

\$0 to \$9,000 in 90 days

College Publisher is starting to charge up to \$8,995 for the once-free content management service for online college newspapers.

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The News Argus Online may be experiencing some major changes in April.

College Publisher, the online content management platform used by the Argus, has restructured its business model and the new owners of CP, a branch of College Media Network, will now be charging for licensing its traditionally free software.

In January, The News Argus received a notice from CP announcing their plans to restructure and said the Argus online had 90 days to decide if they would pay for the service. A standard service plan is \$1,995 per year. More advanced plans can carry a price tag of \$8,995 per year.

The hefty fees being imposed have caused college newspaper editors all over the United States to seek other options available for their online publications.

"Our budget can't pay for the cost of their services," said Lona D. Cobb, faculty advisor to The News Argus.

The funds the Argus gets are to pay for office supplies, newspaper memberships, and publishing the newspaper. The senior staff member's stipends also come from the budget. Recent UNC System budget cuts will not allow for any extra spending.

The News Argus has used CP since 2003. The average number of visits to the Argus online is approximately 5,000 per month.

According to Mike Schoelch, College Publisher's client relations manager, CP is losing money by working with online publications that receive less than 25,000 views per month,

like The News Argus Online, attributing the websites low traffic to weak content and bad self-promotion.

CP hosts more than 550 online college news publications, some of which receive more than 500,000 views per month. These are usually daily college publications that have a strong reader support program.

"Change was more of a necessity than an option," said Schoelch.

College Publisher has provided options for online news publications like the Argus that cannot fit the new CP fees into their budget.

For example, Wordpress is a content management system that can be used to create a website or a blog. It provides more freedom to design a website the way that an organization wants it to look and offers technical support.

Wake Forest University and Salem College currently use the Wordpress platform. Another option for online publications is to build a website - a process that could potentially prove difficult if the staff is unfamiliar with HTML code and web design.

Chair of the Black College Communication Association, Valerie White, said the forced change may provide an advantage. Cobb agrees that it could provide students and their advisors with more hands-on experience by building their own online publications.

According to White, BCCA is going to deliver a proposal to CP in hopes of attaining a group rate for all of the HBCUs that are members. This would be great news for schools like WSSU and NC A&T that currently use CP.

March brings service, smiles for Social Work Activity month

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March is a special month for social work majors.

A mixer and tutoring session, and a roundtable discussion are among the highlights of "Social Work Activity Month." It has been celebrated at Winston-Salem State since it was founded in 2007.

"Hope for Haiti," a campus humanitarian effort, is another Social Work Activity Month program to give student an opportunity to send letters or postcards of encouragement to children in Haiti, said Isaih Marshall, program coordinator.

Students can also create and ship care packages containing donated baby items.

"With the current events in Japan, this drive may be extended to include Japan, Hawaii and any other country or area devastated by the recent earthquake and tsunami," Marshall said.

"Caring, concern and having a family like environment is what social work is all about."

The Program have extended work to local and global communities, he said.

The SWP is challenging and instructors want their students to be fully prepared when they start their careers.

"I feel that the Social Work Program is unique because of the amazing staff and the students; it feels as if we are a family," said Tanya Beck, junior social work major from Mount Airy, and student committee representative.

"The students interact with their professors outside of the classroom, so they get to see them in a different light," Marshall said.

"We have scheduled activities that allow our students to interact with one another and participate in activities that will develop them into social work professionals."

Since Feb. 14, the Social Work Club has been conducting a hygiene drive, with the products going to the Crisis Control Ministries, a Winston-Salem agency that assists others in becoming self-sufficient. The SWC started in spring

wonderful, and will help tremendously.

"Toiletries are something that nobody thinks about," Jones said. "Even if a family receives services like food stamps, those [toiletries] are not included."

The hygiene drive came about when SWC adviser, Janella Melius, an adjunct faculty member and Crisis Control Ministries volunteer, along with other staff members realized there was a shortage of hygiene items.

Thanks to the hygiene drive, instead of spending money on toiletries, the Crisis Control Ministries will have funds available for more urgent needs.

"We thought it was a great opportunity for the Club and student body," Cearnal said. "So far we are extremely excited about the drive and hope that it is a success."

Cearnal and Jones are not the only ones who feel good about the hygiene drive.

Kiara Watson is a junior social work major from Charlotte and a member of the SWC.

"I think it is important that we conduct this drive because there are so many people that need the items we are collecting like a toothbrush, or deodorant, or maybe even just a bar of soap," Watson said.

"In the near future, I would like to see the Social Work Program continue to serve the community in fun ways that get the students of WSSU involved."

Club members are accepting items including deodorant, combs, lotion, bath soap, and disposable razors.

SWAM and the hygiene drive ends March 31.

"Caring, concern and having a family like environment is what social work is all about."

— Isaih Marshall,
Social Work Program
coordinator

2009, has 25 members, and is open to any major.

Club president Shellvia Cearnal, a senior social work major from Durham, said that the club promotes collaborative learning, peer support and an introduction to the social work profession.

The club also operates as an information and resource guide for members, and encourages community awareness and service, she said.

"This is the first time that the Club has conducted a hygiene drive," Cearnal said.

Vicki Jones, the director of community and volunteer relations, said that the Social Work Club's hygiene drive is

The Yard by Brandon Coley

