for myself as I enter year two...staying up with industry trends without the budget to simulate what students will encounter when they enter the industry.	6/18/2020 2:04 PM
12	making sure our number of students involved stays high. Also just photos/visuals - touch to keep up in these times. We will recruit freshmen in the fall, but it will be tough	6/18/2020 2:03 PM
13	I am the director and advise in a minimal level. My assistant director and editorial adviser spends many hours connecting individually with student staff and trying to engage them. She has expressed how she feels is lacking direction due to all the uncertainty.	6/18/2020 1:35 PM
14	I miss hanging out with my students in the newsroom, although I'm talking with them virtually on the phone, via Google Hangouts or Zoom, which makes it harder to be an adviser to everyone I ordinarily would be talking to. It's also going to be harder to recruit students in the various classes if we can't go into the classes. We've also missed an entire recruiting opportunity because we get lots of freshmen during our orientation sessions that aren't happening this year. So recruiting a new staff at the levels we're used to getting is the main obstacle.	6/18/2020 1:27 PM
15	See above. Also, media tends to be an afterthought in a world where concerns over housing, dining and academics take precedence so I'm having to speak up for my students and their needs a lot more.	6/18/2020 12:55 PM
16	Keeping a staff with all of the changes from the virus.	6/18/2020 12:55 PM
17	Motivating the small summer staff	6/18/2020 12:42 PM
18	getting staff to stay focused amid ongoing coronavirus challenges.	6/18/2020 12:39 PM
19	Balance between students and administration	6/18/2020 12:33 PM
20	I am always worried that the university will pull the plug on the program, not because we don't have students but because we report the news. Often no one else in our community reports on the college.	6/18/2020 12:32 PM

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21	Not knowing if we'll be on campus; and, how to keep the student staff intact; recruitment.	6/18/2020 12:26 PM
22	Obstructive Administration	6/18/2020 12:24 PM
23	The faculty adviser and I edit/approve content with our EICs, and it requires a lot of work with our student reporters and editors at all hours to have our work be timely. The long hours in some way related to great pressure on our newspaper from the department. Expectations for professional quality work are very high. Essentially we're always on call and under intense pressure.	6/18/2020 12:07 PM
24	i'm the faculty adviser..we have a full time professional staff adviser as well.....the usual challenges of turnover of staff	6/18/2020 11:50 AM
25	Recruiting new talent and getting students involved.	6/17/2020 7:12 PM
26	how to motivate plus how can I support them through this all. especially with training of a new board.	6/17/2020 9:49 AM
27	Getting our student media advisory board together under new bylaws that I drafted.	6/17/2020 9:41 AM
28	Budget cuts	6/17/2020 12:38 AM
29	They do not see the value of publishing a wealth of content online nor updating that content daily	6/16/2020 7:35 PM
30	Funding. Enthusiasm and interest have never been higher, but providing the means to fuel that is the challenge.	6/16/2020 7:19 PM
31	Not enough time for all the coaching necessary	6/16/2020 5:26 PM
32	Finances. I like to print newspapers and to take students to conferences. You need money for both.	6/16/2020 4:58 PM
33	Lack of support from other advisers, lack of release time (all the work I do is on my own and offers no compensation), lack of finances to produce the magazine from the overall student media budget.	6/16/2020 4:52 PM
34	We cultivate relationships with students best through face to face interaction and mentoring. Though they are responsive to instruction online, it's difficult to establish the kind of connection that is only possible when working together in person. Instant communication -- whether about stories, layout and design or helping them work through a personnel issue -- is much more difficult remotely.	6/16/2020 4:42 PM
35	We had 3 advisers just 3 years ago. 2 full time and one part time . Now I'm the only pt adviser	6/16/2020 3:09 PM
36	The social media cohort of students seemed to have even weaker long-form and correct writing skills.	6/16/2020 2:48 PM
37	The greatest challenge is coming up with a plan B for some of our programming due to COVID-19. For example, the online radio station was able to move its non-music programming to SoundCloud, but students who just worked as DJs weren't able to continue their shows. In addition, we're hoping for partial campus access so we can have better access to equipment.	6/16/2020 2:40 PM
38	Recruiting a sufficient number of student journalists.	6/16/2020 2:37 PM
39	time	6/16/2020 2:36 PM
40	One on one contact with students to encourage future leaders in newsroom. Half of my office files are in my house which is a problem if something happens to me.	6/16/2020 1:38 PM
41	Always balancing the line between department chair and student media adviser ... without tenure. I've been called to the president's office many times. At our end-of-year celebration (done virtually, of course), students awarded me "Professor most likely to take Piedmont College down from the inside ... for the sake of the students."	6/16/2020 12:57 PM
42	Continuing to find ways to replace print revenue with new products.	6/16/2020 12:44 PM
43	Recruiting staff and then training staff when students are so sick of Zoom.	6/16/2020 12:39 PM
44	Staffing and recruiting. Keeping morale high.	6/16/2020 12:28 PM
45	Besides the constants (student recruitment & retention, budget), backlash/retribution from the	6/16/2020 12:28 PM

