

Daily Pennsylvanian Alumni Association *2015 Annual Report*

Now in its fourth year, here is your copy of the DP Alumni Association Annual Report. The DPAA Board of Directors established this year-end review to communicate the various activities of the DPAA during the past year, and to recognize the many DP alumni who have contributed to the DPAA during our 2015 membership year.

Why this printed and snail-mailed report? (Some of you have asked why we aren't being greener/more frugal by simply posting it online.) After decades of mailing two or three smaller newsletters annually, several years ago we moved to posting alumni news throughout the year on our DPAA Facebook page and emailing periodic updates. But fewer than half our alumni read our email newsletters and subscribe to our Facebook page — so this once-a-year mailed publication attempts to reach our widest possible audience of DP alumni in order to give you a snapshot of DPAA activities during the past year.

Look inside to read columns from DPAA President David Burrick, DP Executive Editor Matt Mantica, DP General Manager Eric Jacobs, DP Board of Directors Lead Alumni Director Michael Silver; a list of DPAA 2015 contributors; and a report on the DPAA's finances this past year — and about the exciting summer journalism scholarship program that is our fundraising target again this 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, 2015



Above left: The first international DPAA get-together in London in September included Melissa Lawford, Jeremy Kahn, Eric Dash, and Steve Stecklow.

Above right: Students and alumni enjoy lunch outside Huntsman Hall before the 30th annual Marquez Journalism Conference.

Right: Howard Gensler delivers the Marquez conference keynote session to a packed room of students.



My time as your president comes to an end, but we all can do more to support the DP

The end of 2015 marks the end of my six-year stint as president of The Daily Pennsylvanian Alumni Association, and it's a bittersweet moment for me.

My time overseeing the DPAA has been a tremendous experience. I met so many wonderful alumni across numerous generations. I was able to interact with extraordinarily talented student editors and managers, many of whom are now active DP alumni. And I was able to work alongside the extremely dedicated DP professional staff, who have devoted their lives to making The Daily Pennsylvanian successful.

While my time on the DPAA board ran the gamut of initiatives — from the launching of our online alumni directory to a restructuring of the DP's organizing structure to making difficult financial decisions designed to ensure the long-term viability of the organization — the one constant has been the passion and dedication everyone affiliated with the DP has towards this vital Penn institution.

One of many metrics that I am proud of during my tenure is that for successive years, the DPAA has raised a record amount of money from our alumni during our annual giving campaign. In 2015 — the DPAA's 30th year — our alumni generously donated over \$39,000, an all-time record.

Your contributions were able to help students at the DP in so many ways. You provided scholarships for students who

choose to work at the DP instead of at work-study jobs elsewhere. You helped provide funds for the DP's Development Fund, which provides long-term financial stability for the organization and helps to support the DP's future facilities needs.

And most importantly, we raised \$21,470 this past year for our Neiman Scholarship program, which places up-and-coming DP students in top journalism summer internships.

Thanks to the generosity of DP alumni, we placed six DP students in internships this summer at some of the nation's leading media companies, including the *Philadelphia Inquirer*, *The Daily Beast*, the *New York Observer*, the *Philadelphia Daily News* and the *New York Daily News*. These freshmen and sophomore students returned to the DP this fall with valuable professional journalism experience, and most of them have recently been elected as DP editors for 2016.

Due to the overwhelming success of this past year's program, we plan on making this internship program the main focus of our annual giving campaign again this year. The current students at the DP have told us loud and clear that this is the single

best way to attract and develop top talent in the organization, so our goal as an alumni organization is to expand this opportunity to even more students in 2016. The more funds our alumni donate, the more students we can offer summer internships to.

I would encourage all of you to donate to this vital initiative, and I thank you in advance for your generosity.

While I will miss my time on the DPAA Board, I am leaving confident that things will continue to get even better under Marty Siegel '77, who will be taking over as the new DPAA president in 2016. I've had the honor

of working with Marty for many years now, and I have total confidence he will do a great job in the role.

Working at the DP was arguably the most formative experience in my personal and professional life. Many of my best friends were my fellow editors and I credit my career working in media to the start I got at the DP. Serving on the DPAA was always a labor of love for me, as I got to rekindle my fond DP memories.

Thank you to all alumni, students and professional staff who helped me along the way.

Students at the DP have told us loud and clear that this is the single best way to attract and develop top talent... our goal as an alumni organization is to expand this opportunity to more students in 2016.

