

**UA PARENTS & FAMILY ASSOCIATION  
GRANT PROPOSAL  
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**COVER SHEET**

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**Campus address:** AZ Student Media  
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**UA Foundation Fund Number:** 02-11010.0239

**Proposal/Program:** Arizona Daily Wildcat Career Education Module

## **DEPARTMENTAL OVERVIEW**

The Arizona Student Media department, with more than 300 paid and volunteer student staff, offers rewarding and meaningful multi-media and journalism training that complements coursework and provides students with intensive leadership roles. Through work on the award-winning Arizona Daily Wildcat, the Wildcat Online, KAMP Student Radio and UATV-3, students gain hands-on experience in writing, editing, design, broadcasting, film, marketing and promotions, advertising, computer graphics, website development, photography and accounting, among other areas of media management. Student Media's products, especially the Arizona Daily Wildcat, reach deep into the campus community. The Daily Wildcat (and its antecedents) has been published for 110 years.

AZ Student Media is a university (Student Affairs) auxiliary operating largely on revenues from the sale of advertising, sponsorships and underwriting. In addition to student-sponsored media, the department has an extensive and successful track record collaborating with other campus units on major projects. This includes publishing the UA Visitor Guide (with External Relations) and the Parents & Family Magazine (with the Dean of Students office).

## **SUMMARY OF GRANT PROPOSAL**

Student Media is requesting \$25,000 in funding to sponsor a career education and information module in the Daily Wildcat's classifieds advertising section next year.

During this period of economic uncertainty, including uncertain employment outlook, this module will feature critical and timely information prepared by the UA Career Services department on job outlook and career preparation, among other topics. It will be presented three times a week throughout the school year in a dominant spot on the front page of the Daily Wildcat classifieds section, reaching approximately 20,000 students each time. We believe that as a team the Daily Wildcat and Career Services offer credible and reliable resources that students have long trusted on campus. Career Services is happy to have this platform to expand its outreach, at no cost, at a time when students need it most and in a medium that is viewed as a student voice.

The request for funding is to cover the cost of the space, which normally sells as advertising. The total value of the space is \$41,580.

## **PROPOSAL STATEMENT**

The Arizona Daily Wildcat offers unmatched reach into the UA student community. In a survey of 2,600 undergraduates in December 2008, 80 percent identified themselves as Wildcat readers, and 73 percent said they use the Wildcat classifieds section to look for jobs.

The Wildcat, in partnership with Career Services, can reach thousands of students three times a week by publishing a half-page career education module prominently displayed on the front page of the Wildcat classified ads section. The module will include career information, news and updates about careers and the job market, and profiles of successful student job seekers and employer profiles.

**Our goal is to provide students critical information to help them prepare for the world of work in a time of great economic and employment uncertainty.**

The mission of Career Services to ensure that all students at the University are provided the opportunity to realize their career potential complements the Wildcat's guiding tenet to provide news and information to UA students. Student Media and Career Services have been partners in career education for more than 15 years: The Wildcat financially supports and publishes a career guide each semester with content provided by Career Services to educate students about potential careers, employers, as well as resume building and job-seeking tips.

This new module would let us expand our partnership, providing Career Services with another dynamic outlet to reach and educate students. It will also help build the Wildcat's readership by establishing this as a regular (and visually interesting) feature in the classifieds section.

In addition to publishing this module three times a week in the print edition of the Daily Wildcat, we will establish a link to it from the DailyWildcat.com to maximize exposure to our student readers. The Wildcat's online edition averages just over 100,000 visits a week (about 20,000 per day).

We will also include the UA Parent and Family Association's logo and website address in the module.

Like newspapers everywhere, college newspapers are not immune from the economic collapse. The Wildcat – which exists entirely on ad revenue sold by students – is down 20 percent this year. It can subsidize a portion of the cost of the module, but cannot entirely support it for the 09-10 school year.

## **Budget**

The cost of the space being provided by the Daily Wildcat is \$41,580. That is the cost of 42 inches of space, three times a week for 15 weeks each semester (fall and spring). There is no charge for the online link.

Daily Wildcat's portion:	\$16,580
UA Parents and Family Association Grant:	\$25,000
Total cost	\$41,580

## **Success for the program**

The program will be successful if we meet our objective of publishing the career education feature three times a week for 15 weeks each semester. From our reader survey in December 2008, we know that 81% of undergraduates read the Wildcat. By publishing the feature regularly, we know that thousands of students will read it over the course of the year.