

September 14, 1989

31 EXECUTIVE BILL #3

UNIVERSITY OF COLORADO

STUDENT UNION

Sponsored by:	Tri-Executives	Dawn Massop Tracy Wahl Alan Ikeya Karey Ullemeyer
	Representatives-at-Large	
Authored by:	Safety Coordinator Tri-Executive	Brett Penfil Dawn Massop

A BILL

BILL HISTORY

National Alcohol Awareness Week at the University of Colorado, Boulder will take place the week of October 16-20. The week concentrates on education about alcohol and alcohol abuse, with an emphasis on wellness and awareness rather than prohibition. Please see attached schedule of week's events, subject to change.

UCSU, as the representative of the student body, should take an active role in educating the campus community about the largest abuse problem faced by students. In assuming responsibility for assistance with promotion, UCSU will be helping to facilitate a positive step towards eliminating the alcohol abuse problem on this campus. Traditionally, UCSU has displayed its support through funding so as to enable the student body to be aware of the activities of Alcohol Awareness Week, and to allow the committee to present the most effective program possible.

With UCSU's funding in 1988, the University of Colorado's Alcohol Awareness Week's program received a certificate of merit and an honorable mention out of over 1000 applicants from the National Collegiate Alcohol Awareness Week Committee. Funding for the 1989 week will help the program receive national recognition once again.

BILL SUMMARY

This bill will allocate an amount not to exceed \$2490.40 + GAR from Central Reserve towards the campus-wide promotion of National Alcohol Awareness Week, October 16-20, 1989.

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

SECTION 1: Legislative Council allocate an amount not to exceed \$2490.40 + GAR from Central Reserve towards the promotion of National Alcohol Awareness Week.

SECTION 2: All members of UCSU are encouraged to participate in the events during the week.

SECTION 3: Contributions from other funding sources will reimburse Central Reserve.

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SECTION 4: A written report will be submitted pursuant to 24 ECB #4.

SECTION 5: This bill takes effect upon passage.

BUDGET


Advertising:		
Campus Press:	10/16 half page	\$ 136.50
	10/19 quarter page	68.25
	Subtotal	\$ 204.75
Colorado Daily:	10/13 ½ page	\$ 193.20
	10/16 ½ page	193.20
	10/17 ¼ page	96.60
	10/18 ¼ page	96.60
	10/19 ¼ page	96.60
	10/20 ¼ page	96.60
	Subtotal	\$ 772.80
Campus-wide Mailing		\$ 229.50
Brochures		\$ 344.45
Posters		\$ 438.90
Keynote Speaker		\$ 500.00
	Subtotal	\$ 2490.40
	+ GAR	\$ 122.02
	TOTAL	\$2,612.42


9/14/89 - PASSES - LEGISLATIVE COUNCIL - 1st Reading - 14-1-0

9/21/89 - PASSES - LEGISLATIVE COUNCIL - 2nd Reading - 13-0-1

Robert Ervais
President Pro-Tempore
UCSU Legislative Council

Alan Ikeya
UCSU Executive


Dawn Massop
UCSU Executive


Tracy Wahl
UCSU Executive

ALCOHOL AWARENESS WEEK 1989

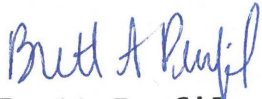
The executive staff would like to thank the legislative council for their contribution to Alcohol Awareness Week (AAW.) The event schedule is attached and proved to be a helpful week for many people.

In total, 1,847 people attended the combination of events. The largest audience, 550 people attended the keynote address given by Michael Pritchard. From the evaluations, 55 people were students; faculty, 6; staff, 26; other, 25.

Legislative Council's money funded the advertising for the week. Again from evaluations, 43 people knew about AAW from the Colorado Daily; Campus Press, 8; flyer, 39; poster, 8; Greek houses, 10; radio, 0; other, 22.

Most evaluations were positive. Written comments pointed out that this is an important week. The week covers every issue about alcohol, drugs, and abuse and that more people should attend. However, many agreed that there was not enough advertising for the week. Many suggested that in the future, AAW should reach a larger and more diverse audience.

Thank you,



Brett Penfil
Safety Coordinator

University of Colorado at Boulder

University of Colorado Student Union

University Memorial Center 333
Campus Box 206
Boulder, Colorado 80309-0206
(303) 492-7473

September 19, 1989

Anita Russell
311 10th Street
Department NH320
Golden, CO 80401

Dear Ms. Russell:

On October 16-20, 1989 the University of Colorado Student Union (UCSU) will be hosting the 6th annual Alcohol Awareness Week (AAW). This 5 day event focuses on responsible alcohol use by college students.

Last year's AAW was an unqualified success, over 3,300 people attended. Further, the University of Colorado's AAW program received a certificate of merit and an honorable mention out of over 1000 applicants from the National Collegiate AAW Committee. ^{Therefore} Henceforth, our AAW serves as a model for similar programs across the nation.

^{Boulder Brewing Co}
^{You have}
We are certain Coors has a strong interest in ensuring college students, major consumers of your product, utilize alcohol in a positive, mature matter.

Unfortunately, an event of this magnitude is extremely expensive. Last year's budget was in excess of \$10,000. UCSU has already committed over \$2000.00 to this program. However, for AAW to be a success, we need your support. Hence, we encourage you to join us in a partnership to educate young adults.

~~Coors is a special friend of this University. Witness the Coors sign at Folsom Field. We are certain you share our interest in furthering this friendship.~~

We look forward to speaking to you during the coming week.

We have enclosed a copy of our 1989 schedule. Please know of our best wishes.

Sincerely,

Brett Penfil
Safety Coordinator
UCSU

Frederick R. Ball
Representative-at-Large
UCSU Legislative Council