university president if the students have written something that criticizes her actions is a VERY REAL threat. Lack of understanding about the role of the student newspaper is a constant challenge, requiring lots of explanation, education for many administrators.

46	Students' strong adherence to a daily print publication despite their peers no longer using that platform, and despite the demands of print preventing them from trying other platforms, such as newsletters and magazines.	6/16/2020 12:28 PM
47	Corralling and communicating with scattered staff and staying focused.	6/16/2020 12:27 PM
48	Need to update technology to meet student demand and expectation	6/16/2020 12:19 PM
49	low budget, not knowing if we will be back face to face in the fall, creating community with new students	6/16/2020 12:19 PM
50	See above.	6/16/2020 12:17 PM
51	See above.	6/16/2020 12:16 PM
52	Handing off my role to the new adviser	6/16/2020 12:13 PM
53	Change over to new director/adviser; training and advocating for this new person is a challenge	6/16/2020 12:10 PM
54	Keeping stress levels down for students who are fearful reporting during this crisis.	6/15/2020 1:10 PM
55	Training students with such a fast turnover	6/14/2020 4:17 PM
56	Students have a hard time realizing they shouldn't editorialize in news writing. What makes it hard is media very often today editorializes so they don't have a role model to follow. The second thing is they don't look for and include all sides of a story. Fairness and objectivity are still needed but so often they see media rationalizing and advocating. They even have some mentors advising them that people need to be told what to think rather than journalists presenting all sides of the story and letting people decide what to think for themselves. Sadly they hear often free speech is only okay for those you agree with and anything different that your point of view is dangerous. They are taught critical thinking as long as it fits your point of view, but learning how to discuss differing ideas in a respectful way is not taught or often modeled. We need to help teach and model these things.	6/12/2020 6:11 PM
57	Top challenge is the reality that the role I have may not exist in the future. Difficult decisions are being made across all areas of the university. At this stage it's just unclear what my position's status will be. I'm choosing to remain optimistic but it sure would be nice to have some direction. Beyond that, limited access to our physical space. Multiple hoops to jump through for our proposed radio station automation software change to go through the IT review protocol (taking WAY too long - we're on week 8 of waiting and counting). Identifying workable solutions for generating revenue outside of the student assessment fee we receive.	6/12/2020 12:47 PM
58	Failure to be provided the time to do the job.	6/10/2020 2:26 PM
59	Getting them to put in the time needed to do this well. Also, recruiting a more diverse staff and finding people to work in non-reporting positions (such as advertising).	6/10/2020 8:23 AM
60	Figuring out what to cut and how to adapt while providing professional and emotional support for my students. I'm an office of one -- and the business manager that helped my program is retiring and not being replaced, so some new duties are falling to me (and others are going to people across campus who are already very busy)	6/9/2020 5:34 PM
61	The incremental decline in students' interest in learning and practicing accountability journalism. Having students prioritize participation in student media as a co-curricular pursuit.	6/9/2020 1:07 PM
62	Budget.	6/8/2020 6:54 PM
63	Until our college president was replaced in March, and officially comes off the payroll very soon, we were faced with a gag rule and essentially administrative meddling.	6/8/2020 1:08 PM
64	Time	6/8/2020 12:45 PM
65	Connecting with students.	6/8/2020 12:31 PM
66	I'm the only journalism faculty member on campus.	6/8/2020 12:14 PM
67	Remotely training new staff during the summer.	6/8/2020 9:27 AM

