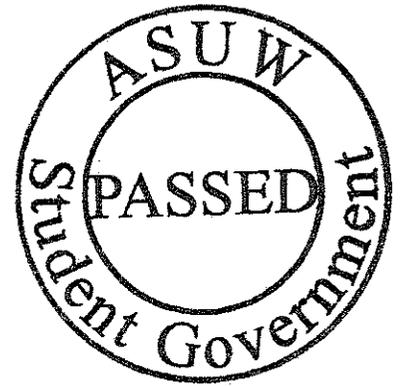


SENATE BILL # 2238



TITLE: ASUW Radio Program Establishment Act

DATE: February 25, 2009

AUTHORS: Senator Weaver, Executives Kuhlmann and LeSatz

SPONSORS: Senators Beach, Gallegos, Rader, and Wallace

1. WHEREAS, the Student Senate of the Associated Students of the University of Wyoming
2. (ASUW) has the authority to create and approve programs for the use and benefit of students;
3. and
4. WHEREAS, only officially-recognized ASUW programs, services, or affiliated governance
5. groups may submit budget requests to the ASUW Student Senate; and
6. WHEREAS, the ASUW student government has dedicated time and energy over the past
7. year to the development of a student-operated radio station to serve the needs of the
8. University of Wyoming community; and
9. WHEREAS, the document found in Addendum A attests to these efforts; and
10. WHEREAS, the project has reached a stage where it will require official recognition and
11. financial support as approved by ASUW, as recommended in Addendum B.
12. THEREFORE, be it enacted by the Student Senate of the Associated Students of the
13. University of Wyoming (ASUW) that the University of Wyoming (UW) Student Radio
14. Station shall be recognized as a full program and service of the ASUW; and
15. THEREFORE, be it further enacted that the language in the ASUW By-Laws, article VIII,
16. section 1, subsection C be amended to reflect the changes found in Addendum C; and
17. THEREFORE, be it further enacted that the ASUW Director of Campus Communication

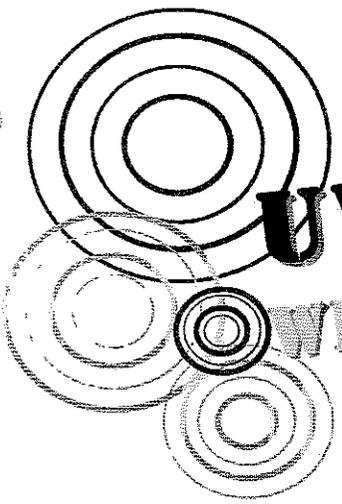
18. shall submit UW Student Radio Station governing documents for approval by the ASUW
19. Student Senate no later than the final meeting of the 2008-2009 ASUW Student Senate.

Referred to: Student Relations Committee and Budget and Planning Committee

Date of Passage: 03/10/09 Signed: *Jonathan M. Smith*
UNANIMOUSLY (ASUW Chairperson)

"Being enacted on 3/11/09, I do hereby sign my name hereto and
approve this Senate action." *Kebya J. [Signature]*
ASUW President

Addendum A



UW STUDENT RADIO:

WHERE STUDENTS MAKE WAVES

MISSION: The purpose of the student radio station of the University of Wyoming shall be to provide a new medium of communication that can be utilized to improve the flow of diverse information to and from students, administrators, faculty and staff and to build a stronger and more cohesive campus community.

Why a Student Radio Station?

- Give students a new medium to express their voice and opinion
- Give students from a variety of backgrounds a new opportunity for work experience
- Give students the ability to choose the music they want to listen to
- Help RSO's more effectively communicate their events to the student population
- Help students become more informed about university and campus issues
- Create a new way to promote pride in the University of Wyoming
- Create a new entertainment outlet
- Provide local, state, and national news pertinent to the UW and local communities
- Provide important updates (weather, lockdowns, emergencies, etc.)
- Promote campus sustainability
- Enable outreach students to feel connected to the main campus
- ... and will allow students to make the station their own!

Where we are now...

- All equipment/software ordered and most set up for online station capabilities
- Advisory Board Formed and meeting weekly
 - *Tasks accomplished:* mission statement, community defined, governing documents, student input/involvement, goals, programming ideas, and publicity
- Joined Intercollegiate Broadcasting System
 - Headed to conference March 6-8
- Contracted and consulted with an engineer
- Space reserved in new Information Technology Building; move-in TBA
- Web site moving forward with help from Pat Wolfinbarger in UW Public Relations
- Streaming and technical help coming from UW IT and ASTEC
- Tentative budget created
- In the works:
 - Legal working on LPFM license with FCC
 - BMI, ASCAP, SESAC, RIAA licensing
 - Working documents
 - Program formatting
 - Publicity campaign

Goals

- Have all working/governing documents complete by Mar. 1
 - Bring legislation before the ASUW Senate to approve all working documents and the structure of the Student Radio Station.
- Have complete publicity campaign launched by Mar. 15
 - Work in conjunction with the ASUW Director of PR & Marketing
 - Research to gauge audience interest, wants, and needs for radio content. Set up focus groups, send out surveys and work with the Branding Iron.
 - Start promotion to excite interest in internship/volunteer opportunities with the radio station by reaching out to RSO's, campus departments, councils, individuals, etc. about how they could help and how they want to help.
 - Prepare and launch a publicity/public relations campaign to promote the online radio station to potential listeners. Continued promotion through the semester
- Set up a full month's worth of programming by Mar. 15
 - Use the groups, individuals, advisory board and key players identified through the publicity campaign to create four weeks of programming for the station.
- Have online portion streaming by mid-March
 - Prepare all programming, content, DJ's, interns, volunteers, staff for a launch of the online station directly after move-in to the IT Building
 - Launch of the ASUW Student Radio station
 - Continued development of programming, scheduling, general station management, etc.
 - Start planning for ability to sustain through summer and into next academic year
 - Continued work for the LPFM application and FCC licensing
 - Continued discussions with Engineer Jim Mross about needs for LPFM station
- Develop ability to set up webcasts and discussion boards by April 1
 - Begin developing capability for webcasting, blogging and discussion boards on the online station's website
 - Start uploading webcasts, blogs, and discussion boards to the website
 - Publicize capability to download webcasts from the website

Student Media Involvement

- Providing you an optional additional outlet for your content
 - Open to the idea of a news subscription service
- How do YOU see your involvement with the station?

