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Summary of Request

Request/Goal:

To maintain Slope Media Group's \$1.25/student byline funding through the 2015-18 funding cycle.

What is Slope Media Group?

Where has Slope Media Group been spending?

Thus far, Slope Media Group's largest expenses have stemmed from events and programming, marketing and recruitment, and printing and distribution costs associated with Slope Media Group's printed publications. Slope Media Group has dedicated a significant portion of the budget to these three areas as each provides an opportunity for Slope Media Group to reach more members of the student body.

Since Slope Media Group's byline funding began in the 2012-13 academic year, the organization's executive board has been working toward streamlining procedures so as to use the Slope Media Group's funding more effectively. These efforts, in conjunction with overcoming initial equipment costs, have led to a steady decrease in spending over the past three years.

Despite this recent trend, Slope Media Group predicts that spending will increase slightly in the coming years, relative to 2014-15. Equipment purchasing and replacement as well as an increase in event related costs due to Slope's rise in popularity and steady growth in attendance will necessitate the maintenance of similar funding in the coming cycle. As the organization has grown

Why does Slope Media Group need to maintain byline funding?

While Slope Media Group's projected financials in this application indicate the ability to sustain up to a 25% budget decrease, these statements already show significant cut backs in the budgeting for marketing and recruitment as well as events. Considering that these are three of the reasons for Slope's growth and success over the previous funding cycle, it is foreseeable that these costs will continue to increase through 2015-16 and in later years of the upcoming byline cycle.

Any decrease greater than 10% hinders Slope from maintaining the steady growth and increased professionalism that it has shown since its conception, while holding a modest ~8% reserve budget to account for non-annual initial equipment costs and predictable growth of events and membership/departmental costs towards the end of the upcoming cycle.

How do Cornell students benefit from Slope Media?

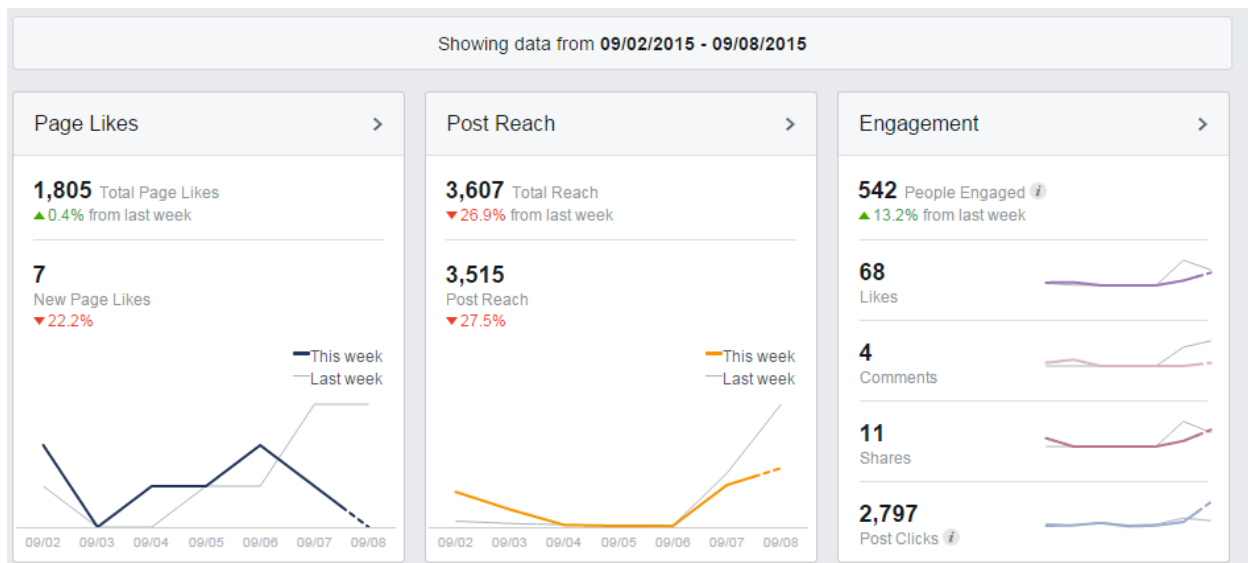
Students at Cornell receive real time unique news and media content as well as featured events to advance themselves and learn

Other student organizations at Cornell receive media coverage and various marketing and promotional services.

The members of Slope Media Group gain applicable experience in a variety of professional fields.

