

College	College enrollment	Newspaper	Web site	Frequency	Days	Copies printed
CSU Humboldt	7,725	The Lumberjack	www2.humboldt.edu/~merge/	Weekly	Wednesdays	6,500
CSU San Luis Obispo	18,303	Mustang Daily	mustangdaily.net	Daily	Mon-Friday	6,000; for special issues, circulation increases to 8-12,000.
Cal Poly Pomona	19,804	The Poly Post	thepolypost.com	Weekly	Tuesdays	
CSU Bakersfield	7,933	The Runner	www.csu.edu/runner	Weekly	Every Weds.	2,000
CSU Chico	15,516	The Orion	orion-online.net	Weekly	Every Weds.	9,500
CSU Fresno	22,342	The Collegian	csufresno.edu/collegian/	3 days/week	M/W/F	5,000
CSU Fullerton	32,592	The Daily Titan	dailytitan.fullerton.edu	4 days/week	Mon-Thursday	6,000
CSU East Bay	13,455	The Pioneer	pioneer.csuhayward.edu/	Weekly	Thursdays	11,000
CSU Long Beach	34,715	Daily 49er	csulb.edu/~d49er/	4 days/week	Mon-Thursday	10,000
CSU Monterey Bay	3,760	The Otter Realm	newspaper.csumb.edu	2 days/month	Every other TH	
CSU Northridge	33,426	Daily Sundial	sundial.csun.edu	4 days/week	Mon-Thursday	8,000
CSU Sacramento	28,375	The State Hornet	statehornet.com	Weekly	Every Weds.	12,000
San Diego State	33,676	The Daily Aztec	thedailyaztec.com	4 days/week	Mon-Thursday	15,000
San Francisco State	29,686	The Golden Gate [X]Press	xpress.sfsu.edu	Weekly	Thursdays	10,000
San Jose State	28,932	Spartan Daily	thespartandaily.com	Daily	M-F	6,500
Sonoma State	8,371	Sonoma State Star	sonoma.edu/star	Weekly		
CSU Stanislaus	8,072	The Signal	no online presence	Weekly	no response	2,500
CSU San Marcos	7,777	The Pride	csusm.edu/pride	Weekly	Tuesdays	3,500
CSU Los Angeles	20,637	University Times	calstatela.edu/univ/ut/	2 days/week	Mon/Thurs	6,000
CSU San Bernardino	16,927	Coyote Chronicle	no online presence	Weekly	Mondays	5,000
CSU Dominguez Hills	13,248	The Bulletin	no online presence	2 days/month		4,500
CSU Channel Islands	1,560	CI View	no online presence	Monthly	2nd Tuesday	300
California Maritime Academy	698	The Binnicle	csum.edu/	Monthly	N/A	50

College	Off-campus distribution	How many?	Summer publication?	How frequent?	How many copies?	Format
CSU Humboldt	yes	About 3,000	no	N/A	N/A	Tabloid
CSU San Luis Obispo	yes	About 600 papers are distributed to downtown locations where students frequent.	yes	weekly	6,000	Tabloid
Cal Poly Pomona						
CSU Bakersfield	yes	200	no	N/A	N/A	Short tabloid
CSU Chico	yes	2,500-3,000	yes	Once	At least 10,000	Broadsheet
CSU Fresno	yes	500 (Six off-campus locations)	no	N/A	N/A	Tabloid
CSU Fullerton	yes	500	yes	10 issues	6,000	Broadsheet
CSU East Bay	yes	5,000	yes	weekly	11,000	Broadsheet
CSU Long Beach	yes	2,000	yes	Every Thurs	7,000	Tabloid
CSU Monterey Bay						
CSU Northridge	no	N/A	yes	6 weekly issues	2,000	Tabloid
CSU Sacramento						
San Diego State	yes	750	yes	bi-weekly	5,000	Tabloid
San Francisco State	no	N/A	no	N/A	N/A	Tabloid
San Jose State	yes	100	no	N/A	N/A	Broadsheet
Sonoma State			no	N/A	N/A	
CSU Stanislaus	yes	Distributed at six off-campus sites	no	N/A	N/A	Tabloid
CSU San Marcos	yes	Varies; "not a lot"	no	N/A	N/A	Tabloid
CSU Los Angeles	no	N/A	yes	Mondays	5,000	Tabloid
CSU San Bernardino	no	N/A	no	N/A	N/A	Broadsheet
CSU Dominguez Hills	no	N/A	no	N/A	N/A	Tabloid
CSU Channel Islands	no	N/A	no	N/A	N/A	Tabloid
California Maritime Academy	no	N/A	no	N/A	N/A	PDF