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68	Motivating students to continue when they have lost so much of the engagement they get from the activity.	6/6/2020 1:10 AM
69	Sparking journalism versus opinion.	6/5/2020 5:32 PM
70	Funding from the university and the risk of becoming irrelevant on campus. Many students don't know about the newspaper, particularly the print product.	6/5/2020 2:32 PM
71	Budget issues, moving students to digital first publication.	6/5/2020 2:12 PM
72	Did I mention budget? But aside from that will be enforcing social distancing and cleaning rules, especially in our tight studio spaces.	6/5/2020 1:37 PM
73	We will probably lose the yearbook next year.	6/5/2020 1:17 PM
74	Not knowing what is going to happen financially or otherwise with our university. Our state has cut funding for higher education by 40 percent.	6/5/2020 12:57 PM
75	Keeping students engaged and motivated.	6/5/2020 12:29 PM
76	Difficulty in engaging students in the craft of journalism and building teams that are driven to excellence in best media practices	6/5/2020 12:06 PM
77	As director, the biggest challenge is to guide our big operation in an innovative, nimble way that honors our mission to empower students and provide quality news, information and entertainment content to our audiences.	6/5/2020 11:12 AM
78	Recruiting students who aren't afraid.	6/5/2020 10:59 AM
79	Budgets. Student morale and creating a culture.	6/5/2020 10:40 AM
80	Training a staff that I can't physically interact with; trying to recruit diverse staff in a toxic environment.	6/5/2020 9:56 AM
81	Maintaining high standards for the newspaper as the academic program continues to shift focus further away from print. Students are joining campus media considerably less prepared than they were in past eras, which sometimes requires more oversight and involvement from the adviser than I am comfortable with.	6/5/2020 9:27 AM
82	no begin able to spend time with the newly hire EIC and ME	6/5/2020 9:27 AM
83	Insuring quality	6/5/2020 8:57 AM
84	Building a sustainable future. Engaging underserved campus communities.	6/5/2020 7:00 AM
85	I'm retiring so I'm not facing any challenges. However, COVID-19 safety precautions will make production night especially difficult. In addition, the school is facing serious budget problems. Student media could lose revenue or, as a last resort, be eliminated.	6/4/2020 11:14 PM
86	Maintaining student interest and productivity in virtual production environment.	6/4/2020 5:19 PM
87	ongoing battle of advising media at a private school with no protection	6/4/2020 5:15 PM
88	Keeping current with industry trends.	6/4/2020 5:10 PM
89	Keeping the students spirits up and keeping them engaged. Keeping the culture going that we have built.	6/4/2020 4:43 PM
90	Having enough funding to keep things going.	6/4/2020 3:48 PM
91	Lack of advertising funding at the level needed.	6/4/2020 3:47 PM
92	Clarifying the budget for next year and handing the paper off to a new advisor.	6/4/2020 3:37 PM
93	president who expects only good news	6/4/2020 3:33 PM
94	Justifying our presence on campus and maintaining some revenue with concerns that our university funding will be cut at least some.	6/4/2020 3:33 PM
95	educating peer faculty and administration as well as students about media literacy.	6/4/2020 3:23 PM
96	Staff recruitment	6/4/2020 2:38 PM

