

MEASURE 4

KZSC Radio Station Renovation Project

Shall UCSC undergraduate students assess themselves a KZSC Renovation Project and Spring Music Festival fee of \$4.50 per quarter commencing fall quarter 2002 and ending spring quarter 2003 for a total, one-time, increase of \$13.50 per undergraduate?

MEASURE 4 BALLOT STATEMENT

Currently the status of KZSC equipment does not meet current technological standards of radio in the 21st century. Much of the equipment was purchased over twenty years ago and is antiquated and in many cases unsafe. There is a great deal of pressure in the radio industry to make the transition from analog to digital production. With the passing of this referendum, KZSC would completely renovate the news, production, and on-air facilities, in addition to refurbishing their lobby area and music library. KZSC needs to upgrade three rooms that are used for production, on-air, and news department. Each area contains out of date and often nonfunctioning equipment, which impedes KZSC's professionalism and purpose as a public radio station. Being on the threshold of a new 10,000-watt transmitter and entering the digital world, KZSC needs updated equipment and facilities to better serve the UCSC campus, Santa Cruz and Monterey Bay communities. This money would also give KZSC the ability to host an annual Spring Music Festival for three consecutive years as a gift of thanks to our supporting community.

Estimated Budget Breakdown:

1. On Air/ Main Studio
\$35,100.00
 2. Production Studio
\$31,200.00
 3. News Studio
\$30,700.00
 4. Acoustical Studio Wall Treatment
\$11,300.00
 5. Music Library Shelving
\$37,000.00
 6. Auxiliary Antenna
\$ 1,400.00
 7. Three Music Festivals
\$25,950.00
- Total: \$162,350.00

PRO/CON Statements for Measure 4

Pro: KZSC

By voting for this measure, students will support the much needed renovation of their student-run radio station. Most of the KZSC equipment is 25+ years old and vacuum tube technology. KZSC was originally built with one-time student referendum fees and is once again in need of your support. Replacement of the antiquated studio equipment will allow UCSC students to continue broadcasting diverse music, public affairs and news programming and assure students receive training on state of the art equipment. Let your student voice be heard both on and off the air - please vote yes to support one of the best public non-profit radio stations in the Monterey Bay Area!

Con: None submitted.