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
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.
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.
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.
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.
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
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.
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

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<tbody>
<tr>
<td>Full-Time</td>
<td>33,180</td>
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<tr>
<td>Part-Time</td>
<td>2,722</td>
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<tr>
<td>Augustana</td>
<td>-895</td>
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<tr>
<td>TOTAL</td>
<td>33,781</td>
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### Projected Revenue

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<tr>
<td>TOTAL</td>
<td>$178,363.68</td>
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<tr>
<td>Assuming 15% Opt-Out</td>
<td>$151,609.13</td>
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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.

## REVENUE SOURCES

<table>
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<tr>
<th>Gateway Revenue Projections 2024-25</th>
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<tbody>
<tr>
<td>Undergrad Levy</td>
<td>$178,363.68</td>
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<tr>
<td>Grad Levy</td>
<td>$44,130.24</td>
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<tr>
<td>Advertising</td>
<td>$20,000</td>
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<tr>
<td>Fundraising</td>
<td>$5,000</td>
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<tr>
<td>Grants*</td>
<td>$10,000</td>
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*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.*
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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