

Final Application (Preview) for the 2018-2020 Student Activity Fee Funding Cycle

Q1.1 What is the official name of the organization?

Slope Media Group

Q1.2 Please select the option that best describes this organization's status with regard to the Undergraduate Student Activity Fee (USAF).

- Organization by-line funded during the 2016-2018 USAF cycle seeking to apply as a returning applicant. (1)
- Organization not by-line funded during the 2016-2018 USAF cycle seeking to apply as a new applicant. (2)
- This organization is not applying for funding from the USAF. (3)

Q1.3 Please select the option that best describes this organization's status with regard to the Graduate and Professional Student Activity Fee (GPSAF).

- Organization by-line funded during the 2016-2018 GPSAF cycle seeking to apply as a returning applicant. (1)
- Organization not by-line funded during the 2016-2018 GPSAF cycle seeking to apply as a new applicant. (2)
- This organization is not applying for funding from the GPSAF. (3)

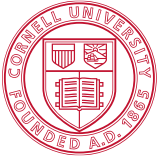
Q20 Please enter the final (USAF) dollar request per student of this organization for the 2018-2020 funding cycle. **\$0.85**

Q21 A mission statement and overview of the organization (PDF Upload)

Q22 Constitution, Bylaws, and any other governing documents of the organization (PDF Upload)

Q23 A written organization profile containing at least: Officers of the organization during the 2016-2017 and 2017-2018 academic years Number of members by semester Description of activities, programming, and events conducted during the 2016-2017 and 2017-2017 academic years, including detailed attendance data for every event in which over \$100 of USAF funding was used (PDF Upload)

Q24 A summary of the request for funding containing at least: Complete and detailed of all financial statements for the 2014-2015, 2015-2016, 2016-2017, and 2017-2018 academic years Financial projections and proposed budgets for the 2018-2019 and 2019-2020 academic years (PDF Upload)



Cornell University
Office of the Assemblies

Q25 An analysis of the current academic year's financial statements showing hypothetical spending on each budget item in an organization's financial statements if the organization received 10%, 25%, and 35% less funding than its current allocation. (PDF Upload)

Q26 Please enter the final GPSAF dollar request per student of this organization for the 2018-2020 funding cycle.

Q27 A mission statement and overview of the organization (PDF Upload)

Q28 Constitution, Bylaws, and any other governing documents of the organization (PDF Upload)

Q29 A written organization profile containing at least: Officers of the organization during the 2016-2017 and 2017-2018 academic years Number of members by semester Description of activities, programming, and events conducted during the 2016-2017 and 2017-2017 academic years (PDF Upload)

Q30 A summary of the request for funding containing at least: Complete and detailed of all financial statements for the 2014-2015, 2015-2016, 2016-2017, and 2017-2018 academic years Financial projections and proposed budgets for the 2018-2019 and 2019-2020 academic years (PDF Upload)



2018-2020 STUDENT ACTIVITY FEE FUNDING CYCLE

RENEWAL APPLICATION

PREPARED BY: JEREMY CANDELAS & JAKE FRIEDENBERG

SLOPE MEDIA GROUP

MISSION STATEMENT

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 you. Slope is for students, by students.

SLOPE MEDIA GROUP OVERVIEW

Slope Media Group was founded in response to the rapidly-evolving media industry, and the lack of real-world exposure to digital media technologies from Cornell's curriculum. At the time of its founding, Cornell did not have a campus radio station nor an online television station. Similarly, the curriculum was largely theoretical, and did not provide students with an opportunity to gain hands-on experience to support them in future careers. In the years since its inception, the world of media has become increasingly digital, and Slope has evolved to reflect it as such.

In the current field of media, Cornell is lacking in opportunities for students to receive instruction in the classroom. As such, students interested in pursuing media careers and internships must look towards extracurricular activities to fill this gap. However, many of these organizations have a significant barrier to entry, requiring either prior experience or for the student to provide their own equipment to participate. Slope is inherently unique in that it strives to provide hands-on instruction and experiences to *any student* who is genuinely interested in our organization, regardless of prior experience or their ability to afford the necessary equipment. In this, Slope truly embodies the Cornell motto, by opening its membership to "any person...any study."

Students are free to join any and all departments they are interested in at any time in their Cornell career. All we require is an interest in digital media, an upbeat attitude, and a willingness to learn. Once a student becomes a member, they are given the creative freedom to produce any content that they desire, so long as it is approved by their department director, and aligns with the values of Slope Media Group and those of Cornell University.

We are a multi-media platform, focusing the vast majority of our content on the Cornell experience and the issues that matter most to Cornell's student body. As we portray ourselves as a cutting-edge media organization, we embrace the stylistic methods of today's leading media organizations. At this time, such organizations include the likes of Vox, Vice, BuzzFeed, Mashable, The Atlantic, Politico, Pitchfork, and HuffPost. These similarities are most present in our writing for both our website (<http://slopedmedia.org/>) and for our semi-annual print magazine (Slope Mag). However, they also remain in other aspects, present in our video content and overall social media presence for example.

Not only does Slope Media create and publish its own original content, but the organization does immense amounts of work for other Cornell University clubs and organizations. Through the Outreach Department, other organizations reach out to ask for Slope's help with tasks such as: taking pictures/videos for on-campus events, creating graphic designs/images, and promoting/writing articles about upcoming events and other activities. At times, Slope Media works as a consultant for other events and organizations where our work is not quite as visible as the content we publish through our platforms. For example, we have provided consulting work to Sexual Assault Awareness Week, P.A.T.C.H.'s MedTalk event, Let's Get Coffee, and the Women's Resource Center's "Worth a Shot" campaign in collaboration with Cornell Health.

SLOPE MEDIA GROUP

Through the content production, editing, and marketing processes, our members are provided with invaluable skills to propel them into lifelong careers. For example, members of the Writing/Magazine Department learn how to write in modern editorial styles, but they also have the ability to gain editing experience for print and online content. They also have the opportunity to gain experience with Content Management Systems and digital platforms. Members within our photo and video departments gain experience in shooting, production and editing with professional cameras, equipment, and photo editing software in the Adobe Creative Cloud. Our design team works to create information graphics (“infographics”), social media graphics, and print magazine designs with print and graphic design software, also included in the Adobe Creative Cloud.

