

Budget Guide FY21

Media Board
Georgetown University

Media Board: Who We Are

The Media Board serves as the advisory board to all campus media outlets. Our member organizations produce journalistic, academic, creative, and social content for members of the Georgetown community, including students, faculty, and alumni.

Media Board is unified by the following common goals for serving the student body:

1. PROVIDING PLATFORMS FOR STUDENT VOICES:

All Media Board groups are student-run organizations that have a mission of providing a space for students to voice their narratives, ideas, and opinions. Storytelling—whether through artwork, prose, music, or television—is powerful in fostering a sense of community. Stories help us relate to one another, to understand people of a different background or even a different part of campus. Media Board prides itself in being a space for students to find new ways to express their stories and ideas.

While some of our organizations require applications/elections to become a board member or editorial member, all organizations provide an avenue for any and all students to participate in the creation and sharing of original content. As much as Media Board is a platform for individual students, Media Board and its various organizations help shape Georgetown's reputation and identity. The content we create is accessible for public consumption, and consequently the culmination of all our work conveys a message to the outside world that states who we are as a student body. The impact that Media Board has on campus and beyond gives power to the students who participate in media groups.

The number of students who submit work to our publications or participate in the distribution of content can be provided by our individual organizations.

2. DISTRIBUTING KNOWLEDGE AND ART:

Media Board encompasses a variety of publications and broadcasting services. An implicit goal of our organizations is to share student work with the greater community. We distribute knowledge in the form of news, critique, and essays, and we distribute visual and auditory artwork. Media Board strives to make our content accessible to all by utilizing various media, including print, online, radio, and television outlets.

Printed content is particularly important for most of our organization, as print materials give our media groups visibility on campus. The ability to pick up a copy of our magazines, newspapers, and journals nearly anywhere on campus allows us to reach a host of readers who might not otherwise interact with our content. Also, the production of print publications is vital to our students' own professional and personal development. Our publications pride themselves on providing the best journalism/editorial education opportunities on campus and the skills involved in print production are vital to this education.

The number of print materials published and distributed each year can be provided by our individual organizations. The predicted measures are indicated in our organizations' budget requests.

3. FOSTERING CREATIVITY:

At the heart of Media Board is the shared value of creativity. Creativity is a skill that helps our students become better problem solvers, team members, communicators, and innovators. This skill benefits all students in their academic and professional pursuits.

Budget Evaluation and Process

INTERNAL EVALUATIONS

Budgets will be evaluated with reasonable consideration. Specifically, evaluations are based on the following priorities ranked in order of importance:

1. Production and distribution of media content, namely
 - a. Printing and distribution costs
 - b. Broadcasting costs
 - c. Website costs
 - d. Adequate equipment
2. Original programming, based on
 - a. Each event's relation to both the organization's mission and Media Board's mission of
 - i. Providing platforms for student voices
 - ii. Distribution of knowledge and art
 - iii. Fostering creativity
 - b. Programming history: funding successful past programming will be prioritized over funding new programming
3. Equity, opportunity, and access
 - a. Will these funds be used to ensure equal access to resources and opportunities for all students?
 - b. Will these funds be used to promote organizational diversity?
4. Marketing and promotions
 - a. How effectively will these materials increase the organization's visibility and outreach?
 - b. Can these costs be covered by other means?

Each request will be evaluated with consideration of whether some cost should be borne by students and whether overall benefits accrue primarily to undergraduate students in the GU community.

Note on spending: Gifts, donations, and ad revenue will be spent first.

PROCESS

Each media organization is responsible for submitting a budget proposal to Media Board by January 15, 2020. Failure to meet this deadline may result in decreased funding.

Each organization will be required to defend their proposed budget to Media Board following the final Senate allocation vote on March 22, 2020. This brief presentation (10 min. maximum) should include the following information:

- History of spending
- Defense of budget proposal, highlighting the top five expenses
- Defense of specific events/programs that require funding

Media Board Chairs will evaluate each presentation according to the aforementioned guidelines.

The Media Board Budget Summit will take place in early April. Representative(s) from each Media Board organization must attend the Media Board Budget Summit; failure for an organization to provide representation may result in decreased or zero funding. Media Board Chairs will propose any necessary budget cuts based on evaluations. Representatives will have the opportunity to defend their budget proposals for a final time. The Board will vote on proposed budget cuts.

Media Board is guaranteed \$1,000 to be allocated for Media Board events, meetings, and internal development. Organizations that retain Access to Benefits but have failed to successfully complete the budget summit process may apply for use of this money. Applications to use this funding will be subject to a vote by Media Board.

NEW CLUB DEVELOPMENT

Clubs cannot spend more than 3 semesters in the New Club Development process. During the end of the third semester, if a club does not successfully complete the NCD process and receive full Access to Benefits, the NCD club shall be expelled, pending a Media Board vote. If they are expelled, they will have to reapply to the NCD process after waiting a semester.

New organizations under New Club Development are guaranteed a minimum of \$1,000 for the first fiscal year; organizations in NCD are invited to the Media Board Budget

Summit to request more funding, granted that these organizations are inducted to Media Board within two semesters.