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97	Time, and lack of resources to adequately support the staff	6/4/2020 2:37 PM
98	The cancellation of all state funding travel will be a major blow to all student journalists, especially for sports.	6/4/2020 2:21 PM
99	Amount of time required given other responsibilities, not feeling prepared or familiar with technology that we now need to use, making a meaningful experience for each student who is participating	6/4/2020 2:11 PM
100	Right now it is finding a new advertising director. After that, it is trying to merge our news team on radio and newspaper. We were months away from getting the money needed to move the radio station into the newspaper building when Covid occurred	6/4/2020 2:03 PM
101	Lack of time and exhaustion. Zoom fatigue is real. And mentoring students in leadership roles is even more challenging from afar.	6/4/2020 1:59 PM
102	reduced budget	6/4/2020 1:57 PM
103	We are in a good place and have been planning and adapting since March...no one knows what the future will look like so I think coming to terms with that and practicing flexibility is very important. Revenue is my only concern but I think we will be ok as we have made preparations for a lean year.	6/4/2020 1:49 PM
104	1. Learning and assisting my students with move to online format. 2. Having limited newspaper staff allowed on campus for summer. 3. Not knowing what the fall semester will bring in terms of students being allowed on campus and in the staff room.	6/4/2020 1:49 PM
105	workload	6/4/2020 1:42 PM
106	Trying to maintain interest from entry-level DJs when they cannot access the studio.	6/4/2020 1:40 PM
107	I already didn't have enough professional staff before the pandemic, and now we are on a hiring freeze and fearing furloughs and layoffs. That will continue to affect our revenue.	6/4/2020 1:37 PM
108	Acquiring students that will work	6/4/2020 1:33 PM
109	How media production classes will be affected in that they can NOT be done remotely.	6/4/2020 1:29 PM
110	Trying to keep my job, though I am a tenured professor my personal risks are lower than for some other advisers.	6/4/2020 1:26 PM
111	Increasing diversity and maintaining enrollment in the class that provides our reporting staff	6/4/2020 1:25 PM
112	Trying to make the administration understand that we need more funding.	6/4/2020 1:24 PM
113	recruiting and the college expecting higher enrollment in student publications	6/4/2020 1:23 PM
114	Navigating how to best prepare them for fall and put out our special summer edition when so many restrictions are still in place by my college with administrative tasks. You can't do anything right now without 5 levels of approval.	6/4/2020 1:21 PM
115	The deepening troubles of the media industry are making it harder, especially in the pandemic, for recent graduates to find work. This environment makes journalism less appealing to students, and I'm finding some of the most talented writers and journalists trend toward other careers, especially other more lucrative communications/strategic communications fields as they progress through their academic career. That journalistic foundation they receive does benefit them, and they often want to go into advocacy journalism or non-profit communications where they can continue to make some kind of a difference in the world. But fewer going to become journalists.	6/4/2020 1:19 PM
116	Recruiting—convincing students the importance of being involved in a newspaper	6/4/2020 1:18 PM
117	Working with students remotely.	6/4/2020 1:15 PM
118	Enrollment, looming financial disaster, declining quality due to not enough staff, a new and very hands-on boss who thinks everything is new and no one has ever thought of it before.	6/4/2020 1:15 PM
119	Keeping in touch with current students, recruiting new students, replacing lost revenue.	6/4/2020 1:13 PM
120	Helping my students feel motivated during a virtual reality. During this last spring semester, we lost a lot of staff writers.	6/4/2020 1:13 PM

121	I don't have the time. I am a student affairs administrator who wears many hats and can only dedicate a few hours per week to student media. The other great challenge is that our journalism department is not invested in our student news organization and seems to have very little interest in supporting this program.	6/4/2020 1:11 PM
122	Student motivation	6/4/2020 1:10 PM
123	none	6/4/2020 1:10 PM
124	Fitting it all in. My primary passion and focus is the newsroom, but I am required to teach and conduct academic research. I am also heavily involved in service to the profession.	6/4/2020 1:07 PM
125	An administration hell-bent on censoring the student media.	6/4/2020 1:07 PM
126	Budgets, technology, COVID-19 issues, sanitation of equipment and spaces, safety procedures for students, alumni fundraising	6/3/2020 7:59 PM
127	Salary increases for professional, student staff. Advertising revenue. Thinking more digitally as an operation.	6/2/2020 3:10 PM
128	Figuring out how to reconfigure and operate a newsroom in the age of COVID.	6/2/2020 1:16 PM
129	Consistent student involvement and training for digital delivery.	6/2/2020 12:16 PM

Q30 How, specifically, can CMA better assist you and your student media staff?

