

Daily Pennsylvanian Alumni Association 2018 Annual Report

We're pleased to provide your copy of the DP Alumni Association Annual Report. Look inside to read columns from DPAA President Martin Siegel, outgoing DP President David Akst, DP General Manager Eric Jacobs, and DP Board of Directors Lead Alumni Director Chuck Cohen about the state of the DP and DPAA. We also recognize the many DP alumni who contributed to the DPAA during our 2017-18 membership year.

Why do we create and mail a printed report? Each year, some of you have asked why we aren't being greener/more frugal by simply posting it online. While we *do* post alumni news throughout the year on our DPAA Facebook page, and send periodic emails, statistics show that fewer than half our alumni read our email newsletters and subscribe to our Facebook page. So this once-a-year mailing attempts to reach the widest audience of DP alumni to give everyone a snapshot of DP and DPAA activities during the past year.

We hope you find this report informative, and as always, we welcome your input on how we can improve it in future years.

The DPAA Board of Directors
December, 2018

DPAA 2018: Year in Review

What we did

- Organized the 33rd annual Steven A. Marquez Journalism Conference in September, featuring 18 DP alumni speakers
- Presented the 5th annual DP Journalism Bootcamp in January, featuring 8 DP alumni speakers
- Hosted office open house receptions for alumni on Homecoming and Alumni Day, and smaller regional get-togethers in New York and San Francisco
- Provided alumni critiques of the DP throughout the year as continuing education and advice for student editors

What you did

- Funded 7 students for summer journalism internships (and increased our Neiman Scholarship Fund for future years)
- Funded 7 Eric Jacobs Scholarships for DP staff members to allow them to eliminate part-time jobs outside the DP
- Funded travel opportunities for DP students to cover (among other things) an interview in Washington with Deputy Attorney General and Penn alum Rod Rosenstein and the men's basketball team's appearance in the NCAA Tournament in Wichita
- Mentored, taught, and counseled DP students at our conferences, with visits to the DP, and through emails and phone calls



(Left) DPAA Board members and students on the DP's Executive Board mingle at a campus bar following a fall meeting. (Right) The Phillie Phanatic helps hawk the DP during new student move-in on campus.

Supporting student journalism is important

I am not a professional writer. While crafting prose is often an integral part of my job as an attorney, it is primarily the means to get a desired result for my client. My audience is typically limited to a single party, i.e. a judge, or opposing counsel. While I might aspire to be a writer, I do not identify as one. At times, I think the only thing I share with journalists is writer's block. I am even occasionally jealous of writers and journalists. During these troubled times, theirs is now viewed as noble profession. Unlike lawyers, they are not the butt of cocktail party jokes that my profession must endure.

I must concede, however, that even attorneys are not attacked as "enemies of the people." We may be viewed by some as blood-sucking leeches, but we generally are not the victims of mass murderers or cold-hearted dictators. The current attacks on journalists has led me to view my work with the Daily Pennsylvanian Alumni Association in a slightly new and different light.

My volunteer work elsewhere has tended toward the more serious (reproductive rights and environmental causes); the DPAA has been my "fun" work — three trips a year to Philly, catch up with a few colleagues from the 70's, and regale the students with grandfather-like DP trivia related to Fonzo's pizza and the explanation of the origins of 34th Street's name.

But now, things seem different. While the DPAA has always provided training to DP students, the importance of this mission has been magnified. We truly are training the journalists and leaders of tomorrow by endowing the students at the DP with the tools they will need literally to defend democracy.

While the stakes have never been greater, the financial viability of the DP has never been so tenuous. As my predecessors and I have previously noted, revenue from ad sales, both in real numbers and in percentage of the DP's budget, continues to shrink. This has been continuing for a number of years. The fact that the DP shares this experience with most journalistic enterprises does not make its existential threat

any less real. Shortfalls in the DP's budget continue to be covered by the returns on our investments. The reality, however, is that the boom in the stock market will not last in perpetuity. Our current model is not a recipe for the DP's long-term survival and success.

This is why DP alumni are more important than ever to ensuring the continued success of this mission. Your continued annual financial support is vital to the DP's continued viability. Your annual contributions support the DP's various scholarship programs, address specific programmatic needs, such as funding travel for student reporters and photographers, with any remaining funds going into our investment account. This past fiscal year, DP alumni contributed \$69,303, a new record.

To those alumni who contributed this past year, you have my sincere and deep thanks for your participation and generosity; to those alumni who did not, I hope we can count on your support in our 2018-19 annual giving campaign.

As Chuck Cohen explains in his column on page 8, we are planning to engage a fundraising firm in early 2019 to help us develop a long-term development strategy to help establish long-term financial security for the DP. You'll undoubtedly be hearing from me and my colleagues about this during the course of the year ahead.

Discussions are underway on when we should plan our next major alumni reunion event. Those of you who participated in our 125th anniversary gathering on campus in 2009 remember what a good time we all had coming together, and we don't want to wait until our 150th anniversary to do it again! Stay tuned for more news in the new year.

We also continue to look for opportunities to bring alumni together in smaller, less expansive gatherings. A number of informal events have taken place over the past year in a number of locations, including San Francisco and New York City. There will be an opportunity for Philly-area alumni to gather with the DPAA Board and the newly elected student Board on January 26, 2019 at

4:30 pm at a location to be determined near the Penn campus.

