The 2014 - 2015 Student Services Fee Request

The Wake Student Magazine

January 24, 2014

Student Services Fee Request for the 2014 - 2015 Academic Year

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Address

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“We acknowledge that the Fee Committee does not award actual dollars, but rather a penny fee that earns dollars based upon student enrollment levels. Any differences between anticipated and actual income resulting from changes in enrollment are the responsibility of the student organization, not of the Fee Committee.”

Cooper Henckel Alyssa Bluhm
Preparer’s Name Co-Preparer’s Name

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Is your organization an IRS 501 (c)(3) not-for-profit? Yes_______ No _____ x _____
If yes, please provide proof of your organization’s 501(c)(3) status.

Funds are being requested for (check all that apply):

General Operating Support: Start-Up Costs: Capital:

Project / Program Support: Technical Assistance: Other (List):

Budget

- SSF Dollar Amount Requested $ 
- Total Annual Organization Budget $ 
- Total Program Budget (apart from General Operating) $
2014-2015 Student Organization Student Services Fee Handbook and Request
University of Minnesota – Twin Cities

Important Note: All Student Services Fee applications will be evaluated using the Guidelines for Decision-Making found on pages 20-21 of the Student Services Fee Handbook. It is critical for your application to address these guidelines in your written application. Please reference/describe how your organization meets particular/applicable guidelines in Section 1, Section 3 and/or Section 5 of the written portion of your application and in your program breakdown included in the SSF budget worksheet.

Section 1: Narrative

THE WAKE’S HISTORY

The Wake was established in 2002 by University of Minnesota students Chris Ruen and James DeLong in an effort to diversify campus media, offering students a common forum for their efforts in both journalism and the arts. Throughout its lifetime, The Wake has strived to bring real, local issues to the attention of the University of Minnesota campus population, to foster diversity, and to directly offer a voice to all students.

Since 2002, The Wake has been published as a biweekly or weekly student magazine. Although The Wake was not awarded funding for the 2010-2011 school year due to internal conflict and disorganization, we used that year to regroup and reorganize, and were subsequently awarded funding for the 2011-2012 school year. During this period without funding, we did keep our status as a student group and we now have a new, hardworking staff that is committed to the success of The Wake. Another issue stemming from past organizational problems was the question of our status as a non-profit. The Wake is not registered as an IRS 501 (c)(3) non-profit, although it acts as one. With the help of student services fees, we can maintain our regular biweekly production schedule.

With the generous support of student fees, in 2006 The Wake was able to win the award for best on-campus publication and website from the Independent Press Association, an organization made up of distinguished alternative publications such as The Nation, Harper’s, and Ms. Magazine. We are working our way towards that prestige again by continuing to expand our online presence with a newly renovated website and our expanding YouTube, Facebook, Twitter, and Tumblr pages focused on interviews, local events, campus happenings, and other internally produced or curated content.

MISSION AND GOALS

The Wake’s mission statement is “to cover what matters to our generation.” To us, this statement demands more of the Wake than simply writing about current events, pop politics, or something you might catch as a tagline for the 10 news. “To cover what matters to our generation” requires the Wake to be constantly transforming. With each new class that leaves the Wake, another enters. Their ideas, their visions, their beliefs, and their diversity come to shape the Wake and the content published. In another year, the same transformation will take place, creating a new Wake with every group that come in contact with it. As an organization, this level of fluidity in our content is our greatest hallmark of success. In setting out to do what our founders did in 2002, we have been successful. However, in the recent past and a few times before, the Wake has been a victim of its own successes. Although openness and willingness to change is critical to the mission of the Wake, those factors also allowed the Wake to tend toward a chaotic message and a lack of internal cohesion. In coming into our own as the Wake’s leadership for this year, we set out to establish the following goals:

1) Create a stable foundation for the future of the Wake’s journalistic integrity
2) To reestablish a standard of professionalism and diversity within the Wake
3) Facilitate and encourage the development and involvement of all students involved in the Wake.

Each goal comes with its own set of challenges and successes thus far into the year.

