

2018

2018

ANNUAL REPORT



A MESSAGE FROM THE DP PRESIDENT  
**Jesse Zhang**

What a year of adventure it has been.

This year, we have seen transformational progress within the company. To start, our student journalists have demonstrated enormous grit and ingenuity through their coverage of many tumultuous events on campus. Our source relationships are as strong and extensive as ever, and we experienced the highest level of traffic on our website since the 9/11 attacks. While these events are undoubtedly emotional, our staffers pressed on to fulfill their immense responsibility and commitment of informing our community.

34th Street Magazine has grown itself into a full-fledged monthly magazine operation with stellar content and distinct leadership. Under the Button continues to bring laughter to this campus. Our business staffers expanded the DP's operations, constructing new dashboards and incorporating AI into our website to make us more data-driven and technology-oriented.

Most monumentally, after close to 50 years at 4015 Walnut, we purchased a house at 3721 Chestnut which will finish construction in May 2025. The new building will not only be a permanent home for the DP but also a media hub near the heart of campus, providing a place for future DP staff as well as Penn students to remain civically educated in the fourth estate. We are so excited for all of you to visit the building once it is ready.

Certainly, I'd be remiss if I didn't recognize our professional staff and alumni leadership. All of you demonstrated incredible patience, fortitude, and encouragement for the students through an eventful year, and I can safely say we would not have learned or accomplished as much without all of you.

On the cusp of becoming an alumni myself, I want to thank our alumni community for how supportive, helpful, and invigorating you have been this year. Working with you to grow the DP community has been a great honor. While I prepare to depart my presidency with great sadness, I am reminded that all of us are only temporary residents in our offices, passing the torch down so the next generation of DP staff can continue to make this place a home. I am confident in the 140th Board and the leadership they will undoubtedly exemplify.

Fellow DP alumni,

My college career at Penn, like many of yours, was pretty much defined by my time at The Daily Pennsylvanian. I met some incredible people there, wrote and edited hundreds of articles, and learned critical skills that continue to serve me well in my career many years later.

For 15 years, I have served in a volunteer capacity first as part of the DPAA and now as alumni chair of the Board of Directors. Working with smart, talented and dedicated students - not to mention alumni - has been immensely rewarding and has confirmed my belief in the power of responsible journalism. This year has certainly presented challenges, but it also moved the organization forward more meaningfully than in any other I remember. Consider:

- We established The Daily Pennsylvanian Foundation to manage, protect, and grow the assets of The Daily Pennsylvanian, Inc., securing our future for decades to come. The Foundation, led by Chuck Cohen and 4 other alums plus 4 students, will be responsible for physical and monetary assets and will lead the DP's fundraising arm.
- We reconstituted the Daily Pennsylvanian Alumni Association and focused it squarely on advising and mentoring students in both journalism and business. Today's students value the student-alumni relationship and together we make each other better. The DPAA's new leader, Peter Canellos of Politico, brings an unbelievable wealth of journalistic knowledge that students and alumni alike respect and appreciate. And multiple committees are laser-focused on key initiatives to drive alumni engagement and provide the maximum amount of value to students while maintaining the tradition of a truly student-led organization.
- We created a brand-new Strategic Business Advisory Board after the previous members became the first managers of the Foundation. The SBAB is focused on our "third leg" revenue-generating opportunities that we believe are crucial to the DP's long-term sustainability (the first two legs are advertising revenue and alumni donations). Bryan Harris graciously agreed to lead the committee and has immediately immersed himself in the business side of the DP and the various initiatives the organization is pursuing.
- And of course (perhaps burying the lede), the DP has finally found a permanent home, purchasing a building in the heart of University City. The organization has literally been planning for - and saving up for - this moment for nearly 50 years. The new building will serve as a media hub for campus, giving generations of new students the high-quality journalism and business training that we all received plus incredible digital and technology capabilities that we could have only dreamed of (not to mention windows and a rooftop deck!).

We also have a record number of alumni engaged with the DP, giving their time, talent, and treasure back to an organization that created lifelong friends, memories, and skills. If you have ever thought of giving back to the DP through volunteering or donating or both, we welcome you back with open arms. Please contact me, Chuck, Peter, Bryan, or any of the professional staff and we'll find a place for you to create the most impact.

So let's give a toast to the dear old DP! The future is as bright as ever.



# INTRODUCING QUAKER CREATIVE!

## THE DP'S NEW CREATIVE AGENCY



**Christine Knooren**  
SENIOR DIRECTOR, QUAKER CREATIVE

This semester we officially launched Quaker Creative. For those of you who may not be familiar with Quaker Creative, we are a creative agency focused on marketing, content creation, and promotion aimed to help local businesses increase connection with the Penn market and beyond. While we are still working on building up our client list, we have had a few projects come our way.

