

KUGS 89.3 FM

AS Office of Assessment
Structure & Program Advisory Committee



The AS Assessment Process
2012 Board Recommendations

Introduction

KUGS 89.3 FM is a student-run radio station providing programming not only to the student body, but the community at large. The office's initial written report was submitted to SPAC on January 6th, 2012. Their mission statement is as follows:

The mission of KUGS-FM is to serve the students of WWU and the citizens of Whatcom County by providing a diverse program of music, news, and information consistent with student interest and public affairs programming that encourage a greater understanding of the human difference and cultural pluralism within the university community and the larger world we live in. Through its programming, KUGS-FM will serve as a bridge from the university to the surrounding communities.

Programs/Services Provided

KUGS does not put on any particular events *per se*; however, the station's programming consists of 24/7 radio broadcasting. They remain on the air year round and through holidays and during WWU breaks. The programming aired on KUGS is determined by the interests of those volunteering as well as those listening.

Each quarter KUGS accepts program (or "show") applications for two hour air play slots. These proposals range from news programming, to new music showcase "Music for the Masses," and "Specialty Shows" where the volunteer creates a show by genre or theme.

The majority of KUGS programming is music-centric. Out of eighty-nine total shows for winter 2012 eighty-eight percent are music shows and twelve percent consists of news. Within the music shows forty-eight percent of them are specialty shows and fifty-two percent are *Music for the Masses*.

Music for the Masses is mandated programming which all volunteers must do at least one quarter of prior applying for the creation of their own specialty show. This program consists of all genres, from rock to hip-hop; *Music for the Masses* plays a variety of new music from the latest artists.

Due to the interests of the students the trend in genres changes quarter to quarter for specialty shows. Over the past few quarters there have been an increasing amount of specialty shows with rock-based genres.

Strategic Recommendations

- 1. Advocate for a rededication from KUGS 89.3 FM to the mission of broadening student outreach through creating and implementing creative marketing strategies.**

These efforts should include increasing student knowledge of the station and their open door policy by getting more KUGS awareness out on campus. This would include collaborating with more offices and departments on campus as well as a strategic increase in advertising within the Residence Halls and surrounding WWU grounds.

- 2. Recommend the maintenance of consistent assessment and evaluation operations to provide ample data and resources not only for station staff, but for those who assess the office in the future.**

There are several steps that should be taken to meet this end. The station should develop a quarterly survey for students to evaluate listenership and service to students; create a quarterly evaluation of KUGS programmer/DJ training; and other assessment tools for volunteers and staff in order to better assess the training process.

- 3. Advise that the appropriate station personnel maintain their stellar compliance with industry standards and practices.**

In the field of radio broadcasting, a constant flow of industry regulations affect and influence operations. In the upcoming years, KUGS will need to be on track to do the following:

- Complete the Federal Communications Commission Construction Permit to increase the signal strength of KUGS to 700 watts deadline 2013.*
- Prepare and complete the Washington State Broadcasters Alternative Inspection Program to assure FCC compliance regarding KUGS operations. Current authorization expires in 2013.*
- Prepare and complete Federal Communications Commission's License Renewal due February 2014.*

4. Encourage the taking of technical steps to improve employee and listener experiences by engaging state-of-the-industry practices.

These include working with VU Technical Staff to evaluate and upgrade webcasting/streaming capabilities to allow for MP3 format, enabling KUGS to broadcast beyond personal computers to phones and smart tablets and enable streaming on Public Radio Apps.

In the future, KUGS plans to collaborate with VU Technical Staff to create online searchable database of the KUGS music collection that is accessible for volunteers, as there are currently 23,431 titles in the database.

The station will need to upgrade equipment purchased in the 1990s, particularly minidisc recorders. The current equipment from the '90s is no longer being manufactured, making maintenance efforts at once more challenging and less preparatory for those looking to use their KUGS experience in the radio industry of the 21st century.

5. Evaluate and research the possibility of hiring part-time professional engineer/technical assistant.

Since 2006 there has not been a licensed engineer on staff of the VU/Student Activities. Retaining such an engineer on staff would provide necessary support for the KUGS General Manager and mentoring and training opportunities for the student-occupied position of KUGS Maintenance Engineer.