

Services & Activities Fee Annual Program Review

Program Name: KCWU – 88.1 The ‘Burg
Program Manager: Tommy Skaggs
Fiscal Year: FY2025

1. In what ways does your program support CWU students? Please be specific, yet 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, KCWU serves as a vital campus resource. Through our morning news show and daily HYPE, we keep the CWU community informed about campus updates, local news, weather, and events, fostering a sense of connectedness and awareness. These programs provide timely and relevant information, helping students stay engaged and informed about their campus and community. Additionally, we offer event support, music curation, and ways for clubs and organizations to promote events through on-air announcements and interviews, ensuring all students can access the station's resources.

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 actively track and assess activities and involvement such as:

- The number of community and campus announcements produced and aired
- The number of events supported with music services including orientations, preview days, graduation ceremonies, and special events
- The number of students actively producing shows and content
- The number of students that complete the DJ training program
- Quality and number of interviews conducted
- Contents of the Program & Features quarterly report
- The results from our yearly Listener Survey
- Maintaining FCC Compliance
- Increasing outreach and introducing new programming formats
- Increase in on campus collaborations

- Growth in social media engagement

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

Like CWU’s 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 environment where students experience a 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. KCWU aligns with the core values of Engagement, Belonging, and Stewardship in our programming and interactions with campus and the Ellensburg community.

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.

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

KCWU is a growing program. As of December 2024, the program currently has over 60 show hosts and 15 paid staff. We supported over 70 events so far this academic year, which allowed us to interact with several students. As mentioned in the prior question, it is hard to track the listenership of an FM signal, but it we are played in several locations on and off campus, including the SURC West Patio.

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

We are currently recruiting two student positions (Music Coordinator and On-Call Event DJ) and are always accepting new trainees to host their own radio show.

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 and not refilling some student vacancies. Originally, many students were scheduled for 20-hour positions, then reduced to 15-hour weeks, 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. We have also ended some yearly software subscriptions, including our live video encoder, HDVMixer.

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?

- 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.