

Status: **Recommended As-is**

Financial Officer: Matt Larson

APPLICATION SUMMARY

Application Summary	Budgeted	Requested	Recommended	Approved	Petitioned	Elected
APPLICATION TOTALS	\$(127,932.50)	\$78,974.00	\$78,974.00			
Undergraduate Special Fees		\$78,974.00	\$78,974.00			
6090 - Labor Fees/Taxes	\$(4,800.00)	\$2,400.00	\$2,400.00			
6110 - Officer Salary	\$(59,400.00)	\$31,900.00	\$31,900.00			
7810 - Royalties Expense	\$(5,208.00)	\$1,854.00	\$1,854.00			
7820 - Registration Expense	\$(2,280.00)	\$1,140.00	\$1,140.00			
7200 - General Marketing Expenses	\$(500.00)	\$400.00	\$400.00			
7220 - Marketing Copies / Print Expenses	\$(800.00)	\$800.00	\$800.00			
7410 - Equipment Purchase (Non-Cap)	\$(53,244.50)	\$30,680.00	\$30,680.00			
7120 - Phone	\$(13,000.00)	\$8,000.00	\$8,000.00			
7130 - Postage/Courier	\$(1,800.00)	\$1,000.00	\$1,000.00			
7150 - Office Supplies	\$(1,800.00)	\$800.00	\$800.00			
[All Expense Total]	\$(142,832.50)					
[Revenue GL]1000 - Product / Service Sales		\$5,250.00				
[Revenue GL]1000 - Donations		\$9,650.00				
[All Revenue Total]		\$14,900.00				

QUESTIONS & ANSWERS

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

KZSU has applied for Special Fees funding in each of the last 3 years. We received funding for the first two of those years, but did not receive funding this past year.

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

This is no increase in the amount of money we are seeking from Special Fees.

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

KZSU serves the entire Stanford community by providing non-commercial and Stanford-focused radio programming every single day of the year. Our shows range from the longest running hip-hop program in the world (Kevvy Kev's The Drum), to ethnic music shows (Indian, Jewish music) to live performances by local bands and DJs (Wednesday Night Live, The Big Love Show). KZSU also offers news programming, and several talk and interview shows that address student perspectives and tap the resources of the Stanford faculty. Several members of Stanford's faculty have even held their own weekly talk shows on their respective areas of interest. KZSU has also recently started broadcasting the Stanford Storytelling Project, which is a weekly audio essay produced by Stanford students and focused on the work, music, and lives of Stanford students. We also broadcast both Palo Alto City Council meetings and University Public Worship services from Memorial Church on a weekly basis. When special speakers come to campus (such as the Dalai Lama) KZSU has broadcasted these events and made those recordings available to the public through the Stanford iTunes service. Furthermore, we broadcast, exclusively, six Stanford Sports (Baseball, Women's Volleyball, Women's Basketball, Women's Soccer, Men's Soccer, and Softball), and provide complete coverage of Men's Basketball and Football. We offer free DJ training classes every quarter, open to the public, and we organize multiple live music events on campus each quarter. Lastly, we are the main source of information on the Stanford campus in case of a natural disaster or other emergency.

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

1.) Equipment (purchases and maintenance) - As a radio station that is on the air an average of 21 hours a day, our equipment is always in use. We purchase quality equipment so that it will last. There are pieces of equipment in use everyday at the station that were installed back in the 1960's and 70's. Still, equipment does need to be repaired and serviced on occasion. 2.) Officer Salary - We operate a high quality station on nearly an all volunteer basis. Still, a radio station requires some professional staff to keep running. Our Chief Engineer (the bulk of our payroll) works for a fraction of the true worth of his service to us. 3.) Phone Lines - We need numerous phone lines to handle both incoming calls from listeners and business/music contacts as well as internal use. Also, the phone charges incurred while broadcasting away games make up a large portion of our phone spending. Away games are basically phoned in -- the broadcasting team sets up a new phone line with a new number and a new calling plan for each game, then they make a phone call that lasts the length of the game, and then they discontinue service on that phone line. This is the only means to broadcast in most cases, and the charges for each game are usually \$100, plus the facilities cost of setting up and disconnecting the phone lines.

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

We have the unique ability to publicize events during our normal, everyday programming. Our undergraduate and graduate staff members also flier on campus.

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

Sports donations, underwriting, and funds for the broadcast of Palo Alto City Council are listed in the budget as revenue.

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

KZSU broadcasts music, sports, and news programming everyday of the year to Stanford and the surrounding community. For some Stanford sporting events, we are the sole broadcast for the Stanford area. We broadcast these programs not only through our transmitter but also online in 3 different formats at kzsulive.stanford.edu. Every year during Alumni Weekend, we hold an open house for our past broadcasters, and we typically DJ for various events on campus, such as Freshman Orientation and Community Day. Also, we often partner with such groups as Stanford Concert Network to bring live music acts to campus.

What is the average attendance at your events?

Total membership of 180 active volunteers. 15 person officer core (made up of both graduate and undergraduate students). Email list of over 400 recipients. Bi-monthly staff meetings that register an average attendance of 30 volunteers.

Why are you requesting Special Fees?

As an all volunteer station, KZSU does not have the resources to support our current quality of service without Special Fees funding. Although our underwriting and fundraising efforts bring in over \$5000 per year, this is not enough to maintain a radio station that broadcasts our level of variety and quality programming every day throughout the year. Anyone who doubts that we are a lean and efficient operation is invited to tour the basement facilities in Memorial Auditorium from which we broadcast to the entire Bay Area.

