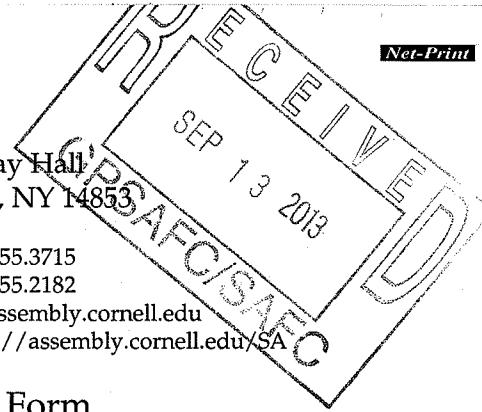


Cornell University Student Assembly

109 Day Hall
Ithaca, NY 14853

t. 607.255.3715
f. 607.255.2182
e. sa@assembly.cornell.edu
w. http://assembly.cornell.edu/SA



2014 - 2016 Undergraduate SAF Application Form

Checklist for Application

	Applicant	Office
Preliminary Items Due 4pm, April 25, 2013		
Eligibility Checklist (reverse side)	<u>X</u>	
Dollar request per student per year	\$ <u>1.75</u>	
Petition signatures (if new applicant)	_____	
Final Attachments Due 4pm, September 13, 2013		
Constitution, Charter, Bylaws	<u>X</u>	
Mission Statement (1 pages)	<u>X</u>	
Group Profile (3 pages)	<u>X</u>	
<ul style="list-style-type: none"> ● Officers ● Number of Members ● History ● Activities, Programming, Events in Current Cycle 		
Summary of request (2 pages)	<u>X</u>	
10-13 Financial Statements	<u>X</u>	
13-16 Projections	<u>X</u>	
Office Use Only		
Received by:	_____	
Date Received:	_____	
Sigs Checked:	_____	

Applicant Organization/Program Name: SLOPE MEDIA GROUP

Primary Contact

Secondary Contact

Name: SARAH TROGER

Name: KATHERINE OLSAVSKY

Address: 135 BLAIR ST. APT #1
ITHACA, NY 14850

Address: 212 EDDY ST.
ITHACA, NY 14850

Phone: (718) 644-2264 Email: sc279

Phone: (425) 445-6278 Email: KNO6

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 2014-2015 and 2015-2016 fiscal years. The Student Assembly will review the applications in the fall semester of 2013. **Organizations may not submit preliminary applications after 4pm on Monday, April 25, 2013 or amend final submissions after 4pm, Friday, September 13, 2013.**

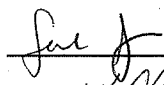

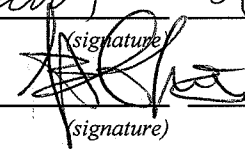
Representative: SARAH TROGER (print name) [Signature] (signature) 09/13/2013 (date)

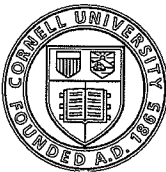
Student Assembly Byline Funding Eligibility Checklist

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	<u>SCR</u>	_____
Allows all students equal access to services and/or participation	<u>SCR</u>	_____
Requests minimum of \$0.50 per student per year and number of cents requested is divisible by two	<u>SCR</u>	_____
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	_____	_____
May Be Waived By Student Assembly with Approval of University President		
Is registered with the Student Activities Office	<u>SCR</u>	_____
Is student-directed and student-led	<u>SCR</u>	_____
Has Cornell operating account with internally controlled funds	<u>SCR</u>	_____
Has a Cornell-employed advisor with oversight of Cornell funds	<u>SCR</u>	_____
Has received funding from a unit at Cornell university in each of the last two semesters	<u>SCR</u>	_____

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:	<u>SARAH TROGER</u> <small>(name)</small>	<u></u> <small>(signature)</small>	<u>09/13/2013</u> <small>(date)</small>
Treasurer:	<u>Katherine O'Sausty</u> <small>(name)</small>	<u></u> <small>(signature)</small>	<u>09/13/2013</u> <small>(date)</small>
Advisor:	<u>VITALIK DAROVSKIKH</u> <small>(name)</small>	<u></u> <small>(signature)</small>	<u>9.13.2013</u> <small>(date)</small>



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2014 - 2016 Undergraduate SAF Application Form

Checklist for Application

	Applicant	Office
Preliminary Items Due 4pm, April 25, 2013		
Eligibility Checklist (reverse side)	✓	
Dollar request per student per year	\$ 1.75	
Petition signatures (if new applicant)	N/A	
Final Attachments Due 4pm, September 13, 2013		
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)	_____	
10-13 Financial Statements	_____	
13-16 Projections	_____	
Office Use Only		
Received by:	[Signature]	
Date Received:	4/25/13	
Sigs Checked:		

Applicant Organization/Program Name: Slope Media Group

Primary Contact

Secondary Contact

Name: Katherine Olsansky

Name: SARAH ROGER

Address: 17744 SE 56th Pl.

