



Resolution Number:	W-17-06	Sponsored By:	Sean O'Melia, Noelle Milad & Rachel Travis
Introduced On:	March 30th, 2017		
Voted On:	March 30th, 2017		
Result:	Passed		
Vote Count:			

A RESOLUTION TO: Endorse the recommendation by the Student Media Advisory Board for Grand Valley State University to implement a fee to benefit Student Media.

Recognizing, that Student Media at Grand Valley State University (GVSU), in comparison with most other universities identified as our peer or neighbor institutions in terms of location, is one of the most underfunded universities proportionally based on enrollment.¹;

Recognizing, that Student Media at most peer or neighboring institutions is funded with a fee model²;

Whereas, some students may question the cost they would pay, which has been discussed by the Student Media Advisory Board and addressed by GVSU School of Communications faculty member, Doctor Len O'Kelly in his column, *Making the Case for Student Media Funding*³;

Whereas, that the importance and relevance of Student Media has been showcased throughout numerous colleges to help keep Student Leaders, Staff, Faculty, and Administration accountable⁴;

Recognizing, that Student Media cannot expand if the current funding practices and amounts are retained;

Recognizing, that the growth of the budget of Student Media would increase from \$60,000 to roughly \$250,000 if the potential fee of \$5 dollars a semester was implemented, which would immediately and dramatically improve the efforts of Grand Valley Television, the *Lanthorn* newspaper and Whale Radio;

Recognizing, that Student Media has been a challenge to fund at other institutions and this has been a workable solution for funding at other peer institutions such as Western Michigan

¹ O'Melia, Sean. *Student Media Funding Research* . Research. Grand Valley State University. Allendale: Student Media Advisory Board, 2017.

² O'Melia, Sean. *Student Media Funding Research* . Research. Grand Valley State University. Allendale: Student Media Advisory Board, 2017.

³ O'Kelly, Len. "Making the Case for Student Media Funding." *Lanthorn* 10 April 2016.

⁴ Russo, Terry Hapney & Charles. *Student Newspaper Funding Issue on Public University Campuses in Ohio: Higher Education Administrators vs Student Journalists*. Journal. Marshall University. Hunington: Marshall Digital Scholar, 2016.

University⁵;

Recognizing, that the Student Media Advisory Board consisting of Student Senate members, Student Media members, Faculty, Staff, and non GVSU Staff Representatives would oversee this budget process, ensuring there is responsibility and accountability with these funds;

Recognizing, that the Student Media Advisory Board had discussions on a recommendation of a Student Fee on March 24, 2017 and it was approved by the board⁶;

Whereas, that the board took into consideration and discussed the previous fee model of adding Student Media fee to tuition, and determined that this was an appropriate model to be implemented due to growing importance of Student Media;

Let It Be Resolved, that the Student Senate hereby endorses the recommendation by the Student Media Advisory Board with confidence that this is an appropriate step towards the betterment of Grand Valley State University Student Media organizations and all students who would be impacted by this change.

⁵ Grasgreen, Allie. *Inside Higher Education*. 26 April 2013. 27 March 2017.

