

Cornell University
Student Assembly

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2012 - 2014 SAF Application Form

Checklist for Application

	Applicant	Office
Preliminary Items Due 4pm, April 25, 2011		
Eligibility Checklist (reverse side)	✓	
Dollar request per student per year	\$ 1.50	
Petition signatures (if new applicant)	✓	
Final Attachments Due 4pm, September 9, 2011		
Constitution, Charter, Bylaws	✓	
Mission Statement (1 pages)	✓	
Group Profile (3 pages)	✓	
<ul style="list-style-type: none"> ● Officers ● Number of Members ● History ● Activities, Programming, Events in Current Cycle 		
Summary of request (2 pages)	✓	
08-11 Financial Statements	✓	
11-14 Projections	✓	
Office Use Only		
Received by:	_____	
Date Received:	_____	
Sigs Checked:	_____	

Applicant Organization/Program Name: Slope Media Group

Primary Contact Name: Ariella Weintraub **Secondary Contact** Name: Tim Nebesar

Address: 106 Catherine St. Address: 120 Catherine St.
Ithaca, NY 14850 Ithaca, NY 14850

Phone: (917) 836 7703 Email: abw75@cornell.edu Phone: (518) 567 1843 Email: ten26@cornell.edu

A representative must certify that the documents provided in this application are accurate, represent best information available to the organization at this time, and are suitable for public distribution. The documents provided constitute the organization's application for undergraduate byline funding for the 2012-2013 and 2013-2014 fiscal years. The Student Assembly will review the applications in the fall semester of 2011. **Organizations may not submit or amend applications after 4pm on Monday, April 25, 2011.**

Representative: Ariella Weintraub [Signature] 9/8/11
(print name) (signature) (date)

Student Assembly Byline Funding Eligibility Checklist

To be eligible for consideration for byline funding, the applicant must meet the following criteria:

Applicant Initials Staff Use Only

Required for All Applicants

Directly and primarily serves/benefits the entire undergraduate Cornell community

AW

Allows all students equal access to services and/or participation

AW

Requests minimum of \$0.50 per student per year and number of cents requested is divisible by two

AW

Required for Applicants Who Are Not Currently Receiving Byline Funding

If applicant is not currently receiving byline funding, has collected petitions with 1,500 distinct signatures of registered Cornell undergraduate students

AW

May Be Waived By Student Assembly with Approval of University President

Is registered with the Student Activities Office

AW

Is student-directed and student-led

AW

Has Cornell operating account with internally controlled funds

AW


Has a Cornell-employed advisor with oversight of Cornell funds


AW

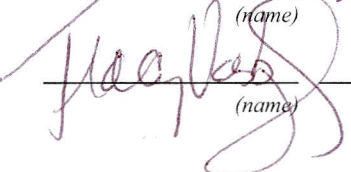
Has received funding from a unit at Cornell university in each of the last two semesters

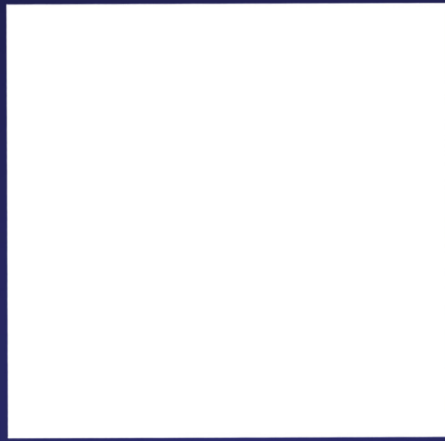
AW

If applicant is a registered student organization, the following officers must sign below. The undersigned acknowledge that they have reviewed the application, and that the organization and its officers agree to all conditions explained on the reverse page of this application.

President: Ariella Weintraub  9/8/11
(name) (signature) (date)

Treasurer: Alychan Bandali  9/9/11
(name) (signature) (date)

Advisor:  TRACY VESKURDT 9/9/2011
(name) (signature) (date)



UNDERGRADUATE BYLINE APPLICATION 2012-2014

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Summary of Request

Slope Media Group is requesting \$1.50/student of byline funding, which will allow Slope both the resources and flexibility it needs to continue its growth and allow it to reach a new plateau. Slope, while very successful in recent years with funding from member dues and the Student Assembly Finance Commission, has been held back by SAFC restrictions and a modest internal budget. We strive to make Slope Media the leading media platform for individual students and student organizations to showcase their work, voice their opinions, express their talents, and demonstrate their creativity.

In just a few short years, Slope Media Group has become a multifaceted media organization, offering Radio, TV, Magazine, Blogs, and Photography on its website. In order to contribute to Slope, members must be trained to use both the website content management system as well as the hardware/software related to their chosen division. As hardware/software continually evolves, maintenance and refurbishment are an expensive reality. Similarly, as the industry changes, Slope Media needs to provide students with up-to-date equipment and experience that will benefit them as they begin their careers. At SMG, we hope to prepare students for their careers in media, and we need to use similar systems that are reflected in the "real-world."

In order to support the cost of running a website, studio and maintaining technical equipment, Slope Media must charge each member \$25 in dues. These dues are used to cover spending needs throughout the semester, such as equipment malfunctions, team-building events, social events and day-to-day costs of creating and promoting member-generated content that are not covered by SAFC funding. SAFC does not fund software, hardware, and often the number of durable goods allotted to Slope Media is capped. These restrictions severely limit the potential growth for Slope Media Group, negatively impact our day-to-day functioning, and most unfortunately, put Cornell students at a disadvantage when competing against students from other media rich curriculum programs. If Byline funded, we would get rid of dues and would have the freedom to allocate our budget in the most beneficial way possible. The power to allocate our budget in a more effective way, coupled with an increase in funding will allow Slope Media Group to provide for every student on campus. This semester alone, Slope Media Group has already seen more than a 100% increase in interested students. Slope Media is always expanding and creating new departments, including Photography and Green Coverage within the past year. In order to sustain the organization, provide opportunities for all members, and produce for the Cornell community, it is necessary that Slope Media receive Byline funding. With proper training from our executive board members, any student or student group would be able to use our equipment and our platform to communicate with the entire Cornell community and the outside world. If Byline funded, we will grow even larger and serve as *the* 24-hour campus radio station, *the* campus TV station, and *the* media platform for the benefit of students, faculty and the Cornell community.