The foundation for the Wake we have created is largely logistical. We are challenging past procedures and developing new methods of content development, design, and production. In doing so, we are actively reflecting on our successes and failures to develop a consistent foundation which can be shared among the transitional leadership of the Wake, preventing some of the internal chaos previously inherent to the changing membership of the Wake. To further stabilize that transition, we have sought out an academic advisor, rejoined with professional college publication groups, and working to establish an advisory board for the Wake made up of academics, professionals, and alumni to expand and utilize the Wake’s extensive connections and resources. These foundational transformations have already brought us a great deal of success in being able to provide better resources for our writers, connect them to better stories, and assist in our own work as leaders for the Wake.
We have connected increasingly with external organizations and persons and as part of this, have consciously worked to develop a professional standard within the Wake. Professionalism from within the Wake varies with each class that moves in, some more free-spirited and others more comfortable ‘playing by the book’. Our efforts to make the Wake professional have also come with the challenge of allowing and encouraging our staff to remain true to their personalities and ‘quirks’. Doing otherwise would be being untrue to the Wake’s purpose and mission. Professionalism, for us, has become a standard of respect rather than a dress code or a specific vernacular. We have expanded our respect for the individual’s opinion to respect for the whole of our readership. A part of this is to write in the best quality we can while understanding our pool of writers comes from all backgrounds, not just those of communications or journalism. To that end, we have begun to have Writer’s Workshops with our writers, teaching them the ‘bare basics’ of AP style to discussing content selection and narrative focus within the various sections and generally for journalistic writing. We also have developed more professional efforts within the staff, looking to develop better communication for content ideas by having editorial meetings in the off-weeks with the staff to both engage our editors in the administrative leadership of the Wake but also to develop stronger articles overall. These efforts are not driven at making the Wake inaccessible to people outside of a very particular subset of students, but to ensure that we respect the various backgrounds of our students and readers and do our best as a staff to make great the publication they create.

Which speaks to our third and least developed goal, increasing the development and involvement of all members in the Wake. While the Wake has often been able to attract a large number of students to contribute at points in its history, at others it was only a few core members left among the others who had left. We wanted to see if it was possible for the Wake to remain open while retaining a large number of committed students and a smaller number of one-time or two-time writers. In this we hoped to remove the need for the staff to regularly write and instead have voices from outside the staff fill most, if not all, of the content. This would allow us to increase our diversity while also increasing our publication’s content, allowing staff to spend more time on their work and less on writing. We have been successful so far, maintaining membership numbers above 50 at all meetings except for the last over the semester. Including staff and their affiliates, attendance at our meetings was usually made up for 70 students total. Thanks to our online site, which has continually grown since its active introduction last year, we are able to allow all students who want to be published by the Wake. Students whose articles would take too long to fit into one specific editorial cycle or another, blogs and other online media writers, and articles unable to be published in print due to overcrowding could be released. Along with this, we have focused the staff’s attention on increased editing, more active and supported design work with each article, giving the author more involvement and control over their final product and giving our staff more time to develop professionally within their current positions and overall. With these efforts underway, we expect to see the professionalism and new focus of the Wake to produce even greater results.

In all of this, the Wake remains true to its deepest commitment: we want to create and maintain an open, diverse forum for our generation, and the generations that follow, to share their views and opinions on the world around them. It is our belief in this, along with the support of the University, which allows the Wake to continue to provide this.

RELATIONS WITH OTHER GROUPS OF LIKE PURPOSE
As a student group attempting to gain ground, The Wake understands the important role that student media plays in exposing campus groups to the rest of the student body. In the past, The Wake has helped spread the word about and highlight a myriad of student organizations through reporting on their startup and achievements in The Wake.

These include lesser-known U of M sports teams and groups (Fencing, Quidditch, Breakdancing, and Ballroom Dancing), the Campus Bike Center, CASH (Campus Athiests, Skeptics, and Humanists), the U of M Football and Hockey teams, SHADE (Sexual Health Awareness and Disease Education), Comedy Club, and Campus People Watchers Club.

The Wake is also proud of their collaboration with the Minnesota Student Association to bring forth awareness of their yearly student government elections and other important campaigns that affect the student body such as the consent campaign and a more recent safety campaign.

By featuring an abundance of student groups and other organizations around campus, we hope to help maintain an informed campus body, aware of all the rich activities and important events happening in and around the University.
As a prominent publication on campus, we try to use our resources and knowledge to help other student groups in their endeavors. One group that The Wake has worked with is PULSE, a campus Christian group, who put on a free concert for all U of M students in the Fieldhouse in the fall semester of 2011. We helped promote their show and provided video coverage of the show in the form of an interview with one of the bands, Family Force 5, and video of the concert itself. We also collaborated with and promoted the Apparel Design Senior Fashion Show, FLUX, this past year.

