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**THE GATEWAY
DEDICATED FEE UNIT
STUDENT JOURNALISM
NEEDS YOUR SUPPORT**



OVERVIEW

1. History of The Gateway
 - a. Origins and Legacy
 - b. Funding Models
2. Proposed Levy
 - a. Purpose and Scope of Fee
 - b. Amount
 - c. Question
 - d. Financial Oversight
 - e. Commitments
3. Questions/Feedback

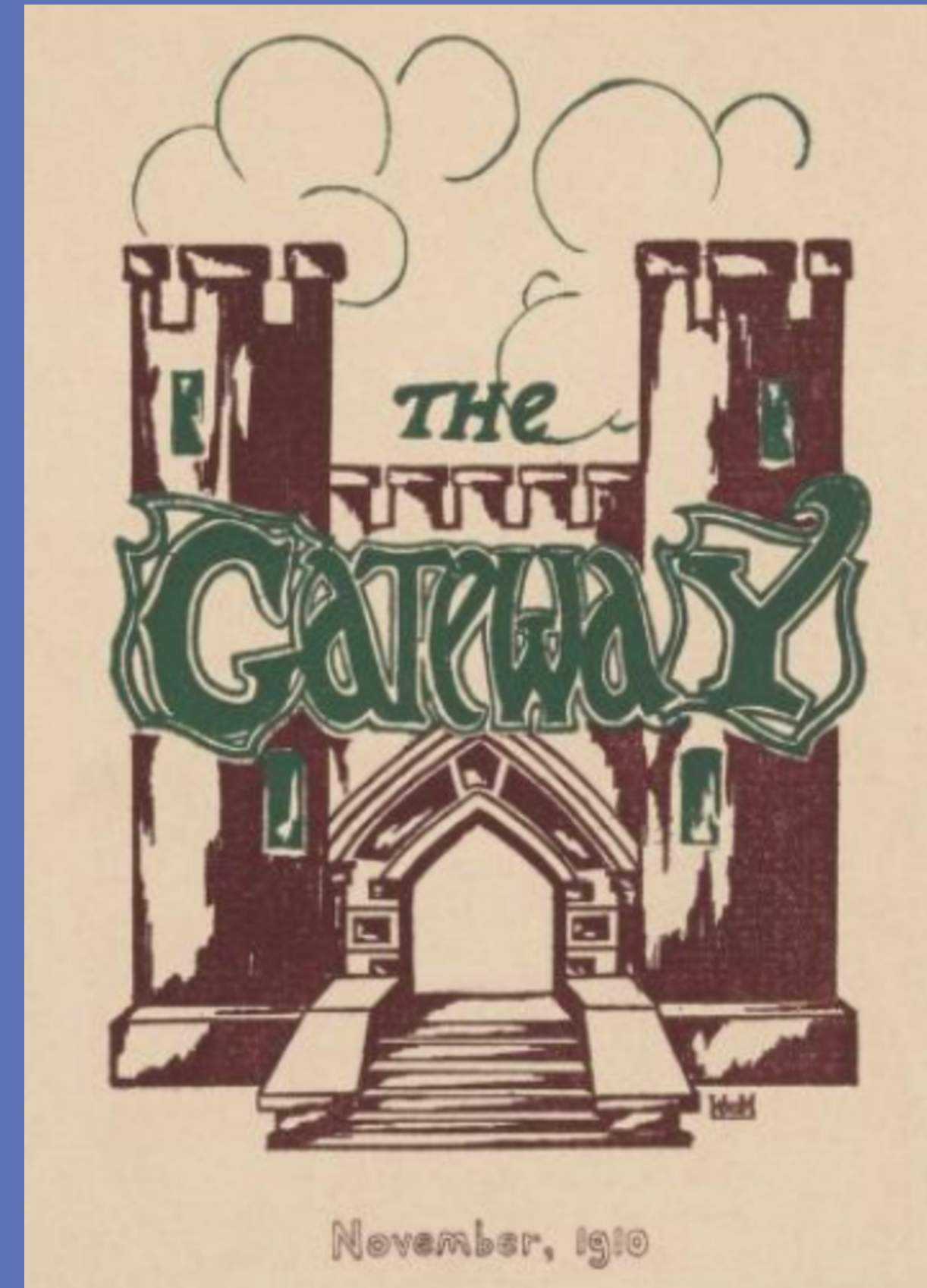




HISTORY OF THE GATEWAY

JOURNALISM BY STUDENTS, FOR STUDENTS

- The Gateway was founded in 1910.
- Various forms over decades:
 - Newspapers
 - Magazines
 - Podcasts
 - Digital articles
- Shared student stories and perspectives found nowhere else.
- Train students in fundamentals of journalism.



