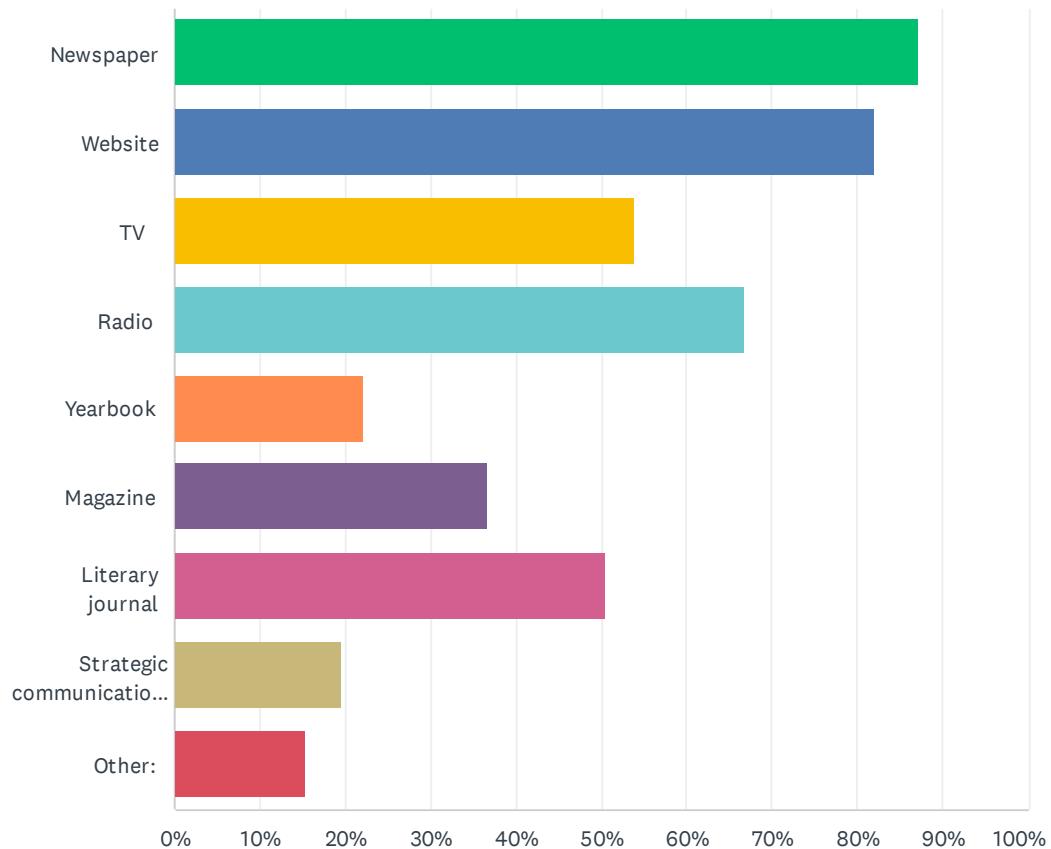


# Q1 What forms of student media are present at your college or university? (Select all that apply)

Answered: 117 Skipped: 0



ANSWER CHOICES	RESPONSES
Newspaper	87.18% 102
Website	82.05% 96
TV	53.85% 63
Radio	66.67% 78
Yearbook	22.22% 26
Magazine	36.75% 43
Literary journal	50.43% 59
Strategic communications/advertising agency	19.66% 23
Other:	15.38% 18
Total Respondents: 117	

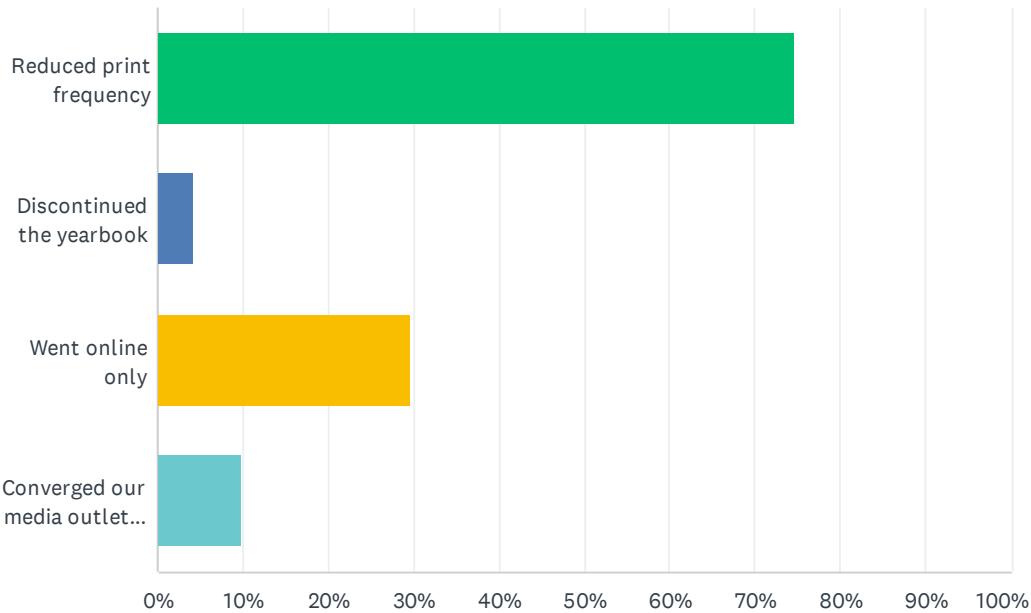
#	OTHER:	DATE
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# CMA Benchmarking Survey 2021

1	Delta Digital News Service	9/28/2021 12:16 PM
2	Film, podcasting	9/22/2021 11:24 AM
3	recording studio, many special focus publications, humor/satire	9/21/2021 3:10 PM
4	Various Community Service Media Organizations, Film Club, Photography Club, Society of Professional Journalists, Podcast Club, Chinese and Korean Media Clubs, National Association of Black Journalists, National Association of Hispanic Journalists,	9/21/2021 3:01 PM
5	Documentary Film Program	9/21/2021 2:43 PM
6	Social media	9/21/2021 2:42 PM
7	comics anthology	9/21/2021 2:30 PM
8	We are an independent newspaper/media organization.	9/21/2021 2:23 PM
9	social media	9/21/2021 2:21 PM
10	Podcast	8/22/2021 11:27 AM
11	podcast	8/21/2021 2:31 PM
12	Video production unit, documentary film department	8/20/2021 1:25 PM
13	Online video only	8/10/2021 1:08 PM
14	Video (not TV)	8/6/2021 9:38 AM
15	Video Services	8/3/2021 5:06 PM
16	Weekly video newscast	8/3/2021 1:11 PM
17	Student Media Business Office - not quite yet a strategic comm. agency	8/2/2021 1:59 PM
18	Live-streaming radio station	8/2/2021 1:39 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: 71    Skipped: 46



ANSWER CHOICES		RESPONSES	
Reduced print frequency		74.65%	53
Discontinued the yearbook		4.23%	3
Went online only		29.58%	21
Converged our media outlets (newspaper, TV, radio, etc.)		9.86%	7
Total Respondents: 71			

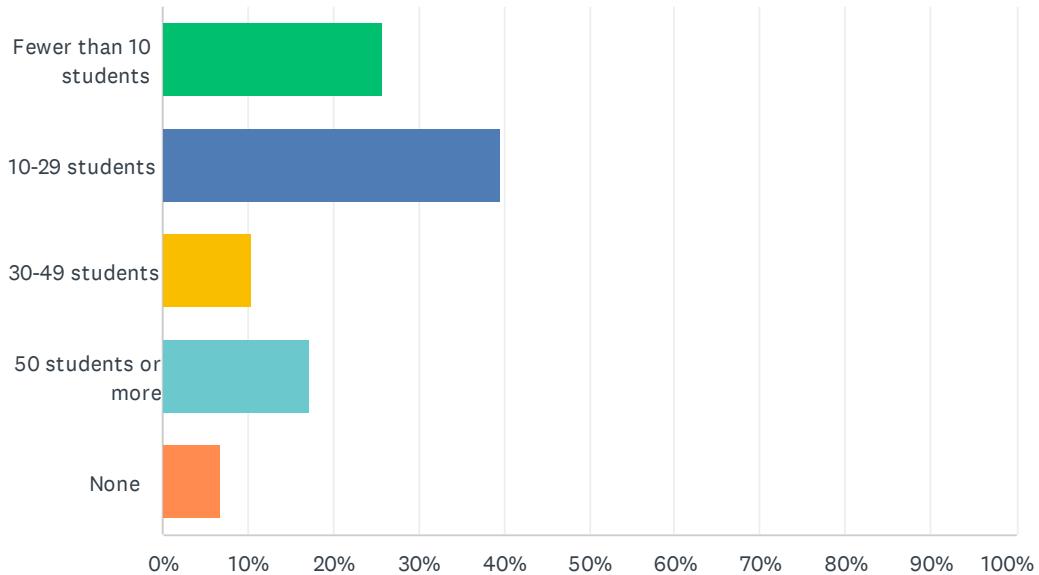
#	OTHER:	DATE
1	none of these	9/22/2021 11:24 AM
2	none	9/21/2021 5:00 PM
3	The university sold our campus public radio station	9/21/2021 3:27 PM
4	no changes due to the pandemic	9/21/2021 3:17 PM
5	Survey should include options for "No change" as the question assumes negative results or mitigation efforts	9/21/2021 3:10 PM
6	Really haven't changed since before Covid	9/21/2021 2:42 PM
7	There doesn't seem to be an option for none of these.	9/21/2021 2:23 PM
8	Reduced print quantity	9/21/2021 2:21 PM

# CMA Benchmarking Survey 2021

9	NA	9/21/2021 2:06 PM
10	We missed some publication dates, but otherwise kept operations normal.	9/21/2021 1:57 PM
11	The literary arts journal had to do fundraising to print their spring 2020 edition, as their budget was taken away because of COVID-19. We have a budget this year so far though for printing.	8/27/2021 1:55 PM
12	Moved to more of a hybrid model allowing some students to be streamed into meetings held on campus to reduce travel and exposure to covid.	8/22/2021 11:27 AM
13	Allowing more remote work permanently.	8/20/2021 1:25 PM
14	Essentially lost 2 years of student participants to help w/training.	8/6/2021 9:38 AM
15	No permanent changes. Everything returned to normal operations in January 2021.	8/3/2021 3:27 PM
16	Moved our glossy once-per-semester lifestyle magazine to online only	8/3/2021 1:11 PM
17	no permanent changes, operated in reduced capacity with select distribution, but maintained all core activities	8/3/2021 10:55 AM
18	cut paid student and staff positions	8/3/2021 10:45 AM
19	None	8/3/2021 9:42 AM
20	Stopped print magazine due to budget cuts from the county tourism bureau (now online only). No change to newspaper, yet.	8/2/2021 3:42 PM
21	No	8/2/2021 2:15 PM
22	none of the above	8/2/2021 2:13 PM
23	no change	8/2/2021 2:12 PM
24	We have expanded our offerings to include a YouTube channel and more social media options.	8/2/2021 2:04 PM
25	Our paper was already online. Covid kept student reporters and photographers from getting as much as they usually do.	8/2/2021 2:02 PM
26	None	8/2/2021 2:02 PM
27	all of these had occurred long before the last year.	8/2/2021 1:59 PM

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

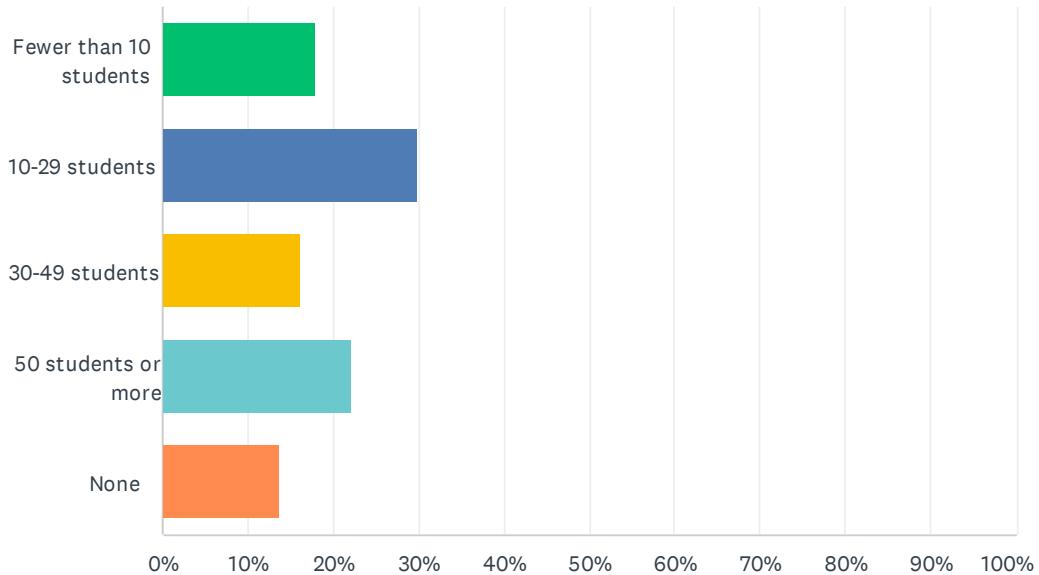
Answered: 116    Skipped: 1



ANSWER CHOICES	RESPONSES	
Fewer than 10 students	25.86%	30
10-29 students	39.66%	46
30-49 students	10.34%	12
50 students or more	17.24%	20
None	6.90%	8
<b>TOTAL</b>		<b>116</b>

## Q4 How many students volunteer or earn credit for your college or university's student media operations?

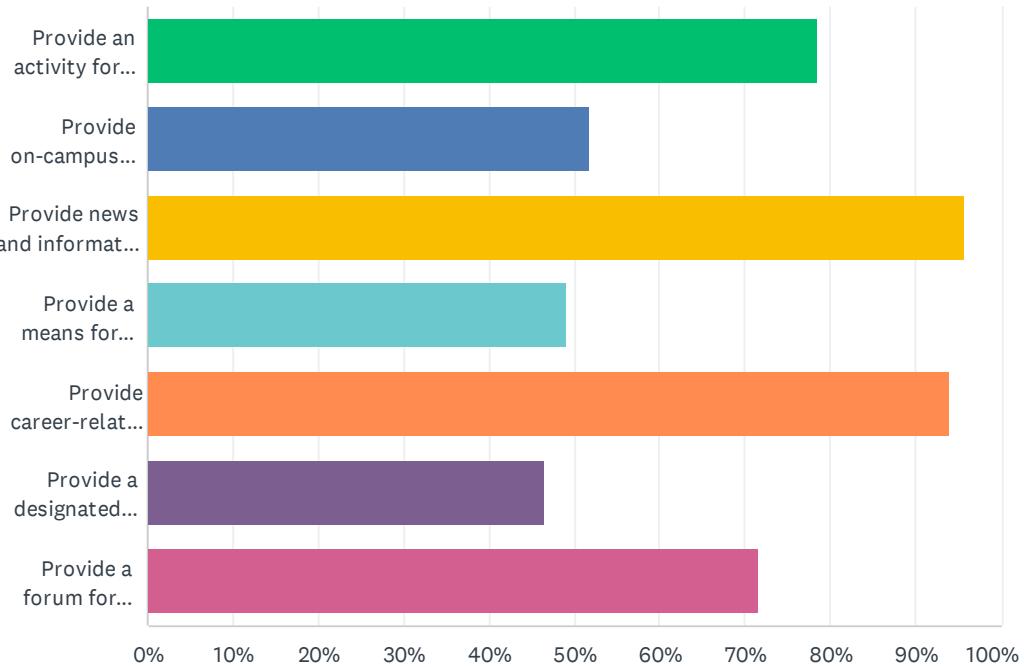
Answered: 117    Skipped: 0



ANSWER CHOICES	RESPONSES	
Fewer than 10 students	17.95%	21
10-29 students	29.91%	35
30-49 students	16.24%	19
50 students or more	22.22%	26
None	13.68%	16
<b>TOTAL</b>		<b>117</b>

## Q5 What is the goal of student media on your campus? (Select all that apply)

Answered: 116 Skipped: 1

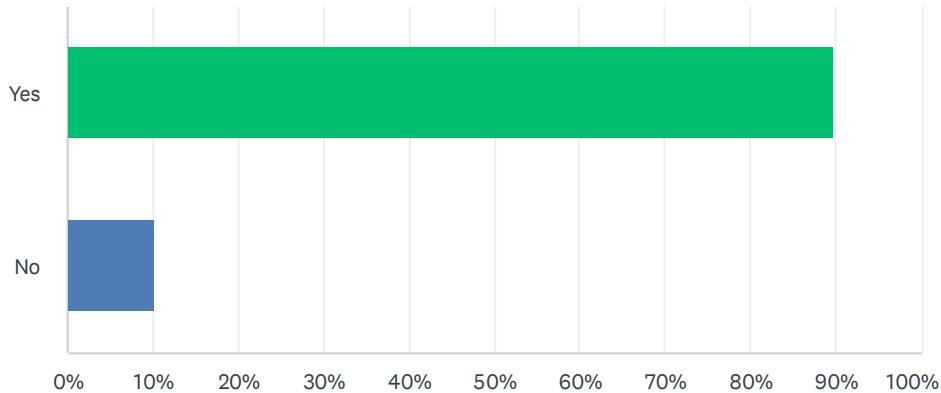


ANSWER CHOICES		RESPONSES	
Provide an activity for student involvement		78.45%	91
Provide on-campus employment		51.72%	60
Provide news and information for the campus community		95.69%	111
Provide a means for students to complete an academic requirement in some majors		49.14%	57
Provide career-related training and experience		93.97%	109
Provide a designated forum		46.55%	54
Provide a forum for creativity		71.55%	83
Total Respondents: 116			

#	OTHER:	DATE
1	Provide path to internships and employment	9/21/2021 2:43 PM
2	Provide news and information to the city of Fort Collins.	8/20/2021 1:25 PM
3	Leadership development, fun, intentional learning experiences	8/6/2021 9:38 AM
4	Provide service-learning hours, which are a requirement for graduation	8/2/2021 1:39 PM

## Q6 Does your college or university have a journalism/media communications program?

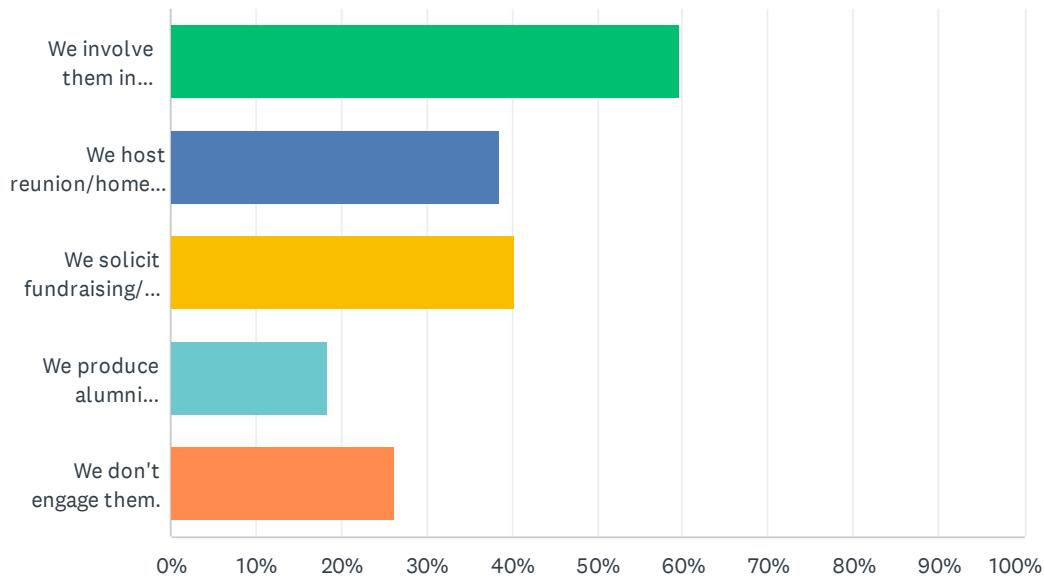
Answered: 117    Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	89.74%	105
No	10.26%	12
TOTAL		117

