

Services & Activities Fee Annual Program Review

Program Name: WSRN – Wildcat Sports Radio Network
Program Manager: Tommy Skaggs
Fiscal Year: FY2025

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

Students directly involved with WSRN engage in live real-world sports broadcasting opportunities. The program highlights CWU student athletes and provides coverage of their athletic competitions. WSRN works closely with KCWU to provide sports coverage.

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 provide coverage of CWU sports games, agreed and approved by CWU Athletics through our partnership. We assess our success through metrics such as the number of games covered and player interviews. We provided play-by-play coverage of all home football games and plan to provide coverage of all men's and women's basketball games this academic year.

We Track: Number of athletic competitions covered. Number of sports-related interviews conducted. Airchecks and review of content and programming. Communication and feedback with campus partners, including the Athletics Department.

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?

WSRN supports CWU Athletics and student athletes by providing coverage and outcomes of games and offer hands-on experience in sports broadcasting. WSRN is directly engaged with KCWU to broadcast content. Athletics ended their partnership with SWX, allowing WSRN students to be more actively involved with Football broadcasts this season.

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 pays for students to be directly involved in sports broadcasting, both paid staff and volunteers who are aspiring to go into the world of sports media.

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

Like CWU's mission statement, WSRN 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. Providing coverage and highlights of CWU athletes also promotes access to knowledge and places a spotlight on achievements of our students. 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 any major can generate the content which is listened to by CWU students, staff, faculty, and the Ellensburg community. 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?
- 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?

Three student staff members are directly engaged with generating content and coverage, and they coordinate with volunteers to provide coverage and recaps. Like the previous question, it is hard to accurately track the listenership of FM content, and we do not have access to the metrics for Athletics video streams.

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

Volunteer positions are available.

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.

WSRN's budget covers three student salaries. With the budget reductions happening at the same time as large increases to minimum wage, WSRN is limiting some larger scale activities that could happen outside of play-by-play coverage.

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?

- Provide coverage and highlights for club and recreation sports.
- Grow the CWU and local sports update segment for News Central, a program on KCWU.
- Provide CWU sports updates to external partners.
- Longer Term Goal if program expands: Coverage of High School Sports