BACKGROUND: Since its creation exactly 100 years ago, *The California Aggie* (The Aggie) has been the primary news source for UC Davis students, faculty, alumni and the general Davis community. Since 2014, The Aggie has been online-only, saving money and developing a greater online presence. Because UC Davis does not have a journalism program, The Aggie serves as the best hands-on experience for aspiring journalists, writers, photographers, businesspeople and graphic designers.

UC Davis is currently the only undergraduate University of California campus without a print newspaper. Historically, The Aggie has been a financially-independent ASUCD unit, generating money solely from advertising revenue. In recent years, in order to fund operating costs, including printing and mandatory ASUCD service fees, The Aggie had to borrow money from ASUCD. That model is not sustainable, and we are now pushing for a community-based approach, one used successfully at most University of California campuses.

Passing this ballot measure will enable The Aggie to once again be a print newspaper. The Aggie would have the funds necessary to publish once a week in print to compliment its daily online content. The Aggie would be able to publish and distribute 10 issues each quarter for students, in addition to special holiday issues, with a weekly circulation of around 8,000 newspapers. UC Davis students will receive greater coverage of news, and student groups and local businesses will have expanded access to advertising their services and events.

The initiative sets The Aggie up for a sustainable future. The Aggie staff is currently entirely made up of volunteer undergraduate students, and this measure would allow The Aggie to create around 80 compensated positions for undergraduate students and also fund a full-time professional staffer, who would oversee Aggie operations and finances to ensure that The Aggie has a sustainable long-term financial future. With money from this measure, the Aggie would be able to create new sources of income by expanding and further developing its methods of advertising, fundraising and outreach. This extra income could be utilized for office expenses (such as buying new computers), for bringing money back into ASUCD and for, among other uses, staff development. The Aggie would also be able to develop an extended social media presence; the fee would be able to fund an expanded media staff to delve into various new media ventures, such as developing Facebook and Twitter advertising and establishing a video production team.

Print the Aggie Initiative

This initiative provides two (2) options. Each is explained below. Please vote for one of the following options:

Do you support a five-year student fee that will fund the following?

	Fees Per Quarter*
The California Aggie	$2.80
Return to Aid	$0.93
Total	$3.73

*These amounts are in addition to quarterly fees and other future fee changes that may be assessed by the Regents of the University of California or other authority.

__________ **YES**, I approve of the Print the Aggie Initiative.

__________ **NO**, I do not approve of the Print the Aggie Initiative.

OVERVIEW

This initiative is designed to provide funding to *The California Aggie* and a Return to Aid (funds provided for Financial Aid to offset fees created by this Initiative). Under the passage of this initiative, *The California Aggie* will be able to expand its production capabilities, provide pay for many of its employees and increase its online presence in order to create a sustainable, long-term model for UC Davis' school newspaper.

If passed, the fees outlined in this initiative will be assessed starting fall quarter 2016.

DESCRIPTION

The California Aggie - This fee for *The California Aggie* shall be used to restore its comprehensive service of news to the UC Davis community. Specific allocations of funds will be made during an annual budget process during which the Campus Media Board will review and approve a budget that must then be ratified by two-thirds (2/3rds) of the ASUCD Senate and by the ASUCD President.

Initiative Provisions

Advisory Vote – The outcome of the vote shall be advisory to the Vice Chancellor of Student Affairs, the Chancellor, and the President of the University of California.

Voting – If voter turnout does not reach at least twenty percent (20%) of the eligible voting population of the students registered during winter quarter 2016, the fees proposed in the Ballot Measure shall be null and void. Ballot Measures must be approved by the 60% affirmative vote specified in the ASUCD Constitution.

Return-to-Aid - Consistent with the University of California Office of the President Policy (Policy 80.00: Compulsory Campus-Based Student Fees), an amount equal to twenty-five percent (25%) of the proposed fee shall be provided for need-based financial aid (return-to-aid) for undergraduate students. This will provide funding to support those undergraduate students with the greatest financial need (those who are eligible for support from Pell Grants). Also, any remaining balance of the financial aid funds shall be allocated by the Financial Aid Office based on undergraduate student need.

Life of Fee – This fee would be in place for five years. However, if The Aggie decides before the fee's expiration that the proposed fee is no longer appropriate or applicable, The Aggie may decide to create a new referendum in advance of the expiration date. This would override the previous fee initiative.

Governance – The Council on Student Affairs and Fees (COSAF) will have adjustment oversight of this initiative in regards to the Consumer Price Index (CPI).

Adjustment of Fees – Fees collected under the initiative may be adjusted annually based on the CPI currently used by COSAF and may be adjusted accordingly (up or down) on an annual basis by the oversight body.

Fee Participation – This fee will be assessed to all undergraduate students as a part of their regular fall, winter and spring quarterly fees.