BUDGET DETAIL

	Budgeted	Requested	Recommend	Approved	Petitioned	Elected
General Operating Expenses	\$(78,974.00)	\$78,974.00	\$78,974.00			
General operating expenses required to run a college radio station						
Location:	Contact:			Attendance: (total)		
Url:				UG:	Staff:	
				Grad:	Other:	
	Budgeted	Requested	Recommend	Approved	Petitioned	Elected
6090	<i>Payroll computer checks and labor fees.</i>	\$(2,400.00)	\$2,400.00	\$2,400.00		
Labor Fees/Taxes (Undergraduate Special Fees/Annual)						
6110	<i>Salary for our part time Chief Engineer (\$25,000). Small stipend for General Manager (\$3000) and Business Manager (\$1500). Palo Alto City Council announcer (\$2400/year).</i>	\$(31,900.00)	\$31,900.00	\$31,900.00		
Officer Salary (Undergraduate Special Fees/Annual)						
7120	<i>Multiple phone lines in station, infrastructure and fixed services (average of \$700/month). Lines and service charges to do remote broadcasts for away sports games.</i>	\$(8,000.00)	\$8,000.00	\$8,000.00		
Phone (Undergraduate Special Fees/Annual)						
7130	<i>Two PO boxes (\$816 annually together); postage and materials for alumni fundraising and thank-yous.</i>	\$(1,000.00)	\$1,000.00	\$1,000.00		
Postage/Courier (Undergraduate Special Fees/Annual)						
7150	<i>Basic office supplies such as paper, printer ink cartridges, staples, pens/pencils. Also supplies more specific to radio/media: CD-R's, labels, &quot;thinpacks&quot; to store enormous CD collection in limited space.</i>	\$(800.00)	\$800.00	\$800.00		
Office Supplies (Undergraduate Special Fees/Annual)						
7200	<i>Promotional giveaways (pins, buttons, etc.) \$300/year. Fliers for events on campus.</i>	\$(400.00)	\$400.00	\$400.00		
General Marketing Expenses (Undergraduate Special Fees/Annual)						
7220	<i>Quarterly program guides (\$200/quarter)</i>	\$(800.00)	\$800.00	\$800.00		
Marketing Copies / Print Expenses (Undergraduate Special Fees/Annual)						
7410	<i>Studio Equipment: two studio consoles (\$12620), 6 replacement headphones (\$660), and a phone interface unit for call-ins (\$1300). Computers and software: maintenance of 15 computers in terms of hardware (\$1500/yr) and software (\$1200/yr). Computer network upgrades: replacement network switches as recommended by Stanford Networking (\$4900). Studio renovations to repair/replace acoustic wall materials and carpets (\$3000). Misc small equipment items: two small Marantz PMD660 portable recorders (\$900) and five portable microphones (\$600) for news and sports departments. Misc parts and supplies for installation and repair of previously mentioned items (\$4000).</i>	\$(30,680.00)	\$30,680.00	\$30,680.00		
Equipment Purchase (Non-Cap) (Undergraduate Special Fees/Annual)						
7810	<i>ASCAP (\$1545) & SESAC (\$309) fees. Royalties we owe for broadcasting copyrighted music.</i>	\$(1,854.00)	\$1,854.00	\$1,854.00		
Royalties Expense (Undergraduate Special Fees/Annual)						
7820	<i>CMJ (\$655), IBS (\$125), NAB (\$360). Groups we register with as part of being a college radio station.</i>	\$(1,140.00)	\$1,140.00	\$1,140.00		
Registration Expense (Undergraduate Special Fees/Annual)						
APPLICATION TOTALS	\$(78,974.00)	\$78,974.00	\$78,974.00			

ACCOUNT BALANCES

Account		Balance
2-6080-1-0-2800	KZSU 90.1FM	\$16,195.73
2-6080-1-0-2805	KZSU CREDIT CARD ACCOUNT	\$10,000.00
2-6080-1-0-2830	KZSU 90.1FM STANFORD FUND	\$1,248.75
2-6080-1-0-9010	KZSU O/S PURCHASE ORDER	\$0.00
2-6080-2-5-6090	KZSU SPEC FEE LABOR FEES/TAXES	\$1,212.49
2-6080-2-5-6110	KZSU SPEC FEE OFFICER SALARY	\$12,933.37
2-6080-2-5-7090	KZSU SPEC FEE PRIOR YEAR EXP	-\$6,429.69
2-6080-2-5-7120	KZSU SPEC FEE PHONE	\$600.36
2-6080-2-5-7130	KZSU SPEC FEE POSTAGE/COURIER	\$6.00
2-6080-2-5-7150	KZSU SPEC FEE OFFICE SUPPLIES	\$511.61
2-6080-2-5-7200	KZSU SPEC FEE GEN MKTG EXP	\$70.00
2-6080-2-5-7410	KZSU SPEC FEE EQUIP (NON-CAP)	\$10,140.31
2-6080-2-5-7810	KZSU SPEC FEE ROYALTIES EXP	\$23.00
2-6080-2-5-7820	KZSU SPEC FEE REGISTRATION EXP	\$0.00
2-6080-4-5-7410	KZSU PROG BD ANN EQUIP (NON-CAP)	\$3,110.81
2-6080-9-0-2820	KZSU RESERVE	\$11,209.92