HISTORY OF FUNDING

- Initially, The Gateway was owned and funded by the UASU.
 - Led to fiscal and journalistic challenges.
- Autonomy movement emerged.
- Became autonomous in 2002, began receiving an undergraduate student levy.

Gateway goes autonomous

Jhenifer Pabillano

Neil Parmar

NEWS STAFF

The University of Alberta *Gateway* has become the newest autonomous member of the Canadian student press.

Until last week, the student-run publication was the largest non-autonomous campus newspaper in Canada, being owned and published by the U of A Students' Union for nearly a century. But during this year's Students' Union general election, 71.4 per cent of student voters supported a referendum question making the *Gateway* a separate organization from the SU.

"Finally, we're free to pursue [our ideas] without having to go through miles of red tape and a mountain of bureaucracy," said Dan Lazin, former Editor-in-Chief and campaign manager for the *Gateway*

autonomy campaign.

The *Gateway* attempted to achieve autonomy last year, but failed to make the election ballot since, by the Students' Union count, it only collected 2350 signatures out of the necessary 2500 by the deadline. When the SU attempted to put a similar question on the ballot anyway, a majority of councillors voted against it, saying there wasn't time for an opposition to form. This year, a new autonomy petition gained 2700 valid student signatures, which was enough to get the referendum question on the ballot.

"It was the hardest fought battle of anything I've ever been involved in," said current *Gateway* Editor-in-Chief Dave Alexander.

"We went through the process and I feel we played fair the entire time. There seemed to be an obstacle and a roadblock at every turn."

PLEASE SEE "AUTONOMY" ON PAGE 3

UNDERGRAD LEVY ENDS

- Starting in the 2010s, student groups had to begin running for fee renewal every five years.
- Students voted to end the levy in 2020/2021.
 - Ceased collecting fees in Winter 2022.
- Three core reasons:
 - COVID-19 Pandemic.
 - Increasing cost of living and post-secondary education.
 - Editorial focus on quantity over quality.

A Free and Democratic Student Press

THE GATEWAY NOW

- Since 2021, we've been operating on a mixture of reserve funds, advertising revenue, grants, and donations.
- Continued our legacy of award-winning student journalism.
 - Focused on incorporating feedback from undergraduate campaigns – focus on student issues, in-depth, and high quality articles.
 - Reach an average of 40,000 students a month online and print 4,000 physical copies in Fall/Winter.

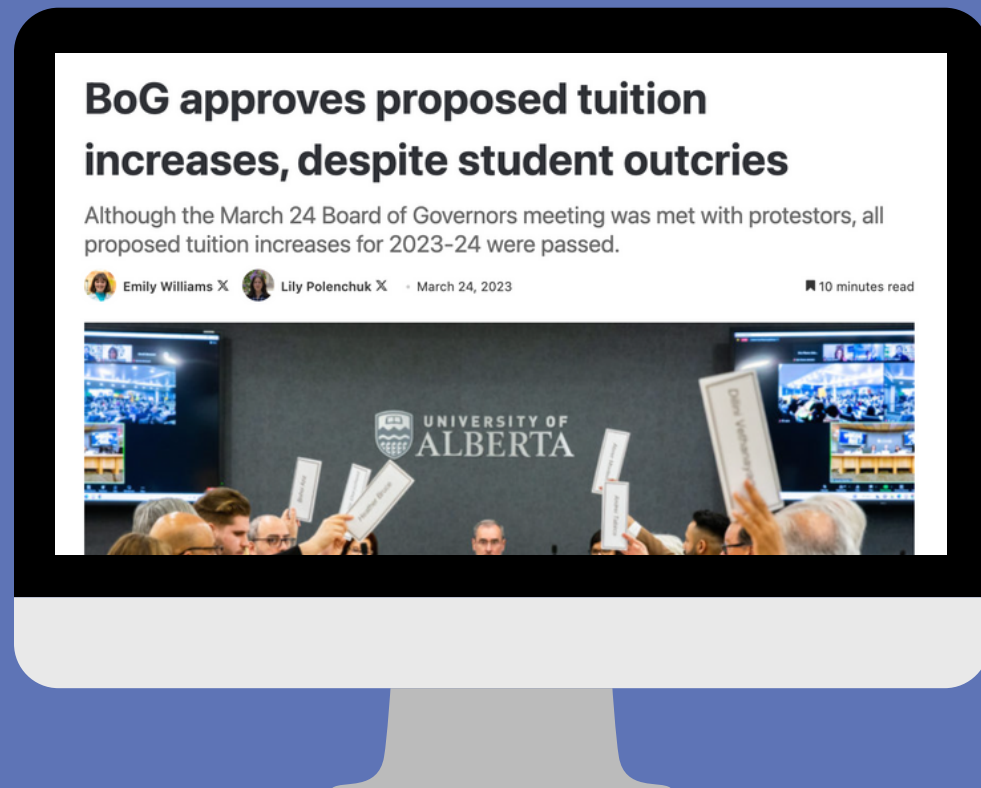
THE **gateway**
THE UNIVERSITY OF ALBERTA'S OFFICIAL STUDENT NEWSPAPER

THE FUTURE?