Answered: 109 Skipped: 26

#	RESPONSES	DATE
1	Virtual training and networking opportunities for student journalists. In regard to assistance for me: this year, I plan to take more advantage of forums, discussion boards/groups and other opportunities to connect and exchange ideas, concerns and possible development/training opportunities with CMA colleagues .	6/19/2020 5:33 PM
2	Start building a culture where marketing isn't a stranger to a student media operation. The current mentality of newsrooms separating from marketing is based on an old-school pre 90's culture where money flowed from everywhere. These days, we should be training our student journalists to be more entrepreneurial. It doesn't mean that we will be advising them to go out there and sell ads while they write news, it means that we should be incorporating new business models that help students journalists understand that marketing and sales folks are our best allies, not our enemies. Student journalists and advisers also need to understand that for student media groups to survive and be self-sufficient, they must embrace an agency mentality. News and content are the bread and butter of the product, but it needs to embrace current marketing strategies to build social and digital revenue that make up the loss of print. It's easy, but it's hard to change a pre 90's rooted newsroom culture.	6/19/2020 3:48 PM
3	Keep doing what you do.	6/19/2020 1:28 PM
4	the data and literature on the website that CMA provides are helpful in making the case with university administrators. The CMA adviser listserv is also very useful for comparing the experiences at other colleges and getting advice from fellow advisers.	6/19/2020 1:28 PM
5	Webinars and training opportunities for our students. Virtually.	6/19/2020 12:04 PM
6	Find a way to stay relevant in the COVID era. Communicate with us. I wish I had specifics to offer, but I don't. Provide guidance for how to better engage with students when we're not allowed to gather in group, if it comes to that. Keep up the good work that you already do.	6/19/2020 8:26 AM
7	Deeply discounted training opportunities would help. For instance, I had requested a special one-time discount on the Mega Workshop because of our compromised financial position right now.	6/18/2020 6:18 PM
8	I've been please with the Zoom sessions and workshops that were offered this summer. My biggest needs are creating new sources of revenue and expanding the diversity of our staff and coverage.	6/18/2020 5:10 PM
9	Recommendations of best practices for COVID-related safety in the newsroom and remote recruitment/retention.	6/18/2020 3:58 PM
10	Provide online new staff training module and/or step-by-step advertising sales kit with templates, strategies and step-by-step plan for sales.	6/18/2020 2:34 PM
11	?	6/18/2020 2:04 PM
12	doing well - I appreciate that things like BEA, AEJ, Solutions Journalism and such are announced on the listserv -- plus the MegaWorkshop etc - keeps us in touch	6/18/2020 2:03 PM
13	I think the listserve has been a wonderful resource and now the new adviser certification. Thank you!	6/18/2020 1:35 PM
14	Continue doing sessions on covering your campus during these pandemic times. I would also like to see more virtual sessions -- or maybe a series of sessions -- where advisers meet to talk with each other in a moderated format on all these various problems we're having. I would suggest we divide these sessions up in advisers who advise weeklies, twice a week publication, dailies, digital only, etc.	6/18/2020 1:27 PM
15	Please make the Atlanta convention virtual and *very* affordable. Everyone's budgets are shot, and we will all need the learning and sense of community convention provides without putting more people at risk.	6/18/2020 12:55 PM
16	Provide advice and support if administration decides to reduce or shut down student media.	6/18/2020 12:55 PM
17	Compiling steps on how to go digital-first and creating good newsletters.	6/18/2020 12:42 PM
18	Provide training sessions on how student newsrooms should function amid the coronavirus pandemic, including reporting tips, social distancing.	6/18/2020 12:39 PM