Our longstanding relationship with Radio K plays an important part in both the content and scope of The Wake magazine. In the past, The Wake has printed a consistent column penned by a Radio K DJ. Currently, each issue of The Wake features an interview with a local band written by a student from the Radio K music department, and a large percentage of our meeting attendees also volunteer at Radio K. The Wake’s strongest section is Sound & Vision, which covers mostly local arts and culture. By working with Radio K, we have been able to bolster this section with interviews with local bands, access to brand new music for reviews, and a solid connection with a major student voice on campus. Radio K sponsored our 10th Anniversary show by giving out free tickets and promoting the event on air. Additionally, The Wake places an ad for Radio K in every issue in exchange for advertising on Radio K’s website and airtime. In the future, The Wake hopes to collaborate further with Radio K through sponsored events, advertisements, and creative projects.

**NEED FOR THE WAKE**
The University of Minnesota - Twin Cities campus has over 50,000 students. That’s a well-known number. What is a more surprising number is that of prominent student-run publications on this campus: three. While the Minnesota Daily provides a vital service with daily reporting on topics of interest to the student body, it alone is not enough. With an ever-diversifying patchwork of people on campus with different backgrounds, interests, and voices, our student community needs more. The Wake has been dedicated for more than 10 years to filling that blind spot and offering a broad range of vibrant commentary, analysis, and documentation of the U of M campus and beyond. Unlike any other campus publication, we have sections devoted to unique local coverage, smart opinion, A&E, and humanities.

As a publication with inclusion ingrained in its success and even its very existence, The Wake strives to give people a chance to be heard. It’s not just people with journalism backgrounds that write for us, but everyone from political science and global studies students to chemistry and business students who are looking for an opportunity to voice an opinion, develop their writing abilities, and become part of a community. This vital part of The Wake’s culture greatly the impact that our magazine has on campus; maintaining an open-door policy encourages student participation, which makes it all the more of a reflection of our student community.

While we attract both writers and readers from every corner of the U, we are also a valuable asset to the U’s School of Journalism and Mass Communication. From The Wake’s inception, we have valued our relationship with the J-School. Our founders were both journalism students and reached out to the school’s network, even receiving a start-up grant from the director. Since then The Wake has consistently offered a place for journalism students to gain experience at a student-run publication. We’ve pitched this opportunity in a number of journalism classes and reached out within the school’s faculty to further establish ourselves as a strong publication. Furthermore, we provide a number of opportunities for design students to get real world experience, whether it be in layout design, web design, or illustration. The result is that many of our alumni have gone on to succeed in their respective fields, with many landing careers at both locally and nationally renowned publications, design agencies, and businesses.

The Wake’s mission is to provide an alternative campus media that goes beyond the traditional news that students can easily find on campus. In our publication process, our thinking is always centered on the audience. Being a bi-weekly publication, we recognize that we can’t cover daily and breaking news like a daily publication. With that said, we focus on looking at current events, issues, and ideas that matter to U of M students and giving our writers the task of putting an interesting spin on it—one that doesn’t have to adhere to a strict timeframe. This mentality – one that we work to brand ourselves with – gives us far greater freedom in how we can inform and entertain our readers.

Over the past couple years, the articles that we’ve published speak for what we try to do. In just one issue last year, we did an interview with U of M President Kaler that addressed some of the most pressing issues for the university, as well as a feature on what some of the most successful young people in the Twin Cities are doing. We’ve done an extensive endeavor into the world of local cinnamon rolls; we highlighted the relationship between Tibetan and Chinese student groups at the U; and we gave our
readers a guide to summer music festivals. With strong writers and editorial organization, we have continued to improve the quality of our content this academic year. We’ve tackled campus issues like the upcoming smoking ban and ticketing bikers, consistently reviewed some of the best shows coming through the area, and covered an expansive amount of poignant social, political, and cultural topics. In addition, our features delved into the world of urban exploration, Dinkytown’s homeless population, the U’s link to St. Paul’s $1 Million Idea, and the misperception of the West Bank’s vibrant Somali community.

From offering a chance to be part of a student group and gain experience at a student-run publication to providing a diverse perspective and reading experience to our readers, we believe that over the years we have continually become an irreplaceable and necessary asset to the U of M’s students and community.