The DPAA continues in its mission of support to the students. More than two dozen

DP alumni participated in our annual training events, the Marquez Conference in September and DP Boot Camp in January. We funded students for summer internships at Vox, Forbes, and the Philadelphia Inquirer to build their skills and bring them back to the DP. DP alumni also provided critiques of the print and online editions of the DP and 34th Street throughout the year.

I would be remiss if I did not mention that the DP was awarded the prestigious Pacemaker Award from the Associated Collegiate Press, often considered the Pulitzer Prize for college media organizations. And we recently learned the DP will receive either the Gold or Silver Crown Award from the Columbia Scholastic Press Association when these awards are announced in late winter. It's always exciting for staff and alumni when the DP receives these top national accolades.

Your support of the DP, both personal and financial, is more important than ever. If you have not yet contributed to the DP's 2018-19 membership drive, please send in your end-of-year contribution today. If you want to get involved with the DPAA Board, our action committees, or in other alumni activities, please contact me or DP General Manager Eric Jacobs. The DPAA looks forward to your continued support.

Contact Marty Siegel at via the DPAA at dpaa@theDP.com or, email him directly at mrs@stockandleader.com



DPAA welcomes...

The DPAA Board elected three new members to join the Board this fall. In a youth movement, all are graduates within the past five years. (*Full Board list, page 5*)

Taylor Culliver '15, a former DP President & Executive Editor, is Community Strategist at Polyphonic & Co, a digital marketing agency.

Jen Sun '14, also a former DP Executive Editor, is a Senior Product Manager at

Dotdash (formerly About.com), a digital media publishing company.

Julie Xie '14, a former DP Managing Editor, is a Senior User Experience Designer at Code and Theory, a creative digital agency.

Shoutouts to the gift givers... and their recipients

I often write a long column in this report about what's new at the DP in the past year. But I believe my colleagues Marty Siegel (*facing page*), David Akst (*next page*) and Chuck Cohen (*back page*) have captured very well where we stand and where we're going in the year ahead, leaving me little to add.

(Those who have worked with me over the years will doubtless find the concept of me having little to say quite amusing!)

Instead, I've given over most of this page to DP students to share with you, more powerfully than I could, how their alumni-funded internships have helped them, inspired them, and changed their career aspirations.

Recognizing that we're asking repeatedly for your contributions, I wanted to note that there are some new and alternative ways of

providing financial support.

When you make a donation via our web page, you can now choose to make your contribution repeat annually, or break your gift into smaller monthly donations. Recurring donations is a feature many alumni have asked us for in the past, and we finally have the secure platform to allow you to do so.

I also want to give a shout out to two DP alumni who took advantage of a relatively new feature on Facebook that allows people to set up fundraisers for a favorite charity — like the DP. **Jonathan Lansner '79** and **Clemson Smith Muñiz '79** both created fundraisers around their birthdays this year as a way of supporting the DP, bringing in money from people outside the DP alumni family.

Jon wrote: "I wanted to make my 'Face-

book birthday' more than something about me. And in an era where there's a war on good journalism at a time when the journalism business model is challenged, I wanted to use my Facebook reach to help the training of new journalists. And, seriously, I don't know of a more worthy training institution than my beloved Daily Pennsylvanian."

Clemson wrote: "The DP launched my career and changed my life. Without the DP, I may never have become a journalist, sports writer, foreign correspondent, sports broadcaster, amateur photographer and digital entrepreneur. I'm simply paying forward. If we impact one young student at Penn, it will be well worth it."

Read below to see a few examples of how DP alumni *are* impacting Penn students.

Do your gifts make a difference? See what students say

The DP, through its Neiman Scholarship program, placed and paid for a record seven students in summer journalism internships in 2018. Here are excerpts of comments from three of them...

Madeleine Ngo interned at Vox in Washington, DC. She will be the DP Senior News Editor in 2019.

Before my internship, I had a lot of doubts about pursuing journalism — mainly because Penn is an expensive school and my parents have spent a lot of money on my education. I wanted my Penn education to be worth it — and for a long time, I thought that might be fulfilled if I took my economics major and pursued a banking or consulting job. This summer gave me clarity, and I could not have asked for a more fulfilling internship.

Although I only spent a short two months at Vox, I became a cleaner writer and stronger reporter. I also left convinced that I want to be a journalist.

My editors were incredible and let me write every day — which was surprising considering that I knew little about foreign affairs — and I left Vox with over 40 clips. They treated me like a real staff writer almost immediately and assigned me big stories, like President Donald Trump's historic summit with North Korean leader Kim Jong Un.

Before Vox, I never had a job that I genuinely loved and that was such a weird, awesome feeling — and that's how I know I want to be a journalist. I loved waking up every morning to read the news and staying

in the office after hours to finish breaking news stories.

The other interns were college graduates who had several journalism internships before coming to Vox, and I know I wouldn't have gotten the job if it weren't for the Neiman Scholarship. So thank you to all of the DP alums who helped organize and donated to the program. Because of my time at Vox, I can't see myself doing anything other than journalism after college!

Annabelle Williams interned at the Philadelphia Inquirer. She will be the 34th Street Magazine Editor-in-Chief in 2019.

I never fetched a senior editor coffee or spent a day toiling to fact-check someone else's research. Editors took me along to meetings and gave me assignments commensurate with the level of professional reporters, all of whom were considered my colleagues. It was a challenging environment in the best possible way — the kind of space that forced me to step up.

I had stories on the front page of the business section, reported on the Vice President in Philadelphia, and took over breaking coverage of the closure of Philadelphia's Art Institute.