Marketing and HR department members are able to develop and analyze both social and grassroots marketing campaigns, while also using cutting edge marketing analytics tools such as Google Analytics (real-time visitor data, audience insights, audience segmentation), Facebook Ads Manager (audience segmentation, advertising ROI analysis, audience targeting), and Hotjar (website heatmaps, visitor recordings, conversion funnels), and other important tools. Such skills are in high demand within the current job market, thus Slope is helping to prepare its members for lifelong careers.

Students have the opportunity to work alongside or collaborate with other members of the organization who may be more experienced or knowledgeable than them in a field of interest. This provides them with a strong, hands-on experience while also creating a stronger tie to the group as a whole. The benefits gained by these hands-on experiences and working closely with their fellow peers and mentors are bolstered by Slope Media Group’s strong alumni network. Our former members work for some of the world’s top companies within the digital media and digital technology industries. Such companies include Google, Condé Nast, Facebook, Amazon Video, IBM, BuzzFeed, Mashable, Nielsen, NBCUniversal, and more.

Our official mission statement states that “Slope is for students, by students,” Members of the organization are given exceptional first-hand opportunities to learn about and create content that they can be passionate about. Through this, Slope Media Group simultaneously helps students grow and excel as individuals. The work we perform on campus goes beyond that of any other organization on campus, providing active support, promotion, and consultation to any and all campus organizations that seek our services.

SLOPE MEDIA GROUP

GOVERNING DOCUMENTS

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.

SLOPE MEDIA GROUP

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)

SLOPE MEDIA GROUP

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

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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.

SLOPE MEDIA GROUP

SLOPE MEDIA GROUP 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]**

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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 trey.duncombe@slopemedia.org or jide.nwosu@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.

BYLINE FUNDING STIPULATIONS

- Not a Concert venue
- Pre-approve major expenses with SA reps
- Try to be a service for the Cornell community
- Push more advertising for other organizations
- Less print features (more online)
- Don't buy a ton of capital expenses

COVERAGE POLICIES

- Request form: <http://www.slopemedia.org/work-with-us/>
- Minimum of 7 days' notice
- No straight coverage (i.e. filming an entire dance show etc. But we will come up with an angle for shows and cover based on that angle)

SLOPE OFFICE PROTOCOLS

- Nothing is to be thrown randomly into the office. When you are done with equipment put it into its proper place (see labeled bins etc.).
- Make sure all equipment is locked up at all times.
- All decorations should be Slope Media decorations (no random unrelated decorations).
- For every print feature, please file 5 copies in the glass cabinet under the table to the left of the entrance.
- For every print feature, remove the cover from one copy and hang it in order on the wall to the right of the entrance.

CONFIDENTIAL INFORMATION

CHECKOUT PROTOCOLS/LOCKS

- Lock combinations:
 - Photography: 235
 - TV: Locker codes (top to bottom): (1) VOTE1 // (2) 0213 // (3) 1993 // (4) ZQ22I
- Checkout procedure:
 - Contact department head at least 48 hours in advance
 - Meet with the department head at time of equipment checkout. No self checkout (exceptions to be made for approved members)
 - Fill out the checkout sheet posted in the office (name, netID, check-out date and time, check-in date and time, equipment)
 - Return all equipment by that time with department head (department head: please assure that all equipment is working properly and is returned. Make sure everything is locked back up when done).

END OF CONFIDENTIAL INFORMATION

SLOPE MEDIA GROUP

ORGANIZATION PROFILE

EXECUTIVE BOARD MEMBERS

Slope Media Group's Executive Board is based on calendar years, and the Board Members for 2016 and 2017 are displayed below. The new Executive Board for 2018 will be elected in November with a transition period taking place in December.

EBOARD - 2016 CALENDAR YEAR

President: Jeremy Candelas
 VP Operations: Jessica Breytburg
No VP Content 2016
 VP Outreach: Alison Spandorfer
 Magazine Editor-In-Chief: Nicole Biton
 TV Director: June Liu
 Music Director: Kyle Kilroy
 Photo Director: Hadley Parker
 Creative Director: Danielle Grinberg
Creative → Design, Brand in 2017
 Finance Director: Patrick Spoth
No HR Director 2016
 Marketing Director: Touria Carson

EBOARD - 2017 CALENDAR YEAR

President: Jeremy Candelas
 VP Operations: Jessica Breytburg
 VP Content: Hadley Parker
 VP Outreach: Alison Spandorfer
 Magazine Editor-In-Chief: Nicole Biton
 TV Director: Trey Duncombe
 Music Director: Jide Nwosu
 Photo Director: Alessandra Piccone
 Design Director: Grace McBride
 Brand Director: Joseph Hines
 Finance Director: Jake Friedenberg
 HR Director: Kathleen Curtin
 Marketing Director: Hannah Gendel

SLOPE MEMBERS BY SEMESTER

SPRING 16	FALL 16	SPRING 17	FALL 17
42 Active Members	96 Active Members	97 Active Members	Est. 90 Active Members*

*At time of our application submission, some departments have not met yet for us to gauge attendance totals. Further, new members are expected from ClubFest and information sessions. As seen in the Fall 2016 semester, we more than doubled in *active* membership. During the Spring 2017 semester, a large number of members were studying abroad and are not included in the count. The majority are expected to return this semester.

Further, as our members are able to participate in multiple departments of the organization at a time, the effective count is essentially higher than what is listed above. It is common to see members participate in 2-3 departments at a time, at some point during their time with Slope.

DESCRIPTION OF ACTIVITIES, PROGRAMMING, EVENTS 2016-17, 2017-18

Department Meetings:

Each department of Slope Media (Writing/Magazine, Music, Marketing, Outreach, HR, TV, Photography, Design) meets weekly, with the exception of TV, which meets bi-weekly, and Design, which meets as needed. During department meetings (the times and locations are listed on our website when formalized), members meet to discuss ongoing and future projects and assignments. Typically, the meetings are run in a roundtable format, with the department director leading a group discussion, and individuals pitching their ideas. In the case of

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Marketing/Outreach/HR, the department may break into committees to increase efficiency. These meetings are open to any and all students.