## Q7 How do you engage alumni in your college or university student media operations? (Select all that apply)

Answered: 114 Skipped: 3



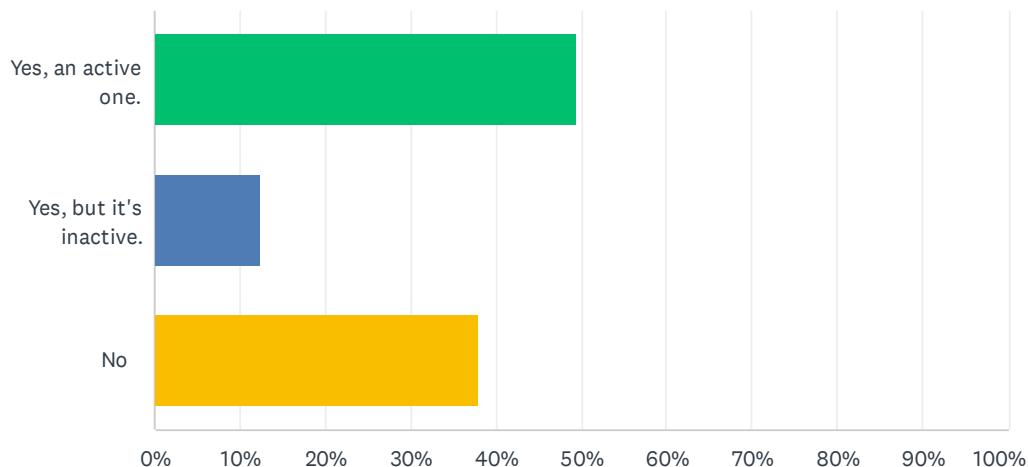
ANSWER CHOICES		RESPONSES	
We involve them in training/mentoring.		59.65%	68
We host reunion/homecoming events.		38.60%	44
We solicit fundraising/giving from them.		40.35%	46
We produce alumni newsletters/e-newsletters.		18.42%	21
We don't engage them.		26.32%	30
Total Respondents: 114			

#	OTHER:	DATE
1	We keep in touch personally and have an alumni Facebook page	9/21/2021 3:17 PM
2	As adviser, I forward our newsletter to recent graduates who worked for our campus newspaper.	9/21/2021 1:59 PM
3	I am going to start trying to reach out and bring them in as guest speakers or for design nights if they have experience in that area.	8/22/2021 11:27 AM
4	We have a student media hall of fame.	8/20/2021 1:25 PM
5	I feel that I need to add that I am the sole remaining faculty member and our university leadership is discontinuing the major. In talking with an alum, it didn't seem there had been enough effort in reaching out to alums previously. That could have made a difference, perhaps.	8/17/2021 4:48 PM
6	There is an alumni organization for our newspaper	8/10/2021 1:08 PM
7	We have a closed Facebook group for sharing information.	8/3/2021 11:41 AM
8	Facebook page dedicated to station alumni; Hall of Fame induction every other year	8/3/2021 9:42 AM

9	We host them as guest speakers and nominate them for campus-wide alumni awards.	8/2/2021 2:00 PM
10	Maintain an alumni Facebook page; alumni also occasionally sit on our student media advisory board	8/2/2021 1:39 PM

## Q8 Does your college or university have a media or advisory board?

Answered: 113 Skipped: 4

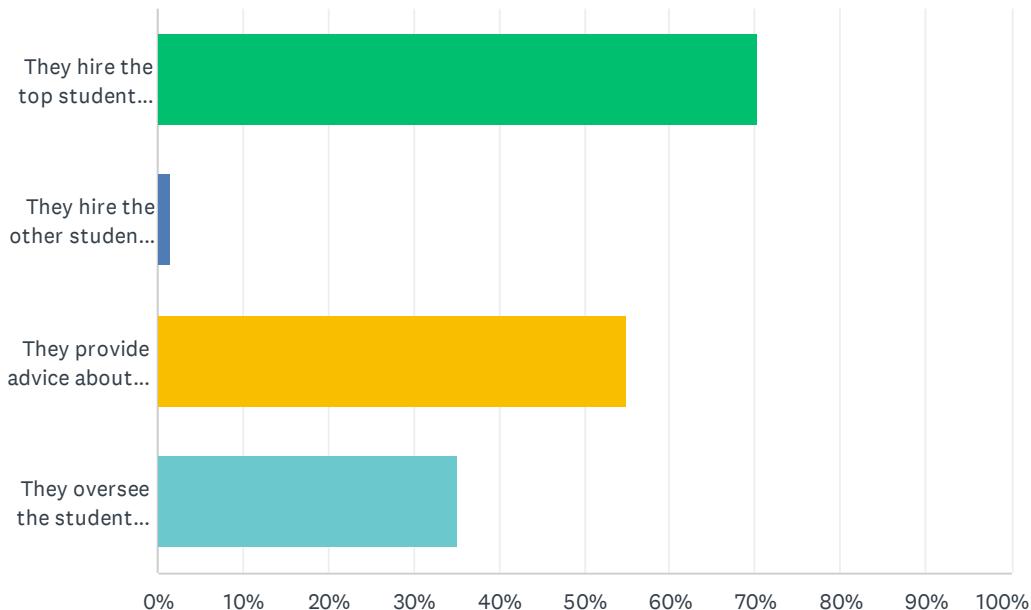


ANSWER CHOICES		RESPONSES	
Yes, an active one.		49.56%	56
Yes, but it's inactive.		12.39%	14
No		38.05%	43
TOTAL			113

#	OTHER:	DATE
1	School of Media & Journalism professional advisory board	9/28/2021 12:16 PM
2	Restarting ours in October after a few years of dormancy	9/22/2021 9:25 AM
3	That's on my to-do list.	9/21/2021 3:57 PM
4	We are trying to get ours started. It's extra tough during the pandemic.	9/21/2021 3:17 PM
5	We had one that went away for a couple of years. Working on getting it restarted this semester.	8/27/2021 1:55 PM
6	We are an independent not for profit corporation, so we have a board of directors. Not exactly a media or advisory board.	8/20/2021 1:25 PM
7	There is one, but it doesn't appear to have functioned effectively. Now, the major is being cut, and the faculty person let go.	8/17/2021 4:48 PM
8	The Post, student newspaper has an advisory board. The other student media outlets have assigned advisors	8/3/2021 10:55 AM
9	it is an on-campus Board of Student Media -- not alums or outside professionals	8/2/2021 2:27 PM

**Q9 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: 71    Skipped: 46



ANSWER CHOICES		RESPONSES	
They hire the top student leaders.		70.42%	50
They hire the other student leaders.		1.41%	1
They provide advice about industry trends.		54.93%	39
They oversee the student media budget.		35.21%	25
Total Respondents: 71			

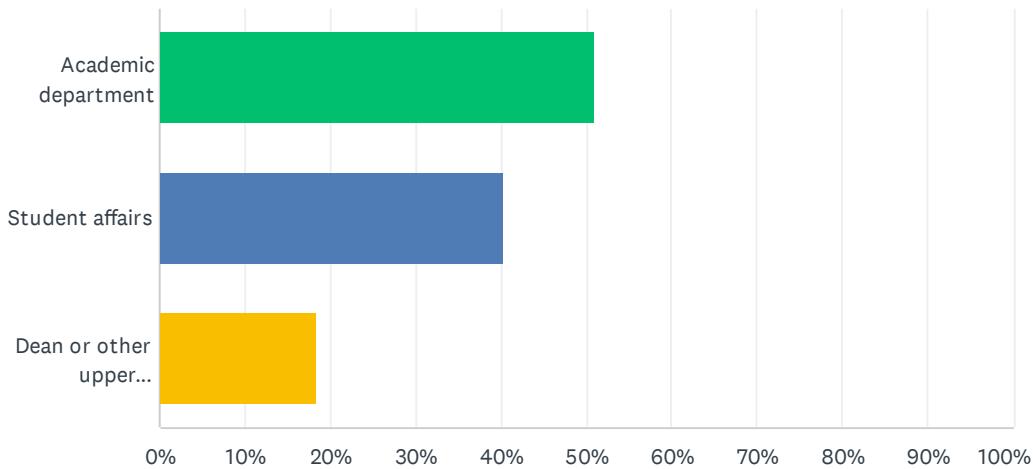
#	OTHER:	DATE
1	They critique the program curriculum, student portfolios, and media products.	9/28/2021 12:16 PM
2	This is the topic for our upcoming meeting in October but in the past they mostly provided advice on trends	9/22/2021 9:25 AM
3	They critique the students work after print. Also provide training.	9/22/2021 8:47 AM
4	N/a	9/21/2021 4:24 PM
5	Our rules say they are to provide feedback on the news product twice a year.	9/21/2021 3:57 PM
6	We do have an informal group that helps select the editor. We get almost no funding.	9/21/2021 3:34 PM
7	advisory only	9/21/2021 3:01 PM
8	Nothing really	9/21/2021 2:29 PM
9	Address complaints	9/21/2021 2:13 PM

# CMA Benchmarking Survey 2021

10	not active	8/21/2021 2:31 PM
11	They hire General Manager	8/21/2021 6:34 AM
12	They don't do anything	8/20/2021 1:46 PM
13	I'm uncertain what they do. Although I am the newspaper adviser for another 9 months, I'm not technically a part of the media board.	8/17/2021 4:48 PM
14	For the student newspaper only	8/3/2021 10:55 AM
15	The journalism program has its own media advisory board.	8/3/2021 9:55 AM
16	N/A	8/3/2021 9:42 AM
17	n/a	8/2/2021 5:44 PM
18	N/A	8/2/2021 3:42 PM
19	n/a	8/2/2021 2:13 PM
20	NA	8/2/2021 2:12 PM
21	Assist with conflict resolution.	8/2/2021 2:04 PM
22	N/A	8/2/2021 2:02 PM

## Q10 Which of the following provides administrative oversight for student media?

Answered: 104    Skipped: 13



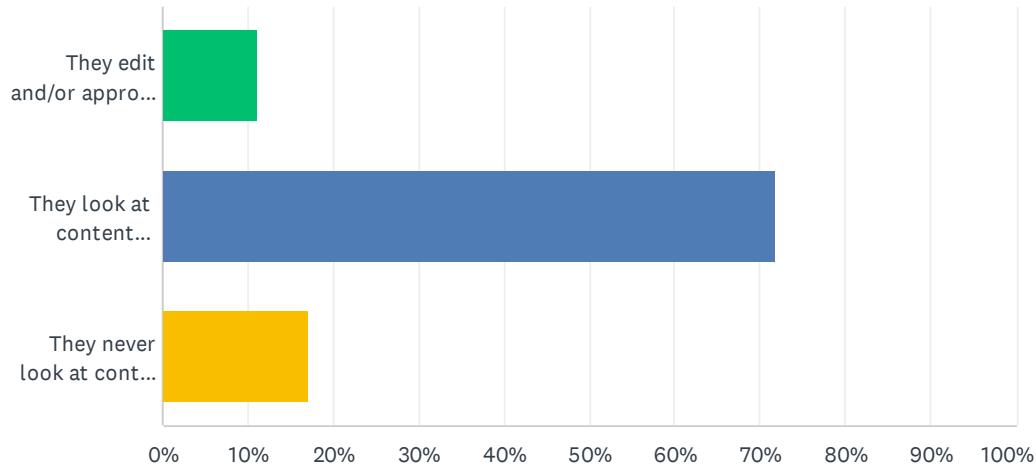
ANSWER CHOICES		RESPONSES	
Academic department		50.96%	53
Student affairs		40.38%	42
Dean or other upper administrative unit		18.27%	19
Total Respondents: 104			

#	OTHER:	DATE
1	We are an independent 501(c)(3) governed by a board of directors	9/22/2021 10:25 AM
2	Student Government via the Student Communication Board	9/22/2021 8:47 AM
3	joint student/faculty board	9/21/2021 7:46 PM
4	We are an independent nonprofit	9/21/2021 3:10 PM
5	Rocky Mountain Student Media is an independent non-profit with a student board and academic advisors	9/21/2021 2:43 PM
6	Academic Media Center director	9/21/2021 2:42 PM
7	We are a nonprofit private entity. The Board oversees admin.	9/21/2021 2:41 PM
8	Office of the Provost	9/21/2021 2:33 PM
9	We are completely independent from our university.	9/21/2021 2:23 PM
10	Board of Directors; though fundraising for student paper is coordinated with office of Dean	8/21/2021 6:34 AM
11	Not for profit board of directors (how is this not an option? :))	8/20/2021 1:25 PM
12	Literary Magazine is advised by a faculty member	8/6/2021 4:49 PM
13	General Manager hired by Board of Directors	8/4/2021 5:56 AM
14	currently outside of a unit	8/3/2021 10:55 AM

15	Student affairs oversees the student newspaper and website. Student TV is supervised by an academic department chairperson and dean. The student radio is affiliated with NPR and overseen by a director and the dean.	8/3/2021 10:45 AM
16	Faculty adviser through journalism department.	8/2/2021 3:42 PM

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

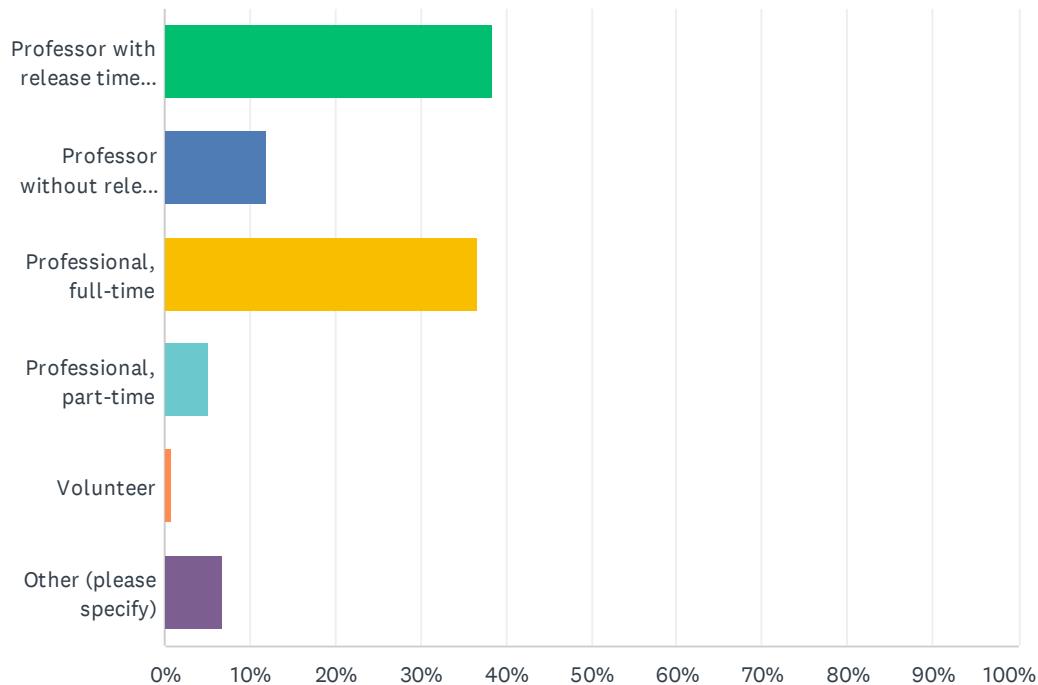
Answered: 117    Skipped: 0



ANSWER CHOICES	RESPONSES	
They edit and/or approve content.	11.11%	13
They look at content occasionally, if student editors ask.	71.79%	84
They never look at content before it is published.	17.09%	20
TOTAL		117

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

Answered: 117 Skipped: 0



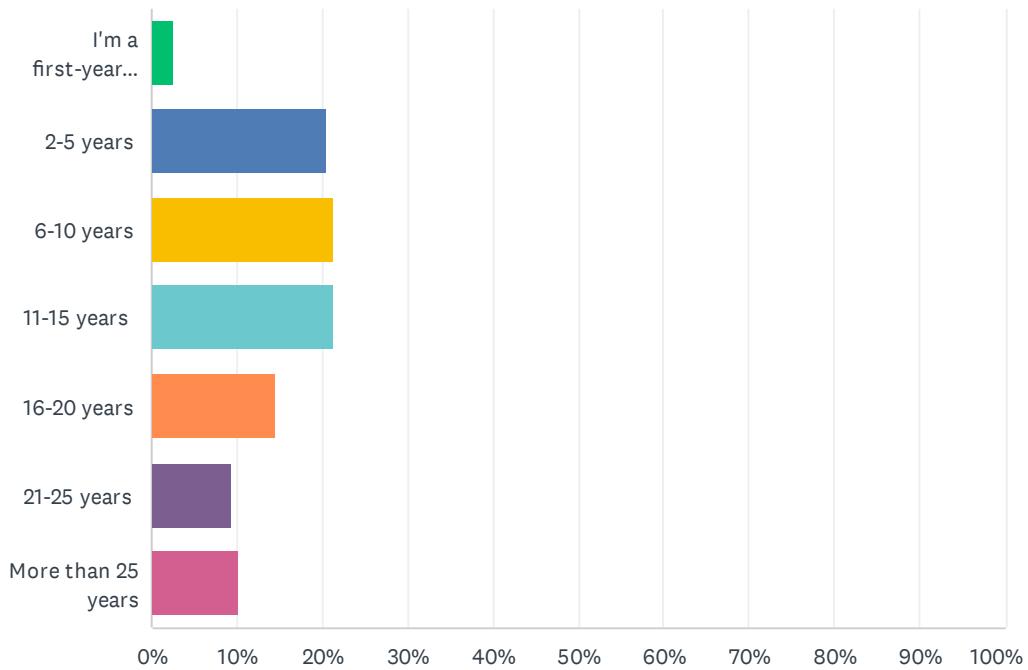
ANSWER CHOICES		RESPONSES	
Professor with release time or pay		38.46%	45
Professor without release time or additional pay		11.97%	14
Professional, full-time		36.75%	43
Professional, part-time		5.13%	6
Volunteer		0.85%	1
Other (please specify)		6.84%	8
<b>TOTAL</b>			<b>117</b>

