Associated Students of the University of Washington

Radio Station Task Force

April 2002 Report

Contents:

Introduction

March 14th, 2002 Report to the Board of Directors
  • How Internet Radio Works
  • ASUW Radio Station Business Plan
    o Executive Summary
    o Business Description
    o Finances
    o Marketing
    o Equipment List and Justification from Student Technology Fee Request
    o Advertising Plan
    o Survey Results
    o KAMP Student Radio Statistics
  • Website Layout
  • Office Layout

Revised Radio Station Budget for the 2002-2003 Academic Year

Selection of Approved ASUW Legislation regarding the Student-Run Internet-Based Radio Station
Introduction
April 11, 2002

The Radio Station Task Force (RSTF), in cooperation with the Finance and Budget Committee and the Board of Directors, is classifying the Radio Station as an ASUW “program” rather than an “enterprise”. The main reason for this is that there exists some uncertainty as to whether or not the internet-based radio station will succeed as an enterprise and become self-sustaining. While that is the goal of the station, and this is how the business plan is structured, the reality is that we cannot know if the station will be self-sustaining until it has been operating for a few years. To that end, the Board of Directors has decided to classify the station as a program for at least the next three years. The ASUW will then evaluate the radio station’s potential to sustain itself financially.

The 2002 ASUW request for a funding increase from the Services and Activities Fee Committee totals $0.65 per Full-Time Enrollment (FTE) per quarter. From the total requested increase $0.41 is devoted to funding the Radio Station. This amount will cover the entire costs of operating the station for one school year with only “essential” staff members and operating costs. The ASUW understands the enormity of the requested increase and as such has identified the Radio Station as the first program to evaluate should the entirety of the request not be allocated. Attached is the revised budget for the Radio Station for the 2002-2003 school year, factoring no revenue in from underwriting because we have no previous data to base it on.

When considering what the requested increase it is important to note the results of a survey question posed to the students during the ASUW General Election of 2001. The survey question asked, “Would you support the creation of a mandatory student fee of $1 per quarter to go directly to a student run web radio station?” The voter’s guide contained a lengthy con statement, and no pro statement, and in spite of this, a majority of the voters responded “Yes”. While it is not the practice of the University of Washington to create mandatory fees for things such as this, the mechanism for collecting and administering such a fee already exists in the form of the Services and Activities Fee. The increase asked for by the ASUW is less that the amount the students expressed a willingness to fund, and thus should be approved by the SAF Committee. It is evident that this program is something that is desired by the students of this university. This Radio Station will provide students with an opportunity they cannot currently find at this University, and will provide them with great benefits.

These recent changes have made the business plan slightly outdated, but including it will give you a greater understanding of the Radio Station operation, and thus it is included.
Radio Station Task Force

Report to the Board of Directors

March 14, 2002

Eric R. Stride

Contents:
How Internet Radio Works
ASUW Radio Station Business Plan
Website Layout
Office Layout
A college student in Wisconsin listens to a disc jockey in Jamaica play the latest rapso (calypso rap) music. A children’s advocacy group unites its geographically diverse members via private broadcast. A radio listener hears an ad for a computer printer and places an order immediately using the same medium on which he heard the ad. All of this is possible with Internet radio, the latest technological innovation in radio broadcasting since the business began in the early 1920s.

Internet radio has been around since the late 1990s. Traditional radio broadcasters have used the Internet to simulcast their programming. But, Internet radio is undergoing a revolution that will expand its reach from your desktop computer to access broadcasts anywhere, anytime, and expand its programming from traditional broadcasters to individuals, organizations and government.

Freedom of the Airwaves
Radio broadcasting began in the early ‘20s, but it wasn’t until the introduction of the transistor radio in 1954 that radio became available in mobile situations. Internet radio is in much the same place. Until the 21st century, the only way to obtain radio broadcasts over the Internet was through your PC. That will soon change, as wireless connectivity will feed Internet broadcasts to car radios, PDAs and cell phones. The next generation of wireless devices will greatly expand the reach and convenience of Internet radio.

Uses and Advantages
Traditional radio station broadcasts are limited by two factors:

- the power of the station’s transmitter (typically 100 miles)
- the available broadcast spectrum (you might get a couple of dozen radio stations locally)

Internet radio has no geographic limitations, so a broadcaster in Kuala Lumpur can be heard in Kansas on the Internet. The potential for Internet radio is as vast as cyberspace itself (for example, Live365 offers more than 30,000 Internet radio broadcasts).

In comparison to traditional radio, Internet radio is not limited to audio. An Internet radio broadcast can be accompanied by photos or graphics, text and links, as well as interactivity, such as message boards and chat rooms. This advancement allows a listener to do more than listen. In the example at the beginning of this article, a listener
who hears an ad for a computer printer ordered that printer through a link on the Internet radio broadcast Web site. The relationship between advertisers and consumers becomes more interactive and intimate on Internet radio broadcasts. This expanded media capability could also be used in other ways. For example, with Internet radio, you could conduct training or education and provide links to documents and payment options. You could also have interactivity with the trainer or educator and other information on the Internet radio broadcast site.

Internet radio programming offers a wide spectrum of broadcast genres, particularly in music. Broadcast radio is increasingly controlled by smaller numbers of media conglomerates (such as Cox, Jefferson-Pilot and Bonneville). In some ways, this has led to more mainstreaming of the programming on broadcast radio, as stations often try to reach the largest possible audience in order to charge the highest possible rates to advertisers. Internet radio, on the other hand, offers the opportunity to expand the types of available programming. The cost of getting “on the air” is less for an Internet broadcaster (see the next section, “Creating an Internet Radio Station”), and Internet radio can appeal to “micro-communities” of listeners focused on special music or interests.

Creating an Internet Radio Station

What do you need to set up an Internet radio station?