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19	Trainings, forums, webinars	6/18/2020 12:33 PM
20	My students don't join or even attend conventions even when we are in NYC and we're in NJ. We are a majority-minority population. The students are generally first-generation college students and most work and commute. They don't have time and they don't have money. A webinar once in a while might help.	6/18/2020 12:32 PM
21	More Zoom sessions that focus on specific topics.	6/18/2020 12:26 PM
22	no clue	6/18/2020 12:24 PM
23	I think the organization is helpful, even more so over the last year. Giving us lots of awards would help (just a joke). :)	6/18/2020 12:07 PM
24	keep up the great work	6/18/2020 11:50 AM
25	Continue to provide resources to help better our students and advisers.	6/17/2020 7:12 PM
26	free trainings for student leaders. we tried to go to the bootcamp but were told it is to expensive and we cannot afford it.	6/17/2020 9:49 AM
27	Keep up the great work!	6/17/2020 9:41 AM
28	Please make sure we are able to still have an in-person CMA convention in NYC in March 2021 (even if part of it is forced to be virtual). That is the highlight of our year. We attended this past March and even with Covid-19 issues, we learned a great deal and are looking forward to the next one!	6/17/2020 12:38 AM
29	Crash courses on : why you need to update online regularly; how to use online for breaking news; why printing less is the way to go.	6/16/2020 7:35 PM
30	Always looking for more help on the broadcast side. CMA has gotten much more broadcast-friendly, but it's still a newspaper-first organization.	6/16/2020 7:19 PM
31	Let me get back to you on that.	6/16/2020 4:58 PM
32	Offer more training and workshops on diversity and inclusion, offer more training and workshops on how to finance student media in highly urban/high-poverty areas.	6/16/2020 4:52 PM
33	Please keep me in the loop with emails about upcoming contests, webinars and other resources you offer. That way I can incorporate your material into my newsroom and my classroom.	6/16/2020 4:42 PM
34	Na	6/16/2020 3:09 PM
35	Nothing I can think of right now.	6/16/2020 2:40 PM
36	By holding affordable, craft-related online workshops for students.	6/16/2020 2:37 PM
37	continue to offer convention and programming. last year's was extremely helpful	6/16/2020 2:36 PM
38	Maybe develop an editors listserv/chat of some sort.	6/16/2020 12:57 PM
39	Continue to improve CMA and its engagement with students and advisers. You are moving in the right direction.	6/16/2020 12:44 PM
40	Too much to list here, and stuff I've listed many times before. I've answered other questions out of respect for those attempting to benchmark CMA membership, but I'm keenly aware that leadership doesn't want to hear my suggestions.	6/16/2020 12:39 PM
41	More training, please. Some free events would be helpful.	6/16/2020 12:28 PM
42	More training opportunities (at little to no cost as our budget is very tight) for students and advisers (webinars are great!).	6/16/2020 12:28 PM
43	We do (did) a weekly critique of the paper. That may go on Zoom this fall. You could offer to do guest critiques using Zoom.	6/16/2020 12:28 PM
44	Listserv story ideas and teaching materials are very valuable to me right now. Advice for staying connected with students and focused when working in a variety of environments. Help to see the value of what we do within the context of a faltering economy and a pandemic. And--value	6/16/2020 12:27 PM

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each and every CMA member and what they bring to avoid the sort of bs that can dominate the listserv. If a pandemic doesn't make us value each other's gifts, then we need to try harder.