College	Ultimate financial responsibility	Lab paper?	Linked to academic class?
CSU Humboldt	"Not sure. Me, I think, and the adviser"	yes	No answer
CSU San Luis Obispo	General manager	yes	Editorial staff generated from a class taught by department chair
Cal Poly Pomona			
CSU Bakersfield	Department of Communications	yes	yes; students receive two units for class participation
CSU Chico	Faculty adviser	yes	No answer
CSU Fresno	University president	yes	Lab classroom for several MCJ classes: 105W Newspaper Workshop; 102W Newspaper Reporting; 108 Advanced Reporting; Intermediate Photojournalism; 143 Advertising Sales.
CSU Fullerton	Journalism/dean/VP/director	yes	Minimum requirement is 20 stories around 500 words and at least three human sources. Making deadline, an in-depth feature are also required, as is quality writing.
CSU East Bay	Journalism/dean/VP/director	yes	No answer
CSU Long Beach	Independent	no	no
CSU Monterey Bay			
CSU Northridge	Journalism/dean/VP/director	yes	No answer
CSU Sacramento	Publications Board		
San Diego State	no response	no	No answer
San Francisco State	no response	yes	Students working on the weekly newspaper (online updated throughout the week) are enrolled in a 3-unit course. Students are required to write at least 11 stories (or 2 multimedia stories/5 conventional stories or 3 multimedia stories/2 conventional stories) and work at least 20 hours of production for the semester. And they always complain we're asking too much of them!
San Jose State	Faculty adviser	yes	No answer
Sonoma State		yes	As an instructionally-related activity, students enroll in COMS 368A: Writing & Editing and/or COMS 368B: Newspaper Production.
CSU Stanislaus	no response	yes	The Signal is a student-produced newspaper based upon a three unit, upper division class, JOUR 3012, Journalism Laboratory
CSU San Marcos	Dean of Students	yes	yes
CSU Los Angeles	no answer	no	no
CSU San Bernardino	no response	no	Contributing writers come from an academic course
CSU Dominguez Hills	Faculty adviser	yes	No answer
CSU Channel Islands	Associated Students, Inc. provided start-up money. Ultimate goal is financial independence.	no	No answer
California Maritime Academy	N/A	no	no

College	Source(s) of financial support	If from student activity fees, how dispersed?
CSU Humboldt	70% advertising; 30% IRA funds	"Don't know"
CSU San Luis Obispo	100% advertising	no student fees...may be changing as University is starting to realize that the Mustang Daily likely qualifies for IRA funds
Cal Poly Pomona		
CSU Bakersfield	80% advertising; 20% IRA funds	\$20,000 budget....\$16,000 to printer (from ad revenues)
CSU Chico	100% advertising	N/A
CSU Fresno	60% advertising; 29% student government; 11% IRA funds	\$30,000 IRA allocation in 2004-05; IRA payments approved based on requisitions/direct pay forms submitted by Collegian business manager
CSU Fullerton	67% advertising; 33% IRA funds	"Appear, request, pray, IRA decides amount."
CSU East Bay	55% IRA funds; 45% advertising	IRA supplies \$75,000 to cover printing costs
CSU Long Beach	97% advertising; 2% IRA funds; 1% subscription sales	Students go before the IRA board (made up of students/faculty) and present their case for IRA funds.
CSU Monterey Bay		
CSU Northridge	96% advertising; 4% IRA funds	Annual allocation
CSU Sacramento		
San Diego State	100% advertising	N/A
San Francisco State	no response	N/A
San Jose State	25% advertising; 75% general (state) funds	Difficult to determine; we submit proposal and they give what they think with no explanation.
Sonoma State		It is partially funded by the university for its printing costs; all other expenses are paid for with advertising revenue.
CSU Stanislaus	no response	no response
CSU San Marcos	63% advertising; 37% IRA funds	Make application to IRA board
CSU Los Angeles	70% advertising; 30% IRA funds	Make application to IRA board
CSU San Bernardino	80% advertising; 20% IRA funds	
CSU Dominguez Hills	10% advertising; 10% student govt.; 80% general university (state) funds	No answer
CSU Channel Islands	25% advertising; 75% ASI (this money does come from the same funds from which student government draws their funding, but funds are allocated by the ASI board)	We present our budget to ASI to be approved and allocated by the board. Student editor is a member of the board.
California Maritime Academy	None	n/a

