# The V.O.I.C.E. Initiative

**V.O.I.C.E.** — what exactly is it, you ask? To put it simply, it's a student fee referendum that will save The Daily Californian from having to cut additional days of print. The Daily Cal's high degree of independence, which allows it to be hard-hitting in its reporting of the administration and ASUC, has left it prone to plummeting profits in the journalism industry. V.O.I.C.E. will help fill a little less than half of the Daily Cal's ongoing deficit, with other innovative revenue initiatives slated to make up the remainder

Voting **YES on V.O.I.C.E.** invests only $2 of your money in a student newspaper that, in the last year alone, has:

- **Been awarded the Best All-Around Daily Student Newspaper** by the Society of Professional Journalists in California, Arizona, Hawaii and Nevada for 2010
- **Restructured its sales department** to reinvest in students, boosting local sales revenue by **42 percent** in February and **24 percent** in March compared to last year
- **Been cited** by the San Francisco Chronicle, Los Angeles Times, Huffington Post, Oakland Tribune, Bay Citizen, the Nation, KQED, MSNBC, California Watch, ABC, and, yes, the Colbert Report (three times)
- **Redesigned its website**, boosting pageviews to record heights and nearly tripling online advertisement revenue from $13,300 to $38,900 between the 2010-11 and the 2011-12 fiscal years thus far
- **Boosted its Facebook likes and Twitter followers** to more than almost any other student newspaper in the nation. We have 6,000 Facebook likes, up from 3,000 last April and higher than any student newspaper in the nation except the Daily Tar Heel. We have 7,800 Twitter followers, more than the Stanford Daily's 2,200 and the Daily Bruin's 6,200
- **Won 1st place Best Use of Social Media** by the California College Media Association for 2010, and is slated to win two Best Use of Social Media awards for 2011
- **Redesigned its donation website,** revamped its fundraising effort and hired students to take charge of our fundraising effort, in order to consistently reach Daily Cal alumni willing to donate
- **Enhanced its revenue monitoring processes** to closely keep track of monthly progress, helping us make our revenue goals for every month, September through March
- **Created the "Puzzles" and "Retrospective" issues** in December 2011, boosting our December profits from a loss of $22,000 to a loss of only $9,500
- **Created an in-depth multimedia project looking into the DREAM Act**, which was praised by a New York Times multimedia editor and won four college media awards
- **Been used as a testing lab** for SoundCloud and other new and innovative social media programs

Voting no on V.O.I.C.E. forces the Daily Cal to make debilitating cuts that would not only decrease our service to readers and the community, but significantly compromises our ability to keep our momentum and build upon the improvements we have made. Imagine downsizing an award-winning newspaper at a time of significant budget cuts and tuition increases.

Final ballot language ( http://voiceforcal.org/the-ballot/):

“The Daily Californian has faced a significant decline in advertising revenue over the last several years due to severe structural shifts in the journalism industry — this has left it open to the possibility of cutting days of print. Do you approve a $2 semesterly student fee, thirty-three percent of which will go towards financial aid as per the campus’ Return-to-Aid policy, beginning in fall 2012 and remaining at a constant rate for five years in order to ensure that The Daily Californian can afford to maintain its print editions while allowing it to continue to pursue new avenues of sustainability and expand its online presence?”