E-Board Meetings:

Each week, the Executive Board meets to discuss what each department and/or E-Board member is working on, and determine how we can best assist one another. Generally, these meetings last longer than department meetings, and E-Board members spend a fair amount of time throughout the week preparing for each meeting. These are open to the Slope Media Executive Board, or by invitation if deemed necessary.

Office Hours:

When working with students, organizations, campus initiatives, etc., a representative from Slope Media Group will schedule a meeting with a representative from the other party to discuss how Slope Media can assist them. Any Cornell-affiliated individual or organization may contact the Vice President of Outreach in order to schedule such a meeting. Their contact info may be found on the “Work with Us” page (<http://www.slopedmedia.org/work-with-us/>) located on our website. We try to fulfill every request, but are obviously limited by availability and manpower. The further notice we receive in advance, the more likely we are to be able to assist.

Information Sessions and Recruitment Events:

Each semester, Slope hosts information sessions and participates in recruitment events such as ClubFest and Fall Fest. Below are the events we held or participated in, in 2016 and 2017. Prospective members are encouraged, but not required to attend these events in order to join Slope Media.

2016 Recruitment Events

Feb 24, 2016 – Info Session #1
Aug 31, 2016 – Info Session #1
Sep 11, 2016 – ClubFest 2016
Sept 15, 2016 – Info Session #2
Oct 22, 2016 – FallFest

2017 Recruitment Events

Feb 15, 2017 – Spring Info Session #1
Sep 5, 2017 – Info Session #1
Sep 10, 2017 – ClubFest 2017
Sep, 2017 – Info Session #2, date TBD
Oct, 2017 – Fall Fest, date/event TBD

Slurpin’ With Slope Marketing Events - \$100+ Spent

A popular marketing event hosted by Slope Media Group was “Slurpin’ with Slope” in which Slope provided branded mason jars and a seasonal beverage to students in exchange for a like on Facebook and/or follow on Instagram. The first event took place on April 20-21, 2016. During this event, we ordered 200 mason jars which converted to 156 new likes, or a 7% increase. Ten were reserved for alumni (who were still current students at the time), and the rest went primarily to users who already followed us on Facebook. Less than 15 individuals liked and then unliked the page after receiving the item.

The event was repeated on October 22, 2016, in coordination with FallFest and Class Councils. By request, we provided mason jars with Apple Cider, which – in addition to serving as a selling point for FallFest – resulted in 242 new followers on Facebook, a 9% increase in total followers. After conducting these two events, the SAF Appropriations Committee recommended against pursuing such events given the cost. However, we hope that by formally making our case for such events this year, the Committee will understand the value of the event for our organization, especially when done in partnership with another organization.

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ATTENDANCE FOR SLURPIN' WITH SLOPE EVENTS

April 2016: 200

October 2016 (FallFest): 250

= 450 (considering only students who directly received the promotional item)

Magazine Launch Parties - \$100+ Spent

Each semester, Slope Media released a print magazine that is distributed across campus. To celebrate the end of the semester and the release of our new magazine, we host a “magazine launch party.” The event typically takes place at Loco Cantina or The Nines in Collegetown (both of which allow us free use of their space), and we provide catering and professional photography to attendees, as well as promotional glassware. All are invited to attend the event, and we post about it extensively on social media channels, and through word of mouth. We purposefully plan the event to take place while students under 21 can still enter the establishment. All associated items and food are marked with “Launch” in our attached financial statements.

ATTENDANCE FOR MAGAZINE LAUNCH PARTIES

Spring 2016: 203

Fall 2016: 250

Spring 2017: 228

Photo Campaigns

Slope Media participates in a variety of photo campaigns throughout the year. Some are our own campaigns such as #NeedANewProfPic or Shamrock Selfies. At times, we partner with other groups and organizations to photograph for their photo campaigns. Recently, we partnered with NBC to promote the season premiere of *The Voice* and with Best Buddies’ “Spread the Word to End the Word” campaign. We have also worked with groups including the PanHellenic Council, the IFC, BASE Productions, Hotel Ambassadors, and others to provide board and team members with promotional profile photos.

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SUMMARY OF REQUEST FOR FUNDING

Slope Media is an organization that not only benefits its members, but it also has a positive influence on Cornell's student body and other student organizations. Through its operation, Slope provides valuable learning experiences to its members by allowing them to have first-hand, creative experiences in whatever fields they are interested in. Members are able to use Slope's resources to try/create new things, and find passions that they might not have discovered otherwise. Other Cornell student organizations benefit from Slope Media as a result of Slope's consistent willingness to assist/promote those organizations. This collaboration helps to get more students involved with extracurricular organizations. Lastly, Slope Media benefits the entire Cornell student community by producing entertaining content that most students can relate to.

REQUEST FOR FUNDING

Slope Media is currently requesting continued funding from the Student Assembly for \$0.85 per student. This request would provide the organization with approximately \$12,000 annually. Given our current budget surplus, we do not believe we need to request additional funding at this time. However, this surplus is intended to be spent in the coming weeks and thus it is important to maintain our current level of funding.

PURPOSE OF FUNDING

We need this funding so that our organization can continue to thrive and operate as efficiently as it has in the past. The funding will also help Slope to flourish and set itself up for a successful future. Below is an explanation of some of our largest expenses.

A large portion of Slope's budget is spent on Slope Mag. The print magazine consists of the semester's most thoroughly planned and edited content. All of the content in the magazine is created by students who are members of the organization. The print magazine is a great medium to distribute on campus because it provides students with an extremely well-produced compilation of Slope's best, most creative content. It also gives the students that spend a vast number of hours working on the project, a passion-filled reward of sorts for all of their hard work through the semester. The cost of the Slope Magazine is approximately \$3,000 per semester or \$6,000 annually.

