Associated Students of the University of California at Riverside
Resolution For KUCR 88.3 FM Fee Referendum
University of California, Riverside
Spring 2013
Authored by: Chris Albert Salvador, ASUCR Senator, with assistance from Louis Vandenberg, KUCR General Manager

Summary:

Be it set forth that the Associated Students of the University of California at Riverside (ASUCR) is the sole organization that can call for an election on fees and is accountable for maintaining the integrity and allocation of those set funds bestowed.

ASUCR acknowledges and recognizes the following: the appropriateness and necessity to update, improve and expand KUCR from its current status to a fully realized student-serving and centered media platform, with updated technology for news gathering, for media production, for audio/video web-enhanced broadcasting, the necessity to serve and increase the opportunity for student participation via multiple media channels, increasing diversity of musical offerings and therefore its potential listeners, the preservation of KUCR’s media library (vinyl LPs, audio tape, video tape, CDs, etc.), which is considered one of the finest, and most complete in Southern California, the necessary preservation of KUCR archives that represent the accumulated work of 45 years of student broadcasting, necessary support for the remodel and expansion of the station’s 47-year old building and storage facility via the planning, design, construction, and outfitting a re-envisioned KUCR as an electronic media center/radio station, and KUCR’s continued commitment and dedication to quality programming, increased campus vitality and student growth via participation and utilization. This referendum shall address and put forth an issue on the ballot for students to vote on during the Spring quarter of 2013.

Introduction

WHEREAS, KUCR is a student-created, FCC-licensed, non-commercial radio station located in Riverside, California, broadcasting on 88.3 FM; and

WHEREAS, KUCR is one of the longest-serving student-centered organizations at the University of California, Riverside, commenced as a student project in 1964, and achieving licensed broadcasting status on October 2, 1966; and

WHEREAS, KUCR is in the same physical space and facility that it was originally created in and has occupied for nearly 47 years, increasing very little while the campus student population increased by, conservatively stated, 9-fold, along with a commensurate demand for KUCR services, participation and collaboration; and

WHEREAS, KUCR as a broadcasting radio station is a unique and demonstrable success, being one of the most accomplished student-staffed college stations in the
state of California, having extensive student participation, having tens of thousands of unique listeners each week, having won awards, having 4,000+ alumnus in numerous fields; and

WHEREAS, KUCR collaborates extensively throughout the year with student organizations, campus and community entities, including concerts, DJ appearances, events, and has further, unmet demands to do so; and

WHEREAS, radio broadcasting is a proven popular form, projected as a viable and popular medium with a long future, and suitable by its nature as a platform for further development in related electronic media such as web and mobile technology; and

WHEREAS, UCR students and community members currently served by KUCR utilize said new media in addition to radio broadcasting, it is therefore appropriate that students support the creation of UCR student-specific new media for the experiential, developmental, participatory, informational and entertaining value that these new media will provide to UCR students; and

WHEREAS, KUCR features a diverse range of original programming produced by students, staff, faculty and alumnus from UC Riverside and surrounding communities; and

WHEREAS, KUCR last proposed a referendum in Spring 1997, which was approved by students for students; and

WHEREAS, KUCR presently receives $3 per quarter from the Associated Students Fee to provide a participatory set of services to and for the students on campus; and

WHEREAS, KUCR has undergone years of stagnant operational budgets witnessed statewide amongst all University of California public institutions; and

WHEREAS, KUCR serves as a primary Emergency Alert System, and emergency notification serving the Inland Empire; and

WHEREAS, KUCR has been and remains fully committed and dedicated to its constituency: University of California, Riverside students and the Inland Empire community listeners; and

WHEREAS, KUCR is receiving more applications, programming and collaborative requests than it can currently accommodate; and

WHEREAS, KUCR requires funds to contribute to a building fund which would at some point relocate the station to a modern facility, while still retaining the creative character which has been essential to the station’s operation; and

WHEREAS, KUCR has been an authentic college radio media service, providing a unique experiential opportunity as well as high-quality broadcasting to the Inland Empire for over 45 years and requires revitalization in the UCR student interest.
Conclusion

THEREFORE LET IT BE RESOLVED THAT, the ASUCR Senate having heard the above arguments shall declare a referendum on this fee issue and hold an election, in accordance with the Constitution and Bylaws of ASUCR.

Funding:

An increase of the KUCR Fee will be established by a referendum vote of the student body. Although this fee is listed separately as the “KUCR Fee,” it is a subset of the Associated Students fee. It will be administered and overseen by the Associated Students, and will provide specific funds for the following initiatives: 1) support for quality technology infrastructure for the improvement of the quality of news, reports, and public affairs programming, 2) maintenance and repair costs for KUCR’s building and storage facilities, 3) the preservation of student archives and broadcasts, 4) the promotion and advertisement of KUCR programs and events, 5) the facilitation and appearance of more KUCR DJ campus appearances, 6) increased programs and staffing providing for a more comprehensive musical variety and greater overall service and 7) contribution towards increased operational costs.

The current undergraduate fee to fund KUCR is $3.00 per quarter. The proposed increase of $6.50 will increase that fee to $9.50 per quarter. In accordance with the UC Return-to-aid policy, 25% of the new fee increase revenue will be returned for financial aid ($1.625). The remaining amount of $4.875 would fund KUCR per the specifications above starting in Fall 2013. The fee would be collected Fall, Winter, Spring and Summer quarters by undergraduate students.

Oversight:

KUCR aims to enforce transparency clauses on behalf of the student body in an effort to counter corruption and/or ineptitude. In the spirit of full disclosure, information on the KUCR budget will be readily available to the general student populace upon written request to KUCR. This funding will continue only if KUCR maintains its current structure as a student-centered, student-staffed campus department.

Referendum Passage: In compliance with UC and UCR policies, this referendum must meet the following criteria during election to be approved the student body:

1. At least 20% of the undergraduate student body must vote on the issue.
2. A majority of the votes cast must vote in favor of the issue.
The campus radio station, KUCR, is a student-created, FCC-licensed, non-commercial station broadcasting on 88.3 FM, and is one of the longest-serving student-centered organizations at UCR, broadcasting since 1966. Do you support a $6.50 per quarter fee to fund needed technology improvements, maintenance and repair costs for the building and storage facilities, the preservation of student archives, station promotion, more campus appearances, increased programming and improved services for the station?

- The fee would begin Fall quarter of 2013, and be billed Fall, Winter, Spring and Summer quarters
- In accordance with campus policy, 25% of the fee will be returned to financial aid to help offset tuition costs for students who are eligible for financial aid
- After the return to aid, the remaining $4.88 would be used for the initiative

___YES, I hereby support the KUCR referendum at a $6.50 per quarter

___NO, I hereby do not support the KUCR referendum at $6.50 per quarter