- CD player
- Ripper software (copies audio tracks from a CD onto a computer’s hard drive)
- Assorted recording and editing software
- Microphones
- Audio mixer
- Outboard audio gear (equalizer, compressor, etc.)
- Digital audio card
- Dedicated computer with encoder software
- Streaming media server

Getting audio over the Internet is pretty simple:

1. The audio enters the Internet broadcaster’s encoding computer through a sound card.
2. The encoder system translates the audio from the sound card into streaming format. The encoder samples the incoming audio and compresses the information so it can be sent over the Internet.
3. The compressed audio is sent to the server, which has a high bandwidth connection to the Internet.
4. The server sends the audio data stream over the Internet to the player software or plug-in on the listener’s computer. The plug-in translates the audio data stream from the server and translates it into the sound heard by the listener.

There are two ways to deliver audio over the Internet: downloads or streaming media. In
**downloads**, an audio file is stored on the user’s computer. Compressed formats like **MP3** are the most popular form of audio downloads, but any type of audio file can be delivered through a Web or FTP site. **Streaming audio** is not stored, but only played. It is a continuous broadcast that works through three software packages: the encoder, the server and the player. The **encoder** converts audio content into a streaming format, the **server** makes it available over the Internet and the **player** retrieves the content. For a live broadcast, the encoder and streamer work together in real-time. An audio feed runs to the sound card of a computer running the encoder software at the broadcast location and the stream is uploaded to the streaming server. Since that requires a large amount of computing resources, the streaming server must be a dedicated server.
Business Plan Outline

Part I
Executive Summary

Part II
Business Description

Part III
Finances

Part IV
Marketing

Appendices
Student Technology Fee Request: Equipment List & Justifications
Advertising Plan
Survey Results
KAMP Student Radio Statistics
Executive Summary

The Associated Students of the University of Washington (ASUW) has been pursuing a student-run radio station for approximately three years. The radio station will be located in the former ASUW poster shop, located in HUB SB 40 & 49, and our Computing and Communications department has informed our task force that there will be no issues with the amount of on-campus bandwidth used by the station and will monitor off-campus bandwidth. Student Technology Fee (STF) funds will be used to purchase the necessary equipment for the station’s startup (see attached request), after which the station will be supported from advertising revenue in the form of underwritten sponsorship and ASUW resources. The STF-funded equipment will provide a hands-on learning experience in radio to over 300 students per year while providing a desired service for all of the UW’s 35,000 students.

The University of Washington is one of the only schools of its size and reputation not to have a student-run radio station. While there are radio stations affiliated with the UW, namely KUOW and KEXP (formerly KCMU), neither of these currently offers any opportunity for student involvement. Along with the fact that the School of Communications no longer covers the practical part of the discipline, there has been no opportunity for UW students to gain any hands-on experience with radio operations.

Because of these facts, the Associated Students of the University of Washington (ASUW) created a task force in 1999 to look into creating an student-run radio station. Their task is now largely complete, and the current ASUW Board of Directors has made it one of their priorities to have an operational student-run internet radio station this academic year. If this proposal is funded by the Student Technology Fee, the ASUW assures that this project will be supported to ensure that it is successful.

The range of experience one could gain at this station varies. There will be six paid employees: General Manager, Assistant Manager, Program Director, Music Director, Technological Manager, and Webmaster. These positions will be great experience for any student who wants to go into the field of broadcasting. The technological manager and webmaster positions would also be great experience for any student interested in working with computers and other technology as a career. Most employers will recognize the benefits of this experience, and it will also provide students with valuable skills in seeking a job many fields or for other endeavors, such as graduate school.

There will also be a large number of volunteer disc jockeys (174 number have already applied). Again, this will help provide those interested in going into the broadcasting industry the necessary practical experience they need, since students in the state of Washington currently interested in going into the field of communications and gaining practical experience at college must attend Washington State University, Central, or some other university to do so. A student run radio station provides students that exact opportunity.
The access to the radio station equipment will be by appointment. Volunteer DJs will be assigned a time slot by the Program Manager. All students, undergraduate and graduate, will have the opportunity to apply to be a volunteer DJ. The paid radio station staff will also use the equipment. The paid staff will consist of only students and any student will have the opportunity to apply for these positions. The General and Assistant Managers will be hired by the ASUW Personnel Committee and other paid staff members will be internally hired.

**Business Description**

**Governance**

There will be a governing board consisting of eight members:

- One Board of Directors at-large member (Chair)
- Radio Station General Manager
- Student Senate Liaison
- One Disc Jockey elected by station’s disc jockeys
- ASUW President or proxy
- ASUW Director of Arts and Entertainment
- Radio/Music Industry Representative (ex-officio w/o vote)
- One Advisor from the Student Activities Office (ex-officio, w/o vote)

This governing board will be an advising board for both the radio station and the Board of Directors. The Radio Station Governing Board would be set up similarly to that of the Personnel and Finance and Budget Committees; it would meet and recommend actions to the BOD in regards to the radio station. The governing board would also have some power delegated to it; they would approve all budget setting, and would set station guidelines, such as what can be played and said on the air; however, they would not be able to mandate what is played. The Governing Board would also have approval authority of the sponsorship rates as set by the station management. The Governing Board should meet a minimum of once a month. All voting members of the governing board shall be students.
The Radio Station Advisory Board

There will be an advisory board, which shall meet monthly, to help the advancement and management of the radio station. The Advisory board will be known as “Friends Of Radio for University Students (FORUS) Advisory Board”. The Board will be governed by the Constitution of the registered student organization FORUS. The Board will consist of the following:

- One Member of the Board of Directors (ex-officio chair w/o vote)
- The General Manager (ex-officio w/o vote)
- The Assistant Manager (ex-officio w/o vote)
- Two Radio Station Disk Jockeys
- Two Students at-Large appointed by ASUW
- One Appointee from the UW Alumni Association
- One Appointee from ASUWB
- One Appointee from ASUWT
- One Radio/Music Industry Representative
- One Community Member associated with Marketing
- One Community Member associated with Finance
- One Community Member associated with Operations
- One Advisor from the Student Activities Office (ex-officio, w/o vote)

The role of the FORUS Advisory Board is to offer assistance and guidance to the management of the station by bringing in people from outside the immediate operation of the station together with those that are. Most decisions of the Governing Board should undergo an Advisory Board recommendation. The Management of the station should utilize the Advisory Board where appropriate when making decisions regarding the direction and future of the station.
The UW's only student radio station

Rainy Dawg Radio

Radio Station Organizational Relationship Diagram
**Expenditures**

Total Ongoing Costs (per year)

- Wages, Salaries, Benefits: $59,454
- Licensing Fee: $750
- Operations: $6,150

Total (annual): $66,354

**Operations**

Printing/Copying: $750
- DJ Handbooks
- Flyers for Radio Station Sponsors Events
- Underwriting Information to send to sponsors
- Miscellaneous Office Printing/Copying

Postage: $250
- Mailings to businesses to seek sponsors

Advertising: $3,000
- To run quarter-page ads in the school newspaper each month
- To print 200 4-color 11”x17” posters
- Miscellaneous Advertising

Supplies: $500
- General Office Supplies: pen, pencils, message pads, note pad, notebooks, etc.

