

# **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: FY2021  
Program Name: Central News Watch  
Advisor: Terri Reddout

**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 two to five student employees. These student employees serve as the leadership staff who lead a team five to 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 news stories published by the students has a large impact on campus and the community. They see CNW as a reliable and valuable source of timely, newsworthy and intriguing information. 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.

During the COVID 19 shut down of campus, CNW posted all stories on our [YouTube channel](#) and on our [Facebook page](#). When the pandemic shut down the nation, CNW had 2300 Facebook followers. Today we have over 3700 followers on our Facebook and Instagram accounts. That's an indication of how much CNW has grown even with the reporting challenges posed by the pandemic.

COVID 19 forced CNW out of the studio where we had produced a weekly live newscast. The management crew has spent tireless hours Fall quarter working on getting the studio back up and running. We anticipate producing live newscasts again Winter quarter.

CNW received second place honors in the College Media Association Pinnacle Awards for Best TV Special Event Coverage. A story on the Eaton cattle drive through the Ellensburg Canyon produced by Laynie Erickson earned the award.

Cowles Media, with stations in Spokane, Yakima, Tri-Cities and across Montana, hired over a dozen former CNW team members in the last two years. Cowles management refer to their Central hires as "the Central Mafia."

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

Fund transfers were due to the funding cycle ending and rolled back to the S&A Fee general account.

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

Due to fund transfer we ended the year with a zero balance.

## Service & Activities Base Funding Financial Overview

For the month ended June 30, 2021

Department: CAT TV

Fund: F:522

As of 10/21/21

	FY21 Actuals	FY20 Actuals	FY19 Actuals	FY18 Actuals
<b>Revenues</b>				
CWU-Sales and Services	0	0	427	0
CWU-Allocation (Revenue)	10,400	10,400	10,000	10,000
<b>Total Revenues</b>	<b>10,400</b>	<b>10,400</b>	<b>10,427</b>	<b>10,000</b>
<b>Transfers</b>				
CWU-Transfer (Intra-Fund Out)	6,187	0	0	0
<b>Total Transfers</b>	<b>6,187</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Expenses</b>				
CWU-Student/Temporary/Overtime	3,882	8,283	12,400	7,995
<b>Total Salaries</b>	<b>3,882</b>	<b>8,283</b>	<b>12,400</b>	<b>7,995</b>
CWU-Benefits	76	180	293	209
<b>Total Salaries &amp; Benefits</b>	<b>3,958</b>	<b>8,463</b>	<b>12,693</b>	<b>8,204</b>
CWU-Goods	490	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
<b>Total Goods &amp; Services</b>	<b>490</b>	<b>244</b>	<b>964</b>	<b>24</b>
<b>Total Expenses</b>	<b>4,448</b>	<b>8,707</b>	<b>13,657</b>	<b>8,228</b>
<b>Net Resources</b>	<b>(235)</b>	<b>1,693</b>	<b>(3,230)</b>	<b>1,772</b>
<b>Projected Beginning Fund Balance</b>	235	-1,458	1,772	0
<b>Projected Ending Fund Balance</b>	0	235	-1,458	1,772