

S&A Annual Financial Report Supplemental Questionnaire

CentralNewsWatch (CNW)

- 1. Please provide an explanation of how the program plans to spend the budget in each line item of the Annual Financial Report. Items that are vague, such as "contract services" should be clearly explained. Please include an explanation of increases or decreases from the previous year's expenses.**

- *Student/Temporary/Overtime – The majority of CentralNewWatch's base allocation is spent on paid student leadership positions. Four positions total. Each position is a student employee of the university. The increase in student employment is largely due to the minimum wage increase and students reporting more hours than forecasted.*
- *Goods & Supplies – A very limited amount of the base allocation was spent on goods such as memberships/subscriptions, award entries, and minimal promotional material.*
- *Travel – In FY19 CNW students provided live coverage of a sporting event in which they had to travel. Also, in FY19 students attended a one-day workshop on the westside that incurred registration fees.*

- 2. What was your fund balance at the end of the year? If positive or negative, please provide a detail explanation.**

CentralNewsWatch had a negative fund balance of \$1,458 at the end of FY19. This was largely due to the minimum wage increase and a slight increase in student worked hours. Also contributing to the negative fund balance were two travel expeditions. Five CNW students attended a one-day workshop on the westside for Investigative Reporting and Editing. The expense associated with this travel was a per person registration fee. The other travel expedition was for two CNW students (one reporter, one camera person) traveling to provide live coverage of a championship sporting event. Expenses associated with this was one-night of lodging and mileage reimbursement.

- 3. Have alternative (non-S&A Fee) funding sources been pursued to the fullest possible extent? If yes, please elaborate. Please list all funding received for this program and the source(s) of the funding.**

For student employment wages, no. For equipment, yes. The tech fee council recently awarded CentralNewsWatch the funds to purchase three new editing computers, however this was awarded in FY20.

In FY19 CNW also received self-generated revenue through collaboration with other student media outlets to host the annual off-campus housing fair. For that CNW students produced 30-second promotional clips for the off-campus housing fair participants. Those clips were posted on

CNW's social media and free for the businesses to share. However, endeavors like this are not a consistent form of funding/revenue we count on.

In FY19 CNW received funding from these sources

- *Services & Activities Fees base allocation: \$10,000*
- *Self-generated revenue: \$400*

4. Are there any long-term obligations or contracts associated with this funding request?

No.

5. Does your program provide employment opportunities for students? Please explain the nature of student employment within your unit, including total FTE and number of students employed.

Yes. CentralNewsWatch hires four student employees including News Director, Sports Director, Social Media Manager and Associate Director/Senior Anchor. These students are all university employees. Applicants for News Director apply for the position and are interviewed by the Student Media Board. The Student Media Board votes to appoint the News Director into position. One of the News Directors responsibilities is to recommend students for the remaining paid student-leadership staff positions. These students in paid-leadership positions have added duties and responsibilities in which they are going above and beyond required course hours and assignments to produce the weekly newscasts.

Student leadership staff mentor new students and potential upcoming student leaders. The News Director and cohort of leadership create videos, write scripts, determine stories and order, and make production assignments.

6. How many students utilize the services and activities provided by your program? Describe how statistics are obtained and provide demographics as applicable.

Aside from the newscast available as a free cable broadcast on ECTV, Channel 2, social media followers and stats are CNW's biggest indicators of success and utilization. Stats garnered from CNW's social media accounts (Facebook and Twitter) indicate the majority of the demographic falls between the ages of traditional college-age and recent alumni, with a total of over 50% between the ages of 13-34 years. The majority of followers are in Washington state, primarily in Ellensburg. In the last year the number of followers between all social media accounts has increased over 50% and continues to increase at a steady rate. CNW has a combined social media following of nearly 3,000.

7. How do you assess the effectiveness of the services and activities you provide to students? Is student input collected and used in this process?

