

MI/GS 89.\$ FM

AS Office of Assessment
Structure & Program Advisory Committee



The AS Assessment Process
2012 **Board** Recommendation



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 is to serve the student body of Western Michigan University and the surrounding community by providing a diverse program of music, providing information with student consistent and public with its programming encourage a greater understanding of the human great difference cultural pluralism and within larger world through its programming. KUGS is to serve as its pro bridge from the university to the surrounding

Programs/Services Provided

KUGS does not put on any particular events; 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 Complete Communications Construction Communications increase the strength of the Signal Strength deal. 2013. of KU
- Prepare and Prepare the and Broadcasters the Alternative/ Inspection Provisions FCC Program regarding KU's operations. Current author expires in authorization expires in
- Prepare and Prepare the Federal Communications Commission Federal Renewal due February 2014. 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.