Address: 415 COLLEGE AVE

Bellevue, WA 98006

ITHACA, NY 14850

Phone: (425) 945-6278 Email: kno6@cornell.edu

Phone: (718) 644-2264 Email: SCR79@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 2014-2015 and 2015-2016 fiscal years. The Student Assembly will review the applications in the fall semester of 2013. **Organizations may not submit preliminary applications after 4pm on Monday, April 25, 2013 or amend final submissions after 4pm, Friday, September 13, 2013.**

Representative: _____

(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

KO

Allows all students equal access to services and/or participation

KO

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

KO

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

N/A

May Be Waived By Student Assembly with Approval of University President

Is registered with the Student Activities Office

KO

Is student-directed and student-led

KO

Has Cornell operating account with internally controlled funds

KO

Has a Cornell-employed advisor with oversight of Cornell funds

KO

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

KO

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: SARAH EDGER *Sarah Edger* 04/24/2013
(name) (signature) (date)

Treasurer: Katherine Olsan *Katherine Olsan* 04/24/2013
(name) (signature) (date)

Advisor: VITALY DABOVSKICH *Vitaly Dabovskich* 04/24/2013
(name) (signature) (date)



slope **media** **group**



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Summary of Request

Slope Media Group is requesting \$1.75/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 past years with funding from member dues and the Student Assembly Finance Commission and more recently with funding from Student Activities Fund, could, with a slight increase in funding, provide a better outlet for students interested in gaining invaluable media experience. 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."

With the help of byline funding, Slope Media has been able to replace equipment that has malfunctioned, replace equipment that is obsolete (ex. cameras that use SD memory cards instead of cassettes to store film data), host social and networking events and cover the day-to-day costs of creating and promoting member-generated content. Since being granted byline funding, we have been able to eliminate dues and have had more freedom in allocating our budget to fit the needs of the organization. This past year alone, over 30 organizations have reached out to Slope Media Group for coverage which has resulted in greater collaboration across campus and an increase in student involvement and interest. In order to sustain the organization, provide opportunities for all members, and produce for the Cornell community, it is necessary that Slope Media continue to receive byline funding. Given proper training from our executive board members students and student groups have been able to use our equipment and our online platform to communicate with the entire Cornell community and the outside world. Additionally, an increase in byline funding will increase student accessibility to this equipment and online platform.

Since byline funding, we have grown exponentially and, we believe, serve as the go-to media group for coverage of campus events as well as the place for students to gain hands-on experience in media. Because of this, Slope Media has benefited more students, faculty and the Cornell community at large. See Appendix A to see how each department can benefit from an increase in funding.

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. 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 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.

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.

Arguably more important is the gap Slope Media closes. Instead of hiring an expensive film crew, hiring a freelance designer, or creating a less than effective campaign, student groups can come to Slope Media and our members can use the project to practice their newly acquired skills and gain real world experience. 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.

Membership and Organization

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, three subdivisions: sports, news, and music, and five organizational branches within Slope Media Group: HR, production and technology, design, finance and marketing. Slope Media Group is currently comprised of approximately 200 general body members, estimated from our most recent listservs. 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. See Appendix B for a hierarchy chart.

Officer Descriptions and Contact Information

- Presidential Board
 - Sarah Roger, President – sarah.roger@slopedmedia.org
 - Oversee all production from Slope Media, manage the relationship between all departments, maintain Slope Media's image on- and off-campus, manage relationships with administration & other student organizations and ensure the sustainability & continued growth of Slope Media
 - Shah Ahmed, VP of Operations – shah.ahmed@slopedmedia.org
 - Assist the President in administrative duties, manage relationships with departments under operations branch, facilitate and oversee interaction between operations departments, aid VP Finance in documentation, takes minutes for eboard meetings
 - Elizabeth Brooks, VP of Content – lizzie.brooks@slopedmedia.org
 - Oversee all content production, manage relationships with editorial directors, facilitate content coverage for TV, radio, and magazine, create semester-long calendar of events to cover to ensure coverage of all possible events
- Operations Division Executive Board Members
 - Xinyi Wang & Chiaki Soejima, Co-Heads of Production and Technology – xinyi.wang@slopedmedia.org & chiaki.soejima@slopedmedia.org
 - Manage the connection of the website with the rest of the organization, maintain a functional and attractive web platform to display digital content, maintain current production methods, act as an "on call" tech/IT staff for Slope members to reach out to for technical support
 - Jesse Sherman, Radio Director – jesse.sherman@slopedmedia.org
 - Ensure smooth operations of radio broadcasts, select and oversee programming directors, provide technical training for radio DJs, organize and schedule shows
 - Morgan Miller, TV Director – morgan.miller@slopedmedia.org

- Manage distribution of all TV equipment, provide technical training for members, manage and distribute work for TV projects as well as organize new shows, oversee show producers
 - Leela Chantrelle, Magazine Editor-in-Chief – leela.chantrelle@slopemedia.org
 - Assign articles to be written and photos to be taken, manage all blogs and online magazine features, complete the print magazine before the last week of each semester, distribute the magazine to locations around campus
 - Jake Kramer, Marketing Director – jake.kramer@slopemedia.org
 - Manage relationships with third parties that wish to advertise with Slope Media, manage the marketing department, schedule weekly quarter carding locations and times
 - Katherine Olsavsky, VP Finance – katherine.olsavsky@slopemedia.org
 - Finalize budget for Slope Media and oversee finance liaisons for Radio, TV, and Magazine at the start of the semester, process financial reimbursements, manage Tompkins County Slope Radio bank account & Slope Media SA bank account
 - Karishma John, VP of Human Resources – karishma.john@slopemedia.org
 - Help new members find a place within the organization, create Slope Email and WordPress accounts for members, organize Slope Media Group social events, send out monthly newsletters to alumni of Slope Media updates
 - Celeste Cirillo-Penn, Photography Director – celeste-cirillopenn@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
 - Yasmin Alameddine, News Editorial Director – yasmin.alameddine@slopemedia.org
 - Oversee all news content – this includes prep work, filming, editing, and uploading, manage relations with the Student Assembly and other organizations that wish to have a weekly segment in Slope Weekend Update
 - Danielle Kellner, Sports Director – dani.kellner@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.
 - Trevor Burns, Music Director – trevor.burns@slopemedia.org
 - Oversee all music content – this includes prep work, filming, editing, and uploading, contact and set up interviews with any musical acts or events that Slope plans to cover
 - 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.
 - Nicole Hamilton, Creative Director - nicole.hamilton@slopemedia.org

- Design layouts for quarter cards and additional promotional material, work with tech team to design website for clear content access and aesthetics, design layouts and templates for magazines and features

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.