In my 2018 role as 34th Street Magazine's Assignments Editor, I handled new and inexperienced writers. But until this past summer, I never felt I had the authority, really, to give them guidance. What did I know? The Inquirer and the Neiman Scholarship showed me that I am capable of handling working in a real newsroom, and gave me

the confidence I needed to be a good and authoritative editor.

I'm so grateful for the Neiman Scholarship, for both securing this internship and underwriting the funding.

Max Cohen interned at the Philadelphia Inquirer. He will be one of the DP News Editors in 2019.

My summer spent as an intern at the Philadelphia Inquirer was extremely rewarding, and thanks to the generosity of the Neiman Scholarship, it constituted the most valuable journalistic experience of my life.

The Inquirer is a fantastic place to work, a truly collaborative environment where interns are treated as integral parts of the team from the moment they step into the office.

As someone who aspires to a career in journalism, this inside look into life at a newspaper was illuminating and made me even more determined to follow that path.

With the reporting skills acquired from my summer at the Inquirer, I have come back to The Daily Pennsylvanian with a renewed vigor and passion for journalism. I now apply the lessons learned from my editors at the Inquirer when reporting on politics at Penn, and I believe I have become a more complete journalist as a result.

Thank you again for granting me the priceless opportunity of working for the Philadelphia Inquirer this summer.

The Neiman Scholarship solidified my passion for journalism and increased my determination to forge a career in the media industry.

The good stuff remains, but we're innovating

I meet plenty of DP alumni in this role, and they often ask some variation of the question "do you still do that?"

As in, "Do you still get pizza in the office?" "Do you still print a joke issue?" or, just as often, "Do you still print at all?" They ask me if the 34th Street office is in the same place it used to be, or if we still piss off the administration. The answer is usually yes, aside from the Street office question (don't worry, it's bigger now). What you loved about the DP is probably still the case today.

At the DP we talk a lot about innovation and change, because we desperately need it. Some of this column is about the things that we have changed or are trying to change, but first I want to be clear about the things that have stayed the same and that always will.

Good journalism is still our primary product, and it's key to our continued success and relevance. We recently won the Associated Collegiate Press' prestigious Pace-maker Award, the highest national honor for college newspapers, and I am confident that we will win another one next year.

In part, our strong news coverage is the result of support from tireless alumni giving us ongoing critiques on issues, feedback on coverage, and advice when tough stories demand it. It's also a product of a student staff that works harder each week than anyone else on campus.

Developing students professionally and personally is still a huge part of what we do. This summer we supported

recipients of the DP's Neiman Scholarship at Forbes, Vox, and the Philadelphia Inquirer. We sent students to learn at student media conferences in the glittering metropolis of Kansas City and Louisville.

Between our winter Bootcamp training, the annual fall Marquez Journalism Conference, and department-specific training sessions, dozens of alumni have taught and advised students about everything from features writing to search engine optimization, from careers in journalism to the ins and outs of managing a staff.

We released major stories and covered difficult issues this year. Hard work and delicate reporting exposed inappropriate sexual relationships between a professor

and his students. Our sports department brought to light poor retention on the Penn softball team and alleged mistreatment from the coach. 34th Street Magazine, celebrating 50 years of existence and rejuvenated by a new focus on strong journalism and diverse coverage, published two great features nearly every week this year.

We're still printing, despite our reduction last year to three days of print each week. Our print product is still strong, full of ads and beautifully designed. We still sell ads to local businesses and University departments. It's hard work in a fragmented-media world, but Sales Director Katherine Ross and our student ad reps still find businesses and Penn departments want to utilize the DP to reach the Penn market.

Yes, we still print the crossword. In fact, a surgical resident at Penn proposed to his girlfriend using a custom crossword in a special version of the DP we printed for him in November. (You can find an article about it on our website; it's cute. The driver who delivers our papers accidentally dropped a few copies containing the proposal crossword at a location on campus, so for all we know another couple or two may have gotten engaged that day.)

As I said earlier, of course, we have made changes and will continue to do so. This isn't because our reporting is perfect (it isn't) or our ad department is hitting on all cylinders (it's not), but because we've needed to do new things to ensure that we have a large and engaged audi-

ence, and to create a sustainable business model for the future.

We ended publication of the Weekly Pennsylvanian, our mailed edition for parents and alumni, a year shy of its 30th anniversary because Penn decided it would no longer share a mailing list of freshmen parents, a market that kept the WP profitable. But we seized on the opportunity to unveil our first paid digital product, The Weekly Roundup, a subscription newsletter curated just for parents and alumni. Though subscriber growth has been slower than we'd like, we believe it's a great product, and stats show subscribers open it to read at very high levels.

34th Street has launched its own free

weekly newsletter, the Toast, and the sports department is working on one, too.

We've dipped our toe into doing events on campus to build brand

awareness and audience engagement with some of our publications. We organized a 34th Street event at the Institute for Contemporary Art with food and music, to coincide with a Philadelphia arts & entertainment themed issue. Our satire publication, Under the Button, held a comedy showcase at Smokey Joe's featuring Mask & Wig, Bloomers and other top campus comedy groups.

Under the Button celebrated its 10th birthday with a move to a newly-designed website, which has featured stepped-up video production and a first-ever video game (Joe Biden navigating Locust Walk; try it, it's addictive). Students in the past have indicated an interest in comedy videos from the DP and its publications, and the audience has reacted well.

