

## Measure 34 (U): Sustaining the Student Media Voice

### QUESTION

Shall the undergraduate students of UCSC provide funding to support and strengthen the diversity of the student voice in television, print, radio, and inter-media by ensuring training and advising for student-run media by assessing themselves up to \$4.14\* per student per quarter, beginning Fall 2008?

### SUMMARY POINTS

- New undergraduate student compulsory fee of up to \$4.14 per quarter, per student. \*Fee amount is contingent upon the results of a 2008 request for funds from the Student Fee Advisory Committee (SFAC). If Student Media is awarded funding via the SFAC process, the Measure 34 fee amount will be reduced by the equivalent amount of SFAC funding that is awarded.
- Fee begins Fall Quarter 2008 and is a permanent fee with no ending date.
- Fee will be assessed to all undergraduate students enrolled in the fall, winter, and spring quarters, and to undergraduate students enrolled in State-funded summer quarter.
- Fee will generate approximately \$184,983\* in academic year 2008-09, the first year it is in effect.
- This fee includes a 33% Return-to-Aid component, in which 33% of all fees collected will automatically go to financial aid to help those students who are on financial aid, cover the expense of the fee. This will be approximately \$61,045 per year.
- Fee is sponsored on the ballot for undergraduate students by Petition.
- Student consultation method: The Student Media Council voted to move forward with this referendum as a last resort to support Student Media organizations' training and advising needs. The Student Media Council is made up of undergraduate representatives from all active Student Media organizations, as well as one faculty and one staff representative. In addition, over 10% of the UCSC undergraduate student population signed petitions to put this measure on the ballot.

\*Three quarter enrollment estimate based on Fall 2007 third-week enrollment number of 14,894

### BALLOT STATEMENT

#### Who Will Benefit?

All UCSC students will directly and/or indirectly benefit from this fee with increased campus event and issue coverage, as well as the opportunity for a more hands-on experience with media at UCSC—whether it be artistic, political, organizational, athletic, academic, cultural, or co-curricular. UCSC Student Media organizations serve as UCSC's greatest form of communication within our student population, our larger Santa Cruz community, and beyond.

Yes on Measure 34 will ensure that all students have access to the resources and advising necessary to support and strengthen the Student Media voice at UCSC.

### **Why the Fee is Needed**

Student Media is comprised of student-run television, print publications, and the campus radio station. These include Student Cable Television (SCTV Channel 28), *City on a Hill Press*, KZSC 88.1 FM, *Fish Rap Live!*, *The Project*, *Chinquapin*, *Black African Voice*, *La Revista*, *Las Girlfriends*, *Big Q*, *Eyecandy*, Rainbow TV, *Third World and Native American Students (TWNAS)*, Barn TV, Banana Slug News, and over 20 additional UCSC Student Media organizations.

Over the past ten years, Student Media has seen a 300% increase in student involvement and a 400% increase in the number of Student Media organizations. At the same time, funding for advisory positions in Student Media has been cut by more than 35%.

The current lack of funding threatens Student Media organizations, and will significantly reduce and/or eliminate students' access to resources and advisers. Student Media's temporary funding for SCTV advisers will end May 31, 2008, which could result in the station shutting down if such funding does not become available in the near future. The SCTV adviser positions are crucial to ensuring continuity in leadership training, legal compliance, advocacy in First Amendment rights, facilities and equipment, compliance in campus policies and transactions, and many additional integral support and advising needs.

Beyond SCTV, the loss of funding for advisers adversely affects all Student Media organizations by decreasing the resources available to students interested in creating a diverse, informative, and engaging student voice here at UCSC.

Measure 34 will provide funding for training and advisory positions to support and strengthen the operations of and student involvement in Student Media organizations.

### **How the Fee Will Be Used**

The Student Media Council will allocate Measure 34 funds on a content-neutral basis in accordance with this referendum, university policy, and the law. The Student Media Council is made up of undergraduate representatives from all active Student Media organizations, as well as one faculty and one staff representative.

The Student Media Council will make decisions on the number of career staff positions, and/or student-to-student training/advising positions needed to reflect their identified priorities. The Council will also identify and establish training and advising priorities of the unit and allocate the new Measure 34 funding accordingly, for career staff positions, student-to-student training/advising positions, or a combination of both.

In consultation with Student Media Director and Staff Human Resources, all staff job descriptions for positions created/supported by this measure will include the priorities by the Student Media Council, in accordance with University employment practices and procedures.

In collaboration with the Director of Student Media, and/or the staff hiring committee chair, a minimum of one student will participate in any selection committee established to hire staff into positions created/supported by this measure.

Yes on Measure 34 will guarantee that students play an active role in the entire selection process of advisers funded through Measure 34 fees, the manner in which advising takes place, and the allocation of all Measure 34 funds.

## **ENDORSEMENTS**

- Banana Slug News
- Barn TV
- Barnstorm
- The Big Q
- Black African Voice
- Chinquapin
- City on a Hill Press (CHP)
- Community Service Documentation Project
- El Centro (Latino/Chicano Resource Center)
- Eyecandy Film Journal
- Film Production Coalition
- Fishrap Live!
- Kinetic Poetics Project
- Kresge Town Krier
- La Revista/Las Girlfriends
- Leviathan
- The Lionel Cantú GLBTI Resource Center
- Matchbox Magazine
- Moxie Production Group
- Rainbow TV
- Rapt
- Red Wheelbarrow
- Student Cable Television (SCTV ch.28)
- The Students of KZSC 88.1FM
- Queer Fashion Show (QFS)
- UCSC Athletic Commission
- UCSC Dance Team
- Yellowt
- Women's Center

## **PRO/CON STATEMENTS**

Student Media organizations, especially SCTV, are growing exponentially every day. The \$4.14 per student per quarter will not give the campus the same TV station, but allow SCTV to develop

into a bigger media outlet. And as it grows, it will become more accessible to students of varying backgrounds, not just students interested in media.

*Author: : Patrick Feerick*

I am writing this statement in support of Measure 34: Sustaining the Student Media Voice. Measure 34 is important not only to the student media organizations that it directly effects, but to the entire campus, as can be seen by the fact that it has been endorsed by over 20 student organizations and resource centers on campus. Without the support of student funding raised by this measure many student organizations, which provide a unique and invaluable opportunity to students to be involved in media production, including SCTV may have to shut down. For more information on the measure and to see a student produced video explaining the importance of measure 34 and student media visit [m34.ucsc.edu](http://m34.ucsc.edu). YES on Measure 34.

*Author: Dana Burd*

Measure 34 will keep Student Media alive. If you have ever watched SCTV, listened to KZSC, or read City on a Hill Press or FishRap Live! then you have used the resources offered by Student Media. Without funding for equipment, advisors, and training, the future of many organizations will be in serious jeopardy and no further growth will be possible. Vote "Yes" on Measure 34 to sustain a student voice. <http://m34.ucsc.edu>

*Author: Geoffrey Pincus-Brimble*