**BENEFITS FROM INVOLVEMENT**

Aside from the direct involvement of students in the Wake as writers or artists, the Wake serves the greater University community by providing relevant, meaningful content. The content we provide is neither purposed nor without intent. We provide a media alternative that expresses our generation’s take on what is current. What matters to the students is what matters to the Wake. Our content is created in meetings with students who have something to say. We give them an outlet and some focus, publish their perspective alongside dozens of others, and then distribute over 10,000 copies for six issues a semester. By giving students a relevant, opinionated and open media source, the Wake contributes to the diversity and complexity of thought and community at the University of Minnesota and to the communities surrounding it.

**STUDENT INVOLVEMENT**

Although this has been described in previous paragraphs, it should be pointed out that this year we have worked hard to draw in more students from all areas of the University, and they in turn have joined us. With the unsatisfactory leadership that led to our lapse in student fees, we have since rebuilt our staff with dedicated, hard-working students. This year, we have students from every year, traditional and nontraditional paths, multiple fields of study (Journalism, Physics, Film, Chinese, etc.), and multiple backgrounds (from Minneapolis to Colombia). No student will be turned away from The Wake; even those students for whom writing does not come naturally. Editors at The Wake are more than willing to assist students in expressing their thoughts and feelings in the most eloquent way possible. Whether a person comes from a journalistic background in their high school newspaper or has no experience at all, if they want to help, we’ll give them a shot.

Along with an increase in dedicated staff, The Wake’s reach has stretched even further to readers through a social media standpoint. As of Fall semester of 2013, social media following has increased with the greater involvement of readers throughout campus. Facebook has found a 48.9% increase of likes, from 276 to 411 likes. Twitter has a 15.9% increase of followers, from 390 to 452 followers. Tumblr has had a 7.6% increase of followers, from 171 to 184 followers. Along with an increased following through social media, The Wake has seen an increase and retention of students who attend meetings. Fall semester saw more contributing writers who were dedicated and persistent in coming to every meeting and writing in each issue. This consistent involvement has helped strengthen a core group of volunteers who are dedicated and excited about being involved with The Wake. Along with the retention of writers, many contributing illustrators have also stayed consistent in writing for The Wake.

This general increase on interest and following of The Wake is what pushes staff members to involve more students on campus and to help spread awareness of the community surrounding The Wake. Our goal is to expand the presence of The Wake in order to include and involve more students with diverse backgrounds and interests. We plan to continue this stance in upcoming years by focusing on spreading awareness about The Wake and improving involvement on social media pages.

**Section 2: Organizational Chart**
Section 3: Performance Report

The Wake is able to gauge staff and student participation through meeting attendance and the number of returning freelancers, while reader participation is evident through the number of issues picked up, the number of visits to The Wake’s website, social media interaction, and attendance at Wake sponsored events. In order to conserve environmental resources, promote our website, and distribute more efficiently, The Wake has reduced its printing output to 1240 printed magazines per issue. This has enabled us not only to use our money more effectively, but also our earth’s resources. We finally again have the capacity to effectively track our distribution levels and it remains a priority for the 2013-14 staff. We keep track of which newsstands have all of the issues gone after a two-week period and which ones do not (taking into account how many were left at each stand).

During this year, our most popular distribution areas have been proven to be Hard Times Cafe near the West Bank of campus, Wilson and Walter libraries, Rarig Center, Middlebrook Residence Hall, and each of the SuperBlock residence halls. These distribution locations each received at least 40 copies of each issue of The Wake, and all copies were routinely gone by the next issue—with Middlebrook routinely getting 60+ copies that are always all taken. Murphy Hall, Lind Hall, Willey Hall, and Bordertown Coffee (located in Dinkytown) did not perform as well as expected last year, and thus we have stop distributing to Bordertown while better promoting our on-campus newsstand locations to ensure easy access to our issues. We have seen an improvement in Lind Hall now that the construction is done. The issues we cut from less popular locations have been reassigned to the more popular locations listed previously and they still continue to empty after a two week period. We never want to withdraw a newsstand from a location unless no one picks up an issue during the two-week period, but this has never happened (except for in the case of Bordertown, which we cut). Based on past surveys done by The Wake, we’ve found that the publication has not done as well on the Saint Paul campus and have since cut down on distribution in Saint Paul, but we have been heavily promoting it with the College of Design. Because of this, we have seen an increase in issues taken in St. Paul and we will be slowly building our presence back on that part of campus. Every other distribution point, from Mechanical Engineering to the Cedar Cultural Center on West Bank to Folwell Hall, has performed up to normal standards of between 1 to 5 issues left consistently (out of 20-40). We aim to draw a diverse readership from all departments and majors at the University, and we distribute our print magazine accordingly.