Do your gifts make a difference? See what students say

Ellie Schroeder
Internship: *New York Observer*

DP Position for 2016:
Assignments Editor

DP alumni, I'd like to thank you for the opportunity to be a summer intern at the *New York Observer*. I'd say that my six weeks at the *Observer* taught me what it would be like if I were a full-time journalist — but that would be selling my internship short. The newspaper's staff gave me a level of trust and autonomy that I can't imagine many other papers give their interns, allowing me to write for the website, pitch my own

The DPAA's 2015-16 fundraising target is a scholarship fund which pays for DP freshmen and sophomores to have summer journalism internships. We asked students who were participants in the summer 2015 program to talk about how the program impacted them.

ideas, and participate in all parts of putting together the paper, like pitch meetings and production days. Thanks to the *Observer* staff, I didn't just see what it would be like to be a journalist there, *I actually got to fully be one for six weeks.*

Each time I sat down to edit with an editor, I took away skills that have made me a better writer. My journalistic writing

style has become clearer and more concise, but also more creative and artful, a style that I have brought with me to the writing that I did this fall for the DP.

Matt Kelemen
Internship: *The Daily Beast*
DP Position for 2016: *Under The Button Editor-in-Chief*

What I loved most about *The Beast* was that I wasn't treated like an intern nor given assignments that were meant to fill time

See *INTERNS*, page 3

Smaller losses, strong reserves keep DP moving

Every time I speak with DP alumni — at our open houses on Homecoming and Alumni Day, or at the Alumni happy hours I attended this summer in New York, Washington and Philly, or during a drop in stop at the DP office during a campus visit with their high school son or daughter — I get The Question. Sometimes in a slightly hushed tone. Always with concern.

“So... how is the DP?”

It's gratifying to know how warm everyone's memories of their time at the DP remain, and how important the DP was to their college experience. And how much they care that students today and in the future will be able to have similar experiences.

So, how is the DP as we move into 2016? Not great — but not in disarray, not broke, and definitively not feeling the end is near. We have more students working for us than

perhaps ever before. We have very strong financial reserves. We have new teams, editors and managers focusing on digital initiatives, audience engagement and new products.

We're definitely not where we need to be; we're very much still a work in progress. Such is life in the midst of disruptive change that the newspaper industry is undergoing.

I've written at length in past reports about the changes the DP has undergone to drastically reduce our budget to meet the reality of significantly decreased advertising revenue. I have little to add this year other than noting that our painful downsizing of the professional staff in 2014 enabled us to reduce our operating deficit from north of \$100,000 to under \$43,000 last year. We still need to do more in developing products and services for the digital era in order to replace some of the ad revenue which has been lost.

In the meantime, we are extremely fortunate that the leaders of the DP during the “glory years” of the 1980s, 1990s and 2000s were prudent in banking much of the DP's surpluses of that era — which, along with alumni donations and stock market gains, enabled the DP to amass a nearly \$2.5 million reserve fund that has sheltered us over the past 8 years.

Despite the need to draw on those reserves to cover our operating deficits in recent years, our reserves are actually significantly larger today than before the start of the downturn. Bottom line: our reserves provide the luxury of time to figure out our future — a future most commercial publications have yet to figure out — to make innovations that won't all pan out, and to meanwhile continue doing what the DP does best serving the Penn community.

Do your gifts make a difference? See what students say

INTERNS, from page 2

or were softball pitches. I was expected to come everyday to pitch story ideas to John Avlon (Editor-in-Chief) and Noah Shachtman (Executive Editor), and was given the same encouragement or criticism on my ideas as everyone else on the staff.

I could not have imagined a better summer. The people I've met, the stories I've written, and the leads I've chased have made me not only a better writer but a better person as well. My experience at The Beast (despite the cliché) has been life changing. To the DPAA, the DP, and the Donald Neiman Scholarship: few words will do justice to sum up how important this summer was to me, but thank you again. I couldn't wait to start using the experience and the skills I learned at the DP and UTB.

Dan Spinelli

Internship: *Philadelphia Daily News*
DP Position for 2016: *City News Editor*

On my first day at the paper, I notched a byline about the impending Philadelphia mayoral primary. I covered the primary on my second day as a reporter. As I spent more time at the Daily News, I picked up assignments ranging from features on Philly's professional ultimate Frisbee team to crime stories on a shooting at a West Philly block party. Eventually, I began pitching stories

as well — relishing the freedom of crafting a story from conception to finish.

My time at the *Daily News* made one thing that had long stirred in my mind, waiting for validation, a stark reality: journalism made me happy, more than any other profession I had tried or mulled in my mind. I was lucky to have been given the opportunity to work in a professional newsroom. I cannot thank the DPAA and the Neiman Fund enough for providing me with this opportunity.