#	OTHER (PLEASE SPECIFY)	DATE
1	Business Manager Full time	9/22/2021 8:47 AM
2	split appointment 80% Professional, 20% Faculty	9/21/2021 5:00 PM
3	Instructor (work as staff with faculty rank)	9/21/2021 3:23 PM
4	Staff, Operations Manager	8/20/2021 1:19 PM
5	Staff, full-time (with other duties)	8/3/2021 1:11 PM
6	We have two advisers. One is a faculty adviser (professor) with release time. The other is a professional content adviser who is paid to assist with production.	8/3/2021 11:41 AM
7	Half Faculty, Half staff as station GM	8/3/2021 9:42 AM



## Q13 How long have you been advising?

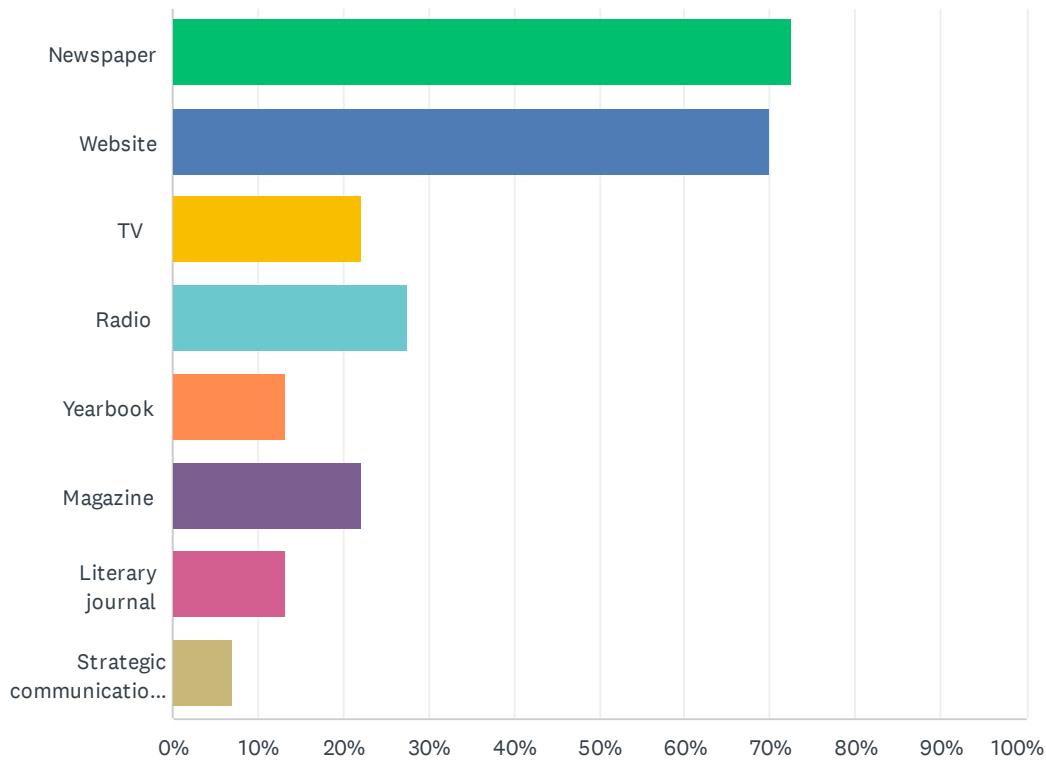
Answered: 117 Skipped: 0



ANSWER CHOICES	RESPONSES	
I'm a first-year adviser.	2.56%	3
2-5 years	20.51%	24
6-10 years	21.37%	25
11-15 years	21.37%	25
16-20 years	14.53%	17
21-25 years	9.40%	11
More than 25 years	10.26%	12
<b>TOTAL</b>		<b>117</b>

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

Answered: 113    Skipped: 4



ANSWER CHOICES	RESPONSES
Newspaper	72.57% 82
Website	69.91% 79
TV	22.12% 25
Radio	27.43% 31
Yearbook	13.27% 15
Magazine	22.12% 25
Literary journal	13.27% 15
Strategic communications/advertising agency	7.08% 8
Total Respondents: 113	

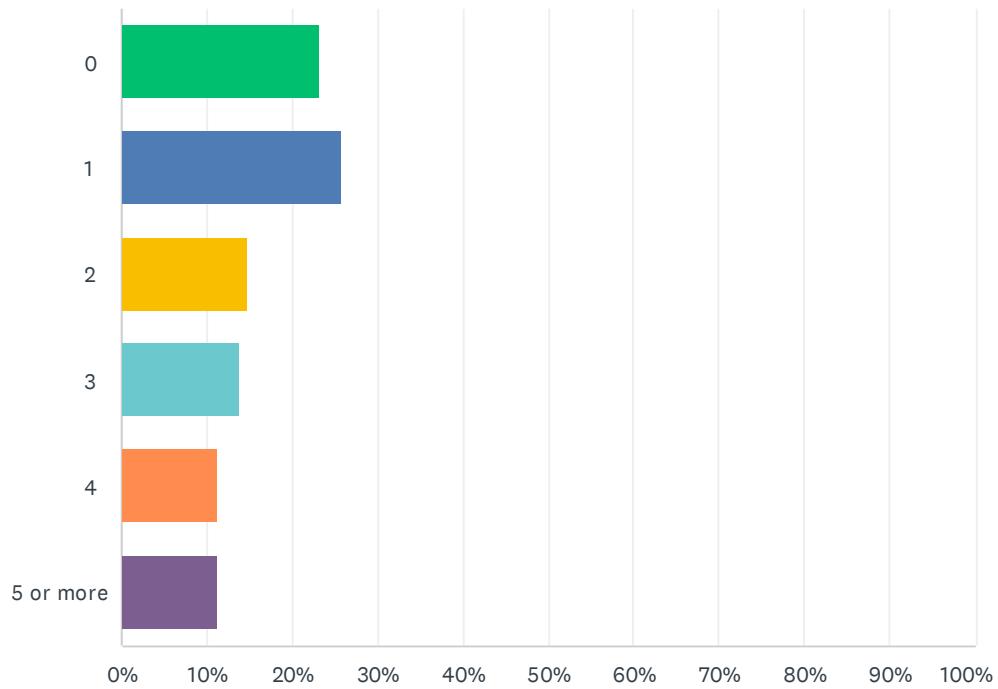
#	OTHER:	DATE
1	None directly	9/22/2021 1:01 PM
2	podcasting, film	9/22/2021 11:24 AM
3	Newsletter	9/21/2021 5:28 PM

CMA Benchmarking Survey 2021

4	Fiscal officer for web radio operation	9/21/2021 5:00 PM
5	I previously advised the student radio station	9/21/2021 3:27 PM
6	I chair the Media Board and oversee all student media operations, though I don't directly advise any individual organization.	9/21/2021 3:23 PM
7	We have 17 student media organizations	9/21/2021 3:10 PM
8	All as listed in previous question	9/21/2021 3:01 PM
9	Documentary Film and liaison to Rocky Mountain PBS	9/21/2021 2:43 PM
10	comics anthology	9/21/2021 2:30 PM
11	social media	9/21/2021 2:21 PM
12	Podcast	8/22/2021 11:27 AM
13	Photography	8/20/2021 2:10 PM
14	Video production unit, documentary film department	8/20/2021 1:25 PM
15	Online video only	8/10/2021 1:08 PM
16	Video (not TV)	8/6/2021 9:38 AM

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

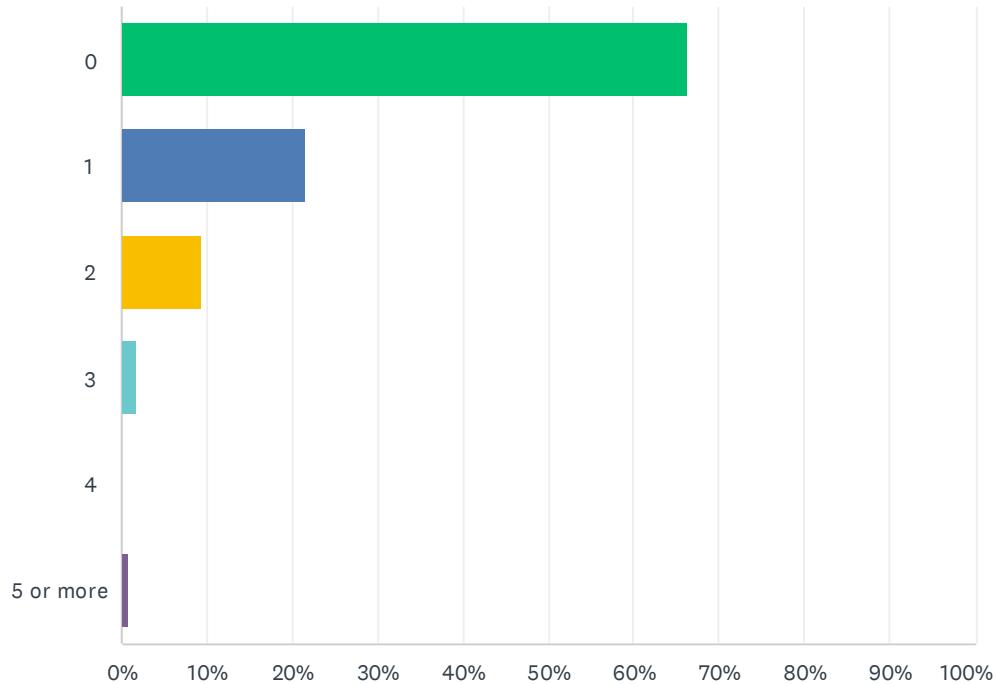
Answered: 116    Skipped: 1



ANSWER CHOICES	RESPONSES	
0	23.28%	27
1	25.86%	30
2	14.66%	17
3	13.79%	16
4	11.21%	13
5 or more	11.21%	13
<b>TOTAL</b>		<b>116</b>

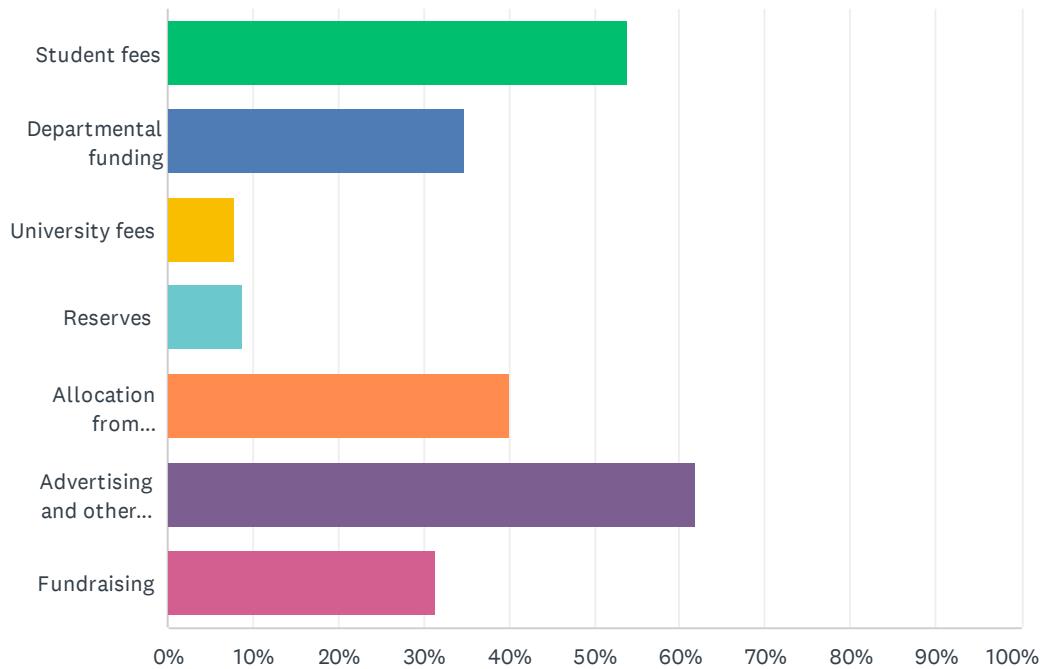
**Q16 How many professional (non-student) staffers are employed by your college or university's student media outlets specifically to work with advertising?**

Answered: 116    Skipped: 1



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

Answered: 115 Skipped: 2

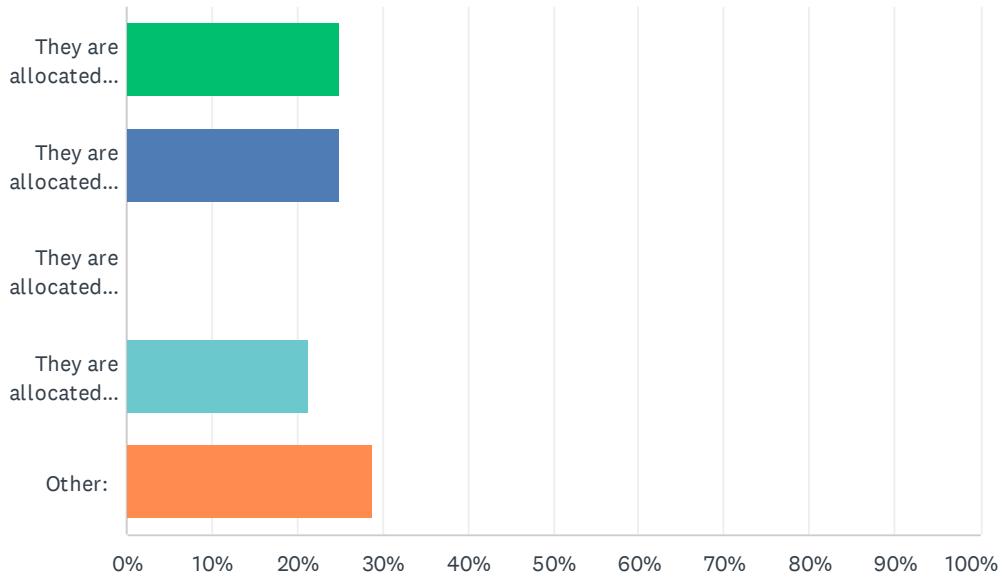


ANSWER CHOICES		RESPONSES	
Student fees		53.91%	62
Departmental funding		34.78%	40
University fees		7.83%	9
Reserves		8.70%	10
Allocation from administration		40.00%	46
Advertising and other charges		61.74%	71
Fundraising		31.30%	36
Total Respondents: 115			

#	OTHER:	DATE
1	Operations is through advertising and yearbook sales. We get \$21,450 per year from University Advancement Fund, a figure that was \$22K before the pandemic. A temporary cut has become permanent.	9/28/2021 2:27 PM
2	We get a tiny bit of money from the SGA. It's been going down every year.	9/21/2021 3:34 PM
3	Agreement with public broadcaster provides partial funding	8/10/2021 1:08 PM
4	Advertising and underwriting sales	8/6/2021 9:38 AM

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

Answered: 80 Skipped: 37



ANSWER CHOICES		RESPONSES	
They are allocated annually by student government.		25.00%	20
They are allocated annually by administration.		25.00%	20
They are allocated annually by a communications or journalism college.		0.00%	0
They are allocated annually by a dedicated fee.		21.25%	17
Other:		28.75%	23
<b>TOTAL</b>			<b>80</b>

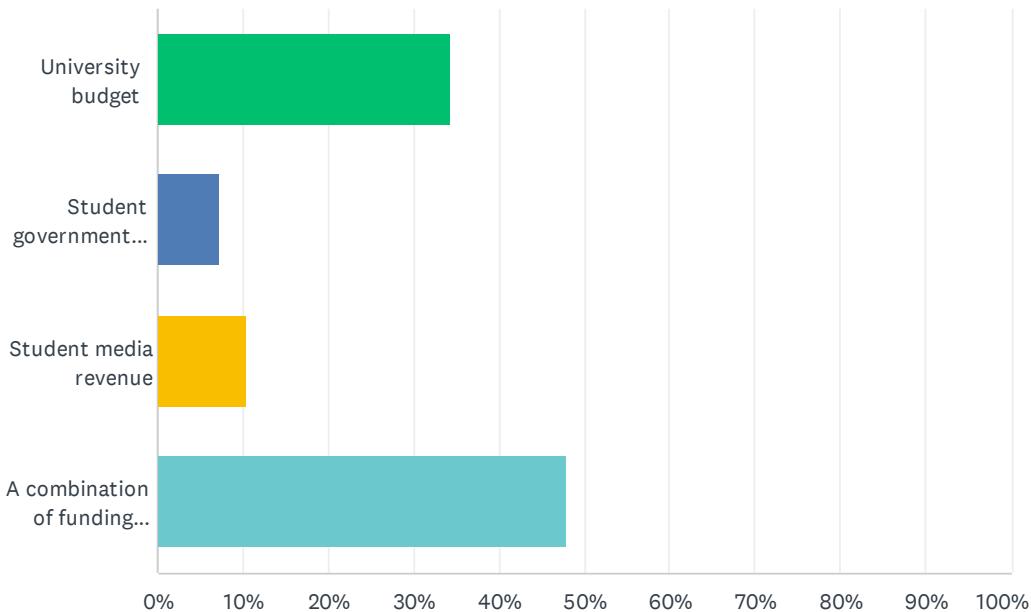
#	OTHER:	DATE
1	N/A	9/22/2021 1:01 PM
2	The University of Minnesota has a dedicated Student Services Fees Committee separate from admin or student government.	9/22/2021 10:25 AM
3	n/a	9/22/2021 9:25 AM
4	There is a student fee committee but there is a strong culture here that allocations are not cut for any group.	9/21/2021 3:57 PM
5	They are allocated annually by a designated volunteer committee of students and faculty	9/21/2021 3:27 PM
6	Student media are not funded by student fees	9/21/2021 3:17 PM
7	NA	9/21/2021 2:29 PM
8	No option for none.	9/21/2021 2:23 PM
9	Not funded by student fees.	9/21/2021 2:05 PM

CMA Benchmarking Survey 2021

10	Special committee of students + faculty	9/21/2021 2:01 PM
11	Allocated on a three-year basis through an annually selected finance committee made up of administrators and student leaders.	8/27/2021 1:55 PM
12	not applicable	8/21/2021 6:34 AM
13	na	8/20/2021 5:25 PM
14	N/A	8/4/2021 5:56 AM
15	media outlets OTHER than the newspaper can apply for funds generated by fees, grants are in relatively small amounts and encompass ALL student orgs on campus, typically \$500-\$2500 in support per org. no dedicated student media fee	8/3/2021 10:55 AM
16	It is not funded by student fees	8/3/2021 9:55 AM
17	N/A	8/2/2021 7:31 PM
18	it depends on the campus - some are funded by SGA and others by department	8/2/2021 5:44 PM
19	NA	8/2/2021 2:12 PM
20	They are allocated by a fee committee of students, faculty and staff.	8/2/2021 2:06 PM
21	The are allocated by a group of students who represent the primary organizations on our campus, then sent to the District Board for approval.	8/2/2021 2:04 PM
22	N/A	8/2/2021 2:02 PM
23	They are not from fees	8/2/2021 1:59 PM

## Q19 If student media staff members are paid, where does the money come from to pay them?

Answered: 96 Skipped: 21



ANSWER CHOICES		RESPONSES	
University budget		34.38%	33
Student government funding		7.29%	7
Student media revenue		10.42%	10
A combination of funding sources		47.92%	46
<b>TOTAL</b>			<b>96</b>

