

ARIZONA DAILY WILDCAT ALUMNI CAT

ALUMNI NEWS / Fall 2004

Come see new Wildcat offices at Homecoming Open House

If you are planning a visit to Tucson for Homecoming '04, be sure to include a stop at the Daily Wildcat's new offices in the Student Media facility in the Park Student Union.

You'll be able to visit the Sherman R. Miller newsroom, the advertising and production areas, KAMP radio and our fledgling television operation, UATV.



Classified ad representatives greet customers in the Wildcat lobby (below left) where one large wall is also dedicated to our Hall of Fame (left)

The Wildcat will be "open" from 11 a.m.-2 p.m. on Saturday, Oct. 30—before, during and after the Homecoming parade.

The Wildcat/Student Media facility, part of a \$4 million reconstruction project, was completed last winter. Delayed by cost overruns and contractor problems, the project had been on the books for nearly 4 years. In 2001 the Wildcat moved from the old digs in the basement of the Memorial Student Union to temporary offices in the Esquire Building north of campus.

Now after 9 months and with the

dust settled, the new Wildcat offices are finally getting a lived-in look. More than 150 students use our main facility on the ground floor of the Park Union and another 100 or so use the new KAMP radio studios across the courtyard in the back.

Our Homecoming Open House will be a great opportunity to check us out and maybe even run into a few old friends.

Be sure to stop by. We're at 615 N. Park, just below Park and 4th. The Tyndall Parking Garage is conveniently located directly behind the Park Union.

12 seniors receive Wildcat Alumni Awards

Twelve graduating seniors were recognized for their "career achievements" on the Daily Wildcat and received Wildcat Alumni Awards at the paper's annual banquet last April.

The Alumni Awards—given in the name of the 2,500 alumni of the Daily Wildcat—were initiated in 2001. There are now 31 students who have been recognized for their outstanding contributions to the paper. To qualify for an Alumni Award, a

student must be a graduating senior who has worked at least 2 years on the paper and has made important contributions. The winners this year are:

- Shane Dale (*opinions editor, sports writer*)
- Samantha Hart (*classified ads rep*)
- Christopher Lahey (*administrative assistant*)
- Jeffrey Lee (*advertising account exec*)
- Jessica Lee (*associate editor, columnist, reporter*)
- Randy Metcalf (*photo editor, photographer*)

- Daniel Scarpinato (*editor in chief*)
- Jeff Sklar (*editor in chief, 2x*)
- Walter Staton (*online editor*)
- Justin St. Germain (*sports editor*)
- Jessica Suarez (*arts editor*)
- Eliza Tebo (*copy chief*)

Cheryl Liu, who graduated in December, received an Alumni Award at that time, recognizing her achievements as Wildcat sales manager and graphic designer.

TRANSITIONS

One of the best ways to keep up with your fellow Wildcat alumni is by signing on to the Wildcat Alumni web site and checking out the Staff Save section. Nearly 500 Wildcatters are registered at that site. For details, see wildcat.arizona.edu/alumni.

Corbett Daly, '94, a veteran business reporter and White House correspondent, is with CBS Marketwatch.

Ryan Finley, editor in chief in **2001**, is a sports reporter with the North County (Calif.) Times.

Tabia Harper, a Wildcat advertising rep in '99-'00, is in grad school at the University of Texas-Austin.

Tessa Hill '03, Wildcat and Desert yearbook reporter, has relocated to Seattle to work in marketing and public relations.

Patrick Klein, sports reporter and sports editor '93-'96 (and Donald Still Award winner), is an attorney with the US Justice Department in Washington, D.C.



Jen Levario and **David Cieslak**, both at the Arizona Republic now, were married last spring in Las Vegas. Jen was a Wildcat design chief and Dave was Wildcat editor in chief in **1999**.

Jen Levario and Dave Cieslak are all grins on their wedding day last spring at the Eiffel Tower in Paris Las Vegas.

the Phoenix area where Erin is a journalism teacher and adviser at Sandra Day O'Connor High School. Erin was reporter and assistant news editor at the Wildcat, '98-'00, and Josh was an ad rep.