Carter Coudriet

Internship: *New York Daily News*
DP Position for 2016: *Audience Engagement Editor*

This summer, I spent six weeks working for *The Daily News* in New York City as part of my Neiman scholarship. This experience was undoubtedly the most impactful work experience of my life, and after participating in the program, I know that I want to be a reporter and want to continue to learn more about the world of journalism.

The industry is in a rough place, and often aspiring journalists such as myself look at the industry and are scared off by the lack of jobs or the difficulty of starting at the bottom. Both of these fears were quelled by my internship experience. Almost every *Daily News* worker with whom I spoke — editors, writers and photographers — said they have

loved their careers.

As a leader of *The Daily Pennsylvanian* who wants to continue being a leader in the organization for a long time, I gained valuable experience that I want to bring back to Penn. I am confident in my ability to impact the quality of our reporting, internal synergy and office culture because of this experience. Thank you to everybody who made this internship possible.

Caroline Simon

Internship: *Philadelphia Inquirer*
DP Position for 2016: *Campus News Editor*

I am incredibly grateful for the opportunity given to me by the Neiman Scholarship. I was able to spend six weeks of my summer reporting for the *Philadelphia Inquirer*, an experience that has helped me decide that I want to pursue journalism — through the DP, future summer internships, and hopefully, a future job.

My experience at the *Inquirer* helped me gain confidence as a reporter, and I couldn't wait to apply all I have learned to my work at the DP this fall

I feel very fortunate to have received this scholarship, and I know many of the other DP Students who received it feel the same way. I really did have an experience like no other, and I hope that future aspiring DP journalists will have the same opportunity that I did. Thank you so much!

2015: Retooling and refining to move forward

Change — especially lasting, positive change — takes time. In the past year, we have come to appreciate that fact as we move the DP further along toward becoming even more of an online journalistic powerhouse.

Like Executive Editors past, I came into the year with goals for informing the Penn community and educating our student journalists. But I was also focused on the task of taking full advantage of the changes of the past year and not letting the company slide into stagnation in the wake of some massive changes in personnel and production.

We have made significant advances online in the past year. We have been able to harness our new analytics team to better understand and utilize online metrics. We have made great strides in social media and online audience engagement, growing our social media followings significantly over the past year.

Our web development team built stunning pages for great pieces of journalism on cocaine use at Penn and a group of 10 highly impressive undergraduates we dubbed the “Penn Ten.” These features allowed our visuals departments to shine brightly and take full advantage of photo,

video and online design.

We are also in the process of building new lines of revenue. Although the going has been slow at times and often challenging, the students on the business side very successfully recruited excited fresh talent to explore new business and new ways of making money. The Innovation Lab, rebranded and refashioned into the DP Internal Consulting Team, is heavily focused on supporting new revenue-generating opportunities, particularly online. The Marketing Department is in the early stages of supplying customers with branded content.

This would be all for nought, of course, without high quality journalism. And with the DP’s first Managing Editor (now Editor-in-Chief) coming out of the news department in years, we have been focused intently on improving core journalism skills. All editorial staff — and editors — have benefitted from a heavy focus on training throughout the year, and our products reflect the improvements. While the editorial side has struggled with student retention for some time, the outgoing editors have invested time in leaving our successors with pointed directions to make the DP experience a meaningful one, so as to keep as

many bright, talented students contributing to the DP for their entire Penn careers.

Students have also been successful in bettering communication throughout the editorial side of the company. DP, 34th Street and Under the Button Editors-in-Chief are in better communication than ever before, and collaboration has benefited each as publications can better target their audiences and better angle their coverage.

Our Board of Directors also began a crucial strategic planning process to better handle the constant transitions between student boards and better focus students on the long term issues facing the DP — issues internal and external, editorial and business. The Board has developed a working draft of six long-term goals for students to guide students’ yearly efforts, along with a new mission statement and set of organizational values as a means of succinctly centering students around the DP’s spirit and ethos.

We have built an infrastructure and culture for the right kind of growth, and have successfully given the whole thing a giant push in the right direction. I’ll be excited to watch how the next group of editors and managers keep the ship moving forward.



Out & about on campus

Left: DP Circulation Manager Max Kurucar leads a team of students who hand out the DP on Locust Walk every day. Here, on the first day of fall classes, he is armed with a DP mobile distribution cart, DP balloons, and the DP’s “What Penn’s Talking About” T-shirt.

Right: DP Business Manager Megan Yan is joined by the Quaker during the DP’s Homecoming day sale of “Puck Frinceton” T-shirts.