- Our current model is *not* a long-term sustainable model.
 - Need time to further grow alternative revenue.
 - Banning of Canadian journalism on social media.
- Excited to continue the Gateway's legacy in a modernized, professional, and diversified way. And continue doing the work we do best: amplifying student voices.



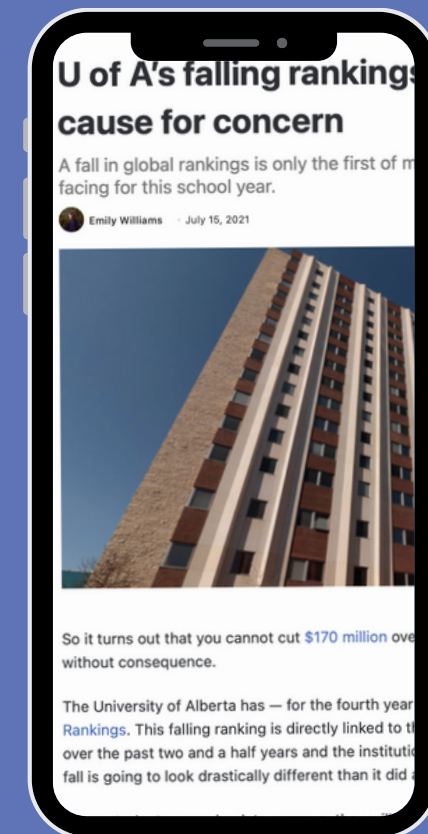
GATEWAY STATS AT A GLANCE



40-60,000
monthly page
views



3,000-4,000
print editions
semesterly



600 biweekly
newsletter
subscribers

3-04D



DFU PROPOSAL

PURPOSE

1. Ensuring the continuation of the only independent student-run journalism outlet at the University of Alberta
2. Expanding undergraduate student coverage on a campus that continues to grow at a rapid pace

SCOPE

- Apply to full-time and part-time undergraduate students at UAlberta.
- Does not apply to Augustana students.
- Start collecting levy in perpetuity starting Fall 2024.
- Increase with CPI.
- Opt-out.

PROPOSED AMOUNT

**Fall/Winter
\$2.64/semester**

**This will support
continuing current
operations and a small
editorial expansion**

**Spring/Summer
\$1.32/semester**

**The spring fee helps
support the hard work
our staff does during
that time. The Gateway
publishing year is 365
days.**

Historic Fee: \$3.54

**This 25% reduction was
decided on based on:**

- shift away from
printing monthly
magazines**
- more streamlined
staff**
- other operational
efficiencies found**

