

# 2012-2013 SAF Annual Application

Sang-Do Kim

On behalf of Campus Radio at UW Bothell

## 2012-2013 SAF Annual Application

### Program/Service Title

Campus Radio Annual Fees and Marketing Funding

### Campus Department

IAS - Media and Communications

### 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 an 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 at least 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, Promotions Coordinator as well as volunteer student DJs. Members of other clubs could benefit from our provided exposure of their activities and events and students could also benefit from us by simply listening to our broadcast. 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. We are currently in the process of obtaining approval from the STF for funding concerning equipment necessary for this proposal. This SAF proposal is more towards the funding of annual fees that are required to run a radio station.

### **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. Potentially any UW Bothell student with access to the Internet would benefit from a campus radio station.

### **Additional Information**

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

This proposal is to request the annual fees required to run a radio station.

[http://depts.washington.edu/uwcopy/UW\\_Policies/Licenses/Music.php](http://depts.washington.edu/uwcopy/UW_Policies/Licenses/Music.php)

The blanket copyright fees that UW has an agreement with copyright organizations all preclude any kind of broadcast - they allow UW to play music at events, but not on a radio station.

Therefore we would still be required to pay the fees

listed in this proposal to broadcast copyrighted music.

### **Salary/Wages**

*Describe the funds you are requesting in detail below.*

*Please put total dollar amount of salary/wages in the bottom of this box.*

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**

*Describe the funds you are requesting in detail below.*

*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. Benefits are required if you are requesting salary/wages above.*

*Please put total dollar amount of benefits in the bottom of this box.*

N/A

### **Honoraria**

*Describe the funds you are requesting in detail below.*

*i.e. Payment to speakers*

*Please put total dollar amount of honoraria in the bottom of this box.*

N/A

### **Facilities Rentals/Set-Ups**

*Describe the funds you are requesting in detail below.*

*If you require facilities rentals/set-ups, please indicate it here. Take into account custodial fees and clean up.*

*Please put total dollar amount of facilities in the bottom of this box.*

N/A

### **Telecommunications**

*Describe the funds you are requesting in detail below.*

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

Please put total dollar amount of telecommunications in the bottom of this box.

1 handset.

Total amount: \$35

### **Security**

Describe the funds you are requesting in detail below.

If you would like an estimate, please contact UWB Security.  
425-352-5359

Please put total dollar amount of security in the bottom of this box.

N/A

### **Printing & Photocopying**

Describe the funds you are requesting in detail below.

Please put total dollar amount of printing/photocopying in the bottom of this box.

N/A

### **Transportation**

Describe the funds you are requesting in detail below.

Please put total dollar amount of transportation in the bottom of this box.

N/A

### **Meals and Lodging for Travel**

Describe the funds you are requesting in detail below.

Please put total dollar amount of meals and lodging in the bottom of this box.

N/A

### **Office Supplies**

Describe the funds you are requesting in detail below.

Please put total dollar amount of office supplies in the bottom of this box.

N/A

### **Food/Refreshments**

Describe the funds you are requesting in detail

below.

Please put total dollar amount of food/refreshments in the bottom of this box.

Review the food policy/food form for the University policies before asking for food. The Food Policy is below the food form in the link.

<http://www.uwb.edu/getattachment/admin/services/fuac/foodapprovalform.pdf>

N/A

### **Equipment Rentals/Purchase**

Describe the funds you are requesting in detail below.

Please put total dollar amount of equipment rentals/purchase in the bottom of this box.

N/A

### **Other**

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

Please put total dollar amount of other in the bottom of this box.

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

Total: \$1,321

### **Total Amount Requested**

Please take the time to carefully add all of your figures from above. Please note that adjustments will not be made to the total amount requested in the event of an error. Round your final total up to the nearest dollar.

\$ 1,356