
STUDENT MEDIA

	1996-97		1997-98		1998-99	
	FTE	Budget	FTE	Budget	FTE	Budget
<u>Category of Expense:</u>						
Staff Salaries	4.00	116,748	0.40	3,971	4.00	121,560
General Assistance		5,190		3,168		2,920
Nonsalary/Other		168,322		180,314		181,882
TOTAL by Category	4.00	\$290,260	0.40	\$187,453	4.00	\$306,362
<u>Source of Funds:</u>						
Registration Fees	3.60	126,301		23,494	3.60	142,403
Auxiliary Services	0.40	163,959	0.40	163,959	0.40	163,959
TOTAL by Fund	4.00	\$290,260	0.40	\$187,453	4.00	\$306,362

MISSION

Student Media offers advising, pre-professional training, equipment and facilities to support and advance the instruction, research and public service mission of Student Affairs at UCSC by:

- advocating for students' freedom of expression,
- addressing the community's concerns regarding the educational nature of student media,
- assuring student involvement in decision making and encouraging accountability and responsibility through advising and training,
- providing leadership, management internships and employment opportunities.

DESCRIPTION

Student Media consists of Media Council, KZSC, City on a Hill Press, Fish Rap Live!, TWANAS, Chinquapin, Leviathan, The Black Voice, Red Wheelbarrow, Satellite, Las Girlfriends, Seaweed Soup, Alay, Brecht's Hammer, Chisme, Student Media Academic Credit Program.

GOALS

- Update KZSC Handbook, class, workshop and seminar syllabi and manuals; conduct media classes and seminars in media law; FCC Regulations; publishing; news/public affairs and music broadcasting; fundraising, sales and marketing.
- Increase earned income by developing new tower tenants, increasing advertising, underwriting and fund drive revenues.
- Develop 5 year plan for updating KZSC's broadcast and transmitting equipment and increase KZSC's transmission power.
- Formalize Student Media's academic relationship between the Writing and Economic Departments.

ACTIVITY DATA

- Completed first draft of the KZSC Handbook which is being used in the KZSC News and Music Broadcast classes; updated print media Sales and Marketing Seminar and Media Orientation materials.
- Implemented fiscal spreadsheets to track student media organizations budgets and completed internal forms.
- Student Media server installation is in progress.

* With the reorganization of SOAR in 1998-99, Student Media will no longer report to SOAR. (Salaries transferred to SOAR in 97-98 and back to Student Media in 1998-99.)