

2011-2012 SAF Contingency Application

Public User

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Program/Service Title

The UW Bothell Campus Radio

Campus Department

Interdisciplinary Arts and Sciences Media and Communication Studies

Contact Person

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Executive Summary of Your Proposal

Please provide a concise overview of the program, activity, or service for which you seek funding.

A UWB community radio station would be an enriching school club that would benefit not only the student body as an extracurricular activity (in terms of music, news, and a platform for other school clubs and activities), but it could, and should, be used for promoting and establishing a public image of the university towards the community. School faculty could also use the station as a new creative platform to reach out towards the student population.

A community radio station also has the potential of being integrated into the curriculum. Different departments could create courses around the station. Classes related with journalism, media, computer operation, business, writing, and public speaking could have a hands-on opportunity to teach with the existence of an operating broadcasting station on campus.

Need for this Program/Service

In 150 words or less, please describe the need for this program or service. Please include any data that might support your proposal (e.g., the number of students who have participated in your service or program in the past). If your program is currently

funded by SAF, please indicate how you have used the money to help your organization meet its goal(s).

UWB hosts a diverse student body ranging geographically from places like Everett, Seattle, Bellevue, and Renton. Given that UWB is a commuter campus for most students, radio has a valuable potential to inform students about each other and their work, and to help build a community of students while they are on and off campus. The potential value of a radio station at UWB was supported when, in response to our proposal presented on the Nov 7th Open Public Meeting, the ASUWB voted unanimously in support of a campus radio station.

School organizations, especially the student government, could use the community radio station as a catalyst for informing the student body of events, activities, and emergencies when the occasion arises. A station would provide students, especially those in the Media and Communications Studies program, an outlet to put what they learn in class into practice.

How do you plan to assess the program or service?

How do you plan to track the effects of this program or service?

For example, how would track how the event/program/service went? How would you track how successful it was and what you could change in the future?

In assessing the station, we would first base evaluation on the level of participation from students, faculty, and staff in organizing and providing programming for the station. Second, we will keep a sample of listener logs to review the number of listeners who tune into the station over time, as well as evaluate feedback we receive from them through e-mails, social networking, and student participation at events. Finally, we will evaluate programming on an annual basis to assess the breadth and depth of content on the station in light of the diversity of the student body on campus.

Estimate number of students that will benefit from your proposed program/service

In 150 words or less, estimate how many currently enrolled students will likely benefit from your proposed service or program. Please estimate the

number of other individuals (and indicate their affiliation) that might benefit from this service or program. Finally, please indicate other sources of financial support.

An estimate of 20 students fulfilling station positions could benefit from the radio program. This number would include title positions such as General Manager, Assistant Manager, Music Director, Technical Manager, and Promotions Coordinator as well as volunteer student DJs. Members of other clubs could benefit from our provided exposure of their activities and events.

Potentially any UW Bothell student with access to the Internet would benefit from a campus radio station. Eventually we hope to acquire a Federal Communications Commission (FCC) license and produce an FM broadcast which would benefit not only the Bothell campus, but also the surrounding community, which could include potential UW Bothell students. Apart from funding from the school, we would also organize fundraising events, such as a music festival featuring student bands.

Benefits to Participants

In 150 words or less, please describe the benefits that participants are likely to gain by attending or participating in this program or service.

Students directly involved with the campus radio would get the opportunity to gain skills in broadcasting, management, web design, and public speaking in an applicable environment outside of class. Student participants will be able to take these skills and directly apply them in future careers.

Student listeners would benefit from this program by being informed of University of Washington events and entertained with student broadcasting.

Additional Information

Please include any other information you feel is relevant to your request. (There is no character limit on this field.)

Salary/Wages

Once the campus radio station is established and is in the process of expanding, the station managers should receive an hourly wage. This is not part of the current application. Student DJs would still be volunteers.

Benefits

Benefits paid to regular employees working at least .50 FTE should be calculated at 33.4% of earnings.

Benefits paid to hourly employees should be calculated at 14.9% of earnings.

N/A

Honoraria

Dr. Amoshaun Toft would serve as a faculty advisor.

Facilities Rentals/Set-Ups

If you require facilities rentals/set-ups, please indicate it here.

The radio station will require an ongoing physical space to house the streaming computer, sound board, and accompanying audio source equipment. Our first suggestion for a potential studio space is LB2- 212 Audio Studio. This room is currently used for equipment storage and occasional IT meetings, but our program could use the space for its original purpose. This facility would provide us with space to set-up a master control room, broadcast programming, hold meetings, and host live in-studio performances and interviews. The room is already designed for such purposes and contains a soundproof window and a metal security door.

As a service to the UWB student body, we would also like to hold music festivals at Mobius Hall, requiring periodic facilities use.

Telecommunications

Telephone equipment should be estimated at \$35 per handset, per month (this includes only one extension).

1 telephone headset.

Security

Proper door locks for the studio with a UW Husky card reader for entry access.

Printing & Photocopying

The studios own printer and photocopier.

Transportation

N/A

Meals and Lodging for Travel

N/A

Office Supplies

Printer cartridges, stationary, cleaning supplies, calendars, copyholders, markers, note and message pads, paper clips, pencils, pens, rubber bands, scissors, staplers, white board, furniture, etc.

Food/Refreshments

N/A

Equipment Rentals/Purchase

Initial broadcast equipment request:

Broadcast Quality audio console: \$600

2 microphones with wind screens, shock mounts, cables and booms: \$600

Two sets of headphones with 1/4-inch plugs: \$100

Two CD players: \$300

Automated programming computer (PC or MAC): \$1000

Streaming computer (Mac): \$2500

Streaming software program purchase (Nicecast): \$65

Studio monitor speakers with audio amplifier: \$500

On-Air light box: \$150

Cables, power strips, and surge protectors: \$100

Annual streaming fees:

Copyright Royalty Board: \$25

Sound Exchange minimum annual fee: \$500/year

Listener reporting waiver fee: \$100/year (max 75 listeners at a time for a month or 55,000 listeners)

Additional fees: ASCAP: \$297; BMI: \$279; SESAC: \$120

Other

Please include any other expenses that don't fall under any of the above categories.

Total Amount Requested

One-time outlay: \$5,915; Annual fees: \$1,321;

Total amount requested: \$7,236