45	More guidance on partnerships - outside the university to create sustainable operations - e.g. community access and non-profits	6/16/2020 12:19 PM
46	Continue to do the work that you do - contests are an incentive for students - perhaps consider having more categories in the Pinnacle Awards category such as photography, fiction, poetry, non-fiction, etc.	6/16/2020 12:19 PM
47	N/A	6/16/2020 12:17 PM
48	Just being there helps	6/16/2020 12:16 PM
49	N/A	6/16/2020 12:13 PM
50	Better virtual training.	6/16/2020 12:10 PM
51	Free online training for student leaders	6/14/2020 4:17 PM
52	I appreciated the recent online get-together of advisers but it mainly focused on budget and finance issues. There was some good discussion about online media that I learned from and that was very helpful. So having more of those on the topics people say are their greatest challenges would be good. Also I can no longer put four students in a hotel room for conferences. University policy requires each student to have their own bed. So that means I either bring less people or choose to stay somewhere other than the conference hotel. We did that for the NYC 2020 conference because the Paramount down the street from the Marriott was less expensive, provided students with free wifi and free breakfast. I would suggest as you negotiate future conferences including more perks for staying at the conference hotel would increase the likelihood that more people would stay at the conference hotel.	6/12/2020 6:11 PM
53	More virtual workshops that can help students process ways to cover current topics. Proactive instead of reactive. For example, "how to cover a riot/demonstration/protest" could be a recurring workshop that prepares students for what to expect and how to go about it in the best way possible. And to offer them more than once. Even if they were recordings of previous presentations. That type of info is really valuable to a group of students that turn over frequently. I can see it as good material for us to include with our training resources for new members of our group. Hope that makes sense.	6/12/2020 12:47 PM
54	We appreciate your offerings so far. Everyone is too burned out right now for more online discussions/trainings -- but maybe not this fall. Scholarships to attend conferences (once we can have conferences again) would be wonderful. CMA conferences are never in our region, and I don't anticipate having travel money in the budget again for years.	6/9/2020 5:34 PM
55	Identify trends via the list-serv and/or focus groups and hold virtual events that provide advisers concrete guidance ahead of the curve.	6/8/2020 6:54 PM
56	Focus on how to keep doing our jobs with a meddling administration, and encourage excellence in student journalism by sharing new ideas and offering recommendations.	6/8/2020 1:08 PM
57	Just keep doing the work you're doing and stay connected to the members	6/8/2020 12:45 PM
58	It would be helpful to have insight/input/research/rationale on the benefits of continuing to print going forward. Our college has suggested we move online only and we are bracing for this fight.	6/8/2020 12:31 PM
59	I'd love a CMA mentor to me in my role as advisor.	6/8/2020 12:14 PM
60	Host on-line advice for managing and training staff remotely.	6/8/2020 9:27 AM
61	Good role modeling of professionalism and audience engagement	6/5/2020 5:32 PM
62	Nothing comes to mind at the moment. Just keep advocating for student media.	6/5/2020 2:32 PM
63	Providing and/or hosting webinars and virtual training or discussions during the year on a variety of topics associated with student media.	6/5/2020 2:12 PM
64	Recognition about the challenges we face. Perhaps also a position statement related to student media budget and staff cuts.	6/5/2020 1:37 PM
65	Looking forward to registering for the Summer Bootcamp and more webinar resources for	6/5/2020 1:17 PM

students.

66	Keep sharing ideas pertaining to engagement, motivation, fundraising, etc.	6/5/2020 12:29 PM
67	Help faculty do externships, help students get internships	6/5/2020 12:06 PM
68	Continue developing training that is flexible, inexpensive and relevant. No easy task, I agree, but that's your challenge!	6/5/2020 11:12 AM
69	Support through being there to answer questions.	6/5/2020 10:59 AM
70	Any help with finances/advertising. Help with creating a culture - I am the fourth journalism professor in 4 years here and lack of continuity has taken a toll on the program and the culture.	6/5/2020 10:40 AM
71	Helping college media staffs share with each other ideas that have been proven to work.	6/5/2020 9:56 AM
72	I only recently joined the organization and have been very happy having this resource. I "attended" the recent roundtable discussion, and found it very informative and helpful. I hope we will have more of those! I had to miss the happy hour due to a conflict but hope I can participate next time. Thanks for all you do!	6/5/2020 9:27 AM
73	More online training and resources (although already doing a good job)	6/5/2020 8:57 AM
74	Training is big. But I think the bigger need is to focus advisers and students on making big changes for future success.	6/5/2020 7:00 AM
75	Provide cheap, online training modules. Students would love to attend conventions, but there's no money and COVID-19 could make in-person conventions obsolete.	6/4/2020 11:14 PM
76	Develop plans to implement virtual newsrooms. Discover and promote free/low-cost electronic technology for audio, video, text, graphic production and distribution.	6/4/2020 5:19 PM
77	n/a	6/4/2020 5:10 PM
78	Help us find grants, sponsors and funding to keep going. Not for additional projects - because we are doing as much as we possibly can. But so that we can keep going.	6/4/2020 4:43 PM
79	My major issue is funding which does pose challenges for paying for training opportunities and workshops for my students. I really need assistance in developing models to bring in new revenue.	6/4/2020 3:48 PM
80	Advertising sales and marketing webinars for students.	6/4/2020 3:47 PM
81	Clean up the formatting on the listserv to eliminate redundancy and extraneous text. I'd be more inclined to read it.	6/4/2020 3:37 PM
82	Acknowledgment that adjunct advisers have a different experience	6/4/2020 3:33 PM
83	Provide more free training geared toward both advisers and students	6/4/2020 3:33 PM
84	Continuing to offer a strong variety of student training opportunities.	6/4/2020 2:38 PM
85	Know that travel is cancelled and the convention attendance is off the table for the upcoming year. In this regard the students and I are powerless to work around this limitation.	6/4/2020 2:21 PM
86	Technology tool webinars, grouping school sizes for discussions / exchanges as issues may be more similar	6/4/2020 2:11 PM
87	We just got a camera in our conference room so we can do zoom training (for once my timing was good.) I would love to have a list of people who I could call who would walk through a "dilemma" with my students and coach them on how to deal with it. Short sessions on a range of ethical, leadership and social issues that a leader might face.	6/4/2020 2:03 PM
88	Unrelated to COVID, I'd love to see a collection of policy manuals, best practices, training resources, etc. These things are often shared ad hoc on the listserv but I'd love to see a repository of these items for quick access when we need them.	6/4/2020 1:59 PM
89	Expand beyond print. Everything is so newspaper heavy, our radio students have CBI but I feel like our TV folks don't really have a lot of support through this org. The listserv is helpful but way too full of chatter. I have thousands of emails in that folder, I don't want to delete because I know there is good stuff but, man...there is a ton of useless chatter and I can never find the	6/4/2020 1:49 PM

