



Executive Action Sheet for Senate Legislation

Senate Bill 330-

Resolution 330-

I, John Cho, President of the Student Assembly of William & Mary do hereby:

Approve

Veto

The Student Assembly Senate Legislation:

President, 330th Student Assembly (22-23)

DATE:

330th Student Assembly,
Senate Bill 330-001

A Bill

To purchase equipment for the WCWM due to its exhausted life span and Sadler Center West move

The WCWM Software and Hardware Optimization of Equipment Act (SHOE Bill)

An Act of the 330th Student Assembly of William & Mary,

Sponsored by Senator Sean Nguyen ('25)

Supported by WCWM Station Manager Cara Davis ('23), WCWM Station Manager Brigid Cryan ('22), Junior Station Manager John Dietz ('24), WCWM Technical Director Janelle Krupicka ('24), Former President of Media Council Rebecca Klinger ('22), Student Assembly Vice-President Jasmin Martinez ('23), Student Assembly President John Cho ('23), Senior Advisor for Community Engagement and Outreach Taylor Fox ('24), Senator Gloriana Cubero Fernandez ('24)

WHEREAS, the Media Council is a fundamental body for publication and media groups at William & Mary to offer invaluable information about current events within the community;

WHEREAS, funding the Media Council guarantees the member groups' First Amendment rights are not censored;

WHEREAS, the [WCWM 90.9 FM](#) is William & Mary's radio station which has a broadcasting range of approximately 30 miles, and as a recognized student organization is composed of current students who volunteer their time. The station is broadcasted 24 hours a day, seven days a week, 365 days a year, and intends to expose listeners to a diverse selection of themes and genres in music;

WHEREAS, the [interim Media Council contract](#) for the 2021-2022 fiscal year possesses a ceiling of \$55,000 for the Student Media Reserve Fund (SMR);

WHEREAS, the Student Media Reserve Fund has decreased from a \$75,000 ceiling in the 2020-2021 fiscal year to a \$55,000 ceiling in the 2021-2022 fiscal year;

WHEREAS, the amount remaining in the SMR is \$10,000 but the total cost of new WCWM equipment sums up to \$16,015.90;

WHEREAS, the WCWM acquired the approval of the remaining \$10,000 in the SMR funds at the Media Council general meeting on Wednesday, April 20, 2022. In turn, the allocation does exhaust the 2021-2022 fiscal year SMR as the ceiling was reached;

WHEREAS, this [WCWM Equipment Purchase Guide](#) offers an in-depth explanation for each of the replacement costs needing to be covered. In essence, particular WCWM equipment has deteriorated

due to decades of ownership, therefore, new purchases are needed to enhance the quality and efficacy of operations;

WHEREAS, the WCWM will be shifting their audio transmission from a microwave transmitter on the roof to an IP studio transmitter link approach to broadcast to Charles City as a result of the Sadler Center West move. The current microwave transmitter will not be able to operate since the WCWM will be situated at a lower elevation in Sadler, making the line of sight unable to disseminate audio from the radio tower. This will require the purchasing of items that enables broadcast via radio signals by IP link;

WHEREAS, the WCWM has been in consultation with Nathan Moore — the National Federation of Community Broadcasters (NFCB) Treasurer and University of Virginia's [WTJU](#) General Manager — during the deliberation for new equipment. Moore assisted in the redirection of WCWM's equipment setup from microwave studio transmitter links to IP studio transmitted links;

WHEREAS, the new equipment is expected to last another twenty years, is from the same brand, and is of higher quality than existing equipment. The current equipment WCWM owns is not fully operational (e.g. the soundboard cuts out frequently and several elements are broken). This causes the WCWM to potentially draw warning or punitive action from the Federal Communications Commission (FCC);

WHEREAS the current soundboard is prone to failure during periods of automated programming, meaning the station is left broadcasting dead air. This is a violation of the FCC contract; while the FCC has not instituted punitive measures due to grace provided to student-run college radio stations, it is nonetheless a burden that threatens the mission of the organization;

WHEREAS the Media Council does not convene over the summer so, despite the SMR being replenished on July 1, 2022, there is no means to access spending out of the SMR until September 2022. The WCWM cannot wait until September to resume its operations as a 24/7 radio station since being off of the air for an extended period of time is a direct violation of FCC policy. If WCWM were reported to the FCC, the radio station could lose its licensing, which jeopardizes its entire existence as a radio station. Since the move to the Sadler West should be occurring around late June, waiting until September to purchase new equipment — not even accounting for the time to install such equipment — would risk the WCWM's FCC license;

WHEREAS these circumstances qualify as extraordinary as the combination of moving locations for the first time in over 30 years and replacing the entire audio signal chain is a challenge unique in the history of WCWM. This purchase is a significant and historic one as the WCWM has not replaced its board in nearly twenty years, so by purchasing this equipment the radio station is setting itself up for success far into the future and making an investment that will secure WCWM's status as a thriving college radio station.

Now, therefore, be it

RESOLVED, that the 330th Student Assembly of William & Mary:

1. Charges the sponsor of the bill to ensure that all radio equipment is successfully purchased for WCWM.
2. Allocates \$6,015.90 from Student Assembly Reserves for [WCWM Equipment costs](#). \$10,000 from the Student Media Reserve Fund has been awarded for the purchase, ergo the Student Assembly Reserves will be covering the remainder of the costs.
 - a. [Wheatstone IP-12 Soundboard](#) - \$8,983.65
 - b. [Wheatstone M4-IPUSB Processing Blade](#) - \$3,982.25
 - c. [WheatNet-IP System Configuration Software](#) - \$1,095.00
 - d. [Cisco Catalyst 2960-CX Series Switches](#) - \$1,078.00
 - e. [XLR Mic Snake Plug Connectors](#) - \$22.00
 - f. [100-Pack Cat6 Connector](#) - \$14.00
 - g. [8 packs of XLR-to-RJ45 Adapters](#) - \$168.00
 - h. [Barix Exstreamer 110](#) - \$259.00
 - i. [Ethernet Cable](#) - \$55.00
 - j. [NETGEAR Nighthawk M1 MR1100 Mobile Hotspot Router](#) - \$359.00
3. Stipulates all unused funds be returned to Student Assembly Reserves.