Video has been a perennial challenge for us, so this year we merged our video team into a larger multimedia department that share photo and video staff, allowing specialization but encouraging the development of a wide range of multimedia skills. Early results are encouraging.

We are working on continued evolution of our business departments to better deal with the changing media landscape. For 2019, we've split our marketing department to create a separate DP Product Lab, tasked with producing sponsored content, improving existing revenue-generating products, and developing new ones.

We have worked hard this year to make the DP a more accessible, inclusive place. For the first time, we conducted two comprehensive staff-wide demographic censuses so that we can understand how the organization is changing, and to see what ways the DP is diverse and what ways



DP Alumni Association 2018 Financial Report: record-breaking alumni contributions

We're pleased to report that for our 2018 fiscal year, which ended on June 30, DP alumni contributed more than \$69,000, the highest amount ever, to support the organization.

In the current decade, the DPAA & DP Boards have identified a specific financial need for the DP each year and directed alumni contributions to help fill the specified need. This has included new computer equipment, a student travel fund, and for the past four years, building up the Donald Neiman Scholarship Fund to pay DP students for unpaid summer journalism internships.

Due to the generosity of DP alumni, the DPAA funded seven Eric Jacobs Scholarships and a record seven Donald Neiman Scholarships during the past year — \$34,000 in student scholarships. (*Read what some of the student scholarship recipients say, page 3.*) Alumni donations combined with investment gains

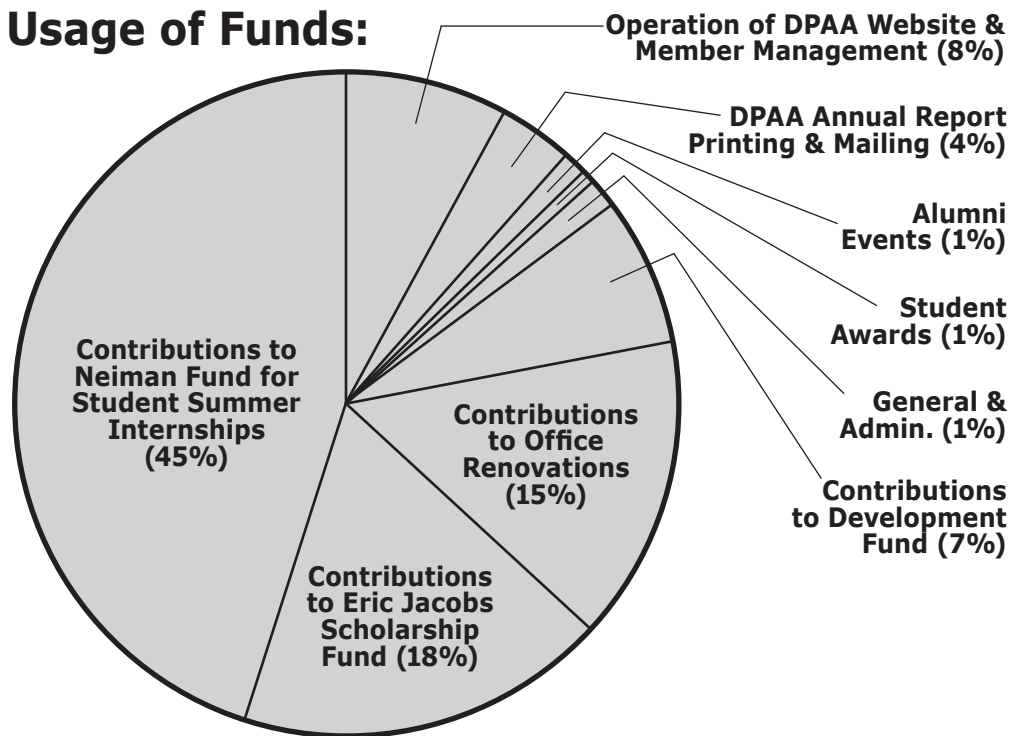
resulted in the endowments of those two scholarship funds growing a combined \$60,035 to new all-time records during the year.

And in this era of declining revenue which has resulted in DP operating deficits, the DP Development Fund has been able to cover those deficits while still growing. This “nest egg” that the DP and its alumni began building back in 1987 topped \$2.6 million at the end of fiscal 2018, giving the DP a larger cushion than most student media organizations in the country.

The decade-long bull run of the stock market has ended, so we can't count on ever-increasing investment returns. In the current fiscal year, alumni contributions will directly support the DP's operations, so your contributions to the DP are more vital than ever. We are grateful for your strong support.

Total Fiscal Year 2018 DP Alumni contributions: \$69,303

Usage of Funds:



YOUR DONATIONS AT WORK

- Endowment support for DP operations (from Development Fund) in 2017-18: **\$240,000**
- Student scholarships paid in 2017-18: **\$34,000**
- Contributions to Eric Jacobs Scholarship Fund by DP alumni in 2017-18: **\$12,440**
- Total scholarships awarded since creation of the Eric Jacobs Scholarship Fund in 2001: **\$230,231**
- Value of Board-designated funds as of 6/30/18:
 DP Development Fund: **\$2,611,357**
 Eric Jacobs Scholarship Fund: **\$459,066 (a record)**
 Donald Neiman Scholarship Fund: **\$172,267 (a record)**

The Daily Pennsylvanian Alumni Association

4015 Walnut Street
Philadelphia, PA 19104

E-Mail: dpaa@theDP.com
Website: DPA alumni.com

Phone: (215) 422-4640
Fax: (215) 422-4646

2018-2019 Board of Directors

Martin Siegel '77
President

Ben Hammer '98
Vice President

Ross Clark '04
Taylor Culliver '15
Olivia Doherty '05
Robin Fields '89
Amy Gardner '90
Rod Kurtz '02
Nick Plagge '01

Alyssa Schwenk '10
Joel Siegel '79
Jennifer Sun '14
Anjali Tsui '13
Dan Turkenkopf '01
Julie Xie '14

How you can contribute:

Make an annual giving contribution to our 2019 membership campaign via our secure website at:
<https://DPA alumni.com/donate>

Or return the membership form which came with this Annual Report and mail to the address at left.

