2017-18 INSTRUCTIONALLY RELATED ACTIVITIES BUDGET REQUEST

Name of IRA Program The Lumberjack

Course Title and Number JMC 327 Multimedia News Lab/ JMC 427 Advanced Multimedia News Lab

Faculty Program Director: Marcy Burstiner

College and Department: CAHSS Journalism and Mass Communication

Campus Phone: x5935 **Email Address: mib3@humboldt.edu**

1. Please describe the nature and objective of your activity and how it qualifies as an Instructionally Related Activity (IRA). Use the attached examples of evaluation criteria, reference in #3 provided by the IRA Committee.
Address the issue of how the course/activity relates to the larger curriculum (i.e. general education, majors, minors, electives). What are the students expected to learn by the end of this course activity that they did not know before? Are there any special requirements for participating in this activity? Please be as clear and concise as possible in your response.
The Lumberjack is produced out of JMC 327 The Multimedia News Lab. It is a core course in the major -- every new Journalism major must take it at least once. It produces the printed Lumberjack Newspaper and the online thelumberjack.org website.

2. How does your program meet all the General Requirements listed in #2 of the IRA Funding Guidelines?
If the IRA Program no longer has a course title and number, please explain why it should still be eligible for IRA funding.
Student reporters and editors are enrolled in JMC 327 or JMC 427. Occasionally students with a course conflict with JMC 327 and 427 are allowed to enroll in JMC 499 Directed Study to get credit for their work on the Lumberjack Newspaper. All student reporters, editors, staff photographers and designers are currently enrolled students at HSU. IRA funds per this request are only for the actually printing of the newspaper, not for stipends or salaries, award competitions or field trips.

3. What is the instructor's level of participation in this IRA funded course and activity?
The instructor is a post-production faculty adviser. She meets with students during the scheduled class times and critiques the student work after publication. She also serves to give general direction and advice prior to publication outside of scheduled class time. The students on the Lumberjack newspaper control their own content. The adviser also oversees the business operations of the Lumberjack, i.e. supervises the staff Business Manager and the students employed to sell ads and handle distribution.

I have reviewed this Instructionally Related Activities Budget Request in its entirety:

IRA Program Director Name: Marcy Burstiner

IRA Program Director Signature:

Department Chair Marcy Burstiner

Name: Department Chair Signature:

COURSE(S) TITLE AND NUMBER SPECIFIC TO 2017-18 IRA BUDGET REQUEST

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Course Title	Course No.	No. of Units	No. *of* Students Granted Credit		Dept. Chair Signature *for* Verification
			Spring '16 Term	Fall '16 Term	
Multimedia News Lab	JMC 327	2	17	23	
Advanced Multimedia News Lab	JMC 427	2	9	9	

Instructionally Related Activities
Request Spreadsheet
2017-18
The Lumberjack

Line Item	Identify Priority: 1	Category (see	Total Funds Needed	Amount Requested from IRA	Difference	Other Source of Revenue			Explanation/break	# of students directly served per year
						University / Associated	Fundraised	Student Contribution		
Printing	1	Supplies/Services	$35,000	$32,000	$3,000		$3,000		The Lumberjack needs to print 28 16-20 page issues throughout the year. Each issue would require 5,000 copies. The Lumberjack estimates this will cost $33,600. In addition to students directly served, The Lumberjack serves as a forum for opinion columns from all students and it provides space for the advertising of student events and fundraisers. We expect student ad staff to sell $110,000 worth of advertising. So we expect the students to raise $3 for every dollar of IRA funds.	50
Wages/Benefits Benefits			$80,000	0	$80,000		$80,000		Not asking for IRA monies for this line item. Wages and benefits cover pay and workers comp for student ad staff, delivery drivers, production manager and the business manager.	
Supplies/Services			$27,000	0	$27,000		$27,000		Not asking for IRA monies for this line item. Supplies and services includes equipment, computer and office supplies, telephone service, postage, van rentals and gas, and costs of maintaining the web site.	
TOTALS			**142,000**	**32,000**	**$110.000**	**0**	**$110.000**	**0**		
TOTAL REVENUE	**142,000**									
TOTAL EXPENSE	**142,000**									
REVENUE OVER EXPENSE	**0**									
2016-17 IRA Allocation	**2017-18 IRA Allocation Request**	**Difference**								
$37,500	$32,000	-$5,500	If your 2017-18 budget request is different than the current year please explain: Last year, The Lumberjack received $37,500 from IRA but is only requesting $32,000 this year. The Lumberjack will no longer be subsidizing the publication of El Leñador. For the past four years, the Lumberjack has incubated El Leñador. But El Leñador is now published as part of a separate class JMC 490 El Leñador and will be submitting its own IRA funding request.							