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 7 years ago. Slope Media Group's rapid growth is reflective of the void that it fills on campus. Since being granted Byline funding two years ago, Slope Media has become the go-to organization for multimedia coverage of on-campus events. This relationship is mutually symbiotic -- benefitting clubs and organizations that want free promotional videos, photographs of events and written coverage while also benefitting undergraduate students who seek to gain invaluable experience in the media field. With a small increase in byline funding it is exciting to think what Slope Media can do.

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. After close contact with '10 graduate Tess Scott, she will be coming to campus this fall to speak as a part of our Speaker Series.

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. Most recently held on Ho Plaza as a free event and used to promo the spring magazine launch party as well as recent publications.

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. These are important social events for Slope Media Group members and help build the community through valuing the hard work and time that members put in.

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. Though this past spring there was a scheduling conflict, we anticipate participating in this event again in the spring.

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. Each show meets weekly, while the department meets as a whole once a month.

TV: Slope Media Group provides a weekly TV news show, Slope Weekend Update, which highlights campus and international headlines as well as SA and sports features. Another TV show, Ezra's Report, is a Jon Stewart-type spoof that has reached a wide

audience. Both TV shows have made good use of purchases to make the shows look professional and eye-catching.

Photo: Slope Media Group photographs a broad variety of on- and off-campus events including sports games, concerts, fashion shows, dance performances, and many other events. These photographs are turned into online photo galleries. With additional funding we aim to print one comprehensive photography feature a semester.

Magazine: Slope Media Group produces one print magazine and two print publications each semester in addition to a variety of online blogs that run weekly and biweekly. Magazine meets to assign articles, work on blog post and brainstorm publication and magazine themes and progress.

Marketing: Slope Media Group has a large marketing team to promote online and print readership. The marketing team handles quarter carding, aiding in the distribution of print publications and doing online promotion for events that Slope Media hosts and co-sponsors.

Office Hours: Slope Media Group hosts office hours every week in addition to a weekly eboard meeting in order to facilitate communication among departments and provide a time for members to get any additional hands-on training they seek. All eboard members attend and use the time to work on collaborative projects and check in on content progress. Additionally, other organizations use it as a time to meet and discuss creative vision for coverage of their events. Office hours are an easy way for interested students to join a project Slope is working on.

Eboard: The executive board meets once a week to discuss ongoing projects in each department. This serves as the primary “check-in” time to discuss problems and the progress of projects.

Financial Information with Historical ('10-'13) and Projections ('13-'16)

Historical Financials ('10-'13)

Summary Income Statement

	2010-2011	2011-2012	2012-2013
Revenues			
Bank Carryover	\$61.00	\$282.00	\$220.00
Dues	\$3,246.00	\$1,750.00	
Ticket Revenue	\$303.00		
SAFC	\$9,957.00	\$11,600.59	
SAF Income- SA (\$1.75/student)			\$16,500.00
Total Revenues	\$13,567.00	\$13,632.59	\$16,720.00
Expenses			
Events & Programming	\$370.00	\$716.66	\$1,031.75
Radio	\$584.00	\$330.46	\$2,710.99
TV	\$4,002.00	\$4,206.18	\$1,997.65
Magazine	\$4,918.00	\$5,045.12	\$6,801.00
Photo	\$708.00	\$904.84	\$1,492.54
Marketing & Recruitment	\$1,072.00	\$443.00	\$679.20
Sports	\$547.00	\$990.99	\$724.46
Tech & Administrative	\$1,084.00	\$139.84	\$350.00
Total Expenses	\$13,285.00	\$12,777.09	\$15,787.59
Net Income	\$282.00	\$855.50	\$932.41

Detailed Reporting

**Detailed Reporting provided for the years in which Slope received byline funding, beginning in the 2012-2013 academic year. Additional financial from previous years will be provided upon request*

Expense/Event Breakdown ('12-'13)

Events & Programming					
Event	Date	Total Cost	Approximate Attendance*	Cost Breakdown	
Fall Magazine Launch Party	12/17/12	\$362.44	70	Decorations	\$440.61
Spring Magazine	3/28/13	\$336.05	30	Decorations	\$336.05

[SLOPE MEDIA GROUP – BYLINE FUNDING]

Launch Party					
Slope Does Bowling	4/26/13	\$333.26	40	Lane Rental	\$288.00
				Food	\$105.26
Total Cost					\$1,031.75

*See Appendix C for new attendance reporting requirements

Radio		
Expense	Description	Total Cost
Dell Inspiron Desktop	Used to record radio shows and podcasts. Replaced very old computer that frequently caused technical difficulties during shows	\$518.00
Broadcasting Software	Software that controls queue and microphones and streams to the website	\$299.00
HP Pavilion Monitor (2)	One monitor used to transfer music onto the hard drive and connect to the internet during radio shows. The other computer runs the broadcasting software	\$1,209.56
Recording Software	Software to record podcasts and allow for uploading onto website	\$35.95
Studio Microphone, Microphone Stand and Pop Filter (3)	Equipment necessary to record voice of host	\$638.49
Flat Audio Cable	Allows for connection to external sound sources during broadcast	\$9.99
Total Cost		\$2,710.99

