

Status: **Recommended with Modifications**

Financial Officer: Samuel Coggeshall

APPLICATION SUMMARY

Application Summary	Budgeted	Requested	Recommended	Approved	Petitioned	Elected
APPLICATION TOTALS	\$(38,470.00)	\$22,270.00	\$12,450.00	\$12,450.00		
Undergraduate Special Fees		\$22,270.00	\$12,450.00	\$12,450.00		
7140 - Copies (Not Marketing)	\$(23,270.00)	\$22,270.00	\$12,450.00	\$12,450.00		
[All Expense Total]	\$(43,970.00)					
[Revenue GL]1000 - Fund Raising	\$2,500.00					
[Revenue GL]1000 - Product / Service Sales	\$3,000.00					
[All Revenue Total]	\$5,500.00					

QUESTIONS & ANSWERS

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

Every one of the past three years we have campaigned successfully for Special Fees. In 2007, we requested \$20,100 and were recommended for that amount by the Senate. In 2008, we campaigned for \$21,510 and were approved for the same amount. Last year, we requested \$21,825 and were recommended for that amount.

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

We are requesting an increase of \$445 this year, fully commensurate with inflation and in order to possibly publish an extra issue. This increase is also in line with increases in our budget over the past several years.

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

With the funding provided by the Special Fee, the Stanford Chaparral publishes six issues of the glossy Chaparral Magazine each year. The Chaparral is the primary humor magazine of the Stanford students and Stanford University, and the second-oldest college humor magazine in the United States.

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

The three largest line item requests in our budget are (1) the request for the cost of the publication of the Parody Issue, our only full-color issue of the year, (2) our request for the cost of the publication of the Fall Issue, our largest issue of the year, and (3) the request for the cost of the publication of the Freshman Issue, our most important issue of the year in establishing our presence on campus and recruiting new talent to the magazine. We publish around four thousand copies of each issue in order to distribute to a large portion of the Stanford student body and to serve our large body of alumni and other off-campus subscribers.

What is the average attendance at your events?

For our weekly brainstorming and layout meetings we usually have between fifteen and twenty-five people in attendance.

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

Our weekly meetings are publicized in the magazine and online, and any other events would be publicized through flyering, social networking, and in the magazine itself.

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

1) Assets: 23,641.53 2) Reserves (included in assets): 4,075.14 3) Non-ASSU bank accounts: None 4) Non-Special Fee sources of funding: Alumni Donations, Fundraising (Stanford Fund).

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

In the past the Chaparral has tried to bring a celebrity comedian or stand-up comic to campus for the presentation of the "Golden Hammer", our highest award. Though we have not done this in the past two years, we look forward to bestowing the award on a worthy comedic voice sometime in the near future, perhaps next year. On a smaller scale, our weekly meetings are open to one and all, provide an opportunity for discussion and the development of ideas, and often actively engage portions of the Stanford student body that would not otherwise come into contact with the Chaparral.

Why are you requesting Special Fees?

To enable the Chaparral to continue publishing the magazine at six issues a year.

BUDGET DETAIL

		Budgeted	Requested	Recommend	Approved	Petitioned	Elected
Fake Daily		\$(1,570.00)	\$1,570.00	\$1,250.00	\$1,250.00		
The infamous fake Daily, published at the end of winter quarter							
Location:		Contact:		Attendance:			
Url:							
7140	<i>10,000 newsprint copies</i>	\$(1,570.00)	\$1,570.00	\$1,250.00	\$1,250.00		
Copies (Not Marketing) (Undergraduate Special Fees/Annual)							
Fall Issue		\$(3,800.00)	\$3,800.00	\$1,800.00	\$1,800.00		
Our most popular issue, distributed halfway through Autumn quarter							
Location:		Contact:		Attendance:			
Url:							
7140	<i>Printing costs for Fall Issue, 4,200 issues</i>	\$(3,800.00)	\$3,800.00	\$1,800.00	\$1,800.00		
Copies (Not Marketing) (Undergraduate Special Fees/Annual)							
Freshman Issue		\$(3,800.00)	\$3,800.00	\$1,800.00	\$1,800.00		
The first issue of the year, distributed to the entire campus							
Location:		Contact:		Attendance:			
Url:							
7140	<i>Printing costs for Freshman Issue, 4,200 issues</i>	\$(3,800.00)	\$3,800.00	\$1,800.00	\$1,800.00		
Copies (Not Marketing) (Undergraduate Special Fees/Annual)							
Parody Issue		\$(6,500.00)	\$6,500.00	\$4,000.00	\$4,000.00		
This issue is a parody of some popular magazine, and is published at the beginning of Spring quarter							
Location:		Contact:		Attendance:			
Url:							
7140	<i>Printing costs for Parody Issue, 4,200 issues</i>	\$(6,500.00)	\$6,500.00	\$4,000.00	\$4,000.00		
Copies (Not Marketing) (Undergraduate Special Fees/Annual)							
Spring Issue		\$(3,800.00)	\$3,800.00	\$1,800.00	\$1,800.00		
The final issue of the year							
Location:		Contact:		Attendance:			
Url:							
7140	<i>Printing costs for Spring Issue, 4,200 issues</i>	\$(3,800.00)	\$3,800.00	\$1,800.00	\$1,800.00		
Copies (Not Marketing) (Undergraduate Special Fees/Annual)							
Winter Issue		\$(3,800.00)	\$2,800.00	\$1,800.00	\$1,800.00		
This issue is published the first half of winter quarter							
Location:		Contact:		Attendance:			
Url:							
7140	<i>Printing costs for Winter Issue, 4,200 issues</i>	\$(3,800.00)	\$2,800.00	\$1,800.00	\$1,800.00		
Copies (Not Marketing) (Undergraduate Special Fees/Annual)							
APPLICATION TOTALS		\$(23,270.00)	\$22,270.00	\$12,450.00	\$12,450.00		

ACCOUNT BALANCES

Account		Balance
2-5404-1-0-2800	CHAPARRAL MAGAZINE	\$1,370.14
2-5404-1-0-2830	CHAPARRAL STANFORD FUND	\$569.75
2-5404-2-5-7140	CHAPARRAL SPEC FEE COPIES (NOT MKTG)	\$10,560.00
2-5404-9-0-2820	CHAPARRAL RESERVE	\$3,901.32