

Targum Publishing Company

Concept Plan

September 2006

I. Introduction

This is the eleventh concept plan submitted by Targum Publishing Company for consideration by the University Senate and the Office of the President. The Senate approved the original concept plan in 1980 (S-0811). The Targum became a not-for-profit organization incorporated by the State University of New Jersey on October 15, 1980 after establishing independence from Rutgers University.

This document will demonstrate to the University Senate and the president that the Targum's program continues to enhance the educational, cultural, and societal goals of Rutgers University.

The primary purposes of the Company are set forth in Article II of the company bylaws:

“To publish a newspaper and other related publications for the Rutgers Community...and to engage in activities serving the same community.”

“To enhance the educational and social goals of Rutgers University and to provide an educational background in journalism and related fields for the students of Rutgers University.”

The Targum is a resource that many Rutgers University students can use to gain a unique outside-of-the-classroom learning experience. Readers can gain a student perspective about news affecting the community. The Targum actively invites and welcomes students with interests in the fields of journalism, publishing and business to participate in the operation and production of *The Daily Targum*.

II. Company Logistics

The Daily Targum is published 142 times a year for each day classes are in session, with its size averaging about 20 pages per day. 17,000 copies are produced and distributed daily throughout the New Brunswick/Piscataway campuses from Monday through Thursday, while 15,000 copies are produced and distributed on Fridays.

The Targum produces various other publications, such as: *RU101* – an issue dedicated to incoming first-year students, *RU Connection* – an orientation guide to new students in the fall; *RU Homecoming* - which is distributed to students and alumni during the homecoming game, and *Cap and Gown* – an issue dedicated to the graduating class in the spring.

In accordance with the corporation bylaws, the Targum Board of trustees directs the long-range financial planning. Board members consist of the student positions of: editor-in-chief (Catherine Snipe), business manager (Krupa Patel), marketing director (Jon Gettle), managing editor (Alicia Cocca), and three student representatives. Non-student positions include a university faculty member (Barbara Reed), and Rutgers alumni (Scott love, Doni Katz, Selene Maugeri-Deljudice, and Jennifer Vandertoorn). There is also a non-voting representative from the University administration (Marie Logue).

III. Departments within the Targum

There are approximately 100 students on the combined editorial, business, and production staffs. Of these, 50 are on the editorial staff, contributing to the news, sports, special issues, photography, layout, editorial, graphics, and Inside Beat desks. The editorial board is comprised of 16 student editors who

control the editorial content of the *Targum*. These students meet weekly to decide matters of the editorial policy and practice.

The business staff is comprised of 35 employees. Positions in this department range from the business manager and the marketing director to account executives and the part-time student receptionists. The remaining segments of the business departments include accounts payable/receivable, personnel, sales, accounting, circulation, classifieds, and purchasing.

The students involved in the Business department gain many skills that are practical and relevant to the business world. The business manager acts as the co-CEO of the *Targum*, overseeing all operations. She manages the entire company's budget, negotiates and signs contracts for the printing and delivery companies, and manages all employees involved on the business side. The marketing director hires and employs a staff of account executives, establishes advertising rates for the year, and creates sales and promotional campaigns. The 6 student account executives are employed under the marketing director during the year to sell advertising space in the *Targum* to local businesses and University organizations. Account executives learn how to negotiate contracts, make sales and pitch promotions, schedule and conduct meetings with customers, and advice in the layout of advertisements. The hands-on experience gained from these positions gives these students the kind of experience and education that can only be learned by practice and performance. It also provides a space for communication between the Rutgers community and local business in the area.

The production staff consists of 15 employees. This department is responsible for graphic design, pagination, and all other technical aspects involved with the production of the newspaper. These functions are directly utilized in the production of the company's publications. This department is supervised by a full-time, non-student production director who reports directly to the Business Manager.

Students involved in the publication of the newspaper gain an outside-of-the-classroom learning experience. Reporters and editors on the news desk learn many journalism skills such as working under deadlines, physically reporting, and conducting interviews on site. Reporters on the news desk learn how to research a topic for a specific piece and prepare the proper questions to put together a complete article.

This year, the editorial staff has revamped the look of the entire paper, with everything from new layouts and type to factual graphics and innovative diagrams. Besides making the newspaper a more visually stimulating experience for readers, the emphasis on graphics has given the graphic artists at the *Targum* the opportunity to challenge them creatively. Students working with the design of the paper learn the proper techniques for a newspaper's page layout, captions and headlines. Typically, students leave the *Targum* with comprehensive knowledge of a number of computer programs, including Adobe Illustrator, Photoshop, and Quark XPress.

The editors introduce and address a wide range of issues ranging from sensitive to educational in nature. They discuss issues such as: university life and culture, curriculum development, university funding, the state government, minority relations, and governmental affairs. The *Targum* provides Rutgers students an opportunity to express their views from their own perspectives.

The *Targum* is consistently judged in the top ten of college and university newspapers nationwide. From 1998 to 2002, the Columbia scholastic Press Association has honored *The Daily Targum* with the Gold Crown, a highly prestigious college journalism award.

Each department within the *Targum Publishing Company* provides an out-of-the-classroom experience for the students who choose to participate. Whether students are interested in the workings of the newspaper publishing industry, or a career in the many aspects of newspaper journalism, the Targum provides students with an opportunity to perform hands-on work that provides experience for their endeavors during their matriculation at Rutgers University and beyond.

IV. Financial Aspects

The Targum is a not-for-profit organization operating under specific guidelines prescribed by the State of New Jersey and the Internal Revenue Service. The Targum does not have an endowment fund, alumni campaign or any other form of outside funding typically found at not-for profit entities.

Currently, the Targum is dependent on revenue from the Cook, Douglass, and Rutgers College term bills. The individual student fee will be \$9.75 per semester. The fee is included on the term bill and is refundable on request. Without revenue from the student fees, the Targum would not be able to pay for the yearly delivery, printing and publication of the paper.

Since 1980, The Targum has conducted referenda at Cook, Douglass, Livingston, and Rutgers Colleges on a three-year basis in order to ensure student approval of the Targum's status on the term bill. Students can request a refund of the Targum fee. Each student post office box is stuffed each year with a postcard that provides information on how to obtain a refund.

V. Conclusion

The Targum serves the Rutgers Community from an educational aspect by offering students a space to pursue their possible future interests through hands-on experience and practice. As a source of information for students, faculty, and staff, the newspaper often also acts as a forum for opinions on campus.

Most of all, *The Daily Targum* is a widely circulated medium throughout this tremendously diverse university. In that role, we seek to provide a sense of community, reminding the faculty, students, and staff of common educational goals. The newspaper offers the information that provides the community with a student perspective of the dynamics both within and outside Rutgers University.