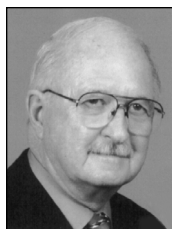
Charles Ratliff, Summer Wildcat editor in chief '95, is a 5th grade teacher in Bullhead City, Ariz. He was recently named Teacher of the Year for Mohave County.

Dan Rosen, sports reporter and sports editor '96-'00, is a sports writer with the Record in Bergen, N.J.

Peter Winterble '64, lives in New York and works with the Parole Restoration project, helping parole violators attend certified drug treatment programs.

Ty Young, '96-'03 (or something like that—one of the Wildcat's longest and most outstanding tenures), is now a reporter with the Arizona Republic and "working my tail off."

The George Morley Fund



George B. Morley II

The Morley Fund was established in honor of George B. Morley II, Daily Wildcat advertising manager and beloved mentor to sales reps from 1978 to 1993. Alums

who worked for George in the sales and business areas have contributed more than \$17,000 to the Building for the Future Campaign in the past year, and it has been put to good use.

Jennifer Brecht, Wildcat sales manager, was chosen as the first annual "Morley Achiever" and received a \$500 award to travel to the CNBAM (College Newspaper Business and Advertising Managers) conference.

The Morley Fund was mainly created to be used for training and development opportunities for students in the advertising and business areas. Sending them to conferences such as CNBAM, and bringing in outside professional trainers, will make our students more successful at the Wildcat and in their future careers.

The fund also helped buy new furniture for the sales area. Thirteen

sales reps and a sales coordinator each have their own desk, but all are gathered in an efficient yet still fun open office. They also have a separate area where they can meet with clients. The student sales manager has a private office that includes a corner meeting area with a sofa and chairs.

Four new computers are also making the job easier. And with new wireless access in the ad area, sales reps can use their own laptops in and out of the office.

We still have goals to meet for the sales and business areas. These students are sharp and motivated, and the advertising they sell provides nearly all the financial support for Student Media. They deserve the best. The fund could help provide:

- 3 laptops, so the students who don't have their own can take these on sales calls, complete with spec ads, accounting info, and fast communication to the office.
- A digital camera so reps can shoot on-the-spot photos for artwork needed in ads.
- And, most important, building the fund so it can be used to foster professional growth for advertising and business students for a long time to come.

Thank you for your support!

Campaign Spotlight Support our Photogs

We are developing a display space along the newsroom's outside 40-foot wall for a photojournalism showcase. This gallery of photographs from Wildcat and Desert yearbook staff will highlight the quality work produced by our students. In recent years, Wildcat photographers have earned recognition from the Society of Professional Journalists and from the Arizona Newspapers Association.

This 40-foot gallery runs along a main corridor in the Student Media facility. We have temporarily put up foam board display spaces but we would like to turn this highly-visible showcase into a more permanent (and protected) gallery.

Here's how you can help. Make a donation to our Building for the Future campaign and earmark it "Photo Gallery." Our target is \$7,500 for this project. Donors will be recognized on a plaque that dedicates this gallery. If you are feeling especially helpful, a contribution could be made that provides a naming opportunity. All contributions are tax deductible.

Please contact Mark Woodhams at 520-621-3408, woodhams@email.arizona.edu for details.



How were your dollars spent?

The Daily Wildcat moved into the new Student Media center in January. Your donations have helped make the Wildcat offices an inspiring and beautiful place for our students.

In November 2003 we kicked off a 2-year "Building For the Future" fund-raising campaign, and you responded with a bang. More than \$62,000 for the Student Media Fund and \$17,000 for the George Morley Fund have been contributed by loyal and supportive Daily Wildcat alumni and friends in the past 10 months.