As Cornell’s multimedia powerhouse, Slope Media Group is a leader in Cornell-related media and entertainment, delivering a creative, student perspective on everything that matters to the Big Red community. Slope is for students, by students. “For students, by students” essentially guarantees that our content will be Cornell-centric and college-gear. Sometimes we’ll give in to the mainstream; other times, we opt to go alternative. Lying somewhere between BuzzFeed, The Atlantic, and Huffington Post, we value honesty and like to share our (censored) opinions. Slope Media publishes content in the language of the internet. As such, we value edgy and candid style articles that reflect college students. We also value consistency and accuracy across all formats and categories. We do not tolerate informal, offensive, or unprofessional content.

One of Slope’s main value propositions is that we offer all students the ability to get real world experience in emerging fields, to immediately take ownership over projects, and to actually create things they care about. There’s no “climbing the ladder” with Slope—if you come to us with enthusiasm and an idea, we’ll help you turn it into reality. This philosophy also applies to the many, many student organizations for which we’ve provided creative marketing solutions.



Mission Statement

As Cornell University's multimedia powerhouse, Slope Media Group is a leader in Cornell-related media and entertainment, delivering a creative, student perspective on everything that matters to you. Slope is for students, by students. Slope: Media with an Edge.

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 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 to express themselves creatively and get the hands-on experience working with media technology.

By Collaborating with a variety of other on campus groups and organizations such as Class Council, The Alumni Affairs Office, Comedy Groups, and the Media and Entertainment Club at Cornell's Johnson School of Business, Slope Media Group provides a media outlet for creativity and learning not only for general body members, but also opens the doors for collaboration with a diverse range of other community members.

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: music, TV, magazine, and photo, 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, Vice President of Finance, and Vice President of Marketing. The following diagram illustrates the structure of the Executive Board and the students currently occupying those Executive Board positions. See Appendix A for a hierarchy chart.

Officer Descriptions and Contact Information

● Presidential Board

- Yasmin Alameddine, *President* – yasmin.alameddine@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.
- Kate Schole, *VP of Operations* – kate.schole@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 executive board meetings.
- Zoe Forster, *VP of Content* – zoe.forster@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, and collaborates with VP of marketing to promote and create campus wide marketing/recruitment efforts.
- Luke Goodman, *VP Finance* – luke.goodman@slopedmedia.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.
- Danielle (Dani) Kellner, *VP of Marketing* – dani.kellner@slopedmedia.org
 - Manage promotion of Slope Media Group original content and evnets through overseeing marketing department.

● Content Division Executive Board Members

- Jessica Sion, *Magazine Editor-in-Chief* – jessica.sion@slopedmedia.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.
 - John Holt Harmon, *Director of Music* – john.harmon@slopedmedia.org
 - Ensure smooth operations of all musical broadcast/displays/articles, selects and oversee programming directors, provide technical training for any individuals that need assistance, organize and schedule meetings when necessary.
 - Hannah Ajmani, *Director of Television* – hannah.ajmani@slopedmedia.org
 - Manage and distribute work for TV projects for Cornell organizations as well as produce new shows, oversee television content producers, manage distribution of all TV equipment, provide technical training for members.
 - Mariel Terr, *Director of Photography* – mariel.terr@slopedmedia.org
 - Provide technical training to photographers, assign photographers to events, assist photographers in development of ideas and editing of photos.
- **Operations Division Executive Board Members**
 - Danielle Grinberg, *Director of Design* – danielle.grinberg@slopedmedia.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.
 - Chiaki Soejima, *Directors of Technology and Production*
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.
- **Marketing Division Executive Board Members**
 - Jessica Breytburg, *Director of Human Resources* – jessica.breytburg@slopedmedia.org
 - Help new members find a place within the organization, create Slope Email and WordPress accounts for members, manage all listservs, organize Slope Media Group social events, send out monthly newsletters to alumni of Slope Media updates.
 - Ian Bates, *VP of Outreach* – ian.bates@slopedmedia.org
 - Create and facilitate relationships with other on campus organizations. First point of contact for other clubs to reach out to if they are interested in collaborating with Slope Media Group.

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 Media 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 as well as regular online features, hosting ~3-5 online articles per day as well as a YouTube channel. 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 including weekly news programs, promotional, cultural shows, and even an "MTV cribs"-style show that toured fraternity houses. Slope Media also provides primary magazine, TV, and photography coverage for Cornell's GoPink breast cancer awareness event.