College	FY end date	Total revenue	Total expense	Expense for pay for student employees	Notes
CSU Humboldt	30-Jun-04	\$125,000	\$125,000	\$34,000	
CSU San Luis Obispo	30-Jun-04	\$348,000	\$380,000	\$155,000	
Cal Poly Pomona					
CSU Bakersfield	30-Jun-04	\$20,000	\$16,000	0	Student staffers are unpaid
CSU Chico	30-Jun-04	\$260,000	\$248,000	\$60,000	
CSU Fresno	30-Jun-04	\$186,000	\$170,000	\$72,000	
CSU Fullerton	30-Jun-04	\$350,000	\$320,000	\$224,000	
CSU East Bay	30-Jun-04	\$146,000	no answer	no answer	
CSU Long Beach	30-Jun-04	\$350,000	\$350,000	\$80,000	
CSU Monterey Bay					
CSU Northridge	30-Jun-04	\$485,000	\$460,000	\$85,000	
CSU Sacramento					
San Diego State	30-Jun-04	\$713,445	\$694,451	\$241,873	
San Francisco State	no response	no response	no response	no response	
San Jose State	30-Jun-04	\$250,000	\$260,000	\$32,000	
Sonoma State					
CSU Stanislaus	no response	no response	no response	no response	
CSU San Marcos	30-Jun-04	\$50,500	\$48,400	\$22,000	
CSU Los Angeles	30-Jun-04	\$181,000	\$133,235	\$50,000	
CSU San Bernardino	no response	no response	no response	no response	
CSU Dominguez Hills	30-Jun-04	\$4,000	Unknown	About \$300-\$400	
CSU Channel Islands	30-Jun-04	\$6,000	0	0	Why zero expenses: we missed the deadline and got all of our materials from the next budget.
California Maritime Academy	30-Jun-04	0	0	0	

College	No. of non-professional staffers	Non-student professional staff positions	How are the non-student professional staff position salaries funded?
CSU Humboldt	1	Business and advertising manager	Income the paper generates
CSU San Luis Obispo	1	General manager	GM's salary: 40% out of dean's budget; 60% from advertising
Cal Poly Pomona			
CSU Bakersfield	1	Faculty adviser	Through department funds
CSU Chico	0	N/A	N/A
CSU Fresno	2	Business manager; graphics specialist	Through the newspaper operating budget; formerly thru Arts & Humanities
CSU Fullerton	1	Business manager	Advertising revenue
CSU East Bay	1	Advertising/business manager	Through the newspaper operating budget
CSU Long Beach	2	General manager and production manager	Advertising revenue
CSU Monterey Bay			
CSU Northridge	4	Publisher, ad mgr, production mgr, biz coordinator	no answer
CSU Sacramento			
San Diego State	1.75	Office Supervisor (12 mth/ft); Graphics Specialist (12 mth/.75 ft - works rest of time in A.S. Graphics Office)	Advertising revenue
San Francisco State	3 to 4	Advertising director (2 halftime positions); Business manager (full time)	Advertising revenue
San Jose State	4	Business manager, two carriers, student asst for staff assignments	Through department funds
Sonoma State			
CSU Stanislaus	no response	no response	no response
CSU San Marcos	2	Faculty adviser and budget manager	Faculty adv: College of Arts & Sciences; Budget mgr: Student Affairs
CSU Los Angeles	2	Business manager, PT faculty adviser	Newspaper budget (bus mgr); college of arts and letters (adviser)
CSU San Bernardino	1	Business manager	Advertising revenue
CSU Dominguez Hills	2 to 3	Contributors, business managers	By foundation account (Ad sales)
CSU Channel Islands	0	N/A	N/A
California Maritime Academy	1		1 Unpaid