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time to catch up. Leadership needs to continue improvements on transparency. Also, you should have priced mega workshop like CMBAM.

90	Offer more information about newspaper making the switch from print to digital.	6/4/2020 1:49 PM
91	provide case studies and best practices, and opportunities for advisers to talk with each other about their experiences	6/4/2020 1:42 PM
92	Provide short training webinars on specific topics like engaging staff, using online workflows and social media management,	6/4/2020 1:40 PM
93	Virtual trainings would be excellent. Even if they are Zoom calls we can send one student to.	6/4/2020 1:37 PM
94	Provide more trainings	6/4/2020 1:33 PM
95	n/a	6/4/2020 1:29 PM
96	I don't know.	6/4/2020 1:26 PM
97	We're never going to have well-functioning student media at my campus until we can pay students again. Our students have to work, and that always takes priority over the newspaper, which is essentially a volunteer effort. Not sure how CMA can help with that.	6/4/2020 1:24 PM
98	Training sessions for advisors on how to lead our staff through all this would be great.	6/4/2020 1:21 PM
99	I love CMA and what it offers, but I sometimes feel that the conferences and other opportunities are more focused on how to be a great collegiate journalist. Truth is, in my opinion, there should be more about how to become/transition into a great professional journalist. In that sense, more career planning, resources for job training/networking, skills that are in demand in the professional world, advice for professional development and career guidance, etc. Sometimes I hear from professional journalists that they feel college journalists are trained to cover their campuses, but not the real world. Just my opinion ...	6/4/2020 1:19 PM
100	Hand on, concrete ideas in recruitment, moving online, examples of assignments	6/4/2020 1:18 PM
101	Offer virtual workshops, etc., since travel and travel funds are greatly reduced.	6/4/2020 1:15 PM
102	Advisers are the most vulnerable point in the world of student media. CMA needs to make this a major focus of what it does.	6/4/2020 1:13 PM
103	Offering as much training as possible online. My students were really looking forward to CMA in the fall, but now we can't go. So maybe finding way to offer that same type of experience virtual for them would be nice.	6/4/2020 1:13 PM
104	I'd be interested in resources/support for student media advisors who aren't faculty, who may not have a media background, and who come from a student affairs/student development background. I have the training and skills to educate, advise and develop students, but I lack media-specific knowledge/education.	6/4/2020 1:11 PM
105	training of students.	6/4/2020 1:10 PM
106	Be more vocal in decrying stolen newspapers and censorship. Y'all were silent as church mice when our newspapers were stolen and when the administration floated the idea of prior review.	6/4/2020 1:07 PM
107	Connect advisers with one another more consistently throughout the year	6/3/2020 7:59 PM
108	More training on digital, both in news and marketing.	6/2/2020 3:10 PM
109	Provide resources for remote training that can be accessed at will.	6/2/2020 12:16 PM