CentralNewsWatch is student-led. Students provide input and decide which stories to report, how to report, who to interview, etc. Students decide what to cover and then put in the hours and work to cover them which includes, but certainly not limited to, gathering information and stats, interviewing sources, editing packages, creating graphics and producing it for a live broadcast. In the studio, students direct the newscast, load and roll video, pop up microphones, operate cameras and work on camera as news anchors.

We assess our effectiveness by looking at the stories we cover. We ask ourselves what's happening, what impacts students, and what interesting things are students doing? We produce stories that focus on student accomplishments, experiences, talents and ideas. Other stories we produce explore other community issues that directly and indirectly impact students, such as affordable housing, flooding and community events.

For example, CNW covers many musical, theatrical and artist events. In addition to covering CWU athletics, CNW produces stories about hunting, fishing, hiking and other outdoor recreation. We often highlight student groups that win awards. Basically, CNW attempts to tell stories that CWU students are involved in, have interest in or contain need-to-know information.

8. Does your program have an advisory committee? If so, in what capacity is it involved in your budgeting process?

The Student Media Board (SMB) acts as CentralNewWatch's advisory committee. As per the Student Media Board Charter, Article II, Section J: The SMB shall approve annual budgets for its operations and all programs under its jurisdiction, and forward them to the Services and Activities Fee Committee of Central Washington University for final approval.

SMB is comprised of three faculty outside of the Communication department (two voting, one non-voting chair), a staff member from Public Affairs, a professional journalist and a member of the community. In addition, six student members are represented on the board including the lead paid-student staff position from each student media outlet (four total – PULSE, CentralNewsWatch, The Observer, and Wildcat Films) a student from The Burg and one student nominated by the Equity Services Council or the Student Academic Senate. Media outlet advisers and the business manager serve as ex-officio, non-voting members.

The SMB's principal purpose is to provide oversight and support the free and open exchange of ideas through student-run media outlets at Central Washington University. The SMB will protect the students' rights to free speech and press and provide a public forum to address issues involving media outlets and agencies.

9. What would be the impact to students if this program's funding were increased by 15-20%? What would be the impact to students if this program's funding were decreased by 15-20%?

If funding was increased by 15-20% that would make our base allocation between \$11,500 and \$12,000. This increase would maintain current positions and cover the rise in expenses we've experienced due to the minimum wage increase.

If funding was decrease by 15-20% that would make the base allocation between \$8,500 and \$9,000. This would mean the elimination of a position and/or reduced hours per positions by way of reducing responsibilities which in turn reduces the quality of broadcasts. It would cause an elimination of approx. 10 hours.

Without this support, we would still produce newscasts, but they would be shorter and/or less frequent.

10. What are your program goals or learning/operational objectives? How are you assessing the effectiveness of your program in achieving those targets?

Learning objectives include:

- *Demonstrate written and verbal broadcast skills*
- *Demonstrate uses of video image/sound, within news stories, and knowledge of writing styles*
- *Write narration that effectively combines a written script and soundbites taken from a recorded interview*
- *Demonstrate knowledge of how to write copy, rewrite newspaper articles and press releases into proper radio or television script format*
- *Gather and write original news in proper broadcast style/format*
- *Conduct interviews to gather pertinent information for radio/television news stories*

Assessment of meeting learning objectives is achieved by:

- *Peer and mentor/adviser review*
- *Retention and graduation*
- *Post-graduate job placement. Students wanting a career in television have received and taken job offers, many of which have been made prior to their degree being awarded.*
- *University and community feedback naming CNW as a reliable and only local television news source.*
- *Reputation in the Pacific Northwest that lands graduates' jobs. News stations know graduates who work in CentralNewsWatch have the skills necessary to hit the ground running in a commercial news broadcast. Former graduates land jobs in small markets and quickly work their way up to larger markets. Currently, former CNW members work in markets from Great Falls to Yakima, to Spokane, Seattle, Oakland and San Diego. Graduates who have been involved in CNW often obtain broadcast or broadcast-related jobs such as, producers, field producer, social media consultant, marketing director, sports anchor and more – Even as a media assistant at Entertainment Tonight, conducting red-carpet interviews among other things.*