On October 26 we launched our first Advance Registration Guide, which included articles produced by the DP's news team about interesting courses, courses that count for more than one gen-ed requirement, and advice from upperclassmen. Quaker Creative handled all of the packing of the content – from the print edition and online project page to the sales effort and marketing. Yaxlei Alejo Ortiz (C'26) handled all of the design and marketing materials that were needed for the edition.

Quaker Creative also produced a piece of sponsored content for a previous DP advertiser, New Deck Tavern, celebrating their 30 years of Quizo. Two Quaker Creative students worked on this project – Jenna Adiele (W'26) wrote the article and conducted interviews and Devin Khemalaap (SEAS'27) took the photos to accompany the article.

For sales, we reached out to University Departments asking them to place ads promoting their courses both in print and online. Though we only had three departments take us up on the opportunity, we had many that got back to us saying they would be interested in future semesters and remarked on what a good idea and opportunity this is.

Next semester we plan to produce another Advance Registration Guide, take on more clients, and expand some of the services we offer into the multimedia realm. We're all looking forward to future projects, growing Quaker Creative as a department at the DP, and seeing more cross-department collaboration.

# Quaker Creative

# THE DP FOUNDATION

## FOCUSED ON LONG-TERM FINANCIAL STABILITY

A year ago, the DP Foundation didn't exist...today, it's an integral player in the future of our wonderful organization.

The Foundation started from a simple idea: acquiring, renovating, and managing a facility requires a different set of skills and a longer time horizon than operating a small media company. So we gathered together a group of DP alums, looked around for best practices, and negotiated an agreement with the current student-led Board of Directors.

The result: a new organization, the DP Foundation, to oversee the DP's assets (including our new facility and our \$2.5M+ savings account) and all fund-raising activities. Moreover, the Foundation is charged with thinking long-term about the organization's strategy, ensuring that the DP survives and thrives for another 145 years. The DP Foundation is a separate charitable organization with a nine-member board (five alums, four students...with several of the students also serving on the operating company's Board of Directors to ensure the two organizations are aligned). Over the past few months, your DP Foundation has already logged several significant accomplishments...

- Formed the Foundation... assembled the Board... completed by-laws and other paperwork.
- Assumed responsibility for the DP's investment account.
- Acquired 3721 Chestnut Street for \$1.7M.
- Assembled a Building Committee and Capital Campaign Cabinet to spearhead the design/construction and fund-raising for the DP's new home.
- Raised \$2M in capital campaign contributions from DP alums.

And we're just getting started!

Interested in getting involved? We'd love to have you join the effort by donating your time or funds... please reach out to me or Steven Molberger.



## Chuck Cohen

CHAIR, DP FOUNDATION BOARD OF MANAGERS



## 3721 CHESTNUT: OUR NEW HOME

### THE DP FUTURES CAMPAIGN

Over the years, our beloved current location at 4015 Walnut Street, a.k.a. the "Pink Palace", has proven inadequate to meet the needs of today's students. Thankfully, the DP Development Fund (originally named the Premises Trust Fund), established in the 1980s to secure a new home, has consistently grown, fueled by robust investment returns. Now, due to significant shifts in the news media industry and escalating lease costs from Penn, the time has come to seize full control of our promising future.

The Daily Pennsylvanian now owns 3721 Chestnut, strategically located near the heart of the Penn campus. Set to open in 2025, the DP Media House signifies a monumental milestone for us: complete independence from Penn. It will become the epicenter of our organizational transformation, not only as a cutting-edge headquarter for editorial operations but also an education community hub for independent student journalism on Penn's campus.



We wish to send a huge thank you to our alumni donors, who accumulated a total of \$2 million in commitments for the \$3.7 million total cost of purchasing and renovating the building.

Scan the QR code view our campaign's 8-pager and pledge your contribution to our new home! Donors, individuals or groups, will have access to various naming opportunities as well as the Founder's Circle. Please reach out to Steven Molberger for further information.

# Matteo Busterna

## DIVERSITY AND INCLUSION DIRECTOR

Hi DPAA Alumni!

My name is Matteo Busterna, the Diversity and Inclusion Director of the DP Inc. This year the company made great strides to become a more inclusive and welcoming space for students of all backgrounds. Together, managers, editors, and staffers are creating an environment that enables our best work.