Below is a snapshot of how the different divisions of Slope Media could benefit from Byline funding

TV: With more funding, Slope TV could truly become a legitimate TV station to rival other campus TV stations nationally. Slope TV could invest in cameras, lighting and sound equipment that would provide students with exposure to relevant TV media, practice with modern TV equipment, and a serious environment to explore different TV technologies not found in the classroom. TV shows could be created on a more consistent basis, as more cameras would be available for use. More video coverage of events would also be possible, affording more members with practice in shooting and filming. When students look for careers in the media industry, employers will ask for tangible examples of experiences. If a student is interested in TV production, or reporting, employers can see clip reels and relevant experiences of the student.

Radio: Most of the equipment integral to Slope Radio, including computers and specific computer programs, are necessary for broadcasting over the radio on our online 24-hour station, recording podcasts and taking phone calls. Hardware and software are impossible to get funding for under SAFC regulations and are often too expensive to purchase with internal dues. Our current equipment is from 2007, and has experienced much wear and tear. When broadcasting on location, students often have to use their own equipment for we do not have enough resources to support their endeavors. Byline funding would ensure the survival of Slope Radio for the benefit of all involved members and its listeners.

Magazine and Blogs: Slope magazine has grown stronger over the past two semesters and created its own identity. However, \$25 dues have discouraged involvement. With byline funding, we could expand our membership and presence on campus. We could increase the number of issues and magazine features per semester; provide more enjoyable literature on campus and showcase students' creative writing and reporting skills.

Photography: In order to properly expand and benefit the Cornell student body at large, the Slope Photo department needs to obtain more equipment. By purchasing more cameras, Slope Photo will be able to give more Cornell students the opportunity to learn photography techniques, create a rich photography environment and allow students the ability to pursue creative photographic interests. Meanwhile, Slope will also be able to cover more student events on campus simultaneously, and create more opportunities for more Cornell students.

Programming and Social Events: With increased funding, we will be able to hold more events for the purpose of providing students with career development resources and an outlet for students outside of academics to relieve stress. The events we have held in the past have offered students the opportunity to network with media professionals and socialize with fellow motivated peers. We also plan to invite more speakers to come to discuss professional topics. Other plans include social events for the organizations such as pizza parties and BBQs that bring members together in a more social setting. Slope

Media Group also hosts a variety of events (further explained in the activities, events and programming section) that celebrate release of our magazines, launch of new departments, promote our organization across campus, and showcase our member's hard work and talent. If allocated more resources, Slope will create more programming for the benefit of students, whether it is to provide networking opportunities or late night activities. Slope Media Group has also recently joined the Campus Pub Committee, and is looking forward to contributing programming towards this new campus initiative.

National and International Recognition: In the past, Slope Media Group has received widespread attention from a variety of news sources in the United States as well as internationally. Recently, members of Slope Media Group were invited to attend an international Conference run by Business Today, the largest student-run publication in the United States. One of Slope TV's promotional videos for United Way's Duff Ball received over 10,000 views and was highlighted on NBC Sports, Yahoo Sports, AOLNews.com, IvyGateBlog.com, and more. In 2010, Forbes.com listed Cornell University as #70 on its list of America's Best Colleges, featuring Slope TV and Slope Radio in the campus media section of the profile. This coverage benefits Cornell University because it brings positive attention to the University and recognition for students' hard work. Slope Media's influence continues to expand over the years as Google Analytics reveals visits coming from 81 countries across the world. In the past year, Slope Media received an average of 346 page loads per day, 200 of which came from unique visitors. With increased funding, we hope to extend our online reach with a greater marketing presence and an increase in content production.

Prominent Slope Alumni: A number of Slope Alumni that have gone on to work in related industries have credited their success to getting hands on experience within Slope Media. Here is a snapshot of what alumni have gone on to do after Slope Media Group.

- Meghan Oliver '09 – Talent Management at Paradigm in LA
- Tess Scott '10 - Assistant to Diane Sawyer at ABC News
- Caitlin Strandberg '10 – Paste Magazine, Sirius XM, Harvard Business School
- Kerrie Lopez '11 – Time Inc., MTV Networks
- Milos Balac '11 – Columbia Journalism School, The Washington Post
- Sam Alienikoff '11 – ESPNU, USA Today
- Erinn Cawthorn '11 – Columbia Journalism School, CNN

Mission Statement

Slope Media Group is an entirely student-run organization that allows Cornell students, clubs, faculty and staff to experience innovative and varied media and digital technologies. Slope Media Group is a platform for self-expression, exploration and hands-on education and provides the Cornell community with relevant information through a cutting-edge and campus-oriented approach.

Slope Media was a response to the evolving media industry and the lack of real-world exposure to digital media technologies from Cornell's curriculum. At the time, Cornell did not have a campus radio station or an online television station. Similarly, the curriculum was largely theoretical and did not provide an opportunity for students to gain hands-on experience to support future careers. As outlined in our Mission Statement, Slope Media Group is a student-run organization that provides Cornell students, clubs, faculty and staff with an opportunity to explore innovative and varied digital technologies and media (such as internet radio, internet TV, digital magazines and digital photography). Slope Media Group provides experience in media that students cannot get in the classroom, and is open to students in any major. Since its founding in 2006, Slope Media has remained the only twenty-four hour, completely student-run, campus radio station. Slope Media hosts the sole online campus TV station and boasts a digital and print magazine with a wide readership. Slope Media has recently expanded to include a new photography department, and overall offers an unmatched campus experience in a multitude of different media. Some of the opportunities that Slope Media Group provides for students include learning how to operate cameras, film and edit, design magazine layouts, write news articles and weekly columns, run a business, create marketing plans, manage human resources, develop web systems, utilize new information technology and budget expenditures.

