GUSA Finance & Appropriations Committee

**FY18 Budget Summit**

Student Activity Fee Funding Application

(APPLICATION A - Advisory Boards, GPB, the GUSA Executive and the Lecture Fund)

Please email this application and accompanying materials to gusafinanceandappropriations@gmail.com by **Friday, February 17, 2017 at 11:59 pm.**

**PART A.**

Name of Organization: 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: $108,609.87

**PART B.**

Please provide the following information:

**\*\*Microsoft Excel preferable\*\***

1. FY17 Revenues and Expenditures:
2. Total projected revenue detailed by source
3. Total revenue to date detailed by source
4. Total projected expenditures by group/organization
5. Total expenditures to date by group/organization
6. FY17 Balances:
7. Balance of all organization accounts (operating, reserve, gift, etc.), by type of account to date
8. Projected balance of all organization accounts, by type of account, carried forward to FY17
9. FY18 Budget
10. Total projected revenue detailed by source
11. Total projected expenditures by group
12. Projected balance of all organization accounts carried forward to FY18

**PART C.**

Please answer the following questions individually:

1. How did your organization affect student life? Can this be measured?

The Media Board serves as the advisory board to all campus media outlets. The board meets every other week to unite student and faculty leaders in brainstorming ways to foster media presence at Georgetown. Our twelve member organizations (fourteen counting our two organizations currently in New Club Development phases) produce journalistic, academic, creative, and social content for members of the Georgetown community.

The Media Board’s collective success can be measured not only through the number of students involved, but by what we produce. Most of our organizations are completely non-exclusive, and conservative estimates of our total membership reveal that we have at least 330 highly-involved members within our ranks. Furthermore, each semester our organizations circulate tens of thousands of print copies of their publications, maintain websites to ensure this content is available at all times, produce multimedia content such as radio streams and YouTube videos, and hold events for the student body.

2. How many clubs/groups compose your organization? Please list them, noting especially any clubs/groups added (or planned to be added) within FY17.

The Media Board currently supports the following organizations: The Hoya, The Voice, WGTB Georgetown Radio, GUTV, The Independent, The Anthem, Her Campus, Journal of Health Sciences, The Caravel, Spoon University, The Triple Helix, and Bossier Magazine.

Bossier was added to Media Board during FY17, and we plan to add both The Georgetown Review and Clock Hand Records.

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

The Media Board has only been an advisory board with direct representation for the last three years. This has allowed us to be more aware of each of our member organization’s specific needs and has produced several helpful conversations about the changing media landscape, which has informed the attached budget. We have also been successful this year in making more realistic spending and revenue estimates, and accommodating the a new student organization mid-year.

Last year, we faced rising print costs, declining ad revenue, changing industry standards, and equipment failures/shortages. These problems persist and represent significant challenges for our future.

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

Yes. For one, the dynamic media landscape forces our groups to restructure and refocus

repeatedly as new technologies emerge. Additionally, the decline of print media in tandem with

rising print costs reduces our groups’ potential revenues. Decreased demand for print advertising

lowers advertising revenues, which low-value online advertisements cannot buoy. To top it off,

the Media Board’s reserve funds are shrinking at an unsustainable rate, and could be completely depleted within the next few years.

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

The Media Board may incur moderate financial risk from rare potential legal issues

related to copyright infringement, but other than that, risk is minimal.

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

This year, we have seen another improvement in our relationship with GUSA. We see the presence and involvement of Alejandro Serrano, our Fin/App liaison, at every meeting, as well as the meetings with the other advisory boards, as positive steps towards this end. Especially during the GUSA restructuring talks, it was extremely helpful that Richard Mullaney came to the Media Board to explain the referendum details in depth. More advance notice of deadlines might be helpful, but we appreciate the transparency that has been in place for setting these dates.

7. If you are requesting more funding for FY18 than FY17, please explain why.

We are requesting less funding this fiscal year than last year.

**CERTIFICATION:**

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

**Funding Request Form Submitted By:** Paul Henderson

**Name of Group Student Chair:** Paul Henderson

**Signature (type your name):** Paul Henderson

**Name of Group Advisor:** Amanda Carlton

**Signature (type your name):** Amanda Carlton

**Date:** 2/17/17

**Contact Email:** [pch36@georgetown.edu](mailto:pch36@georgetown.edu) & [amanda.carlton@georgetown.edu](mailto:amanda.carlton@georgetown.edu)

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