

QUESTIONS & ANSWERS

Briefly, why are you applying Joint instead of as Undergraduate or Graduate only?

Our films are available for both undergraduate and graduate students.

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

Yes:
2006-2007: \$79,002 approved.

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

Registered with Events@Stanford; publicize events through Facebook group, Facebook events, ISIS event boards throughout campus, email lists, flyers showing quarterly lineup

How many members are on your email list?

Over 2,000.

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.

N/A.

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

ASSU Sunday FLICKS provides two showings of a second-run film every Sunday night for the enjoyment of the Stanford community.

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

None.

Has your VSO received funding from the ASSU Undergraduate Senate Appropriations Committee in prior years? If so, how much and when?

Not sure.

Have you registered your events/organizations with events.stanford.edu? (note: registration is mandatory) (yes/no)

No.

How large is your officer core?

3: Director, Financial Officer, Advertising Executive.

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

No.

List separately your group's plan and budget for reaching each target audience for Graduate Students- 1) On-campus, 2) Off-campus, and Undergraduate Students.

Graduate Students

On-campus: free advertising on ISIS boards in public places
FLICKS email list
graduate student events email list

Off-campus: FLICKS email list
graduate student events email list

Undergraduates

FLICKS email list
graduate student events email list
free advertising on ISIS event boards in public places
flyers in undergraduate residences advertising

quarterly movie lineup
Facebook group
Facebook events

Please describe a few past events organized by our VSO (please limit your response to 50-100 words).

Every Sunday night during the academic year, Sunday FLICKS screens a second-run film (one that is no longer in regular theaters but is not out on DVD or was very recently released) for the enjoyment of all students.

Please provide four contacts for your group (two undergraduate, two graduate).

These individuals should be prepared to be called by the Undergraduate Senate or the GSC during the evaluation of the group. Please list their name, title in organization, school/degree program, e-mail, and phone.

Because FLICKS does not have any formal members, we do not have any contact information other than the contact information for the officer core, which is listed below:

Director: Francis Ring, Undergraduate, fring@stanford.edu, (858) 349-6285

Financial Officer: Brian Fritzsche, Undergraduate, bjf@stanford.edu, (847) 220-4797

Advertising Executive: Mathew Crichton, Undergraduate, mathewc@stanford.edu, (650) 804-9689.

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

1) Royalties expense: we pay royalties to the movie production companies because of copyright and licensing laws (each film costs approximately \$1,000) 2) Facilities Janitorial: because Memorial Auditorium requires cleaning after use, we pay ABM Janitorial Services to clean the auditorium after every showing 3) Technical Services: cost to rent MemAud audio/video system and pay student projectionists to run the films each week.

What is the average attendance at your events?

500.

What is your total membership?

We do not have formal membership because FLICKS is open to all students who would like to enjoy our films. Students are free to come and go each week as they please.

What percentage of your total membership is undergraduate? Graduate?

N/A.

Why are you requesting Special Fees?

Although SSE and ASSU decided FLICKS was no longer a sustainable business, we realize that Sunday FLICKS is a 70-year-old tradition at Stanford that provides entertainment to hundreds of undergraduate and graduate students. It would be impossible to cover expenses without the support of ASSU Special Fees, which will allow us to show our movies at no cost to students.

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

See Question 8.

What is the fundamental goal/purpose of your VSO (please limit your response to 50-100 words)?

The purpose of our VSO is to provide the Stanford community with the best movie-going experience possible. We strive to ensure that each attendee leaves FLICKS after a positive viewing experience. We also try to advertise as much as possible so that more people can take advantage of what Sunday FLICKS provides to the community.

What percentage of your beneficiaries are (explain basis or how this was determined) graduates and undergraduates?

Undergraduate: 65%

Graduate: 35%

Based on a loose estimate from seeing or audiences each week.

When and why was your VSO established (please limit your response to 50-100 words)?

Sunday FLICKS was established in 1937 to provide the Stanford community with the best movie-going experience possible. Because students without cars have trouble getting to movie theaters, FLICKS brings the theater to campus, screening a recently released film every Sunday night in Memorial Auditorium.

BUDGET DETAIL

	Budgeted	Requested	Recommend	Approved	Petitioned	Elected
General Overhead Expenses	\$(3,000.00)	\$3,000.00	\$3,000.00	\$3,000.00		
Overhead expenses charged by the SSE						
7900 Overhead Expenses charged by SSE.	\$(3,000.00)	\$3,000.00	\$3,000.00	\$3,000.00		
Overhead Expenses (Joint Special Fees/Annual)						
Sunday FLiCKS	\$(66,857.00)	\$66,857.00	\$66,857.00	\$66,857.00		
Weekly movie screening every Sunday night						
6110 Officer Salary (Joint Special Fees/Annual)	\$(4,800.00)	\$4,800.00	\$4,800.00	\$4,800.00		
Includes the salaries for the director, financial officer, and advertising executives. Top officers are compensated for their hours of work to ensure FLiCKS remains a source of weekly movie-entertainment for the Stanford community.						
6210 Regular Staff (Joint Special Fees/Annual)	\$(1,000.00)	\$1,000.00	\$1,000.00	\$1,000.00		
Cost to hire freelance web designer to update our website with the new movies showing each quarter.						
6320 Technical Services (Joint Special Fees/Annual)	\$(12,000.00)	\$12,000.00	\$12,000.00	\$12,000.00		
\$4,000 per quarter for projectionist and MemAud sound fees (based on ELS estimate for Winter Quarter 2006-2007).						
7130 Postage/Courier (Joint Special Fees/Annual)	\$(500.00)	\$500.00	\$500.00	\$500.00		
Cost for DHL to transport films to Tressider Union.						
7220 Marketing Copies / Print Expenses (Joint Special Fees/Annual)	\$(100.00)	\$100.00	\$100.00	\$100.00		
300 black and white flyers per quarter to advertise movie showings for the quarter.						
7410 Equipment Purchase (Non-Cap) (Joint Special Fees/Annual)	\$(3,457.00)	\$3,457.00	\$3,457.00	\$3,457.00		
Equipment depreciation for the digital projector.						
7520 Facilities Janitorial (Joint Special Fees/Annual)	\$(15,000.00)	\$15,000.00	\$15,000.00	\$15,000.00		
Cost for ABM Janitorial Services to clean MemAud after each showing (\$500*30 showings).						
7810 Royalties Expense (Joint Special Fees/Annual)	\$(30,000.00)	\$30,000.00	\$30,000.00	\$30,000.00		
Cost to rent 35mm films in their non-theatrical release.						
APPLICATION TOTALS	\$(69,857.00)	\$69,857.00	\$69,857.00	\$69,857.00		