In return, the content that students produce provides Cornell's community with relevant information and happenings on campus, by spotlighting students, organizations and their events. Slope Media Group serves to benefit more than the students directly involved, but also the clubs who are covered and showcased on our website. Slope Media acts as a form of promotion and advertising for clubs in a more entertaining and interactive way. Furthermore, Slope Media Group helps students to connect with one another through collaborations across departments and groups, whether they are co-hosting a radio show, co-producing a TV segment, or co-sponsoring events with multiple organizations for the Cornell community. There is currently no other campus-sponsored group for student organizations to promote themselves, write up their own event summaries, or for students to express themselves creatively and get the hands-on experience working with media technology. Additionally, Slope Media Group has always experienced a high demand from student organizations to create promotional videos and provide coverage for their events. With more resources Slope Media can better cover every event on campus and broadcast all of the amazing things student organizations are doing and serve the Cornell community to our fullest potential.

Organization Profile

Overview

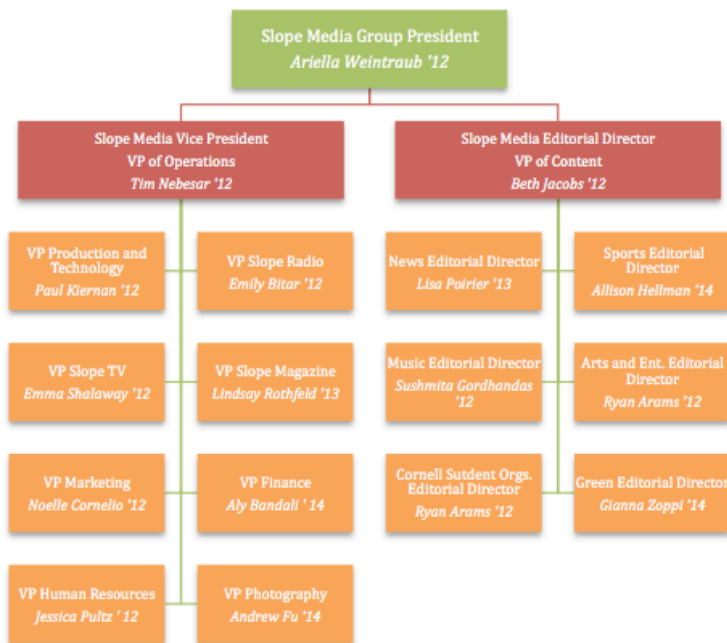
Slope Media Group is comprised of several departments that work together and create content for Cornell University. Many members are involved in several departments. There are currently four primary media branches within Slope Media Group: radio, TV, magazine, and photo.

Number of Members

Slope Media Group is currently comprised of approximately 100 general body members.

Leadership

The Presidential and Executive Boards collaborate with Slope Media’s faculty advisors and highly involved alumni to make all major decisions. The Presidential Board is comprised of the Slope Media Group President, Vice President of Operations, and Vice President of Content. The following diagram illustrates the structure of the 17-member Executive Board and the students currently occupying those Executive Board positions.



Officer Descriptions and Contact Information

- Presidential Board
 - Ariella Weintraub, President – ariella.weintraub@slopemediagroup.org
 - Oversee all production from Slope Media
 - Manage the relationship between Web/IT, Operations, and Content departments
 - Lead administrative tasks
 - Maintain Slope Media’s image on- and off-campus
 - Manage relationships with University Administrators & other student organizations
 - Ensure the sustainability & continued growth of Slope Media
 - Tim Nebesar, VP of Operations – timothy.nebesar@slopemedia.org
 - Assist the President in administrative duties
 - Manage relationships with operations department VP’s
 - Facilitate and oversee interaction between operations departments (e.g. marketing for TV shows or budget for magazine)
 - Oversee the SAO registration of each organization
 - Beth Jacobs, VP of Content – beth.jacobs@slopemedia.org
 - Oversee all content production
 - Manage relationships with editorial directors
 - Facilitate content coverage for TV, radio, and magazine
 - Ensure that Slope is covering all possible events
- Operations Division Executive Board Members
 - Paul Kiernan, VP Production and Technology – paul.kiernan@slopemedia.org
 - Manage the connection of the website with the rest of the organization
 - Maintain a functional and attractive web platform to display digital content
 - Manage relationships with Web/IT department members
 - Determine most effective production methods for new technologies (e.g. On-location broadcasting for TV & radio)
 - Maintain current production methods (e.g. Slope Radio station broadcasting, podcast/video interaction with website)
 - Emily Bitar, VP Slope Radio – emily.bitar@slopemedia.org
 - Ensure smooth operations of radio broadcasts
 - Select and oversee programming directors
 - Provide technical training for radio DJs
 - Maintain and upkeep radio studio
 - Organize and schedule shows
 - Emma Shalaway, VP Slope TV – emma.shalaway@slopemedia.org
 - Review content to ensure quality
 - Manage distribution of all TV equipment
 - Provide technical training for members

- Manage and distribute work for TV projects
- Organize new shows
- Manage show producers
- Lindsay Rothfeld, VP Slope Magazine – lindsay.rothfeld@slopemedia.org
 - Assign articles to be written and photos to be taken
 - Manage all blogs and online magazine features
 - Format magazine layout
 - Manage a relationship with the printing company
 - Complete the print magazine before the last week of each semester
 - Distribute the magazine to locations around campus
- Noelle Cornelio, VP Marketing – noelle.cornelio@slopemedia.org
 - Manage relationships with third parties that wish to advertise with Slope Media
 - Manage the marketing department
 - Oversee manager of Advertising, Promotions, and Recruitment
- Aly Bandali, VP Finance – aly.bandali@slopemedia.org
 - Finalize budget for Slope Media and oversee finance liaisons for Radio, TV, and Magazine at the start of the semester
 - Follow through on financial reimbursements from SAFC
 - Manage Tompkins County Slope Radio bank account & Slope Media SA bank account
 - Collect member dues
 - Create a budget for internal spending
- Jessica Pultz, VP Human Resources – jessica.pultz@slopemedia.org
 - Manage internal member communication
 - Help new members find a place within the organization
 - Keep an up-to-date list of all Slope Media members
 - Create Slope Email and WordPress accounts for members
 - Organize Slope Media Group social events
- Andrew Fu, VP Photography – andrew.fu@slopemedia.org
 - Provide technical training to photographers
 - Assign photographers to events
 - Assist photographers in development of ideas and editing of photos
- Content Division Executive Board Members
 - Content Directors are meant to keep an eye on all campus events that fall under their respective content area. It is their job to make sure Slope Media is providing balanced and diverse programming in all forms of media.
 - Lisa Poirier, News Editorial Director – lisa.poirier@slopemedia.org
 - Oversee all news content – this includes prep work, filming, editing, and uploading.
 - Create a calendar of News events to cover at the start of each semester. This calendar must be updated and shared with the News department throughout the semester.
 - Contact and book interviews with any individuals or groups that Slope