Telephone Long Distance: $650
- Calling record labels and their distribution companies
- Follow-up Calling to companies regarding sponsorships

Equipment Upkeep, Replacement: $1,000
- Replacement Styli, CD-Rs, Mini-Disks, etc.
- Replace or Repair Broken Items

Total: $6,150

**Wages, Salaries, and Benefits**

General Manager: $1,000 x 12 = $12,000
- This person takes on ultimate responsibility for all functions and operations of the station. The General Manager is the person who oversees the other five
senior staff positions and represents the station to the rest of the Association and the University community. This person will be working 30 hours per week.

Assistant Manager: $700 x 12 = $8,400
- The Assistant Manager performs all the administrative details that the General Manager cannot do in their allotted 30 hours per week. This person is responsible for external operations such as soliciting sponsors, recruiting new DJ's (working with the Program Director to accomplish this), and maintaining student body interests. This person will be working 20 hours per week.

Program Director: $700 x 12 = $8,400
- At the heart of any radio station is its format and show layout. The Program Director is responsible for setting the schedule and making sure the show formats segue well. The P.D. additionally is responsible for training DJ’s, monitoring when DJ's miss shows, and which DJ’s need to improve their talents. This person will be working 20 hours per week.

Tech./Equip. Manager: $700 x 12 = $8,400
- When equipment stops working, Technology/Equipment manager is responsible for having it fixed or replaced in a timely manner. If the streaming/encoding servers stop working at 2am the Tech Manager is the person responsible for figuring out the problem and getting the station back on the net. The Tech Manager is effectively on-call 24-7. This person will be working 20 hours per week.

Music Director: $700 x 12 = $8,400
- The station will receive 50-100 CD’s/week. This person is in charge of sorting and cataloguing this influx weekly. They are also in charge of maintaining the music library and establishing relationships with music labels. This person will be working 20 hours per week.

Webmaster: $700 x 12 = $8,400
- Our main interface to the outside world must be attractive and continually refreshed. The webmaster is constantly updating the website with show schedules ASUW Radio sponsored events and general information on the station. They are also to work with the Tech Manager to ensure compatibility between the stream and the front-end website. This person will be working 20 hours per week.

Benefits @ 10.1%: $54,000 x .101 = $5,454

Total = $59,454
**Revenues**

The ASUW radio station is a large financial undertaking, and as such, must be self-sufficient so that its operations are not a continuing drain on limited SAF funds. The primary source of this financial independence will be 30 seconds advertisements that follow the guidelines included in this document. Four messages will be played each hour (see the appendix for the rate sheet.) Major sponsors (annual contributions above $20,000) will get a link on the website’s front page in the form of a company/organization logo, and this link will appear on nearly every page of the site. An annual review of long-term contracts shall occur each year during the spring months. At this time, the management of the station, in conjunction with the Radio Station Governing Committee, shall establish the total number of sponsorship messages and the number per month that shall be allocated for long-term contracts. The advertiser then has the option of continuing the agreement. If no new rates have been established by the Radio Station Management & Governing Committee by June 30th, then the advertiser has the option of continuing the contract at the sponsorship rates of the previous year. All payments to the radio station from the advertisers shall be used for the exclusive purpose of the radio station. The ASUW may not redirect this money for purposes other than the radio station, or radio station-sponsored programs.

We will only be running advertisements while the station is live, which will average sixteen hours a day. Since we will be broadcasting year-round, we will multiply 16(hours) * 365(days) * 4(ads per hour) to yield a total of 23,360 spots per year. At the lowest rate available (the $40,000 annual contribution), each spot will average $4.545 each and will bring in a revenue stream of $106,181.82. Even this most-conservative of estimates will bring in an excess of $39,827.82, or 60%, more per year than our budget requires. This gives us substantial room to negotiate discounts in the currently-depressed advertising market, as our break-even ad price will be $2.85 per spot.

**Calculations & Estimates:**

1) Minimum Selling at lowest rate: $4.545 lowest average cost * 65% selling rate = $69,011.28
2) Minimum Selling at standard rate: $8.00 * 36 % selling rate = $67,276.80
3) Conservative Realistic Rate: $6.00 * 50% selling rate = $70,080.00

The next section contains extremely conservative estimates and goals quarter-by-quarter for the next four years of radio station operation.
Quarter-by-Quarter Expenditure and Revenue Comparison and Expectations

The charts below describe each of the quarters for next 4 years. The percentage in parentheses is the conservative estimate of the amount of underwriting spots sold during that quarter.
2003-2004 Summary: Revenue: $67,754 Expenditures: $66,374 Resulting Trust Fund: $1380
2004-2005 Summary: Revenue: $79,424 Expenditures: $66,374 Resulting Trust Fund: $13,050
UW RADIO SPONSORSHIP RATES

All Sponsorship Spots are 30 seconds each, 4 are played per hour. Please see details/guidelines below.

