

ABSTRACT

A CRITICAL ANALYSIS OF THE FINANCIAL MODELS EMPLOYED BY STUDENT NEWSPAPERS IN THE CALIFORNIA STATE UNIVERSITY SYSTEM

In times of reduced budgets, the student newspaper is an easy target. Without a solid financial model, the newspaper will inevitably be forced to make cuts that are ultimately reflected in the paper's overall quality. The purpose of this study is to analyze the different financial models employed within the California State University (CSU) system and examine which revenue models are most successful.

By focusing on topics such as independence, funding sources, and online publishing, this study illustrates how papers in the CSU system can maximize their resources and put themselves in position to prosper in the future. As this study demonstrates, maintaining a financially successful student paper is a complex process that requires constant monitoring. With prudent planning, newspapers in the CSU system will continue to serve an essential role for years to come.

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