- plans to cover
 - Designate radio, television, and magazine liaisons
 - Contribute ideas to the “Slog” – Slope’s Blog
- Allison Hellman, Sports Editorial Director – allison.hellman@slopemedia.org
 - Oversee all sports content – this includes prep work, filming, editing and uploading.
 - Create a calendar of sporting events to cover at the start of each semester. This calendar must be updated and shared with the Sports department as the semester progresses.
 - Contact and book interviews with any individuals or teams that Slope plans to cover
 - Designate radio, television, and magazine liaisons
 - Contribute ideas to the “Slog” – Slope’s Blog
- Sushmita Gordhandas, Music Editorial Director – sushmita.gordhandas@slopemedia.org
 - Oversee all music content – this includes prep work, filming, editing, and uploading.
 - Create a calendar of concerts and music related events to cover at the start of each semester. This calendar must be updated and shared with the Music department throughout the semester.
 - Contact and set up interviews with any musical acts or events that Slope plans to cover
 - Designate radio, television, and magazine liaisons
 - Contribute ideas to the “Slog” – Slope’s Blog
- Ryan Arams, Arts and Entertainment Editorial Director – ryan.arams@slopemedia.org
 - Oversee all A&E content – this includes prep work, filming, editing and uploading.
 - Create a calendar of A&E events that is updated and shared with the A&E department throughout the semester
 - Contact any visiting talent or groups to set up interviews when needed.
 - Designate radio, television, and magazine liaisons
 - Contribute ideas to the Slog – Slope’s Blog
- Ryan Arams, Cornell Student Orgs Editorial Director – ryan.arams@slopemedia.org
 - Oversee all student organization content – this includes prep work, filming, editing, and uploading.
 - Create a list of organizations that you wish to cover and a calendar of their events. This list and calendar should be updated and shared with the Orgs department throughout the semester.
 - Contact Cornell Organizations and Groups asking them to provide us with ready-made content which can be put on the website.
 - Contact Orgs to organize Slope original coverage of their meetings and

- events.
- Designate radio, television, and magazine liaisons
- Contribute ideas to the Slog – Slope’s Blog
- Gianna Zoppi, Green Editorial Director – gianna.zoppi@slopemedia.org
 - Oversee all Green content – this includes prep work, filming, editing, and uploading.
 - Create a list of Green events & organizations that you wish to cover and a calendar of their events. This list and calendar should be updated and shared with the Orgs department throughout the semester.
 - Contact sustainability-focused organizations and groups asking them to provide us with ready-made content which can be put on the website.
 - Designate radio, television, and magazine liaisons
 - Contribute ideas to the Slog – Slope’s Blog

History

Slope Media Group was created and built on the foundation of Slope Radio beginning in the spring of 2006. Slope Radio began with a single radio stream inside Yaw Etse’s ‘08 West Campus home. Etse, together with Alex Zahn ‘07 and Jeff Bookman ‘07, started the first Slope Radio show: “Pregame Radio.”

In the following years, Slope Radio expanded, first residing in 108 Appel Commons on North campus and then launching Slope TV the following semester. With the addition of Slope TV, and the need for more space, Slope Radio moved to 107 Willard Straight Hall in the heart of Central campus. With the idea of launching a Magazine to compliment the Radio and TV operations, then President Yaw Etse brought all the branches of Slope under one roof: Slope Media Group.

Slope Media Group continues to produce regular Radio and TV content. Slope Magazine has grown and evolved to release a print magazine every semester, regular online features, and host more than 20 student-written blogs. Inspiration for shows, articles, and blogs are entirely student motivated; Slope Media Group welcomes any and all ideas and encourages its members to independently create their own projects. Slope Radio’s DJs have covered music of all genres, sports, news, politics, environmental awareness, and more. Similarly, Slope TV has garnered an equally impressive variety of content, with sitcoms, weekly news program, cultural shows, and even an “MTV cribs”-style show that toured fraternity houses. Most recently, Slope Media Group launched its newest media department, Slope Photo. While still in its early stages, Slope Photo is a natural edition to Slope Media Group, and will hopefully provide an outlet and platform for Cornell student photographers for years to come.

On the administrative end, Slope Media Group has finance, human relations, marketing, and production and technology departments. As Slope Media has grown in size and received national acclaim, members have more of an opportunity to practice

marketing and promotion of varied content, recruit and manage over 100 members, finance an internal budget and analyze and maintain a website frequented by 3000 users weekly.

It's amazing to think that Slope Media Group was founded only 4 years ago. Slope Media Group's rapid growth is reflective of the void that it fills on campus. Slope still has a lot of room for improvement, and we at Slope Media Group are excited to see where the organization goes from here.

Activities, Programming and Events in the Current Funding Cycle

Slope Media Group continues to find ways to engage students by providing them with the opportunity to create media content as well as a number of social and networking events each semester. Slope Media offers a number of events that invite members to network with their peers while gaining exposure and influence on campus. We hope to continue these events throughout the year as well as develop new opportunities to engage our members and the Cornell community.

Slope Speaker Series: founded in Spring 2011 with the intention of connecting members of Slope and other interested students to professional individuals in the media industry. The purpose of this event is to hear a prominent member of the media industry describe his or her career journey, and allow students to ask any questions in an informal setting.

Slope Radio Live: live concert event where Slope Radio hosts a student band at a venue and broadcasts their performance live through our radio station. This gives exposure to the student band, delivers unique programming for listeners of Slope Radio, and provides a venue for members to gather and socialize.

Department Launch Parties and Magazine Release Parties: celebrate the launch of a new department or the release of the latest issue of our magazine. This is meant to bring exposure to our organization and to commend members for their hard work in the form of a celebration.

Go Greenos at Dinos: Celebrated the founding of Slope Media's green department, and brought awareness of media's connection to the environment. Slope Media Group founded the green department to cover Cornell's sustainable efforts on campus and contribute to Cornell's commitment to become more environmentally conscious. All proceeds from the event were donated to the Environmental Media Association.