Consider designating a gift to The Daily Pennsylvanian in your will.

DP Alumni Association 2018 Members

The editors, managers and staff of The Daily Pennsylvanian and the Board of Directors of the DPAA thank the nearly 500 DP alumni who supported the DP and DPAA with 2018 membership gifts.

*The list covers contributions during the DP's July 1, 2017 through June 30, 2018 fiscal year.
Within each contribution tier below, names are listed by Penn class year, and alphabetically within year.
Giving levels include any matching gifts and fundraisers done on the DP's behalf.*

Names preceded by an asterisk () represent members of the DPAA's Front Page Society, which recognizes members who have made contributions in the past three consecutive fiscal years.*

Patron's Circle Gifts of \$2,000+

*William Iverson, 1963
Charles Cohen, 1989
*Dwayne Sye, 1995
*Jed Walentas, 1996
*David Goldman, 2006

Benefactor Gifts of \$500 – \$1,999

*Dr. Robert Daroff, 1957
*Alan Honig, 1960
*Thomas Papson, 1973
*Joseph Tissue, 1976
*Theodore Reiss, 1979
*Mark Seltzer, 1979
Joel Siegel, 1979
*Bryan Harris, 1983
*Steve Berkowitz, 1986
*Matt Selman, 1993
*Daniel Gingiss, 1996
*Brett Rose, 2002
*David Gurian-Peck, 2010
*Calder Silcox, 2012

Sustaining Member Gifts of \$250 – \$499

*Robert Elegant, 1946
*Mitchel Craner, 1959
*Michael Varet, 1962
*Howard Marlowe, 1964
Donald Morrison, 1968
*Daniel Kasle, 1975
*Lee Levine, 1976
*Dan Akst, 1978
*Rob Dubow, 1981
*Eric Brachfeld, 1984
*Ken Rosenthal, 1984
*Stefan Fatsis, 1985
*Orli Low, 1985
*Lee Schalop, 1985
*Craig Coopersmith, 1987
*John Di Paolo, 1992
*Adam Levine, 1992
Kenneth Baer, 1994
Justin Foa, 1994
*Jeremy Zweig, 1996
H. Scott Miller, 1998
*Daniel Fienberg, 1999
*Michael Mugmon, 1999
*Ian Rosenblum, 2000
*Binyamin Appelbaum, 2001

*Rick Haggerty, 2001
*Nicholas Plagge, 2001
*Dan Turkenkopf, 2001
Eric Dash, 2002
*Andrew Margolies, 2002
Jonathan Margulies, 2002
*Michael Vondriska, 2002
Tristan Schweiger, 2003
Kimberly Stonehouse, 2004
Blake Stuchin, 2004
*Matt Jones, 2006
Jeff Shafer, 2006
*Jason Schwartz, 2007
Raya Jalabi, 2011
*Reid Simon, 2012