TV		
Expense	Description	Total Cost
Sony Lightweight Tripod with 3-Way Quick Release Panhead & Case	Mounts camera for steadier shots, smoother camera movement	\$33.00
Black & Decker White Steam Iron	Iron out the backdrops/green screen	\$23.95
Seagate Expansion Portable External Hard Drive	Store/archive finished projects	\$75.59
Salsbury Vented Metal Locker	Store camera equipment	\$223.70
Memory Card (8GB)	To record footage on new digital cameras	\$15.01
Flat Sheet	Backdrop for interviews	\$11.99
Mini DV Tape	Record footage on Sony FX7 cameras	\$30.12
Cleaner for Digital Mini DV Camcorders	Clean tape heads on Sony FX7 cameras	\$13.87
Muslin Background	Backdrop for news programs	\$108.95

[SLOPE MEDIA GROUP – BYLINE FUNDING]

Impact Background Support System	Supports backdrop	\$99.99
Panasonic Lumix Digital Camera	Up to date, higher quality camera that is compatible with new equipment	\$841.32
Padlocks (5)	To protect equipment	\$67.85
SD cards (5)	To record video on digital camera	\$73.94
Chargers (3)	To replace broken chargers and ensure compatibility with new and future camera	\$285.64
Camera Bag	To protect equipment	\$79.95
Camera Adaptors	To support existing equipment	\$12.78
Total Cost		\$1,997.65

Magazine		
Expense	Description	Total Cost
Entrepreneurship at Cornell Feature (350 copies)	Printing Costs	\$1,286.00
Fall Semester Magazine (1500 copies)	Printing Costs	\$1,012.00
Spring Semester Magazine (1500 copies)	Printing Costs	\$2,435.00
Bachelors Feature (1000 copies)	Printing Costs	\$950.00
Women Who Run Cornell Feature (1000 copies)	Printing Costs	\$1,118.00
Total Cost		\$6,801.00

Photo		
Expense	Description	Total Cost
Lighting Kit (includes: collapsible softlight, Omni-light, Pro-light, stands, light controls and case)	Improves quality of portraits and other photography	\$1492.54
Total Cost		\$1492.54

Marketing & Recruitment		
Expense	Description	Total Cost
Printed Promotional Materials	Cost of quartercards and other forms of on-campus advertising	\$100.61
Giveaway Gift Cards	Prizes for campus-wide Instagram competition	\$160.00
Facebook Ad	To promote Slope Media website	\$100.00
PA System	To be used at promotional events such as Slope Radio Live	\$318.59
Total Cost		\$679.20

Sports		
Expense	Description	Total Cost
Harvard Game Coverage- Gas Expenses	Costs associated with coverage of Harvard vs. Cornell Baseball Game	\$98.53
Harvard Game Coverage- Lodging Expenses	Costs associated with coverage of Harvard vs. Cornell Baseball Game	\$296.64
Columbia Game Coverage- Lodging Expenses	Costs associated with coverage of Columbia vs. Cornell Baseball Game	\$329.29
Total Cost		\$724.46

Tech & Administrative		
Expense	Description	Total Cost
GoDaddy.com hosting, backup and domain names	Website Maintenance	\$350.00
Total Cost		\$350.00

Projected Financials ('13-'16)

Summary Income Statement

	2013-2014	2014-2015	2015-2016
Revenues			
SAF Income- SA (\$1.75x13,500 students)	\$23,625.00	\$23,625.00	\$23,625.00
Total Revenues	\$23,625.00	\$23,625.00	\$23,625.00
Expenses			
Events & Programming	\$5,530.00	\$5,030.00	\$5,030.00
Radio	\$254.87	\$35.88	\$35.88
TV	\$59.94	\$2,597.93	\$2,597.93
Magazine	\$12,000.00	\$12,000.00	\$12,000.00
Photo	\$1,939.00	\$2,229.00	\$1,909.00
Marketing & Recruitment	\$1,070.00	\$700.00	\$700.00
Sports	\$480.00	\$480.00	\$480.00
Tech & Administrative	\$1,835.00	\$686.00	\$686.00
Total Expenses	\$23,168.81	\$23,758.81	\$23,438.81
Net Income	\$456.19	\$(133.81)	\$186.19

Detailed Reporting
Expense/Event Breakdown ('13-'14)

Events & Programming				
Event	Total Cost	Anticipated Attendance	Cost Breakdown	
Slope Show Co-Sponsorship	\$3000.00	150	Engagement Fee	\$2,500.00
			Venue Rental	\$500.00
			Equipment Rental	\$500.00
Fall Guest Speaker	\$695.00	50	Engagement Fee	\$300.00
			Hotel Room	\$230.00
			Transportation	\$165.00
Spring Guest Speaker	\$695.00	50	Engagement Fee	\$300.00
			Hotel Room	\$230.00
			Transportation	\$165.00
Fall Magazine Launch Party	\$200.00	60	Food	\$50.00

[SLOPE MEDIA GROUP – BYLINE FUNDING]

			Decorations	\$100.00
			Promotion	\$50.00
Spring Magazine Launch Party	\$200.00	60	Food	\$50.00
			Decorations	\$100.00
			Promotion	\$50.00
Welcome Back BBQ	\$200.00	100	Food	\$180.00
			Promotion	\$20.00
Slope Does Bowling	\$290.00	40	Lane Rental	\$290.00
Slope Does Sushi	\$250.00	30	Food	\$250.00
Total Cost				\$5,530.00

Radio		
Expense	Description	Total Cost
Skype Subscription	Supports call-in feature for radio shows	\$35.88
SAM Broadcasting Software	New software to fix sound quality issues	\$199.00
SoundTap Streaming Audio Recorder	Program that automatically records broadcasted radio shows	\$19.99
Total Cost		\$254.87

TV		
Expense	Description	Total Cost
SD cards (6)	Records film on digital cameras	\$59.94
Total Cost		\$59.94

