

WORONI

ANU Student Media (*Woroni*)
Unit 15, Lena Karmel Building
Cnr Marcus Clark and Barry Drive
Acton, ACT, 0200
<http://www.woroni.com.au/>
contact@woroni.com.au

Dear Professor Hughes-Warrington,

I am writing to you, on behalf of ANU Student Media, to discuss our SSAF funding. For the most part, we agreed with your allocation of the funds. However, there two were points of contention: printing and honoraria. We strongly believe that our proposed amounts were reasonable and we urge you to reconsider.

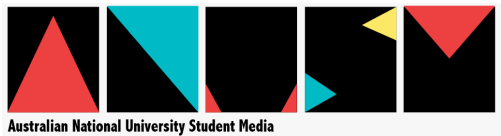
PRINT

Physical print is necessary for the correct presentation of our students' work. We welcome the idea of an ANU application that can show the latest news articles from *Woroni*, however this format is not suitable for the majority of our output. Our newspaper *Woroni* and our creative supplement *W* contain a plethora of forms of media: news articles, the longer in-depth feature pieces, information graphics, poetry, photography, and other art works. These formats have specific demands that are not suited to a smartphone application, or to a website.

For example, writers routinely publish longer articles based on their research, and these long pieces are not suited towards being only published on our website, which is more for shorter, and time-sensitive pieces (which we have used to great effect). Similarly, an artist's work would not be adequately displayed on a four-inch screen, and is appropriate to physical publication with quality materials and colour replication. ANU's broader move towards research is not congruent with this change that encourages smaller, less thoughtful works.

This year, our publication costs have increased due to our introduction of the new publication *W*, which was more suitable for fine art work, and was well received by students. While we have supplemented our physical print editions with online editions in the past and we look forward to doing so in the future with the phone application as well, print is necessary to publishing students' work in a adequate fashion.

By restricting or even removing the physical edition would threaten ANU Student Media's status as a media organisation for all ANU students. While we are putting increasing resources into our website, we recognise that it caters towards an audience that actively searches for our publications which is a significant portion of but not the entirety of the student population. Many students only have incidental contact with our content, which is their primary source of news on campus. This form of consumption will be negatively affected by the reduction of printing runs. While we are certainly looking to increase our actively engaged audience, ANU Student Media still must cater towards all students, regardless of their involvement with



WORONI

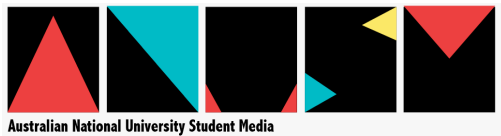
student life. Without this form of exposure to *Woroni*, ANU risks leaving students even further out of the loop, which will encourage feelings of disenchantment with the student experience – something we would hate to see happen.

It is important to note that reducing our printing budget will considerably hamper our ability to print at all. The majority of the cost for printing is set-up and labour, whereas materials comparatively have very little cost. The effect of this is that differences in number in our printing run affects the cost very slightly. For example, a printing run of 3000 copies of our newspaper at 28 pages costs \$2,269.00 from CFP Printing (based on the edition of *Woroni* printed on the 7/8/12), whereas 2500 copies of 28 pages cost \$2,171.50 (based on the edition of *Woroni* printed on the 17/10/12) – a difference of just \$97.50 for the addition of 500 copies. Similarly small savings can be seen between the amounts of pages in each edition; 3000 copies of 32 pages cost \$2,286.00 (based on the edition of *Woroni* printed on the 19/7/12), which is a difference of \$17.00. As you can clearly see, any significant reduction in our printing budget will inhibit our ability to publish all together.

Furthermore, physical print is necessary to our advertising revenue. By reducing our funding for printing (which shrinks the size of our printing runs and our readership), our attractiveness to potential advertisers also falls. In 2012, ANU Student Media has covered close to 50% of printing with advertising, and a reduced circulation will lead this to drop, counter-intuitive to the reduced expenditure. The first questions potential advertisers ask us is, “How large is your distribution?”

Our target in 2013 is to cover 75% of printing costs with advertising through established relationships with businesses (such as Two Before Ten, Knightsbridge, Trinity Bar, The Phoenix, and others) with some arrangements already secured. However, a smaller readership will make it more difficult to court new advertisers, and detriment our existing relationships. While we have been investigating online advertising, our research has indicated that it is both less lucrative in terms of income and our there is more competition. Advertising revenue is essential to ANU Student Media’s operation but not to our core business – which is publishing the work of students to the broader ANU community - and by reducing our print size, our editors will have to spend additional time finding advertisers and less producing our papers, radio stations or website.

ANU Student Media carefully considers the size of each printing run for our publications. We take into consideration the success of previous runs, cost and environmental concerns. Due to the increase in popularity of the *Woroni* website, we have adjusted our printing size over 2012, from 3000 for the Orientation Week Edition to 2500 for semester 2 editions, with a look towards 2250 for next year. Cost is an important factor in deciding run size; our creative edition was significantly more expensive, and we decide to produce 1500 copies for this reason. We have been monitoring wastage, disposing of them responsibly, and adjusting our runs suitably. A reduction in allocating funding would forcibly restrict our printing run size for the wrong reasons, rather than matching students’ needs.



WORONI

We're interested in reducing our environmental footprint for our print publications – however, financial support is necessary. We are working with our printers, Capital Fine Print, to find more environmentally sustainable methods of publishing such as using recycled papers, and vegetable dyes for ink. These methods are almost invariably more expensive than less and so reducing our SSAF allocation in this area would not allow us to undertake these initiatives. ANU Student Media is actively looking for ways to act more 'green' and we would like to work with the Chancelry towards this goal.

HONORARIA

The ANU Student Media Board of Editor's honorarium is a small and reasonable cost for our organisation. Our honoraria has shrunk by half over the last two years, from \$2500 for Semester 1 2011, to \$1250 for Semester 2 2012. The overall cost for our Board over the year is just \$20,000 per annum, representing just 11.4% of our yearly costs (according to our 2012 Budget). To put this in perspective, the total cost of personnel for our organisation is roughly 2/3rds of the wage paid to the ANUSA President. We see this as more than reasonable expenditure for our organisation, considering the demands of the roles.

Furthermore, an honorarium represents a small figure for the amount of work completed by the Editors. Although it is acknowledged that honoraria is for remuneration purposes and is a token amount, however even then, this amount is already small considering the resources contributed by the Board. The Editor-in-Chief recorded his hours for 8 weeks, which can be viewed here <http://goo.gl/hlfhJ>, and found that (assuming similar output for the rest of the year), that he was being compensated \$3.07 per hour of his time, before other incidental expenses. Due to the time-intensive nature of the role, the majority of the Board of Editors cannot hold other employment and rely on honoraria to cover some of their living expenses.

Many of the Editors would not be able to undertake the position without this honorarium, and to reduce this amount would restrict the position to a smaller demographic that would not accurately represent ANU Students.

We appreciate your time and consideration. ANU Student Media understands that this is a delicate process and we would like to thank you for your efforts. We have provided this information so that you may see our reasons for the proposed allocations. If you would like to meet up and discuss this further, please don't hesitate to contact us for a meeting as we are very willing to work with you on these matters.

Regards,

Cameron Wilson,
Editor-in-Chief
On behalf of,
ANU Student Media Board of Editors
E: contact@woroni.com.au