

## Services & Activities Fee Annual Program Review

Program Name: KCWU-FM Radio

Program Manager: Tommy Skaggs

Fiscal Year: 2022

1. In what ways does your program support CWU students? Please be specific, yet concise.

Students directly engaged with KCWU receive professional development and real-world experience with technology enhanced learning opportunities linked to all elements of a professional radio station including broadcasting techniques, promotions, event management, and how to work in a student-led and professionally managed environment. We are focusing on growing ways to work with CWU diversity groups and provide a platform for marginalized voices on campus. For students not directly engaged with the station, we offer event support, music selection, and opportunities to promote their club and organizational events through on-air announcements.

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

We are committed to providing a platform that entertains, informs, and supports students, on-campus organizations, and the Ellensburg community. To measure and assess our objectives we keep track of the number of engaged volunteers, student employees, video/radio shows, events covered, partnerships, social media interactions, web site visits, total listeners, and the results from our yearly listener survey. Our main operational goal is to maintain FCC licensing, and we were just approved until February 2030. We just received the College Radio Station of the Year award from the Intercollegiate Broadcasting System (IBS), acknowledging our commitment to excellence in multiple aspects of 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 who have a similar purpose or service?

KCWU offers multiple unique hands-on broadcasting opportunities in a living-learning laboratory not afforded at other universities in Washington State, 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. Regarding overlap, Event Support Services provides speaker and audio setup for SURC events which often includes a request for KCWU music streaming. There is opportunity to collaborate more strategically on these requests.

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 is directly aligned with the purpose of S&A funding, as we provide opportunities for students from all majors to become engaged with and explore the station in all functions. We provide a platform for students to share their passions and interests with other students in the CWU community. Theories and methodology learned in the classroom can be applied in multiple ways at KCWU.

5. How does your program support CWU's mission and goals? (<https://www.cwu.edu/mission/>)

Students are placed in leadership roles, including creative and technical roles, within the station preparing them for life after college. Students are encouraged to research, learn, explore, and share their areas of interest and professionally develop their calling. The KCWU audience benefits from diverse on-air and online programming.

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.

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?

This has been a rebuilding/post-remote year, and we're continuing to re-grow the program.

This year we had:

- 21 paid student staff members
- 40 volunteers (some still going through our training program)
- 20 departments & organizations for campus announcements (and counting)
- Partnered with 14 community businesses in our underwriter programs
- Although we are unable to track listeners on the FM dial (our primary delivery method), our web stream has 700-1000 unique starts per week.

These metrics are gathered through Lathem Time Clock management, CWU Payroll, requests received through our website (event requests, announcement requests, volunteer applications, etc.), social media reporting and Google Analytics.

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

YES – one FTE Brand Manager (SUB-fee funded.) We also have not filled two student vacancies for a Production Assistant and Videographer.

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 including in your initial base funding request.

KCWU has traditionally operated with four full time staff members but is currently operating with two (one General Manager and one Chief Engineer). A third position, Brand Manager, was requested and budgeted out of SUB fee, but has not received approval to post. This has impacted our outreach, branding, and revenue generation efforts and ability to help address the "town and gown" divide. Having only two professional staff members has also impacted student development by only being able to provide limited feedback and aircheck review sessions that have been traditionally offered. In addition, as an FCC-licensed station we are bound by federal guidelines that require ongoing attention. Continued short staffing has a high potential to lead to staff and student turnover and burnout.

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

Aside from funds allocated to the Brand Manager position, we will be able to use all other funding.

11. What growth or increases would you like to see in your program in the future?

- Currently working on engaging with on-campus clubs and organizations to host their own shows on our station.
- Reach out to the CWU Centers to establish ways for those students to be engaged with KCWU by creating content.
- Restart KCWU sponsored in-person events, such as Burgstock.
- Increase video production, including live/on-site recording, and postproduction.
- Fill Brand Manager position.