

QUESTIONS & ANSWERS

Briefly, why are you applying Joint instead of as Undergraduate or Graduate only?

We have roughly equal numbers of graduate and undergraduate members, and our services are targeted at both the graduate and undergraduate communities.

Have you applied for Special Fees in the past 3 years? If so, please detail the outcome of each attempt.

KZSU has received special fees funding in each of the last 3 years.

How do you plan to publicize your events/programs to the greater Stanford community? Have you registered with Events at Stanford?

We announce our events and programs on the air and publicize them on our website. We promote our quarterly informational meeting for new members by flyering dormitories and on-campus public spaces and posting to e-mail lists. We plan to distribute our spring quarter program guide with the Stanford Daily this year, and plan to take advantage of the Daily's new events calendar. We have registered with Events at Stanford.

How many members are on your email list?

400+ recipients

If you are an umbrella group, please list the groups for which you are applying for Special Fees, their ASSU account numbers, and contact

information for their financial officers.

We are not an umbrella group.

Please define the services provided by your group with the Special Fee, as per the ASSU Constitution:

KZSU provides quality radio programming to the entire KZSU community, a free broadcast training class to students, and sponsors concerts and musical events on campus throughout the year.

Please list all:1) assets, 2) reserves, 3) authorized and unauthorized non-ASSU bank accounts, 4) sources of funding other than Special

Our assets are \$129,204.54. Our reserves are \$50,059.53. We have no non-ASSU bank accounts. Our sources of funding other than Special Fees include \$7000 per year for broadcast of Palo Alto City Council Meetings, roughly \$5000 per year in community and alumni donations, and roughly \$4000 per year in underwriting.

Has your VSO received funding from the ASSU Undergraduate Senate Appropriations Committee in prior years? If so, how much and when?

No--it's our understanding that this funding is distinct from ASSU special fees funding, and we haven't received it in prior years.

Have you registered your events/organizations with events.stanford.edu? (note: registration is mandatory) (yes/no)

yes

How large is your officer core?

10 officers

If you applied for Special Fees last year, is there an increase in the amount you're seeking this year? If so, why?

We're requesting a modest 10% increase in funding in order to bring our Chief Engineer's salary closer to the Bay Area market rate and to cover anticipated increase in phone costs. We're also budgeting a small increase to fund officer salaries at the level approved by KZSU's board of directors.

List separately your group's plan and budget for reaching each target audience for Graduate Students- 1) On-campus, 2) Off-campus, and Undergraduate Students.

Many of our outreach efforts, such as our presence on the radio dial and on streaming services such as iTunes, advertising in the Daily, and flyering in public places on campus are addressed to all these groups. In addition, we promote our events to all graduate students by flyering in academic buildings, and to on-campus graduate students and undergraduates by flyering in residences and posting announcements on appropriate e-mail lists.

Please describe a few past events organized by our VSO (please limit your response to 50-100 words).

Last June we organized an outdoor party on campus featuring hip-hop acts Zion I and The Crown City Rockers. This calendar year we have been sponsoring a monthly concert series at the 750 Pub in cooperation with SCN. This January we broadcast our 60th Anniversary Marathon, where alumni DJ's returned to play music and tell stories from their time at KZSU. Each year we put on a live broadcast of the Commencement and Baccalaureate ceremonies. Each quarter we hold a widely advertised informational meeting to recruit students for our free broadcast training class.

Please provide four contacts for your group (two undergraduate, two graduate).

These individuals should be prepared to be called by the Undergraduate Senate or the GSC during the evaluation of the group. Please list their name, title in organization, school/degree program, e-mail, and phone.

Kathryn Todd, General Manager, Ph.D. student in Physics (Humanities and Sciences) kathrynt@stanford.edu, 650-799-2431

Matthew Rubin, Publicity Director, J.D. student in the Law School, mrubin1@stanford.edu, 917-414-0968

Anthony Sanchez, News Director, undergraduate in Communication, anthony.sanchez@stanford.edu, 650-283-8507

Kyle Wulff, undergraduate, krwulff@stanford.edu, 650-996-4224

Josh Genauer, genauer@math.stanford.edu, Ph.D. student in Mathematics (Humanities and Sciences) 650-776-9212

What events/programs does your group hold throughout the year for the Stanford Community?

KZSU broadcasts music, sports, and news programming everyday of the year to Stanford and the surrounding community. For some Stanford sporting events, we are the sole broadcast for the Stanford area. We broadcast these programs not only through our transmitter but also online in 3 different formats at kzsulive.stanford.edu and through iTunes. In the spring and fall we air live broadcasts of the convocation, baccalaureate and commencement ceremonies. Every year during Alumni Weekend, we hold an open house for our past broadcasters, and we DJ events on campus such as Freshman Orientation and Community Day. Also, we partner with the Stanford Concert Network to bring live music acts to campus—this year we're co-sponsoring a monthly concert series at the 750 Pub. Each spring we host a party with live music for the entire campus.