Take Your Kids To Work Day session - "Radio, TV, Magazine 101": We gave introductions to different forms of media, and allowed kids to practice using different equipment (taking video, making an announcement on the radio), and held a question and answer session. It was a really great opportunity for Slope Media members to interact with younger children and a great way for Slope Media Group to give back to a different part of the Cornell community, one often not reached by student organizations.

Weekly Programming:

Radio: Slope Media Group broadcasts a variety of different shows including political talk shows, news recaps, cultural commentary, and music hours providing entertainment for the entire Cornell community.

TV: Slope Media Group provides a weekly TV news show, Slope Weekend Update, which highlights campus and international headlines. Another TV show, Cornell Sports Broadcasting, provides Cornell Sports highlights and game recaps. These programs provide a source of entertainment for the Cornell community, and are meant to educate the campus on news and sports updates.

Slope Media Calendar

February 2011						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
30 • Slope Media info session • Executive board meeting	31	1	2	3	4	5
6 • Executive board meeting	7 • Marketing Meeting • General TV Meeting	8 • General Content Meeting	9 • TV and Radio Training Sessions • Human Resources Meeting • 1st Magazine meeting	10 • News Meeting • TV and Radio Training Sessions	11 • TV and Radio Training Sessions	12
13 • Executive board meeting	14 • Marketing meeting • Green department meeting	15 • 1st General Body meeting	16 • Magazine meeting • Magazine meeting	17	18	19
20 • Executive board meeting	21 • Marketing meeting	22	23 • Magazine meeting	24 • Photo department meeting • General Content meeting	25	26
27 • Executive board meeting	28 • Marketing meeting	1	2 • Magazine meeting	3	4	5

March 2011						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
27 • Executive board meeting	28 • Marketing meeting	1	2 • Magazine meeting	3	4	5
6 • Executive board meeting	7 • Marketing meeting	8	9 • Magazine meeting	10	11	12
13 • Executive board meeting	14 • Marketing meeting	15 • Sports meeting	16 • Magazine meeting • TV Film Festival meeting	17	18	19
20 • Executive board meeting	21 • Marketing meeting	22	23 • Magazine meeting	24	25	26
27 • Executive board meeting	28	29 • 2nd General Body meeting	30 • Magazine meeting	31	1	2

April 2011

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
27 • Executive board meeting	28	29 • 2nd General Body meeting	30 • Magazine meeting	31	1	2
3 • Executive board meeting	4 • Marketing meeting	5	6 • Magazine meeting	7	8	9
10 • Executive board meeting	11	12	13 • Magazine meeting	14	15	16
17 • Executive board meeting	18	19	20 • Magazine meeting	21 • Slope Speaker Series: An Evening with Oscar-Winning Producer Ryan Silbert '02	22	23
24 • Executive board meeting	25 • Marketing meeting	26	27 • Magazine meeting	28 • Bring your child to work day • Slope's 5th Year Anniversary party	29	30

May 2011

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3 • Executive board meeting	4	5	6	7
8	9	10	11	12	13 • End of Semester meetings	14 • Executive board BBQ
15 • Slope Radio Live at the Nines	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4

Financial Information with Historical ('08-'11) and Projections ('11-'14)

Historical Financials ('08-'11)

Summary Income Statement

	2008-2009	2009-2010	2010-2011
Revenues			
Bank Carryover	\$3,989	\$2,075	\$61
Dues	\$5,295	\$2,621	\$3,246
Ticket Revenue		\$649	\$303
SAFC Reimbursements		\$821	
SAFC	\$3,205	\$5,698	\$9,957
Total Revenues	\$12,489	\$11,863	\$13,567
Expenses			
Radio	\$646	\$489	\$584
TV	\$946	\$660	\$4,002
Magazine	\$6,004	\$5,700	\$4,918
General Marketing and Recruitment	\$1,276	\$3,710	\$1,072
Administrative	\$100	\$171	\$372
Events and Programming	\$300	\$72	\$370
Photo			\$708
Long Distance Coverage	\$668	\$178	\$547
Web	\$210	\$612	\$712
Miscellaneous	\$235	\$161	
SAFC Administrative (all groups)	\$30	\$49	
Total Expenses	\$10,415	\$11,802	\$13,285
Net Income	\$2,075	\$61	\$282

Detailed Income Statement

	2008- 2009	2009- 2010	2010- 2011
Revenues			
Bank Carryover	\$3,989	\$2,075	\$61
Dues	\$5,295	\$2,621	\$3,246
Ticket Revenue		\$649	\$303
SAFC		\$821	
Reimbursements			
SAFC			
Media	\$30		
Radio	\$223	\$437	\$981
TV	\$668	\$261	\$3,351
Magazine	\$2,284	\$5,000	\$5,626
	<u>\$3,205</u>	<u>\$5,698</u>	<u>\$9,957</u>
Total Revenue	\$12,489	\$11,863	\$13,567

Expenses

Radio			
Equipment	\$423	\$139	
Skype		\$30	\$79
Décor		\$9	\$18
SAFC Durable			
Goods	<u>\$223</u>	<u>\$312</u>	<u>\$486</u>
	\$646	\$489	\$584
TV			
Equipment	\$924	\$219	\$514
Tapes	<u>\$22</u>	\$22	\$88
Batteries		\$157	\$50
SAFC Durable			
Goods		<u>\$261</u>	<u>\$3,351</u>
	\$946	\$660	\$4,002
Magazine			
Internal			
Publishing	\$3,720	\$700	
SAFC			
Publishing	<u>\$2,284</u>	<u>\$5,000</u>	<u>\$4,918</u>
	\$6,004	\$5,700	\$4,918
General			
Marketing and			
Recruitment			
T-shirts	\$1,235	\$2,491	\$727