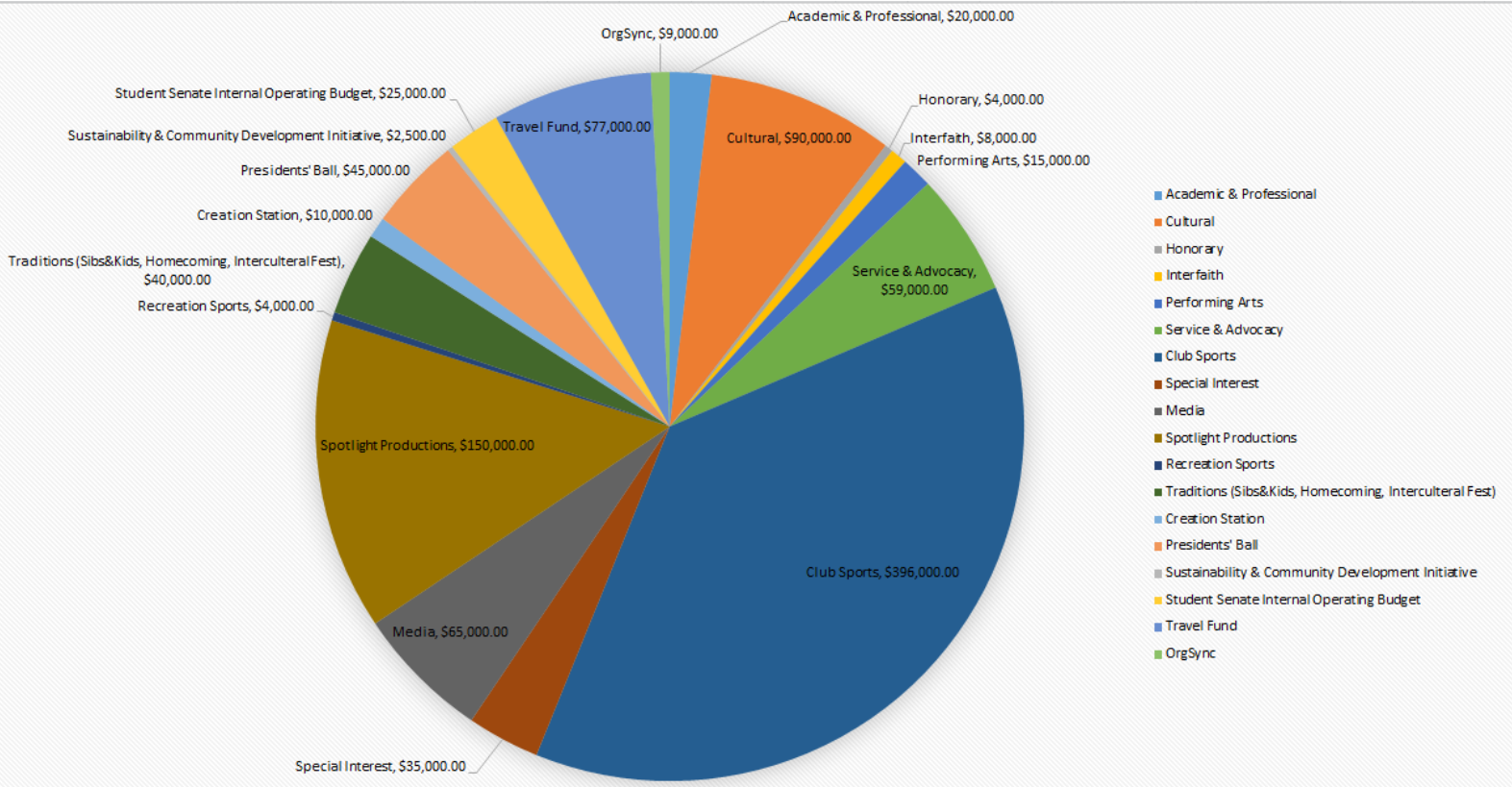
<<https://www.insidehighered.com/news/2013/04/26/college-newspapers-turn-student-fees-funding>>.

⁶ Board, Student Media Advisory. *Student Media Recommendation*. Recommendation. Allendale: Grand Valley State University, 2017.

Student Media Research Funding Research

INSTITUTION	Enrollment	Media Funding	Student Activity Fee	Responded (Y/N)
Boise State University	22,259	All: \$176,904	Student Activity Fee	Yes
Chapman University	8,305	Radio: \$20,000	Student Activity Fee	Yes
James Madison University	20,858	Newspaper: \$83,000	Student Fees	Yes
Montclair State University	20,465	Newspaper: \$150,000	Student Newspaper Fee	Yes
Portland State University	28,241			No
University of Nebraska - Omaha	15,526	Newspaper: \$141,282	Student Activity Fee (20% goes to Newspaper)	Yes
University of Northern Iowa	11,928	Newspaper: \$90,000	Student Activity Fee	Yes
Vanderbilt University	12,686	All: \$600,000		No
Youngstown State University	14,584		General Fund from Board of Trustees (Newspaper, Radio, Literary Journal)	No
Grand Valley State University	25,460	Newspaper: \$55,000 Radio: \$5,000 TV: \$5,000	Student Association Funding	No
University of Michigan	44,718	Radio & TV: N/A	Student Association Funding (TV/Radio)	No
Michigan State University	50,543	All: \$200,000	Student Tax	Yes
Central Michigan University	26,968	Newspaper: \$200,000	General Fund	Yes
Western Michigan University	23,914	All: \$119,570	Student Media Fee (TV Station, Radio Station, Newspaper)	Yes