Standard Rates:

Pre – launch:

<table>
<thead>
<tr>
<th>Package Type</th>
<th>Rate</th>
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<tbody>
<tr>
<td>Standard</td>
<td>$8.00/ spot</td>
</tr>
<tr>
<td>Package</td>
<td>$110.00/ 20 spots</td>
</tr>
<tr>
<td></td>
<td>(savings of $50)</td>
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Post-launch:

<table>
<thead>
<tr>
<th>Package Type</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard</td>
<td>$8.00/ spot</td>
</tr>
<tr>
<td>Package</td>
<td>$130.00/ 20 spots</td>
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<tr>
<td></td>
<td>(savings of $30)</td>
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Long-Term Partnerships:
(Post-Launch dollar figures are annual contributions to the station)

Pre-launch:

<table>
<thead>
<tr>
<th>Amount</th>
<th>Messages</th>
<th>Max spots / month</th>
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</thead>
<tbody>
<tr>
<td>$5,000</td>
<td>1000 messages</td>
<td>170</td>
</tr>
<tr>
<td>$20,000</td>
<td>4200 messages</td>
<td>700</td>
</tr>
<tr>
<td>$40,000</td>
<td>8800 messages</td>
<td>1470</td>
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</table>

Post – launch: 1 year (fall – summer)

<table>
<thead>
<tr>
<th>Amount</th>
<th>Messages</th>
<th>Monthly Rate</th>
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<tr>
<td>$5,000</td>
<td>1000 messages</td>
<td>$85/month</td>
</tr>
<tr>
<td>$20,000</td>
<td>4200 messages</td>
<td>$350/month</td>
</tr>
<tr>
<td>$40,000</td>
<td>8800 messages</td>
<td>$735/month</td>
</tr>
</tbody>
</table>
Guidelines for spots:

- **Information**
  - Company name, address & telephone #
  - Business type or products
  - Hours of operation

- **Restrictions**
  - No qualitative statements about business
    (“Best in town”)
  - 30 second spots
  - UW Radio Programming Director reserves the right to review
    All spots for material and content before airplay
  - All Messages will be played during the hours of 7 AM to 11 PM
  - Sponsors may indicate their preferred time for spots to play, but UW Radio cannot guarantee that spots will be played at this time
Sample Schedule

7:30  Stormy Monday Morning Blues
     2 hour program featuring old and contemporary blues
     Will feature call-in requests and have an hourly calendar update of day's events

9:30  Around the World in 90 Minutes
     1.5 hour program highlighting latest world music
     Will feature call-in requests and hourly news updates

11:00 HipHopnosis
     1.5 hour program featuring independent and local Hip-Hop
     Will feature call-in requests and have an hourly calendar update of day's events

12:30 Newshound
     30 minute rebroadcast of previous day's 5:00 news program

1:00  Jazz For a Rainy Afternoon
     3 hour program featuring bebop, hard bop, and third stream
     Will feature call-in requests and hourly news updates

4:00  Four o'clock Rock
     1.5 hour program features Rock and Pop-Rock
     Will feature call-in requests and have an hourly calendar update of next day's events

5:30  Newshound
     30 minute news program
     Allows for 5 minute call-in period for responses to recent stories

6:00  Live Dub
     1 hour live performance and interview of campus and local bands

7:00  Electro-Monday
     2 hour program with selections of electronica and intelligent dance music
     Will feature call-in requests and have an hourly calendar update of next day's events

10:00 Post Mortem Post-Rock
      1 hour program featuring post rock, chamber rock, and avant-garde classical music
      Will feature call-in requests and have an hourly calendar update of next day's events

11:00 PM Pre-programmed Play list / Prerecorded shows

7:30 AM Selections will vary from one night to the next, with a structured weekly schedule
**Marketing Plan**

The target market for Rainy Dawg Radio are people ages 16-30, who are avid music lovers and desire an alternative media outlet to those offered through mainstream media, and particularly those who desire an alternative to the media outlets on the University of Washington campus (The Daily, etc.). We also plan to offer a student run radio station, something not seen on this campus since 1982, as well offer an opportunity to gain experience in broadcast journalism to UW students.

We intend for our market to expand as we gain name recognition and as broadband Internet access becomes more widely available. Since we are a free-format station, we expect listeners to tune in to find the specific programming that is not offered by other radio stations both online and in the area. As the results of a survey conducted by the radio station task force indicate many people desire to hear genres of music that traditionally don’t receive much attention by mainstream media outlets. As we establish ourselves in the world of broadcast media, we feel that our station will appeal to those needs.

Attached we have our pre-launch promotional timeline, which we will use to get our name out there prior to our official launch. We plan to continue with the Registered Student Organization Friends Of Radio for University Students (FORUS) to have promotional events and contests to increase our visibility. We will have links to our station on campus computers, as well as on the University of Washington and ASUW Websites. We will have an easily recognizable domain name, www.rainydawg.com, to host our station’s web site.

Also attached are the results of a survey conducted in February of 2002. This survey indicates that 42.3% of students have listened to an internet-based radio station before. Of the 57.7% that stated they had not listened to an internet-based station before, 67.4% stated that they would listen to an internet-based radio station if it were a student-run station on this campus, and 2.8% stated that they would possibly listen. Further, 84.8% stated that they are more likely to tune-in to an internet-based radio station if someone that they know is a DJ (and 15.2% said they are not more likely). 37.0% stated that this would make them tune-in at times other than when the DJ they know is on. 56.4% stated that they would possibly tune-in at times other than when the DJ they know is on, and 6.6% said that knowing someone that is a DJ would not make them more likely to tune-in at times when the DJ they know is not on. The survey also brings to light something that we had already conjectured. Namely, that our focus is not to take part in the radio-listening market, but instead in the music-listening market. The difference between the two being that most people that are avid music lovers are not avid radio listeners. 79% of students stated that they listen to music “Quite a bit” or “As much as I can”, while only 34.9% stated that they listen to radio “Quite a bit” or “As much as I can”. We will be providing listeners an opportunity to listen to music at home, at the office, and other locations where listening to radio might not be feasible, like in the campus computer labs.