College	No. of total student staffers each semester	Student editorial staffers paid?	List of positions paid/salaries	How pay rate is determined for writers
CSU Humboldt	30 total (10 adv/business; 20 editorial)	yes	Editor: \$1,200/semester; all others: \$250/semester	Stipend
CSU San Luis Obispo	40 each quarter	yes	Editor: \$800/month; Mng. Editor: \$750/month; section editors: \$500/month; wire editor: \$400/month; 2 copy editors: \$250/each month; photo editor: \$500/month; photographers (3): \$100-300/month depending on workload; production: \$400/month	No answer
Cal Poly Pomona				
CSU Bakersfield	12	no	N/A	Not paid; part of Journalism class
CSU Chico	75-80	yes	Managing editor: \$2,000 per semester; News editor, \$1,000; Section editors (5): \$600 each; Photo editor: \$700; Chief copy editor: \$600; Online editor: \$600	No answer
CSU Fresno	50-75 per semester	yes (as student assts.)	Editor in chief: \$640 per semester; Section editors (news, sports, opinion, features) and photo editor: \$600 stipend per semester, calculated at 75 hrs @\$8/hour; freelance writers: \$24 per story, calculated at 3 hours @\$8/hour.	See previous column. Staff reporters are not paid; instead, they receive class credit.
CSU Fullerton	30	yes		Not paid; part of Journalism class
CSU East Bay	12	yes	Stipend for editor; writers are paid by story	By story
CSU Long Beach	21	yes	Editor In Chief \$9.00 per hr, Managing Editor \$8.00 per hr, News Editor \$7.50 per hr, City Editor \$7.50 per hr, Diversions Editor \$7.50 per hr, Sports Editor \$7.50 per hr, Photo Editor \$7.50 per hr	Hourly rate
CSU Monterey Bay				
CSU Northridge	40	yes	Editors get stipends. Editor in chief \$1,680/semester. Total editor stipends: \$17,232/semester.	No answer
CSU Sacramento				
San Diego State	50	yes	no response	no response
San Francisco State	60-90, including online staff	no	The four leading editors at San Francisco State get credit and a stipend.	no response
San Jose State	45	yes	Editors make \$300-\$600 per month	No answer
Sonoma State				
CSU Stanislaus	no response	no response	no response	no response
CSU San Marcos	35	yes	2 co-editors each receive \$2,500 per semester; 3 section editors: \$600 each per semester; 1 online editor: \$500 semester; 1 business mgr: \$500 semester plus commission (\$5,000 per year)	Not paid; part of Journalism class
CSU Los Angeles	12	yes	Editor in chief: \$10.35/hr; managing editor: \$8.65/hr; production manager: \$8.65/hr. (max 20 hrs a week for each position)	Hourly rate
CSU San Bernardino	8 to 11	yes	no response	no response
CSU Dominguez Hills	6 to 11	no	N/A	By story
CSU Channel Islands	10	no	N/A	N/A
California Maritime Academy	4	no	N/A	N/A

