

From: [Eastern Washington University](#)
To: [Miller, Judith](#)
Subject: New S&A Funding Request Submission
Date: Tuesday, January 7, 2025 2:18:13 PM
Attachments: [The-Easterner-FY26-Budget-Request-Spreadsheet.xlsx](#)

New S&A Funding Request received!

Requesting Organization

The Easterner

Requester's Contact Information

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Budget Request and History

Attach Budget Request Spreadsheet (found at top of form)

- [The-Easterner-FY26-Budget-Request-Spreadsheet.xlsx](#)

Please select which represents your request best?

FY26 Budget Request

Please provide a summary of your dept/prog/unit.

The Easterner is the student-led, student-run independent news organization on the campus of Eastern Washington University. The mission of The Easterner is to update the students, faculty, and staff of EWU of the actions taken by EWU's governing bodies, inform the campus community of events and activities, and provide an applied learning experience for students interested in journalism and writing-related fields.

How does your dept/prog/unit plan to spend awarded funds?

We plan to spend allocated funds on maintaining current operations, in particular, current student staffing levels.

As a result of cost-saving measures adopted by the Director in FY24, and despite a reduction in its overall budget, the Easterner was able to devote more of its FY25 S&A allocation to student wages than was allocated in the years prior to FY25. That funding allowed the paper to retain its returning staff from FY24, create a new Community Engagement Specialist position in order to raise awareness of the articles published by the Easterner, and hire and onboard 4 additional student reporters, all without additional impact on S&A funds. We believe that the size of our current staff better meets the

community's needs, as it allows our reporters to focus on specific areas of interest/expertise (arts, sports, news, etc), developing sources within those areas, which in turn makes for better reported, more accurate and more timely news stories

Did your dept/prog/unit receive funds in FY25?

Yes

Please submit the total amount received in FY25.

43,000.00

Please describe any changes in the amount requested from the previous year.

No changes.

Salaries, Benefits, & Wages

Does your request include any staff salaries/benefits, and/or student wages?

Yes

How many UNDERGRADUATE student employees are being supported by S&A funding?

8

How many GRADUATE student employees are being supported by S&A funding?

0

How many CLASSIFIED staff are being supported by S&A funding?

0

How many ADMINISTRATIVE staff are being supported by S&A funding?

0

How many FACULTY are being supported by S&A funding?

0

Please confirm that you have budgeted for all salary increases, according to the Budget Assumptions outlined, and that number will be included in your direct expense figure when you build your budget

- Yes

Impact From Funding

How does your dept/prog/unit collaborate with other departments, programs, units, outside stakeholders, and the local/regional community?

The Easterner routinely brings attention to work done by other departments and programs. In fall quarter 2024, the paper reported on EWU Theatre's production of *Waiting for Lefty*, the new EWU ROTC obstacle course, ASEWU's new executive officers, and EWU's new Tribal Relations Director. In addition, we maintain a close relationship with the Journalism minor—and, through it, the Department of English and CAHSS—as students enrolled in journalism courses contribute original reporting to the paper

Do these collaborations include financial contributions? If so, please describe.

No.

What impact(s) does this dept/prog/unit have on campus? Briefly describe the need for your dept/prog/unit. How does your dept/prog/unit support the mission, goals, and strategic plan of EWU?

The Easterner is a vital part of EWU's information landscape. Often, the stories reported in The Easterner are not reported on by other news organizations or are only reported on by other outlets after The Easterner has first reported on them. These stories not only inform the campus community of matters they might not otherwise be aware of, they also provide the EWU student's perspective on those stories. To give two recent examples, reporter C.J. Luce canvassed the Cheney campus gathering student opinion on the 2024 presidential elections, and editor Cannon Barnett interviewed club officers from the Black Student Union and the Asian Student Association after a Snapchat video featuring racist epithets went viral.

The latter article illustrates the value of The Easterner: No other news organization devoted the time and resources to the story that The Easterner did, and no other news source on campus could bring the kind of journalistic rigor to that reporting. Readers of the article were better able to defend themselves against the rumors that followed the video's viral spread, and the staff involved in reporting the story were provided with an invaluable and unique applied learning opportunity to develop their skills as journalists, designers, photographers, and editors.

How does your dept/prog/unit assess the effectiveness of your programs/services and how is it tracked?

The director, editor, and community engagement specialist all make use of Google Analytics to track readership and reach of individual articles. During weekly editorial meetings and quarterly trainings, we establish production goals and perform self-assessments to determine whether we have met those goals. As an additional measure of accountability, The Easterner ties compensation to production; for example, rather than being paid an hourly wage, reporters are paid to fully report, write, and polish at least one story each week during academic terms. This is a unique arrangement among departments funded by the S&A Fee Committee, and should give the committee confidence that the Easterner takes very seriously its commitment to responsible use of S&A funds.

Financial Responsibility

What are the top funding priorities for your dept/prog/unit and is any of this funding for contracts? If so, how much?

The Easterner's top funding priority is to maintain current student staffing levels. Doing so will allow us to better fulfill our missions of developing student journalists and informing the campus community.

Our contracts are limited to our webhost and two computer leases, amounting to \$2500.

How does your dept/prog/unit track and manage your budgets to ensure financial sustainability?

The director of The Easterner performs quarterly audits of the paper's expenditures via Banner Finance. Student Accounting also provides the director with monthly updates on available funds.

How will you ensure that student fees do not subsidize non-student use?

Our most significant budget item, student wages, accounts for over 90% of our total S&A allocation. The remainder of the budget goes to direct expenses and is used to train student journalists and maintain our website. The direct expense budget is closely monitored via Banner Finance by the director. No EWU staff or faculty are paid from this budget.

The Easterner's equipment is kept in its office, accessible only to its staff. Funds allocated to The Easterner do not go to pay for events or promotional items that could be attended or used by the general public.

Engagement

Please share the number of STUDENTS your dept/prog/unit serves annually.

10,000

Please share the number of FACULTY your dept/prog/unit serves annually.

400

Please share the number of STAFF your dept/prog/unit serves annually.

800

Please share the number of ALUMNI your dept/prog/unit serves annually.

2,000

Please share the number of OUTSIDE STAKEHOLDERS your dept/prog/unit serves annually.

20

Any additional information or considerations you would like the S&A Committee to have:

Readership of The Easterner increased by 52.9% in fall quarter 2024 over spring 2024. Page views went from 4983 in spring 2024 to 7619 in fall 2024. This continues a growth trend in readership for the site that began in fall 2022 and has remained strong. To put these numbers into some kind of perspective, the print circulation of the Cheney Free Press is 3,000 (weekly).

The numbers given above for each category are estimates, based on data provided by Google Analytics, which tracks geographic and demographic data for visitors to theeasterner.org. Actual readership numbers in each category may vary from those given here.

Acknowledgment



I confirm that the details included in this budget request are accurate to the best of my knowledge and are fully aware of S&A Fee regulations.