Finally, attached you will see statistics covering one week from KAMP student radio at the University of Arizona. KAMP is an internet-only station, also playing on one of the cable channels in the dorms. As you will see, during the week, KAMP’s web site had an average number of hits per day of 8,153. They had during the week monitored
2076 user sessions (listener sessions). It is important to note that KAMP averages 12.1 hours of broadcast time per day (with more hours during the week, an less on weekends). Our station will be broadcasting live an average of 16 hours per day, and will be broadcasting overall 24 hours a day. Further, we will have two streams (channels) available for listeners to choose from, thus appealing to a larger listener base.
<table>
<thead>
<tr>
<th>Item Description</th>
<th>Item Type</th>
<th>Cost per Item</th>
<th>Quantity</th>
<th>Subtotal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Office Computer - AMD Athlon XP 1900, 512 MB RAM, 40 GB Hard Drive, DVD, Sound Blaster, GEFORCE2 32MB, 10/100 LAN, Speakers, Keyboard, Wheel Mouse, 18&quot; LCD Monitor</td>
<td>Hardware</td>
<td>$1708.39</td>
<td>8</td>
<td>$13667.12</td>
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<td>AMD Athlon XP 1900, 512 MB RAM, 60 GB Hard Drive, DVD, CD-RW, Sound Blaster, GEFORCE2 32MB, 10/100 LAN, Speakers, Keyboard, Wheel Mouse, 21&quot; CRT Monitor</td>
<td>Hardware</td>
<td>$2,107.51</td>
<td>1</td>
<td>$2107.51</td>
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<td>Production Computer - Office computer specs, but also has CD-RW and Audigy Platinum EX</td>
<td>Hardware</td>
<td>$1,921.39</td>
<td>1</td>
<td>$1921.39</td>
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<td>Generic CD-R Media (100count)</td>
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<td>1</td>
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<tr>
<td>WinXP Pro w/Plus 3-pak OEM</td>
<td>Software</td>
<td>$486.95</td>
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<td>Software</td>
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<tr>
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<td>Software</td>
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<tr>
<td>Dreamweaver Ultradev 4 plus Homsite 5.0</td>
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<tr>
<td>Office Xp Professional</td>
<td>Software</td>
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<td>2</td>
<td>$409.9</td>
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<tr>
<td>Server Rack - APC NetShelter 42U Rack, w. SmartUPS 3000RM3UGlass Front Door, Vented back door, side panels.</td>
<td>Hardware</td>
<td>$2,595.00</td>
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<td>SOLDERING STATION</td>
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<td>2 meter 8 Channel rca snake</td>
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<td>3 meter 8 Channel rca snake</td>
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<td>20' Dual RCA cable</td>
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<td>2 meter digital cable</td>
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<td>XCam2 WideEye Video Camera</td>
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<td>USB Video Capture Adapter</td>
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<td>SKB 12 Space Rack</td>
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<tr>
<td>Web Server - ION SR1200CBA</td>
<td>Hardware</td>
<td>2</td>
<td>$3281</td>
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</table>
| Server: (2)1.27GHz Pentium III Processor with 512kB L2 Cache; 2048MB ECC LowProfileRegistered RAM; Maxtor 100.0GB Ultra-ATA/100 5400rpm EIDE Disk; SlimLine 24x ATAPI CD-ROM for SR2xxx & IR2000; Integrated Dual Intel PRO/100+ Server Controllers; Audigy Platinums; Official RedHat Linux Professional V7.2; Front/Mid Mount Brackets for SR1200CBA; Slide Rails for SR1200CBA; 3 year Next Business Day Parts Service by Barrister Streaming Server - ION IR2006X2 Server: (2)2.00GHz Xeon Processor with 256kB L2 Cache; 2048MB ECC RAM; Seagate 36.9GB Ultra160 Wide
7200rpm HotSwap SCSI Disk; 40x ATAPI Internal CD-ROM; ATI RageXL Low Profile PCI Video, 8MB; (1)Intel PRO/1000 XT Gigabit Server Adapter(Copper), LP PCI-X; Audigy Platinum Sound Card; Official RedHat Linux Professional V7.2; 3 year Next Business Day Parts Service by Barrister

Storage Server - ION SR5000WN Server: (1)1.90GHz Pentium 4 Processor with 256kB L2 Cache; 512MB ECC RAM; RAID 5: Striping with parity; Seagate 80.0GB Ultra-ATA/100 5400rpm EIDE Disk; Seagate 80.0GB Ultra-ATA/100 5400rpm EIDE Disk; Seagate 80.0GB Ultra-ATA/100 5400rpm EIDE Disk; Seagate 80.0GB Ultra-ATA/100 5400rpm EIDE Disk; 40x ATAPI Internal CD-ROM; ATI Xpert 98 8MB PCI; (1)Intel PRO/1000 XT Gigabit Server Adapter(Copper), PCI-X; Audigy Plantinum Sound Card; Official RedHat Linux Professional V7.2; 3 year Next Business Day Parts Service by Barrister

<table>
<thead>
<tr>
<th>Item</th>
<th>Quantity</th>
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<tr>
<td>Hardware</td>
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</table>

**Item Justifications:**

Office Computer - AMD Athlon XP 1900, 512 MB RAM, 40 GB Hard Drive, DVD, Sound Blaster, GEFORCE2 32MB, 10/100 LAN, Speakers, Keyboard, Wheel Mouse, 18" LCD Monitor

Computers for paid staff and general usage by DJ's etc

AMD Athlon XP 1900, 512 MB RAM, 60 GB Hard Drive

For use by Webmaster and others

**Total Requested Funds:** $87862.94

**Tax:** $6987.88

**Shipping:** $1467.33
Drive, DVD, CD-RW, Sound Blaster, GEFORCE2 32MB, 10/100 LAN, Speakers, Keyboard, Wheel Mouse, 21” CRT Monitor

Production Computer - Office computer specs, but also has CD-RW and Audigy Platinum EX

Generic CD-R Media (100count)

HP Laserjet 3200
WinXP Pro w/Plus 3-pak OEM
WinXP Pro

Adobe Web Collection 3
Dreamwearver Ultradev 4 plus Homsite 5.0
Office Xp Standard
Office Xp Professional
Server Rack - APC NetShelter 42U Rack, w. SmartUPS 3000RM3UGlass Front Door, Vented back door, side panels.
Server KVM Switch

