



Cornell University Student Assembly

Originally Presented On	12/4/14
Type of Action	Legislation
Status/Result	New Business

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S.A. Resolution#34 Media Consultation Partnership

Sponsored by: Lindsay Wershaw '16, Yamini Bhandari '17

Whereas, the Student Assembly Communications Committee links the Assembly with its constituencies,

Whereas, Slope Media Group serves as a by-line funded organization that helps educate students on a multimedia platform, and provide resources in this regard,

Whereas, many organizations host events that have low attendance numbers due to poor marketing of the event itself,

Whereas, the Student Assembly wants to help organizations that use student money to use it most efficiently and engage the most students,

Be it resolved, the Student Assembly Communications Committee shall partner with Slope Media to create an event marketing media consultation guide for student organizations,

Be it therefore resolved, the event-marketing guide would educate organizations on best practices for planning, promoting, and executing events,

Be it further resolved, Slope Media Group's marketing guide will be distributed to all byline/SAFC funded organizations at the start of each academic semester,

Be it further resolved, Slope Media Group and the SA Communications Committee will invite all student organizations to attend a forum in the beginning of each semester, during which the marketing guide will be presented, and organizations will have a space to discuss marketing, outreach and collaboration strategies.

Be it finally resolved, that media consultations will be scheduled on a needs basis by contacting the relevant parties listed on the marketing guide, and take place at the S.A. Communications Committee meetings.

Respectfully Submitted,

Lindsay Wershaw '16
Vice President for Public Relations, Student Assembly

42 **Yamini Bhandari '17**
43 *Vice President for Outreach, Student Assembly*
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45 *(Reviewed by: Communications Committee, 11/19/14)*
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