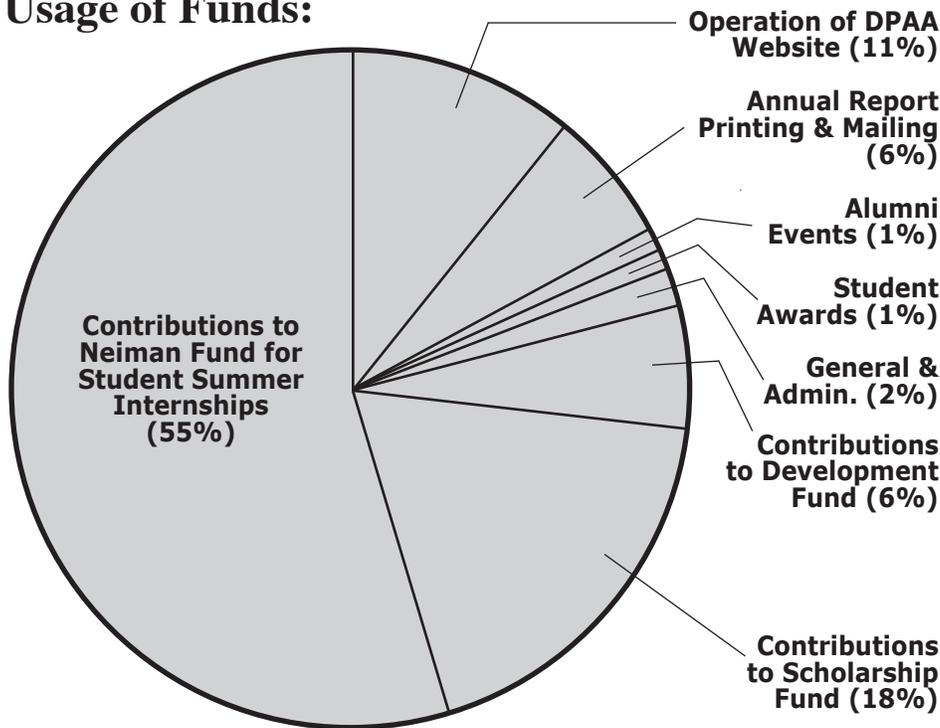
DP Alumni Association 2015 Financial Report

Over its three decades in existence, the DP Alumni Association has aimed to generate membership revenue to offset the costs of running the Association, with all excess revenue going to the DP's operating fund. Starting in fiscal 2013, the DPAA Board of Directors decided to identify a specific financial need for the DP each year, and to direct the DPAA's contribution to help fill the specified need. In 2013, the DPAA contribution went toward new computer equipment. In 2014, it created the DP Alumni Fund for Student Travel. In 2015, DPAA contributions were added to the Donald Neiman Scholarship Fund to pay DP students for unpaid summer journalism internships — and the professional training experience has proved so valuable to students that we're doing it again for 2016. (*see page 2*)

For our 2015 fiscal year, which ended on June 30, DP alumni contributed a record amount of money to support the organization. Due to the generosity of DP alumni, the DPAA beat its goal of funding six student journalism internships at a cost of \$18,000 this past summer. The remainder of the \$21,470 raised for this program in 2015 adds to the Neiman Fund for future summer scholarships.

Total 2015 DP Alumni contributions: \$39,199

Usage of Funds:



The DP's Eric Jacobs Scholarships program

The DP's first scholarship program was created in 2000 and named in honor of the paper's General Manager for his decades of work helping students. The Scholarship Fund was endowed with more than \$200,000 set aside by the DP. Alumni have added to the Fund with contributions over the past 15 years.

A committee of DP alumni evaluates student applications and selects the scholarship winners. The number of students worthy of scholarships always exceeds what the DP's Fund can provide; the DP hopes to increase the Fund to aid more students in the future.

By the numbers

- Scholarships awarded in 2015: 7 (*a new record*)
- Value of scholarships awarded during 2015: **\$15,800** (*a record*)
- Value of the Scholarship Fund as of 6/30/2015: **\$378,291** (*a record*)
- Contributions by DP alumni to the Scholarship Fund (through \$10 of each DPAA membership donation or gifts specifically designated) in 2015 fiscal year: **\$7,125**

Student impact

Comment from a student who was recently awarded an Eric Jacobs Scholarship for 2016:

"I applied for this scholarship because I cannot afford to work at the DP full time for no pay; I constantly juggle classes, extracurriculars and my work study job, which I depend on for food and living expenses. Last year, I chose not to run for a Board position because I couldn't afford to give up my job."

"I have made this paper my home on campus for the past two and a half years, and I am confident I can bring something valuable to the DP by being an editor in 2016. Without this scholarship, I quite literally could not afford to work at the DP in the capacity I was ready to step up to."