Server Monitor - 19” CRT
Server Keyboard+Mouse
24-port switch

CAT 5 CABLE 1000' BOX
RJ-45 MODULAR CRIMP TOOL
10PK RJ-45 Cable ends
20channel Digital Console
Telephone module
CD Player
Turn Table
Cartridges
Styli
designing graphics for webpage or fliers etc
For use in Production Studio
Recording production work, backing up data, etc.
printer/copier/fax for office use
OS for office computers
OS for office computers (needed 10 licenses total, 3 - 3packs, plus this single)
For graphics work
Website work
Document Production
Includes Access and FrontPage
Hold the servers and server UPS.
Has locking front door
So we only need 1 keyboard, mouse and monitor for the server rack
For servers
For servers
Allow enough ports to have the entire station on one internal network. Also valuable to help counter DoS style attacks.
Making network cables
Making network cables
Making network cables
Main Studio Mixing Board
Allow Live callers “on-air”
Dual Deck players for production and broadcast studios
For production and broadcast studios
For Turntables
Replacement Styli for turntables
<table>
<thead>
<tr>
<th>Item</th>
<th>Description</th>
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<tbody>
<tr>
<td>Phono preamp</td>
<td>For boosting turntable signal to high enough levels</td>
</tr>
<tr>
<td>Slipmats</td>
<td>For production and broadcast studios (use with turn table)</td>
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<tr>
<td>MiniDisc Player</td>
<td>For production and broadcast studios</td>
</tr>
<tr>
<td>MiniDisc Media (case of 100)</td>
<td>For production work</td>
</tr>
<tr>
<td>Cassette Deck</td>
<td>For production and broadcast studios</td>
</tr>
<tr>
<td>Audiotron</td>
<td>For production and broadcast studios</td>
</tr>
<tr>
<td>2 Channel Mixer</td>
<td>For broadcast studio so DJ's can beat-match</td>
</tr>
<tr>
<td>19” Mixer</td>
<td>For production studio as mini console</td>
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<tr>
<td>Broadcast Microphones</td>
<td>Broadcast quality vocal mics for DJ's</td>
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<tr>
<td>*29” MIC BOOM LESS RISER BEIGE</td>
<td>Mic holders</td>
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<tr>
<td>Audio Monitors</td>
<td>For DJ's to listen to “on-air” mix in studio</td>
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<tr>
<td>Headphones</td>
<td>For DJ's and office use</td>
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<tr>
<td>Power Conditioners</td>
<td>For production and broadcast studios</td>
</tr>
<tr>
<td>Compressor/Limiter</td>
<td>For production and broadcast studios</td>
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<tr>
<td>Hum eliminator</td>
<td>For production and broadcast studios</td>
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<tr>
<td>24bit A/D converter</td>
<td>Digitize broadcast stream right after console for less noise in broadcast signal</td>
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<tr>
<td>Microphone/Signal Cable Spool</td>
<td>Bulk Cable for wiring studio</td>
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<tr>
<td>CAROL 14 GA 3 COND Cable Spool 250'</td>
<td>Bulk Cable for wiring studio</td>
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<tr>
<td>SPEAKER WIRE 500'</td>
<td>Bulk Cable for wiring studio</td>
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<tr>
<td>Hosa NL4FC 4-pin Neutrik Speakon Connector</td>
<td>Bulk Connectors for wiring studio</td>
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<td>Hosa XLR Connector, (F)</td>
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<td>Hosa XLR Connector, (M)</td>
<td>Bulk Connectors for wiring studio</td>
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<tr>
<td>6” SLIP JOINT PLIERS</td>
<td>Engineering tools</td>
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<tr>
<td>5” LONG NOSE PLIERS</td>
<td>Engineering tools</td>
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MINI SCREWDRIVER SET  
30 PC SECURITY SCREWDRIVER  
6 IN 1 COMBINATION SCREWDRIVER  
X-ACTO TYPE KNIFE W/EXTRA BLADE  
AUTOMATIC WIRE STRIPPER/CUTTER  
KESTER .031" 63/37 SOLDER 1 LB  
SOLDERING STATION  
KAB-105 Steel Cable Kit-KA  
3/8” T15 Security Torx (100)  
2 meter 8 Channel rca snake  
3 meter 8 Channel rca snake  
20’ Dual RCA cable  
2 meter digital cable  
3 meter digital cable  
XCam2 WideEye Video Camera  
USB Video Capture Adapter  
SKB 12 Space Rack  

Web Server - ION SR1200CBA Server:  
(2)1.27GHz Pentium III Processor with 512kB L2 Cache; 2048MB ECC LowProfileRegistered RAM; Maxtor 100.0GB Ultra-ATA/100 5400rpm EIDE Disk; SlimLine 24x ATAPI CD-ROM for SR2xxx & IR2000; Integrated Dual Intel PRO/100+ Server Controllers; Audigy Platinum; Official RedHat Linux Professional V7.2; Front/Mid Mount Brackets for SR1200CBA; Slide Rails for SR1200CBA; 3 year Next Business Day Parts Service by Barrister  

Streaming Server - ION IR2006X2 Server:  
(2)2.00GHz Xeon Processor with 256kB L2 Cache; 2048MB ECC RAM; Seagate 36.9GB Ultra160 Wide 7200rpm HotSwap SCSI Disk; 40x ATAPI Internal CD-ROM; ATI RageXL Low Profile PCI Video, 8MB; (1)Intel PRO/1000 XT Gigabit Server Adapter(Copper), LP PCI-X; Audigy Platinum Sound Card; Official RedHat Linux Professional V7.2; 3 year Next Business Day Parts Service by Barrister  

Storage Server - ION SR5000WN Server:  

Handle the streaming: one for highbandwidth and one for low  

Store MP3 copies of music library,
1.90GHz Pentium 4 Processor with 256kB L2 Cache; 512MB ECC RAM; RAID 5: Striping with parity; Seagate 80.0GB Ultra-ATA/100 5400rpm EIDE Disk; Seagate 80.0GB Ultra-ATA/100 5400rpm EIDE Disk; Seagate 80.0GB Ultra-ATA/100 5400rpm EIDE Disk; Seagate 80.0GB Ultra-ATA/100 5400rpm EIDE Disk; 40x ATAPI Internal CD-ROM; ATI Xpert 98 8MB PCI; Intel PRO/1000 XT Gigabit Server Adapter(Copper), PCI-X; Audigy Platinum Sound Card; Official RedHat Linux Professional V7.2; 3 year Next Business Day Parts Service by Barrister (pre)recorded shows/interviews
Advertising Timeline

