

Media Arts Donations Guide for Parents

Where does the money go?

If you're like most parents of Paly media arts/journalism students, you get a confusing array of requests for donations at the start of the school year. This guide is designed to help you understand what goes where.

- 1) **PRINTING COSTS: “Publications Donation” on the Paly Webstore** — This request goes to **all** Paly families to support **PRINTING costs** for journalism publications, the bulk of which are sent home to **all** Paly families. Notably, funds from this effort offsets only about 10% of annual of publication printing costs. (Significantly, the other 90% of printing expenses historically are paid for through publication advertising sales and sponsorships by individual families and institutions.)
- 2) **MAILING COST: PTSA “annual appeal” and “membership” donations.** An often-unrecognized benefit of *general* PTSA donations is funding of **bulk MAILING** of print copies of publications to **all** families.
- 3) **MAC BOOSTER EQUIPMENT AND ACTIVITIES SUPPORT: “Support Paly Media Arts” flyer in the Back-to-School Packet** — Funds sent to the MAC Arts Boosters, a volunteer-run 501c(3) nonprofit, cover essential MAC program needs, including:
 - Website hosting fees and support for our online publications
 - Cameras, graphics tablets, and broadcast/podcast equipment
 - Photographers/videographers' consumables (batteries, memory cards, etc.)
 - Membership and contest entries for local and national scholastic press associations
 - Conference and convention attendance support for students
 - Royalty music subscription fee for broadcast and video production courses
 - Paly Media Arts Innovation contest funding (\$10,000 annually)
 - Wall Street Journal and New York Times subscriptions for all Paly students, particularly Beginning Journalism students, who are developing daily news consumption habits.
 - **URGENT COST CHALLENGES** faced by our MAC programs. For instance, in the 2020-21 school — when the pandemic severely limited students' ability to sell advertising space in their publications — the MAC Boosters pitched in with a \$25,000 “Pandemic Print Boost” that in some cases was the only thing that kept programs able to continue operating at their usual levels.
- 4) **CLASSROOM TEACHER REQUESTS for “Gear and Grub” support** — In addition to the above needs, what often turns our publication classes from generic classrooms to beloved student communities is teachers' ability to create a sense of belonging. We do this, in part, by having students eat together (when health conditions allow) and wearing gear (sweatshirts, lanyards, etc.) that celebrates publication staffs. Notably, *all* students in a class benefit from such donations regardless of whether families contribute. (Here, too, MAC boosters help fill in gaps by providing no-questions-asked funding to make sure all students in a class receive these benefits.)

If you have any issues or questions about donations or would like to participate as a volunteer, please contact Lisa Daly or Jennifer Antonow at palymacboosters@gmail.com, or reach out to a MAC teacher.

And thank you for all of your support! It really makes a difference in the Media Arts at Paly!