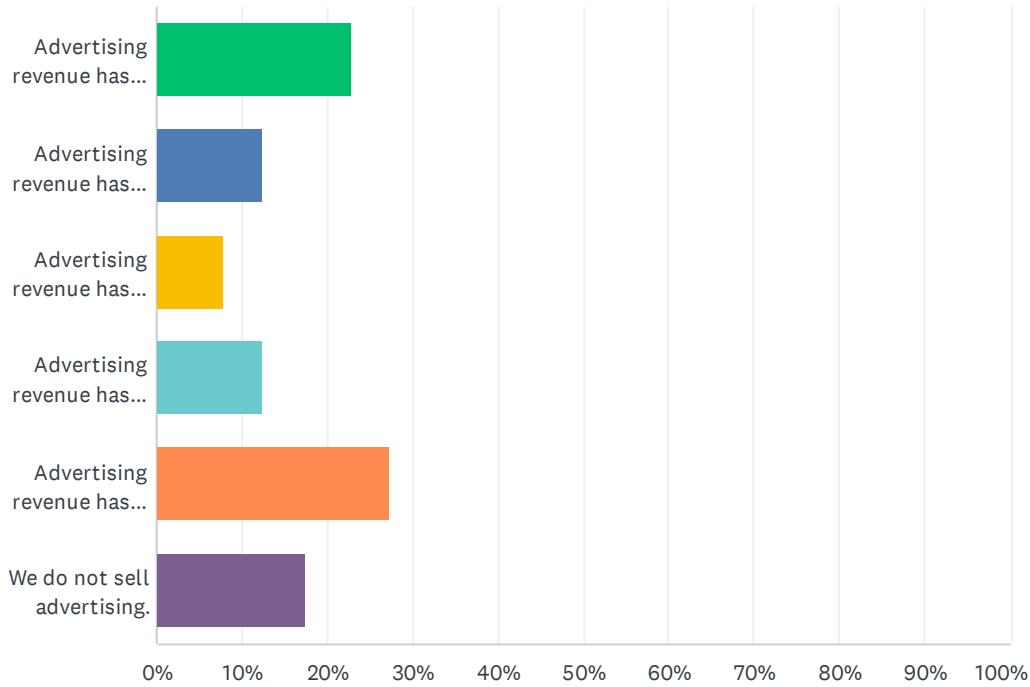
#	OTHER (PLEASE SPECIFY)	DATE
1	The student media fee	9/21/2021 7:46 PM
2	work study funds	9/21/2021 5:28 PM
3	Some are work study, some are paid from ad revenue	9/21/2021 4:24 PM
4	Student fees provide scholarships. Gift accounts provide scholarships. The university provides tuition waivers.	9/21/2021 3:57 PM
5	Not paid. We used to give scholarships, but those are gone now, too.	9/21/2021 3:34 PM
6	Student service fees and advertising revenue	9/21/2021 3:27 PM
7	Scholarships for leaders	9/21/2021 2:42 PM
8	News paid from ad revenue; magazine paid from university allocation; creative agency paid from both	9/21/2021 2:33 PM
9	grants in aid	9/21/2021 2:21 PM

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10	work study, scholarship	9/21/2021 2:13 PM
11	work study and endowed scholarships	9/21/2021 1:57 PM
12	and fundraising	8/21/2021 6:34 AM
13	ASI student fees	8/12/2021 12:21 PM
14	Student assessment fee funds	8/6/2021 9:38 AM
15	advertising and fundraising	8/4/2021 5:56 AM
16	Perkins grant	8/3/2021 9:55 AM
17	Mixture of allocation and revenue	8/3/2021 8:56 AM
18	students are not paid in my magazine but for newspaper I believe they receive a stipend	8/2/2021 5:44 PM
19	Scholarships—i.e. tuition discounts	8/2/2021 4:32 PM
20	By student fees allocated by the fee committee.	8/2/2021 2:06 PM
21	They are paid through scholarships	8/2/2021 1:49 PM

## Q20 Select the option that best describes your student media advertising sales at your college or university.

Answered: 114 Skipped: 3



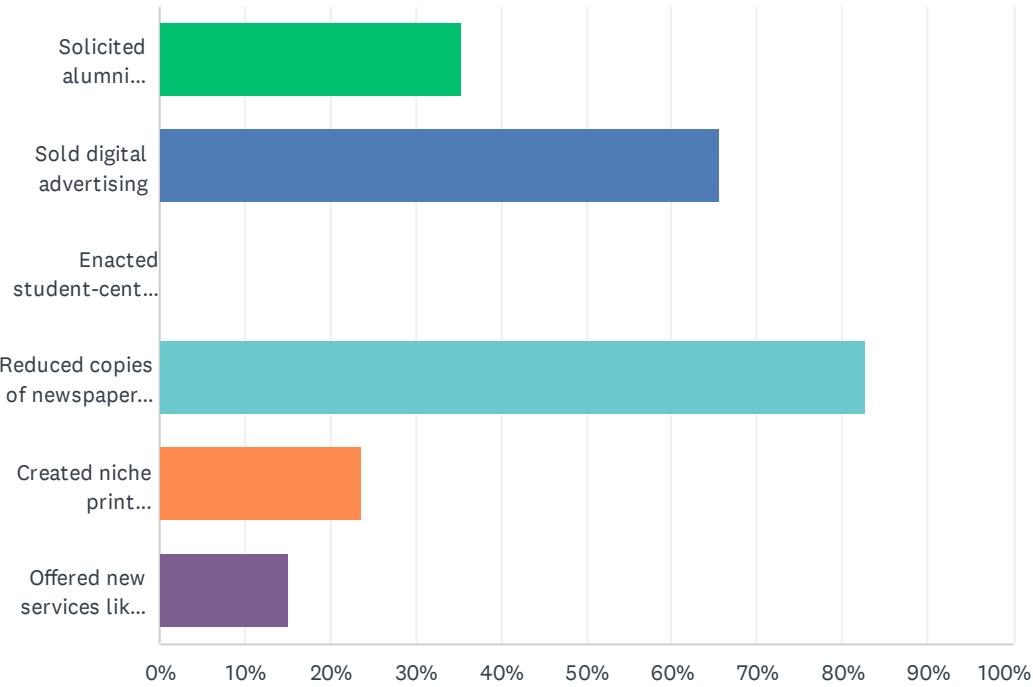
ANSWER CHOICES		RESPONSES	
Advertising revenue has been flat for more than a year		22.81%	26
Advertising revenue has risen year over year.		12.28%	14
Advertising revenue has declined less than 10 percent in the past year.		7.89%	9
Advertising revenue has declined 10 to 20 percent in the past year.		12.28%	14
Advertising revenue has declined more than 20 percent in the past year.		27.19%	31
We do not sell advertising.		17.54%	20
<b>TOTAL</b>			114

#	OTHER:	DATE
1	We sell but don't have any students to sell, so the advertising, like in the local newspaper is almost non-existent.	9/28/2021 12:16 PM
2	We are seeing an uptick this fall, but it is small	9/21/2021 3:06 PM
3	During COVID-19 we suspended ad sales and lived off our student fee alone.	9/21/2021 1:57 PM
4	Now that we have partnered with FlyteDesk, our advertising income has risen.	8/22/2021 11:27 AM
5	The University Since the Univ. System of NH has taken over finances, it now takes our advertising budget after one year and makes it very difficult to get into reserves.	8/2/2021 2:40 PM

6	Until last year with the pandemic	8/2/2021 2:15 PM
7	We believe the decline was due to COVID-19 and a special rate we offered advertisers due to the pandemic.	8/2/2021 2:04 PM

## Q21 What initiatives have you undertaken to replace declining print revenue? (Select all that apply)

Answered: 93 Skipped: 24



ANSWER CHOICES		RESPONSES	
Solicited alumni donations		35.48%	33
Sold digital advertising		65.59%	61
Enacted student-centered/GoFundMe projects		0.00%	0
Reduced copies of newspapers printed		82.80%	77
Created niche print products/special editions to sell advertising in		23.66%	22
Offered new services like event management, photo sales or a creative agency		15.05%	14
Total Respondents: 93			

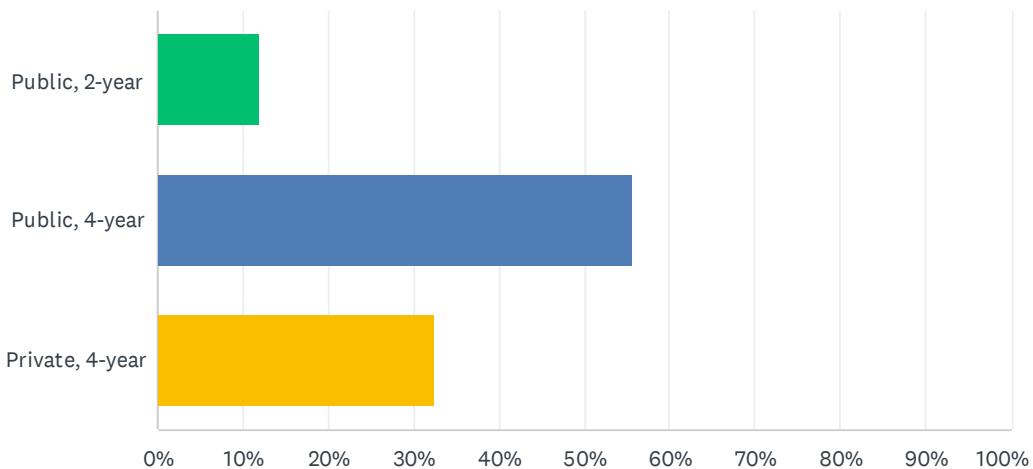
#	OTHER:	DATE
1	n/a	9/22/2021 9:25 AM
2	Nothing. Advertising is gravy. The Student Media Fee finances all six of our media outlets.	9/21/2021 7:46 PM
3	added new advertising products	9/21/2021 5:00 PM
4	n/a	9/21/2021 4:24 PM
5	We don't have a print product. (You are assuming that schools should have.)	9/21/2021 3:17 PM
6	reduced from weekly	9/21/2021 2:43 PM
7	We've done some of the things listed here, but our ad sales have increased this year from pre-	9/21/2021 2:41 PM

COVID levels.

8	Added tuition based funding.	9/21/2021 2:29 PM
9	Partnered with FlyteDesk	8/22/2021 11:27 AM
10	accelerated fundraising with appeals more targeted to support student stipends	8/21/2021 6:34 AM
11	Added a newsletter with paid advertising	8/3/2021 3:27 PM
12	print revenue is not declining- it makes up 50% of the newspaper budget, we are deliberately shifting sales to digital and social sales to offset future declines	8/3/2021 10:55 AM
13	We do not rely on advertising	8/3/2021 9:55 AM
14	N/A	8/3/2021 9:42 AM
15	n/a	8/2/2021 2:13 PM
16	None at this time.	8/2/2021 2:04 PM
17	n/a	8/2/2021 2:02 PM
18	N/A	8/2/2021 2:02 PM
19	We haven't printed for years.	8/2/2021 1:59 PM

## Q22 Which of the following best describes your college or university?

Answered: 117 Skipped: 0

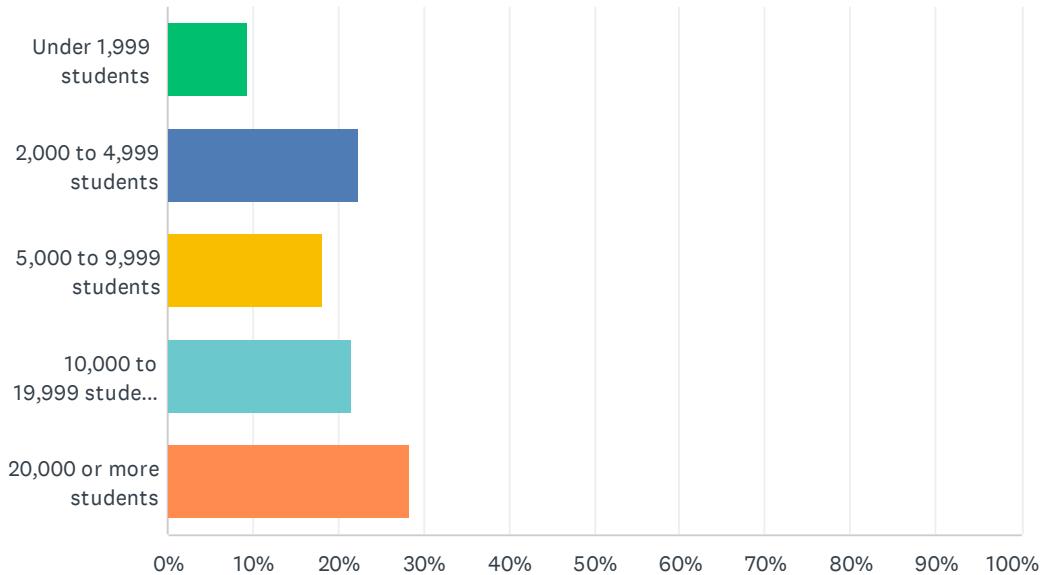


ANSWER CHOICES		RESPONSES	
Public, 2-year		11.97%	14
Public, 4-year		55.56%	65
Private, 4-year		32.48%	38
TOTAL			117

#	OTHER:	DATE
1	We consolidated with a 2-year public institution six years ago, whose services and degrees remain largely unchanged	8/10/2021 1:08 PM

## Q23 Select the option that most closely reflects your college or university's size.

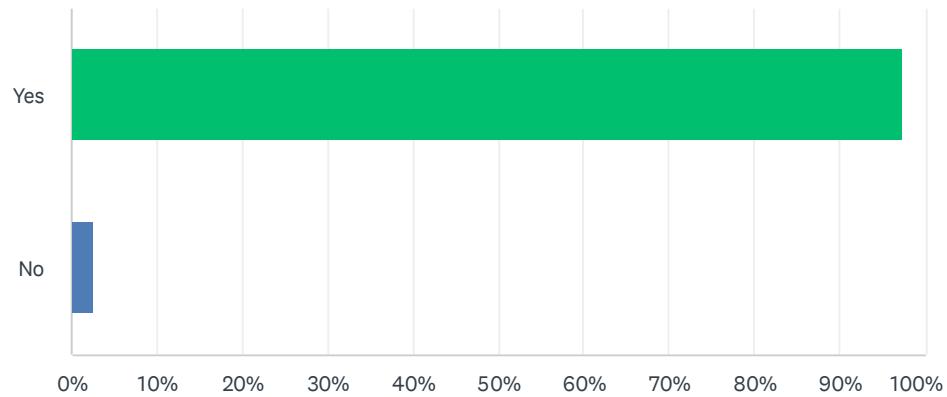
Answered: 116 Skipped: 1



ANSWER CHOICES	RESPONSES	
Under 1,999 students	9.48%	11
2,000 to 4,999 students	22.41%	26
5,000 to 9,999 students	18.10%	21
10,000 to 19,999 students	21.55%	25
20,000 or more students	28.45%	33
<b>TOTAL</b>		<b>116</b>

## Q24 Did your college media outlet continue producing during the COVID-19 pandemic?

Answered: 115    Skipped: 2



## Q25 How has the pandemic affected your outlet's finances?

Answered: 109    Skipped: 8

#	RESPONSES	DATE
1	Ad revenue was up in FY21 over FY20, but that was because of lost print editions in FY20.	9/28/2021 2:27 PM
2	Budgets were cut to the University budget and \$20,000 was cut over two years from the newspaper's budget.	9/28/2021 12:16 PM
3	It affected advertising, but not as much as we expected. We were already experiencing a decline.	9/27/2021 1:12 PM
4	It didn't affect it because we hadn't sold any ads since switching to an all-online format.	9/22/2021 3:27 PM
5	It made for a tough year, but a return to campus this fall has improved things greatly. I'm cautiously optimistic about the coming year.	9/22/2021 1:01 PM
6	Donations are stagnant and near zero. We worked hard with University auxiliary services to create multi-facets packages that increased our income by 59% in the middle of the pandemic. I believe we are an outlier overall due to our entities surrounding circumstances.	9/22/2021 12:09 PM
7	Unclear	9/22/2021 11:24 AM
8	We actually had our first profitable year in more than a decade. This was due to shutting down the twice-a-week print product, creating targeted special sections, focusing on our email edition, and securing two PPP loans that were forgiven during the fiscal year.	9/22/2021 10:25 AM
9	We lost most advertising, but it was a small part of our budget, and our main income, the student fee, actually went up. Combined with dropping print costs, it has improved our budget vastly.	9/22/2021 10:03 AM
10	No effect since we do not actively sell ads. If they come to us, we accept them.	9/22/2021 9:25 AM
11	We have no advertising staff and no ads coming in.	9/22/2021 8:47 AM
12	Positively. We reduced spending while still collecting our full student media fee.	9/21/2021 7:46 PM
13	University funding for printing and work study funding have remained the same. Ad revenue goes into a separate fund to pay for student travel, etc. It decreased sharply.	9/21/2021 5:28 PM
14	reduced ad revenue, saved on expenses	9/21/2021 5:00 PM
15	Advertising revenue went down significantly.	9/21/2021 4:35 PM
16	We were shut down for several months, and had to regroup in the fall of 2020. But finances were not really affected.	9/21/2021 4:24 PM
17	It hurt us badly on the advertising front, but our university used CARES Act funding to replace revenue for us and other revenue-dependent departments, like theater.	9/21/2021 3:57 PM
18	The SGA used it as an excuse to give us even less money.	9/21/2021 3:34 PM
19	There was little to no advertising income.	9/21/2021 3:27 PM
20	Budgets remained flat (as they have for years). The problem is that almost all student media organizations weren't able to spend their full budgets last year.	9/21/2021 3:23 PM
21	Minimally.	9/21/2021 3:21 PM
22	No substantial effect.	9/21/2021 3:17 PM
23	N/A	9/21/2021 3:10 PM
24	Not a ton. Most of our funds come from student fees	9/21/2021 3:06 PM
25	Less donations to the radio station fund drive, Less newspaper Ad revenue, Less funding from	9/21/2021 3:01 PM

## CMA Benchmarking Survey 2021

student fees due to less students enrolled, Less funding due to University budget cuts overall. Less donations from small businesses in the form of gifts in kind and dollars.

