

# comm·unity

## FALL 2021

## Budget Cuts Impact *The Quadrangle*



by Caroline Bart

Although 2020 was a year like no other, Manhattan College is back in full swing for the Fall 2021 semester. A mask mandate in place has not stopped the college from trying to deliver a ‘normal’ college experience once again. However, some communication clubs are facing setbacks. The student newspaper, *The Quadrangle*, specifically has faced budget cuts that were quite the blow.

*The Quad*, as it is popularly known, is published each week with the goal to “cover news around campus and the greater community.” However, the ability to print an issue each week has been hindered after having a budget of \$30,000 in previous years cut down to \$4,500 this year. *The Quad* has previously relied on its audience to pick up physical copies of the issues, but now student journalists have been challenged to shift their focus online.

“It’s been a huge adjustment,” said Editor-in-Chief of *The Quadrangle*, Anna Woods. “It’s easier to pick up *The Quad* once you see it on a newsstand and you’re notified that we’re present on campus... if you’re not following us on Instagram you may not know that we have issues coming out every Tuesday.”

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There are many adjustments that come with *The Quad*’s digital presence as its main focus. Woods calls it a ‘domino effect’ since they haven’t been able to work with their printing company— *The Quad* has been one of their biggest clients.

Fortunately, *The Quadrangle* has been able to publish weekly issues digitally and the team has been able to amp up their digital presence. *The Quad*’s audience can read articles on the website, [mcquad.org](http://mcquad.org), or the digital issue found at [Issu.com/mcquad](http://Issu.com/mcquad).

“Now we’re exploring and trying to up our digital presence, which is something we haven’t really focused on,” Woods said.

Due to *The Quad* not having to be sent to a printer, members have a more relaxed deadline to publish each issue. They used to have a hard deadline of

on Sunday night, but now the deadline is on Tuesdays at 4:00 p.m.

These budget cuts may have been a setback for *The Quadrangle*, but it has not stopped the group from producing professional-grade, newsworthy content. Members have been able to adapt to these changes and with

a growing following on Instagram, they are on their way to another successful semester.

Despite the budget cuts, the same camaraderie continues to flourish among club members as before.

“I’ve found a family at *The Quadrangle* and it’s been great,” Woods said.

On the other hand, other clubs like the American Advertising Federation (AAF) have not been affected by budget cuts. The current president of AAF, Alyssa Nealon, as well as the treasurer, Megan Heffernan, both stated that AAF has a small budget of a little over \$200. According to Nealon, this budget is reasonable for the club, and they haven’t seen any significant changes to the way it’s run, unlike *The Quadrangle*.

Nealon and Heffernan also mentioned the National Student Advertising Competition (NSAC) that they are preparing to go to in the spring in Nashville. The only budgetary concern for this would be travel expenses. To address this issue, AAF members will most likely turn to fundraising. Other than the NSAC, Heffernan said that AAF’s main focus this year is to “have everyone come together and learn about advertising...and put ideas together” as well as taking what they learn in different classes and using that to their advantage.

Overall, this nevertheless has been a great semester so far for communication clubs. AAF was unphased by budget cuts and continues to have a great semester, and *The Quadrangle* despite them. ★