The Daily Pennsylvanian Alumni Association

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2015 Board of Directors

David Burrick '06
President

Martin Siegel '77
Vice President

Robin Fields '89	Rod Kurtz '02
Robert Frost '60	Molly Petrilla '06
David Gurian-Peck '10	Nick Plagge '01
Ben Hammer '98	Adam Rubin '95
Joel Siegel '79	

DP Alumni Association 2015 Members

The editors, managers and staff of The Daily Pennsylvanian and the Board of Directors of the DPAA thank the approximately 400 DP alumni who supported the DP and DPAA with 2015 membership gifts.

The list covers contributions during the DP's July 1, 2014 through June 30, 2015 fiscal year.

Within each contribution tier below, names are listed by Penn class year, and alphabetically within year.

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+

*David Goldman, 2006

Benefactor

Gifts of \$500 - \$1,999

*Dr. Robert Daroff, 1957
 *Thomas Papson, 1973
 *Bryan Harris, 1983
 *Charles (Chuck) Cohen, 1989
 Matt Selman, 1993
 *Dwayne Sye, 1995
 *Daniel Gingiss, 1996
 Jeffrey Lieberman, 1996
 *Brandon Moyses, 2010

Sustaining Member

Gifts of \$250 - \$499

*Robert Elegant, 1946
 *Donald Grossman, 1959
 *Alan Honig, 1960
 *Michael Varet, 1962
 Donald Morrison, 1968
 *Lee Levine, 1976
 *Mark Seltzer, 1979
 Rob Dubow, 1981
 Eric Brachfeld, 1984
 *Lee Schalop, 1985
 Steve Berkowitz, 1986
 *Craig Coopersmith, 1987
 *Robert Chasen, 1988
 David Borgenicht, 1990
 *Alex Sutton, 1990
 Robin Fields, 1991
 *Noam Harel, 1992
 *Adam Levine, 1992
 *Michael Mugmon, 1999
 *Jamie Weinstein, 1999
 Ian Rosenblum, 2000
 *Brian Weinstein, 2000
 *Binyamin Appelbaum, 2001
 *Rick Haggerty, 2001
 Nicholas Plage, 2001

Matthew Rand, 2001
 *Andrew Margolies, 2002
 *Jonathan Margulies, 2002
 *Michael Vondriska, 2002
 *William Burhop, 2003
 *Theodore Schweitz, 2003
 *Ian Zuckerman, 2007
 *Ashwin Shandilya, 2010
 *Rachel Cohen, 2011

Contributing Member

Gifts of \$100 - \$249

*Howard Rubenstein, 1953
 Stanley Strauss, 1955
 Marim Charry, 1956
 Roger Blumencranz, 1959
 *Gerard Cohen, 1959
 *Mitchel Craner, 1959
 Stephen Heyman, 1959
 *Robert Frost, 1960
 *Anthony Lyle, 1961
 *Stephen Foster, 1962
 Mark Jaffe, 1962
 *Charles Horner, 1964
 *Howard Marlowe, 1964
 *Dan Rottenberg, 1964
 Mary Hadar, 1965
 *Rick Rofman, 1965
 *Stuart Friedman, 1966
 *Lance Laver, 1966
 Howard Levine, 1966
 *Robert Rottenberg, 1966
 *Naomi Bloom, 1967
 *William Burchill, 1969
 Daniel Wolf, 1969
 *Marvin Dash, 1971
 *Clarence Greene Jr, 1971
 Gene Manheim, 1973
 *Jim Schaffer, 1973
 Peter Schiffrin, 1973
 William Witte, 1973
 *Scott Sheldon, 1975
 Laurence Field, 1976
 *Steve Stecklow, 1976

*Jonathan Zimman, 1976
 *Luther Jackson, 1977
 *Suzanne Rose, 1977
 Seth Rosen, 1977
 *Justin Schechter, 1977
 *Amy Borrus, 1978
 Loren Feldman, 1978
 *Mark Hyman, 1978
 *Ellen Van der Horst, 1978
 *Ray Van der Horst, 1978
 *Steven Dubow, 1979
 Theodore Reiss, 1979
 *Joel Siegel, 1979
 Rich Hofmann, 1980
 *Deborah Jagoda, 1981
 A. Caporizzo, 1982
 David Henkoff, 1982
 *Toni Lee, 1982
 Richard Rabinoff, 1982
 Kevin Penn, 1983
 Tony Edelstein, 1984
 Nina Liu, 1984
 Ken Rosenthal, 1984
 Michael Weiner, 1984
 *David Zalesne, 1984
 *Lisa Cohen, 1985
 Kevin Kelly, 1985
 *Martin Lessner, 1985
 Mark Caro, 1986
 Jean Chatzky, 1986
 *Mary Ellen Crowley Huesken,
 1986
 Will Martyn, 1986
 Andrew Beresin, 1987
 Christopher Downey, 1987
 Marissa Effman, 1987
 Jeffrey Goldberg, 1987
 *Rick Resnick, 1987
 *Ed Gefen, 1988
 Thomas Hill, 1988
 Jay Begun, 1989
 Nancy Cohen, 1989
 Rachel Elson, 1990
 *Mike Finkel, 1990
 *Bret Parker, 1990