26	Money in is down and money out is up. Running a deficit.	9/21/2021 2:44 PM
27	Ad revenue reduced due to affected companies closing (bars etc.)	9/21/2021 2:43 PM
28	It really hasn't. The pandemic actually allowed us to step back and begin to establish and develop a business/marketing/ad sales operation to support content and converged media operations	9/21/2021 2:42 PM
29	We lost significant SGA funding last year. We decreased publishing the print edition from three times per week to one. But this year, we are doing quite well in terms of ad sales, even with still publishing one time per week.	9/21/2021 2:41 PM
30	Advertising tanked. University had massive budget cuts, which eliminated money that units could spend on advertising. Local businesses were holding onto their money just to keep doors open.	9/21/2021 2:33 PM
31	We were able to save some money in reserves by reducing spending, but a lot of our regular advertisers have not come back.	9/21/2021 2:30 PM
32	We have lost ad revenue, but we have had other funding from the college added. It was not due to COVID, just coincided and has made the impact of losing ad revenue, not impact operations.	9/21/2021 2:29 PM
33	It wiped us out for a while but has rebounded somewhat.	9/21/2021 2:23 PM
34	No impact.	9/21/2021 2:21 PM
35	Somewhat adversely, but not as bad as anticipated	9/21/2021 2:17 PM
36	decimated them	9/21/2021 2:13 PM
37	Advertising is now minimal. Our student staffing line continues to basically decrease, as all of our positions are paid student employment positions. They are paid the local minimum wage, which has gone up every recent year, and our staffing allocation remains flat, producing a net decrease. Our printing line has been slashed to almost nothing -- from a weekly print issue before the pandemic to a total of four issues this academic year.	9/21/2021 2:10 PM
38	No real effect	9/21/2021 2:06 PM
39	It has not. We have seen a decline in students over the last year.	9/21/2021 2:05 PM
40	Pretty grim.	9/21/2021 2:01 PM
41	Little to no advertising. We've focused clients to buy online ads, but they have expressed the desire to buy space in our print product, which comes out once a month.	9/21/2021 1:59 PM
42	We suspended advertising sales and had fewer issues but we did publish.	9/21/2021 1:57 PM
43	For the newspaper, we lost a partnership with a division at our university that annually gave us about \$20,000 in revenue, and so we're trying to make up for that through other advertising opportunities and building more client relations off campus. We're also having to pay for emailing out our newsletter now, and are trying to make up for that additional cost through ad revenue.	8/27/2021 1:55 PM
44	Tough advertising climate, reduced university enrollment = budget cuts, which affect what we're allowed by University.	8/24/2021 12:34 PM
45	Unknown. At the time of the completion of this survey, we were awaiting word from Student Senate as to how much money, if any, we will be allocated this year.	8/23/2021 12:06 PM
46	greatly reduced advertising revenue.	8/23/2021 7:50 AM
47	Because we receive a portion of student activity fees, our enrollment is down overall and that impacts our fees collected and budget. We have seen a budget decrease of about 15% in the last 2 years.	8/22/2021 11:27 AM
48	hasn't yet, but the university is in the red now with declining enrollment so we expect challenges ahead	8/21/2021 2:31 PM

## CMA Benchmarking Survey 2021

49	Drawn down reserves; a lot of belt tightening and difficult conversations regarding future of print. Currently planning 3 days (down from 5 prior to April, 2020)	8/21/2021 6:34 AM
50	About the same, except for losing some ad revenue. We've made up for it through better fundraising.	8/20/2021 5:25 PM
51	Decreased them somewhat	8/20/2021 5:20 PM
52	No great change. Some advertisers are no longer in business, so they aren't purchasing ads. Those still in operation are running more hiring/job ads.	8/20/2021 4:11 PM
53	Cuts to staff, travel and printing	8/20/2021 3:52 PM
54	We saw our budget from the Office of Student Life reduced, though it was across the board for all of Student Life, not targeted toward Student Media.	8/20/2021 3:30 PM
55	Our budget was cut in half, but we stopped printing and travelling so we didn't need that funding. There has been a permanent cut to the printing budget, but not all, for this upcoming year.	8/20/2021 3:01 PM
56	We have had our budget reduced due to a decline in university enrollment.	8/20/2021 1:46 PM
57	If you consider the 2 rounds of PPP funding, we came out quite well.	8/20/2021 1:25 PM
58	TV/Radio - less underwriting, Newspaper - much less advertising	8/20/2021 1:19 PM
59	Enrollment is down which will affect finances in the next few years.	8/19/2021 8:13 PM
60	We lost 10 percent of our operating budget and saw a decrease in community partners having the budgets to advertise with us.	8/12/2021 12:21 PM
61	Advertising revenue decreased due to struggling businesses and less people on campus picking up papers. Less papers printed also decreased opportunities for print ad placements. So we offered more opportunities for videography projects on campus.	8/11/2021 4:13 PM
62	Decreased advertising revenue and decreased support from the university due to broad budget shortages and cutbacks.	8/11/2021 3:42 PM
63	Honestly, not terribly. There are other changes in administration that threaten our funding (changing the allocation process) moreso than the decline in advertising. While that decline was steep during COVID, it only continued an ongoing trend.	8/10/2021 1:08 PM
64	Not at all	8/6/2021 4:49 PM
65	Little, if any, advertising sales. Uncertainty about returning to campus and social interaction has put outside sales efforts on hold. Limited interest from students in visiting businesses to ask for advertising.	8/6/2021 9:38 AM
66	The student media budget was cut by 10-15% and revenue from advertising has decreased. We also briefly lost our staff person due to layoffs but that person has since been rehired.	8/4/2021 11:37 AM
67	Absolutely everything has been affected. This question is too broad for me to even begin answering!	8/4/2021 5:56 AM
68	2020 revenue declined a bit but 2021 has doubled.	8/3/2021 5:06 PM
69	Advertising revenue dropped to near zero in the fall 2020 semester; but has since rebounded to near pre-pandemic levels.	8/3/2021 3:27 PM
70	Budgets have been cut by more than ten percent at both the radio station and newspaper.	8/3/2021 1:45 PM
71	Ad revenue was way down, but we mostly operate thanks to administrative budget.	8/3/2021 1:11 PM
72	Affected overall university budget and enrollment	8/3/2021 12:13 PM
73	N/A	8/3/2021 11:41 AM
74	we lost over \$20,000 in revenue in COVID year 1 from cancelled events and business closures- we maintained student employment and production (over \$9k in payroll) so ended the year with a deficit that had to be addressed in COVID year 2. We adjusted our budget model and were able to generate revenue in excess of expenses in COVID year 2, and will maintain that model until the market is stabilized	8/3/2021 10:55 AM

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75	Killed print advertising. Virtual learning has really hampered our advertising students ability to sell ads.	8/3/2021 10:45 AM
76	Not appreciably.	8/3/2021 10:24 AM
77	It hasn't	8/3/2021 9:55 AM
78	Ad revenue taking a hit	8/3/2021 9:42 AM
79	Our allocation was cut and revenue has been harder to come by with decreased advertising sales to businesses and orgs also hit hard by the pandemic. We've stayed mostly in the black, though, by cutting print and adding other revenue streams.	8/3/2021 8:56 AM
80	No	8/3/2021 1:45 AM
81	Our newspaper took an advertising hit. Radio (my area) does not generate revenue and remained flat.	8/2/2021 9:31 PM
82	Negatively. We lost tremendous amount of money as well as the travel budget, equipment budget. Virtually every part of the budget has been impacted.	8/2/2021 9:18 PM
83	It has virtually depleted it.	8/2/2021 7:31 PM
84	No ad sales.	8/2/2021 5:52 PM
85	same	8/2/2021 5:44 PM
86	Our budget was cut in half and we shifted to online only. By not printing, I could pay the staff and buy new computers.	8/2/2021 3:45 PM
87	Advertising sales have been declining in recent years, but went off a cliff during the pandemic. This was partly due to having to produce an online-only newspaper for 3/4 of the year, so we had to return pre-paid ad revenue and was unable to make any revenue by selling ads online.	8/2/2021 3:42 PM
88	Oddly enough, we did better than previous years. Even though our advertising revenue went down, our expenses went way down and we still had a guaranteed budget line item to fund us. Next year will be harder.	8/2/2021 3:35 PM
89	We are in the black because we were not able to apply our travel line. Using funds in new ways to promote the paper and grow readership/followers.	8/2/2021 2:54 PM
90	60% decline in ad revenues	8/2/2021 2:48 PM
91	WE did not get cut, but we will see about 21/22 year.	8/2/2021 2:40 PM
92	tougher, but ads staid consistent online -- some hit to student fees/funding	8/2/2021 2:27 PM
93	Less fundraising	8/2/2021 2:21 PM
94	Cut our advertising revenue by 50%	8/2/2021 2:15 PM
95	tight budget	8/2/2021 2:13 PM
96	NA	8/2/2021 2:12 PM
97	Reduced print and online advertising revenues; state-mandated budget cuts also forced fee-funded units to reduce their budgets by 10 percent.	8/2/2021 2:06 PM
98	We brought in less in advertising revenue than in recent years (about 20% less).	8/2/2021 2:04 PM
99	Reduced staff to one editor/photographer and 2 or 3 volunteer reporters.	8/2/2021 2:02 PM
100	It has actually enhanced them through recording and editing podcasts for outside entities	8/2/2021 2:02 PM
101	Our budget was first cut by an overall 5 percent at the start of the year, but as the year continued, we were also asked to give back all funding that wasn't student pay or contractually obligation (printers, vendors, etc.). Travel and training are completely eliminated.	8/2/2021 2:00 PM
102	unclear	8/2/2021 1:59 PM
103	Funding reduced by university	8/2/2021 1:58 PM
104	Reduced ad revenue	8/2/2021 1:49 PM

## CMA Benchmarking Survey 2021

105	It hasn't.	8/2/2021 1:45 PM
106	Pandemic had a drastic affect on our advertising revenues.	8/2/2021 1:45 PM
107	Reduced advertising revenues	8/2/2021 1:41 PM
108	Reduced print has offset the decline in advertising revenue.	8/2/2021 1:40 PM
109	Lost a couple advertisers and have had difficulty signing on others.	8/2/2021 1:39 PM

## Q26 Finances aside, how did the COVID-19 pandemic uniquely impact the college media outlet you advise?

Answered: 106 Skipped: 11

#	RESPONSES	DATE
1	We produced the paper online only after the University went virtual only.	9/28/2021 12:16 PM
2	Our university was in-person for all of 2020-21 and this school year, which is unusual. Students did some of their best work, but also have suffered significant burnout.	9/27/2021 1:12 PM
3	I taught/advised from home, so I wasn't able to attend our weekly production night activities.	9/22/2021 3:27 PM
4	We are struggling to connect with students regularly - from more limited office use to having to schedule editor meetings.	9/22/2021 1:01 PM
5	We did not publish when school went online for half a semester (Spring 2020) but continued to publish Fall 2020 and Spring 2021.	9/22/2021 12:54 PM
6	Students and their engagement has shrunk	9/22/2021 12:09 PM
7	Negatively impacted the social interactions among media staff (e.g., editorial meetings) and our public-facing programs. Forced us to create online trainings to replace in-person training. Prevented us from holding an open house at our new office space. Forced us to cancel one freedom-of-expression event and place two others online.	9/22/2021 11:24 AM
8	Recruiting leaders has been difficult. Working remotely for more than 18 months severed the hands-on aspect of what we do and didn't give younger students face-to-face exposure to their respective managers. Without those interactions, I believe the current staff didn't see and understand what was actually required for the top leadership positions. This disconnect led to a severe lack of applications for top leadership positions in our organization. Now we're lagging in getting all departments staffed (and also convincing students to come into the office -- they seem to think we can do all of this remotely)	9/22/2021 10:25 AM
9	It pushed us to drop a long-failing print product and really put effort and resources into improving our online presence, social media, we started a newsletter and a podcast and pushed into multimedia and away from print.	9/22/2021 10:03 AM
10	Enrollment in journalism courses, including the workshop that staffs the paper, is down. However, recruitment helped bump up volunteer contributors since the start of the semester.	9/22/2021 9:25 AM
11	The staff is struggling to go digital-first. They insist on sticking with the weekly print schedule and then feed that online.	9/22/2021 8:47 AM
12	Students struggled to produce content. We were all online and that definitely took a toll on productivity and quality.	9/21/2021 7:46 PM
13	Very fractured staff, no cohesiveness, less culture.	9/21/2021 5:28 PM
14	experience for the staff on remote working, but the downside is a less connected staff = less collaborative in the way that you find in person in a newsroom	9/21/2021 5:00 PM
15	We discontinued our print edition for 18 months. Staff became harder to recruit with students being remote and off campus.	9/21/2021 4:35 PM
16	We couldn't meet the same way as before, so it affected group cohesion. We are trying to build that back now.	9/21/2021 4:24 PM
17	Working virtually was really hard.	9/21/2021 3:57 PM
18	We did get stories done, which was good. We dropped our print edition.	9/21/2021 3:34 PM
19	We are talking about going digital only, why and what that looks like.	9/21/2021 3:27 PM
20	Recruiting and retention was challenging because of physical space limits.	9/21/2021 3:23 PM

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21	Decline in student enrollment may affect our ability to recruit students in the near future.	9/21/2021 3:21 PM
22	It forced students to work away from each other. The loss of personal contact among student journalists has decreased the quality and quantity of our content.	9/21/2021 3:17 PM
23	Less involvement. Fewer new students. Fewer stories. But this fall since we're back, the students are back and more enthusiastic than ever.	9/21/2021 3:06 PM
24	Besides what has been mentioned above ,the work produced by our students was some of the best work produced over the past 2 years despite decreased funding in some areas. This semester the student newspaper moved to only online. We still have less paid student staff and student volunteers and interns but that number is going back up since live classes started again. The radio station donations from individual donors ahs decreased by over 20% but our student fees supplemented that loss. Also lost travel and conference opportunities for student and staff development.	9/21/2021 3:01 PM
25	Students not allowed in the radio station for academic year 2020-2021 and during spring 2020 lockdown. TV newscast not able to use control room/studio during fall 2020 and during lockdown.	9/21/2021 2:44 PM
26	Overall not as much as we expected	9/21/2021 2:43 PM
27	Fewer students participated as 1) Covid rules restricted the number of students who could gather, hang out, and collectively produce content; and 2) many students last year stayed home and attended online classes. Also, we have a very active sports media operation, which slowed considerably because most sports last year had been curtailed or canceled.	9/21/2021 2:42 PM
28	It was tough for students to acquire photo content. Many staffers relied on email interviews. Overall morale declined, but that has significantly improved now. that everyone is back in person.	9/21/2021 2:41 PM
29	Strained the "home" feel we work so hard to have. Staffs were considerably smaller, though they are larger this semester than last year. Entirely refocused news operation strategy to digital first, with highly successful daily newsletter and reducing print to a monthly newsmagazine format. Magazine was unable to issue print editions during 2020-21, so focused on digital, but print returning in 2021-22. Events the creative agency handles were converted successfully virtual and web-based.	9/21/2021 2:33 PM
30	Distribution. We have a lot of beautiful work printed and for about 8 months nobody to give it out to.	9/21/2021 2:30 PM
31	It forced us to focus on the online product, that had in the past been treated as an afterthought. The print is just so much more labor intensive, we could not get the editorial staff to focus on both. It was good in a way to shift focus to where the industry really is.	9/21/2021 2:29 PM
32	Our readership grew appreciably.	9/21/2021 2:23 PM
33	Challenges for students working remotely and meeting through Zoom, but they excelled in spite of the additional challenges	9/21/2021 2:17 PM
34	created more apathy in some, motivated others especially station managers...thank goodness for ADOBE OFFERING OFF CAMPUS ACCOUNTS	9/21/2021 2:13 PM
35	We reinvented ourselves as a remote-operating, digital news operation that engaged our readers through a daily newsletter and consistent social media, plus fully assembled and produced e-editions. But the increased awareness of students' mental health issues and anxiety has caused us to ease up on them, and our collective energy is lower, and overall productivity is lower. We produce less with less exhibited hunger. We're returning to a minimal amount of print, assuming we can still pull it off.	9/21/2021 2:10 PM
36	Went online only temporarily	9/21/2021 2:06 PM
37	It did in the way we meet. We use Zoom now for most meeting and revived Slack to communicate with editors and staffers.	9/21/2021 2:05 PM
38	We were daily (4x weekly) before Covid. Suspended publication spring 2020; resumed as a weekly fall 2020. Still weekly.	9/21/2021 2:01 PM
39	Everyone was scattered, in terms of focus. The spirit remained and the students bounced	9/21/2021 1:59 PM

## CMA Benchmarking Survey 2021

	back as soon as campus opened again.	
40	our staff is exhausted.	9/21/2021 1:57 PM
41	We stopped printing and shifted to existing digitally. We've resumed printing this academic year, but are printing in a monthly format now. We've also struggled a bit with retaining our staff recruits, and specifically doing training when editors are graduating, as everything existed online for us last year.	8/27/2021 1:55 PM
42	It brought our staff an even greater conviction for the value of journalism. Given the option to cut back on print frequency, the editors chose to continue printing twice per week for distribution to our few open areas on campus and surrounding community.	8/23/2021 12:06 PM
43	Lack of events to cover on campus.	8/23/2021 7:50 AM
44	We moved fully online for spring of 2020 and dropped our print from 7 issues a year to 2 issues in 2020-21. We did everything online in 2020-21 - all staff meetings, design of the 2 print issues, etc. We focused more on story packages, timeliness and social media in 2020-21 and greatly improved in those areas. As a small staff and community college, we struggle to be able to have a strong digital presence AND a strong print product. It was nice to be able to focus and improve in our digital area without the pressure of putting out a monthly printed issue. When we focus on print, we tend to just shovel the print content online with a few breaking news and sports stories in between. This year, we are taking what we learned and dropping to 4 print issues per year and still planning to try to be strong digitally. We are also planning to add other podcast programming to our list. The students are more online/digital focused than ever after Covid. We are struggling to get bodies in seats on campus. Everyone wants to keep taking online classes. So, we don't need to print as many copies because we don't have students on campus as much right now. I will say that the staff morale is lower because we didn't have that in person bonding last year. I'm hoping that by opening our office space and inviting students to come to campus to work together, some will choose to do that. We don't feel like we can make them right now with rising numbers and the fact that we serve 5 campuses. It's a true hybrid situation of in-person and streaming/online right now. Some good and some bad came out of Covid since we are stronger digitally but not as connected.	8/22/2021 11:27 AM
45	I think the mental health and stress on students has made things hard, combined with Black Lives Matters protests and rising violence in our urban area	8/21/2021 2:31 PM
46	Fundraising important aspect of future and two classes of reporters have not experienced the important bonding experience of in-person newsrooms...will they donate in the future?	8/21/2021 6:34 AM
47	It revolutionized. We're now digital only. We worked virtually without access to our newsroom. We're leaner, but meaner.	8/20/2021 5:25 PM
48	Negatively impacted participation	8/20/2021 5:20 PM
49	Restricted/no access to buildings, required Creative Cloud access for students off-campus to produce content, editorial meeting dynamics changed by Zoom all affected all of the student media outlets.	8/20/2021 4:11 PM
50	We struggled along printing fewer issues. It was grueling and exhausting.	8/20/2021 3:52 PM
51	We used the money originally budgeted for travel and print to upgrade our website (TownNews!) and buy some new furniture. I'd like to see a stronger focus online and the pandemic helped move us there.	8/20/2021 3:30 PM
52	We went entirely online and got a major increase in our readership as alumni, parents and off-campus students read it far more than they ever read the print edition.	8/20/2021 3:01 PM
53	It was difficult to get students to report and write as they were not on campus, readership to the online site was very low also as students were not engaged in the university.	8/20/2021 1:46 PM
54	Yes of course, huge drop in involvement.	8/20/2021 1:25 PM
55	Everyone had to learn to create content remotely, which we did!	8/20/2021 1:19 PM
56	I'm getting a bit depressed taking the survey. My senior editor was a graduating senior in March 2020, and I was a new advisor without the background to know how we should proceed. A student posted a couple of stories from March to May 2020. We resumed print publication in September 2020 and then converted to online only (website) in January/February 2021. My	8/17/2021 4:48 PM

## CMA Benchmarking Survey 2021

students were told that the conversion to digital saved the newspaper, which was apparently on the chopping block. As adviser, I was never told that.