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 5000 users weekly.

It's amazing to think that Slope Media Group was founded only 8 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. etc.. Slope Media alumni have gone on to work for a variety of noteworthy companies including McCann, BuzzFeed, AT&T, and more.

Magazine Release Parties: celebrate 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.

Marketing and Promotional Help for Other Organizations: Slope Media produces and distributes graphics, photographs, informational articles, and other materials upon the request of other student organizations (Student Assembly, IFC, etc.). The group also provides assistance in promoting events, such as Cornell's annual Go Pink Gala, and providing photo and other media services at such events.

Weekly Programming:

Music: Slope Media Group brings you exciting new content from all genres/groups throughout musical community, which provides entertainment for the entire Cornell community. Each member works together in a community setting to broadcast/display the music that they are passionate about, and the department meets as a whole once a month. Musical interests of all size are welcome.

TV: Slope Media Group provides a weekly TV news show, 60 Seconds with Slope, which highlights campus news and events, as well as Student Assembly recaps on new resolutions being passed and discussed.

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: Magazine department members have the opportunity to write 1-2 articles a week ranging from weekly columns and music reviews to Cornell-centric pieces such as campus news and college-gear material.

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 ('12-'15) and Decreased Allotment Projections ('15-'16)

Historical Financials ('12-'15)

Summary Income Statement

	2012-2013	2013-2014	2014-2015
Revenues			
SAF Income- SA (\$1.25/student)	\$16,875.00	\$16,875.00	\$16,875.00
Total Revenues	\$16,875.00	\$16,875.00	\$16,875.00
Expenses			
Events & Programming	\$1,169.92	\$2,136.32	\$1,405.00
Radio	\$2,710.99	\$170.88	-
TV	\$1,997.65	\$395.11	\$42.69
Magazine	\$6,801.00	\$8,557.00	\$6,338.00
Photo	\$1,492.54	\$1,349.00	\$54.50
Marketing & Recruitment	\$679.20	\$1,173.06	\$2,024.08
Sports	\$0.00	-	-
Music	\$0.00	\$70.55	\$499.99
Tech & Administrative	\$350.00	\$162.19	\$503.20
Total Expenses	\$15,925.76	\$14,014.11	\$10,867.46
Net Income	\$949.24	\$2,360.90	\$6,007.54

Detailed Reporting

**Detailed Reporting provided for the years in which Slope received byline funding, beginning in the 2012-2013 academic year.*

Expense/Event Breakdown ('12-'13)

Events & Programming					
Event	Date	Total Cost	Approximate Attendance*	Cost Breakdown	
Fall Magazine Launch Party	12/17/12	\$440.61	70	Decorations	\$440.61
Spring Magazine Launch Party	3/28/13	\$336.05	30	Decorations	\$336.05
Slope Does Bowling	4/26/13	\$393.26	40	Lane Rental	\$288.00
				Food	\$105.26
Total Cost					\$1,169.92

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
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

Expense/Event Breakdown ('13-'14)

Events & Programming					
Event	Date Location	Total Cost	Approximate Attendance	Cost Breakdown	
Fall Welcome Back BBQ	9/26/13/ CKB Quad	\$161.97	100	Permit	\$50.00
				Food	\$111.97
Fall Guest Speaker: Tess Scott	11/24/13 Statler Hotel	\$353.06	40	Hotel Room	\$270.56
				Round-trip bus ticket	\$82.50
Fall Magazine Launch Party	12/7/13 Miyake	\$517.93	70	Decorations	\$125.59
				Food	\$392.34
CU Collaborate (Co-Sponsorship)	12/5/13	\$300	100	Funding to help promote Idea Fair	\$300
Cornell Variety Show	11/21/13	\$79.66	100	Food	\$50.00
				Decorations	\$29.66
Slope Radio Live	12/9/13 Ho Plaza	\$52.77	100	Food and decorations	\$52.77
Centrally Isolated Film Festival (Co-Sponsorship)	11/23/13	\$418.55	100	Hotel Room for Will Gluck, a guest speaker for the festival	\$336.05
				Round-trip bus ticket	\$82.50
Spring Magazine Launch Party	5/1/13 The Nines	\$252.38	80	Sound System rental	\$120.00
				Food	\$82.24
				Decorations	50.14
Total Cost					\$2136.32

Radio		
Expense	Description	Total Cost
Skype subscription	Supports call-in feature for radio shows	\$35.88
SoundCloud Pro Unlimited Account	To be used to record radio streams and programs	\$135.00
Total Cost		\$170.88