College	Who sells ads for your paper?	Are ad reps paid?	How is pay rate determined?	If commission, what percent do they receive?	If ad reps are paid, list positions and salaries	How are your student salaries funded?
CSU Humboldt	Students	yes	By commission	10% up to \$1,000; 20% over \$1,000	Reps: commission; Designers: \$150/issue; Circulation: \$75-\$100/issue; Distribution: \$50/issue; Production/layout: \$150/issue; Classified: \$25/issue.	Advertising
CSU San Luis Obispo	Students	yes	Base plus commission	10% (draw against commission)	Ad director: \$10./hour; Nat'l ad rep/classified ad rep: \$9/hour; outside sales reps (9) at \$7.50/hour; office asst: \$7.50/hour; special sections coordinator: \$10/hour; prod. Mgr: \$10/hour; ad designers (3): \$7.50/hour; prod. Asst: \$8	Advertising
Cal Poly Pomona						
CSU Bakersfield	Students	no	N/A	N/A	N/A	Not paid
CSU Chico	Students	yes	By commission	14%	Ad manager: 6 percent of all local ad revenue; Ad reps: 14 percent of ad revenue	Advertising
CSU Fresno	Students	yes	Hourly rate	Based on 10% of ad fee	Nat'l ad mgr, advertising production asst., circulation mgr., accounting asst., 20 ad reps: \$8/hour.	Advertising
CSU Fullerton	Students	yes	By commission	10%		Advertising
CSU East Bay	Students/Professional staff	yes	Hourly plus commission	10%	No answer	Advertising/IRA funds
CSU Long Beach	Students	yes	By commission	15% for existing accounts 20% for new accounts	No answer	Advertising
CSU Monterey Bay						
CSU Northridge	Students/Professional staff	yes	By commission/hourly rate	10-15%	Ad manager: \$3,100/month plus 1% of sales	Advertising
CSU Sacramento						
San Diego State	Students	yes	By commission	15%	Varies by position and volume.= Total costs for commission is 15% of sales.	Advertising
San Francisco State	Professional staff	yes	Salary and commission	no response	no response	Advertising
San Jose State	Students	yes	By commission	5-15%	Ad director \$500/month+comm; National director \$350/month; Retail manager \$300/month + comm	University general fund
Sonoma State						
CSU Stanislaus	no response	no response	no response	no response	no response	no response
CSU San Marcos	Student business manager	yes	By commission	10%	Incentives push commission to 15%-20% during summer	Advertising and IRA funds
CSU Los Angeles	Students	yes	Hourly plus commission	3-15% depending on type of ad sold	Advertising managing: \$8.65/hr. (max 20 hrs a week)	Advertising and IRA funds
CSU San Bernardino	no response	no response	no response	5%	no response	no response
CSU Dominguez Hills	Part-time employee	yes	Per issue, plus commission	20%	One person (Business coordinator): \$350 per issue, plus commission	Students enrolled in class are not paid
CSU Channel Islands	Students	no	N/A	N/A	N/A	N/A
California Maritime Academy	N/A	N/A	N/A	N/A	N/A	N/A

College	Other media on campus	Business committee that allocates funds?	Committee members:	Are committee members elected/appointed?
CSU Humboldt	Newspaper, magazine, radio station	no	N/A	N/A
CSU San Luis Obispo	Newspaper, radio station, TV station	no	N/A	N/A
Cal Poly Pomona				
CSU Bakersfield	Newspaper	IRA board	N/A	N/A
CSU Chico	Newspaper, radio station, magazine	no	N/A	N/A
CSU Fresno	Newspaper, radio station, TV station	yes		Appointed
CSU Fullerton	Newspaper, radio station, TV station, magazine	no	N/A	N/A
CSU East Bay	newspaper and TV station	IRA board	No answer	no answer
CSU Long Beach	Newspaper, radio station, TV station, magazine, yearbook	yes	2 faculty (Advisor to paper, Chair of department), VP of student affairs, 1 staff, 6 students, 1 newspaper professional. All were invited to join by previous board.	Appointed
CSU Monterey Bay				
CSU Northridge	Newspaper, radio station, yearbook, magazine	no	N/A	N/A
CSU Sacramento		The Business Advisory Committee's purpose is to preserve and promote the fiscal integrity and business effectiveness of the State Hornet. The Committee will recommend business and financial policy to the Publications Board and advise that Board on business and financial operations.	Four members: State Hornet Editor in Chief; Faculty Adviser; General Manager; VP for Finance (chair)	
San Diego State	Newspaper, radio station, TV station	no	N/A	N/A
San Francisco State				
San Jose State	Newspaper, magazine, TV station	no	N/A	N/A
Sonoma State				
CSU Stanislaus	Newspaper, radio station	no response	no response	no response
CSU San Marcos	Newspaper, literary magazine	no; hoping to establish publications board	N/A	N/A
CSU Los Angeles	TV station	no	N/A	N/A
CSU San Bernardino	no response	no response	no response	no response
CSU Dominguez Hills	Newspaper, radio station	no	N/A	N/A
CSU Channel Islands	Newspaper, magazine	yes	7 members: 3 staff (University CFO, Director of Student Life, Director of Student Affairs); 3 students (Student Body president, Student Programming Board President, Newspaper Editor); 1 member of the public (Currently a principal of a local high school)	Appointed
California Maritime Academy	Newspaper	no	N/A	N/A