57	It gave us the opportunity to start a weekly newsletter, which has been fabulous and we will be continuing it this year.	8/12/2021 12:21 PM
58	Worked mostly remote last year so staff didn't build as close of relationships as they usually do. It was also more difficult to track down sources for news stories since staff and faculty were not on campus much either.	8/11/2021 4:13 PM
59	Difficulties maintaining staff; overall reductions in involvement, engagement, motivation, and skill levels; increase in student mental health and well-being issues, as well as academic concerns.	8/11/2021 3:42 PM
60	Distribution for our paper dried up. It has been a challenge to get students to put the paper on shelves much less maintain a readership for it. The radio station activity devolved to more than 70% automation, something we are currently working to recover from.	8/10/2021 1:08 PM
61	We went to virtual meetings.	8/6/2021 4:49 PM
62	Exposed many inefficiencies in our training and programming. Opportunities to rethink how we approach what we do. The tradition of having previous students show new folks "the ropes" disappeared. Essentially lost 2 years of student participants to do that. We're back to square 1 on many levels. The years of orally passing down "how it's done" fell apart under the Covid shutdown model. We're really in a position to reinvent who we are, what we do, and how we recruit student participants.	8/6/2021 9:38 AM
63	We went from online in the fall and print in the spring to fully online - also, student editors for the magazine had to find creative ways to solicit contributions and volunteers to help on the magazine.	8/4/2021 11:37 AM
64	Some of our fundraising success is because alumni remember the valuable engagement they gained with their fellow staffers by hanging out in the newsroom. We have just finished 2nd cycle of newsroom leaders that never came to the newsroom and I wonder if future fundraising will be affected by these "zoomers"?	8/4/2021 5:56 AM
65	Staff learned how to produce a product remotely.	8/3/2021 5:06 PM
66	We moved our print product to online-only from March-December 2020. However, our college was back in-person in August 2020, but offered hybrid learning options for all students and faculty. In January 2021, we were back in person full time with no hybrid options, and printing of the student newspaper resumed.	8/3/2021 3:27 PM
67	Radio and newspaper did more with students working remotely.	8/3/2021 1:45 PM
68	Very few students on campus and even fewer in the newsroom. Very limited coverage due to less activity on campus. Students struggled with training retention and collaboration.	8/3/2021 1:11 PM
69	No one was in the office, less publication	8/3/2021 12:13 PM
70	It led us to emphasize our digital production and revamp how we use our biweekly print product from newspaper to news magazine.	8/3/2021 11:41 AM
71	Forced the students to look at new partnerships and ways to get their stories out there. It really made it visible who their audience was and where people wanted to consume the daily news.	8/3/2021 10:55 AM
72	Not having students in the newsroom has killed student participation in creating stories and other content — even when required by academic courses for credit.	8/3/2021 10:45 AM
73	Provided opportunities for more data-based coverage, graphics.	8/3/2021 10:24 AM
74	It made our students better at digital/mobile reporting	8/3/2021 9:55 AM
75	Reduced staff recruitment numbers, increased content responsibilities for website with COVID stats, etc.	8/3/2021 9:42 AM
76	We've seen a significant increase in burnout and mental health concerns, and a decrease in resiliency. Our leadership pipeline has suffered and needs some work.	8/3/2021 8:56 AM
77	Went online	8/3/2021 1:45 AM

## CMA Benchmarking Survey 2021

78	We lost most of our volunteers. The university mandated only one person at a time in the radio station due to COVID protocol, and a large number of students stopped taking part in the activity at all. Most who remained were seniors, and they have left after graduation.	8/2/2021 9:31 PM
79	Closing the campus devastated news gathering and news production. With no one on campus, there was little or no news to report. Most news was repetitive reports on covid.	8/2/2021 9:18 PM
80	I think it unified the students and created and even more connected community.	8/2/2021 7:31 PM
81	It made it stronger. We had many more staff members and people actually showed up to our meetings. It fostered creativity and resilience. Despite the challenges, it made us a better magazine going hybrid, creating a podcast, community engagement projects, etc.	8/2/2021 5:44 PM
82	we had some restrictions on how many students could be in the radio station at one time, plus mask-wearing requirements	8/2/2021 4:52 PM
83	Their moods. It was rough. Emotionally rough.	8/2/2021 3:45 PM
84	Attention to detail by the editors and staff was lacking, so the overall operation suffered.	8/2/2021 3:42 PM
85	The newsroom was off-limits, so everything was done remotely. The students did an amazing job considering the circumstances, but training and approachability were serious challenges. It was always an extra effort for a student to reach out to an adviser.	8/2/2021 3:35 PM
86	All students are still working remotely. Access to our equipment and lab is limited.	8/2/2021 2:54 PM
87	we went online only from march 2020 to May 2020	8/2/2021 2:48 PM
88	Students seamlessly transitioned from print/online to all online and seamlessly transitioned back. Online only really hurt our recruiting and organizational process by cutting number of students participating from about 100 to perhaps half of that. Editorial staff is at two-thirds capacity. <sup>1</sup>	8/2/2021 2:40 PM
89	still tenuous for student fee funding	8/2/2021 2:27 PM
90	Students did more Zoom, email work versus in person interviews, etc. As a result, less event covered.	8/2/2021 2:21 PM
91	Hard to keep staff motivated with the loss of in-person gatherings	8/2/2021 2:15 PM
92	we offered more digital content	8/2/2021 2:13 PM
93	Reduced morale	8/2/2021 2:12 PM
94	Quality of coverage suffered significantly. While existing staff remained active, new recruiting dropped off greatly. Sources were more reluctant to respond to requests of any kind (email, Microsoft Teams, phone, etc.).	8/2/2021 2:06 PM
95	We conducted all meetings and training sessions virtually. Only primary editors and designers were required to come into the office on production weeks.	8/2/2021 2:04 PM
96	Reduced staffing and content	8/2/2021 2:02 PM
97	We were not able to be in studio to do live radio.	8/2/2021 2:02 PM
98	Our student involvement dropped to 25 percent of previous levels. Our sports coverage, which includes live streaming and announcing, was largely eliminated because sports were eliminated.	8/2/2021 2:00 PM
99	reduced meetings and dramatically reduced radio participation	8/2/2021 1:59 PM
100	No print version of student newspaper and limited broadcast resources available	8/2/2021 1:58 PM
101	We grew in numbers of students participating. We grew significantly.	8/2/2021 1:49 PM
102	It made operations far more difficult because of social distancing requirements.	8/2/2021 1:45 PM
103	Students did all work remotely, which worked but was a difficult, hard pivot to do that.	8/2/2021 1:45 PM
104	Students primarily did work from home. We supplied equipment, computers and resources for students to continue work from home. Radio DJs recorded shows and uploaded them remotely.	8/2/2021 1:41 PM

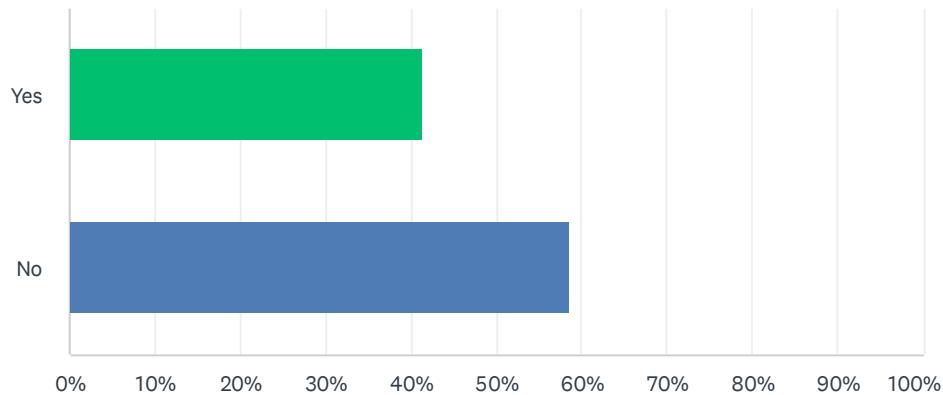
## CMA Benchmarking Survey 2021

TV shows creates post produced shows. Newspaper staff met on zoom. Editors met in zoom and laid out paper remotely

105	More challenging to maintain a sense of community among the staff members	8/2/2021 1:40 PM
106	Made communication a bit more difficult than usual but surprisingly it didn't have much impact on how we function.	8/2/2021 1:39 PM

## Q27 Since the COVID-19 pandemic, have you adopted new delivery models for your product?

Answered: 116 Skipped: 1



ANSWER CHOICES	RESPONSES	
Yes	41.38%	48
No	58.62%	68
TOTAL		116

## Q28 If so, what are they and will you continue them in the future?

Answered: 69 Skipped: 48

#	RESPONSES	DATE
1	Expanded our newsletter, and yes	9/27/2021 1:12 PM
2	We've moved to monthly print special editions, which we will reevaluate at the end of the year.	9/22/2021 1:01 PM
3	Deeper virtual work for recording and producing.	9/22/2021 12:09 PM
4	We're requiring our students to distribute our print products and have moved away from contracted carriers.	9/22/2021 10:25 AM
5	Newsletter, podcast, video reporting, new social media formats -- and yes, they will continue	9/22/2021 10:03 AM
6	We mailed a back-to-school issue last year. But now we get in front of our audience via email newsletters that promote our website content.	9/22/2021 9:25 AM
7	We are limiting where we distribute. No longer do off-campus locations and cut the numbers of papers printed. Unfortunately, they are. I tried to get them to start increasing print again as enrollment is up big time this year.	9/22/2021 8:47 AM
8	Newsletter goes out weekly via email to university community.	9/21/2021 5:28 PM
9	Online and weekly news updates emailed to campus	9/21/2021 4:35 PM
10	n/a	9/21/2021 4:24 PM
11	We started ISSUU.com before the pandemic. Currently one of our issues per week is both print and issuu and the other is issuu.com only. We also have a website and social media, of course.	9/21/2021 3:57 PM
12	NA	9/21/2021 3:34 PM
13	Yes, we created an email newsletter.	9/21/2021 3:27 PM
14	Again, with the presumption of a print product.	9/21/2021 3:17 PM
15	More online, fewer copies -- with more copies in town and fewer on campus.	9/21/2021 3:06 PM
16	basically using social media more , adding more podcasting and using email more.	9/21/2021 3:01 PM
17	More reliance on on line	9/21/2021 2:43 PM
18	We are using the same modalities and doing well.	9/21/2021 2:41 PM
19	Daily email newsletter -- YES! Suspended printed magazine -- No.	9/21/2021 2:33 PM
20	Not completely new, pre-Covid we did a once a year print mail home and weekly on campus print issue. We now do two mail home editions and no on campus print. We do plan to continue it, but will have to see if ad revenue for the print picks back up enough to cover the cost.	9/21/2021 2:29 PM
21	News letters - yes	9/21/2021 2:17 PM
22	Daily email newsletter -- yes. Fully produced biweekly e-editions -- no, not with a return to print. We will still print PDFs of the few print issues that will be available for viewing anytime and anywhere.	9/21/2021 2:10 PM
23	NA	9/21/2021 2:06 PM
24	We will continue to do more online.	9/21/2021 2:05 PM
25	weekly newsletter (online), which actually started right before the pandemic. We will continue into the future.	9/21/2021 1:59 PM
26	Email newsletter, we grew our social media platforms and engagements, and we're now printing	8/27/2021 1:55 PM

## CMA Benchmarking Survey 2021

as a monthly publication for the newspaper.

27	More web content for newspaper and yearbook.	8/23/2021 7:50 AM
28	In February of 2019 we just moved our online site hosting to SnoSites and started a podcast program. So, we offer our students the College News Source App from SnoSites and have continued to grow the podcast. We do plan to continue both.	8/22/2021 11:27 AM
29	none	8/21/2021 2:31 PM
30	Lots of time spent setting up new guidelines regarding students pushing out stories from their personal platforms to encourage website views and encourage newsletter signup. We will definitely continue these efforts.	8/21/2021 6:34 AM
31	Enhanced online distribution already in place before pandemic.	8/20/2021 4:11 PM
32	We upgraded our website. We hope to return to print this fall, though our staff is significantly smaller. We're in some rebuilding mode.	8/20/2021 3:30 PM
33	Online only this past year and for the foreseeable future. The transition has been very good for us.	8/20/2021 3:01 PM
34	Not really, we were already on the internet with everyone.	8/20/2021 1:19 PM
35	website and yes	8/17/2021 4:48 PM
36	Digital email newsletter	8/12/2021 12:21 PM
37	decreased frequency	8/11/2021 4:13 PM
38	Starting an e-newsletter in Fall 2021; plan to continue in the future	8/11/2021 3:42 PM
39	n/a	8/10/2021 1:08 PM
40	N/A	8/4/2021 11:37 AM
41	Yes. Students more intentional about social media posts to push out content and engage readers throughout the day and evening.	8/4/2021 5:56 AM
42	A newsletter; it will continue as it has been immensely popular and profitable.	8/3/2021 3:27 PM
43	Will not have students working remotely unless it is essential again.	8/3/2021 1:45 PM
44	Yes. Our lifestyle magazine was previously a glossy magazine that was also posted online as a PDF flipbook. We made it into a blown-out digital magazine and will continue to do so. We'll also translate this presentation to our newspaper's special sections.	8/3/2021 1:11 PM
45	distribution points for printed paper will be focused more in community spaces, and online distribution for campus readers. lower print runs, and increased multimedia content to diversify how stories are distributed and the platforms they are viewed on	8/3/2021 10:55 AM
46	e-newsletters, more robust online and social media engagements, virtual streaming live events	8/3/2021 10:45 AM
47	We went fully digital years ago for the newspaper and magazine.	8/3/2021 9:55 AM
48	N/A	8/3/2021 9:42 AM
49	The newspaper now publishes only special editions in print, a few times a year, instead of weekly. We will continue this going forward.	8/3/2021 8:56 AM
50	Went Online	8/3/2021 1:45 AM
51	we cut the print run because few people were on campus to pick up a newspaper and more effort was made to post on social media and the website. This year, we plan to do more digital reporting and move toward digital first.	8/2/2021 9:18 PM
52	Planning changes now	8/2/2021 5:52 PM
53	website, social media, and podcast	8/2/2021 5:44 PM
54	Digital and yes.	8/2/2021 3:45 PM
55	While the website already existed, the editors were able to create a newsletter that was	8/2/2021 3:42 PM

## CMA Benchmarking Survey 2021

emailed to readers who signed up for it. In addition, social media outlets were used to help promote the paper.

56	Email newsletter. Absolutely.	8/2/2021 3:35 PM
57	We are getting more creative with the idea of using TikTok, tablets and Youtube.	8/2/2021 2:54 PM
58	newsletter	8/2/2021 2:48 PM
59	dominantly digital and will continue with just one printed edition per quarter	8/2/2021 2:27 PM
60	N/A	8/2/2021 2:21 PM
61	Added more podcasts and e-newsletters and yes they will remian.	8/2/2021 2:15 PM
62	issuu	8/2/2021 2:13 PM
63	NA	8/2/2021 2:12 PM
64	No change. Although we saw a dramatic increase in our online readership.	8/2/2021 2:04 PM
65	N/A	8/2/2021 2:02 PM
66	N/A	8/2/2021 1:59 PM
67	Newsletters for newspaper	8/2/2021 1:58 PM
68	Added a newsletter.	8/2/2021 1:45 PM
69	Newsletter	8/2/2021 1:40 PM

## Q29 What is your biggest challenge for your media outlet as you prepare for the fall semester?

Answered: 107 Skipped: 10

#	RESPONSES	DATE
1	Continues to be recruiting and training.	9/28/2021 2:27 PM
2	Finances. We celebrate 100 years and would like to have a big reception. Staffing. MMJ majors have decreased and are having trouble filling positions like News Editor, EIC, Sports editor and writers. And we pay minimum wage.	9/28/2021 12:16 PM
3	Not enough students. Students who are here are tired.	9/27/2021 1:12 PM
4	Lack of student participation on the newspaper staff.	9/22/2021 3:27 PM
5	Fostering connection + building relationships with students	9/22/2021 1:01 PM
6	Administrative changes and misunderstandings of what out media outlet needs for investing in the future of our students.	9/22/2021 12:09 PM
7	Staff recruitment and training	9/22/2021 11:24 AM
8	Getting students back into the office and recruitment.	9/22/2021 10:25 AM
9	Still building online readership and a successful website	9/22/2021 10:03 AM
10	Again, enrollment	9/22/2021 9:25 AM
11	Not having a faculty or professional adviser.	9/22/2021 8:47 AM
12	Continuing to navigate Covid in a state that doesn't believe in Covid.	9/21/2021 7:46 PM
13	Rebuilding, creating a culture.	9/21/2021 5:28 PM
14	Raising ad revenue, facing state mandated minimum wage increases	9/21/2021 5:00 PM
15	Staffing issues. Recruiting has been the largest challenge so far.	9/21/2021 4:35 PM
16	Starting over with all new people post Covid.	9/21/2021 4:24 PM
17	Staying well. Our state does not require masking or vaccinations.	9/21/2021 3:57 PM
18	No money.	9/21/2021 3:34 PM
19	Administrative shuffle, Student Affairs dumped the paper on the College of Liberal Arts, still looking for an admin in the collage and a business adviser in the business school.	9/21/2021 3:27 PM
20	Recruiting and retention	9/21/2021 3:23 PM
21	Declining enrollment. We have to have students to produce the publications.	9/21/2021 3:21 PM
22	Bringing the (young) staff up to speed.	9/21/2021 3:17 PM
23	Restarting and getting the students to buy in to every day publication online.	9/21/2021 3:06 PM
24	training and recruiting students and funding.	9/21/2021 3:01 PM
25	Hiring a new director of student media.	9/21/2021 2:44 PM
26	Return to some semblance of "normal"	9/21/2021 2:43 PM
27	Disinterest in committing to producing meaningful content across media platforms while also driving audience and student recruitment.	9/21/2021 2:42 PM
28	Recruitment.	9/21/2021 2:41 PM
29	Rebuilding staff to pre-pandemic levels, restoring family atmosphere that lost much to virtual,	9/21/2021 2:33 PM

## CMA Benchmarking Survey 2021

rebuilding business model for the future.