*Howard Zalkowitz, 1990
 *Cheryl Family, 1991
 Jenny Libien, 1991
 Lauren Shaham, 1991
 Michael Gavisier, 1992
 *Daniel Schwartz, 1992
 *Peter Spiegel, 1992
 Dan Sacher, 1993
 Kurt Apen, 1994
 *Kenneth Baer, 1994
 *Eric Einstein, 1995
 *Joshua Friedman, 1995
 *Tracy Herriott, 1995
 Cara Lockwood, 1995
 *Adam Rubin, 1995
 *Luke DeCock, 1996
 *Stephen Shapiro, 1996
 Kara Blond, 1997
 Adam Mark, 1997
 Thomas Nessinger, 1997
 *Eric Goldstein, 1998
 *Mike Madden, 1998
 *Scott Lanman, 1999
 *Roger Levenson, 1999
 Brooke Ganz, 2001
 *Ben Geldon, 2001
 *Andrew McLaughlin, 2001
 *Edward Sherwin, 2001
 *Eric Dash, 2002
 *Rod Kurtz, 2002
 *Brett Rose, 2002
 Amy Potter, 2004
 Kimberly Stonehouse, 2004
 *Harry Berezin, 2005
 *Christopher George, 2005
 *Alex Bellos, 2006
 *David Burrick, 2006
 *Matt Jones, 2006
 *Molly Petrilla, 2006
 *Jeff Shafer, 2006
 *Jonathan Tannenwald, 2006
 Garrett Young, 2006
 *Josh Hirsch, 2007
 *Ryan Jones, 2007
 *Jason Schwartz, 2007

*Parisa Howard, 2008
*Rebecca Kaplan, 2010
*Joshua Kay, 2010
*Albert Sun, 2010
Emily Kuo, 2013
Dan Nessonson, 2013

Friend of the DP

Gifts up to \$99

*Donald Solenberger, 1946
Jack Schwebel, 1947
Don Harrison, 1949
Melvin Cohen, 1950
*George Curchin, 1950
Clifford Leventhal, 1951
Joseph Salus, 1951
*Herbert Carver, 1953
Fred Walters, 1953
Malcolm Bernstein, 1954
*Earl Conway, 1954
John Smith, Sr, 1955
Alan Ackerman, 1956
*Myron (Mike) Libien, 1956
*Carl Bowman, 1958
Daniel Kristol, 1958
Steven Ivins, 1959
Lloyd Remick, 1959
*Stephen Schultz, 1959
*Frederick Allen, 1960
*Richard Siegel, 1960
*Edward Farman, 1961
Richard Sussman, 1961
*Melvin Goldstein, 1962
Gilbert Harrison, 1962
Robert Pons, 1962
Leon Butler, 1963
*Stephen Hurwitz, 1963
*Eda Louise Hochgelerent, 1964
Daniel Kamin, 1964
Marc Ross, 1964
Sharon Schlegel, 1964
Milton Strom, 1964
*Allen Frazer, 1965
*Barry Lesch, 1965
*Susan Perloff, 1965
Robert Vort, 1965
*Steve Klitzman, 1966
Joanne Weinberg, 1967
Lionel Schooler, 1968
*Phil Arkow, 1969
*Sue Lin Chong, 1969
Ellen Coin, 1969
*Mark Lieberman, 1969
*Bill Mandel, 1969
Norman Roos, 1969
*Eric Turkington, 1969