The second largest expense that Slope Media budgets for is for marketing. The marketing budget usually consists products designed by Slope Media to increase brand awareness and promote the organization on campus. These products are usually given to students through raffles, giveaways, and promotional events. Improving Slope's on-campus reputation and prevalence is beneficial to students because it allows more people to hear about the organization and get involved to start learning and creating. Also, if more organizations know about Slope Media, than they will have the opportunity to reach out and get our assistance and resources. Marketing expenses are typically budgeted at \$4,000, but this semester we plan to lower that budgeted amount to \$2,000

Next, another large expense that Slope Media incurs every year is for events. Throughout each semester, the organization holds numerous events. Some of these events include the Slope Magazine Launch Party, information sessions, informative seminars/lectures, and events that coincide with on-campus Cornell events and Ithaca area events. The budget for events expenses is usually about \$2,000, but we have lowered our forecasted budget for the next year to be \$1,500.

Slope Media is currently attempting to attain the resources it needs to create even more, higher quality content than it has in the past. Through new initiatives, like the creation of

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a new platform in which students who create their own videos and films can publish them on Slope Media's website. Students who want to publish their work can get involved in Slope and utilize its resources. Some of the funding for this year will go towards new video equipment like cameras, microphones, and editing software. Another initiative includes the expansion of the Music Department. Slope plans to use funding to purchase music recording and editing equipment. This equipment would allow students who join Slope Media to have the opportunity to create and produce quality music.

Over the next few years, Slope Media plans to spend at a budget surplus in order to update and purchase modern video and photo equipment. Such equipment costs thousands of dollars, and thus it has been necessary for us to have a large surplus of funds. Slope Media wants to be able to provide its members, viewers and students on campus looking to create high quality content with the equipment to do so. Technology advances at a rapidly and Slope needs to be able to progress as an organization to keep up with demand and its audience's needs. Higher-end equipment lasts longer and allows Slope Media to maintain professional level content quality.

PROJECTED FINANCIALS ('17-'20)

Summary Income Statement

	2017-2018	2018-2019	2019-2020
Revenues			
SAF Income- SA (13,500 students*)	12,000.00	\$12,000.00	\$12,000.00
Total Revenues	12,000.00	\$12,000.00	\$12,000.00
Expenses			
Events & Programming	\$1,500.00	\$1,500.00	\$1,500.00
TV/Video	\$3,000.00	\$3,000.00	\$3,000.00
Magazine	\$6,000.00	\$6,000.00	\$6,000.00
Photo	\$2,000.00	\$2,000.00	\$2,000.00
Marketing & Recruitment	\$2,000.00	\$2,000.00	\$2,000.00
Tech/Admin	\$500.00	\$500.00	\$500.00
Music	\$500.00	\$500.00	\$500.00
Total Expenses	\$15,500.00	\$15,500.00	\$15,500.00
Net Income	<u>(-\$3,500.00)</u>	<u>(-\$3,500.00)</u>	<u>(-\$3,500.00)</u>

*Currently funded at \$.85/student for the 2016-2017 cycle; anticipating same funding

*Plan on running a budget deficit 2017-2020 to reduce our surplus cash in account

- If a 10% budget decrease was implemented, the following projected budgets would be affected each year: Marketing budget lowered by \$1500, Photo by \$300
- If a 25% budget decrease was implemented, the following projected budgets would be affected each year: Marketing lowered by \$1500 per year, Photo by \$1000, and TV/Video reduced by \$500.
- If a 35% Budget decrease was implemented, the following projected budgets would be affected each year: Marketing lowered by \$1500 per year, Photo by \$1200, and TV/Video reduced by \$1500.

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FINANCIAL STATEMENTS

2017-18 Expenses

Department	Good	Cost	Date
Tech/Admin	Slope.Media Domain Registration, 3 years	113.94	7/5/2017
Tech/Admin	Website Hosting renewal, 1 year	203.88	7/5/2017

2016-17 Expenses

Department	Good	Cost	Date
Event	Pudgies - info session	69.5	8/31/16
Event	Pudgies - info session 2	69.5	9/15/16
Marketing	University Tees - Club Fair Shirts	300	8/24/16
Marketing	Branded Mason Jars	1711	8/23/16
Marketing	Sticker Strips	824	8/29/16
Marketing	Hats	280.9	9/14/16
Tech/Admin	GoDaddy Hosting	179.88	6/20/16
Tech/Admin	Website theme	61	7/12/16
TV	HD camcorder and accessories	1694.36	9/21/16
Event	Glassware for launch (x150)	456.26	11/25/16
Event	Launch Decorations	140	11/30/16
Event	Launch Food	426.60	12/6/2016
Event	FallFest Cider	125.79	10/22/16
Tech/Admin	Elections food	68.22	11/16/16
Event	Launch cake	46	11/30/16
Mag	Fall Mag Print	3719	12/19/16
Event	Launch Food	395	1/25/2017
Marketing	Poster/Quartercard Printing	48.75	2/8/17
TV	GoPro	481.66	4/27/17
Tech/Admin	SlopeMedia.org Domain name renewal, 2 years	60.32	4/27/17
Marketing	Facebook/Instagram Promotions	36.22	4/27/17
Marketing	Branded Cellphone Wallets (x400)	462.32	4/27/17
Marketing	ClubFest /Tabling/Event Shirts	252.46	5/8/2017
Event	Glassware for launch	390*	5/16/17
		Refund in Process	
TV	Royalty-free b-roll footage, backing music	69	5/16/17
TV	DSLR camera stabilizer	79.91	5/16/17
Event	Launch Decorations	70.43	5/16/17
Marketing	Sticker sheets	179	5/16/17
Marketing	Coffee Sleeves (x100)	118	5/16/17
Event	Glassware for launch (x200)	619	5/16/17
Event	Launch decorations	100.35	5/16/17
Event	Launch food	379.5	5/18/17
Tech/Admin	64GB SD card	43.15	5/30/17

