

January 19, 1989

30 LEGISLATIVE COUNCIL BILL #19

UNIVERSITY OF COLORADO

STUDENT UNION

Sponsored by: President Pro-Tempore David Hummels
Representative-at-Large Vicky Powell

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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 Legislative Council is doing for its constituents.

The bill 29 ECB #21 allocated an initial amount of \$234 + GAR for an 8 week trial period (to fund Legislative Council ads). Section 7 of that bill called for a review of the project after the trial time. We feel the project has been successful and would like to continue it for the remainder of the 30th Legislative Session. Also, we feel it would be beneficial to expand the project to include ads in the Colorado Daily as well as the Campus Press.

BILL SUMMARY

This bill shall allocate from Central Reserve an amount not to exceed \$792 + GAR towards funding Legislative Council ads.

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

- SECTION 1: The UCSU Legislative Council Agenda Item will run on Colorado Daily for a 3x3 size space per week.
- SECTION 2: The costs will be \$30 in the Campus Press & \$42 in the Colorado Daily for a 3x3 size space per week.
- SECTION 3: The project will continue for the remainder of the 30th Legislative Session (11 weeks from 1/26 to 4/13) at a cost of \$792 + GAR.
- SECTION 4: The issues to be listed in the ad will be submitted by the UCSU Public Relations Director pending consultation with the Legislative Council President Pro-Tempore.
- SECTION 5: An underlying goal of the project will be to increase student attendance at the meetings and enhance voter turnout for the Spring election.
- SECTION 6: This bill will take effect during the week after passage.

1/19/89 - WITHDRAWN - LEGISLATIVE COUNCIL