Robert Savett, 1970
*Judith Gordon, 1971
Harold Kleiderman, 1971
Brian Madden, 1971
*M. Madden, 1971
*Joan Roller, 1971
*Mark Schlesinger, 1971
Jeffrey Rothbard, 1972
*Eric Wolf, 1972
Robert Reiner, 1973
*Anita Sama, 1973
*Philip Shimkin, 1973
Patricia Sze-Benash, 1973
Allen Chesney, 1974
Patrick Gallagher, 1974
*Edward Silverman, 1974
*Glenn Unterberger, 1974
*James Kahn, 1975
*Michael Silver, 1975
*Chris Jennewein, 1976
Eileen O'Brien, 1976
Alicia Tether, 1976
*Edward Wiest, 1976
Steven Wigod, 1976
Cynthia Frost, 1977
*David Martin, 1977
*Martin Siegel, 1977
Claude Williams, 1977
*Teri Cohen, 1978
*Eliot Kaplan, 1978
*Gordon Schonfeld, 1978
Rebecca Weinstein, 1978
Bill Altman, 1979
*Barri Bernstein, 1979
Melody Kimmel, 1979
Jonathan Lansner, 1979
*Dave Lieber, 1979
*Elizabeth Sanger, 1979
Ira Wallace, 1979
*Richard Gordon, 1980
*Eric Jacobs, 1980
Bill Stahl, 1980
Gordon Alter, 1981
*David Elfin, 1981
Joan Harrison, 1981
*Bruce Rosenblum, 1981
Cindy Shmerler, 1981
Robert Bachner, 1982
Kenneth Barofsky, 1982
*Lisa Green, 1982
Martin Kimel, 1982
*Anne Neborak, 1982
Andrea Castro, 1983
*Francesca Chapman, 1983
Peter Filderman, 1983
Howard Gensler, 1983
*David Gladstone, 1983

William Rome, 1983
Robert Shepard, 1983
*David Dormont, 1984
*Jimmy Guterman, 1984
Sabrina Eaton, 1985
*Alec Harris, 1985
Robert Rifkin, 1985
*Ellen Flax, 1986
*Michael Grundei, 1986
Stefanie Kaufman, 1986
Hank Kopel, 1986
*Joel Spenadel, 1986
Ruth Masters, 1988
Adam Cohen, 1990
Barry Dubrow, 1990
Deborah Kaplan, 1990
Beth Reinhard, 1990
Jay Seliber, 1990
*Samuel Engel, 1991
*Samuel Perlman, 1991
Lin Shearer, 1991
John Di Paolo, 1992
*Helen Jung-Green, 1992
Matthew Schwartz, 1992
Kimberly Woolf, 1992
David Black, 1993
*Christine Foster, 1993
*Joshua Gordon, 1993
Helen Gym, 1993
*Mitchell Kraus, 1993
Stephanie Fey, 1994
Jeffrey Hurok, 1994
Elizabeth Kopple, 1994
Rachel Miller, 1994
Brian Toolan, 1994
*Gregory Montanaro, 1996
*Charles Ornstein, 1996
Alan Sepinwall, 1996
Evelyn Hockstein, 1997
*Randi Marshall, 1997
Marc Edelman, 1999
*Kevin Lerner, 1999
Ginny Bloom, 2000
Jeremy Reiss, 2000
*Seth Grossman, 2001
*Malka Katzin, 2001
*Thomas Lombardi, 2001
Catherine Lucey, 2001
*Eric Moskowitz, 2001
Oliver Benn, 2002
*Mary Clarke-Pearson, 2002
Cassandra Reichert, 2002
*Sebastian Stockman, 2002
Tristan Schweiger, 2003
*Steve Brauntuch, 2004
*Julia Cassidy, 2004
*Tammy Meister, 2004

Dina Wiesen, 2004
*Anna Haigh Berry, 2005
Hilal Nakiboglu-Isler, 2005
Julia Barmeier, 2006
*Haley Shapley, 2006
Fred David, 2007
*Rachel Feintzeig, 2007
*Jeffrey Greenwald, 2007
Michael Gulinello, 2007
*Zachary Levine, 2007
Eric Obenzinger, 2007
Lisa Tauber, 2007
Josh Wheeling, 2008
Sam Dangremond, 2009
Kerry Golds, 2009
Adam Goodman, 2009
Julie Steinberg, 2009
Emily Babay, 2010
*Alissa Eisenberg, 2010
David Gurian-Peck, 2010
*Julia Rubin, 2010
Alyssa Schwenk, 2010
*Rachel Baye, 2011
Michael Chien, 2011
Vashisht Garg, 2011
*Michael Gold, 2011
*Naomi Jagoda, 2011
Kristina Lee, 2011
Hillary Reinsberg, 2011
Zachary Bell, 2012
Jessica Goodman, 2012
Brian Kotloff, 2012
*Prameet Kumar, 2012
Katie Rubin, 2012
Jennifer Scuteri, 2012
*Samantha Sharf, 2012
Darina Shtrakhman, 2012
Calder Silcox, 2012
George Wright, 2012
Sarah Gadsden, 2013
Megan Soisson, 2013
Dana Tom, 2013
Michael Wisniewski, 2013
Chloe Allegretti, 2014
Ellen Frierson, 2014
Frida Garza, 2014
Kyle Hardgrave, 2014
Sushaan Modi, 2014
Isabel Oliveres, 2014
Jennifer Sun, 2014
Julie Xie, 2014

Making the belated turn to digital

As the reconstructed DP Board of Directors enters its third year, we've made some progress on tackling some of the DP's most pressing issues, and are hopeful that 2016 will be one of genuine change.