To date, here's what your generous support has provided the newsroom:

New furniture

When we moved out of our temporary location and into the Park Student Union we left 20 years of junky furniture behind. The newsroom now has efficient work stations, ergonomic chairs, a new green couch...and the editor in chief even has her own shining office space with a large desk and a meeting table.

Computers

We continue to try to keep our technology improving at the same pace as the "real world" our students will work in after graduation. Our latest additions:

- Four Apple E-Macs
- Wireless access points so students can use their own laptops (even while sitting on the new green couch)
- Upgrades to the Wildcat Online file server (extending its life by at least two years)
- Two digital cameras, lens, extra memory cards (photogs can even use them for fast action shots)
- An HP printer (so they don't have to run down the hall to get print jobs)
- Software (we switched to InDesign, and upgraded the older Macs to newest operating system)

What else do we need?

The "Building for the Future" campaign continues. We still need your support in order to give Wildcat students a state of the art and mind experience. Here are the goals we'd like to reach before the end of the campaign:

The newsroom needs at least 5 more Macs to keep up with the technical requirements of new software. The old computers still run, but in a slow walk.

We'd like to buy 2 laptops for reporters to take on road trips. This is especially important so they can post stories online from where ever they are.

Scholarships for our most deserving students would help retention, resumes, and be a great reward. Any amount, from a \$500 one-time award, to a \$10,000 (or more) endowment, will offer a long-term benefit to the recipients and to the Wildcat.

Sending students to conferences and training opportunities provides them with a

broader learning experience and makes the Wildcat a better newspaper.

General support for our new facility, for ongoing technical needs, and to save for future projects would take some of the burden off our current financial situation. We're still paying for our relocation, and we'll be paying for our new building for the next 20 years.

Why do we have to pay for it (when we're part of the university?)



From left, Opinions Editor Susan Bonicillo, News Editor Andrea Kelly and Editor in Chief Caitlin Hall at work in the newsroom.

Student Media is financially independent of the university—we receive no state funds. The Daily Wildcat has been completely separate from the Journalism department since 1966. The Wildcat supports itself just like any other independent professional newspaper—through advertising revenue. The only difference is our ad staff is made up of students.

The Wildcat must pay more than just its own regular business expenses (including nearly \$400,000/year in printing). This year, we will pay about \$140,000 to the university for rent, construction, and service charges—10% of our revenue.

These fees, while helping protect journalistic independence, are difficult burdens. Our goal is to meet our financial obligations while maintaining excellence in service to our students and the university community.

Thanks to these recent donors

As of August 24	Nancy (Wolecki) Kelly	Lisa Salamone
Anonymous	Coreen Kremer	Frank & Meri Sotomayor
Joe Cole	Hans Laetz	Matt & Jill Tresaugue
Karen Despain	Kathryn Melcher	Phil Waggener
Jerome Leon Dronin-	Rosemary Montano	Margo Warren
Keith	J.J. Paull	Amy Winkler
Laurie Itow	Mary Perkins	Janet Lou Zinazer

The Desert is back and Student Media is “in”

Wildcat alumni who are also veterans of the Desert Yearbook will be happy to learn that the yearbook was revived in 2004 after a seven-year hiatus. Under the guidance of a staff loaded with renegades from the Wildcat (former Wildcat EIC Daniel Scarpinato was the book’s editor), the 2004 Desert exceeded 500 pages and was printed in all-color by the Taylor Publishing Company. More than 1,700 copies were sold—more than double the sales from 1997, the last time the book was published.

With the Daily Wildcat, KAMP radio, UATV-3 and the Desert, Arizona Student Media now offers a rich array of opportunities for students to explore careers in publishing and broadcasting and to provide information to the campus. We are also publishers of the university phone book, campus map, and visitor guide. The Arizona Daily Star took note of all this activity in a page one story last April that observed we were “busier than ever and gaining in popularity.”

ALUMNI CAT
ARIZONA DAILY WILDCAT

Arizona Student Media
University of Arizona
615 N. Park Ave., Rm. 101
Tucson AZ 85721-0087

