

Status: **Not Recommended**

Financial Officer: Jamie Leigh Rodriguez

APPLICATION SUMMARY

Application Summary	Budgeted	Requested	Recommend	Approved	Petitioned	Elected
APPLICATION TOTALS	\$(21,816.20)	\$6,296.00	\$0.00	\$0.00		
Undergraduate Special Fees		\$6,296.00	\$0.00	\$0.00		
6510 - Regular Meeting Food	\$(600.00)	\$300.00	\$0.00	\$0.00		
7140 - Copies (Not Marketing)	\$(20,616.20)	\$5,836.00	\$0.00	\$0.00		
7200 - General Marketing Expenses	\$(440.00)	\$160.00	\$0.00	\$0.00		
[All Expense Total]	\$(21,816.20)					

QUESTIONS & ANSWERS

Have you applied for Special Fees in the past 3 years? If so, please detail the outcome of each attempt.

Yes, they were approved.

If you applied for Special Fees last year, is there an increase in the amount you're seeking this year? If so, why?

There is actually a sizable decrease, as we do not need to print Cardinal Against Humanity next year.

Please define the services provided by your group with the Special Fee, as per the ASSU Constitution:

We provide a free, completely accessible printed and online publication to anyone on campus (and anyone with Internet)

What are the three largest line item requests in your budget and why?

- 1. Printing copies: This is the most important aspect of Flipside, as most people read our articles in print form. We need to print enough articles to hand out at every dining hall and house. We also print special issues sometimes (i.e. "Big Issue" for Big Game). We also print an end of the year magazine to consolidate and commemorate the year's work.
2. Meeting food: To provide snacks at our weekly meetings. This will hopefully encourage attendance at meetings, which would increase the quality of our brainstorming and, hence, the quality of Flipside.
3. Marketing - Facebook ads: To promote certain articles each week to targeted audiences on Facebook (i.e. users interested in satirical news publications). This could increase the number of article views by the hundreds.

What is the average attendance at your events?

Brainstorm meetings are open to the entire public, and typically 15 people come per week (though there are quite a few people who actively write and participate but don't come to meetings). Fake Activities Fair is stationed in White Plaza, so I'd say about 60 people pass through and interact with the event.

How do you plan to publicize your events/programs to the greater Stanford community? Have you registered with Events at Stanford?

Facebook ads! This is why we've allocated a budget for promotions to certain audiences, like users who like our page and their friends.

If you are an umbrella group, please list the groups for which you are applying for Special Fees, their ASSU account numbers, and contact information for their financial officers.

NA

Please list all: 1) assets, 2) reserves, 3) authorized and unauthorized non-ASSU bank accounts, 4) sources of funding other than Special

- 1) assets (including reserves?): \$9,581.60
2) reserves: \$3944.60
3) NA
4) NA

What events/programs does your group hold throughout the year for the Stanford Community?

Brainstorm meetings are fun and completely open to the public, and anyone can contribute articles. We host the Fake Activities Fair, where we create fake clubs that are typically absurdist takes on already existing clubs at Stanford. We hand out fliers, talk to people as if we were members of these clubs, etc. We also host real games of bingo at FMOTQ, which is a nice alternative for some people at Full Moon.

Why are you requesting Special Fees?

For the upkeep of the Stanford Flipside. We need Special Fees to continue publishing our issues and enhance distribution through print and online presences.

BUDGET DETAIL

		Budgeted	Requested	Recommen	Approved	Petitioned	Elected
Non Event-Specific		\$(6,456.00)	\$6,296.00	\$0.00	\$0.00		
		Budgeted	Requested	Recommen	Approved	Petitioned	Elected
6510	<i>Snacks for weekly brainstorm meetings completely open to the public. \$10 * 10 meetings * 3 quarters = \$300.</i>	\$(300.00)	\$300.00	\$0.00	\$0.00		
<i>Regular Meeting Food (Undergraduate Special Fees/Annual)</i>							
7140	<i>We produce 11 normal issues per quarter, at \$148.24 per weekly issue. Therefore 4891.92 is a normal estimate. However, some issues are more expensive for special occasions such as Big Game week, which in the past have cost \$258.83 per special issue (larger paper, color, etc). We do a special issue like this once every quarter (3 total). Lastly, we publish a magazine at the end of every year containing all the issues in black and white. This is in the past has been a \$168.02 expense. Therefore, we estimate our total printing costs to be: 148.24*33 + 168.02 + 258.83*3 = 5836 (rounded)</i>	\$(5,836.00)	\$5,836.00	\$0.00	\$0.00		
<i>Copies (Not Marketing) (Undergraduate Special Fees/Annual)</i>							
7200	<i>Purchasing Facebook ads to boost views of articles to targeted audiences. This would cost \$2 per article per day, and we will boost 2 articles per week for 30 weeks (10 weeks per quarter). Thus, the cost is \$2 * 2 * 10 * 3 = \$120.</i>	\$(160.00)	\$120.00	\$0.00	\$0.00		
<i>General Marketing Expenses (Undergraduate Special Fees/Annual)</i>							
7200	<i>Each year we hold a Fake Activities Fair and print out fliers (\$28.80), make posters (\$5.99), and boost posts on Facebook (\$5). The cost for this event would be 28.80 + 5.99 + 5 = 39.79 (rounded to 40).</i>	\$(160.00)	\$40.00	\$0.00	\$0.00		
<i>General Marketing Expenses (Undergraduate Special Fees/Annual)</i>							
APPLICATION TOTALS		\$(6,456.00)	\$6,296.00	\$0.00	\$0.00		

ACCOUNT BALANCES

Account		Balance
2-7450-1-0-2800	STANFORD FLIPSIDE	\$0.01
2-7450-2-5-6310	FLIPSIDE SPEC FEE HONORARIA	\$2,227.17
2-7450-2-5-7140	FLIPSIDE SPEC FEE COPIES (NOT MKTG)	\$3,261.58
2-7450-2-5-7430	ST FLIPSIDE ANNUAL GRANT EQUIPMENT MAINTENANCE	\$0.00
2-7450-9-0-2820	FLIPSIDE RESERVE	\$2,352.04