



Meaningful **Media**

Changing Our World Through Media.

---

## **STUDENTS FOR MEANINGFUL MEDIA CHAPTER TOOLKIT**

This toolkit contains:

- A 5-Step Guide to Start a Students for Meaningful Media Chapter
  - A Meaningful Media Overview
  - Tips for Becoming An Official Student Group (on your campus)
  - Tips for Running An Active Chapter
  - A Sample Student Chapter Constitution/Charter
  - A Sample Meaningful Media Flyer
-



## **START A STUDENTS FOR MEANINGFUL CHAPTER**

---

Starting a chapter of Students for Meaningful Media is a great way to connect your campus to the growing network of people committed to improving the world through media.

### **Here's How (in 5 easy steps):**

- 1) CHECK US OUT – Learn about Meaningful Media
  - Read the Meaningful Media overview document
  - Check out the Website: [www.meaningfulmedia.org](http://www.meaningfulmedia.org)
  
- 2) CONTACT US - Contact Meaningful Media Headquarters to meet or talk to us about starting a chapter.
  - Email [connect@meaningfulmedia.org](mailto:connect@meaningfulmedia.org)
  
- 3) FORM A TEAM - Recruit a Leadership Team of 2-5 people and review the Student Chapter Toolkit together.
  
- 4) REGISTER YOUR CHAPTER - Submit your Chapter Registration Form to our office
  
- 5) LAUNCH YOUR CHAPTER!
  - Use the toolkit
  - Plan Your First Event

Contact us: [connect@meaningfulmedia.org](mailto:connect@meaningfulmedia.org)  
*We'll be happy to help you with any part of the process.*



## **MEANINGFUL MEDIA OVERVIEW**

---

### *About*

Started in 2005, Meaningful Media is a 501 (c) 3 non-profit based in Los Angeles, California.

### *Mission/Vision*

**Meaningful Media** is a non-profit network providing resources to inspire and empower those committed to improving the world through media. We are comprised of students and professionals who believe in changing our world using media.

We organize networking events, socially conscious film screenings, seminars, workshops, panels, and site visits. We also sponsor media projects and facilitate an internship program. All of our members have access to our resources including listings, reviews, and research on recently released meaningful media.

**Students for Meaningful Media** is the college arm of the national organization. Our mission is to encourage students in media-related fields to pursue social issue media projects during school and beyond. Students are starting chapters of Students for Meaningful Media at schools across the nation. Students who are part of our student chapters must also join the national Meaningful Media network.

### *Contact Information*

Email: [connect@meaningfulmedia.org](mailto:connect@meaningfulmedia.org)

Website: [www.meaningfulmedia.org](http://www.meaningfulmedia.org)

Physical Address:  
Meaningful Media  
10825 Washington Blvd  
Culver City CA 90232

Mailing Address:  
Meaningful Media  
PO Box 777  
Venice, CA 90291



## **TIPS for BECOMING AN OFFICIAL SCHOOL GROUP**

---

Although schools have different procedures for becoming an official on-campus organization, here are some common first steps:

- 1) Find out your school's requirements for starting a student group, club, or organization
- 2) Register with your school to become an official student group
  - You may need to have 3 or more initial members
  - You may need to fill out paperwork and get approval
  - You may need to submit your constitution or charter
  - You may be assigned a faculty advisor or need to find one who will sponsor and support your chapter

### *Tips for finding a faculty sponsor*

- Think about teachers who teach socially conscious media classes such as documentary filmmaking or experimental art. Also consider teachers' outside interests and background. This will help you identify potential faculty sponsors who will support and believe in Meaningful Media's mission and goals.
- Meet with the teachers to tell them about Meaningful Media. Explain your plans to start a chapter of Students for Meaningful Media.
- Ask one of these teachers to be your faculty sponsor. Consider who was most receptive and enthusiastic as well as who has the time and energy to support your group.

- 3) Recruit members
  - Post flyers around campus
  - If allowed, make an announcement in class or using an online networking community
  - Have a booth at orientation and activity fairs
  - Send out email blasts to relevant list-serves

Contact us: [connect@meaningfulmedia.org](mailto:connect@meaningfulmedia.org)  
We'll be happy to help you with any part of the process.



## **TIPS for RUNNING AN ACTIVE CHAPTER**

---

### Meetings

Hold a leadership team meeting once a month.

Hold a general meeting once a month.

### Activities

At the beginning of the year, create a calendar or timeline and map out your planned activities and events for the year. Try doing one big event and one small event each semester or quarter.