Like all traditional news organizations, the DP has been losing revenue and readership. As you've read in past reports, we've made some deep budget cuts and directed funds to help improve student journalism experience and training. But we know that the DP can do much more to better connect with its core audience and we believe there are steps we can take to mitigate the revenue declines.

In an age where digital devices enable students to easily access almost any source of information and entertainment, the DP must work harder than ever to fight for attention.

I'm pleased to report that the DP's print edition is now more engaging and lively than it had been in previous years, with much better presentation and somewhat more robust reporting. Unfortunately (and not surprisingly), the Penn community's interest in picking up a printed newspaper

Michael Silver '75 is the Lead Alumni Director on the DP's Board of Directors, which now consists of 5 students, 4 alumni, and General Manager Eric Jacobs

Silver was the first president of the DP Alumni Association when it was formed in 1986, and remained on the DPAA Board of Directors until 1993. He returned to the DPAA Board in 2006 and again served as president in 2008. In 2013, he returned to the DP again, chairing a strategic planning committee which resulted in the creation of the student/alumni Board of Directors at the end of that year. He was recently re-elected by the Board to a second two-year term.

continues to decline. That's bad news for an organization where advertising accounts for almost all of the operating revenue.

We'd feel better about the DP's future if we had seen more progress in reorienting the DP to be focused primarily on digital publishing and digital marketing services.

The DP has had a web site for two decades, its Under the Button blog is now an established part of the organization and the DP actively participates in social media. However, the results have been mostly unimpressive. What you see on screen often looks dull, robotic and stale, and what you see in the DP's metrics reports is dispiriting.

The DP's print edition has been the top priority of the student staff, despite declining metrics indicating decreasing audience engagement in both print and

online. Several years of advice (and hectoring) from alumni about the need to get smarter about digital publishing and more aggressive in new product development has been largely unsuccessful.

Beginning with a strategic planning session last spring, the alumni board members have been actively working to get current and future DP leaders

to focus on what type of organization they want the DP to be. Overwhelmingly, the students agreed that the DP needs to be more digital—but the DP's culture and processes are highly resistant to change.

The Board of Directors — consisting of four alumni and five students who are all key DP managers in 2016 — met in early December to map out the year ahead. It was a terrific meeting, with the students largely expressing urgency for a turn toward digital publishing as their top priority.

That shouldn't be surprising for a group of gifted students who were born roughly around the time that most metro newspapers debuted their websites—but it would be a significant and welcome change for The Daily Pennsylvanian.

Dan Kasle '75 endows award for DP photojournalists

A 40th reunion visit to the DP office in May led DP alumnus Daniel Kasle '75 to endow an annual award for DP students. His recent \$13,000 gift will fund a \$500 annual prize for the best photography in the DP.

Kasle, a former Associate Photography Editor at the DP and currently the Executive Vice President and Chief Financial Officer at Church Pension Group in New York, says he has "several deep ties to my years on the DP."

He and his wife, Annette (nee Levinson) met at the DP in the fall of 1972. "She was a reporter and I was newly elected sophomore to the board in the photography department. We are marking our 40th wedding anniversary in 2016 and I felt that it would be fitting to honor the DP for that life event."

Additionally, he is still an avid amateur photographer, and fondly remembers honing his skills during his years at the DP. "I was privileged to cover the 1972 presiden-

tial campaign, shoot hundreds of sports events, cover campus sit-ins and much more. They were exciting times for me and Annette. This gift is part of my thank you."

The DP Alumni Association will assemble a panel of alumni judges each year to select the winner of the Daniel Kasle Photojournalism Award in recognition of exceptional work. The award will be presented at each January's staff banquet, and a plaque in the DP office will assure perpetual bragging rights for the winners.

DP alumni gifts now power a number of annual awards and scholarships at the DP:

- The Michael Silver Writing Award honors the best piece of writing each year.
- The Herb Liss Memorial Award recognizes the outstanding business staff members of the year.
- The Donald Neiman Scholarship funds students taking unpaid summer journalism internships.



DP alumni Annette (Levinson) and Daniel Kasle during their Alumni Day visit to the DP