Magazine		
Expense	Description	Total Cost
Fall Feature 1 (1000 copies)	Printing Costs	\$1,800.00
Fall Feature 2 (1000 copies)	Printing Costs	\$1,800.00
Fall Magazine (2000 copies)	Printing Costs	\$2,400.00
Spring Feature 1 (1000 copies)	Printing Costs	\$1,800.00
Spring Feature 2 (1000 copies)	Printing Costs	\$1,800.00
Spring Magazine (2000 copies)	Printing Costs	\$2,400.00
Total Cost		\$12,000.00

Photo		
Expense	Description	Total Cost
Canon Lens	Allows for simultaneous use of cameras to support increased demand for event coverage	\$709.00
Memory Card	Records film on digital cameras	\$30.00
Photo Feature (200 copies)	Printing Costs	\$1,200.00
Total Cost		\$1,939.00

Marketing & Recruitment

[SLOPE MEDIA GROUP – BYLINE FUNDING]

Expense	Description	Total Cost
Printed Promotional Materials	Cost of quartercards and other forms of on-campus advertising	\$200.00
Stickers	To promote Slope Media on campus	\$200.00
Giveaway Gift Cards	Prizes for campus-wide Instagram competition	\$200.00
Facebook Ad	To promote Slope Media website	\$100.00
Frisbees	To be handed out around campus and promote Slope Media	\$370.00
Total Cost		\$1,070.00

Sports		
Expense	Description	Total Cost
Fall Game Coverage- Gas Expenses	Costs associated with coverage of away games for Big Red Sports Network	\$120.00
Fall Game Coverage- Lodging Expenses	Costs associated with coverage of away games for Big Red Sports Network	\$120.00
Spring Game Coverage- Gas Expenses	Costs associated with coverage of away games for Big Red Sports Network	\$120.00
Spring Game Coverage- Lodging Expenses	Costs associated with coverage of away games for Big Red Sports Network	\$120.00
Total Cost		\$480.00

Tech & Administrative		
Expense	Description	Total Cost
Web Hosting	Website Maintenance	\$180.00
Website Backup	Website Maintenance	\$96.00
Website Domain	Website Maintenance	\$85.00
Business Registration	Website Maintenance	\$25.00
S3 Storage	Website Maintenance	\$150.00
Transfer Data Pricing	Website Maintenance	\$150.00
Wordpress Theme	Website Update (one-time fee)	\$100.00
Social Media Sharing Plugins	Website Update (one-time fee)	\$50.00
Adobe Creative Suite	Package includes Adobe products to enhance design capabilities and support growing demand on our creative team	\$999.00
Total Cost		\$1,835.00

Expense/Event Breakdown ('14-'15)

Events & Programming

[SLOPE MEDIA GROUP – BYLINE FUNDING]

Event	Total Cost	Anticipated Attendance	Cost Breakdown	
Slope Show Co-Sponsorship	\$3000.00	150	Engagement Fee	\$2,000.00
			Venue Rental	\$500.00
			Equipment Rental	\$500.00
Fall Guest Speaker	\$695.00	60	Engagement Fee	\$300.00
			Hotel Room	\$230.00
			Transportation	\$165.00
Spring Guest Speaker	\$695.00	60	Engagement Fee	\$300.00
			Hotel Room	\$230.00
			Transportation	\$165.00
Fall Magazine Launch Party	\$200.00	60	Food	\$50.00
			Decorations	\$100.00
			Promotion	\$50.00
Spring Magazine Launch Party	\$200.00	60	Food	\$50.00
			Decorations	\$100.00
			Promotion	\$50.00
Welcome Back BBQ	\$200.00	100	Food	\$180.00
			Promotion	\$20.00
Slope Does Bowling	\$290.00	40	Lane Rental	\$290.00
Slope Does Sushi	\$250.00	30	Food	\$250.00
			Total Cost	\$5,030.00

Radio		
Expense	Description	Total Cost
Skype Subscription	Supports call-in feature for radio shows	\$35.88
Total Cost		\$35.88

TV		
Expense	Description	Total Cost
Camera	To fill need for cameras with new technology (SD card friendly) and allow for increased coverage	\$2500.00
SD cards (6)	Records film on digital cameras	\$59.94
Tripod	To replace broken tripods and allow for increased coverage	\$27.99
FireWire Cable	Supports uploading of video footage	\$10.00
Total Cost		\$2,597.93

Magazine		
Expense	Description	Total Cost
Fall Feature 1 (1000 copies)	Printing Costs	\$1,800.00
Fall Feature 2 (1000 copies)	Printing Costs	\$1,800.00
Fall Magazine (2000 copies)	Printing Costs	\$2,400.00

[SLOPE MEDIA GROUP – BYLINE FUNDING]

Spring Feature 1 (1000 copies)	Printing Costs	\$1,800.00
Spring Feature 2 (1000 copies)	Printing Costs	\$1,800.00
Spring Magazine (2000 copies)	Printing Costs	\$2,400.00
Total Cost		\$12,000.00

Photo		
Expense	Description	Total Cost
Canon EOS 60D Camera	Allows for simultaneous use of cameras to support increased demand for event coverage	\$999.00
Camera Case	Protects camera	\$30.00
Photo Feature (200 copies)	Printing Costs	\$1,200.00
Total Cost		\$2,229.00

Marketing & Recruitment		
Expense	Description	Total Cost
Printed Promotional Materials	Cost of quartercards and other forms of on-campus advertising	\$200.00
Stickers	To promote Slope Media on campus	\$200.00
Giveaway Gift Cards	Prizes for campus-wide Instagram competition	\$200.00
Facebook Ad	To promote Slope Media website	\$100.00
Total Cost		\$700.00

