

**WORONI**  
**(ANU STUDENT MEDIA)**



**SSAF**  
**BUDGET PROPOSAL**  
**2014**

## **INTRODUCTION**

In 2013, *Woroni* (ANU Student Media) has continued to grow both as a student association and as a student media provider.

In our two objectives – being a source of media for students, and also a source for training and experience in media – we are expanding our current activities and establishing new ones.

This year, there are a few achievements of which we can be particularly proud:

- Producing a high quality student newspaper and producing the most editions in one year in *Woroni's* history
- Increasing dramatically both *Woroni* Radio broadcast hours and the numbers of presenters, as well as being present on both online streaming and an FM frequency (in partnership with 2XX 98.3FM)
- Producing two creative editions (one in magazine form, one online) to showcase the artistic talent at the ANU, across different mediums
- Hosting the inaugural Australian University Student Media Conference, which saw student journalists from all over the country come to enjoy a substantive and impressive program
- Producing our first ever high quality videos with *Woroni* TV, which enjoyed a lot of popular success
- Establishing a creative competition that fed into our second creative edition, after the university ended its own short story competition
- Cleaning up our Constitution with a constitution review committee that drew on both internal familiarity and external expertise
- Taking measures to become a more financially stable and secure organisation
- Bolstering our equity credentials with an increasingly diverse and balanced Board (in terms of gender, background, postgraduate/undergraduate)

There are also many more, and we aim to build on these successes in 2014. Our budget proposal reflects that completely.

We have also recognised the university's desire for "big ideas", so we have put into words (and numbers) some large-scale proposals that we see as incredibly important to our constant pursuit of improvement and growth. The big ideas account for 26.33% of our budget. They are:

- Australian Student Media Conference 2014
- Radio Studio
- Training and Professional Development
- Big Events

We have also included in this document a statement on the proposed increase in honoraria.

Thank you for considering our submission and the value of our organisation to the ANU community.

Board of Editors  
*Woroni* (ANU Student Media)

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**BIG IDEAS**

**RADIO STUDIO**

A permanent radio broadcasting studio has been sorely missing from our organisation and it's time to build one.

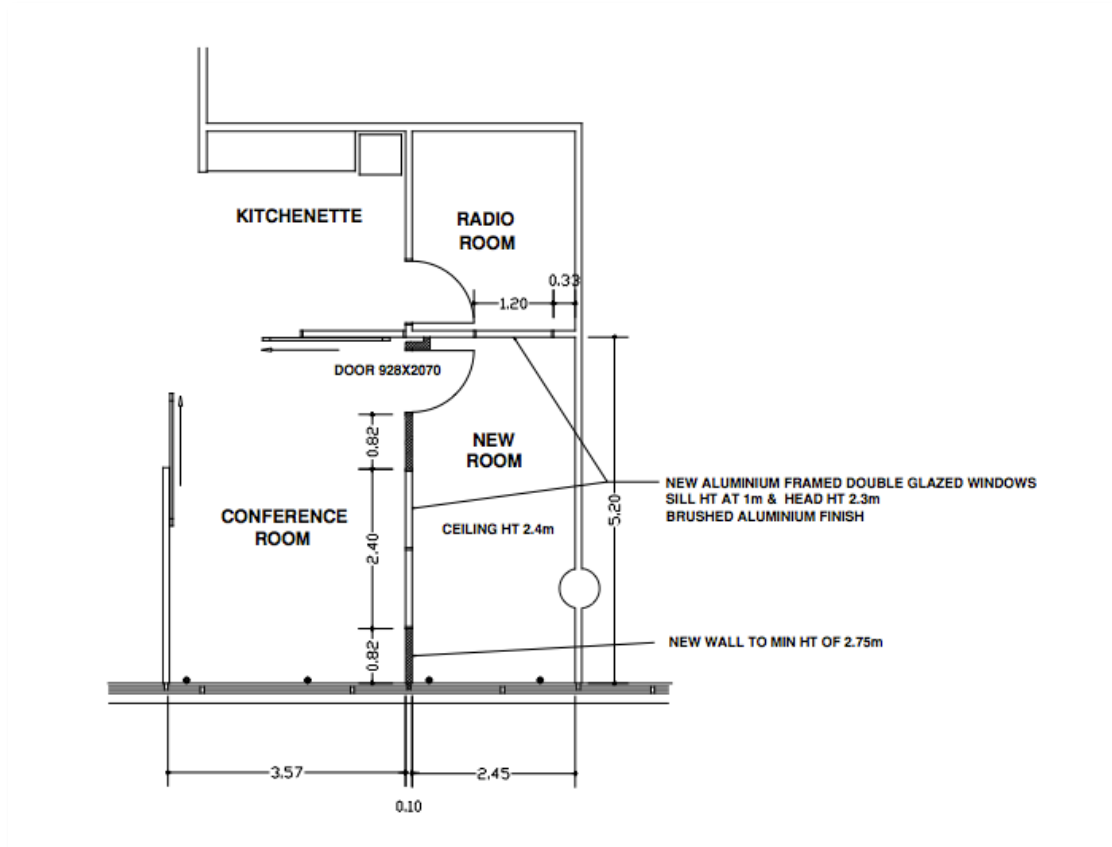


Figure 1: Architectural floor plan for proposed design. By Paul Bradley, Sustainable Spaces.