### *Suggested Activities*

- New Member Mixers (held 1-2 times per year)
- Socially Conscious film screenings (of outside work and your members work)
- Field Trips (to relevant art exhibits, shows, movies or companies doing meaningful media work)
- Holiday event(s)
- Service activities (hands-on ways for members to improve community)

### Members

Ask for your members' input and suggestions

- Create sub-committees within the club
- Find out what kinds of events and activities your members want

Keep your members informed with a monthly notice:

- Mention your chapter's progress
- Publicize upcoming events
- Announce and support your members' work (upcoming screenings, ongoing exhibits, multimedia displays, spoken word performance, etc)

Put together a group media project that interested members can work on together.

\*Remember to have all of your members sign up for the national Meaningful Media network online at [www.meaningfulmedia.org](http://www.meaningfulmedia.org). They can also apply to be our featured member of the month by emailing [connect@meaningfulmedia.org](mailto:connect@meaningfulmedia.org).

*The Meaningful Media team will check in with you from time to time. We can help you identify members in your area, brainstorm and plan events, and direct you to meaningful media activities going on in your community.*



## **SAMPLE CONSTITUTION/CHARTER**

---

\*Below is a sample student chapter constitution. Feel free to create your own or use this one as a template.

### **1. Statement of Purpose**

Students for Meaningful Media has two main objectives:

- 1) To encourage students in media-related fields to pursue socially conscious media projects in school and beyond.
- 2) To sponsor on-campus activities and events that highlight media making a difference in the world today.

The objectives are met under the guidance of the Leadership Team who direct the organization. Any student who believes in and supports the organization's objectives can join.

### **2. Eligibility for Voting Privileges**

Any member who cares enough about the organization to want to vote can vote.

### **3. Voting Procedures**

At the beginning of each year, the members will elect a Leadership Team consisting of:

- President
- VP Programs/Events
- VP Finance
- VP Outreach

Any member can volunteer for a position. If more than one member volunteers, each candidate will give a speech of up to one minute to run for the position. If no one volunteers for a position, a member of the Leadership Team can choose to accept the responsibility for more than one position. Two members with nothing at stake in the election pass-out ballots, collect the ballots and count them. The candidate with the majority of votes wins. In the event of a tie, multiple people will share the position.

### **4. Procedures for Amending Constitution**

Over half of the members need to vote in favor of amending the constitution.

## **5. Operating Procedures**

During the school year, the Leadership Team will meet once a month before the general monthly meeting to plan the agenda and go over progress before the general meeting. Monthly general meetings will keep members informed and engaged in the group's events and activities. To remain in good standing, Leadership Team members should not have more than three unexcused absences from meetings. A Leadership Team member who fails to maintain good standing can be replaced (by membership vote) if all other Leadership Team members agree.

## **6. Organizational Structure**

As advocates of democracy, we will strive to have the flattest, most egalitarian non-hierarchical structure possible.

- The President heads the Leadership Team, oversees meetings and is the deciding vote in the event of a tie vote. The President also acts as the group's primary spokesperson.
- The VP Programs/Events leads efforts to plan events and activities and secures locations for any meetings or gatherings.
- The VP Outreach is responsible for membership outreach, takes notes at meetings and sends out correspondence/information to the membership.
- The VP Finance is responsible for keeping and updating financial records. They are also responsible for applying for grant money.

Members of the Leadership Team will serve one-year terms, subject to re-election.

## **7. Provision to Make Financial Records Available**

The VP Finance will maintain a spreadsheet listing all money in and out and keep receipts for all expenditures possible. Financial records will be made available to university officials upon request.



# Meaningful Media

**Changing Our World Through Media.**

**WE ARE:** Meaningful Media is a non-profit network providing resources to inspire and empower those committed to improving the world through media.

**WE BELIEVE:** Media is a powerful way to make a difference.



## Meaningful Media

**CONNECTS** – Our growing network allows media professionals and students to share resources, ideas, and talents.

**INSPIRES** – Our socially-conscious events inspire people to take action.

**EMPOWERS** – Our resources help members succeed.



## Meaningful Media

### **PROVIDES VALUABLE BENEFITS:**

**INVITATIONS** to events including mixers, seminars, panels, and screenings.

**FISCAL SPONSORSHIP** of your projects.

**REVIEWS** of recently-released films, shows, and music centered on social themes.

**DATABASES** to research socially conscious films and music.

**JOIN the NETWORK now.**

email [connect@meaningfulmedia.org](mailto:connect@meaningfulmedia.org)