FINANCES

Number of Undergrad Students

Full-Time	33,180
Part-Time	2,722
Augustana	-895
TOTAL	33,781

Projected Revenue

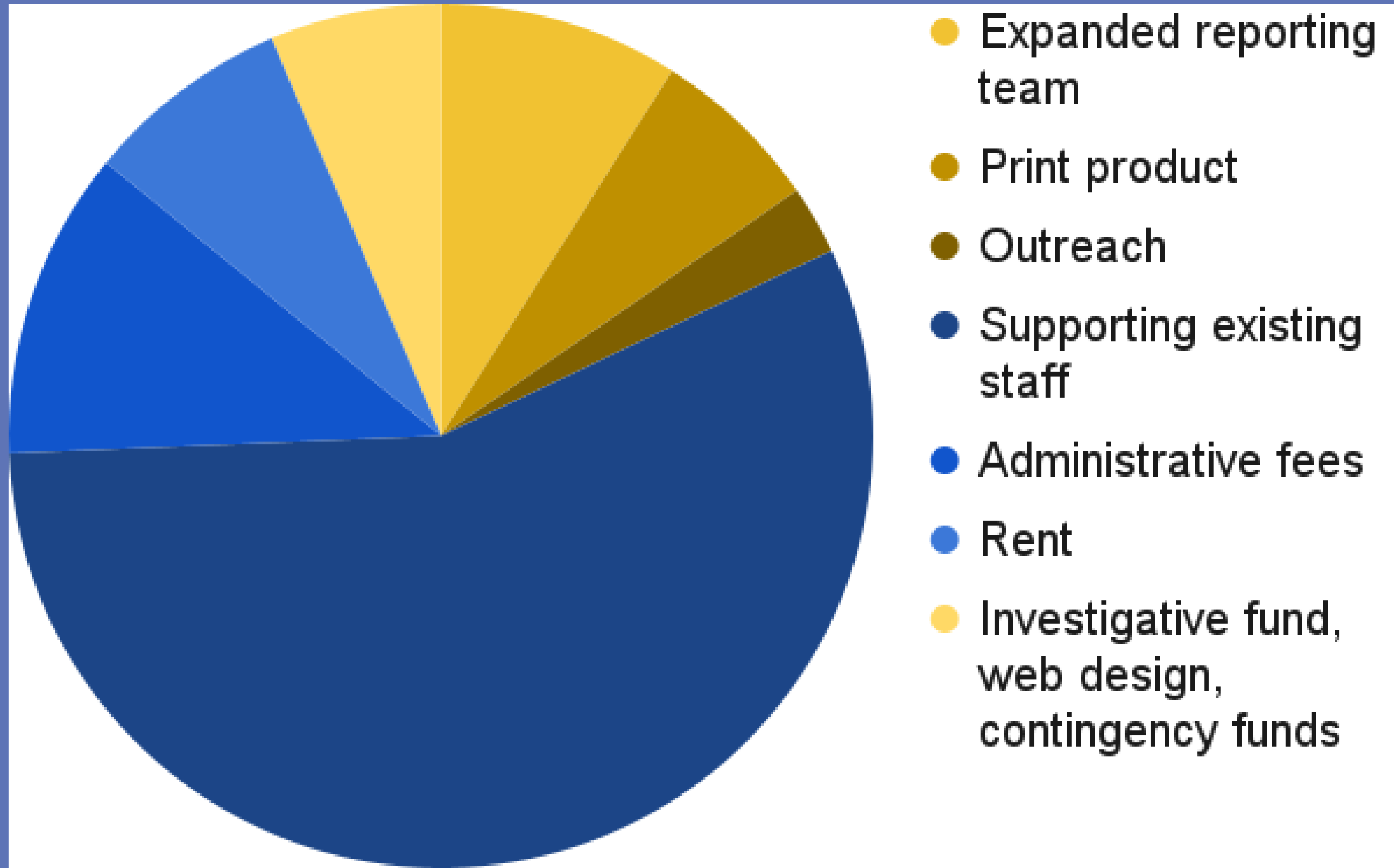
TOTAL	\$ 178,363.68
Assuming 15% Opt-Out	\$151,609.13

REVENUE SOURCES

Gateway Revenue Projections 2024-25	
Undergrad Levy	\$178,363.68
Grad Levy	\$44,130.24
Advertising	\$20,000
Fundraising	\$5,000
Grants*	\$10,000

**The Gateway has historically received between \$7,000 and \$60,000 in grants. This conservative estimate is a reflection of the uncertainty of receiving government grants long-term.*

EXPENSES



FINANCIAL OVERSIGHT

- Overseen by our Board of Directors.
 - Monthly financial reporting to our finance committee.
 - Finance Committee Chair presents to Board proper.
- Editor-in-Chief and Business Unit assume responsibility for day-to-day operations.
- Abides by rules for non-profits and Societies Act.
- Annually auditing done by Yates Whitaker.
 - Available publicly on our website.
 - Will present audit annually to UASU Finance Committee.



**OUR
COMMITMENTS TO
UNDERGRADS**



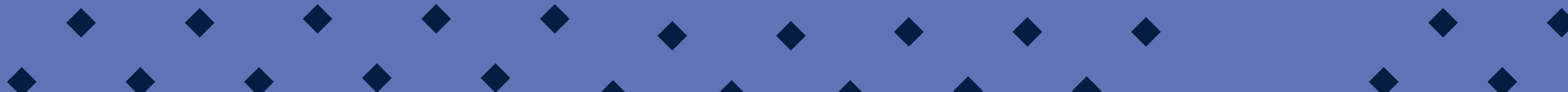
- 1. Diversified online content**
- 2. Semesterly print editions**
- 3. Two additional Editorial Staff**
- 4. More in-depth and investigative stories**

WE HOPE WE CAN COUNT ON YOUR SUPPORT

Like many student-led organizations, The Gateway is more than a place we do journalism. It's a second home for many students and alumni.

The most significant work we do are stories that never would've seen the light of day, the perspectives others ignored, the voices that never would've been heard without a student press amplifying them.

We want to keep telling these stories and we need your support to do it.



THANK YOU FOR LISTENING



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