	Chalk	<u>\$41</u>	\$35	
	Copies		\$294	\$72
	Promotional		<u>\$889</u>	<u>\$273</u>
	Items			
		\$1,276	\$3,710	\$1,072
Administrative				
	Bank Charge	\$60	\$60	\$60
	Mailbox	<u>\$40</u>		
	Social		<u>\$111</u>	<u>\$312</u>
		\$100	\$171	\$372
Events and Programming				
	Venue	<u>\$300</u>		\$200
	Miscellaneous		<u>\$72</u>	<u>\$170</u>
		\$300	\$72	\$370
Photo				
	SAFC Photo (Mag)			<u>\$708</u>
		\$0	\$0	\$708
Long Distance Coverage				
	Internal Travel		\$102	\$53
	SAFC Travel (all groups)	<u>\$668</u>	<u>\$76</u>	<u>\$494</u>
		\$668	\$178	\$547
Web				
	Domain & Hosting	<u>\$210</u>	\$312	<u>\$712</u>
	Design		<u>\$300</u>	
		\$210	\$612	\$712
Miscellaneous SAFC		\$235	\$161	
Administrative (all groups)		\$30	\$49	
Total Expenses		\$10,415	\$11,802	\$13,285

Net Income	\$2,075	\$61	\$282
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*Note: When SAFC funds were spent with the Slope account, where recognizable, listed as internal to avoid double-entry:

Sp '09 - Fall '09 -- \$615.99 removed Sp '09 SAFC Revenue and TV SAFC durable goods and entered as Fall '09 SAFC reimbursement revenue. \$652,49 included in TV Equipment Expense (with tax)

Sp '09 - Fall '09 -- \$615.99 removed Sp '09 SAFC Revenue and TV SAFC durable goods and entered as Fall '09 SAFC reimbursement revenue. \$652,49 included in TV Equipment Expense (with tax)

Some double entry likely unavoidable

Projected Financials ('11-'14)

Summary Income Statement

	2011-2012	2012-2013	2013-2014
Revenues			
Carryover	\$282	\$1,635	\$1
Dues (\$25 per member, twice a year)	\$3,750	\$0	\$0
SAFC	\$9,164	\$0	\$0
SAF (\$1.50 x 13,500 students)	\$0	\$20,250	\$20,250
Total Revenue	\$13,196	\$21,885	\$20,251
Expenses			
Radio	\$478	\$2,900	\$625
TV	\$2,434	\$5,705	\$5,405
Magazine	\$5,112	\$5,300	\$5,100
Photo	\$0	\$970	\$970
Web	\$386	\$2,686	\$2,686
Events and Programming	\$300	\$1,350	\$900
Marketing	\$1,476	\$1,448	\$1,394
Long Distance Coverage	\$650	\$800	\$950
Administrative	\$725	\$725	\$725
Total Expenses	\$11,561	\$21,884	\$18,755
Net Income	\$1,635	\$1	\$1,496

Detailed Income Statement (per year)

Projected Financials 2011-2012

Bank Carryover

Description	Quantity	Total Cost
		\$282
	TOTAL	\$282

Dues

Description	Quantity	Total Cost
\$25 x 1 member x 2 times a year	75	\$3,750
	TOTAL	\$3,750

SAFC

Description	Quantity	Total
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	Cost
Radio Total	\$1,128
TV Total	\$2,434
Magazine Total	\$5,952
Media Total	\$490
TOTAL	\$10,004

Total Revenues	\$14,036
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Expenses

Radio

Description	Quantity	Total Cost
Radio administrative		\$353
IBS Professional Associate Membership	1	\$125
TOTAL		\$478

TV

Cam Corders	4	\$1,460
Lighting Kit	1	\$284
Rode Blimp Kit	1	\$323
Camera Case	1	\$95
XLR Cable	2	\$23
Tripod	2	\$249
TOTAL		\$2,434

Magazine

Description	Quantity	Total Cost
Tape Recorders	4	\$112
Print Magazine	2	\$5,000
TOTAL		\$5,112

Photo

Description	Quantity	Total Cost
Nikon D5100	1	\$770
16GB Memory Card	1	\$30
Camera Case	1	\$40
TOTAL		\$840

Web

Description	Quantity	Total Cost
SAFC Web Hosting Credit		\$120

Web Hosting Difference	1	\$60
SAFC Backup Hosting Credit		\$64
Website Backup Difference	1	\$32
Website Domain	7	\$85
Business Registration	1	\$25
TOTAL		\$386

Events and Programming

Description	Quantity	Total Cost
Venue Rental	2	\$300
TOTAL		\$300

Marketing

Description	Quantity	Total Cost
Recruitment Materials and Promotional Flyers		\$96
Chalk	4	\$16
Stickers		\$100
Vinyl Banner	1	\$47
Decorations		\$45
Media Kits	60	\$50
Advertisements		\$122
T-Shirt Orders	2	\$1,000
TOTAL		\$1,476

Administrative

Description	Quantity	Total Cost
Mailbox	1	\$25
Miyake Event for members	1	\$400
BBQ for Members	1	\$300
TOTAL		\$725

Long Distance Coverage

Description	Quantity	Total Cost
Radio Travel		\$650
TOTAL		\$650

Total Expenses	\$12,401
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Net Income	\$1,635
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Projected Financials 2012-2013

Revenues

Carryover

Description	Quantity	Total Cost
		\$1,635
	TOTAL	\$1,635

SAF

Description	Quantity	Total Cost
\$1.50 x 13,500 Students	13,500	\$20,250
	TOTAL	\$20,250

Total Revenues	\$21,885
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Expenses

Radio

Description	Quantity	Total Cost
PC Desktops	4	\$900
SAM Broadcaster	2	\$300
Headphones	3	\$200
Microphones	3	\$350
Microphone Stands	3	\$100
IBS Professional Associate Membership	1	\$125
Replay AV (software)	1	\$50
Mac Mini	1	\$800
Studio Speakers	1	\$75
	TOTAL	\$2,900

TV

Description	Quantity	Total Cost
Camera Memory Cards	3	\$100
Memory Card Reader	3	\$25
Handheld Camcorder	1	\$800
Compact Camcorder	1	\$2,800
Camera Batteries	1	\$250
Extra Camera Chargers	1	\$50
Tripods	2	\$100
Wireless Microphone	2	\$500
Mini DV Tapes	1	\$30
Camera Cases	2	\$50

Safes for Cameras	1	\$100
External Harddrives	4	\$400
Lighting Equipment	1	\$200
Green Screen Stand	1	\$100
Wired Microphone	2	\$200
TOTAL		\$5,705