Meetings for The Wake are held once every other week and are attended by all members of the editorial staff, the Art Director, and at least one designer. There is a staff-only portion of the meeting that involves discussion and planning of future issues, followed by a portion of the meeting that is open to all students. Since 2002, when the magazine started, we have held meetings in our office in the Utec building in Dinkytown. As you probably know, that building is being torn down and we were forced to move to an office in Stadium Village. Our office is much smaller now, so we have been holding meetings on campus in Nicholson Hall. Because of this change, we have not only seen a drastic rise in the number of people attending meetings, but a rise in the variety of students from all parts of the university. Currently, there are about 35 freelancers that attend most or all of the meetings. Many freelancers also pick up articles or photography/illustration assignments via email because of conflicting schedules, which increases our freelance count to about 70. With our growing social media presence that allows us to spread the word about meetings, and The Wake in general, to students easily and quickly, we expect even larger meeting attendance in Spring 2013.

With the ever-advancing web formats and technology, we launched a new and much improved website in the beginning of the Spring 2013 semester. Based on the SSF funds we received last year, we were able to finally find a web designer. While our website activity was almost non-existent during the fall semester, the hiring of a web designer will give us the vital knowledge and tools to enhance our website. With a growing number of volunteer writers, not all of our articles can make it into the print magazine. By expanding and improving the website, we can now use more student work than ever before. Another improvement of our new website is that all articles can now be individually linked to which allows the magazine and individuals themselves to further promote various articles through social media.
The Wake has been committed to expanding our online presence through our use of many different social media platforms. Our fantastic success last semester is largely due to the SSFC generously providing us with enough funding to create a specific Social Media Manager position. We are now on Twitter, Facebook, Tumblr, and YouTube and constantly use these platforms to share our content and promote our magazine, and other student groups, to the student population and beyond. Both our Facebook and Twitter now have over 200 likes and followers respectively and our YouTube includes video interviews from last year with Holly Newsom of Zoo Animal and Family Force 5. We plan to further expand our video presence during the Spring 2013 semester and in the future with video features along with our articles.

For The Wake to continually grow and succeed, we need to improve our on-campus presence as well as our online presence. To achieve this we need to maintain our efficient distribution process while making sure our website and social media further enhance our reader experience. Additionally, in order to build our base of student volunteers and contributors we need to keep interest growing and promote the benefits of working with The Wake. Having a large base of student writers will ensure that we have quality content on a wide array of topics from a variety of different perspectives. We will continue to establish a strong set of paid staff which will give incoming students incentive to get involved and help the magazine with the possibility of integrating into any aspect of the magazine—writing, art, design, web, business, etc.

In the long term, we want to get The Wake back to the strong position we had years ago and ultimately surpass our past success. As we accomplish our short-term goals, we will simultaneously be working towards our long-term goals. Establishing a strong staff that can teach other students and continually improve our content, both online and in print, will ultimately lead to more opportunities, more readers, and more student involvement. All of our progress towards our long-term goals will be evident through monitoring our web traffic, social media interaction, distribution surveys, and student participation. Results will be compiled and saved and used to formulate future plans for the magazine.

Section 4: Reserve Accounts
The Wake uses two banking accounts with US Federal Credit Union, both under the direction of the Editor-in-Chief and the Business Manager positions. The first account is our checking account which is used for the various operational and logistical expenses of the Wake. We maintain a second, reserve account in the form of a savings account. The savings account amount is set presently at 5,066.08. In the event that the Wake were to experience some sort of emergency situation, such as the damaging or loss of Wake property or acts outside the control of the Wake which require significant funds to address. In the past, these funds were used to pay for Wake activity and maintenance over the summer, production for the first issue of a new year, and the repair of Wake property.

We currently have $15,440.43 in our account which will be used to print our first issue of this spring 2012 semester and pay our staff, including newly hired Section Editors and an Advertising Manager. From this account we pay bills (including rent, utilities, and printing), staff payroll, and general banking.

The committee should be aware that there are checks we have written for payroll and printing that have not been cashed yet, which is why our current balance seems so high. Moreover, the amount budgeted for a fall concert this last semester was redirected at having a larger, single concert in the Spring. This carry over will be used to fund a music event on or near the campus that we will be able to offer to students at no or very little cost using these funds.