Sports		
Expense	Description	Total Cost
Fall Game Coverage- Gas Expenses	Costs associated with coverage of away games for Big Red Sports Network	\$120.00
Fall Game Coverage- Lodging Expenses	Costs associated with coverage of away games for Big Red Sports Network	\$120.00
Spring Game Coverage- Gas Expenses	Costs associated with coverage of away games for Big Red Sports Network	\$120.00
Spring Game Coverage- Lodging Expenses	Costs associated with coverage of away games for Big Red Sports Network	\$120.00
Total Cost		\$480.00

Tech & Administrative		
Expense	Description	Total Cost
Web Hosting	Website Maintenance	\$180.00
Website Backup	Website Maintenance	\$96.00
Website Domain	Website Maintenance	\$85.00
Business Registration	Website Maintenance	\$25.00
S3 Storage	Website Maintenance	\$150.00
Transfer Data Pricing	Website Maintenance	\$150.00

[SLOPE MEDIA GROUP – BYLINE FUNDING]

Total Cost	\$686.00
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Expense/Event Breakdown ('15-'16)

Events & Programming				
Event	Total Cost	Anticipated Attendance	Cost Breakdown	
Slope Show Co-Sponsorship	\$3000.00	150	Engagement Fee	\$2,000.00
			Venue Rental	\$500.00
			Equipment Rental	\$500.00
Fall Guest Speaker	\$695.00	70	Engagement Fee	\$300.00
			Hotel Room	\$230.00
			Transportation	\$165.00
Spring Guest Speaker	\$695.00	70	Engagement Fee	\$300.00
			Hotel Room	\$230.00
			Transportation	\$165.00
Fall Magazine Launch Party	\$200.00	60	Food	\$50.00
			Decorations	\$100.00
			Promotion	\$50.00
Spring Magazine Launch Party	\$200.00	60	Food	\$50.00
			Decorations	\$100.00
			Promotion	\$50.00
Welcome Back BBQ	\$200.00	100	Food	\$180.00
			Promotion	\$20.00
Slope Does Bowling	\$290.00	40	Lane Rental	\$290.00
Slope Does Sushi	\$250.00	30	Food	\$250.00
Total Cost			\$5,030.00	

Radio		
Expense	Description	Total Cost
Skype Subscription	Supports call-in feature for radio shows	\$35.88
Total Cost		\$35.88

TV		
Expense	Description	Total Cost
Camera	To fill need for cameras with new technology (SD card friendly) and allow for increased coverage	\$2500.00
SD cards (6)	Records film on digital cameras	\$59.94
Tripod	To replace broken tripods and allow for increased coverage	\$27.99
FireWire Cable	Supports uploading of video footage	\$10.00
Total Cost		\$2,597.93

[SLOPE MEDIA GROUP – BYLINE FUNDING]

Magazine		
Expense	Description	Total Cost
Fall Feature 1 (1000 copies)	Printing Costs	\$1,800.00
Fall Feature 2 (1000 copies)	Printing Costs	\$1,800.00
Fall Magazine (1500 copies)	Printing Costs	\$2,400.00
Spring Feature 1 (1000 copies)	Printing Costs	\$1,800.00
Spring Feature 2 (1000 copies)	Printing Costs	\$1,800.00
Spring Magazine (2000 copies)	Printing Costs	\$2,400.00
Total Cost		\$12,000.00

Photo		
Expense	Description	Total Cost
Canon 70-200 f/4 Lens	Allows for simultaneous use of cameras to support increased demand for event coverage	\$709.00
Photo Feature	Printing Costs	\$1,200.00
Total Cost		\$1,909.00

Marketing & Recruitment		
Expense	Description	Total Cost
Printed Promotional Materials	Cost of quartercards and other forms of on-campus advertising	\$200.00
Stickers	To promote Slope Media on campus	\$200.00
Giveaway Gift Cards	Prizes for campus-wide Instagram competition	\$200.00
Facebook Ad	To promote Slope Media website	\$100.00
Total Cost		\$700.00

Sports		
Expense	Description	Total Cost
Fall Game Coverage- Gas Expenses	Costs associated with coverage of away games for Big Red Sports Network	\$120.00
Fall Game Coverage- Lodging Expenses	Costs associated with coverage of away games for Big Red Sports Network	\$120.00
Spring Game Coverage- Gas Expenses	Costs associated with coverage of away games for Big Red Sports Network	\$120.00
Spring Game Coverage- Lodging Expenses	Costs associated with coverage of away games for Big Red Sports Network	\$120.00
Total Cost		\$480.00

Tech & Administrative		
Expense	Description	Total Cost
Web Hosting	Website Maintenance	\$180.00
Website Backup	Website Maintenance	\$96.00

[SLOPE MEDIA GROUP – BYLINE FUNDING]

Website Domain	Website Maintenance	\$85.00
Business Registration	Website Maintenance	\$25.00
S3 Storage	Website Maintenance	\$150.00
Transfer Data Pricing	Website Maintenance	\$150.00
Total Cost		\$686.00

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:

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 Department Heads: Radio, TV, Magazine, Photo, Finance, Human Resources, Marketing 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, Sports, Creative
 - 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:

Slope Media Group will submit a budget to the Student Appropriations Committee 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]
- [Equipment Loan Agreement]
- [Slope Media Coverage Request]

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 Director

at jesse.sherman@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 jesse.sherman@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.

Slope Media recognizes the need to track equipment usage. In long-term projects, we give groups the option of using equipment and letting us edit footage. Before lending equipment to different organizations for usage, we ensure that they sign an equipment agreement policy (Appendix D).

