



“Broadcast Automation System for KUGS-FM”

Proposed Motion: To approve the purchase of the ENCO Automation System for KUGS-FM (on-air and production studios)

Sponsor: Alex Lavalle, AS VP Business and Operations

Persons of Contact: Jamie Hoover

Guest Speaker: Jamie Hoover

Date: April 25, 2018

Attached Document

Attached is the *Broadcast Automation Summary and Implementation Recommendations for KUGS-FM*.

Quotes from vendors.

Background & Context

In January, 2016 the AS Structure and Program Advisory Subcommittee submitted to the AS Board of Directors Areas for Improvements/Recommendations for KUGS-FM one of the strategic goals was to research and evaluate current radio automation systems. The research has been completed and the attached document outlines KUGS-FM and WWU computing requirements for an automation system.

Summary of Proposal

A radio automation system will allow KUGS-FM to maintain a consistent programming broadcast during intersessions, overnights, and during construction. This proposal is for systems for both the on-air and production studios, which will allow staff and volunteers to create programming for later broadcast, including news programming and recorded announcements. An automation system will allow KUGS-FM to move away from media and equipment that is no longer being manufactured and to become more sustainable in station operations.

This platform will also be used to train staff and volunteers in equipment that is used in both non-commercial and commercial radio stations.

Fiscal Impacts

The quote from ENCO is \$13,750.00 for both studios to have a rackmount automation system. KUGS is requesting funding from the AS Discretionary Reserves POL-AS-FIN-03, Section V. Equipment A. New Equipment to be allocated to FXXKPR KUGS Program/News Purchase.

The annual software subscription and support agreement for \$1200.00 has been accounted for in the current FXXKPR KUGS Program/News Purchase Budget Proposal for FY19.

Any engineering fees that may be needed have been accounted for through the current contract with the Professional Broadcast Engineer.

What do you need to happen?

Board's approval to spend \$ 13, 750.00 from AS Discretionary Reserves.

Rationale

The current KUGS operational structure is when KUGS is on the air there is a student programmer (DJ) sitting at the control board maintaining the operations of the station.

During Intersessions when students and student employees are out KUGS must shorten the broadcast hours based on the amount of volunteers still in town, while maintaining FCC licensing requirements. For example, during the winter holidays the station will go off air (Dec. 24 & 25) or in the summer when KUGS volunteer staff goes from 90-100 to 35 total volunteers, including the salaried staff and the general manager all maintaining the on air programming. Having an automation system that could be remotely accessed by the KUGS General Manager would help maintain a consistent broadcast and not have listeners go somewhere else for the radio experience, hoping they will return when KUGS has staff to operate the station. This automation system would in no way be used in place of having a “real” person on the microphone.

Having an automation system in place during the construction period will provide safety and security on the 7th floor for staff and volunteers, as well as the ability to broadcast and maintain FCC on-air requirements.

Outcomes

As a result of installing a broadcast automation system KUGS-FM will be able to:

- Offer training and learning opportunities to operate a broadcast automation system similar to NPR and commercial stations.
- Provide training and learning opportunities in audio and broadcast production
- Maintain a consistent broadcast schedule during academic breaks and overnights
- Maintain safety and security during the current construction project
- Become more sustainable by eliminating the need for disposal media (recordable CDs)