



## Senate Resolution No. 2021/2022-044

### *Save the Daily Cal Initiative*

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#### Primary Sponsor

Giancarlo Fernandez (ASUC Executive Vice President)

#### Cosponsors

Jasper Kenzo Sundeen (Editor in Chief & President of The Daily Californian), Jason Dones (ASUC Senator)

**WHEREAS**, *The Daily Californian* provides a valuable service to the UC Berkeley community and forms a foundational aspect of creating and maintaining an informed and participatory student body as student publications; and

**WHEREAS**, *The Daily Californian* has been a news source of record for UC Berkeley and the City of Berkeley since 1871 and has been financially and editorially independent from UC Berkeley, The University of California, and the ASUC since 1971; and

**WHEREAS**, The Independent Berkeley Student Publishing Company, Inc. retains the rights to the name *The Daily Californian* because of a special licensing agreement with the University of California Board of Regents, and the university cannot sponsor or support any other newspaper that serves the same purpose as *The Daily Californian* (primarily the coverage of university news); and

**WHEREAS**, *The Daily Californian* prints and distributes 10,000 newspapers four days per week during normal circumstances or 8,000 newspapers one day per week in exceptional circumstances to UC Berkeley students and community members free of charge and provides 24/7 news coverage on [dailycal.org](http://dailycal.org) and its official Twitter, Instagram, Facebook, and TikTok platforms; and

**WHEREAS**, *The Daily Californian* receives approximately \$138,300 per year from the Ink fee, a \$2.75 semesterly fee for all UC Berkeley students that was passed by the student body in the 2016 ASUC General Election at \$2.50; and

**WHEREAS**, the INK funding will cease in Spring 2022, per the referendum the student body approved in 2016; and

**WHEREAS**, This referendum proposes the passage of the Save the Daily Cal Initiative fee; and

**WHEREAS**, primarily through reducing print production and the elimination of nonessential paid professional staff and reduction of student stipends, *The Daily Californian* has reduced its

operational budget by \$249,861 since FY 2016-17; and

**WHEREAS**, in 2008, *The Daily Californian* stopped printing its Wednesday edition in an attempt to cut costs; and

**WHEREAS**, a majority of *The Daily Californian's* yearly revenue comes from print advertisements, so further reductions in frequency of print would significantly reduce *The Daily Californian's* income and compromise its long-term stability; and

**WHEREAS**, the pandemic has forced *The Daily Californian* to reduce print to one day per week, already sufficiently harming our advertising revenue; and

**WHEREAS**, *The Daily Californian* must continue its print edition for the purpose of printing legals for the city of Berkeley; and

**WHEREAS**, the crux of *The Daily Californian's* independence is that the communities it covers (including the university, the campus administration and the ASUC) have no control over the publication's ability to produce content, ensuring full editorial freedom without fear of financial retribution; and

**WHEREAS**, *The Daily Californian* is published by the Independent Berkeley Student Publishing Company, Inc., a nonprofit organization governed by a board of directors that comprises notable Daily Cal and UC Berkeley alumni and other media professionals; the board exercises no editorial control over *The Daily Californian's* content; and

**WHEREAS**, *The Daily Californian* has made public its financial statements since 2012 by publishing its 990 tax exemption forms on [dailycal.org](http://dailycal.org); and

**WHEREAS**, The Daily Cal Initiative fee calls for \$6.00 per student per fall/spring semester, and \$2.50 per Summer Student beginning with the 2022-23 academic year, adjusted annually for inflation starting in the academic year 2024-25 through a \$0.25 increase each year, and will replace the INK initiative beginning in the 2022-23 academic year; and

**WHEREAS**, one-third of the revenue from The Daily Cal Initiative fee will go toward financial aid for all students; and

**WHEREAS**, the fee will be overseen by one UC Berkeley student selected by the Committee on Student Fees, one UC Berkeley student selected by the ASUC, one UC Berkeley student selected by the Graduate Assembly; and

**WHEREAS**, the fee will also be administered by the Editor in Chief and Managing Publisher of *The Daily Californian*, who will meet with the oversight committee twice per year to ensure proper usage of the fee; and

**WHEREAS**, the revenue from the Daily Cal Initiative would not eliminate *The Daily Californian's* annual budget deficit — the student-led marketing and advertising teams will continue to seek new channels to diversify and expand revenue streams while upper management seeks more creative ways to allocate funds; and

**WHEREAS**, *The Daily Californian* holds an important place in UC Berkeley's history, and constitutes an invaluable part of this campus; and

**WHEREAS**, *The Daily Californian* creates educational opportunities for UC Berkeley students

seeking experience in journalism or business; and

**WHEREAS**, *The Daily Californian's* purpose is and has always been to provide a voice for students and student movements as well as to inform the student body and local community about the world around them.

**THEREFORE BE IT RESOLVED** that the Associated Students of the University of California place the following question as a fee referendum titled "The Daily Cal Initiative", on the ballot for the 2022 ASUC General Elections:

The Save the Daily Cal Initiative, a \$6 per semester and \$2.50 per summer fee assessed to all undergraduate and graduate students, including students enrolled in self-supporting graduate professional degree programs, would provide The Daily Californian with the financial support necessary to (1) continue production of The Daily Californian's free content, (2) continue printing and distributing free, independent publications of The Daily Californian across campus and surrounding areas at least weekly, (3) maintain a platform for UC Berkeley students to engage with writing, reporting, graphic and web design and business operations opportunities, (4) expand and maintain its online digital media and news coverage and (5) increasing opportunities for UC Berkeley student journalists through scholarships and financial aid. The Save the Daily Cal Initiative, subject to an annual inflation adjustment starting in the 2023-2024 academic year, and a flat summer fee of \$2.50, would last for five years — beginning in fall 2022 and ending in summer 2027 — with one-third, or \$2, returning to financial aid. Do you approve this \$6 semesterly and \$2.50 per summer fee to save The Daily Californian?

**THEREFORE BE IT FINALLY RESOLVED** that the primary proponent of this referendum shall be Jasper Kenzo Sundeen.