In order to address the large underrepresentation of Black, Indigenous and Latinx folks at the DP Inc., this year, we hosted our first ever diversity recruiting event at the DP Inc. The BIPOC Open House welcomed students from diverse backgrounds. Students learned more about the company and heard directly from staffers with shared experiences.

We continue to regularly hold diversity committee meetings, open for all staff to attend. We have an ongoing goal of increasing the number of staffers present at meetings, as we must incorporate their experiences and opinions in our conversations about diversity.

Additionally, this year we have welcomed the third cohort of fellows. The DP Fellows program was born out of an initiative to engage and support students from historically marginalized groups. Members of the cohort receive stipends to work in the company, are paired with an alumni mentor, and attend professional development opportunities. This year's cohort is the third since the program's inception in 2021.

The 139th Board of editors and managers is dedicated to upholding and expanding upon the progress made in promoting diversity within the organization.



(From left to right)  
College junior Oscar Vasquez, College first-year Angele Diamacoune,  
College sophomore Nethra Wickramasinghe, and Wharton first-year  
Dalila Gafar were selected to be this year's DP Fellows.

## UNDER THE BUTTON

DP Alums,

Welcome home.

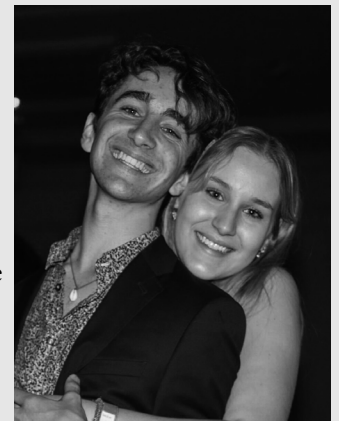
Some people say that satire is dead. We at Under the Button are clearly out of the loop, because we are as alive and kicking as ever.

For those who don't know of us, consider us the DP's daring younger brother, 34th Street's evocative little sister: we provide a fresh, to the point, correct view of all things life and Penn. We primarily exist on the net both on our website (<https://www.underthebutton.com>) and the Instagram (<https://www.instagram.com/underthebutton/>), publishing our thoughts with swift regularity.

We just underwent elections for our Executive Board, and two dashing handsome ingenues named Oscar Eichmann and Margarita Matta have been selected to lead the charge. They have big plans, huge even. Comedy nights. Guest speakers. Print issues. Podcasts. Videos. You name it: media absolutely everywhere. Too much media, but also not enough.

More details are imminent but we are thrilled to take you on this journey through satirical discourse.

Sincerely,  
Oscar and Margarita (140th Board)



# Alumni Leadership

FALL 2023

DPAA

The Daily Pennsylvanian

DP  
FOUNDATION

We extend our appreciation to all the Daily Pennsylvanian alumni leaders whose dedicated time and commitment contribute to making our work possible.

#### Daily Pennsylvanian Board of Directors (BoD)

- Dan Gingiss '96 - Chair
- Julia Rubin '10
- John Peyton '89
- Unnati Dass Silverman '12

#### Daily Pennsylvanian Alumni Association (DPAA)

- Peter Canellos '84 - President
- Olivia Doherty '05
- Stefan Fatsis '85
- Lauren Feiner '17
- Mary Ellen Huesken '86
- Alessandra Pintado-Urbanc '23
- Hilary Reinsberg '11
- Amanda Suarez '16
- Mike Wisniewski '13
- Marty Siegel '77

#### Strategic Business Advisory Board (SBAB)

- Bryan Harris '83 - Chair
- Deanna Taylor '19
- Steve Brauntuch '04
- David Gurien-Peck '10
- David Figurelli '19
- Brian Hindo '01

#### DP Foundation Board of Alumni Managers

- Charles F. Cohen '89 - Chair
- Jonathan Zimman '76
- Robert Chasen '88
- Chetan Mehta '00
- Jean Sherman Chatzky '86

#### 3721 Building Committee

- Robert Chasen '88 - Chair
- Eric Jacobs '80
- Jonathan Nathanson '82

#### Advancement Council

- Lee Levine '76 - Capital Campaign Chair
- Amy Potter '04 - Annual Campaign Chair
- Steven Marmon '71
- Marty Siegel '77
- Binya Applebaum '01
- Ollie Benn '06
- Steve Klitzman '66
- Eric Brachfeld '84
- Michael Weiner '84

## VOLUNTEER WITH US!

Empower and inspire the next generation by joining us as a mentor or offering on-call support directly to students. Your expertise is invaluable to our hardworking DP students, and we have a range of fulfilling volunteer opportunities tailored to meet the evolving needs of our student staff and organization. Volunteer opportunities include:

- Mentoring students in all departments
- Providing ongoing editorial and business department support
- Critiquing of our content and platforms
- Judging for our DPAA Journalism and Media Awards
- Participating in the Marquez Conference in the Fall and Journalism Bootcamp in January
- Organizing alumni networking events, social gatherings and more...

