



NEWS RELEASE
For Immediate Release

UBC's students embrace novel addition to electoral system

Vancouver, BC (January 12, 2007)-The UBC student society has radically altered the nature of its elections and through a new electoral system is targeting voter apathy.

In a recent move to target student apathy in elections, the UBC Student Society has introduced a new medium to promote student interest. This January, the AMS will ask its voters to award money to media outlets they found useful in casting an informed vote.

With cash prizes as incentive, students are already showing interest by registering themselves as media outlets in the VFM process. The AMS is thrilled to observe that through this incentive, there is increased debate and participation in the electoral process.

"We are very excited to be providing an incentive for media outlets to provide quality information to voters," said Ian Pattillo, AMS VP External Affairs.

The VFM component will provide an award pool of \$8,000 to be distributed to media participants. Interested media groups may be placed on the VFM ballot by submitting a \$100 fee any time before the first day of the Official Campaign Period, January 19. On the elections ballot there will be an additional section asking voters to indicate which media outlets they found useful in making an informed decision. The prizes will be awarded to the voters' top eight choices, ranging from \$1,500 for first place to \$500 for eighth place.

"The quality and amount of information provided to voters to date has left much to be desired. This initiative will broaden the scope of our elections and involve more students in guiding the important decision made by the Alma Mater Society," said Pattillo.

More information about Voter Funded Media is available at:

<http://www.ams.ubc.ca/elections/vfm.html>

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About the Alma Mater Society of UBC

The AMS is the largest student society in Canada, representing nearly 44,000 UBC undergraduate and graduate students. The AMS is dedicated to improving the quality of the educational, social, and personal lives of UBC students and advocates student issues to university administration and the government. For more information about the AMS, please visit

<http://www.ams.ubc.ca>.

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