

**STUDENT FEES ADVISORY COMMITTEE**

**FY 2010**

**ONE-TIME ALLOCATION REQUEST**

Prepared by

**DEPARTMENT OF STUDENT PUBLICATIONS**

UNIVERSITY OF HOUSTON



**Student Publications**  
University of Houston  
Room 7, University Center Satellite  
Houston, Texas 77204-4015  
(713) 743-5350; (713) 743-5384 fax

---

## MEMORANDUM

TO: Student Service Fees Advisory Committee

FROM: Dick Cigler  
Director, Student Publications Department

DATE: January 22, 2010

RE: FY2010 One-Time Allocation Request

This is a request for consideration of a FY2010 one-time allocation for the Student Publications Department for help in covering a budget shortfall for the FY2010 year. This shortfall has been created by the unstable economy making it difficult for advertisers to sustain the level of advertising budgets they have enjoyed for many years.

We are asking for a one-time allocation of \$100,000 that would assist the department in meeting its budgetary obligations for FY2010 while it implements a number of money-saving initiatives to be implemented for the remainder of this year and on into next year. If the economy begins to turn around in FY2011 and businesses and campus departments increase their Cougar advertising budgets, and if our cost-saving plans are successful, then another one-time allocation will likely not be needed.

### **Some of the cost-saving programs we are considering are as follows:**

Cutting back by up to 10 percent the number of editions printed each morning.	Est. savings ...	22,700
Printing one edition each week during the summer semester.	Est. savings ...	8,090
Printing The Daily Cougar later in the morning (we will not be paying for the entire printers' salaries; Papers will arrive at the racks by 10:00 am).	Est. savings ...	17,500
Cut sales commissions by 2%	Est. savings ...	1,500
Publish four days a week during the Fall/Spring semester (eliminate Friday edition; savings could fluctuate between \$22,500 and \$32,000 depending on number of pages printed each day).	Est. savings ...	27,500

**Total Estimated Savings ...      \$75,790**

The combination of aggressive cost-cutting and a one-time allocation will make it possible to continue providing the University the services it deserves and expects from our department. We are in an unfortunate position that is beyond our direct control, and one that we are working to manage, but it is evident cannot do it without the support of the Student Fees Advisory Committee.

Thank you for your consideration.