To protect ‘student voice’
Academy Seeks to Raise $500,000 for Phillipian Endowment

Like so many local and national news outlets, The Phillipian, Phillips Academy’s student-run newspaper, experienced financial difficulties following the 2008 economic downturn. The award-winning weekly paper, popular with students, alumni, and parents alike, has barely broken even in the past several years. To secure The Phillipian’s future—in print and online—the Academy is now seeking to fund a $500,000 endowment.

Income from the endowment will primarily be used to enhance The Phillipian’s online presence via the purchase of new hardware, software, and online services; provide technology and equipment renewal; and enable on- and off-campus learning, enrichment, and networking opportunities for Phillipian staffers. Students will continue to be responsible for generating advertising revenue, managing the paper like a small business, and producing each weekly issue within an established budget.

135 years and counting
Since 1878, The Phillipian has provided Phillips Academy students with an uncensored voice. Thousands of students have been involved with the production of the newspaper and have gained remarkable experience as writers, journalists, editors, and technologists.

Please Show Your Support!
To contribute to the Phillipian Endowment Fund, please call Gail Mansfield at 978-749-4290 or e-mail gmansfield@andover.edu.

If you would like to send a check, please make it payable to Trustees of Phillips Academy and mail to:

Phillips Academy
Attn: Gail Mansfield
Office of Academy Resources
180 Main Street
Andover MA 01810-4161

Appreciated securities or stock, corporate matching gifts, and planned gifts also are welcome, as are gifts in memory or in honor of loved ones or past or present faculty. Thank you!

Remembering Tom Lyons
Alumni may wish to make a gift in memory of Tom Lyons, passionate Phillipian advisor for 25 years, who passed away in 2012. He was a beloved history instructor, football coach, and house counselor from 1963 to 1999.

CLICK HERE TO DONATE
Why an endowment is needed and how it will be used

The Phillipian's annual operating budget averages $55,000, most of which is spent on printing and mailing. Until recently, student subscriptions—and those of parents and alumni—have covered the bulk of these costs. But with an unprecedented 47 percent of students on financial aid, the Phillipian subscription fee has become too much for many families to bear; income from subscriptions continues to fall.

To foster the ongoing success of The Phillipian while respecting its independence, the Academy is seeking to establish a $500,000 endowment, the Phillipian Endowment Fundraising Committee.

These funds will be allocated as follows:

- to enhance The Phillipian Online via the purchase of new hardware, software, and annual online services (approx. $2,500 per year)
- to support technology and equipment renewal (approx. $2,500 per year)
- to provide each student with a free hard copy of The Phillipian (approx. $12,000 per year)
- to enable on- and off-campus learning, enrichment, and networking opportunities for Phillipian students (approx. $8,000 per year)

Income from the endowment will decrease dependence on paid subscriptions and stabilize The Phillipian by covering a portion of its expenses. Students will continue to manage the newspaper like a small business, selling advertising space to augment endowment income, and work within an annual budget.

Please see front page or CLICK HERE TO DONATE

Recent Phillipian Awards

The 2012–2013 staff of The Phillipian celebrates receipt of the National Scholastic Press Association (NSPA) 2012 Newspaper Pacemaker Award—the highest national honor for a scholastic newspaper. They also received the New England Scholastic Press Association (NESSPA) 2012 Class I All-New England Award in the online category.

Mentoring & Networking

Phillian students have benefited from conversations with numerous media professionals, including Susan Chira '76, assistant managing editor of The New York Times; Justin Smith '87, former president of The Atlantic; Mike Miller, deputy managing editor of The Wall Street Journal; Dodie Kazanjian of Vogue magazine; Calvin "Tad" Tomkins of The New Yorker; Kuni Takahashi, AP Photographer of the Year; Rolling Stone journalist Michael Hastings; and Boston Globe sports photographer Jim Davis, as well as alumni writers and journalists such as Buzz Bissinger '72, Gary Lee '74, George Smith Jr. '83, and Greg Zorthian '71.

"Before joining The Phillipian, I could not have imagined how much it would change my life at Andover. The paper makes me believe I can make a difference, right now and right here; that I am significant and that what I do matters."—Emmie Avvakumova '14, Photography Editor

"There is not a single class at Andover where I could learn team management, fiscal planning, customer service, writing technique, and time budgeting all at once. The newsroom truly is Andover’s greatest professional laboratory."—Stephen Moreland '14, Editor in Chief

Off-Campus Learning Experiences

The Phillipian staff periodically attends journalism conferences, such as:

- The National Scholastic Press Association/Journalism Education Association National convention in Washington, D.C., and Seattle
- The Columbia University Scholastic Press Association Convention
- The New England Scholastic Press Association Conference at Boston University

Endowment Income to Fund Ongoing Digital Initiatives

With a website, online image gallery, digital archives, and thousands of Twitter and Facebook followers, innovative Phillipian staffers have gone digital in multiple ways. But technology, apps, and online opportunities are ever changing, and there are multiple costs associated with maintaining a robust online and social media presence. Income from the Phillipian endowment will support:

- **Website redesign**—to include a crawl that pulls from all Phillipian Twitter feeds and a complete front-end redesign that will streamline the online reader experience
- **New iPhone App**—up to date with iOS 7 design schemes; will bring recent articles to iPhones for on- and off-line viewing
- **Escalated presence on Twitter**—to facilitate timelier online reporting
- **Greater use of Facebook**—to promote article, surveys, and events

Help keep The Phillipian independent, fresh, relevant, and accessible to all. Please support the Phillipian endowment.

“[Learning how to synthesize large quantities of information] really started at The Phillipian, which was very important in my development. So did learning how to prepare for an interview with an important newsmaker. In the case of The Phillipian, it was Jimmy Hoffa, who was just out of prison and was friends with an Andover parent. He came to Andover, and when I asked him some hard questions, he turned to one of the thugs with him and said, 'Who is this kid?'”

—Jonathan Alter ’75, author and journalist

“[Skills and lessons learned concerning leadership, responsibility, and commitment to excellence] have remained with me throughout the years, informing my work as a writer/editor of the Harvard International Review during college. I have drawn upon them in my various professional roles—management consultant, lawyer, and educator.”

—Sara Su Jones ’91, founder and president, Chicago-based Elite Educational Testing

“The Phillipian was my first love. It was fascinating, exhilarating, and, more than any class ever did, it taught me how to write—how to form a persuasive argument and explain complex topics in simple and accessible prose. As Hillary Clinton’s speechwriter, my audience is bigger, but that sense of anticipation and responsibility is the same. And more than once, I’ve wished I still had Tom Lyons or Nat Smith taking a red pen to my latest effort.”

—Dan Schwerin ’00, speechwriter for Secretary of State Hillary Clinton