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2015-16 Expenses

Department	Good	Cost	Date
Event	Launch party decorations	119.16	12/5/2015
Event	Launch party sound system	120.00	12/5/2015
Event	Launch party food	99.03	12/6/2015
Event	Launch party more food	99.04	12/7/2015
Event	Launch party cake	39.00	12/8/2015
Magazine	Fall Magazine Print	3,582.00	12/22/2015
Marketing	Quarter cards	39.15	Fall '15
Marketing	Branded glassware	375.72	Fall '15
Marketing	Dry erase board	8.49	Fall '15
Music	Soundcloud	135.00	Fall '15
Tech/Admin	Elections Food	34.02	Fall '15
Event	oriental trading launch party decorations	224.27	4/20/2016
Event	Launch Party Glasses	494.97	4/20/2016
Event	Launch Party Food	206.50	5/10/2016
Event	Launch Party Cake	74.00	5/10/2016
Magazine	Cayuga Press Spring 2016 Mag	3,640.00	5/12/2016
Marketing	Stickers	139.00	11/7/2015
Marketing	batteries	13.68	12/2/2015
Marketing	Mandibles Coffee/Tea	260.00	4/19/2016
Tech	Quiz Plugin	25.00	3/17/2016
Tech/Admin	Elections food	34.02	12/10/2015
Tech/Admin	Private Domain name renewal	24.86	2/14/2016
TV	Lunch for Cayuga Crunch actor	23.65	2/27/2016
TV	Lunch for Cayuga Crunch actor	10.14	2/27/2016
TV	Batteries for film camera	7.55	2/28/2016
TV	Royalty free music for a video	21.00	4/12/2016
TV	Shipping Cayuga Crunch	30.95	4/27/2016
TV	Cornell Teddy Bear Cayuga Crunch	9.71	4/28/2016

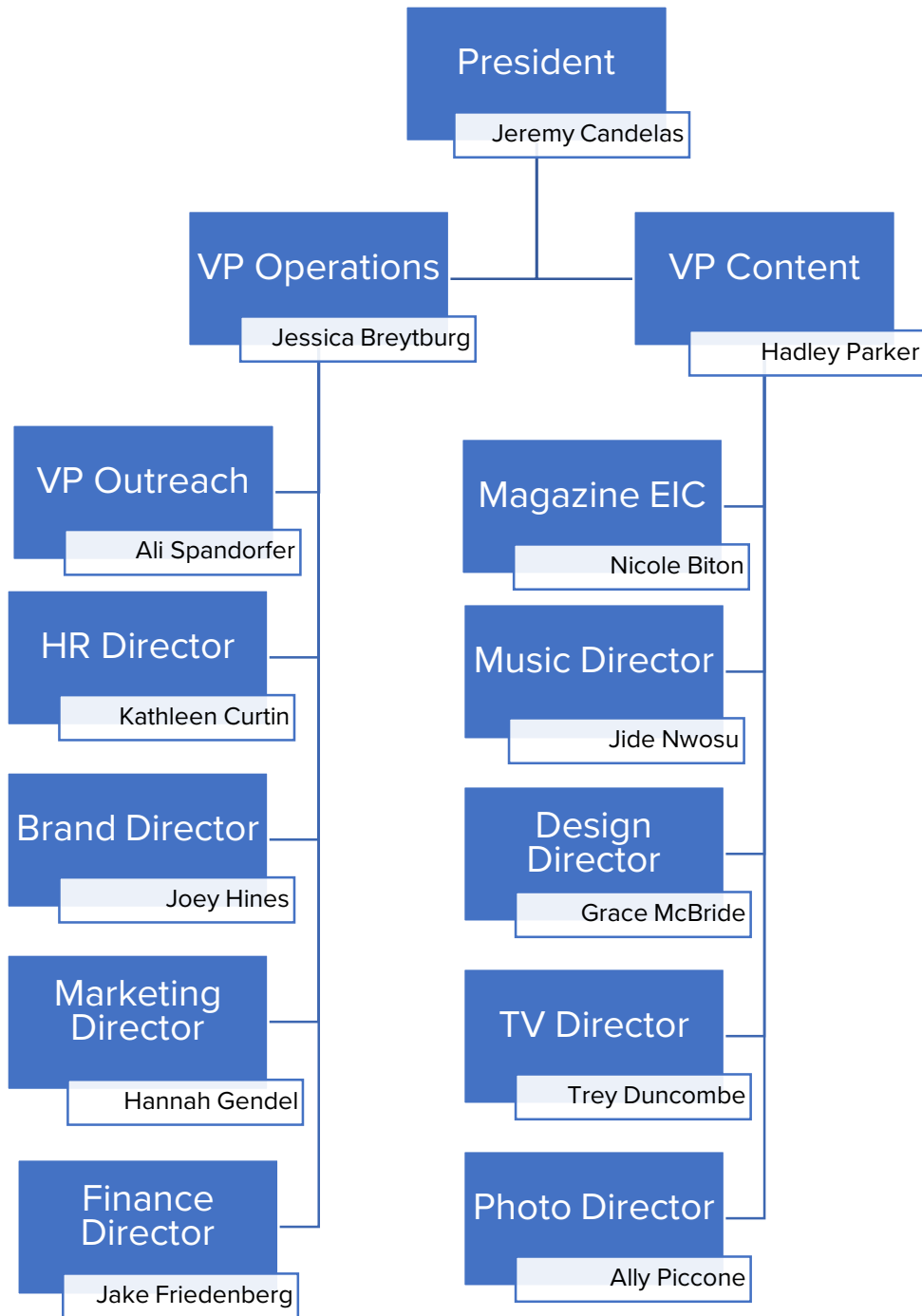
2014-15 Expenses

Department	Good	Cost	Date
Event	Banner	9.92	8/27/2014
Event	Balloons	5.30	9/4/2014
Event	Balloons	4.77	9/3/2014
Event	Cups	8.62	9/4/2014
Event	Food for Recruitment	15.48	9/4/2014
Event	Food for Halloween Campaign	29.94	10/16/2014
Event	Banner	8.88	10/31/2014
Event	Costume Accessories for Halloween Event	35.33	10/16/2014
Event	Treasure Chest for Halloween Event	4.50	10/16/2014
Event	Black Napkins	6.29	11/5/2014
Event	Plastic Plates	13.98	11/5/2014
Event	Black Tablecloths	2.78	11/5/2014
Event	Prize Hats	32.89	11/5/2014
Event	Food for Launch Party	93.24	12/5/2014
Event	Balloons	28.93	11/6/2014
Event	Venue Rental	120.00	12/5/2014
Magazine	Cayuga Press-Fall Mag	2,846.00	11/17/2014
Marketing	Waterbottles	768.00	8/25/2014
Marketing	Quartercards	28.87	8/27/2014

