

## SERVICE AND ACTIVITY FEE ANNUAL REPORT

GENERAL INFORMATION	
Reporting Year:	2015
Reporting Program:	KCWU - The Burg Radio Station
Funded PID:	53500000
Program Manager	Travis Box

Financial Report Back:	
REVENUE:	
S&A Funds Received	\$ 225,379.48
Self Support Funds Earned	\$ 1,100.00
Other Funds Received	\$ 174,701.00
<b>TOTAL REVENUE:</b>	<b>\$ 401,180.48</b>
EXPENSES:	
STUDENT PAYROLL	\$ 117,429.10
NON STUDENT PAYROLL	\$ 193,725.30
BENEFITS	\$ 77,030.75
GOODS & SERVICES	\$ 54,679.90
<b>TOTAL EXPENSES:</b>	<b>\$ 442,865.05</b>
TRANSFERS IN	\$ 9,723.19
TRANSFERS OUT	\$ -
<b>NET CHANGE</b>	<b>\$ (31,961.38)</b>

Please list any S&A funded position that have been vacant longer than six (6) months. If any vacancies exist, please explain how you utilized the funds and what your long term plans are for the position.

N/A

Please provide an overview of the student centered programming provided, i.e. type of programs, milestones, number of students impacted, and how they benefited.

2014-2015 as "The Year of Firsts". Many of the lofty initiatives and outcomes were "firsts" for the program. The first professional Radio Program Director was hired, The first College Radio Day Parade, The first 24 hour global broadcast marathon, the first professional EDM show at Central, the station held the first 'Burg Alumni Weekend, the program received the first national award in October 2014 (followed by three more, including the first Best College Station Award in March of 2015). We launched the first dedicated Sports department, and covered, LIVE, the first Rugby Varsity Cup Championship games. We created the first Assistant Program Director, student staff position. We went on to execute a series of on-air, on-line and in-person events as part of the first KCWU pledge drive, exceeding our goal of \$10K. We conducted our first Remote Broadcast workshop and our first Producing workshop. We developed the first Certificate of Radio Broadcast and began working with the communications department to implement in Fall quarter of 2016. And finally, installed the first industry-standard, professional grade Broadcast Automation System, completing the work began by previous staff and management in creating a facility that now rivals any commercial radio station in the nation. As we push into summer, we will accomplish another first, by partnering with the CWU Gear Up program, the first KCWU-FM Radio Summer Camp for high school students. The focus on recruiting new volunteers to the program continued. Freshman Orientation presentations, On-air and on-line campaigns, as well as face-to-face recruiting at station events resulted in 63 volunteers in the program between '15-'16 who volunteered over 6,000 hours! The station conducted over 150 events and partnered with dozens of other departments and student groups to co-produce events throughout the year, including the Bite of the Burg, Fred Meyer Night, Homecoming Street Fair and Homecoming Dance, Wellington's Wildfire, Zombie Bash, 3-On-3 Basketball Tournament, Movember, numerous pre-game rallies, as well as the 3rd annual Battle of the Bands and hip-hop competition event known as Burgstock 3. Utilizing carry-over from 2013-2014, KCWU was able to upgrade and replace some equipment and services.

2014-2015 was also about student employment, a focus was placed on transforming the radio station into an industry standard mirror of a 21st century professional radio station, including all departments within. The program used a majority of its S&A funding to grow the paid student staff from 14 to 23 (New positions include: Traffic and Continuity Coordinator, Sports Coordinator, Assistant News/Sports Coordinator, Music Department Core Staff Assistant (CSA), PSA and Imaging Coordinator, and Assistant Program Director, Brand Department CSA, and Reporter). We also made national conferences and extracurricular learning/professional development opportunities a priority, funding a trip to the College Broadcasters Inc held in Seattle (10 Students, 2 Pro-Staffers), The New York IBS Trip (4 students and 1 pro staffer/ with funding assistance from Student Success), and professional development for 2 pro staffers (National Association of Broadcasters Convention). We also supplied financial support for events and functions with CWU partners (EDM Show with Campus Activities, Ferguson Town Meeting with CDSJ, MLK Celebration with CLCE). Along with the internal growth and infrastructure, a priority was placed on "Visibility" for the station, the marketing budget was increased internally. As we look toward 2015-2016, infrastructure cost should decrease to maintenance levels. We should see a small revenue increase with the Radio Summer Camp moving forward and in Fall of 2016, we expect a new revenue stream with the Certificate of Radio Broadcasting.

Please provide a detailed explanation of any fund transfers from one service and activities fund budget to another.