- **March**
  1\textsuperscript{st} : Last day for DJ submissions (first round)
  7\textsuperscript{th} : FORUS sponsored Cosmic Bowling Night

- **April**
  1\textsuperscript{st} : open the General Manager and Assistant Manager Positions
  8\textsuperscript{th} : FORUS is presenting Comedy Night with Jet City Improv in the HUB Auditorium ($4/person)
  30\textsuperscript{th} : DJs selected (first round)
  19\textsuperscript{th} : General Manager Hired
  22\textsuperscript{nd} : All other paid positions open

- **May**
  7\textsuperscript{th} : All other paid positions hired
  13\textsuperscript{th} – June 7\textsuperscript{th} : Train newly hired employees
  May 23\textsuperscript{rd} : Battle of the Bands/Benefit Show in the ECT
  30\textsuperscript{th} : Second round of DJs selected

- **September**
  One month prior to launch : train DJs and start recording shows to build library of prerecorded shows (for use at night and on alternative stream)
  Week prior to launch : Posters and flyers on campus and in community
  1\textsuperscript{st} week of launch
    - raffles
    - giveaways
    - overheads in classrooms
    - wireless broadcast from hub lawn
    - Banners on HUB and Kane
    - Sporting events: table, announce, etc.
    - Daily ads
    - Color Posters in Residence Halls, Greek system, Local businesses

- **Continual**
  Monthly Daily Advertisements
  Putting posters and flyers up
  Banners monthly
  Occasional Tabling
  Working with FORUS to put on events
ASUW Radio Station Task Force - Survey

The following are the results of a survey administered to attempt to gauge student interest and opinion in the establishment and operation of a student-run, internet-based radio station.

How many hours per day spent on a computer:
0-2 hours: 56.6%
3-6 hours: 34.8%
7-9 hours: 4.3%
10+ hours: 4.3%

How many hours per day spent on the internet:
0-2 hours: 72.2%
3-6 hours: 23.0%
7-9 hours: 2.8%
10+ hours: 2.0%

Time of day that they are on the computer the most:
Morning: 9.5%
Afternoon: 34.6%
Evening: 32.8%
Night: 22.6%
Other: 0.5%

Location that they use a computer the most:
Work: 7.2%
Home: 76.4%
Classroom: 3.2%
Lab: 11.7%
Other: 1.5%

16.5% listen to music in campus computer labs.
Of the 83.5% that don’t listen to music in campus computer labs, 51.7% said that they would listen in campus computer labs if there was a student-run, internet-based station on this campus, and 5.0% said that they would possibly listen.

How often they listen to music:
“Once in a while”: 4.0%
“Often”: 17.0%
“Quite a bit”: 33.8%
“As much as I can”: 45.2%
How often they listen to the radio:
“Once in a while”: 35.8%
“Often”: 29.1%
“Quite a bit”: 27.6%
“As much as I can”: 7.3%
“Never”: 0.2%

Time of day that they listen to radio the most:
Morning: 33.2%
Afternoon: 10.4%
Evening: 41.2%
Night: 14.9%
Other: 0.2%

42.3% stated that they had listened to an internet-based radio station before.
Of the 57.7% that stated they had not listened to an internet-based station before, 67.4%
stated that they would listen to an internet-based radio station if it were a student-run
station on this campus, and 2.8% stated that they would possibly listen.

94.9% stated that they currently listen to 2 or less hours of internet radio per day. 4.4%
stated that they listen 3-6 hours of internet radio per day, and 0.7% stated that they listen
to internet radio 7-9 hours per day.

84.8% stated that they are more likely to tune-in to an internet-based radio station if
someone that they know is a DJ (and 15.2% said they are not more likely). 37.0% stated
that this would make them tune-in at times other than when the DJ they know is on.
56.4% stated that they would possibly tune-in at times other than when the DJ they know
is on, and 6.6% said that knowing someone that is a DJ would not make them more likely
to tune-in at times when the DJ they know is not on.

55.3% stated that publicizing when the different genre specific shows are on would make
them tune-in to hear the kind of music they liked. 35.7% stated that this would possibly
make them tune-in, and 9.0% said that it would not make them tune-in.

Margin of Error: ± 4.9%
Respondents: approximately 419
Date administered: Late February 2002
Student were chosen at random by attending large lecture classes.
KAMP Student Radio Statistics – One Week

Date & Time This Report was Generated Monday February 18, 2002 -
11:57:16
Timeframe 02/10/02 00:06:31 - 02/16/02 23:24:48
Number of Hits for Home Page 1,024
Number of Successful Hits for Entire Site 57,075
Number of Page Views (Impressions) 3,289
Number of User Sessions 2,076
Average Number of Hits Per Day 8,153
Average Number of Page Views Per Day 469
Average Number of User Sessions Per Day 296
Number of Unique Users 1,072
Number of Users Who Visited Once 718
Number of Users Who Visited More Than Once 354

Analysis
KAMP Student Radio averages just under 300 users sessions (listener sessions) per day. This equates to approximately 81,000 listener sessions in one school year (9 months).
KAMP Student Radio broadcasts an average of 12.1 hours per day. The new ASUW Radio Station will be broadcasting 2 streams of programming 24 hours per day. Therefore the Task Force predicts that with adequate marketing, the new ASUW Station will be able to achieve 3 to 4 times the listenership of KAMP Student Radio.
Office and Studio Layout

Note: Not drawn to scale
### RSTF 2002-03 (16-9409)

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<tr>
<td><strong>Revenue:</strong></td>
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<tr>
<td>Cosponsorships</td>
<td></td>
<td>$ -</td>
<td>0.00</td>
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<tr>
<td><strong>Total Revenue</strong></td>
<td></td>
<td>$ -</td>
<td>0.00</td>
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</table>

*NOTE: Do not fill out highlighted area*

### Wages, Salaries & Benefits:

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<tbody>
<tr>
<td>Manager 3 mo. @$650/mo.</td>
<td>5165</td>
<td>$ 1,950</td>
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<tr>
<td>Assistant Manager 9 mo. @$700/mo.</td>
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<tr>
<td>Webmaster 9 mo. @$700/mo.</td>
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<td>6,300.00</td>
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<tr>
<td>Benefits @ 10.2% (10.2% 2000-01)</td>
<td>5197</td>
<td>$ 197</td>
<td>2,203.20</td>
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<tr>
<td><strong>Total Wages, Salaries &amp; Benefits</strong></td>
<td></td>
<td>$ 2,147</td>
<td>23,803.20</td>
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### Operations:

