

Spring 2008

SB29-07/08: Kaimin Advertising and the Associated Students of The University of Montana (ASUM)

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Resolution 7

SB29-07/08

Resolution Regarding Kaimin Advertising and the Associated Students of The University of Montana (ASUM)

Whereas, Kaimin advertising constitutes significant expenditures for the ASUM Administration, ASUM Agencies, and ASUM-recognized Groups per fiscal year;

Whereas, ASUM faces increasing budget constraints due to new minimum wage laws, monetary inflation, increases in student group participation and general ASUM agency growth;

Whereas, ASUM currently pays the standard flat rate of \$7 x column width x height in inches, and cannot sustain the current level of ASUM Administration, ASUM Agencies, and ASUM-recognized Group advertising for Fiscal Year 2009;

~~Whereas, anticipated student advertising revenues may deter publication of student group and ASUM-related press releases prior to an event;~~

Whereas, The University of Montana Retention Taskforce has demonstrated a strong relationship between student involvement and student retention, and more efficient advertising could substantially increase student participation in both ASUM services and student group activities;

Whereas, a contract for ASUM Administration, ASUM Agencies, and ASUM-recognized Group sponsored advertising could significantly reduce per ad costs of advertising and increase dissemination of information related to ASUM Administration, ASUM Agencies, and ASUM-recognized Group activities;

Therefore, Let It Be Resolved that ~~this body create an ad hoc committee consisting of the following parties engage in advertising contract negotiations:~~ two current ASUM Senators, ~~one current ASUM Executive,~~ the current Kaimin Editor, Business Manager and ~~Campus Relations Director~~ *On-Campus Advertising Representative*, one student-at-large, with the current ASUM Business Manager serving as chair.

This committee shall discuss and negotiate a possible ASUM-Kaimin advertising contract by the 4th of April, 2008 to be in effect for ASUM FY09.

~~Let It Be Further Resolved that upon establishing a proposed advertising contract, this committee shall draft a Memorandum of Understanding between the Kaimin and ASUM, clarifying the relationship and interests of both, being independent and equal, student fee-supported organizations.~~

Authored by: Senator. Renaud Bangadi Kiki and Senator Sean Morrison

*Passed 10-1
unanimous
11/20/08*