Contributing Member Gifts of \$100 – \$249

Gordon Thomas, 1949
*Clifford Leventhal, 1951
*Edward Greaney, 1953
*Stanley Strauss, 1955
*Jerome Makowsky, 1956
*George Satterthwaite, 1957
Lloyd Swaim, 1958
*Gerard Cohen, 1959
Samuel Danziger, 1959
*Stephen Heyman, 1959
Avrom Dof, 1960
*Robert Frost, 1960
*Richard Siegel, 1960
*Stephen Foster, 1962
Mark Jaffe, 1962
*Julien Yoseloff, 1962
Judd Levy, 1964
*Dan Rottenberg, 1964
*Stuart Friedman, 1966
*Lance Laver, 1966
*Howard Levine, 1966
*Robert Rottenberg, 1966
Judith Rubino, 1966
*William Burchill, 1969
Daniel Wolf, 1969
*Robert Savett, 1970
R. David Tive, 1970
*Clarence Greene Jr, 1971
Judith Teller, 1971
*Matthew Bogin, 1972
*Jeffrey Rothbard, 1972
Patricia L. Bryant, 1973
*Arnold Eisen, 1973
*Anita Sama, 1973
*Jim Schaffer, 1973
*Peter Schiffman, 1973
*Glenn Unterberger, 1974
*Ted Metzger, 1975
*Michael Silver, 1975
Michael Leibowitz, 1976
*Steve Stecklow, 1976
*Jonathan Zimman, 1976
*Luther Jackson, 1977
*David Martin, 1977
*Suzanne Rose, 1977
*Justin Schechter, 1977
*Martin Siegel, 1977
*Amy Borrus, 1978
*Mark Hyman, 1978
Rhonda Orin, 1978
*Ellen Van der Horst, 1978
*Ray Van der Horst, 1978
*Steven Dubow, 1979
*Jonathan Lansner, 1979
*Michael Lexton, 1979
Dan Rosenbaum, 1979
Maria Shao, 1979
*Clemson Smith Muniz, 1979
*Richard Gordon, 1980
Barbara Shulman, 1980
*Deborah Jagoda, 1981
*Bruce Rosenblum, 1981
*Cindy Shmerler, 1981
*A. Caporizzo, 1982
Scott Heller, 1982
*David Henkoff, 1982
*Toni Lee, 1982
Peter Filderman, 1983
David Gladstone, 1983
Elissa Mandel, 1983
*Kevin Penn, 1983
*Robert Shepard, 1983
Judy Abel, 1984
Peter Canellos, 1984
Liz deBeer, 1984
Phil Gelman, 1984
Nina Liu, 1984
*Eric Savitz, 1984
*Cynthia Scanlan, 1984
Steven Siegel, 1984
*Michael Weiner, 1984
David Zalesne, 1984
Betsy Fleischer, 1985
*Kevin Kelly, 1985
Martin Lessner, 1985
Mark Caro, 1986
Jean Chatzky, 1986
*Michael Grundei, 1986
*Mary Ellen Huesken, 1986
*Will Martyn, 1986
Greg Adler, 1987
Christopher Downey, 1987
*Rick Resnick, 1987
*Ed Gefen, 1988
Lori Weil, 1988
*Jay Begun, 1989
Doug Kremer, 1989
John Peyton, 1989
Susan Scott, 1989
Adam Cohen, 1990
*Rachel Elson, 1990
Mike Finkel, 1990
Amy Gardner, 1990
*Bret Parker, 1990
*Jay Seliber, 1990
Greg Stone, 1990
*Alex Sutton, 1990
*Cheryl Family, 1991
*Jenny Libien, 1991
*Michael Gavisier, 1992
*Noam Harel, 1992
*Helen Jung Green, 1992
Julie Leopold, 1992
*Christine Foster, 1993
Roxanne Shepelavy, 1993
*Kurt Apen, 1994
*Eric Einstein, 1995
Gabriele Marcotti, 1995
*Mark Suter, 1995
Dennis Berman, 1996
*Luke DeCock, 1996
Jeffrey Lieberman, 1996
*Charles Ornstein, 1996
*Stephen Shapiro, 1996
*Kara Blond, 1997
*Adam Mark, 1997
Melissa Lasher, 1998
*Mike Madden, 1998
*Yochi Dreazen, 1999
*Scott Lanman, 1999
*Roger Levenson, 1999
*Jamie Weinstein, 1999
*Lindsay Chiat, 2000
*Chetan Mehta, 2000
*Brian Weinstein, 2000
*Ben Geldon, 2001
*Seth Isenberg, 2001
*Andrew McLaughlin, 2001
*Edward Sherwin, 2001
*Mary Clarke-Pearson, 2002
*Rod Kurtz, 2002
*Sebastian Stockman, 2002
*Theodore Schweitz, 2003
*Ross Clark, 2004
Andrew DeLaney, 2004
Amy Potter, 2004

Contributing Member**Gifts of \$100 – \$249****(Continued)**

*Rachel Zamoiski, 2004
*Harry Berezin, 2005
*Olivia Doherty, 2005
Christopher George, 2005
Alex Bellos, 2006
*David Burrick, 2006
*Jonathan Tannenwald, 2006
*Garrett Young, 2006
Matt Conrad, 2007
*Rachel Feintzeig, 2007
*Jeffrey Greenwald, 2007
*Josh Hirsch, 2007
*Ryan Jones, 2007
Jennifer Reiss, 2007
Sarena Snider, 2007
*Parisa Howard, 2008
*Nathan Johnson, 2008
*Rebecca Kaplan, 2010
*Joshua Kay, 2010
Juliette Mullin, 2010
*Julia Rubin, 2010
*Albert Sun, 2010
*Kristina Lee, 2011
Hillary Reinsberg, 2011
*Emily Kuo, 2013
Megan Soisson, 2013
*Dana Tom, 2013
Anjali Tsui, 2013
*Michael Wisniewski, 2013
*Frida Garza, 2014
Fiona Glisson, 2015

Friend of the DP**Gifts up to \$99**

Stanley Speirs, 1945
*Donald Solenberger, 1946
Gilbert Sandler, 1949
Daniel Murphy, 1950
*Joseph Salus, 1951
Malcolm Bernstein, 1954
John Smith, 1955
*Alan Ackerman, 1956
*Myron (Mike) Libien, 1956
*Daniel Kristol, 1958
Roger Blumencranz, 1959
Malcolm Freedman, 1959
*Robert Israeloff, 1959
Steven Ivins, 1959
Paul Korn, 1959
*Edward Farman, 1961
Martin Richter, 1961
*Richard Sussman, 1961
Stephen Weiss, 1961
*Melvin Goldstein, 1962
Allan Lang, 1962
*Robert Pons, 1962
Stephen Hurwitz, 1963
*Benjamin Natelson, 1963
Michael Sand, 1963
*Eda Hochgelerent, 1964
*Daniel Kamin, 1964
Richard Levine, 1964
Milton Strom, 1964