Magazine

Description	Quantity	Total Cost
Print Magazine	2	\$5,000
Tape Recorders	4	\$100
Indesign (software)	1	\$200
TOTAL		\$5,300

Photo

Description	Quantity	Total Cost
Nikon D5100	1	\$900
Camera Case	1	\$40
16 GB Memory Card	1	\$30
TOTAL		\$970

Web

Description	Quantity	Total Cost
Programmer Employees	2	\$2,000
Web Hosting	1	\$180
Website Backup	1	\$96
Website Domain	7	\$85
Business Registration	1	\$25
S3 Storage	1	\$150
Transfer Data Pricing	1	\$150
TOTAL		\$2,686

Events and Programming

Description	Quantity	Total Cost
Venue Rental	2	\$300
Event Speakers with Stands	2	\$250
Amplifier	1	\$100
Mixer	1	\$100
Meals		\$50
Accomodation		\$250
Transportation for speaker		\$300
TOTAL		\$1,350

Marketing

Description	Quantity	Total Cost
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Recruitment Materials and Promotional Flyers		\$100
Pens		\$100
Chalk		\$32
Stickers		\$100
Vinyl Banner	1	\$50
Decorations		\$30
Media Kits	60	\$36
T-Shirt Orders	2	\$1,000
TOTAL		\$1,448

Long Distance Coverage

Description	Quantity	Total Cost
Radio Travel		\$650
Audio Mixer	1	\$100
Headets	2	\$50
TOTAL		\$800

Administrative

Description	Quantity	Total Cost
WSH Mailbox		\$25
Miyake Event for Members	1	\$400
BBQ for Members	1	\$300
TOTAL		\$725

Total Expenses	\$21,884
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Net Income	\$1
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Projected Financials 2013-2014**Revenues****Bank Carryover**

Description	Quantity	Total Cost
		\$1
TOTAL		\$1

SAF

Description	Quantity	Total Cost
\$1.50 x 13,500 Students	13,500	\$20,250
TOTAL		\$20,250

Total Revenue	\$20,251
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Expenses**Radio**

Description	Quantity	Total Cost
Equipment Needs		\$300
IBS Professional Associate Membership		\$125
Studio Décor Upgrades		\$200
TOTAL		\$625

TV

Description	Quantity	Total Cost
Camera Memory Cards	3	\$100
Shotgun Microphone Kit	1	\$600
Memory Card Reader	3	\$25
Handheld Camcorder	1	\$800
Compact Camcorder	1	\$2,800
Camera Batteries	1	\$250
Extra Camera Chargers	1	\$50
Tripods	2	\$100
Wireless Microphone	2	\$500
Mini DV Tapes	1	\$30
Camera Cases	2	\$50
Safes for Cameras	1	\$100
TOTAL		\$5,405

Magazine

Description	Quantity	Total Cost
Print Magazine	2	\$5,000
Tape Recorders	4	\$100
TOTAL		\$5,100

Photo

Description	Quantity	Total Cost
Nikon D5100	1	\$900
Camera Case	1	\$40
16 GB Memory Card	1	\$30
TOTAL		\$970

Web

Description	Quantity	Total Cost
Programmer Employees	2	\$2,000
Web Hosting	1	\$180
Website Backup	1	\$96
Website Domain	7	\$85

Business Registration	1	\$25
S3 Storage	1	\$150
Transfer Data Pricing	1	\$150
TOTAL		\$2,686

Events and Programming

Description	Quantity	Total Cost
Venue Rental	2	\$300
Meals	2	\$50
Accommodation	1	\$250
Transportation for visiting speaker	1	\$300
TOTAL		\$900

Marketing

Description	Quantity	Total Cost
Recruitment Materials and Promotional Flyers		\$96
Pens		\$100
Chalk		\$32
Stickers		\$100
Decorations		\$30
Media Kits	60	\$36
T-Shirt Orders	2	\$1,000
TOTAL		\$1,394

Long Distance Coverage

Description	Quantity	Total Cost
Radio Travel		\$650
Netbook		\$300
TOTAL		\$950

Administrative

Description	Quantity	Total
WSH Mailbox	1	\$25
Miyake Event for Members	1	\$400
BBQ for Members	1	\$300
TOTAL		\$725

Total Expenses	\$18,755
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Net Income	\$1,496
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Constitution of Slope Media Group

ARTICLE I. NOTE

We, the members of Slope Media Group, do hereby establish this Constitution in order that our purpose be realized to its fullest extent.

The name of the organization will be Slope Media Group henceforth referred to as Slope Media Group.

ARTICLE II. AFFILIATION

Slope Media Group is an independent, student-run media organization under the umbrella of Cornell University.

ARTICLE III. PURPOSE

Slope Media is the student organization that produces and hosts media from Cornell University students, faculty & staff.

ARTICLE IV. MEMBERSHIP

Active membership shall be limited to persons officially connected with Cornell University as faculty, staff or registered students. In addition, the following requirements are necessary to constitute active membership:

Payment in full of financial obligations as determined by organization.

Attendance of at least 75% of all meetings during a given semester.

Active participation in all activities sponsored by Slope Media Group unless the activity interferes with either scholastic or financial constraints.

Members may disassociate from the organization at any time. Participation in Slope Media Group is voluntary.

Non-Cornell community members will be considered as volunteers with organizations. They may avail themselves of the student club insurance by declaring themselves and paying the appropriate fee.

Officers and/or Executive Board Members must all be currently enrolled students at Cornell University (Ithaca campus).

Slope Media Group openly admits students to its membership and does not discriminate on the basis of race, color, creed, sex, sexual orientation, marital status, personal appearance, age, national origin, political affiliation, physical or mental disability, or on the basis of rights secured by the First Amendment of the United States Constitution.

ARTICLE V. OFFICERS

Slope Media Group will be governed by the following means:

There are three levels of governance by which Slope Media Group operates.