College	How is your newspaper budget maintained?	Who manages your newspaper's budget?	Faculty adviser?
CSU Humboldt	As a campus club	Professional business manager	yes
CSU San Luis Obispo Cal Poly Pomona	Separate from other campus media outlets	General manager	yes; dept. chair instructs class
CSU Bakersfield	Separate from other campus media outlets	Faculty adviser	yes
CSU Chico	Separate from other campus media outlets	Faculty adviser	yes
CSU Fresno	Separate from other campus media outlets	Professional business manager	yes
CSU Fullerton	Separate from other campus media outlets	Professional business manager	yes
CSU East Bay	Separate from other campus media outlets	MCJ department secretary	yes
CSU Long Beach	Separate from other campus media outlets	Professional business manager	yes
CSU Monterey Bay			
CSU Northridge CSU Sacramento	Separate from other campus media outlets	Mass Communication/Journalism dept. staff member	yes
San Diego State	Separate from other campus media outlets	Office Supervisor (FT employee)	no
San Francisco State	Separate from other campus media outlets	Professional ad manager overseen by dept. chair	yes (4-5 advisers including one for photo and one for online)
San Jose State	Separate from other campus media outlets	Faculty adviser, professional business manager	yes
Sonoma State			
CSU Stanislaus	no response	no response	yes
CSU San Marcos	Separate from other campus media outlets	Professional budget manager	yes
CSU Los Angeles	Separate from other campus media outlets	Professional business manager	yes
CSU San Bernardino	no response	Mass Communication/Journalism dept. staff member	yes
CSU Dominguez Hills	Combination of grant, university funded, and self funded	Faculty adviser	yes
CSU Channel Islands	Separate from other campus media outlets	Student editor	yes (2)
California Maritime Academy	N/A	N/A	yes

College	Online presence	How maintained	When updated?	Online advertising?
CSU Humboldt	yes	in house	Day of publication	no
CSU San Luis Obispo	yes	techxpress.net	Day of publication	yes
Cal Poly Pomona				
CSU Bakersfield	yes	in house	Day of publication	no
CSU Chico	yes	digitalpartners	Updated with breaking news	yes
CSU Fresno	yes	in house	Day of publication	yes
CSU Fullerton	yes	digitalpartners	Daily	yes
CSU East Bay	yes	in house	Day of publication	yes
CSU Long Beach	yes	in house	Day of publication	yes
CSU Monterey Bay				
CSU Northridge	yes	digitalpartners	Day of publication	yes
CSU Sacramento	yes	digitalpartners		
San Diego State	yes	college publisher	Day of publication	yes
San Francisco State	yes	in house	Daily	yes
San Jose State	yes	digitalpartners	Daily	yes
Sonoma State				
CSU Stanislaus	no	N/A	N/A	N/A
CSU San Marcos	yes	in house	Day of publication	no
CSU Los Angeles	no	N/A	N/A	N/A
CSU San Bernardino	no	N/A	N/A	N/A
CSU Dominguez Hills	no	N/A	N/A	N/A
CSU Channel Islands	no	N/A	N/A	N/A
California Maritime Academy	yes	PDF	monthly	no