30	Reengaging students who worked remotely during COVID, engaging with new students	9/21/2021 2:30 PM
31	Low staff this year.	9/21/2021 2:29 PM
32	The Delta variant.	9/21/2021 2:23 PM
33	enrollment numbers and lack of experience	9/21/2021 2:21 PM
34	Building up student staff numbers/recruitment.	9/21/2021 2:17 PM
35	enrollment and interest	9/21/2021 2:13 PM
36	Massive student staff turnover in key positions paired with a limited budget.	9/21/2021 2:10 PM
37	Boost advertising revenue, get students used to producing a print product again.	9/21/2021 2:06 PM
38	Making sure students remain interested and focused in writing and editing stories and covering events.	9/21/2021 2:05 PM
39	Declining enrollment in Communications majors.	9/21/2021 2:01 PM
40	Funding and revenue, as always! Getting back into the swing of printing again. Leadership training for the student editors. Recruitment and especially retention.	8/27/2021 1:55 PM
41	budget	8/24/2021 12:34 PM
42	Navigating the unknown. We will be back in person for production, but there is an understanding that this could change at any moment.	8/23/2021 12:06 PM
43	Encouraging students back onto campus while still being safe as covid numbers continue to rise. My campus doesn't have a masking policy and has basically given up on social distancing. Personally, as an adviser, I'm anxious about sickness since I have a small child at home who cannot be vaccinated. I don't feel it's a good idea to travel to conferences with my staff right now with hospitals so full. I battle my own morale daily- I'm tired, anxious, want the students back in the newsroom and simultaneously don't want them back in person yet. I live in the 'grey' area each day of knowing what the right thing to do is as an educator and human being. Money is an ongoing unknown- I still haven't been given my budget as drop/add numbers are still shaking out and we are funded out of activity fees. I am hiring and offering pay blindly and praying it all works out. I am trying to create a model of some print and some digital publishing so that we can pivot at any moment if we have to go full digital again. It's all very draining.	8/22/2021 11:27 AM
44	Our biggest challenge is staying safe at the moment, bc the university doesn't have a solid plan for reopening. Next is the threat to us due to the instability of the university.	8/21/2021 2:31 PM
45	Mid-September start for Fall Quarter means school could still pivot to 'dis-inviting' first and second year students if Delta variant continues to pickup pace.	8/21/2021 6:34 AM
46	enrollment declines; lack of clarity from administration; COVID-19 mandates	8/20/2021 5:25 PM
47	Student involvement	8/20/2021 5:20 PM
48	Lack of students to operate media outlets. Low numbers due to: high hourly salaries locally for entry-level jobs, restricted access to high schools meant poor recruiting, students tired of school due to ZOOM, and students not willing to start degree programs in fear of school shutting down/class restrictions.	8/20/2021 4:11 PM
49	Huge enrollment fall off at our college. Meeting over zoom. Can't access our lab or technology.	8/20/2021 3:52 PM
50	We need more staff--writers, editors, photographers.	8/20/2021 3:30 PM
51	Continuing restrictions and budget cuts as the pandemic continues.	8/20/2021 3:01 PM
52	The incoming student editors do not have enough experience because last year was mostly online, most have no experience with InDesign.	8/20/2021 1:46 PM
53	\$	8/20/2021 1:25 PM
54	Understanding the global changes in mass media that effect what, and how we teach, and making sure the students learn what they need to be learning from these "co-curriculars." i.e.	8/20/2021 1:19 PM

## CMA Benchmarking Survey 2021

	management, writing, speaking, etc.	
55	Transitioning back to print issues with the uncertainty that comes with the pandemic.	8/19/2021 8:13 PM
56	My university is cutting the major that supplies the writers and editors for the paper. However, they seem confident that the university can retain a newspaper. I'm not as confident. My job also is being eliminated. This is my last year.	8/17/2021 4:48 PM
57	Working on getting our print ad sales back up.	8/12/2021 12:21 PM
58	Navigating bringing students back to campus in the midst of growing positivity rates.	8/11/2021 4:13 PM
59	Shrinking interest in participating in student media and sharply decreased (or complete lack of) skills and experience in the students we are recruiting.	8/11/2021 3:42 PM
60	Boosting our overall volunteerism. Numbers cratered during the COVID year for every organization that I advise.	8/10/2021 1:08 PM
61	To continue to improve the quality of writing in our yearbook and newspaper.	8/6/2021 4:49 PM
62	Developing new training and the supporting infrastructure for our student-run media outlets.	8/6/2021 9:38 AM
63	Honestly? Diversity.	8/4/2021 11:37 AM
64	Small newsroom space and comfort level of students to gather. Indoor mask mandate reinstated as of today, 8/4.	8/4/2021 5:56 AM
65	Training a new staff with limited newsroom experience due Covid.	8/3/2021 5:06 PM
66	Dealing with the resurgent pandemic in a rural, red area that has eschewed all precautions and has just a 29 percent vaccination rate.	8/3/2021 3:27 PM
67	Recruiting a student staff. New students were not brought into the programs because they were not on campus this past year.	8/3/2021 1:45 PM
68	Training and retention. We lost a large number of leaders to May graduation. Many of the new leaders have had very limited newsroom experience because of the shutdown. Many students are finding that "real" jobs with higher paychecks are a better option in a post-pandemic world.	8/3/2021 1:11 PM
69	getting students back on-campus and motivated	8/3/2021 12:13 PM
70	Uncertainty about staffing. Students seem to have de-emphasized working for student media this year.	8/3/2021 11:41 AM
71	Our funding accounts were moved from a departmental structure into a student org structure. In the new system, there is no "umbrella" so if there is no money in the account or carryover- you cannot spend any dollars. The account had zero reserves when it transferred due to pandemic challenges. We have a foundation account that can cover some expenses, but billing for advertising in arrears will add stress to this situation, and will require very careful and deliberate business choices in the fall	8/3/2021 10:55 AM
72	Lack of student staff.	8/3/2021 10:45 AM
73	Significant decline in majors.	8/3/2021 10:24 AM
74	Getting students to come back to a campus that doesn't mandate vaccines. Enrollment is down 50 percent across the campus for in-person classes but online courses are filled with waitlists.	8/3/2021 9:55 AM
75	Recruitment	8/3/2021 9:42 AM
76	Leader resiliency and training new staff members effectively	8/3/2021 8:56 AM
77	Building a larger social media presence	8/3/2021 1:45 AM
78	Getting people back in the door. We barely had enough officers to satisfy the student affairs rules (we're treated the same as all other clubs).	8/2/2021 9:31 PM
79	Staffing. We have a total of one editor. The EIC quit last week, and no one has shown interest in the position. We have two reporters and no photographer at the moment.	8/2/2021 9:18 PM
80	Planning for the unknown. Like many universities right now, we do not know the future of our	8/2/2021 7:31 PM

## CMA Benchmarking Survey 2021

	student media program.	
81	recruiting students	8/2/2021 5:52 PM
82	They want to replace me as advisor and 2 newbies will come in next year.	8/2/2021 5:44 PM
83	Getting enough students to contribute to the online newspaper.	8/2/2021 4:52 PM
84	Delta variant. What will that mean for our students and campus.	8/2/2021 3:45 PM
85	Budget. Figuring out what can be done to save a sinking ship. I have come up with a long list of options, none of them good.	8/2/2021 3:42 PM
86	Recruiting staff when a large percentage of our student body has now never been on our college campus before.	8/2/2021 3:35 PM
87	Extremely low enrollment. The worst I have seen in the 12 years I've been with my college. Not much support for outreach/recruitment.	8/2/2021 2:54 PM
88	fewer trained staff	8/2/2021 2:48 PM
89	Staffing	8/2/2021 2:40 PM
90	ventilated space for office	8/2/2021 2:27 PM
91	Ramping up stories/content.	8/2/2021 2:21 PM
92	The fourth wave of pandemic	8/2/2021 2:15 PM
93	recruitment	8/2/2021 2:13 PM
94	Recruiting staff	8/2/2021 2:12 PM
95	Recruitment and training of new staff.	8/2/2021 2:06 PM
96	1) Projecting how the pandemic will continue to impact operations. 2) Since last year was mostly virtual, we will need to work harder to get students in the habit of picking up our print edition again.	8/2/2021 2:04 PM
97	Getting back into the swing of things pre-covid	8/2/2021 2:02 PM
98	To encourage mask wearing and social distancing	8/2/2021 2:02 PM
99	Delta variant uncertainty	8/2/2021 2:00 PM
100	scale of in-person operations. We have a lot of students coming back for our annual retreat (50+) and this may be larger than catering etc. is prepared for.	8/2/2021 1:59 PM
101	Generating new revenue streams and re-invigorating student in-person involvement	8/2/2021 1:58 PM
102	Our staff has shrunk down a bit (we had 127 staffers during the pandemic).	8/2/2021 1:49 PM
103	Funding. Always finding.	8/2/2021 1:45 PM
104	Working on getting back the ad sales. Also working on increasing the staff back to more normal levels.	8/2/2021 1:45 PM
105	Uncertainty about delta variant. Will be still need to be remote? Has not been made clear yet.	8/2/2021 1:41 PM
106	Triaining students for new products	8/2/2021 1:40 PM
107	Recruitment and retention, as always	8/2/2021 1:39 PM

## Q30 What are the greatest challenges you currently face as a student media adviser?

Answered: 108    Skipped: 9

#	RESPONSES	DATE
1	Getting advertising and completing the business processes after losing our advertising manager to budget cuts before FY20.	9/28/2021 2:27 PM
2	Keeping students interested to writing and reporting News that on and around campus. Because of our staff make-up, staffers will drive to Little Rock to cover a Gay Pride parade but won't go to the Library Conference meeting room to cover Faculty Senate or Student Government Association.	9/28/2021 12:16 PM
3	I'm exhausted. I love my students, but my job has gotten bigger and bigger (our business manager retired during the pandemic and will not be replaced) and it's too much for me. Our university is short-staffed so I have limited/no support.	9/27/2021 1:12 PM
4	See above.	9/22/2021 3:27 PM
5	Planning for the future	9/22/2021 1:01 PM
6	Teaching five classes as well as advising!	9/22/2021 12:54 PM
7	Funding, and student retention	9/22/2021 12:09 PM
8	Advising students on staff recruitment & retention. Helping to maintain staff morale.	9/22/2021 11:24 AM
9	Getting students back into the office and recruitment. And convincing my board to hire more professional staff.	9/22/2021 10:25 AM
10	A lot of administrative/academic traditions that slow things down and run counter to good journalism practice	9/22/2021 10:03 AM
11	Enrollment	9/22/2021 9:25 AM
12	They don't want my advice.	9/22/2021 8:47 AM
13	See above.	9/21/2021 7:46 PM
14	Finding new equipment with no budget for new equipment; retaining and finding majors.	9/21/2021 5:28 PM
15	Finding methods of raising ad revenue and accommodating state mandated minimum wage increases, as well as effective training and motivation of the staff that is less collaborative because of the integration of remote work.	9/21/2021 5:00 PM
16	Recruiting. Rentension.	9/21/2021 4:35 PM
17	The college wanted to cut my position this year, and I virtually quit as media adviser before they reconsidered and restored my position.	9/21/2021 4:24 PM
18	Completing all the projects I have picked up.	9/21/2021 3:57 PM
19	No money.	9/21/2021 3:34 PM
20	Helping students rebuild structurally, find support on campus.	9/21/2021 3:27 PM
21	Competing for students' time, promoting student achievement across campus	9/21/2021 3:23 PM
22	See above. We are otherwise managing. Certainly, it has been hard to cover events, etc.	9/21/2021 3:21 PM
23	Teaching a rotating list of administrators what journalism is and how it serves the university.	9/21/2021 3:17 PM
24	Getting students to buy in on the daily journalism online. They have been doing bi-weekly for so long, it's hard to switch to daily online posting.	9/21/2021 3:06 PM

# CMA Benchmarking Survey 2021

25	Not enough hours in the day to do everything needed !	9/21/2021 3:01 PM
26	Keeping people safe while anxiety is high about COVID.	9/21/2021 2:44 PM
27	I have created a new program (Documentary Film) within the traditional student media format. CSU does not have a formal Documentary Film Program.	9/21/2021 2:43 PM
28	Misconstruing the idea of independent student media as meaning they can do what they want — and then choose to do very little. Also, my student adviser role is part-time, making it difficult to connect to students, particularly when they see the adviser as a seeming threat to their independence. So they don't seek the adviser's help or professional advice.	9/21/2021 2:42 PM
29	Making sure the students have the tools they need to succeed. We just bought new A/V gear, and need more. Additional work space. Recruitment.	9/21/2021 2:41 PM
30	Sanity! In all seriousness, helping the students manage through crisis after crisis, unlike any time I have ever experienced.	9/21/2021 2:33 PM
31	I just changed jobs, and this is the first time i've ever supervised other pro staff.	9/21/2021 2:30 PM
32	Lack of ability to get other in the department to support student media efforts.	9/21/2021 2:29 PM
33	Dwindling finances are always a concern. Also, keeping students engaged after the "Trump bump" is a bit of a challenge.	9/21/2021 2:23 PM
34	enrollment numbers	9/21/2021 2:21 PM
35	Recruitment, mentoring new staff	9/21/2021 2:17 PM
36	job placement in rural areas	9/21/2021 2:13 PM
37	Figuring out how to motivate a new crop of students without pushing them too hard and burning them out. Trying to ignite a sense of hunger and urgency in them when it does not seem to naturally be there.	9/21/2021 2:10 PM
38	Time	9/21/2021 2:06 PM
39	We don't see all the students all the time so we have to make it a point to communicate with them via Slack often.	9/21/2021 2:05 PM
40	Students who arrive from community colleges with very few English skills.	9/21/2021 2:01 PM
41	Keeping interest high in doing journalism, in an atmosphere of masking and social distancing.	9/21/2021 1:59 PM
42	Alumni involvement and engagement, especially through fundraising. Existing as a one-person operation. Funding and revenue, and training my students how to do sales when I don't have a background in it myself (other than through trial and error).	8/27/2021 1:55 PM
43	religious taboos at a faith based university; helping the newsroom become more equitable and diverse; developing additional revenue streams while still doing the other stuff I do.	8/24/2021 12:34 PM
44	Encouraging them to maintain the daily approach to publication they adopted during the pandemic rather than slide back into a mostly "press-night" approach centered around the print product.	8/23/2021 12:06 PM
45	See above response.	8/22/2021 11:27 AM
46	I am being asked to do more, without any increase in pay	8/21/2021 2:31 PM
47	Student engagement and in-person reporting	8/21/2021 6:34 AM
48	enrollment drop, student interest, students working too much to contribute in a meaningful way	8/20/2021 5:25 PM
49	Pressures from administration to prove our worth	8/20/2021 5:20 PM
50	Producing high quality content with broad scope with very small student staff. As a 2-year college, even with better recruiting, won't have very many students this year to become leaders in future.	8/20/2021 4:11 PM
51	Student mental health issues. Isolation. Lack of accountability.	8/20/2021 3:52 PM
52	I've gotten some resistance from the TV/film club as I've tried to engage our meteorology students to create a weather team. The club doesn't view themselves as a TV station as much	8/20/2021 3:30 PM

as a filmmaking club. That is not what the university wants.

53	I am retiring and turning it over to a different adviser. We made a lot of progress in digitizing our operation; I'm not sure the new adviser has the skills to continue that.	8/20/2021 3:01 PM
54	Trying to motivate students who spent a year in their bedrooms, learned little in the zoom classes, many are battling mental health issues now.	8/20/2021 1:46 PM
55	Skill level of new students.	8/20/2021 1:25 PM
56	Money, competing with the constantly growing number of organizations for student time.	8/20/2021 1:19 PM
57	Training leadership because of community college turnover.	8/19/2021 8:13 PM
58	I want to sit down and cry, but I can't. The university has seen fit to cut the major and my position. The role of adviser will be filled by an unnamed adjunct.	8/17/2021 4:48 PM
59	Getting my students to be investigative journalist. They tend to just wait for something to come to them, instead of looking for a story.	8/12/2021 12:21 PM
60	Navigating bringing students back to campus in the midst of growing positivity rates.	8/11/2021 4:13 PM
61	Increasing need for student training, skill development, etc. at the same time traditional journalism skills are being de-emphasized in the academic department (and society, in general) and the university's and department's budgets are hemorrhaging.	8/11/2021 3:42 PM
62	Aside from volunteerism, administrative changes that are encouraging a "more with less" approach. Because we cannot rely on the usual mechanisms for funding, requesting travel, etc., an inordinate amount of labor is being spent on figuring out changes, etc., rather than working with students to boost numbers.	8/10/2021 1:08 PM
63	Making time as a volunteer adviser and educating the staff related to quality journalism.	8/6/2021 4:49 PM
64	Lack of quality help. Shrinking resources. Outside/administration expectations don't align w/the reality of the way we are resourced/supported, as in "they" want us to do something but will not provide the support/resources to allow for that skill/capacity to develop. (I want a beautiful garden! Well, have you cultivated the soil, planted quality seeds, tended to them properly, allowed them to grow/develop, etc.? If the answer is no, then you're not going to get what you want. And it doesn't happen overnight.) Maybe that's not a new thing, but it seems much more in the open than previously.	8/6/2021 9:38 AM
65	Having to work with the primary media adviser (our philosophies on advising differ significantly) and provide support to our students.	8/4/2021 11:37 AM
66	Finances	8/4/2021 5:56 AM
67	Budget	8/3/2021 5:06 PM
68	Future funding questions. Revenues have been gradually declining. We must find new sources of revenue to continue.	8/3/2021 3:27 PM
69	Doing more with less which is a common refrain regardless of then pandemic.	8/3/2021 1:45 PM
70	I'm coming up on my one-year anniversary as an advisor, and I've mostly done it remote. Our newspaper DID work in the newsroom about once a week, but there are still students I've never met in person.	8/3/2021 1:11 PM
71	motivating students	8/3/2021 12:13 PM
72	Motivating students to participate.	8/3/2021 11:41 AM
73	Funding for the business manager position. The newspaper generates in excess of \$80K in advertising revenue and has payroll = to 50% of their budget. Process controls on campus limit student involvement in these areas or totally prohibit it. The lack of university commitment for the position, will make it difficult in future years to maintain the same level of activity as well as pay the student editorial staff for their work.	8/3/2021 10:55 AM
74	Lack of student staff. A small group of students generate most of the content and limits our ability to cover stories — burnout is a huge concern for me regarding my students.	8/3/2021 10:45 AM
75	Recruiting staff; rebuilding major.	8/3/2021 10:24 AM