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Marketing	Quartercards	5.98	9/4/2014
Marketing	Shot glasses	252.87	11/5/2014
Marketing	Step and Repeat Backdrop	399.00	11/5/2014
Marketing	Quartercards	15.00	11/5/2014
Tech/Admin	GoDaddy Hosting	179.88	8/4/2014
TV	SD Cards	30.03	11/1/2014
TV	USB	12.66	11/1/2014
Event	Event banner	24	3/16/15
Event	Launch party branded sunglasses	138.4	3/31/15
Event	Launch party branded glassware	160.58	3/31/15
Event	Launch party décor	68.51	4/12/15
Event	Launch party ballons	17.62	4/29/15
Event	Launch party food	113	4/30/15
Event	Launch party cake	43.38	4/30/15
Event	Launch party sound system rental	120	5/1/15
Magazine	Cayuga Press- Spring Slope Mag Printing	3582	4/30/15
Marketing	Stickers	139	1/7/15
Marketing	Branded pens	167.98	2/18/15
Marketing	Facebook ads/post-boosting	3.09	2/28/15
Marketing	St. Patrick's Day event props	67.23	3/5/15
Marketing	Selfie stick	13.99	3/10/15
Marketing	Facebook ads/post-boosting	25.01	3/10/15
Marketing	Branded water bottles	409	8/24/15
Photo	Watermark site subscription	5	3/7/15
Photo	Photography Photo Portrait Studio 600W Day Light Umbrella Continuous Lighting Kit by LimoStudio LMS103	49.5	8/20/15
Tech/Admin	Quarter cards	38.07	1/29/15
Tech/Admin	Cornell bear	10.79	2/23/15
Tech/Admin	Wordpress license fee	50	3/9/15
Tech/Admin	EatStreet order	58.65	3/24/15
Tech/Admin	GoDaddy Domain Renewal	179.88	7/24/15

APPENDIX A: 2017 ORGANIZATIONAL CHART



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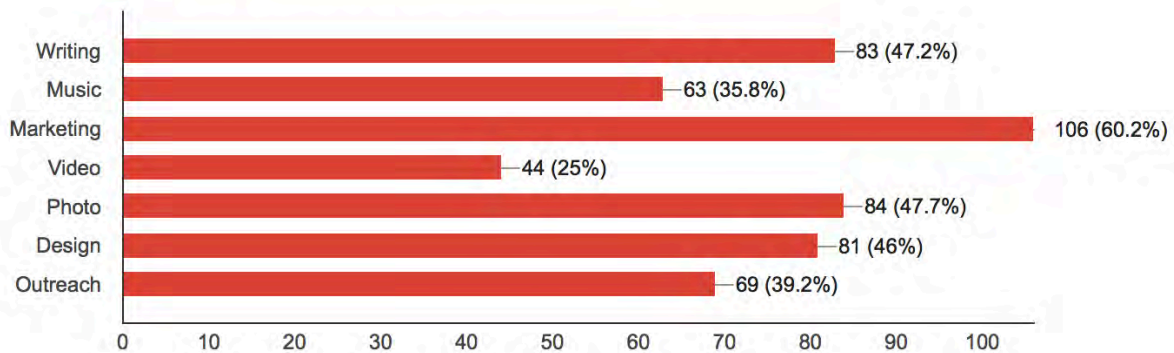
APPENDIX B: PLANS TO TRACK ATTENDANCE, GENERAL INTEREST

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 in combination with an RSVP system. This will ensure that we keep track of all event attendance in order to calculate cost per student. We have attempted to locate ID card readers, but were unable to find the representative in control of them. As such, to further increase accuracy, for our semiannual launch party we plan to use a counter at the door to receive more accurate attendance figures. 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.

Breakdown of Interested Signups at ClubFest and Information Sessions in Fall 2016

Departments you're interested in? (176 responses)



~20 at the info session prior to ClubFest 2016

~40 students at the session following ClubFest 2016

Recruitment in Fall 2017:

~30 students at the info session prior to ClubFest 2017

Slope Media will be present at ClubFest this Fall, and we plan to have a follow-up information session as it has proven beneficial to those who missed us at ClubFest, and those whose friends have referred them to us after attending one of our information sessions or tabling at ClubFest.

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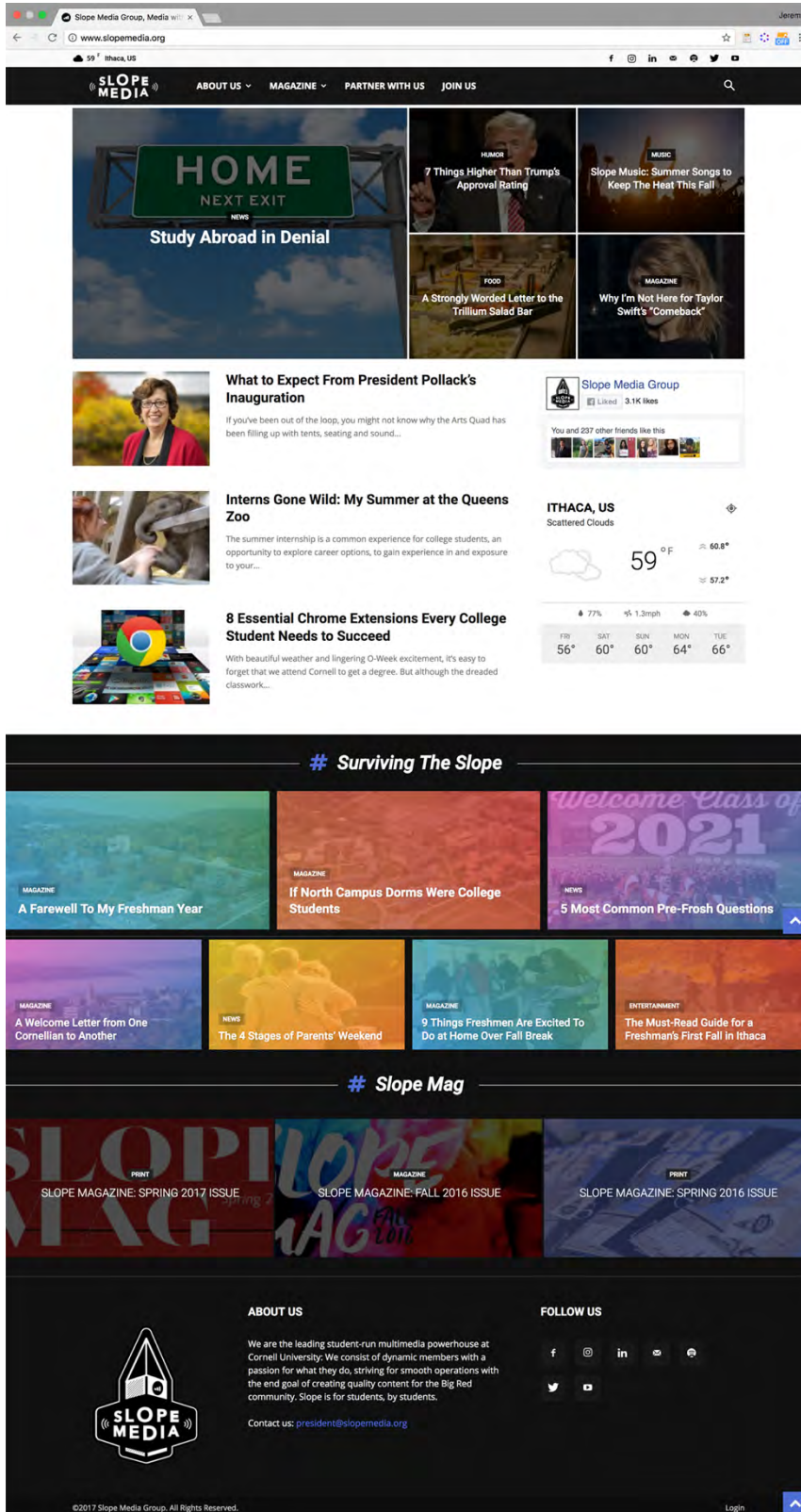
APPENDIX C: SAMPLE CONTENT – PRINT MAGAZINES