TV		
Expense	Description	Total Cost
SD Cards (7)	To record video on digital camera	\$84.23
Fancier UL30 Chromakey Green Screen Muslin Backdrop Support System Kit, 10x12 ft	Green screen backdrop for TV segments	\$75.00
CowboyStudio Photography 10 X 12ft White Muslin Backdrop	White backdrop for TV segments and news programs	\$85.44
Mini LED Portable Projector	For usage during promotional events	\$72.33
PNY A-DM-HD-W01 Mini DisplayPort to HDMI Adapter	To adapt the projector to be functional with a Mac	\$30.12
USB Cable	To store relevant TV clips to transfer from various devices	\$47.99
Total Cost		\$395.11

Magazine		
Expense	Description	Total Cost
Fall Semester Magazine (2000 copies)	Printing Costs	\$1,967.00
Fall Semester Indulging in Ithaca Feature (1000 copies)	Printing Costs	\$1,641.00
Spring Semester Magazine (1500 copies)	Printing Costs	\$3,831.00
Cornell Sports Feature (1000 copies)	Printing Costs	\$1,118.00
Total Cost		\$8,557.00

Photo		
Expense	Description	Total Cost
Canon EF 70-200mm f/4L IS USM Lens	Improves quality of portraits and other photography and allows for simultaneous use of cameras to support increased demand for event coverage	\$1349.00
Total Cost		\$1349.00

Marketing & Recruitment		
Expense	Description	Total Cost
Promotional Stickers to promote Slope Media Group on Campus	Cost of quartercards and other forms of on-campus advertising	\$350.78

Promotional giveaway items	Prizes for campus-wide Instagram competition and giveaways at events	CTB Giftcards	\$25
		Giveaway prizes	\$568.88
Printed Promotional materials (Quartercards, balloons, and banners)	To promote Slope Media Group and our events on campus		\$228.40
Total Cost			\$1,173.06

Music		
Expense	Description	Total Cost
Elvis Costello Ticket	Costs associated with attending Elvis Costello show for music coverage	\$70.55
Total Cost		\$70.55

Tech & Administrative		
Expense	Description	Total Cost
GoDaddy.com hosting, backup and domain names	Cost of maintaining SlopeMedia.org domain name	\$162.19
Total Cost		\$162.19

Expense/Event Breakdown ('14-'15)

Events & Programming					
Event	Date	Total Cost	Approximate Attendance*	Cost Breakdown	
Fall Recruitment	9/4/14	\$44.09	50	Decorations	\$28.61
				Food	\$15.58
Halloween Event	10/16/14	\$58.69	100	Decorations	\$48.71
				Food	\$9.98
Fall Magazine Launch Party	12/3/14	\$495.56	202	Venue	\$120.00
				Decorations/favors	\$326.31
				Food	\$49.25
St. Patrick's Day "Shamrock Selfies" Event	3/17/15	\$81.22	100	Decorations/pops	\$81.22
Spring Magazine Launch Party	4/30/15	\$661.49	280	Venue	\$120.00
				Decorations/favors	\$385.11
				Food	\$156.38
Total Cost					\$1,405.00

Music		
Expense	Description	Total Cost
JBL Studio 280 Dual 6.5-Inch 3-Way Floorstanding Loudspeaker	Studio-quality loudspeaker to be used at marketing and radio events	\$499.99
Total Cost		\$499.99

TV		
Expense	Description	Total Cost
Two 32GB Memory Cards	Record video on digital cameras	\$30.03
8GB USB Flash Drive	Store video clips for TV department	\$12.66
Total Cost		\$42.69

Magazine		
Expense	Description	Total Cost
Fall Semester Magazine	Printing Costs	\$2,756.00
Spring Semester Magazine	Printing Costs	\$3,852.00
Total Cost		\$6,338.00

Photo		
Expense	Description	Total Cost
1-month Watermark Subscription	Professional watermarking for Slope photography	\$5.00

Professional lighting kit	Lighting kit improves quality of Slope Media photoshoots, which are provided to organizations and students across campus	\$49.50
Total Cost		\$54.50

