

Miller, Judith

From: Eastern Washington University
Sent: Wednesday, February 16, 2022 10:43 AM
To: Miller, Judith
Subject: New S&A Funding Request Submission
Attachments: FY23-Budget-Request-Spreadsheet-KEWU2.xlsx

Follow Up Flag: Follow up
Flag Status: Flagged

New S&A Funding Request received!

Requesting Organization
KEWU - Fine and Performing Arts
Requester's Contact Information
Name
Pete Porter
Phone
(509) 359-6390
Email
pporter@ewu.edu
Mailing Address
104 RTV Department of Fine and Performing Arts Cheney, WA 99004 United States Map It
Budget Request and History
Attach Budget Request Spreadsheet (found at top of form)
<ul style="list-style-type: none">FY23-Budget-Request-Spreadsheet-KEWU2.xlsx
Please select which represents your request best?
FY23 Budget Request
Please provide a summary of your dept/prog/unit.
<p>Launched in 1950, KEWU-FM, the Sound of Eastern Washington University, is a teaching laboratory for real-world radio and media skills as well as a resource for relevant, quality, and innovative music programming and content; Jazz is the primary musical genre. With the help of a generous donor, KEWU is embarking on a student-driven, open format, web-based channel that would include podcasting and other state-of-the-art media. We call this new presence KEWU-2.</p> <p>KEWU is housed within the Film Program in the Department of Fine and Performing Arts and overseen by the Chair of FPA. The station employs a Program Director, a Broadcast Technician, and 10-12 student DJs. Funding is already in place for these personnel.</p> <p>We believe that KEWU-2 will broaden the audience and campus engagement of KEWU beyond its current stakeholders. We are already familiar with internet streaming, as KEWU is already available online. We are simply adding a second stream, KEWU-2, driven by student programmers and overseen by current KEWU personnel.</p> <p>The KEWU-2 Internet stream will be a platform for student-produced musical content and podcasts. All units on campus would be invited to contribute content and expertise.</p>

How does your dept/prog/unit plan to spend the awarded funds.

Our request of ASEWU is support in the amount of \$10,000 to pay student DJs to program KEWU-2 for 20 hours per week during Fall, Winter, and Spring quarters. Currently, KEWU pays student DJ's to run our broadcast unit, and we would be asking KEWU DJ's to contribute to KEWU-2 as well. The 20 hours of DJ time requested would be in addition to the hours that KEWU DJ's program and perform. We estimate the number of KEWU-2 DJ's to be between 4 and 5.

A generous donor has pledged support of our purchase of the equipment and software necessary for KEWU-2, including a new Windows 10 computer with Simian Automation Software and a second Music Scheduling Computer and Music Master software, which will give us the ability to schedule from more than one computer station.

Did your dept/prog/unit receive funds in FY22?

No

Salaries, Benefits, & Wages

Does your request include any staff salaries/benefits, and/or student wages?

Yes

How many UNDERGRADUATE student employees are being supported by S&A funding?

5

How many GRADUATE student employees are being supported by S&A funding?

0

How many CLASSIFIED staff are being supported by S&A funding?

0

How many ADMINISTRATIVE staff are being supported by S&A funding?

0

How many FACULTY staff are being supported by S&A funding?

0

Please confirm that you have budgeted for all salary increases, according to the Budget Assumptions outlined, and that number will be included in your direct expense figure when you build your budget

- Yes

Impact From Funding

How does your dept/prog/unit collaborate with other departments, programs, units?

KEWU reaches across campus, working with Advancement and other units, and employing student DJ's regardless of major. KEWU itself is non-curricular but supportive of unit across campus.

We are proposing KEWU-2 as a way to increase the range of stakeholders in KEWU.

How does your dept/prog/unit collaborate with outside stakeholders?

KEWU 89.5 FM is a non-commercial, education-based radio station that serves the Inland Pacific Northwest. Owned by the Board of Trustees at Eastern Washington University, the station is operated by the faculty and students of the Program in Film in the Department of Fine and Performing Arts, part of the College of Arts, Humanities and Social Sciences at EWU.

KEWU-FM broadcasts at 89.5 megahertz at 10,000 watts on the FM band. The radio signal originates from the studio on the campus of Eastern Washington University and is sent via microwave to a transmitter located 1,411 feet above the average terrain on Krell Hill in Spokane. The range of our signal extends west past Grand Coulee, north to Lake Pend Oreille and nearly to the Canadian border, east to Fourth of July Pass and Kellogg, Idaho, and south just past Pullman and Moscow, Idaho.

Classic and contemporary jazz comprise the primary program schedule. The station also includes short features such as Pulse of the Planet and Bird Note as well as special broadcasts such as Nightfall, Friday Night Blues, The Big Band Show, Saturday Night Dinner Jazz, Jazz Omnibus, The Latin Jazz Show, Old School and The Women of Jazz. Classic and contemporary jazz comprise the primary program schedule.

How does your dept/prog/unit contribute to the local/regional community?

As a non-commercial station focused on delivering a quality music environment for listeners, our staff takes pride in developing its programming schedule that includes a minimal number of announcements.

Pre-COVID, we did interviews and performances on-air and we plan to do these again in the future.

KEWU-2 will heighten the level of community engagement that we are able to do.

What impact(s) does this dept/prog/unit have on campus? Briefly describe the need for your dept/prog/unit. How does your dept/prog/unit support the mission and/or goals of EWU?

KEWU sits squarely in the community engagement element of the mission of EWU.

How does your dept/prog/unit assesses the effectiveness of your programs/services and how is it tracked?

KEWU relies on listener feedback in the form of pledge drives and other communications, such as email and phone calls. KEWU has been broadcasting since 1950, so we have an established record of music programming success.

KEWU does not subscribe to a listener assessment service, such as Nielsen, as these are cost-prohibitive and mainly aimed at advertiser-supported broadcasters.

Financial Responsibility

What are the top funding priorities for your dept/prog/unit and is any of this funding for contracts, if so how much?

Our request is for student DJ pay only. All other elements of KEWU are supported by EWU and by listener support.

KEWU has a contract with KHQ to provide broadcasting services. We also have contracts for music broadcasting rights, streaming services, and other miscellaneous supports.

How does your dept/prog/unit track and manage your budgets to ensure financial sustainability?

The Chair of Fine and Performing Arts oversees the budget of KEWU. We have a record of financial sustainability that dates from 1950.

How will you ensure that student fees do not subsidize non-student use?

All non-student elements are currently funded and need no additional support. We are very careful to track the current student DJ pay for KEWU separately from other expenses, so adding more student DJ's for KEWU-2 is a minimal change.

Engagement

Please share the number of STUDENTS your dept/prog/unit serves annually.

500

Please share the number of FACULTY your dept/prog/unit serves annually.

50

Please share the number of STAFF your dept/prog/unit serves annually.

50

Please share the number of ALUMNI your dept/prog/unit serves annually.

200

Please share the number of OUTSIDE STAKEHOLDERS your dept/prog/unit serves annually.

10,000


Any additional information or considerations you would like the S&A Committee to have:

KEWU-2 promises to train the next generation of DJ's, who will learn sound recording, engineering, and podcasting. The format will be open so that DJs can find their specialization and explore their interests.

Our minimal request will help us to launch this initiative.

The numbers that I put in for those served are best guesses. We don't have tickets or any other measure. Industry-level measurements are very expensive and not aimed at non-commercial stations.

Acknowledgment

 I confirm that the details included in this budget request are accurate to the best of my knowledge and are fully aware of S&A Fee regulations.