

Services & Activities Fee Annual Program Review

Program Name: WSRN
Program Manager: Tommy Skaggs
Fiscal Year: 2022

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

Allows students to experience real-world entertainment and sports broadcasting opportunities including play-by-play and show development.

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

The specific goal is to broadcast sports games, agreed and approved by CWU Athletics through our partnership. We assess by reviewing the total number of broadcasters, total listeners, number of games covered, and other content such as player interviews.

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?

Provide support to CWU Athletics by providing coverage of games, expand access to a broader audience through alternative means of attending games, and provide students with hands-on experience in sports broadcasting. This year, we provided live play-by-play coverage of all home Men's and Women's Basketball games, and plan to cover some baseball and softball. Production and game preparation is also necessary for each broadcast. Regarding overlaps, CWU Athletics streams their games on their YouTube page and hired an outside entity (SWX) to cover all football and some basketball games. KCWU has specific underwriters that air within sports programming, and CWU Athletics also sold their own inventory.

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."*

Directly – the budget just pays for students to be directly involved in sports broadcasting.

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

Students are placed in leadership roles and have the opportunity to train other students in creative expression, professional communication skills, and engagement with people inside and outside of the department.

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 any major) provide the content, and is listened to by the CWU students, staff, faculty, and the Ellensburg community. All students are welcome.

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?

Two paid student staff and eight volunteers are directly engaged with WSRN. For basketball, each game averaged 670-880 viewers and listeners.

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

No.

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.

No impacts other than possible reduced hours.

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

We did not cover football and will only cover limited games for baseball. There may be some money left over.

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

- Cover additional CWU sports, including exploring Recreation sports and eSports.
- Explore and implement enhanced video coverage, such as additional angles and showing the broadcasters.
- More opportunities to interact with professionals and CWU Athletics for professional development opportunities.