What is the fundamental goal/purpose of your VSO (please limit your response to 50-100 words)?

KZSU serves the entire Stanford community by providing non-commercial and Stanford-focused radio programming every single day of the year. Our shows range from the longest running hip-hop program in the world to ethnic music shows to live performances by local bands and DJs. KZSU also offers news programming and several talk and interview shows that address student perspectives and tap the resources of the Stanford community. In recent years, members of Stanford's faculty have even held their own weekly talk and music shows. KZSU also broadcasts both Palo Alto City Council meetings and University Public Worship services on a weekly basis. We broadcast, exclusively, six Stanford Sports (Baseball, Women's Volleyball, Women's Basketball, Women's Soccer, Men's Soccer, and Softball), and provide complete coverage of Men's Basketball and Football. We offer free DJ training classes every quarter, and we organize multiple live music events on campus each quarter. Finally, we are the main source of information on the Stanford campus in case of a natural disaster or other emergency.

What percentage of your beneficiaries are (explain basis or how this was determined) graduates and undergraduates?

50%, 50%. We believe that graduate students and undergraduates derive equal benefits from KZSU's services. We recruit both groups for our free broadcast training class, they make up roughly equal proportions of our broadcasters, and we believe our programming and on-campus events are equally attractive to both groups.

What are the three largest line item requests in your budget and why?

1.) Equipment (purchases and maintenance) - As a radio station that is on the air an average of 21 hours a day, our equipment is always in use. We purchase quality equipment so that it will last. There are pieces of equipment in use at the station that were installed back in the 1960's and 70's. Still, equipment does need to be repaired and serviced on occasion.

2.) Officer Salary - We operate a high quality station on nearly an all volunteer basis. Still, a radio station requires some professional staff to keep running. Our Chief Engineer (the bulk of our payroll) works less than the Bay Area market rate for a radio engineer.

3.) Phone Lines - We need numerous phone lines to handle multiple simultaneous incoming calls from listeners and business/music contacts as well as internal use. Also, the phone charges incurred while broadcasting away games make up a large portion of our phone spending. Away games are basically phoned in -- the broadcasting team sets up a new phone line with a new number and a new calling plan for each game, then they make a phone call that lasts the length of the game, and then they discontinue service on that phone line. This is the only means to broadcast in most cases, and the charges for each game are usually \$100, plus the facilities cost of setting up and disconnecting the phone lines.

What is the average attendance at your events?

Our quality news, music and sports programming is available on the radio on campus and throughout the Bay Area, and during our most popular programming, more than 150 people tune in on our internet streams in addition to those listening on the air. Each quarter we have an attendance of about forty people at our informational meeting--an average of twenty people take our 10 week broadcast training class.

What is your total membership?

180 active members

What percentage of your total membership is undergraduate? Graduate?

About 50% of our current student staffers are graduate students. The General Manager, the Business Manager, the Publicity Director and the Sports Director are all graduate students, while the News and Graphics Directors are undergraduates. While this year's officer core has a majority of graduate members, last year's officers were mostly undergraduates in roughly the same proportions.

When and why was your VSO established (please limit your response to 50-100 words)?

KZSU was established in 1947 to provide news, sports and music programming to the Stanford community and to provide broadcast training opportunities to Stanford students.

Why are you requesting Special Fees?

As an all volunteer station, KZSU does not have the resources to support our current quality of service without special fees funding. Although our underwriting and fundraising efforts bring in over \$10,000 per year, this is not enough to maintain a radio station that broadcasts our level of variety &&&&&&& quality programming every day throughout the year. Anyone who doubts that we are a lean and efficient operation is invited to tour the basement facilities in Memorial Auditorium from which we broadcast to the entire Bay Area.

Your budget includes one or more lines funded from your own accounts. Please detail the circumstances necessitating the modification of your previously awarded funds.

Funding committee recommendation.

