

September 23, 1988

29 EXECUTIVE COUNCIL BILL #21

UNIVERSITY OF COLORADO

STUDENT UNION

Sponsored by: Business Representative Kurt Wedgwood
President Pro-Tempore Drew Bolin

Authored by: Business Representative Kurt Wedgwood

A BILL

BILL HISTORY

In order to be accountable and informative to the students, alumni and faculty of the University of Colorado, a strong marketing function must be used. What function? Advertising! Through advertising, people get reached and become aware of what is going on. People will learn what their Executive Council is doing for its constituents.

BILL SUMMARY

This bill shall allocate from Central Reserve an amount not to exceed \$234.00 + GAR towards funding student government ads.

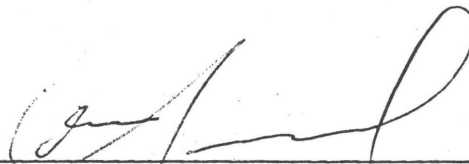
BE IT ENACTED by the Executive Council of the University of Colorado Student Union, **THAT:**

- SECTION 1: The UCSU Executive Council Agenda Item ad will run on Thursdays in the Campus Press and will appear on the bottom right-hand corner of page 3.
- SECTION 2: The cost per ad will be \$29.25 for a 3 x 3 size space.
- SECTION 3: The project will be tested on an 8 week trial basis at a total cost of \$234.00 + GAR from central reserve.
- SECTION 4: The issues to be listed in the ad will be submitted by the UCSU Public Relations Director pending consultation with the Executive Council President Pro-Tempore and the Tri-Executives.
- SECTION 5: The Campus Press requires that the information be submitted by 3:00 PM the preceding Wednesday.
- SECTION 6: An underlining goal of the project will be to increase student attendance at the meetings and enhance voter turnout for the fall election.
- SECTION 7: An evaluation of the project will be held at Executive Council the meeting following the eight publications. Executive Council shall decide if the project is to continue in the following weeks.

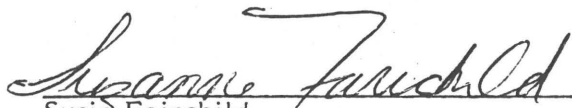
9/29/88 - PASSES - EXECUTIVE COUNCIL - 1st READING - ACCLAMATION
10/6/88 - PASSES - EXECUTIVE COUNCIL - 2nd READING - ACCLAMATION



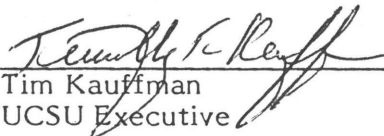
Drew Bolin
President Pro-Tempore
UCSU Executive Council



Chris Drummond
UCSU Executive



Susie Fairchild
UCSU Executive



Tim Kauffman
UCSU Executive