To ensure Slope Media coverage of events, we require a request one-week in advance. If requested within one-week of the event, we ensure coverage. Coverage will not be guaranteed if the request is not submitted one-week prior. We will try to find coverage for requests submitted up to 48 hours in advance. For requests made less than 48 hours in advance, we will not cover events.

[Appendix A] Breakdown of Summary of Request**TV:**

Since receiving byline funding, Slope TV has improved the quality of weekly shows. These programs benefit the Cornell community by covering student assembly news and on-campus events. Additionally, they provide students with hands-on experience needed to build their resumes and apply knowledge learned in the classroom. In addition to improving the quality of shows, Slope TV has covered more campus events. In the last semester alone over eighteen organizations as well as the Cornell administration reached out to Slope asking for coverage of their events. Slope covered all events requested and built relationships with other organizations. Because the number of organizations requesting coverage of events it is evident that Slope is providing a valuable service on campus.

Currently the demand is surpassing the supply. Slope is requesting additional funding for small capital expenses - namely, an additional camera - in order to accommodate for the increased demand of our services. Slope is experiencing a bottleneck effect; we have the manpower to cover the demand, however we do not have enough equipment to do so. In order to better serve the Cornell community, Slope needs a small amount of additional equipment. Moreover, we must take into account depreciation of cameras given wear and tear. In order to best serve students and give them the best hands-on experience needed to get a job or internship in media, we must use cameras that are technologically up to date. While we do not intend to purchase new equipment frequently, cameras that use SD cards instead of cassette tapes are necessary. Newer equipment also leads to higher quality production, something we value highly.

Radio:

A pressing priority for Slope Media was to get the Radio department refitted to reflect the quality of current college radio stations. With our current byline funding, we were able to make Slope Radio a high quality production with the ability to remotely broadcast from sports games or campus events. With currently 12 weekly shows and 4 in the pipeline, ranging from playlists from professor and CCC to sports commentary, we are proud of our Radio department and expect it to function at its quality for the coming years.

Our increase in funding is geared towards getting the other departments to a plateau. If after all the other departments are caught up, we would like to extend the Radio department to have a music production component, where students can create and record original music and play it to the Cornell population.

Magazine and Blogs:

Our magazine department has grown exponentially after byline funding. Instead of a magazine every semester, we are now able to create multiple features throughout the semester in addition to the semester magazine. These features are focused and relevant to the Cornell community. Our last feature, "Girls Who Run Cornell," had an online reach of close to 7,000. In perspective, that number is over half the population of the Cornell's undergraduates. Slope Magazine provides a niche for content creators and provides community-rich publications. This

is in addition to our 14 online columnists and over 30 independent publishing writers who produce content throughout the week.

Though we are happy about our content production, our printing capacity is nowhere near meeting the demand. Our budget allowed 200 copies of “Girls Who Run Cornell” to be printed, which is a small fraction of its desired consumption. Our projected budget aims to print more of our powerful features and still maintain the production of our semesterly magazine.

Photography:

Our byline status allowed us to create a quality Photography department. Currently our most popular department, the Photography department is constantly asked to document events on campus. This adds immeasurable value to the Cornell community as the student groups we service use the photos for future purposes and many are archived by the Cornell administration.

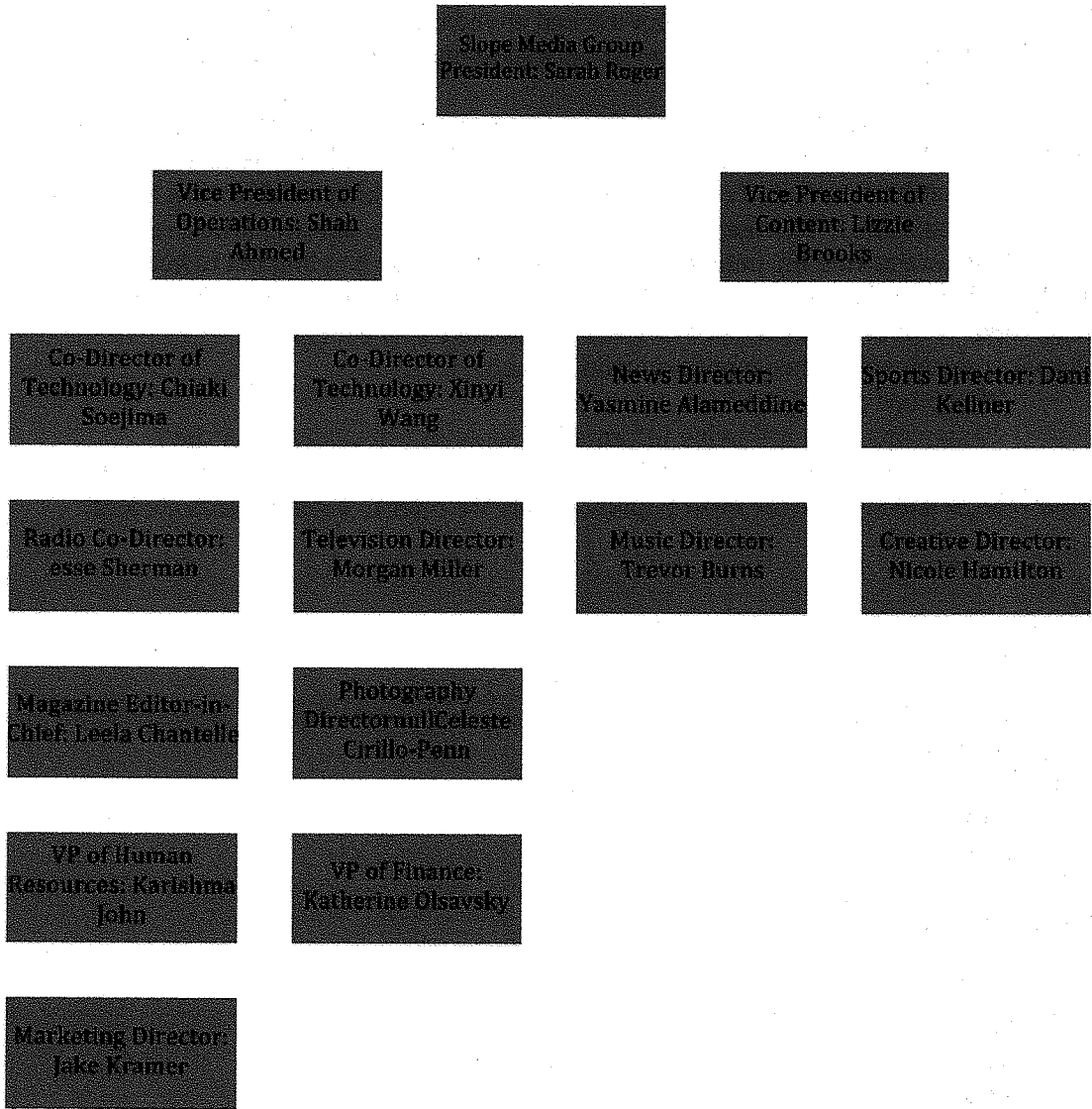
Still, the demand for our services outpaces our equipment. We have enough members willing to learn and cover events, but we are restricted by the number of cameras. We plan to increase the number of cameras in the department so we can better service the Cornell community.