# CMA Benchmarking Survey 2021

76	Enrollment and recruiting qualified staff	8/3/2021 9:55 AM
77	Students wanting to get involved and get experience	8/3/2021 9:42 AM
78	Disruptions in professional role staffing -- splitting four people's work between two	8/3/2021 8:56 AM
79	Regaining access to equipment during the pandemic	8/3/2021 1:45 AM
80	As mentioned, getting people to rejoin the group. Ensuring that the funding cuts don't make their way to us (there's not much to cut, but it's a non-zero number).	8/2/2021 9:31 PM
81	Apathy -- from the students putting out the newspaper and students who are not reading it. Lack of staffing is a major challenge, as is lack of advertising.	8/2/2021 9:18 PM
82	Just facing the unknown and hoping the choices I make today sustain our program for the future.	8/2/2021 7:31 PM
83	recruiting students	8/2/2021 5:52 PM
84	No support from colleague who do not value the work I have been doing and want my job.	8/2/2021 5:44 PM
85	I advise and teach - no relief or help from other professionals. TV and radio each have 2-3 full time professional staff members; print is just me.	8/2/2021 3:45 PM
86	Budget and administrative pressure to paint a picture of tranquility at our college.	8/2/2021 3:42 PM
87	Maintaining some stability after the past 18 months.	8/2/2021 3:35 PM
88	See above.	8/2/2021 2:54 PM
89	the struggle to balance one course release every other semester with my advising demands	8/2/2021 2:48 PM
90	Making sure we get the controversial stories right.	8/2/2021 2:40 PM
91	moving to other space, motivating and training	8/2/2021 2:27 PM
92	Getting students to understand news versus information.	8/2/2021 2:21 PM
93	Stretched too thin, doing too many jobs.	8/2/2021 2:15 PM
94	urgency of deadlines	8/2/2021 2:13 PM
95	NA	8/2/2021 2:12 PM
96	Securing new revenues amid declining print and digital advertising.	8/2/2021 2:06 PM
97	Filling the expectation that training and programming will be provided both in person and online.	8/2/2021 2:04 PM
98	Lack of interest from non-majors and some comm majors	8/2/2021 2:02 PM
99	Prospects of a lower budget	8/2/2021 2:02 PM
100	Burnout	8/2/2021 2:00 PM
101	Need to bring in a new journalism advisor to mentor the independent news and sports platforms	8/2/2021 1:59 PM
102	Student interest in pursuit of stories not related to entertainment or sports	8/2/2021 1:58 PM
103	The administration	8/2/2021 1:49 PM
104	Informing the rest of the campus we exist, because the administration does almost nothing to promote us.	8/2/2021 1:45 PM
105	Keeping everyone safe from COVID and trying to manage the students so as not to further impede their mental and academic health.	8/2/2021 1:45 PM
106	See above regarding delta variant. Need to adapt my lessons and find ways to teach new students remotely.	8/2/2021 1:41 PM
107	Lack of student institutional memory caused by COVID	8/2/2021 1:40 PM
108	Finding experienced students willing to dedicate significant time to our publications.	8/2/2021 1:39 PM

## Q31 Are you a member of any other media or journalism organizations? Please list them below.

Answered: 98 Skipped: 19

#	RESPONSES	DATE
1	National Association of Black Journalists Central Arkansas Association of Black Journalists Society of Professional Journalists Arkansas College Media Association	9/28/2021 12:16 PM
2	SPJ, Idaho Press Club	9/27/2021 1:12 PM
3	Yes, CMA, ACP.	9/22/2021 1:01 PM
4	AJHA	9/22/2021 12:54 PM
5	BEA, CMA, CBI, IBS,	9/22/2021 12:09 PM
6	no	9/22/2021 11:24 AM
7	CMBAM, ACP	9/22/2021 10:25 AM
8	The publication is -- ACP and Michigan Press Association	9/22/2021 10:03 AM
9	Michigan Press, Michigan Community College Press Association, SPJ, AEJMC, IRE	9/22/2021 9:25 AM
10	AEJMC, BEA	9/21/2021 7:46 PM
11	Nebraska Press Association	9/21/2021 5:28 PM
12	Illinois College Press Association, IRE, CMA, ACP, St. Louis Pro Chapter of SPJ, ONA, CMBAM	9/21/2021 5:00 PM
13	Michigan Press Association	9/21/2021 4:35 PM
14	Investigative Reporters and Editors	9/21/2021 4:24 PM
15	So many. Board member of Utah Headliners chapter of SPJ. Student mentor for NABJ. Member of NABJ, NAJA, IRE, International Society of Weekly Newspaper Editors, Utah Press Association, Utah College Media Alliance.	9/21/2021 3:57 PM
16	No	9/21/2021 3:34 PM
17	IRE CMA SPJ	9/21/2021 3:27 PM
18	SPJ	9/21/2021 3:23 PM
19	AEJMC	9/21/2021 3:21 PM
20	ACP, SPJ	9/21/2021 3:17 PM
21	SPJ	9/21/2021 3:06 PM
22	CMA SPJ Press Club of Long Island CBI	9/21/2021 3:01 PM
23	BEA, NATAS, NABJ, NAHJ, INBA	9/21/2021 2:44 PM
24	IDA	9/21/2021 2:43 PM
25	No	9/21/2021 2:42 PM
26	SPJ. The students belong to ACP. Kansas College Media.	9/21/2021 2:41 PM
27	Associated Collegiate Press, SPJ, SND, IRE.	9/21/2021 2:33 PM
28	SPJ sometimes, and then our outlets are ACP and CBI members	9/21/2021 2:30 PM
29	Our statewide collegiate media organization; the Indiana Journalism Hall of Fame board.	9/21/2021 2:23 PM

## CMA Benchmarking Survey 2021

30	ACP, CSPA, NC College Media Association	9/21/2021 2:17 PM
31	CBI, ACMA	9/21/2021 2:13 PM
32	ACP, CSPA, and our state newspaper association	9/21/2021 2:10 PM
33	AEJMC, NLA, SPJ	9/21/2021 2:06 PM
34	Society of Professional Journalists	9/21/2021 2:05 PM
35	SPJ, CMA, ACP	9/21/2021 2:01 PM
36	SPJ, CMBAM, ACP	9/21/2021 1:57 PM
37	BEA, ACP, AIR, state college media organization	8/27/2021 1:55 PM
38	ACP, CMA, AEJMC, ICA, MPA (Michigan Press Association)	8/24/2021 12:34 PM
39	Online News Association; AEJMC	8/23/2021 12:06 PM
40	Georgia College Press Association	8/22/2021 11:27 AM
41	ACP SPJ	8/21/2021 2:31 PM
42	CMBAM WAUPM State college press	8/21/2021 6:34 AM
43	SPJ, ACP	8/20/2021 5:25 PM
44	AEJMC	8/20/2021 5:20 PM
45	CBI, NAB, KAB	8/20/2021 4:11 PM
46	SPJ, ACP, CMA, SPLC, San Diego Press Club.	8/20/2021 3:52 PM
47	AEJMC.	8/20/2021 3:30 PM
48	Society of Professional Journalists, ACP.	8/20/2021 3:01 PM
49	ACP, Illinois College Press Assn.	8/20/2021 1:46 PM
50	WAUPM CMBAM Colorado Broadcasters Association Colorado Press Association SPJ	8/20/2021 1:25 PM
51	ACP	8/19/2021 8:13 PM
52	Society of Professional Journalists, National Federation of Press Women, also Public Relations Society of America.	8/17/2021 4:48 PM
53	CMBAM	8/12/2021 12:21 PM
54	ACP and CBI	8/11/2021 4:13 PM
55	Texas Intercollegiate Press Association	8/11/2021 3:42 PM
56	College Broadcasters Inc. National Federation of Community Broadcasters Southeast Journalism Conference Georgia College Press Association	8/10/2021 1:08 PM
57	ACP; CMA	8/6/2021 4:49 PM
58	Intercollegiate Broadcasting System (IBS)	8/6/2021 9:38 AM
59	Society for Collegiate Journalists	8/4/2021 11:37 AM
60	CMBAM, WAUPM, ACP	8/4/2021 5:56 AM
61	No	8/3/2021 5:06 PM
62	ACP, SPJ, ACES	8/3/2021 3:27 PM
63	CMA, CBI, IBS, NBS-AERho, SPJ, "The Virginias" Associated Press Broadcasters Association	8/3/2021 1:45 PM
64	Online News Association	8/3/2021 1:11 PM
65	CMA, CBI, ACMA	8/3/2021 12:13 PM
66	ACP, NABJ, AEJMC	8/3/2021 11:41 AM

## CMA Benchmarking Survey 2021

67	ACP, SPJ	8/3/2021 10:55 AM
68	Press Club of Southeast Texas, the Society for Professional Journalists, the Texas Association of Journalism Educators and the Journalism Education Association and the ACP and Houston Ad Federation.	8/3/2021 10:45 AM
69	ACP CCMA JACC NAHJ	8/3/2021 9:55 AM
70	CBI SPJ Professional Hockey Writers Association	8/3/2021 9:42 AM
71	CNPA, JACC, SPJ, SFPC, & ACP	8/3/2021 1:45 AM
72	Michigan Association of Broadcasters	8/2/2021 9:31 PM
73	SPJ AEJMC ONA	8/2/2021 7:31 PM
74	SPJ	8/2/2021 5:52 PM
75	CSPA CCHA ACP FCSPA	8/2/2021 5:44 PM
76	AEJMC, BEA, CMA, Iowa College Media Assoc.	8/2/2021 4:52 PM
77	ACES	8/2/2021 3:45 PM
78	CMA.	8/2/2021 3:42 PM
79	ACP, SPJ, NAHJ, TIPA and TCCJA in Texas	8/2/2021 3:35 PM
80	ACP, SPJ	8/2/2021 2:54 PM
81	SPJ	8/2/2021 2:48 PM
82	ACP, SPJ, NHPA	8/2/2021 2:40 PM
83	NPPA, SPJ, BEA, AEJMC, ONA	8/2/2021 2:27 PM
84	SPJ, state newspaper association, state broadcast association	8/2/2021 2:21 PM
85	CBI	8/2/2021 2:15 PM
86	ACP	8/2/2021 2:13 PM
87	Oklahoma College Press Association	8/2/2021 2:12 PM
88	Associated Collegiate Press, College Media Association, Texas Intercollegiate Press Association	8/2/2021 2:06 PM
89	ACP, Wisconsin Newspaper Association	8/2/2021 2:04 PM
90	College Broadcasters, Inc Broadcast Education Association College Radio Day	8/2/2021 2:02 PM
91	SPJ, IRE, ACES	8/2/2021 2:00 PM
92	BEA, SMPTE	8/2/2021 1:59 PM
93	SPJ and RTDNA	8/2/2021 1:58 PM
94	ACP, SPJ, ONA, AEJMC	8/2/2021 1:49 PM
95	Kansas. College Media Kansas Association of Broadcasters College Broadcasters International	8/2/2021 1:45 PM
96	NABJ	8/2/2021 1:45 PM
97	SPJ CBI	8/2/2021 1:41 PM
98	ACCM	8/2/2021 1:40 PM

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

Answered: 76 Skipped: 41

#	RESPONSES	DATE
1	Can you give us money? ;-) I appreciate what CMA offers.	9/27/2021 1:12 PM
2	N/A	9/22/2021 3:27 PM
3	Maybe communication with various state systems on the importance of investing in journalism, communications, film and media to create the best choice university as they approach the 2026 population drop.	9/22/2021 12:09 PM
4	I've often wondered how practical it would be to collect tip sheets & training materials that presenters use at our conventions into a manual similar to the old New Advisers Handbook	9/22/2021 11:24 AM
5	Not sure	9/22/2021 10:03 AM
6	CMA is doing an outstanding job. Thank you!	9/22/2021 9:25 AM
7	Not sure if you can. But I find the listServe very helpful.	9/22/2021 8:47 AM
8	Networking and getting students excited about journalism.	9/21/2021 5:28 PM
9	Nothing comes to mind at the moment.	9/21/2021 5:00 PM
10	Continue to provide opportunities online for educational training and enrichment	9/21/2021 4:35 PM
11	Restore summer workshops in Minneapolis.	9/21/2021 4:24 PM
12	The conferences are important. Thanks to those who put in all the work to organize them. My students value the CMA conferences more than SPJ.	9/21/2021 3:57 PM
13	Not sure. Our dean is working on getting us some money, at least.	9/21/2021 3:34 PM
14	Make membership more clear, I signed up for a individual membership. How can we include students in a membership? They are independent (public univ.)so I didn't want to sign up for an institutional membership? SO confusing	9/21/2021 3:27 PM
15	It will be interesting to read your summary of the results of this survey.	9/21/2021 3:21 PM
16	Training and encouragement! I hope we can have a NY conference. I'm getting my staff excited about going. My new business manager learned a lot in summer workshop!	9/21/2021 3:06 PM
17	shared resources through CMA website is very helpful	9/21/2021 3:01 PM
18	More informational newsletters about helpful tips/tricks for student media and in classroom.	9/21/2021 2:44 PM
19	Continue to identify grants, contests, information and support for students	9/21/2021 2:43 PM
20	Better Educating students leaders about the benefits of utilizing their student advisers.	9/21/2021 2:42 PM
21	More transparency as to how the Pinnacle Awards are judged. I was asked to judge and didn't receive a rubric or criteria. The contest is not well-run.	9/21/2021 2:41 PM
22	More support of advisers under fire -- I think many colleges and universities are using our precarious situations to hurt us.	9/21/2021 2:33 PM
23	I really miss the networking opportunities with other advisers that are so hard to do over zoom.	9/21/2021 2:30 PM
24	We don't have the finances for much outside training, especially to send students (or me) to out-of-state conventions hundreds or thousands of miles away. It would sure be nice if virtual options were free or at least inexpensive.	9/21/2021 2:23 PM
25	Not sure	9/21/2021 2:17 PM

## CMA Benchmarking Survey 2021

26	Continue to be awesome!	9/21/2021 2:13 PM
27	online training	9/21/2021 2:06 PM
28	Would love it if students knew more about the organization. It remains largely one for advisers.	9/21/2021 2:05 PM
29	Reconfigure contest categories to better reflect the way student newspapers are actually operating,	9/21/2021 2:01 PM
30	Help us get a handle on digital advertising. Help us get a handle on convergence (we're trying, but it's a slow slog)	9/21/2021 1:59 PM
31	Offering more training relevant to things we don't come into the job with, like advertising sales, alumni relations and development, etc.	8/27/2021 1:55 PM
32	Offer an online option for the fall and spring conferences.	8/22/2021 11:27 AM
33	Respectful conversations on list serve	8/21/2021 6:34 AM
34	End the pandemic. No, CMA is great. We need to get back to having conferences. Maybe try to help campus fund travel to conferences. Not sure how.	8/20/2021 5:25 PM
35	Sharing available technology/applications in content distribution (what's available outside of WordPress for newspapers, who can stream our audio and video content).	8/20/2021 4:11 PM
36	Best practices ideas. Online programs.	8/20/2021 3:52 PM
37	I can't wait for the conferences! They are so valuable.	8/20/2021 3:30 PM
38	You are doing a great job!	8/20/2021 3:01 PM
39	Help me in dealing with the mental health issues so many students are facing.	8/20/2021 1:46 PM
40	Resources and free training.	8/19/2021 8:13 PM
41	You guys have been wonderful. I wish I had known you were out there. I'm going into my third year as adviser, and I didn't know if we were even allowed to be members. Then someone I knew at another institution mentioned CMA, and I joined at my own expense.	8/17/2021 4:48 PM
42	I think an advanced advisor track would be nice to attend.	8/12/2021 12:21 PM
43	Please continue online option for conferences and workshops, as money for student travel is a pipe dream for the foreseeable future!	8/11/2021 3:42 PM
44	More virtual learning experiences and online tools at no charge, focusing on college/university media.	8/6/2021 4:49 PM
45	Training resources, best practices information, reports on current industry trends, collaboration opportunities, networking opportunities, intentional projects for multiple schools to participate, job & internship opportunity info	8/6/2021 9:38 AM
46	Some web development best practices workshops for students would be fantastic!	8/4/2021 11:37 AM
47	Volunteer leadership is doing a terrific job (considering they have as many concerns about their own media operations as I do!) and I appreciate their time and efforts. Also glad for relationship with Kellen Company.	8/4/2021 5:56 AM
48	N/A	8/3/2021 3:27 PM
49	CMA was hurt when CBI was given the ultimatum to disband or leave. CBI left and all those broadcast session left with it. CMA tries to accommodate broadcasters, but it is unfortunate that CBI was forced out. Not a wise move to write the least. Quite shortsighted!	8/3/2021 1:45 PM
50	The Advisor Certification Training was AMAZING. Continuing training would be great. Honestly, the crowdsourced experience from the listserv is just the best thing ever.	8/3/2021 1:11 PM
51	CMA is the best and I would not be an adviser for 15 years without your help	8/3/2021 12:13 PM
52	The resources that we get through the list serve and the website for training are extremely helpful. The CMA community has been such a great collaborative conversation, and the efforts to keep that happening through COVID have been beneficial	8/3/2021 10:55 AM
53	Better techniques and/or examples of how to recruit students and engage with our alumni.	8/3/2021 10:45 AM

## CMA Benchmarking Survey 2021

Students like and want to participate, but many struggle financially and must work other jobs to pay bills, tuition. I'd like some insight on creating maybe a non-profit to donate to the various programs with scholarships, grants or stipends.

54	Offer more opportunities for community college students at conferences. Expand awards to include more 2-year categories and more digital categories.	8/3/2021 9:55 AM
55	Don't have questions in surveys that only apply to newspapers	8/3/2021 9:42 AM
56	Provide more robust technical training that can be completed live or on-demand, like podcast editing and video effects software.	8/3/2021 8:56 AM
57	Lower the membership rate	8/3/2021 1:45 AM
58	The MegaWorkshop was amazing. I learned a lot from the "going digital" sessions and the retention and recruiting sessions. Because of budget issues with the newspaper, I paid for two two-day workshops and one four-day one myself because I was hoping they would help me prepare for the fall semester. They did.	8/2/2021 9:18 PM
59	I think the biggest thing is ongoing discussions to help each program with future proofing as we face this evolution in our field.	8/2/2021 7:31 PM
60	confabs/webinars can be helpful	8/2/2021 5:52 PM
61	Perhaps meeting with faculty on my campus and explaining how it is not a best practice to remove a sitting, founding adviser with two new advisors	8/2/2021 5:44 PM
62	Revise the Code of Ethics, again, so that it is once again a document that we can all aspire to. As a private school with no legal protection, we rely on CMA to provide a model for best practices, and the revised Code of Ethics weakens our position and may end up hurting students' ability to be editorially independent.	8/2/2021 4:32 PM
63	Digital means - can we create monthly Zoom sessions for student leaders to chime in?	8/2/2021 3:45 PM
64	Perhaps help create an advertising consortium for CMA members so that major advertisers can buy ads in college media nationwide (or by regions or states) and the revenue is split. ACP and CNBM could perhaps assist with this endeavor.	8/2/2021 3:42 PM
65	Help us find ways to attract students on campus to participate in producing media for the newspaper website and social media. Engagement and outreach strategies.	8/2/2021 2:54 PM
66	Anti racism training opportunities for staff and advisers. Subsidize conference attendance for BIPOC and financially stressed staff	8/2/2021 2:48 PM
67	I'll let you know if we get to NOLA:)	8/2/2021 2:40 PM
68	listserv is gold!	8/2/2021 2:27 PM
69	Keep sending news, information, training resources, etc.	8/2/2021 2:21 PM
70	newsletter	8/2/2021 2:13 PM
71	Having more gatherings/opportunities closer to our university	8/2/2021 2:02 PM
72	Help me to define success in ways that I can control--not just in terms of awards that students earn	8/2/2021 2:00 PM
73	n/a	8/2/2021 1:59 PM
74	As much online training and seminar work as possible. No one can afford travel any more.	8/2/2021 1:45 PM
75	Develop short virtual workshops on various subjects, i.e., a one- or two-day virtual workshop relating to sports, news or feature reporting and writing, covering politics, government or social unrest, ways to incorporate diversity in all coverage, etc.	8/2/2021 1:45 PM
76	More shared resources. Maybe free workshops for students and advisers. CMA-led virtual workshops open to students from any CMA school.	8/2/2021 1:41 PM