Sign up at: [www.dailypennalumni.com!](http://www.dailypennalumni.com!)

# Estelle Kim

ADVANCEMENT MANAGER, DP FOUNDATION

Dear DP Alumni,

As the Daily Pennsylvanian Foundation's new student Advancement Manager, I am thrilled to share some of the foundation's milestones and aspirations with you. We've had a fantastic year so far, marked by the success of our giving campaigns. On November 26th, foundation students Alina Markutsya and Sophia Bay organized our Giving Tuesday Shine A Light Campaign, which raised over \$60,000 for yearly operations with the help of a generous alum's matching donation. Thank you to the 80+ campaign donors who shed light on truthful news reporting at Penn, as well as our many annual contributors!

Highlights:

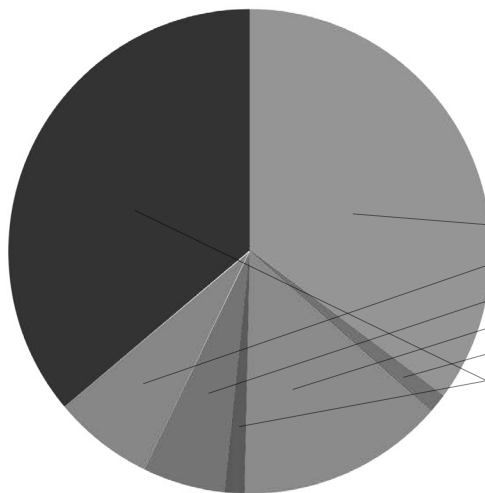
- Through peer-to-peer efforts our dedicated Alumni Advancement Council has assisted in raising a total of \$2.1 million in commitments for the DP Futures Capital Campaign.
- Our Building Committee, led by Rob Chasen '88, is working closely with our contractors and architects to ensure the design of our new home at 3721 Chestnut will meet our student's needs.
- As innovation leaders in college media, we are paving the road to philanthropic advances and institutional partnerships. Through conversations with key players in the Philadelphia media ecosystem this past semester, we are hoping to secure funding for the Media House and professional development programs. If you are aware of institutional giving opportunities or partners that our organization should be working or aligned with, please let us know at [kestelle@sas.upenn.edu](mailto:kestelle@sas.upenn.edu).
- Internally, we are partnering with students on the newly elected 140th Board to expand sustainable revenue streams for 2024 and beyond.

The best part of my work has been meeting alumni who inspire me to be curious and dream big. Alumni hold an essential role in keeping our rich legacy alive, while directly supporting students as mentors and role models. I invite you to join us in our mission by volunteering or donating to the DP. Your support, in any size or form, makes a difference in empowering the next generation of student journalists.

Thank you for being a special part of our story. I look forward to another great year with you!



## YOUR DONATIONS FUNDED...



- DP Operating Budget: 36%
- Staff & Volunteer Training: 7%
- DP Fellows: 6%
- Eric Jacobs Scholarships: 14%
- Neiman Scholarships: 1%
- Alumni Awards: 1%
- Board Stipends: 35%

**Total Raised: \$250,000**

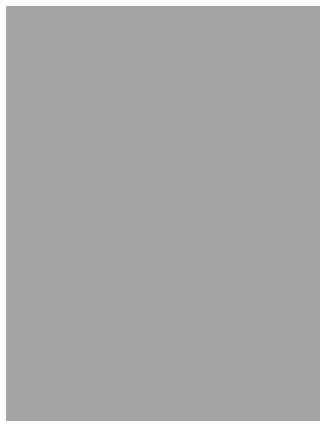
VIEW OUR NEW  
ONLINE HONOR ROLL!

Scan the QR code or visit:  
[www.dailypennalumni.com](http://www.dailypennalumni.com)





# 2023



QUAKER NATION  
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QUAKER NATION

# Calling. All. Quakers.

Quaker Nation is the Daily Pennsylvanian's weekly sports newsletter that keeps you up-to-date on all things Penn sports. Get it in your inbox

**every Monday.**

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**FOLLOW US ON SOCIAL MEDIA:**

Keep up with the latest at @dailypennalumni on all social media platforms!

**SIGN UP TO VOLUNTEER:**

Find opportunities to mentor students, support the editorial and business departments, give content critiques, organize alumni events, and more at <https://www.dailypennalumni.com/volunteer/>

**CONTACT:**  
dpaa@thedp.com