

Services & Activities Fee Annual Program Review

Program Name: KCWU-FM Radio – 88.1 The ‘Burg
Program Manager: Tommy Skaggs
Fiscal Year: FY2023

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’s DEI-focused organizations to provide a platform where all voices are heard and valued. 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. Our goal is to benefit the CWU community through the content and activities we 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 is dedicated to providing a platform that entertains, informs, and supports students, on-campus organizations, and the Ellensburg community. We track various metrics to measure and assess our objectives, including 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 (approved until February 2030). We received the College Radio Station of the Year award from the Intercollegiate Broadcasting System (IBS) for 2022 and are nominated again for 2023, 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, 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. We collaborate with The Observer by hosting their editors on News Central the day before their issues are released to discuss the headlines. We are interested in pursuing similar opportunities with the other student media outlets. We also partner with the Publicity Center/HYPE to promote on campus events and programming through a daily 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 is directly aligned with the purpose of S&A funding by providing 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/>)

Like CWU’s new mission statement, KCWU fosters high impact practices by allowing students to directly engage in hands-on learning opportunities in a professional environment while promoting engagement with the campus community. KCWU promotes a positive work environment where students feel a large sense of belonging and connection to the university. These experiences can be highlighted on a student’s resume or ‘reel’ to showcase their skills and enhance their job prospects after graduation to help further their opportunity for success in the future.

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 2022 and of the people surveyed, most listeners were current students and 73% listen through FM. Another survey will be conducted Spring 2023.

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 2022, there are 51 students actively engaged with KCWU. Two recruitment sessions will occur in early January 2023 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 4,450 People per week with the audience being around 84% students.

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

On-air volunteer positions available now. There are no open student staff positions available right now, but some will become available in Spring 2023 to replace graduating students.

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.

Reduction to student work hours. Where many were scheduled for 20-hour positions, students are now working 15-hour weeks. This is also due to the rising minimum wage. Some pieces of aging equipment originally planned to be upgraded have not been replaced, including remote broadcast gear. If KCWU starts doing more remote broadcasting, these units will eventually need to be replaced.

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

- Continue engaging with on-campus clubs and organizations to host their own shows on our station. DEC and ESC have started their own shows and we will use this model for additional programming.
- Reach out to the CWU Centers to establish ways for those students to be engaged with KCWU by creating content. An equipment plan has been established. Now, partners need to be identified to implement this plan.
- Restart KCWU sponsored in-person events, such as Burgstock. KCWU will be taking a more active role in WILD FEST 2023 and is determining logistics and the future of Burgstock.
- Increase video production, including live/on-site recording, and postproduction. We are working with community partners to establish a series of video content.
- Investigation of the possibilities of HD Radio