

Services & Activities Fee Annual Program Review

Program Name: KCWU-FM Radio – 88.1 The ‘Burg
Program Manager: Tommy Skaggs
Fiscal Year: FY2024

1. In what way(s) does your program support CWU students? Please be specific and concise.

Students actively involved with KCWU gain valuable professional development and hands-on experience covering various aspects of operating a professional radio station, including broadcasting techniques, promotions, event management, audio technology, and collaboration within a student-led and professionally managed environment. We are dedicated to enhancing our engagement with CWU's DEI-focused organizations to establish a platform that amplifies diverse voices and ensures inclusivity. For students not directly engaged with the station, we offer event support, music curation and assistance, and ways for club and organizations to promote events through on-air announcements and interviews. Our main objectives remain centered on benefiting the CWU community through the diverse content and activities engage in.

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

KCWU aims to create a space that entertains, informs, and supports CWU students, campus organizations, and the Ellensburg community. We track various factors like the number of student volunteers, the creation of content, supported events, partnerships, social media engagement, website traffic, our online listener count. We also conduct a yearly listener survey and make programming adjustments based on the results. Our main operational goal is to maintain our FCC licensing, which is set until February 2030. We were awarded the 2022 College Radio Station of the Year from the Intercollegiate Broadcasting System (IBS), a finalist in 2023, and nominated again for 2024, showing our commitment to excellence in our operations and programming.

3. What is the overall purpose of your program and what service(s) does your program provide?
 - a. Are there overlaps or intersections with other university programs that have similar purposes or services?

KCWU offers multiple unique hands-on broadcasting opportunities, not offered at other universities in Washington State, including multi-camera live broadcasting and video production through the KCWU Video Department, creative expression with podcasting through audio and video mediums, a direct connection to industry professionals and companies, and training in a state-of-the-art facility learning RF, broadcast, and network engineering. In the past year, we collaborated with The Observer by hosting their editors on News Central the day before each issue is released to discuss the headlines. We also included the editor of Pulse magazine to discuss the release of their Fall 2023 issue. We are interested in pursuing similar opportunities with the other student media outlets. We also partner with the Publicity

Center/HYPE to promote campus events and programming through a segment aired several times a day called the HYPE Minute.

4. How does your program align with the purpose of S&A funding? *“Supporting cocurricular and extracurricular activities and programs participated in by students in the furtherance of their education.”*

KCWU strongly aligns with the purpose of S&A funding by being actively involved with students from several majors in the station's operations allowing students the opportunity to showcase their passions and interests to the CWU community. We encourage the application of topics learned in the classroom, allowing students to translate their academic knowledge into practical experiences at KCWU. We promote an environment where students can explore, collaborate, and contribute to their educational journey beyond traditional classroom setting.

5. Please provide specifics on how your program supports and aligns with CWU’s strategic plan (<https://www.cwu.edu/about/mission-vision/documents/cwu-vision-mission-values-strat-plan-bot-approved.pdf>)?

KCWU is closely aligned with the initiatives outlined in the strategic plan. Specifically looking at the Engagement Core Value, KCWU is actively engaging in partnerships with the Ellensburg community through co-sponsored promotional giveaways, underwriter sponsorships, content sharing agreements, and music event support. To support Engagement initiative 1.2, which focuses on integrating the CWU centers, KCWU is establishing a podcasting studio to engage with the CWU Yakima center. If this studio succeeds, podcasting studios can be expanded to other CWU centers. Looking at the Unifying Value of Student Success, KCWU provides professional development opportunities for all students who wish to get involved with the station as well as promoting other organizations and events happening on campus.

6. Please provide detailed information regarding who utilizes your program? (*Students, faculty, staff, community? Specific demographic information? Class standing, gender, ethnicity, transfer, campus location, etc.*)

Students from **all** majors, faculty, staff, and the Ellensburg community are currently utilizing our services or are engaged with station activities. Due to the nature of FM broadcasting, we are not able to accurately track the listenership, but the content is intended to be inclusive and accessible to all listeners, regardless of their demographic characteristics. A listener survey was conducted in Spring 2023 and of the people surveyed, most listeners were current students and 73% listen through FM (which is the same percentage from the data collected in 2022). Another survey will be conducted Spring 2024.

7. How many unique CWU students utilize your program or services?
- How do you gather these metrics?
 - If you do not, what is preventing you from getting that data and how are you determining usage by CWU students?

As of December 2023, 55 students are actively engaged with KCWU. We held four info sessions in Fall 2023 and will hold additional recruitment sessions in early January 2024 to get more students involved in our peer-led training program. Like the prior question, it is hard to accurately track the listenership of FM content without a large-scale tracking system, but through our surveys, we estimate that we reach around 5,150 people per week with the audience being around 87% students.

8. Are there any current vacant positions in your program?

On-air volunteer positions available now. Three students recently left positions in various roles at KCWU that are currently not being refilled and their duties are shifting to other positions. We will recruit in Spring 2024 to replace students leaving their roles due to graduating.

9. Given the budget reductions taking place, and continuing for the remainder of the funding cycle, please tell us what specific impacts those reductions have had on your program compared to what was originally planned and included in your initial base funding request.

Reduction to student work hours and not refilling some student vacancies. Originally, many students were scheduled for 20-hour positions, then reduced to 15-hour weeks last year, and further hour reductions are taking place this year. This is also due to the rising minimum wage. We are also on a purchasing freeze for non-essential items. Some pieces of aging equipment originally planned to be upgraded have not been replaced, including remote broadcast gear. We have some gear that will need replacement soon to maintain station functionality.

10. Are there any circumstances or challenges that are currently impacting your ability to use your base funding allocation this year?

Not at this time.

11. What other funding does your program receive? What percentage of your program's total funding is coming from S&A Fees?

Prior to this year, KCWU was 57% S&A, 40% Sub Fee, and 3% revenue funded. Starting this year, KCWU is 97% S&A fee and 3% revenue funded.

12. What growth or expense increases do you anticipate seeing in the future?

- Expanding our podcast studio support to additional CWU centers, which would include additional technology and student work hours.
- Additional KCWU-hosted events for CWU students, including concerts.
- Increase capabilities of live on-site broadcasts including video and postproduction.