College	College Readership Program	How is the CRP funded on your campus?	Has CRP affected your paper's ad revenue?	Primary competition for the ad dollar	Recruitment problems?	If no, what has been your most successful recruiting tool(s)?
CSU Humboldt	no	N/A	N/A	Other local newspapers	yes	No answer
CSU San Luis Obispo Cal Poly Pomona	no	N/A	N/A	Local weeklies (New Times); local coupon books	no	Recruiting ad reps from business classes; ad designers from art design classes
CSU Bakersfield	yes	student government	no	No answer	yes	small school...class only worth two units
CSU Chico	yes	Students in the dorms pay for it	no	Other local newspapers	no	The paper's own success
CSU Fresno	yes	student government	no		no	ads, word of mouth
CSU Fullerton	no	N/A	N/A	All media in general	no	Ads
CSU East Bay	no	N/A	N/A	Local dailies (ANG newspapers)	no	International students are restricted to on-campus jobs, so the paper is a perfect job for them.
CSU Long Beach CSU Monterey Bay	yes	Other	no	Other local publications	no	Advertising in the classified section of our newspaper
CSU Northridge CSU Sacramento	no	N/A	N/A	No answer	no	Mandatory class for general, print and magazine journalism students
San Diego State	no	N/A	N/A	Local community newspaper (The Reader)	no	Presentations in related academic classes/outreach to faculty teaching those classes.
San Francisco State	no	N/A	N/A	Weekly alternative newspapers	no	Required course for journalism majors (who must take it at least twice) and minors (who must take it at least once)
San Jose State Sonoma State	no	N/A	N/A	Local weeklies (Metro, Wave) and the San Jose Mercury News	yes	No answer
CSU Stanislaus	no response	no response	no response	no response	no response	no response
CSU San Marcos	no	N/A	N/A	Other (community) college papers	no	Class and in-house ads in The Pride
CSU Los Angeles	no	N/A	N/A	We border three different cities, with five cities within 15 miles of us, so our competition is primarily the local community papers. It's not really the L.A. Times; we're not in their class.	yes	No answer
CSU San Bernardino	no response	no response	no response	no response	no	Our Practica class
CSU Dominguez Hills	no	N/A	N/A	No answer	yes	No answer
CSU Channel Islands	no	N/A	N/A	Probably other newspapers, although since we are a new paper for a new campus, we don't seem to have many problems with competition. Advertisers seem eager to reach our readership.	yes	No answer
California Maritime Academy	no	N/A	N/A	No answer	yes	No answer

College	Governing document	Most unique positive revenue stream
CSU Humboldt	no	no answer
CSU San Luis Obispo	yes	local advertising; special sections accounted for more than 1/3 of our total revenue last year. Will improve this year because they're adding more (freshman welcome, best for cal poly students, etc.; open house; graduation). Open house section: \$38,000 in total revenue last year.
Cal Poly Pomona		
CSU Bakersfield	no	no answer
CSU Chico	no	no answer
CSU Fresno	yes	
CSU Fullerton	no	Collect all invoices. Get most national ads to prepay.
CSU East Bay	yes	Including movie listings attracted new advertisers; changing to broadsheet format changed image of paper in the community.
CSU Long Beach	yes	no answer
CSU Monterey Bay		
CSU Northridge	yes	Semiannual schedule of classes: We sell ads for the schedule of classes and the university pays for printing and distribution, so we get to keep all the revenues.
CSU Sacramento		
San Diego State	no response	Nothing particularly unique.
San Francisco State	no response	no response
San Jose State	no	None; difficult to do because students turn over each semester
Sonoma State		
CSU Stanislaus	no response	no response
CSU San Marcos	yes	None
CSU Los Angeles	yes	None
CSU San Bernardino	no response	no answer
CSU Dominguez Hills	no	no answer
CSU Channel Islands	yes	Since we're so new, revenue strategies have been rather pedestrian. So far our only income has come from advertising.
California Maritime Academy	no	no answer

