

February 2nd, 2012

KVCU Reorganization

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| Sponsored by: | Brian Taylor | Legislative Council President |
| | Carrie Gleeksman | Finance Board Chair |
| | Isra Chaker | Representative-at-Large |
| Authored by: | Brian Taylor | Legislative Council President |

A Bill to Approve the Reorganization of KVCU/Radio 1190

Bill History

Radio 1190 is at a peculiar place right now, as it is a station that has great brand identity potential, but at the same time, a brand identity that few are paying attention to in the Denver/Boulder Market. The proposed changes will create a professional and competent environment that will facilitate a change of progress and development and one that will not only educate student employees on the real-world nature of media (radio, et al.) but will make Radio 1190 the brand name and competitive radio station it once was. What this plan gives to the station as a whole is the opportunity NOT to re-invent Radio 1190, but to have Radio 1190 re-invent radio.

The objective of this reorganization is to create an environment that will bring back the brand imaging of Radio 1190; provide an increase in listenership, marketing visibility, and corporate underwriting/support; incite amongst students a sense of pride in their radio station; and successfully portray Radio 1190 as the radio station for indie music, pop culture, and information content on every level.

Additionally, we want to create critical media skills for employees so they can learn accountability inside and outside the station. And lastly, to convey that we live in a 24/7 networked society and that we must always be providing for our listeners all day, every day.

The current problems that KVCU faces are:

- 1) There is a serious lack of communication between individuals running the respective departments within the station.
- 2) There are simply too many on-air personalities. This leads to two things: A) diluting the talent pool causing everyone to think they can be a DJ; and B) the message and content is lost as there's no coordination among the entire team of players.
- 3) The majority of the student employees think of the radio station as a "hobby" rather than a "profession".

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- 4) There is little to no accountability regarding directives from the station General Manager, or within the hierarchy of the student employee job ladder.
- 5) The budget in general has not been managed effectively and there is no set pipeline for station funding, expenditures, and staff payments.

The purposes of implementing the foregoing changes include:

- 1) Simplification of the radio station as a whole (manager position consolidation, on-air staffing).
 - 2) Create the competitive environment necessary for advancement through the ranks as a station employee.
 - 3) Update KVCU's technology to align with the radio environment outside the station walls.
 - 4) Create a team of valued employees committed to the brand and the message of the station and build out both the current position requirements and create new positions that positively benefit the station.
 - 5) "Plug-in" to the radio station, by hosting a daily show on-air and becoming more ingrained in station programming.
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Bill Summary

BE IT RESOLVED by the Legislative Council of the University of Colorado Student Government, that KVCU Radio 1190 shall:

Section 1: Eliminate the position of Student General Manager, for a total savings of \$4,600.

Section 2: Consolidate two student employees' jobs (Internal Promotions Director, General Promotions Director) into one position (General Promotions Director), for a total savings of \$3,920.

Section 3: Eliminate the position of Underwriting Director and reallocate the position's salary to hire a third-party underwriting consultant to actively seek corporate dollars and sponsorship, for a total savings of \$1,256.

Section 4: Eliminate the position of News/Sports Director and develop an internal CU cross-promotion with the *CU Independent*, for a total savings of \$2,987. Currently, the station does not have the ability to provide the around-the-clock, updated information that listeners expect from news updates. This failure occurs not only in the broadcast medium, but also in the website content updates. Developing a collaborative cross-promotion with the *CU Independent* will

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provide a better quality product, with up-to-date, appropriate content that can be used by the host of our radio station on air.

Section 5: Consolidate the position of Training Director into the position of Program Director, for a total savings of \$2,081. Currently, this position does not have the knowledge or ability to train DJs, and the current job responsibilities of this position will be better handled by the Program Director.

Section 6: Eliminate the position of Office Manager and Traffic Director, for a total savings of \$3,564.

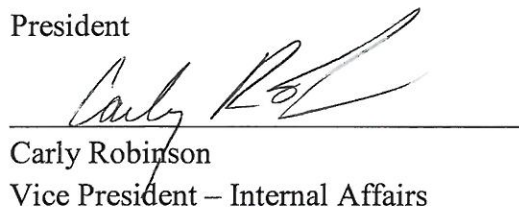
Section 7: Eliminate the position of Web Director, total savings of \$1,635.

Section 8: Using the monies reallocated from the reorganization (a total of \$20,043), immediately employ the services of a corporate underwriting consultant and a website designer. The underwriting consultant will cost approximately \$6,750. The PR/Marketing contract will cost approximately \$5,000. \$8,000 will be used for a number of technical upgrades and promotion efforts¹. These outside consultants and upgrades will help leverage KVCU Radio 1190 into a time of growth and success by allowing us to become more proficient at fundraising and by rebranding ourselves.

| Vote Count | | |
|-------------------|--|--------------------|
| 02/02/2012 | Amended to add Isra Chaker as Sponsor | Acclamation |
| 02/02/2012 | Passed on 1st reading | Acclamation |
| 02/09/2012 | Passed on 2nd reading | Acclamation |



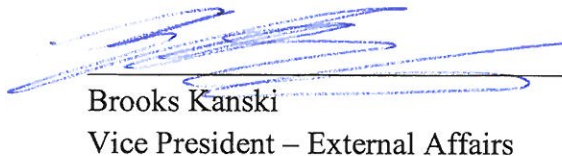
Andrew Yoder
President



Carly Robinson
Vice President – Internal Affairs



Brian Taylor
Legislative Council President



Brooks Kanski
Vice President – External Affairs

¹ See Exhibit A

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“EXHIBIT A”

The remaining monies will be allocated specifically for the following technical upgrades and promotional efforts:

- An upgrade of the equipment used for live sound, specifically new and better microphones, stands, cables.
- A complete overhaul of the mini-production room including a new computer, new sound board, upgrade to newest version of Pro Tools software.
- A new ISDN Box/Equipment to do mobile broadcasts.
- A new mobile unit.
- New turntables and a supply of turntable needles.
- New computers that are up to date.
- New software for promotional efforts, including Photoshop.
- Promotion materials for events, concerts, clothing and schwag.