Marketing & Recruitment		
Expense	Description	Total Cost
Promotional Stickers	Stickers for use and distribution to promote Slope Media Group to the Cornell community	\$139.00
Promotional/giveaway items	Marketing and recruitment branded items to attract new members and promote the Slope Media brand to the Cornell community (branded water bottles, pens, glassware, etc.)	\$966.98
Printed Promotional materials (Quartercards, balloons, and banners)	To promote Slope Media Group and our events on campus	\$82.00
Social Media Promotion	Paid promotion on Facebook to increase readership and awareness of significant Slope Media articles and content as well as Slope Media Group itself	\$28.10
Step & Repeat Backdrop	To be used for branding, photography, and decoration during Slope Media Group promotional events	\$399.00
Branded water bottles	Used as marketing tools by Slope Media members and students across campus who attend recruitment events/join Slope Media Group	\$409.00
Total Cost		\$1,615.08

Tech & Administrative		
Expense	Description	Total Cost
GoDaddy.com hosting, backup and domain names (two renewals)	Cost of maintaining SlopeMedia.org domain name and web hosting	\$359.76
Administrative HR/Recruiting Costs	Includes items and food expenses associated with recruiting new members and encouraging current members	\$93.44
Wordpress licensing		\$50.00
Total Cost		\$503.20

Projected Financials ('15-'16)

Summary Income Statement

	10% decrease	25% decrease	35% decrease
Revenues			
SAF Income- SA (currently \$1.25/student)	\$15,187.00	\$12,656.25	\$10,968.75
Total Revenues	\$15,187.00	\$12,656.25	\$10,968.75
Expenses			
Events & Programming	\$1,480.00	\$1,480.00	\$1,300.00
TV	\$500.00	\$400.00	\$400.00
Magazine	\$7,000.00	\$7,000.00	\$6,000.00
Photo	\$220.00	\$220.00	\$120.00
Design	\$50.00	\$50.00	\$50.00
Marketing & Recruitment	\$1,650.00	\$1,550.00	\$1,500.00
Music	\$435.00	\$435.00	\$385.00
Tech & Administrative	\$600.00	\$600.00	\$600.00
Total Expenses	\$11,935.00	\$11,735.00	\$10,355.00
Net Income	\$3,252.00	\$921.25	\$613.75

Detailed Reporting

Projected Expense/Event Breakdown ('15-'16)

Events & Programming				
Event	Projected Total Cost	Approximate Attendance*	Cost Breakdown	
Fall Recruitment	\$50.00	75	Decorations	\$25.00
			Food	\$25.00
Halloween Event	\$100.00	125	Decorations	\$50.00
			Food	\$50.00
Fall Magazine Launch Party	\$550.00	240	Venue	\$120.00
			Decorations/favors	\$325.00
			Food	\$105.00
St. Patrick’s Day “Shamrock Selfies” Event	\$80.00	125	Decorations/pops	\$80.00
Spring Magazine Launch Party	\$700.00	300	Venue	\$120.00
			Decorations/favors	\$400.00
			Food	\$180.00
Total Cost (10% decrease)				\$1,480.00
Total Cost (25% decrease)				\$1,480.00
Total Cost (35% decrease)				\$1,300.00
Fall & Spring Launch Party Decorations/Favors				-\$180.00

Music		
Expense	Description	Total Cost
SoundCloud Pro Unlimited Subscription	To be used to record radio streams, compile student-produced/selected music, and act as a platform for Slope members and listeners.	\$135.00
Equipment	Variety of equipment needs and replacements rise throughout each academic year (microphone currently needed).	\$300.00
Total Cost (10% decrease)		\$435.00
Total Cost (25% decrease)		\$435.00
Total Cost (35% decrease)		\$385.00
Equipment		-\$50.00

TV		
Expense	Description	Total Cost
Memory cards	Record video on digital cameras	\$40.00

Flash Drives	Store video clips for TV department	\$15.00
Equipment	Various camera parts and replacements are needed throughout the year, such as cameras, lenses, tripods, microphones, etc.	445.00
Total Cost (10% decrease)		\$500.00
Total Cost (25% decrease)		\$400.00
Equipment		-\$100.00
Total Cost (35% decrease)		\$400.00

Magazine		
Expense	Description	Total Cost
Fall Semester Magazine	Printing Costs	\$3,500.00
Spring Semester Magazine	Printing Costs	\$3,500.00
Total Cost (10% decrease)		\$7,000.00
Total Cost (25% decrease)		\$7,000.00
Total Cost (35% decrease)		\$6,000.00