Questions and concerns?

Addendum B



ASUW Student Government
 Dept. 3625
 1000 E. University Avenue
 Laramie, WY 82071

Phone: 307.766.5204
 Fax: 307.766.3762

ASUW BUDGET REQUEST FORM

(ASUW Programs, Services, and Governing Bodies)

Complete all blue sections on this form.

GENERAL INFORMATION

Name of ASUW Entity
UW Student Radio

Contact Person	Title	Phone Number
Liz LeSatz	Director of Campus Communications	307-766-5204
Campus Address		E-mail Address
Union Room 020		Asuwexc4@uwyo.edu

ADDITIONAL INFORMATION

During the 2008-2009 academic year, how many UW students were served by your program, service, or governing board?
This funding is to secure the radio station after this year so it may benefit the UW campus.

Describe the mission of your program, service, or governing board and explain, in specific terms, how this ASUW entity has benefited students during the 2008-2009 academic year.
The purpose of the student radio station of the University of Wyoming shall be to provide a new medium of communication that can be utilized to improve the flow of diverse information to and from students, administrators, faculty and staff and to build a stronger and more cohesive campus community.

Describe any changes that will be made to your program, service, or governing board in the upcoming year and how these changes will benefit students.
N/A

Outline the goals of your program, service, or governing board for the upcoming academic year.
GOALS/OBJECTIVES FOR SPRING SEMESTER: <ul style="list-style-type: none"> • Have all working/governing documents complete • Have complete publicity campaign launched

- Have online portion streaming by April 1
- Develop ability to set up webcasts and discussion boards
- Foster relations with Student Media
- Continue to monitor student's wants and needs for content

BUDGET PREPARATION WORKSHEET

Use this section to prepare your budget request. Double-click on the boxes to access them. Numbers entered under an "amount" or "expense" heading will be added automatically, and the sum will appear in the "total" row.

INCOME

SOURCE	AMOUNT
Student Services Endowment	23,908.00
TOTAL INCOME	23,908.00

Description

EXPENSES

EQUIPMENT	
Item	Expense
Transmitter/Antenna & Set up	16,000.00
Equipment update reserve	1,000.00
Engineering Set up	2,000.00
Engineering Maintenance and Repair reserve	1,000.00
TOTAL EQUIPMENT	20,000.00

Description
One-time costs to set up LPFM equipment.

ADVERTISING	
Event/Program	Expense
Radio Campaign	500.00
TOTAL ADVERTISING	500.00

Description
This will be used to reach out to students and generate interest and programming in the student run station.

COPIER/PRINTING/POSTAGE	
Purpose	Expense
Printing	50.00
Postage	50.00
TOTAL COPYING/PRINTING/POSTAGE	100.00
Description	

TELEPHONE	
Event/Program	Expense
Telephone	468.00
TOTAL TELEPHONE	468.00
Description	

AFFILIATION/LICENSING FEES	
Event/Program	Expense
IBS Membership	125.00
ASCAP	250.00
BMI	275.00
SESAC	90.00
RIAA	500.00
Digital Rights Subscription	1,200.00
TOTAL AFFILIATION/LICENSING FEES	2,440.00
Description	

These are all required licenses to broadcast according to FCC regulations. The subscription is to acquire digital rights for playing music.

Event/Program	Expense
Office Supplies	400.00
TOTAL SUPPLIES	400.00

Description	

BUDGET REQUEST

Enter each total from the "Budget Preparation Worksheet" into the appropriate box below. The amount in box A must match the amount in box B.

	BUDGET LINE		AMOUNT REQUESTED
INCOME	ASUW Student Fee		3908
	ASUW Equipment Reserve		20000
	Other Revenue		
	TOTAL:	A	23908
EXPENSES	Salary		0
	Travel		0
	Equipment		20000
	Advertising		500
	Awards		0
	Copier/Printing/Postage		100
	Courtesy		0
	Dues/Membership		0
	Equipment Repairs, Supplies, Maintenance		0
	Insurance		0
	Affiliation/Licensing Fees		2440
	Prizes		0
	Registration		0
	Special Services Contracts		0
	Staff Development		0
	Subscriptions		0
	Telephone		468
	Supplies		400
	Miscellaneous		
	TOTAL:	B	23908

Addendum C

THE ASSOCIATED STUDENTS OF THE UNIVERSITY OF WYOMING

BY-LAWS

ARTICLE VIII

Services and Programs

Section 1. All services and programs funded by the ASUW shall be placed in one (1), and only one (1), of the following categories:

C. Other Programs and Services

1. The following groups operate either in an advisory capacity to ASUW, have little need for consistence in meeting times and locations, or have available meeting space which they ought to be encouraged to utilize. These Include:
 - a. ASTEC
 - b. ASUW Business Office
 - c. ASUW Gallery
 - d. United Multicultural Council
 - e. Student Activities Council
 - f. Student Handbook Planner
 - g. UW Child Care
 - h. Leadership Development
 - i. Bike Library
 - j. ASUW Housing Directory
 - k. Student Sustainability Council
 - l. UW Student Radio Station