

The Nuclear Age Peace Foundation is a non-profit, non-partisan, international education and advocacy organization. Our vision is a world at peace, free from the threat of war and free of weapons of mass destruction. We recognize that popular culture is a powerful medium in both reflecting and reinforcing social values across the political spectrum. Except for a few examples, popular culture has rarely addressed nuclear issues in a critical manner. The goal of the Nuclear Age Peace Foundation's *KNUK Radio Project* is to reach out to young people, affording them the opportunity to challenge the centrality and legitimacy of nuclear weapons and nuclear power in our society.

The Foundation's *KNUK Radio Project* will produce a CD. Our core strategy is to link nuclear issues, which are often marginalized, with an issue that most young people can relate to at least on some level - education. Subsequently, the CD will be subtitled *Education not Militarization* and feature new, original music relaying stories about the increasing militarization of schools and universities. For example, the University of California system manages two nuclear weapons laboratories, where thousands of faculty, staff, and students work on classified, federal weapons research.

Education not Militarization will be formatted as a contest and promoted primarily among youth 14 to 30. Submitted entries will be posted online and the general public will be encouraged to vote for their favorite songs. In addition to input from the general public, a panel of respected celebrities, entertainment industry insiders, and activists will select the winners. The creators of each winning entry will be eligible to receive prizes valued at up to \$1,500. This CD will boost the Foundation's UC Nuclear Free Campaign to disarm and democratize the University of California as well as similar organizing efforts at the Universities of Texas, Chicago, Tennessee, and elsewhere. Target cities include: Los Angeles, San Francisco/Oakland, San Diego, Austin, Chicago, Nashville, Boston/Cambridge, and Washington, DC.

KNUK Radio PROJECT



The Nuclear Age Peace Foundation is seeking assistance for the KNUK Radio Project in the following areas:

Judges

- Lend expertise, especially in entertainment law, business, and marketing;
- Participate in press outreach;
- Issue a personal statement sharing views on nuclear weapons to be used on promotional materials;
- Donate a prize;
- Remain accessible throughout the duration of the contest; and
- Judge song submissions and recommend winners.

Time Sensitive

Partners

- Recruit judges and musicians;
- Solicit and secure prizes;
- Allow office space to be used as a base of operations for campus and community representatives;
- Promote the contest and distribute CDs through website, newsletter, speakers, personal relationships, mailing list, and other means;
- Host regional CD release parties; and
- Register voters, especially 18-24 year olds.

Sponsors

- Donate funds, services, and products including, but not limited to: Fender bass guitar & amp or comparable product; Technics SL-DZ1200 digital turntable or comparable product; Canon digital video camera or comparable product; Power MAC G5 with 17 inch Studio Display or comparable product; \$1,500 merchandising package (logo design, silk screening, t-shirts, full color posters, stickers, & buttons); Fire Wire-based Pro Tools LE music production system; a Martin & Co. acoustic guitar; PA system; Studio time; iPod; Surf board; A music video; Billboard ad in downtown Los Angeles for one month; Professional photo shoot; One-hour monthly massage for one year; Four roundtrip airfare tickets in the continental US; \$1,500 gift certificate to a university bookstore; and a \$1,500 Ride snowboard & gear package or comparable product.

Campus/Community Representatives

- Develop an understanding of and confidence in speaking about nonviolence, community organizing, and nuclear issues;
- Recruit musicians;
- Promote the contest through tabling, postering, classroom announcements, organizing speaker opportunities, writing for media outlets, distribute contest materials, and other means;
- Register voters, especially 18-24 year olds; and
- Distribute CDs.

Ongoing

Quick Facts

1. Despite the end of the Cold War almost 15 years ago, more than 22,000 nuclear weapons still remain in the world, of which the US and Russia possess approximately 95%.
2. The production of nuclear weapons and energy results in radioactive waste that will remain toxic and lethal for some 250,000 years. There is no safe or proven means to dispose of this toxic substance.
3. In 2000, there were 72.4 million US citizens under 17 years old, almost as many as the Baby Boomers (77.6 million between the ages of 36 and 54).
4. In 2000, 42% of 18-24 year old citizens voted; 70% of citizens 25 and older voted.
5. Asking a young person (aged 18-25) to vote raises the likelihood they will vote by 8-12 percentage points.
6. Three of KNUK Radio Project's target areas (San Francisco Bay Area; San Diego; and Chicago) have been identified among the largest and most student-friendly metropolitan areas.
7. University of California employees have researched and developed nuclear weapons for nearly 60 years. For the first time in history, the UC Regents will decide whether or not to compete for the multi-billion dollar contracts to continue managing these weapons laboratories.
8. The University of Texas (UT) Regents have stated their intent to compete for the contract to manage the nation's nuclear weapons laboratories. UT has close ties with the current presidential administration.
9. UT-Battelle is a joint partnership between the University of Tennessee and Battelle established to oversee the Oak Ridge National Laboratory for the US Department of Energy. Oak Ridge is one of the original nuclear weapons development sites in the US.
10. The development and production of nuclear weapons are illegal under Article VI of the nuclear Non-Proliferation Treaty, which became law in 1970: "Each of the Parties to the Treaty undertakes to pursue negotiations in good faith on effective measures relating to the cessation of the nuclear arms race at an early date and to nuclear disarmament, and on a treaty on general and complete disarmament under strict and effective international control."
11. University endowments are often heavily leveraged in the military-industrial complex with millions of dollars invested in companies that profit from war. For example, the University of Texas endowment fund has \$2 million in Halliburton and the University of California retirement portfolio has \$33 million in Lockheed-Martin.

Sources: The Center for Defense Information, Center for Information and Research on Civic Learning and Engagement, Central Committee of Conscientious Objectors, Collegia, Nuclear Age Peace Foundation, and UT Watch.

Results

Expected outcomes of the KNUK Radio Project include, but are not limited to the following:

1. Enhanced awareness of nonviolence, disarmament, and militarism issues among college-age youth;
2. Increased volunteerism among young people at disarmament and peace organizations;
3. New skill development among youth involved through community organizing experience; and
4. Better informed young voters 18-24 years of age.

Expected outcomes for project partners and sponsors include, but are not limited to the following:

1. Increased visibility among thousands of college-age youth;
2. Enhanced donor cultivation through distributing CDs as gifts to individuals who support your organization; and
3. A tax write-off for product and/or financial donations.

**For more information,
please contact:**

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**KNUK Radio
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