SAMPLE ARTICLES

- We Were First: Life as a First Generation College Student
- Disproving the Digital Age and Dating Culture
- Cornell: An Outdoor Education
- Calling on the Cornell Community for Comfort
- Big Red is the New Black: A Spotlight on the Cornell Prison Education Program
- Cornell Through the Eyes of a First-Year Spring Admit
- Having #NoFilter About the Consequences of Instagram
- Do You Know Where Your Money is Going?
- Who Do You Know Here? An Exposé on the Exclusivity of Greek Life
- The Women Behind the Emails: Interviews with Kathy Zoner and Denise Cassaro
- From Bars to Bubble Tea: The Evolution of Collegetown
- Opening Up: Mental Health Does Not Need to Be a Secret
- Got Service? The Many Ways to Give Back to Cornell

APPENDIX C. SAMPLE CONTENT – ONLINE CONTENT



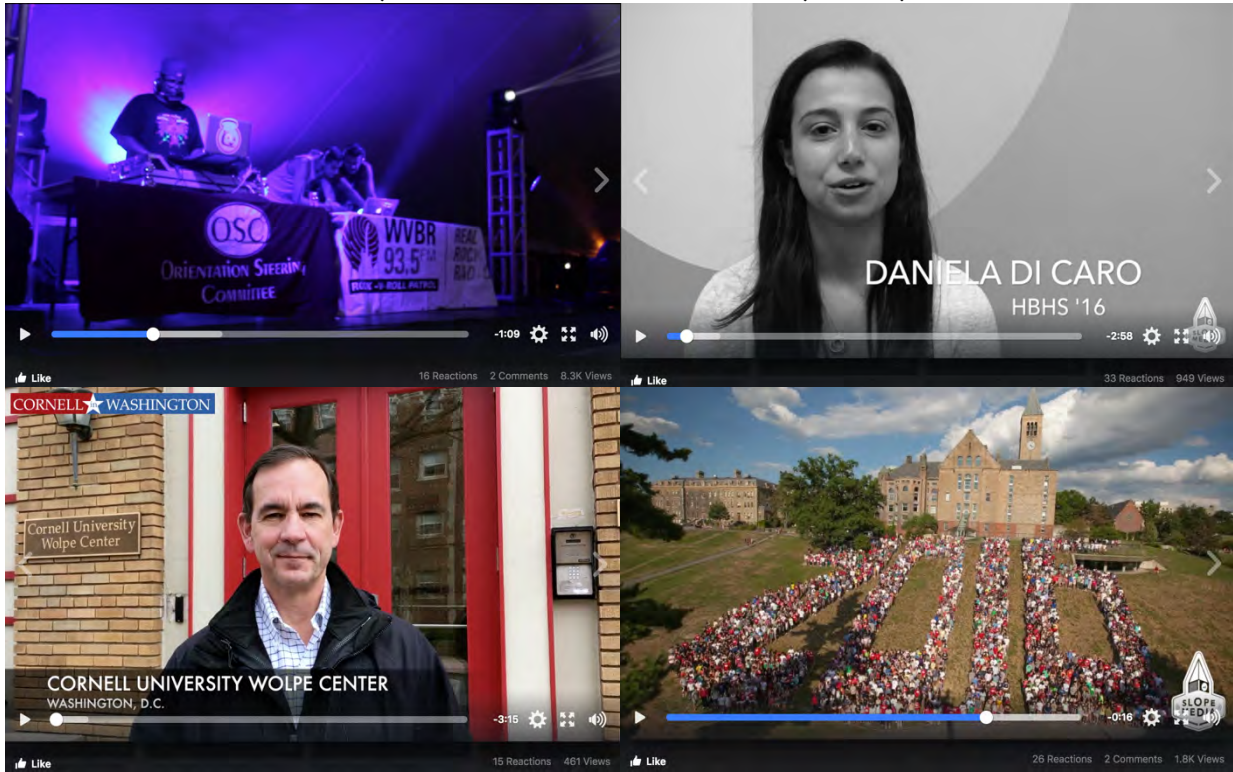
SAMPLE ARTICLES

- Functional Fashion: How Student Designers Are Destigmatizing Disability
- It's Gucci: Gucci Mane Takes the Stage at Barton Hall
- Citizens of the Slope: Spotlight on Dana Lee, President of Cornell Fashion Collective
- 9 Musical Acts Rumored to be Headlining Slope Day 2017
- I Am Not Your Negro: A Different Look on Being Black in America
- This Pre-Med is Looking to Hit a Home Run in Nashville's Music Scene
- 11 Tips and Tricks to Rock Your Summer Internship
- Fight Fake News in Trump's America
- Yes, Cornell--We're Still in a Drought!
- A Note on the Election: We Deserve Better
- Jimmy Eat World's "Integrity Blues" Will Be Sure and Certain to Impress
- The Kickin' Sustainable Movement You Need to Know About