Photo		
Expense	Description	Total Cost
Watermark Subscription	Professional watermarking for Slope photography	\$20.00
Studio Rentals	Rental of Cornell photo studios for professional shoots serving organizations campus wide.	\$100.00
Equipment	Various equipment needs arise including cameras, lenses, lighting equipment, etc.	\$100.00
Total Cost (10% decrease)		\$220.00
Total Cost (25% decrease)		\$220.00
Total Cost (35% decrease)		\$120.00
Studio Rentals		-\$100.00

Design		
Expense	Description	Total Cost
Adobe Creative Cloud Business Subscription	Improves design efforts with supportive software tools on multiple devices	\$50.00
Total Cost (10% decrease)		\$50.00
Total Cost (25% decrease)		\$50.00
Total Cost (35% decrease)		\$50.00

Marketing & Recruitment

Expense	Description	Total Cost
Promotional/giveaway items	Marketing and recruitment branded items to attract new members and promote the Slope Media brand to the Cornell community (branded water bottles, pens, glassware, stickers, etc.)	\$1,500
Printed promotional materials (Quartercards, balloons, and banners)	To promote Slope Media Group and our events on campus	\$100.00
Social Media Promotion	Paid promotion on Facebook to increase readership and awareness of significant Slope Media articles and content as well as Slope Media Group itself	\$50.00
Total Cost (10% decrease)		\$1,650.00
Total Cost (25% decrease)		\$1,550.00
Promotional/giveaway items		-\$100.00
Total Cost (35% decrease)		\$1,500.00
Promotional/giveaway items		-\$50.00

Tech & Administrative		
Expense	Description	Total Cost
GoDaddy.com hosting, backup and domain names (two renewals)	Cost of maintaining SlopeMedia.org domain name and web hosting	\$400.00
Administrative HR/Recruiting Costs	Includes items and food expenses associated with recruiting new members and encouraging current members	\$100.00
Wordpress licensing		\$100.00
Total Cost (10% decrease)		\$600.00
Total Cost (25% decrease)		\$600.00
Total Cost (35% decrease)		\$600.00

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)
 - Vice President of Marketing
 - Member of Presidential Board
 - Head of Marketing Division of Slope Media Group
 - Elected by General Body
 - Term: 1 year (January to December)
 - Vice President of Finance
 - Member of Presidential Board
 - Elected by General Body
 - Term: 1 year (January to December)
 - Operational Directors
 - Member of the Executive Board
 - Member of the Operations Division
 - Head of Operational Department Heads: Technology
 - Term: 1 year (January to December)
 - Content Directors
 - Member of the Executive Board
 - Member of Content Division
 - Head of Content Editorial Directors: Music, TV, Photography, Magazine, Design

- Term: 1 year (January to December)
- Marketing Directors
 - Member of the Executive Board
 - Member of Marketing Division
 - Head of Content Editorial Directors: Design, HR, Outreach
 - 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:

- President
 - 1 year on Executive Board
- 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]**

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 john.harmon@slopedmedia.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.

