

Status: **Recommended with Modifications**

Financial Officer: Huan Sheng

**APPLICATION SUMMARY**

<b>Application Summary</b>	Budgeted	Requested	Recommended	Approved	Petitioned	Elected
<b>APPLICATION TOTALS</b>	<b>\$(74,349.00)</b>	<b>\$38,855.52</b>	<b>\$38,855.52</b>	<b>\$38,855.52</b>		
Undergraduate Special Fees		\$38,855.52	\$38,855.52	\$38,855.52		
7220 - Marketing Copies / Print Expenses	\$(366.00)	\$122.00	\$122.00	\$122.00		
7410 - Equipment Purchase (Non-Cap)	\$(72,339.00)	\$37,911.52	\$37,911.52	\$37,911.52		
7510 - Facilities Rental	\$(1,644.00)	\$822.00	\$822.00	\$822.00		
[All Expense Total]	\$(74,349.00)					

**QUESTIONS & ANSWERS**

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

Yes. We have received special fees for the past 2 years

**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 seeking an 11.15% increase (inflation rate + 10%) so we can continue our current service and introduce more diverse newspaper selections to the Stanford community

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

SNRP provides Stanford students with free copies of the New York Times and Mercury News in an attempt to break the Stanford bubble giving the students a chance to connect with the world outside of Stanford. SNRP also organizes quarterly speaker events where notable figures in the field of news reporting (i.e. columnists, reporters) are invited to come and speak with Stanford students. These events are organized in collaboration with the Department of Communication

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

Purchase of newspaper, facilities rental and marketing of on-campus events

**What is the average attendance at your events?**

Based on our survey last year, 80% of the students surveyed have picked up newspaper from our racks

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

We plan to use physical and electronic flyers, tabling at White Plaza, and other marketing channels

**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.**

Not applicable

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

- 1) assets: \$35,190.09 (we only pay San Jose Mercury News once a year and toward end of school year)
- 2) NA
- 3) NA
- 4) NA

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

We deliver daily copies of The New York Times, San Jose Mercury News to 14 campus locations and host speakers series. We are constantly trying to find ways to diversify our newspaper selections and provide better service to the Stanford community

**Why are you requesting Special Fees?**

We have no outside sponsors and rely solely on Special Fees to continue delivering newspaper to students

**BUDGET DETAIL**

	<b>Budgeted</b>	<b>Requested</b>	<b>Recommend</b>	<b>Approved</b>	<b>Petitioned</b>	<b>Elected</b>
<b>Newspaper delivery for academic year 2011 - 2012</b>	<b>\$(37,912.00)</b>	<b>\$37,911.52</b>	<b>\$37,911.52</b>	<b>\$37,911.52</b>		
Newspaper delivery						
<b>Location:</b>	<b>Contact:</b>			<b>Attendance:</b>	1000(total)	
<b>Url:</b>					UG: 500	Staff: 200
					Grad: 300	Other: 0
	<b>Budgeted</b>	<b>Requested</b>	<b>Recommend</b>	<b>Approved</b>	<b>Petitioned</b>	<b>Elected</b>
<b>7410</b> <i>Purchase of delivery of newspaper</i>	<b>\$(37,912.00)</b>	<b>\$37,911.52</b>	<b>\$37,911.52</b>	<b>\$37,911.52</b>		
Equipment Purchase (Non-Cap) (Undergraduate Special Fees/Annual)						
<b>Quarterly Speaker Event</b>	<b>\$(822.00)</b>	<b>\$822.00</b>	<b>\$822.00</b>	<b>\$822.00</b>		
Host an outside speaker on campus each quarter, open to all students						
<b>Location:</b> Stanford	<b>Contact:</b>			<b>Attendance:</b>		
<b>Url:</b>						
	<b>Budgeted</b>	<b>Requested</b>	<b>Recommend</b>	<b>Approved</b>	<b>Petitioned</b>	<b>Elected</b>
<b>7510</b> <i>Facilities rental for on-campus programming</i>	<b>\$(822.00)</b>	<b>\$822.00</b>	<b>\$822.00</b>	<b>\$822.00</b>		
Facilities Rental (Undergraduate Special Fees/Annual)						
<b>Quarterly Speaker Event Publicity</b>	<b>\$(122.00)</b>	<b>\$122.00</b>	<b>\$122.00</b>	<b>\$122.00</b>		
Printing out flyers to publicize each event						
<b>Location:</b> Stanford	<b>Contact:</b>			<b>Attendance:</b>		
<b>Url:</b>						
	<b>Budgeted</b>	<b>Requested</b>	<b>Recommend</b>	<b>Approved</b>	<b>Petitioned</b>	<b>Elected</b>
<b>7220</b> <i>Marketing expense for on-campus programming</i>	<b>\$(122.00)</b>	<b>\$122.00</b>	<b>\$122.00</b>	<b>\$122.00</b>		
Marketing Copies / Print Expenses (Undergraduate Special Fees/Annual)						
<b>APPLICATION TOTALS</b>	<b>\$(38,856.00)</b>	<b>\$38,855.52</b>	<b>\$38,855.52</b>	<b>\$38,855.52</b>		

ACCOUNT BALANCES

Account		Balance
2-7666-1-0-2800	ST NEWS READERSHIP PROGRAM	-\$14.69
2-7666-2-5-7090	SNRP SPEC FEE PRIOR YEAR EXP	-\$86.25
2-7666-2-5-7220	SNRP SPEC FEE MKTG COPIES/PRINT EXP	\$122.00
2-7666-2-5-7410	SNRP SPEC FEE EQUIP (NON-CAP)	\$20,571.50
2-7666-2-5-7510	SNRP SPEC FEE FACILITIES RENTAL	\$807.00
2-7666-9-0-2820	SNRP RESERVE	\$13,790.53