

SERVICE & ACTIVITY FEE ANNUAL REPORT

Central News Watch: \$10,000

The S&A Committee sees great value in the program and has agreed to provide some funding, primarily for student payroll.

Fiscal Year:	<u>FY2020</u>
Program Name:	<u>Central News Watch</u>
Manager:	<u>Cait Dalton</u>

Please list any S&A funded positions that have been vacant longer than six (6) months. If any vacancies exist, please explain how you utilized the funds and what your long term plans are for the position.

n/a

Please provide an overview of the student centered programming provided, i.e. type of programs, milestones, number of students impacted, and how they benefited.

CentralNewsWatch (CNW) is comprised of approximately four student employees. These student employees serve as the leadership staff who lead a team of no less than ten reporters (who take CNW as an academic credit). The leadership staff goes above and beyond the duties outlined in the academic setting. They work diligently to fulfill duties specific to their leadership position and are ultimately responsible for directing and producing the only video news source for Central Washington University (CWU), Ellensburg and Kittitas County. A faculty advisor helps the leadership staff develop skills and provides real life experience and job training related to broadcast journalism, leadership, management, community relations, reporting and serving for a greater good. The information the students publicize has a large impact on campus and the community, seen as a reliable and valuable source of information that is timely, newsworthy and intriguing. Coverage includes CWU events, community interest pieces, breaking news, feature profiles, CWU athletics and much more.

The student leadership staff is also responsible for regularly uploading content on social media which includes live feeds. Student employees are gaining great experience interpreting trends, learning to disseminate information through media outlets relevant to an audience, exploring and implementing new ways in which to keep viewer's engagement and interest. As a result, CNW's Facebook page has experienced and continues to see enormous growth, follower engagements, new "likes" and overall appreciation for the content and posts being shared.

CNW has received second place in the College Media Awards Pinnacles for Best TV Special Event Coverage and a Best of Show award for Broadcast News Story highlighting political rallies in Ellensburg.

CNW showed admirable grit and perseverance in the face of COVID and the imposed limitations. Despite not being in a studio or the ability to edit in the production room, and having limited abilities to conduct in person and on-scene interviews and coverage, CNW was able to problem solve and innovate and continue producing weekly broadcasts at the same caliber the community has come to expect.

Please provide a detailed explanation of any fund transfers from one service and activities fund budget to another.

n/a

Please provide an explanation for any positive or negative fund balances at year end.

CNW ended FY20 with a positive fund balance of \$235. FY20 began with a negative fund balance. Through careful fund management and strategic problem solving we were able to mitigate any further negative balance and end the year without further impact to the next fiscal year's allocation.

Service & Activities Base Funding Financial Overview

For the month ended October 31, 2020

Department: CAT TV

Fund: F:522

As of 11/13/20

	FY21 Actuals + Forecast	FY20 Actuals	FY 19 Actuals	FY18 Actuals
Revenues				
CWU-Sales and Services	0	0	427	0
CWU-Allocation (Revenue)	10,400	10,400	10,000	10,000
Total Revenues	10,400	10,400	10,427	10,000
Transfers				
Total Transfers	0	0	0	0
Expenses				
CWU-Student/Temporary/Overtime	8,435	8,283	12,400	7,995
Total Salaries	8,435	8,283	12,400	7,995
CWU-Benefits	284	180	293	209
Total Salaries & Benefits	8,719	8,463	12,693	8,204
CWU-Goods	680	904	250	24
CWU-Supplies	0	42	127	0
CWU-Repairs/Maintenance	0	0	102	0
CWU-Travel	0	(805)	485	0
CWU-Equipment/Software (Non-Capita)	0	103	0	0
Bad Debt	0	0	0	0
Total Goods & Services	680	244	964	24
Total Expenses	9,399	8,707	13,657	8,228
Net Resources	1,001	1,693	(3,230)	1,772
Projected Beginning Fund Balance	235	-1,458	1,772	0
Projected Ending Fund Balance	1,236	235	-1,458	1,772