Section 5: Fees Request
The total amount requested by The Wake for the 2012-2013 academic year is $52,212.40. For the 2011-2012 academic year we were awarded $55,493.05 and this past year, we were awarded around $52,742.00. Over the last three years, we have seen the Wake continue operations successfully at around 52-53 thousand dollar range. As we continue to tighten internal operations
within the Wake, we believe we will be able to continue to increase our service to the University community with this level of funding. As a result, we are requesting $53,000 for the 2014-2015 academic year. We request a slight increase to cover projected increases in the cost of printing and operating.

As of January 2014, the Wake has 15 paid staff members and 2 staff positions open. These two positions will be filled within the first few weeks of the new semester, bringing the total of paid staff to 17. Attached are the job descriptions for each position which outline expectations, compensation, duties, and general time expectations. In terms of average work time, it works best to measure per issue (six issues in each semester). Based on this measurement, the following positions work the associated number of hours per issue:

- Editor-in-Chief: 25-30 hrs;
- Managing Editor: 15-20 hrs;
- Business Manager: 15-20 hrs;
- Art Director: 5-10;
- Production Manager: 10-15 hrs;
- Editors: 10-15 hrs;
- Designers: 10-15 hrs;
- Online Staff: 10-15 hrs.

Staff compensation is based on level of responsibility, expected work hours, and the historical precedence in compensation for these positions. Overall, the amount of work required from paid staff has increased but compensation amounts have decreased significantly. In addition to these cutbacks, we have also moved to remove a previous position, usually with three to five staff members hired into it, and have compressed the responsibilities onto a smaller staff overall. We have found these challenges to be worthwhile in making the Wake more efficient and cost-effective. Because our website has expanded, so too have our expenses for online support and now the new online editor position we are seeking to fill. All staff, with the exception of online staff, are paid a static amount per issue. Online staff are paid hourly at $10.00/hour as their work schedule is not dependent on the production schedule of the magazine as a whole and varies heavily between issues.

During the summer, the Wake is 50% operational and will be so during the summer 2015. During the summer, we no longer run print publications nor do we actively seek out writers. We do maintain our online activities and presence although to a lesser degree than during the school year. During this upcoming summer and the summer after, students will be able to submit online content, maintain regular online writing (blogs, columns, ect.) and read back issues of the Wake. We also do a great deal of planning and preparation work during the summer to allow for our early start once the fall semester begins. University of Minnesota students who pay Student Service Fees in the summer have access to the Wake in its online form and access to all previously posted and online-exclusive content during the summer.

Section 6: External Funding

Outside of Student Service Fees, the Wake has received two other sources of income: first, from Generation Progress, and the second, advertising.

Generation Progress offers a small grant to publications that work toward one of their ‘buckets’. These buckets are a variety of topics and issues they identify as progressive and newsworthy. Recipients of Generation Progress grants must write about these topics in at least 10% of their publication. The Wake has received this grant in previous years and have received it once again. A total award of $1,600.00 for the academic year, this grant accounts for ~2% of our total income.

Advertising is relatively new to the Wake as a source of income. Although some early issues contained advertisements, prior to last year, the Wake was not advertising at all. Although the Wake undertook some initiatives to develop a functional advertising
platform, they were unable to do so. This year was somewhat more successful. Of the 100+ businesses contacted, only a few responded. Overall, we expect to make $900.00 in advertising this year, accounting for a little more than 1%. In developing our advertising efforts, we have been cautious to accept certain advertising deals and offers. It is important for the students and readers of the Wake that we not allow the Wake to become a vehicle for private interests expressed through advertisement rather than an outlet for our generation. To this end, we partner only with groups and companies that operate in sustainable ways, are local in nature, or serve the community of the University. In order to work with these groups, we have offered our advertisements at a low price and intend to keep it that way. Moving forward, we look to focus our solicitation more on local businesses and expand our current partnerships.

~97% of the Wake’s operating and programming budget comes from Student Services Fees. This funding is a necessary part of our operation. Without the reliability and generosity of this funding, the Wake would not be able to operate at any consistent level nor provide an open forum for diversity of thought on campus. Although we do receive some outside support, there are few funds available for a publication of the Wake’s nature. The costs associated with publishing the magazine are too great for advertising and smaller, outside grant sources to support our continued operation. Without Student Services Fees, the Wake would not be able to exist at the University.