

GUSA Finance & Appropriations Committee
FY14 Budget Summit
Student Activity Fee Funding Application
(APPLICATION A - Advisory Boards, GPB, GUSA Executive and Lecture Fund)

Please email this application and accompanying materials to
gusafinanceandappropriations@gmail.com by **Sunday, February 17, 2013 at 11:59 pm.**

Name of Organization: The Media Board

Mission of Organization: The Media Board is a group of students, faculty and staff that serve as an advisory and funding structure for all Georgetown University media organizations.

Total Amount of Funding Requested: \$70,000

Cost Center Number: GX6800004

PLEASE PROVIDE THE FOLLOWING INFORMATION:

Microsoft Excel preferable

1. FY12 Revenues and Expenditures:

- A) Total revenue detailed by source (activity fee, tuition, fundraising)
- B) Total expenditures detailed by allocation (club budgets, events)

2. FY12 Balances:

- A) Balance of all accounts prior to start of FY12
- B) Balance of all accounts carried forward to FY13 (GD, gift)

3. FY13 Revenues and Expenditures:

- A) Total projected revenue detailed by source
- B) Total revenue to date detailed by source
- C) Total projected expenditures by allocation
- D) Total expenditures to date by allocation

4. FY13 Balances:

- A) Balance of all organization accounts to date (GX, GD, gift)
- B) Projected balance of all organization accounts carried forward to FY14

5. FY14 Budget

- A) Total projected revenue detailed by source
- B) Total projected expenditures by allocation

C) Projected balance of all organization accounts carried forward to FY15

PLEASE ANSWER THE FOLLOWING QUESTIONS:

1. How did your organization affect student life? Can you measure it?

Through its support of media organizations on campus, the Media Board provides students with different outlets for expression and creativity. The Board's organizations serve to inform and entertain the Georgetown Community through various means ranging from television, radio, and print media. Student impact is measured amongst the various organizations through website hits, YouTube views, Facebook shares, and newspaper distribution counts.

2. How many clubs/groups are under your organization? Please list them.

The Media Board currently supports the following organizations: The Hoya, The Voice, WGTB Georgetown Radio, GUTV, The Independent, and The Anthem. Two to three more clubs are undergoing our new club development process.

3. What were significant challenges for your organization over the past year?

As with any organization, the biggest struggle for the Media Board is the new club development process and how to ensure that the new groups that join the Media Board are sustainable as long-term organizations. Space is also a constant constraint as each organization continually seeks more space to meet their organizational needs.

4. What were significant successes for your organization over the past year?

The organizations within the Media Board have undergone many changes over the past year. GUTV has completed a website redesign and continues to increase viewership across campus. WGTB has put on a successful Fall Concert in Bulldog Alley with up and coming artist ZZ Ward and is currently planning a similar event for the spring. Our print organizations continue to provide on campus coverage while also maintaining strong online presences.

5. Do you have any budget concerns for the next 5-10 years?

As national trends shift towards a decline in print media, there is a concern that our organizations that rely heavily on ad revenue will become more dependent on the Media Board to fund their print needs.

6. What level of financial risk does your organization incur?

This poses a significant level of financial risk on our organization. For example, with the Hoya, the \$108k printing costs are funded through ad sales of \$130K. With significantly lower ad sales, the Hoya would then be forced to rely on additional funding from the Media Board. At this point, the Media Board's contribution is just under \$2,000 for the Hoya.

7. Your organization received a funding increase for FY13 because of SAFE Reform. Was this a fair increase? What was the affect of SAFE Reform?

SAFE Reform allowed the Media Board to have \$10,000 in additional funding. This contribution has been very influential with our organizations as it has allowed WGTB to book up-and-coming artists to campus through semi-annual concert events for the student body. GUTV has also been able to purchase more camera equipment to improve the quality of their productions.

8. If you are requesting more funding for FY14 than FY13 please explain why.

The Media Board is requesting \$10,000 more in funding given a request by WGTB to undergo a website redesign. \$7800 would cover the complete website overhaul executed by a professional design firm such as South Pole Creative (www.southpolecreative.com). An additional \$2200 is requested for rebranding purposes, such as logo redeisgn (also executed by South Pole Creative or a similar firm) and expansion to prominence within the Washington, DC region. The \$10,000 cost would be offset by the use of relevant advertisements on the new website. A conservative estimate based on Google Adsense and the current visitor statistics indicates that the ads would bring in \$2500-\$4500. Thus, the website would pay for itself in 2-4 years and eventually earn a profit. A website redesign would be essential for an internet-only radio station and appropriate given the high number of hits--8,000 page views in just one week of February 2013.

9. How could the Budget Summit process be improved this year? How could relations with GUSA be improved?

n/a

PLEASE ENSURE YOUR ORGANIZATION CONTINUES TO COMPLY WITH THE 2010 6-POINT REFORM PLAN:

1. The total balance of any advisory board's reserve account shall not be excessive (as deemed by the Office of the Vice President for Student Affairs), and boards with surplus funds should provide a plan to for their reserves.
2. An appeals process shall be implemented and publicized, where such processes do not already exist, for clubs that are denied full funding for an activity or annual budget under its advisory board.
3. Clubs shall have the option of requesting a lump sum, annual budget with an opportunity to reapply for additional funding from its advisory board.
4. All meetings and recorded minutes of all meetings of an advisory board shall be open to the public, including any and all votes, and that all records are posted online in a timely fashion.
5. Members of the advisory board are, in some way, directly accountable to their constituents or to the student body in general, such as having GUSA Senate

confirmation or being elected by the leaders of the clubs they represent.

6. Clubs have reasonable control over all funds that they fundraise outside of the normal allocations process.

CERTIFICATION:

By signing below, I hereby certify that the information enclosed is accurate to the best of my knowledge.

Funding Request Form Submitted By: Dunja Panic

Name of Group Student Chair: Dunja Panic

Signature (type your name): Dunja Panic

Name of Group Advisor: Erika Cohen Derr

Signature (type your name): Erika Cohen Derr

Date: 2/17/2013

Contact Email: dp286@georgetown.edu; elc7@georgetown.edu

Contact Phone Number: 214-738-4175