Programming and Social Events:

Since becoming a byline funding organization, Slope has helped co-sponsor many events to provide students with career development resources and has hosted social events open to the entire university with the intention of increasing Slope’s klout on campus and interest in the organization. Slope partnered with Hillel to bring Linda Cohn, an ESPN anchor, to campus. We believe this event was important for Slope members interested in pursuing a media career. Additionally, Slope partnered with HAVEN to co-sponsor Filthy Gorgeous. We believe reaching out to LGBTQ community is important for strengthening relations on campus. Additionally, Slope hosted a bowling event for the entire Cornell community and hosted two launch parties to celebrate the release of Slope’s semesterly magazine and other publications that were released at that time. These events not only helped increase readership and presence on campus, but also showcased the talent and hard work of Slopers. Slope has also begun to host Slope Radio Live events on Ho Plaza using equipment that we were able to purchase given byline funding. These events have helped readership and distribution numbers, attendance of events and general interest in Slope Media.

Slope is requesting an increase in funding to host additional events, continue co-sponsorships and reinstate the “Slope Speaker Series” to further Slope’s presence on campus. One goal is to collaborate with Fan Club Collective to bring a performer to campus because music is an integral part of Slope’s purpose. Collaborating with an organization will diminish costs and will increase attendance. Additionally, we would like to bring Tess Scott (class of 2010) to campus as a speaker. Given Scott’s role in the media world and previous participation in Slope Media as an undergraduate, we believe that she would be a good role model for undergraduates interested in pursuing a career in television.

[Appendix B] Organization Chart



[Appendix C] Plans to Track Attendance

In previous years Slope Media has not tracked attendance numbers. Before becoming a byline funded organization there was no need to track hard numbers, especially given the lack of external events hosts.

Given the need to track attendance numbers for purposes of organization expansion as well as tracking which events are in demand due to high attendance, Slope Media has begun taking attendance numbers at all its events. Our plan to continue taking numbers is a head count system for small events and a ticketing system for larger events (i.e. launch parties, recruiting events). We intend on tracking the number of tickets distributed by handing out tickets at the door and subtracting the final ticket number from the beginning ticket number. This will ensure that we keep track of all event attendance in order to calculate cost per student.

Our most recent attendance numbers stand as such:

95 signups from Club Fest

40 sign ups from following information sessions (20 students per day).

Slope Media looks forward to tracking additional attendance information as it will help us refine our budget and analyze the most popular events we offer to cater towards student interests.

[Appendix C] Equipment Loan Agreement

EQUIPMENT LOAN AGREEMENT

FULL LEGAL NAME OF BORROWER _____

CORNELL ADDRESS _____
CITY _____ STATE _____ ZIP _____
PHONE () _____

PERMANENT ADDRESS _____
CITY _____ STATE _____ ZIP _____
PHONE () _____

EQUIPMENT LOCATION IF DIFFERENT THAN ABOVE _____
CITY _____ STATE _____ ZIP _____
TELEPHONE () _____

QUANTITY: _____
MODEL NUMBER OF EQUIPMENT: _____
DESCRIPTION: _____
SERIAL NUMBER: _____

(Please include notes of charging equipment, extra batteries, tape, SD card, etc.)

TERMS AND CONDITIONS

1. TERM

The term of this Equipment Loan is for _____, and commences on the date an authorized Slope Media Executive Board Member executes and signs this Equipment Loan. The equipment shall be returned to the Willard Straight Hall Radio Lab no later than _____, 20__

2. LOSS OR DAMAGE

Borrower assumes and shall bear the entire risk of loss, theft, destruction, or damage of or to any part of the equipment ("loss or damage") from any cause whatsoever, whether or not covered by insurance, and no such loss shall relieve Equipment Loan borrower of its obligation under this agreement in the event of loss or damage. Borrower, at the sole option of Slope Media Group, shall (a) at borrower's expense, repair the equipment to the satisfaction of Slope Media Group; or (b) make payment to Slope Media Group the total of the amounts specified.

In witness whereof, each party has caused this agreement to be executed on the date indicated below.

Slope Media Group

Date

Borrower

Date