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APPENDIX C: SAMPLE CONTENT – OUTREACH

1. VIDEOS: ORIENTATION, CORNELL IN WASHINGTON, EARS, CLASS COUNCILS



2. PHOTOS: FALLFEST, PHC BID NIGHT, CORNELL BUSINESS IMPACT SYMPOSIUM



3. PROMOTIONAL/INFOGRAPHICS: THINK GREEK, HOTEL AMBASSADORS, WORTH A SHOT CAMPAIGN, MENTAL HEALTH AWARENESS WEEK



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APPENDIX C: ORGANIZATIONS WORKED WITH 2016-2017

In recent years, Slope Media has worked with an ever-increasing list of Cornell organizations and initiatives on a variety of projects. Our work includes sponsored content in the form of articles, infographics, and videos; event coverage in terms of photos and articles; and pro bono consulting work for marketing, growth and outreach.

MUSIC: Cornell Concert Commission, Slope Day Programming Board, Multicultural Concert Funding Advisory Board, Cornell-A-Palooza

BUSINESS: Pi Sigma Epsilon, Phi Gamma Nu, CU Social Impact Conference, Delta Sigma Pi, Cayuga Crunch, Webbing, WSH Student Union Board of Directors, RedRoute, EzraBox, JoyRun, Cornell Strategic Consulting, Vita Shoes, Hotel School Ambassadors, Student Agencies,

CORNELL COMMUNITY: Anabel's Grocery, Student Assembly, Let's Get Coffee, Senior Class Campaign, Orientation Steering Community, Class Councils, Senior Days, Fall Fest, Duff Ball, Senior Gala

CORNELL UNIVERSITY: Cornell United Religious Work, Cornell Department of Communication, Cornell in Washington

HEALTH: Nature Rx, Network for Malaria, Sexual Assault Awareness Week, Mental Health Awareness Week, CUEMS, FitU, Women's Resource Center, Worth a Shot Campaign, PATCH, MedTalk, EARS, GOPiNK, Cornell Association of Medicine and Philanthropy

DIVERSITY: Women of Color Coalition, Cornell Asian Pacific Islander Student Union, Hillel, Society for India, IvyUntold, SchoolGirl Project, DysID

GREEK LIFE: PanHellenic Council, Interfraternity Council, Multicultural Greek Letter Council, Greek TriCouncil

FASHION: Careers in the Fashion Industry, Thrifty Fashion Network, Cornell Fashion Collective

THEATRE/FINE ARTS: Civic Ensemble, Risley Theatre, Cornell Jazz Voices, Cornell Cinema, Skits, BreakFree, BASE Productions, Ordinary People

OTHER: Best Buddies, Alpha Kappa Psi, Women's Ice Hockey, NBC, Universal Pictures, Cornell International Affairs Society, Cornell Model UN Conference, Big Red Sports Network, Cornell Maker Faire

Organizations interested in partnering with Slope Media may contact the Vice President of Outreach through our "Work with Us" page (<http://www.slopedmedia.org/work-with-us/>).

APPENDIX D: ADDRESSING OFF-YEAR CYCLE REVIEW COMMENTS

Following the off-year by-line review presentation, we received comments from the committee consisting of their concerns and recommendations. Below are the comments verbatim (in bold), along with the response from Slope Media.

1. Cayuga Crunch: byline funding money should go back directly to every Cornell student. If you collaborate with those outside of campus, that's absolutely fantastic but it is frowned upon to use student fees to do so. In addition, after the meeting, a member of the committee spoke with the President of Cayuga Crunch and they said that you charged them for your services. Perhaps you need to meet with them to clarify what's going on moving forward.

- While costs were low and primarily production related, Slope Media understood the committee's concerns and has refrained from using funds towards such productions for student-run businesses/startups.
- Slope Media denies charging for services, and no invoice or communications were ever produced by Cayuga Crunch to substantiate their claims to the committee/Slope Media.

2. Use of marketing funds: there have been water bottles, mugs, prelim kits, and other items being given away. However, Slope Media is primarily a media organization and we do not believe you should spend so much on items like the water bottles. The cost per student is much too high. We understand the need for quality but coming up with different media-orientated ways to market Slope Media would allow for more efficient spending.

- We are of the position that marketing is fundamentally important to the branding process, and given our analysis presented that the cost per follower gained is far more efficient than social media advertising costs.
- This point was largely due to an unsubstantiated claim made by a committee member that we spent upwards of \$15/item/student. When the committee emailed us, we showed the cost was approximately \$3.17 per student.

3. SAFC gives their orgs 2 free ads in the Sun; perhaps you can consider working with the SAFC to give orgs 1 or 2 free ads in Slope Media. That would help you get your word out to all parts of campus and also help your community be engaged with different parts of campus.

- Overall, the amount of available ad space is incredibly limited and at this price range (\$64/ad, limit 2) would not likely result in a significant amount of funds. Another concern is how charging for advertisements or sponsored content would impact our work with new organizations, and organizations who may be otherwise unable to afford an advertisement with us. However, this is something we are continuing to look into along with other potential revenue-generating ideas.

4. Further emphasize diversity and try to reach all parts of the Cornell community. I can put you in contact with our PR and Minority Liaisons if you'd like to partner with them as well.

- In our previous by-line funding packet and presentation to the committee, we did not heavily emphasize the work that we do with specific organizations given time and space constraints. However, we have included a list of organizations and initiatives we have worked with in Appendix C of this packet. Organizations have been able to contact our Vice President of Outreach to request our assistance, whose information is displayed on our "Work with Us" page (<http://www.slopedmedia.org/work-with-us/>) displayed in our website's primary navigation bar.