1. Presidential Board
2. Executive Board
 - Operations Division
 - Content Division
3. General Body Members
 - President
 - Head of Slope Media Group
 - Head of the Presidential Board
 - Elected by General Body
 - Term: 1 year (January to December)
 - Vice President of Operations
 - Member of the Presidential Board
 - Head of Operations Division of Slope Media Group
 - Elected by General Body
 - Term: 1 year (January to December)
 - Vice President of Content
 - Member of Presidential Board
 - Head of Content Division of Slope Media Group
 - Elected by General Body
 - Term: 1 year (January to December)
 - Operational Vice Presidents
 - Member of the Executive Board
 - Member of the Operations Division
 - Head of Operational Vice Presidents: Radio, TV, Magazine, Photo, Finance, Human Resources, Marketing, Production and Technology
 - Term: 1 year (January to December)
 - Content Editorial Directors
 - Member of the Executive Board
 - Member of Content Division
 - Head of Content Editorial Directors: Music, News, Arts & Entertainment, Sports, Cornell Student Organizations, Green
 - Term: 1 year (January to December)

ARTICLE VI. ADVISOR

Advisor: Faculty or Staff

- Responsible for advising Presidential Board on a number of topics
- Term: Indefinite upon the discretion of the advisory board.

ARTICLE V. OPERATIONS

1. Voting Eligibility

Those members meeting all requirements of active membership as set forth in Article III will be granted voting privileges.

2. Election Process

All officers shall be elected by a majority vote of eligible voting members of Slope Media Group. All elections will be held on an annual basis during the month of November.

The President will take nominations via applications. The presidential board must approve the nominations. The nominated parties will be allowed to vote.

To be eligible for nomination of an officer position one must meet the requirements of active membership set forth in Article III, as well as satisfying the following membership tenures:

- Presidential Board
 - Membership of at least 1 year
- Executive Board
 - Membership of at least 1 semester

All voting shall be done by secret ballot to be collected and tabulated by the outgoing President and one voting member of Slope Media Group appointed by the outgoing President.

3. Removal

Any officer of Slope Media Group in violation of the Organization's purpose or constitution may be removed from office by the following process:

- a. A written request by at least three members of the Organization.
- b. Written notification to the officer of the request, asking the officer to be present at the next meeting and prepared to speak.
- c. A two-thirds (2/3) majority vote of the executive board is necessary to remove the officer.

4. Meetings

All meetings will occur on a weekly basis or other regular basis at a time selected by Slope Media Group and will follow the procedure set forth below:

- Attendance
- Report by the President or presiding officer
- Committee reports
- Vote on all committee motions and decisions

- Any other business put forward by members of the club
- Dismissal by the President or presiding officer

Two-thirds members must be present in order to reach quorum and allow business to transact.

ARTICLE VI. FINANCES

Slope Media Group will finance the activities it engages in by the following means:

Membership dues

Slope Media Group will submit a budget to the Student Activities Finance Commission on an annual basis and request funding appropriate to the effective operation of the organization for each year

Slope Media Group will submit proposals to various funds, grants and organizations in order accrue additional financing for special projects

ARTICLE VII. AMENDMENTS

The constitution is binding to all members of the Slope Media Group. But the constitution is not binding unto itself.

Amendments to the constitution may be proposed in writing by any voting member of Slope Media Group at any meeting at which two-thirds of the voting members are present.

These amendments will be placed on the agenda for the next regular meeting of the executive board or other officer grouping.

Proposed amendments will become effective following approval of two-thirds majority vote of the executive board.

ARTICLE VIII. REGISTRATION RENEWAL

Slope Media Group will apply to the Student Activities Office for registration on an annual basis in August before the commencement of each academic year.

Slope Media Group will submit an updated list of officers to the Student Activities Office in January before the commencement of each spring semester.

ARTICLE IX. RATIFICATION

Constitution must be ratified by two-thirds of active members.

BY-LAWS

[Broadcast/Publication Policy]

[Promotion of Illegal Activity]

Slope Radio is a professional organization that ensures a level of decency on-air. Podcasts are monitored to ensure broadcasts are of the upmost quality and the content do not implicate Slope Radio or any of its members. If the subject of illegal activities is to be discussed; from a legal standpoint there are certain guidelines you must adhere to.

1. You cannot promote illegal drug use and alcohol consumption.

- i. Slope Media Group does not want to assume any responsibility in the promotion of underage or binge drinking that could result in arrests or medical care.
- ii. This is not to discourage you from talking about alcohol but you must be responsible in your phrase construction.
- iii. This policy is for Slope Media Group members, we cannot dictate what our guest(s)/interviewer(s) will say.

2. You can discuss illegal substance abuse responsibly

- i. Slope Media Group members may responsibly discuss the subject of illegal drug use, but not promote illegal activities in any way.

3. Defamatory Libel is Prohibited

- i. A false declaration that damages a person's reputation and the act of presenting such material to the public.
 1. Because our radio broadcast is a form of publication and public presentation, libel is entirely prohibited.
 2. Please avoid any type of libelous comment.

[Profanity and Music Selection]

Because we are only broadcasting over the Internet, there are no restrictions on any profane language that is broadcasted. However because we want to maintain a certain level of decency on air, we ask that between the hours of 8am and 10pm the use of such

words be self-regulated.

3. Music Selection

- i. You have the luxury of playing unedited music during your show, however playing extremely VULGAR music is not permitted, if you have any questions as to what is considered vulgar please contact the Radio President at emily.bitar@slopemedia.org. A rough guideline is music that contains graphic sexual content, and gratuitous use of vulgar language is considered vulgar.

[Drug/Alcohol Policy]

You will not drink, or use illegal substances in the studio.

The Slope Radio studio is monitored 24/7 by video surveillance. Any use of drug/alcohol will result in immediate termination of membership in Slope Media and campus code of conduct applies.

[Zero Tolerance Hate and Discrimination Policy]

You cannot promote hate through Slope Media Group including but not limited to, discrimination based on sex, race, religion, etc.

[Tardiness (Radio/TV only)]

- All shows have to start on time, after more than 3 late starts, you will be fined \$10.00
- After more than 2 missed shows, your show will be cancelled. If you notify emily.bitar@slopemedia.org 4 days prior to you broadcasting, and post on the website that you will not be doing your show, it will not count as a missed show.

[Violations]

You will be given 2 warnings of violations on the 3rd violation you will no longer be welcome to be a part of the Slope Media Group Broadcast team. Please note, certain violations result in immediate removal from Slope Media.