College	Funding withheld?	If yes, explain the situation	Keys to your success
CSU Humboldt	no	no answer	Best: great local community, eager student staff, good communication. Worst: rural area, small university, low wages.
CSU San Luis Obispo	no	n/a	Maintaining good relationships w/local businesses. 43,000 pop; 18,000 students ...it's a college town. We've worked really hard to build a program that was really struggling. Our big focus has been on local advertising to improve their share of student spending. The students here look at the Mustang Daily as their primary news source.
Cal Poly Pomona			
CSU Bakersfield	no	n/a	no response
CSU Chico	no	no answer	1. Healthy advertising revenue; 2. Effective advising and teaching; 3. A campus climate in which free speech is valued.
CSU Fresno			
CSU Fullerton	no	no answer	Gifted, hardworking, dedicated students
CSU East Bay	no	N/A	Strong presence in the surrounding communities; year-round publication schedule.
CSU Long Beach	yes	We lost IRA funding one year when there was a misunderstanding about how the paper was tied to classes.	Right now budget obstacles. Declining local and national advertising revenues. Success in the editorial, production and business side...a dedicated student staff that pulls together as a team to produce the paper.
CSU Monterey Bay			
CSU Northridge	no	n/a	
CSU Sacramento			
San Diego State	no	N/A	1. Long tradition of very committed student staff - both in sales and editorial. 2. Long tradition of local advertising market. (This may be eroded by on-line competition in the near future.) 3. Large enough student population to support advertisers.
San Francisco State	no	N/A	Success: Required course, students are relatively well prepared since they must take 3 prerequisite courses. Obstacle: not daily, commuter campus, many student on campus don't read the paper, it's not part of the culture here.
San Jose State	yes	Percent given gets less and less each year	Better sales training of students; increase in national advertising
Sonoma State			
CSU Stanislaus	no response	no response	no response
CSU San Marcos	yes	\$5,000 cut in IRA funds in 2003-04	Positives: Student enthusiasm on staff and on campus; increased activism on campus (Michael Moore); growing community around campus; advertisers eager to reach students. Obstacles: Administration not understanding the role of the student press.
CSU Los Angeles	yes	Advertising and IRA revenue is slowly dropping; IRA funding was cut 62% last year.	"We're looking into why we were cut so much; questions are being asked. We may have to cut our summer publication." Obstacles: We no longer even have a journalism major (or dept) on campus; recruiting enough students from on campus. Positives: Producing a student-generated paper.
CSU San Bernardino	no	N/A	no response
CSU Dominguez Hills	no	no answer	Best: Journalist in residence, follow-up, good campus-related stories. Worst: Openness of campus officials to interviews, anyone to provide information.
CSU Channel Islands	no	N/A	1. The donation of printing by the local county newspaper. This has been a big help and has helped keep our budget down. 2. While I have had difficulty recruiting and keeping students on staff (since we're a club and not a class, all work is done on a volunteer basis), the ones I have worked with have been great and have come through regularly on tight deadlines. 3. The support of the student body through their ASI funds. Without this, we could not have established the presence on campus that we have (we just got an office with two computers in the Fall semester).
California Maritime Academy	no	no answer	

College	Misc. notes	Color?
CSU Humboldt		
CSU San Luis Obispo Cal Poly Pomona	Solely funded by advertising. "we may be the only daily lab paper in the country that's self-supporting." We boast the nation's only college newspaper that is reported, edited and published on an university campus. Cal poly policy: learn by doing. Student graphic communications dept does the printing.	
CSU Bakersfield		
CSU Chico	An independent student-run newspaper since 1975	yes
CSU Fresno	Accountancy assistant is hired from the Craig School of Business on campus; the student receives 3 units (internship) and \$8 per hour. Freelance photogs/illustrators: \$16 per photo/cartoon, calculated at 2 hours @\$8/hour. Webmaster: \$8/hour.	
CSU Fullerton	Operates independently of Associated Students Inc.; College of Communications; CSUF administration; and the CSU System. The Daily Titan has functioned as a public forum since inception in 1960.	
CSU East Bay	Recent name change from CSU Hayward to CSU East Bay could impact the paper indirectly.	yes, when advertiser pays for it
CSU Long Beach	Journalism students work on the Daily 49er newspaper, the On-line 49er; "The Blog"	
CSU Monterey Bay		yes
CSU Northridge		no answer
CSU Sacramento		
San Diego State		yes
San Francisco State		yes
San Jose State		
Sonoma State		
CSU Stanislaus		
CSU San Marcos	Plans to add student fee referendum on spring ballot were stopped at the President's Office.	Only when color ad is sold
CSU Los Angeles		Occasionally when an
CSU San Bernardino		advertiser pays for it
CSU Dominguez Hills		
CSU Channel Islands	We function as a school club right now, and as such we have faculty advisors. Currently they are Jack Reilly and Nick Pencoff...planning to start the paper's website this spring.	no
California Maritime Academy	We have a unique situation here, nothing is official, but the other editors and myself try to organize students' opinions and promote dialogue about issues on campus through The Binnacle; which we classify as a newsletter since its lack of content of a traditional newspaper.	