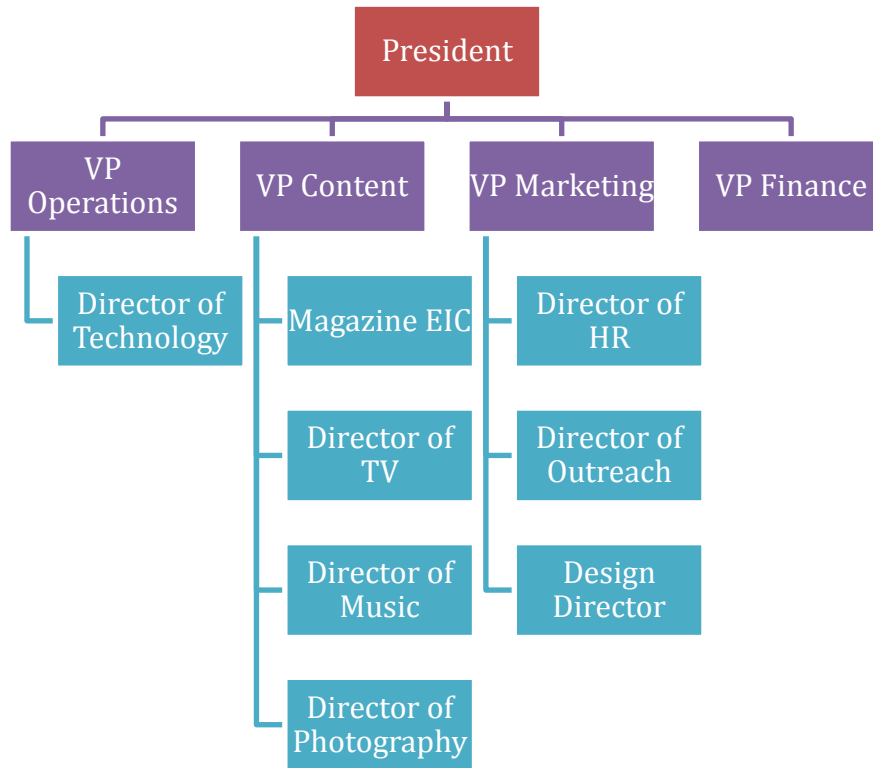
- **[Absence (Music/TV only)]**

- After more than 2 missed shows, your show will be cancelled. If you notify john.harmon@slopedmedia.org or hannah.ajmani@slopedmedia.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.

[Appendix A] Organization Chart



[Appendix B] 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/sign-up numbers at its major events. Our plan to continue taking numbers is a head count system for small events and a RSVP basis for larger events (i.e. launch parties, recruiting events). We intend on tracking attendance at large events using tickets; 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:

- >50 sign ups from information sessions (>25 students per day).
- >180 in attendance at Fall Magazine Launch.
- >290 in attendance at Spring Magazine Launch.

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.

Update [9/30/2014]

Slope Media Group has been using Cornell ID swipers to track attendance at all general body and public events.

[Appendix C] Sample Content

Last 4 semesterly magazine covers



Screenshot of Website as of 9/8/2015

LATEST [By Guide You Need to Eating in Collegetown](#) > [Yasmin's Weekly Rant: T](#)

(((**SLOPE MEDIA**))) MEDIA WITH AN EDGE

MAGAZINE ▾ TELEVISION ▾ MUSIC PHOTO ABOUT US ▾ RECRUITMENT

7 THINGS THAT HAVE CHANGED SINCE PASSION PIT'S LAST CORNELL PERFORMANCE
Sep 08, 2015 | Magazine | 0

11 Clubs We Wish We Saw at ClubFest
Sep 03, 2015 | 0

6 Classes to Add that Won't Give You Extra Stress

Passion Pit is Performing at Homecoming and Here's How People Are Reacting
Sep 01, 2015

MAGAZINE
The Only Guide You Need to Eating in Collegetown
Aug 23, 2015

MAGAZINE
Yasmin's Weekly Rant: Taylor Swift
Aug 22, 2015

ALL ARTICLES

7 Things That Have Changed Since Passion Pit's Last Cornell Performance
Sep 08, 2015 | 0
Author: Nicole Bilton It's been almost four years since Passion Pit last performed at Barton Hall here in Ithaca. And while 2011 doesn't feel so far away, that...
[READ MORE](#)

11 Clubs We Wish We Saw at ClubFest
Sep 03, 2015 | 0
Author: Jeremy Candelas Ah, ClubFest – a time when clubs eagerly wait for the hordes of overly-ambitious freshman to trade their souls netIDs away for a piece of...
[READ MORE](#)

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LATEST PRINT ISSUES

Slope Magazine Spring 2015 Issue
Aug 18, 2015 | 0

MAGAZINE PRINT
Slope Magazine: Fall 2014 Issue
Sep 03, 2014

MAGAZINE PRINT
Slope Magazine: Summer 2014 Issue
Aug 22, 2014

PERFORMANCE

Skimm
THIS WEEK'S NEWS STORIES THIS WEEK

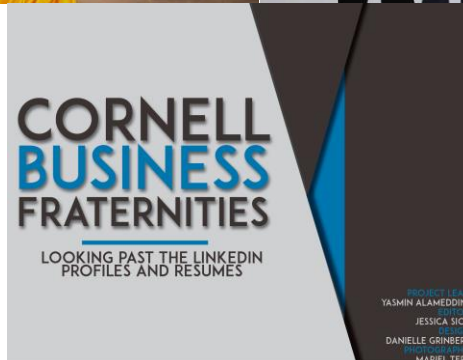
Examples of photoshoots and coverage for other organizations/events
Panhellenic Council, Class Council features



Teach for America, Think Greek 2013 features



Mid East Fest, Go PiNK Gala coverage, Cornell Business Fraternities event



[Appendix C] Graphic of some of the organizations Slope has collaborated with