*Allen Frazer, 1965
Judith Kunkel, 1965
*Barry Lesch, 1965
Susie Perloff, 1965
Alan Richman, 1965
Naomi Bloom, 1967
*James Lowe, 1967
David Sachsman, 1967
Joanne Weinberg, 1967
Elliot Werner, 1967
Carol Clapp, 1968
*Michael Neiditch, 1968
Lionel Schooler, 1968
*Phil Arkow, 1969
*Sue Lin Chong, 1969
*Ellen Coin, 1969
Neal Gosman, 1969
Norman Roos, 1969
*Eric Turkington, 1969
Marvin Dash, 1971
Mary Ewing-Mulligan, 1971
*Jack Gohn, 1971
Judith Gordon, 1971
Arnold Holland, 1971
*David Kaye, 1971
*Brian Madden, 1971
Stephen Marmon, 1971
Ted Naron, 1971
*Joan Roller, 1971
*Mark Schlesinger, 1971
Linda Silverstein, 1971
Sandra Sosinski, 1971
Steven Fadern, 1972
Sara Fornaciari, 1972
*Eric Wolf, 1972
*Robert Broderick, 1973
Andy Candor, 1973
Mark Dibner, 1973
Scott Gibson, 1973
Robert Reiner, 1973
*Philip Shimkin, 1973
Dean Surkin, 1973
Marjorie Hertz, 1974
*Edward Silverman, 1974
*James Kahn, 1975
*Scott Sheldon, 1975
*Larry Field, 1976
Peter Ginsberg, 1976
*Chris Jenneweine, 1976
*Eileen O'Brien, 1976
*Alicia Tether, 1976
*Edward Wiest, 1976
Cynthia Frost, 1977
Joel Goldberg, 1977
Janet Novack, 1977
*Bob Paul, 1977
Peter Chapman, 1978
*Teri Cohen, 1978
Loren Feldman, 1978
*Eliot Kaplan, 1978
Drusilla Menaker, 1978
*Gordon Schonfeld, 1978
David Schrager, 1978
*Rebecca Weinstein, 1978
Philip Wiest, 1978
Frank Ballmann, 1979
Harvey Becker, 1979
*Barri Bernstein, 1979
John Daniszewski, 1979
Shelley Deutch, 1979
*John Eisenberg, 1979
Nancy Golding, 1979
*Maurice Heller, 1979
*Melody Kimmel, 1979
*Dave Lieber, 1979
*Elizabeth Sanger, 1979
*Ira Wallace, 1979
Tom Wilkinson, 1979
Todd Goldberg, 1980
*Eric Jacobs, 1980
Bill Stahl, 1980
Michael Breda, 1981
*David Elfin, 1981
*Lisa Green, 1982
Martin Kimel, 1982
*Barron Lerner, 1982
Iva Pearlstein, 1982
*Susan Schuval-Gold, 1982
Francesca Chapman, 1983
Howard Gensler, 1983
Philip Rothschild, 1983
Rande Simpson, 1983
*David Dormont, 1984
Barry Friedman, 1984
Debby Scheinholtz, 1984
Michael Cohn, 1985
*Sabrina Eaton, 1985
Michael Goldberg, 1985
Alec Harris, 1985
*Stefanie Reed, 1985
*Ellen Flax, 1986
Steve Goldwyn, 1986
*Stefanie Kaufman, 1986
*Joel Spenadel, 1986
Laura Ertel, 1987
*James Godman, 1987
*Taub Swartz, 1987
Dan Bollerman, 1988
*Robert Chasen, 1988
Pamela Goldstein, 1989
Dale Nissenbaum, 1989
Kenneth Scheer, 1989
Daniel Scher, 1989
*Barry Dubrow, 1990
*Jennifer Gwartz, 1990
Deborah Kaplan, 1990
Beth Reinhard, 1990
*Samuel Engel, 1991
Matthew Hilk, 1991
Lauren Shaham, 1991
Elaine Beebe, 1992
*Glen Dickson, 1992
*Daniel Schwartz, 1992
Peter Spiegel, 1992
*David Black, 1993
*Joshua Gordon, 1993
*Mitchell Kraus, 1993
Jonathan Mayo, 1993
*Diana Tapper, 1993
*Daniel Ages, 1994
Rachel Cytron, 1994
*Stephanie Desmon, 1994
*Jeffrey Hurok, 1994
*Brian Toolan, 1994
Joshua Friedman, 1995
*Tracy Herriott, 1995

Courtney Marshall, 1995
*Adam Rubin, 1995
Lee Goldsmith, 1996
*Gregory Montanaro, 1996
*Randi Marshall, 1997
*Thomas Nessinger, 1997
Amy Prezant, 1997
*Eric Goldstein, 1998
*Jennifer Arend, 1999
*Kevin Lerner, 1999
*Ginny Bloom, 2000
*Brooke Ganz, 2001
*Seth Grossman, 2001
*Malka Katzin, 2001
*Catherine Lucey, 2001
*Eric Moskowitz, 2001
*Oliver Benn, 2002
Rachel Kramer, 2002
Will Ulrich, 2002
Marissa Friedman, 2003
*Matthew Mugmon, 2003
Benjamin Tamber-Rosenau, 2003
Caryn Tamber-Rosenau, 2003
*Steve Brauntuch, 2004
*Julia Cassidy, 2004
Ray Liu, 2004
Tammy Meister, 2004
*Dina Wiesen, 2004
*Anna Haigh Berry, 2005
Julia Barmeier, 2006
Chris Bellis, 2006
*Molly Petrilla, 2006
*Haley Shapley, 2006
*Sarah Buchanan, 2007
Rachel Friedman, 2007
*Kimberly Hsu, 2007
*Eric Obenzinger, 2007
Lisa Tauber, 2007
Sharon Udasin Shaniv, 2007
*Kerry Golds, 2009
*Zoe Tillman, 2009
*Emily Babay, 2010
Alyssa Schwenk, 2010
*Rachel Baye, 2011
Michael Chien, 2011
*Michael Gold, 2011
*Naomi Jagoda, 2011
Pete Lodato, 2011
Brian Kotloff, 2012
*Jared McDonald, 2012
*Samantha Sharf, 2012
Laura Brown, 2013
Reuben Hampton, 2013
*Dan Nensenson, 2013
Sam Brodey, 2014
*Jennifer Sun, 2014
*Melissa Treich, 2014
*Julie Xie, 2014
Taylor Culliver, 2015
Michelle Ma, 2015
*William Marble, 2015
Gian Mascioli, 2015
Luke Chen, 2016
Laine Higgins, 2016
Amanda Suarez, 2016
Lauren Feiner, 2017
Emily Hoeven, 2017

