

Student Government Appropriations Application  
DUE ~~FRIDAY~~ <sup>Wed</sup> JANUARY 31<sup>st</sup>, 2001 BY 5 PM

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Organization Name: REACH-Texas Media Alliance  
Contact's Name Erika Wiley Contact phone H: 499-0750 Contact e-mail ejwiley@mail...  
SG Representative sponsoring you J. Seth Kavor W: 480-5906

Date project(s) will be held \_\_\_\_\_ Expected attendance \_\_\_\_\_

Date of first anticipated purchase (3 weeks prior to when you need it) \_\_\_\_\_

Brief project description \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

1. Project expenses: (Please put into an Excel spreadsheet if attaching your expenses on separate sheet.)

2. Please list vendors and amounts and items to be purchased from each on a separate page.

Example:  
30 T-shirts @ \$7.50 = \$225 (price quote from Alejandro Vasquez at Aztec Screen Printing)

3. Funds raised to date (Include all revenue, secured or anticipated, including estimates from ticket sales.)

\$60.00 (membership dues)

4. Amount requested from SG \$ 675.00

5. Specific description of what you want SG to buy for you \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Please note that you will need to sign up for a 15-minute interview when you turn this in to the SG office for February 1, 2 or 3. No application will be accepted without attendance at an information session on January 24, 25 or 30. Thank you for your efforts.

Please see attachment

Please see attachment

## Explore UT (Booth & REACH announcement board in CMA)

Date project(s) will be held	3-Mar-01
Expected Attendance	10 to 15 students, unknown number of visitors from the community
Date of 1st Anticipated purchase (3 wks prior to date needed)	4-Apr-01
Project Description	Media Booth "Who wants to spend a million dollars?" Set up as a trivial pursuit format, will highlight some of the more interesting facts about media, participants will be given prizes (prizes that REACH plans to have donated by local businesses, such as discount coupons for purchases).
Project Expenses	<b>estimated</b> at about \$100.00
Vendors and Amounts to Be Purchased	<b>unknown</b> - probably Eckerd's, the UT Co-op, Home Depot if needed - places that sell supplies
Funds raised to date	see SG Appropriations Application
Amount Requested (for this project)	\$ 100.00
Specific description of what REACH would like SG to buy	Supplies for the booth - items to design and create the booth such as construction or other paper, table to use, pens, markers, hand paints and paint sponges - all of which can be used for REACH announcement board in the College of Communication on the Advertising Dept. floor

## Professional Guest Speakers - lunch and evening seminars

Date project(s) will be held	once a month (per semester): February, March & April
Expected Attendance	20 students
Date of 1st Anticipated purchase (3 wks prior to date needed)	12-Feb-01
Project Description	REACH will host lunch and evening guest speakers once a month so that students and industry professionals can create a community among media students and professionals - REACH will become a source of interns for agencies and businesses affiliated with the Advertising Media industry, and a source of internship and career opportunities to students interested in Media as a major and career.
Project Expenses	<b>estimated</b> at a semester total of \$200.00 for three or more speakers
Vendors and Amounts to Be Purchased	<b>unknown</b> - paid parking near the CMA, transportation expenses for out-of-town speakers; a welcome/information packet for each on REACH - including REACH officer contacts and the purpose of the organization - for the speakers to return with and have on hand
Funds raised to date	see SG Appropriations Application
Amount Requested (for this project)	\$ 200.00
Specific description of what REACH would like SG to buy	The materials and printing of the welcome/information packet to be given to speakers; ..... Transportation costs for out-of-town visitors; ..... Possible monetary incentive for speakers, ..... Supplies for setting up the location for speakers including handouts for all attendees announcing who the speaker is and what experience they've had and information about REACH (contact info., meeting times and dates)

## Material for the Texas Media Lab

Date project(s) will be held	ongoing
Expected Attendance	N/A
Date of 1st Anticipated purchase (3 wks prior to date needed)	14-Mar-01
Project Description	Purchase of current materials for the media lab on the 6th Floor of the CMA. Media students, in order to learn how to use research resouces in the field and work with real clients must have current material that has valid information.
Project Expenses	unknown - estimated at a minimum of \$300.00 to beging the project and purchase materials this Spring 2001
Vendors and Amounts to Be Purchased	unknown - all prices will have to be negotiated with companies like SRDS, Arbitron, CMR/MRI, Neilsen, Advertising Age and Advertising Week (two publications that are essential to the advertising department and for which there are no current subscriptions)
Funds raised to date	see SG Appropriations Application
Amount Requested (for this project)	\$ 300.00
Specific desription of what REACH would like SG to buy	current versions of all of the above and subscriptions for the College of Communications Advertising Dept. to Ad Age and Ad Week.

## "REACH - Texas Media Alliance" Banner

Date project(s) will be held	frequent posting up around campus - announcing meetings which are held every other Tuesday evening
Expected Attendance	N/A
Date of 1st Anticipated purchase (3 wks prior to date needed)	13-Feb-01
Project Description	Banner to post on UT campus
Project Expenses	estimated at \$75.00 total for banner material and printing
Vendors and Amounts to Be Purchased	unknown - a local vendor who creates banners inexpensively
Funds raised to date	see SG Appropriations Application
Amount Requested (for this project)	\$ 75.00
Specific desription of what REACH would like SG to buy	Banner material, printing costs