Eastern Michigan University	21,634	Newspaper: \$320,000	General Fee and General Fund	Yes
Oakland University	20,169	Newspaper: \$90,000 Radio: \$110,000 TV: \$50,000	Student Activity Fee (Include Congress, Radio, Newspaper, etc.)	Yes
Wayne State University	27,222	Equipment from school	Department Funds	Yes
Saginaw Valley State University	9,766	Publication: \$39,381 Newspaper: \$27,500	Online Radio Station - University Support Student Newspaper - Student Fees/Advertising Student Literary - Student Fees, A.k.a. General Service Fee	Yes
Ferris State University	14,533	Newspaper: \$70,000	Annual Allocation (President's Office & Class Department),	Yes
Michigan Tech University	7,238	Newspaper: \$24,000	Student Activity Fee	Yes
Northern Michigan University	8,879	Newspaper + Radio: \$78,845.52	Student Activity Fee (Newspaper - 5.22 and Radio - 3.66) Finance Committee - TV Station	Yes
Lake Superior State University	2,637	Newspaper: \$12,160 Radio: \$9000	Student Activity Fee: Newspaper - 15.5% Radio - 11% 65 Dollar per semester for all activity+ plus allocations from Student Government	Yes



Existing GVSU Student Funding Allocations

Student Media Recommendation

March 24th, 2017

“The Student Media Advisory Board recommends the charge of Student Fees or additional financial support through a new university funding model.”

Specific Recommendations for this potential model include:

- A charge of students on their tuition payments.
- A \$5 charge per semester to put the total amount on par with other institutions
- Regular review from Student Media Advisory Board on how the funds are being spent and a voting system in which the Students can determine if the Student Media is upholding a satisfactory standard.
- This voting process would be examined and helped determine a satisfactory funding cycle.
- In addition to this system, an opt out policy would be allowed for students to get their money back.

Student Media Advisory Board Membership

Associate Dean for Student Life

Bob Stoll

Professional Community Representatives (two)

Phil Tower – iHeart Media

Sara Leach – Holland Sentinel

Faculty Representatives (six)

Alli Metz (2017)

Vijay Bhuse (2017)

Bill Morison (2018)

Andrew Topper (2018)

Joel Wendland (2019)

Patrick Roth (2019)

Student Representatives (six)

Lanthorn Staff Member – Hannah Lentz

WCKS Staff Member – Kathryn Flucht

GVTV Staff Member – Brandon Allen

Student Senate Appointee - Sean O'Melia

Student Senate Appointee - Rachel Travis

Student Senate Appointee – Noelle Milad

Ex-Officio (non-voting) (six)

Lanthorn Editor-In-Chief – Hannah Lentz

Lanthorn Faculty Advisor – Larry Beery

WCKS Station Manager – Aisel Alcedo

WCKS Faculty Advisor – Len O'Kelly

GVTV Station Manager – Talon Rudel

GVTV Faculty Advisor – Len O'Kelly

Rationale

The Student Media Advisory Board seeks to change the current funding model for Student Media allocations from Grand Valley State University (GVSU). After comparing peer and local institutions, and examining the current funding model at GVSU, it has been determined that GVSU has fallen behind other universities in funding student media. Most universities have some type of Newspaper or Student Activity Fee. While we are aware that GVSU doesn't want to institute a variety of different fees, we assert that not adopting some type of charge will keep GVSU behind in Student Media. However, it is fair to recognize that it might not be a top priority for all students and GVSU which is why we suggest a regular voting system where students vote during a designated period if they would prefer to be charged an extra \$5 to their student semester payments.

If a GVSU Student Media fee of \$5 was passed, then the Student Media Advisory board would allocate the funds to Grand Valley Television, Whale Radio, and the *Lanthorn* newspaper. With the direction that GVSU is headed about this board, department, etc., it is important to emphasize that we recommend these organizations are voted on as one group.

With this change in funding for GVSU student media, we hope to not only impact students who are involved in these groups, but also establish a high standard of student media these groups will distribute media as free content to all Students, Staff, Faculty and Administrators.