Developing a strategy for the DP to survive thrive

The a-ha moment.

It's the instant when the light bulb turns on. If you're a journalist, it's when the perfect lead pops into your head. If you're in business, it's when you gain that key customer insight.

For the DP Board of Directors, our a-ha moment came a few months ago, when we were analyzing our business model in the face of a fast-changing media landscape. We asked the student managers and General Manager Eric Jacobs to do a deep-dive on eight different scenarios for a future DP: from minimal downsizing with a traditional printed newspaper and website, to a more scaled-back newspaper with subscription newsletters, to digital-only publications with no printed paper, to a drastically scaled-down organization in a small office without full-time staff.

Our insight: *every* scenario resulted in operating losses for the corporation,



because declining advertising revenues just won't cover increasing expenses, even if we drastically cut costs.

Our conclusion: the DP's

long-term survival depends on building a capacity to effectively fundraise. And fast.

Many of us think of the DP as a money-

Chuck Cohen '89 has served on the DP's Board of Directors since its inception five years ago, and was selected as the Lead Alumni Director this year when Michael Silver completed his four-year tenure on the Board. (The four alumni members of the 10-person DP Board are akin to "independent" or "outside" directors on a corporation's Board, and this position is the "lead director." The DP President, a student, chairs the Board.)

Cohen is co-Managing Director of Benco Dental, a family-owned nationwide dental supply company based in northeastern Pennsylvania.

making machine, and for many years that was true. Thanks to a robust classified section, lots of national recruiting ads targeted at Wharton students, a near-monopoly on campus news, and access to well-heeled Ivy Leaguers in one of the nation's largest cities, the DP generated surpluses through the 1980s, '90s and most of the '00s. (Special kudos to General Manager Eric Jacobs for responsibly socking away many of those 'excess' dollars in a reserve funds now totaling over \$3 million and serving as the DP's endowment; income earned on these investments helps cover annual operating deficits which began following the recession of 2007.)

Now, however, the DP is subject to the same stresses that every media company, large or small, is feeling: classified ads are dead, national advertisers have switched their dollars to targeted online search engines and social media platforms, and University clubs have found other ways to reach students.

As a Board, we understood the need to reinvent the DP in order to stop the annual financial bleeding, a tough transition that every media organization in the US, profit or non-profit, is attempting to pull off. What we didn't understand is that no realistic business model can enable the DP to turn

an operating profit, given our small market and annual cost increases in rent, utilities, and people.

That's where you, our loyal alumni, come in: *we need your help*. Our annual fundraising must transition beyond a 'nice-to-have' campaign supplementing student activities like training, internships, and travel.

Going forward, we need a robust annual campaign to sustain the organization.

Toward that end, your DP Board of Directors has joined with your DPAA Board to build a successful 'fundraising muscle.' Together, we're working to select a fundraising firm that will help us develop and execute a campaign strategy. And we've asked Eric, who has worked with the past 40+ years of DP alumni, to help us jump start this important effort before his incredible career at the DP comes to an end.

The good news is that, thanks to our substantial endowment, we're not yet in dire straits. But we have seen the future, and it requires soliciting support from those of us who remember fondly the time we spent, the lessons we learned, and the lifelong friends we made at the DP.

I'm truly thankful to serve on the DP Board of Directors with supremely talented and engaged students and alums. As a group, we're committed to ensuring the organization's long-term financial health and success, so that future generations of Quakers can benefit from a DP experience. We hope that we can count on your support.

Please reach out with comments, feedback, or questions!

Chuck Cohen '89 can be reached at ccohen@benco.com

AKST, from page 4

it's coming up short.

There is much to do on that front, and we're indentifying tangible actions we can take. One early step is expanding the scope of the Eric Jacobs Scholarship program to be open to anyone on staff, not just editors and managers (as it has been in recent years) — hopefully allowing more low-income students to work at the DP.

All of the above is intended to serve our audience, enhance the student experience,

and increase revenue to support our operations.

What the DP used to do isn't enough today. What the DP is doing now isn't even enough. We've taken steps in the right direction, and we have worked to set the 135th Board up for success, but make no mistake: The Daily Pennsylvanian, Inc. isn't where it needs to be. Like countless "real" newspapers across the country, the DP has struggled to adapt to the financial reality of the media industry.

We're working on it, and we have the

benefit of a sizable endowment and free labor. But change is slow, and we need help. The DP has run an operating deficit for several years now. This year, instead of fundraising for specific programs like one of our scholarships, we are asking for your donations to support our operations.

I'm immensely proud of what the 134th Board accomplished, and I know the 135th Board will accomplish even more. Their challenge is great, and whatever help you can give them will be immensely meaningful. It has been for us.