BUDGET DETAIL

	Budgeted	Requested	Recommend	Approved	Petitioned	Elected
Operating Expenses	\$(96,135.00)	\$72,135.00	\$72,135.00	\$72,135.00		
General operating expenses required to run a college radio station						
6090 Payroll computer checks & labor fees.	\$(2,400.00)	\$2,400.00	\$2,400.00	\$2,400.00		
Labor Fees/Taxes (Joint Special Fees/Annual)						
6110 Salary for our part time Chief Engineer (\$16500). Small stipend for General (\$3000) Manager and Business Manager (\$1500 each). PACC announcer (\$3000/year).	\$(24,000.00)	\$19,000.00	\$19,000.00	\$19,000.00		
Officer Salary (Joint Special Fees/Annual)						
6110 Salary for our part time Chief Engineer (\$16500). Small stipend for General (\$3000) Manager and Business Manager (\$1500 each). PACC announcer (\$3000/year).	\$(24,000.00)	\$5,000.00	\$5,000.00	\$5,000.00		
Officer Salary (Modification/Modification)						
6310 \$2000 for our annual live concert in the spring.	\$(2,000.00)	\$2,000.00	\$2,000.00	\$2,000.00		
Honoraria Fees (Joint Special Fees/Annual)						
7120 Multiple phone lines in station, infrastructure and fixed services (average of \$700/month). Also, lines and service charges to do remote broadcasts for away sports games.	\$(8,000.00)	\$8,000.00	\$8,000.00	\$8,000.00		
Phone (Joint Special Fees/Annual)						
7130 Two PO boxes (\$670 annually together); postage and materials for alumni fundraising and thank-yous.	\$(1,000.00)	\$1,000.00	\$1,000.00	\$1,000.00		
Postage/Courier (Joint Special Fees/Annual)						
7140 Copies of invoices, receipts; high-volume copies of station material.	\$(50.00)	\$50.00	\$50.00	\$50.00		
Copies (Not Marketing) (Joint Special Fees/Annual)						
7150 Basic office supplies such as paper, printer ink cartridges, staples, pens/pencils. Also supplies more specific to radio/media: CD-R's, labels, "thinpacks" to store enormous CD collection in limited space.	\$(1,085.00)	\$1,085.00	\$1,085.00	\$1,085.00		
Office Supplies (Joint Special Fees/Annual)						
7200 Promotional giveaways (pins, buttons, etc.) \$300/year. Fliers for events on campus. Distribution of program guide in The Daily once or twice a year.	\$(400.00)	\$400.00	\$400.00	\$400.00		
General Marketing Expenses (Joint Special Fees/Annual)						
7220 Quarterly program guides (\$400/quarter)	\$(1,600.00)	\$1,600.00	\$1,600.00	\$1,600.00		
Marketing Copies / Print Expenses (Joint Special Fees/Annual)						
7410 Replacement power amp for FM transmitter (\$3000), replacement headsets and small portable recorder for sports broadcasts (\$1350), oscilloscope (\$1485), parts for overhaul of studio consoles (\$1000), replacement CD players (4 at \$600 each, \$2400 total), replacement headphones (10 at \$112 each, \$1120 total), phone interface unit for call-ins (\$1600), digital audio workstation (\$3000) Computers and accessories (\$1700), remote gear for campus events (\$3800). Misc parts and supplies including transmitter parts, cables, patches, keys, batteries, tape, tools, connectors, splitters, resistors, gloves, hubs, power adapters, emergency packs, tissue, TV/Video components, fans, streaming media servers, CD players, microphones, headphones, sports headsets, turntables, styli (\$3000). Includes VendorPO for HdB Electronics and Electrical Materials.	\$(23,000.00)	\$23,000.00	\$23,000.00	\$23,000.00		
Equipment Purchase (Non-Cap) (Joint Special Fees/Annual)						
7430 Upgrades/maintenance for all of the above as well as our copier, incidental repairs.	\$(3,000.00)	\$3,000.00	\$3,000.00	\$3,000.00		
Equipment Maintenance (Joint Special Fees/Annual)						
7740 Hotel stays for sports broadcasters on away games. Approximately 25 games x \$100/night.	\$(1,800.00)	\$1,800.00	\$1,800.00	\$1,800.00		
Accommodations (Joint Special Fees/Annual)						
7810 ASCAP, BMI, etc. Royalties we owe for broadcasting copyrighted music.	\$(1,200.00)	\$1,200.00	\$1,200.00	\$1,200.00		
Royalties Expense (Joint Special Fees/Annual)						
7820 CMI, CBI, IBS, NAB, etc. Groups we register with as part of being a college radio station.	\$(600.00)	\$600.00	\$600.00	\$600.00		
Registration Expense (Joint Special Fees/Annual)						

	Budgeted	Requested	Recommend	Approved	Petitioned	Elected
Operating Expenses	\$(96,135.00)	\$72,135.00	\$72,135.00	\$72,135.00		
General operating expenses required to run a college radio station						
7900						
Overhead Expenses (Joint Special Fees/Annual)	\$(2,000.00)	\$2,000.00	\$2,000.00	\$2,000.00		
APPLICATION TOTALS	\$(96,135.00)	\$72,135.00	\$72,135.00	\$72,135.00		