The current situation is unacceptable as it is not conducive to quality radio and the equipment is continuously damaged. It is a very small room with no window. The equipment is set up in a haphazard and impermanent fashion. It is set in a room that houses the Internet server and air conditioning unit for the office, both of which emit continuous buzzing noises that interfere with all Woroni Radio broadcasts.

The studio would be built into our existing boardroom, which we feel can sacrifice space for this worthy purpose. The cost includes purchasing of a more professional radio equipment setup in the room and appropriate secure storage for said equipment.

It will have a window looking out into the office, will meet the acoustics standards of a proper radio studio and contain enough space for proper equipment and guests.

*See OTHER EXPENSES section of Budget.*

## **AUSTRALIAN STUDENT MEDIA CONFERENCE 2014**

While we have already hosted the first, we have included this in big ideas because it remains one. After hosting this event, the first of its kind, we are enthusiastic about doing it again.

We aim to make it an even better experience and attract the same calibre of talent both in speakers and attendees.

We have also been in touch with one media organisation that hosts a highly successful student media awards in another country. We proposed a similar concept here, to coincide with our conference, a proposal that received an enthusiastic response and a commitment to develop the idea.

We are also considering appointing a designated conference director from the ANU student community, in the same way ANUSA's O-Week and Bush Week directors are used.

The Australian Student Media Conference 2014 promises to build on the very positive and groundbreaking steps of 2013.

*See Events section of Budget.*

## **PROFESSIONAL DEVELOPMENT AND TRAINING**

*Woroni* has two functions: provide students with media, and provide students with experience and training in that media. In 2014, we want to step up our focus on the latter.

As a university without a communications, media or journalism degree, we recognise our significant role as the organisation people gravitate towards if they are interested in that career path.

We want to be a place that sources and provides professional, accredited training for not only those that are actively involved in our organisation but for the broader ANU community as well.

As an increasingly professional organisation, we'd also like to look at training that is management and finance focused.

Areas that we'd like to start with include:

- Sub-editing
- Writing a news article
- Relevant software
  - Adobe PhotoShop
  - Adobe InDesign
- Interviewing
- Investigative journalism
- Radio broadcasting
- Podcast production and development
- Social media
- Photography
- Budgeting
- Video shooting and editing

We are looking to source the training from many varied sources, including the university, media organisations, tertiary and vocation education providers and independent operators.

Committing to this will not only allow our organisation to work better for its members but also provide ANU students with serious and employable skills that they would otherwise miss out on.

*See **Events** section of Budget.*

## **BIG EVENTS**

*Woroni* has untapped potential in terms of hosting large-scale events for the ANU community. We aim to address that in 2014.

Events are the best way to connect with the community and increase engagement, which is a mutually beneficial process.

We want to host 1 large-scale public audience per term, in varying formats. They'll vary from a one-on-one with a guest to panels and forums.

We're actually in a uniquely strong position to attract prominent and talent individuals from around Australia. Not only because we're at the ANU, but because many of these people are very partial towards helping out student media organisations and jump at the opportunity.

We're also open to other substantive and interesting types of events.

*See **Events** section of Budget.*

**HONORARIA**

In our proposal for 2014, we have increased honoraria. Currently, each of our eight editors is paid \$1250 per semester for their work. We have proposed an increase to \$3000 per semester.

A lot of thought was put into the discussion as it is a weighty issue, and the Board agreed that an increase is responsible and appropriate.

We acknowledge and understand that honoraria is not synonymous with salary-based remuneration, but they do need to be increased from the tokenistic, negligible level at which they currently stand.

Our case for an increase falls into two categories: the amount of hours worked, and the issue of equity.

*Woroni* editors work a vast number of hours. Depending on the week, you can spend a significant portion of every single day working on *Woroni* related activities. The current honoraria levels do not do that workload justice, but rather reward it with laughably small remuneration.

The issue of equity is perhaps the most compelling one. *Woroni* needs to be an accessible and socio-economically diverse organisation. As states above, it also requires a significant time commitment.

The status quo precludes anyone who relies on a certain amount of work per week to sustain themselves.

We know there have been people involved with *Woroni* who have wound back or limited their involvement, or ended it altogether because – as much as they loved it – they needed that time to earn an income.

We have also had current *Woroni* editors quit their casual jobs because they couldn't maintain both. They were lucky enough to be in a financial position that didn't require those jobs.

If *Woroni* wants to attract a diverse group of people, we need to prioritise a minimum level of financial compensation for time given.

There are also the honoraria levels at other student associations to take into consideration. For a comparable amount of work, we receive far less. While we understand our budget is smaller, it doesn't change the fact that there is a minimum amount of work required at a relatively large student organisation.

*See Editor Honoraria section in Budget.*