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<tbody>
<tr>
<td>Licensing Fees</td>
<td></td>
<td>$ 750</td>
<td>750.00</td>
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<tr>
<td>Printing and Copying</td>
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<tr>
<td>Postage</td>
<td></td>
<td>250.00</td>
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<tr>
<td>Advertising</td>
<td></td>
<td>5,000.00</td>
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<tr>
<td>Supplies</td>
<td></td>
<td>500.00</td>
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<tr>
<td>Telephone Long Distance</td>
<td></td>
<td>650.00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Equipment Upkeep, Replacement</td>
<td></td>
<td>1,000.00</td>
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<tr>
<td><strong>Total Operating Expenses</strong></td>
<td></td>
<td>$ 750</td>
<td>6,900.00</td>
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<tr>
<td><strong>TOTAL Expenses</strong></td>
<td></td>
<td>$ 2,897</td>
<td>$ 30,703</td>
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### Comments:

For this budget use these dollar figures to answer the last two questions in the Funding Justification:

- **-5% Cut would mean $144.85 less from last year's allocation.**
- **-10% Cut would mean $289.70 less from last year's allocation.**
BOARD OF DIRECTORS BILL #012

Associated Students of the University of Washington
Board of Directors
101st Regular Session

DATE: March 13, 2002
BY: Eric R. Stride

APPROVED April 11, 2002

An Act To: Declare the Association’s commitment to starting the student-run internet-based radio station.

WHEREAS: The ASUW has for the last four years expressed their interest in establishing a student-run radio station on this campus; and

WHEREAS: The ASUW Radio Station Task Force (RSTF) has been working diligently to establish a student-run internet-based radio station; and

WHEREAS: The Student Senate and the Board of Directors have expressed their support of the radio station project multiple times over many years; and

WHEREAS: The ASUW Radio Station Task Force made a much needed request for funding from the Student Technology Fee Committee (STFC) to purchase the technological equipment for the station; and

WHEREAS: The STFC would like to see demonstrated proof of potential listenership, a feasible business plan, and a commitment from the ASUW that the station will not close within the first three years of operation; and

WHEREAS: The RSTF has completed a statistically significant survey, and a feasible business plan;

WHEREAS: Classifying the radio station as a “program” rather than an “enterprise” will provide the ASUW with limited liability in operating this new program, and

WHEREAS: The classification of the Radio Station as a “program” rather than as an “enterprise” provides the ASUW time to evaluate the operations of the Radio Station over the first three years to determine if it is feasible as an “enterprise” or if it should remain a “program”.

BE IT ENACTED BY THE ASSOCIATED STUDENTS OF THE UNIVERSITY OF WASHINGTON BOARD OF DIRECTORS:

THAT: The ASUW Board of Directors supports an increase in this year’s Services and Activities Fee (SAF) Request of approximate $0.65 per Full-Time Enrollment (FTE),
including allocating approximately $0.41 per FTE to fund the new ASUW program of a student-run, internet-based Radio Station, and

**THAT:** This $30,000 allocation is to fund the three “essential” staff members, and the operating costs of the station for one school year of operation, based on a very conservative estimate of no revenue gained, and

**THAT:** The ASUW Board of Directors shall include financial support to maintain operations of the Radio Station in its requests to the SAF Committee occurring in the Spring of 2003 and Spring of 2004, provided that the SAF Committee provides the ASUW with a $0.65 increase and the STFC approves the RSTF request for funding, and

**THAT:** After the first three years of operation, the Radio Station shall be evaluated to determine if it is feasible to change it’s classification from a “program” to an “enterprise”, and

**THAT:** The General Manager of the Radio Station shall strive to obtain outside grants to supplement the funding of the Radio Station, and

**THAT:** The ASUW pledges that the Radio Station will not permanently cease operations within the first three years of its launch; and

**THAT:** If for some reason the ASUW does decide to close the Radio Station within the first three years of launch, that all the technological equipment will be sold, with all money going back to the Student Technology Fee (STF), and that the remaining amount paid back to the STC will be equal to the original amount allocated less the money already given to the STF by the sale of the equipment, to be reimbursed over a period of time to be determined, only if and when this occurs, by the Board of Directors and the members of the Student Technology Fee Committee.
A RESOLUTION IN SUPPORT OF AN ASUW WEB RADIO STATION GETTING PRIORITY FOR
SPACE AND FUNDING

WHEREAS, WEB radio is an effective means of disseminating information on campus activities, events, and current issues to students, and

WHEREAS, WEB radio provides an open and accessible forum for student opinion and debate, and as a connection to the University of Washington community, and

WHEREAS, the University of Washington is the only school among its peer institutions in the Pac-10 that does not have a radio station, either broadcast or web, with significant student involvement, and

WHEREAS, the University of Washington is the only public university in the state of Washington that does not have a radio station, either broadcast or web, with significant student involvement, and

WHEREAS, student WEB radio provides the opportunity to unite our campus with a common interest, and

WHEREAS, students have been increasingly severed from any type of radio communication since 1981, when the University of Washington Communications Department was affected by budget cuts, and

WHEREAS, the Student Senate passed R 5-06 two years ago which supported an ASUW Radio Station, and

WHEREAS, a task force was then created to look into creating an ASUW WEB Radio Station, and

WHEREAS, members of the Task Force have put in numerous hours and much hard work over the last two and a half years in researching and planning for an ASUW WEB Radio Station, and

WHEREAS, earlier this session, the Student Senate passed a resolution in support of a student-run radio station, and

WHEREAS, two of the Student Technology Fee Committee's main concerns about the Radio Station Task Force's request was lack of a specific room and on-going funding, and

WHEREAS, the only way the Task Force's proposal will have a chance to pass in the second round of Tech Fee proposals is to be given a specific space by the Board of Directors, and

WHEREAS, ASUW Publishing and Poster Shop are not currently being operated,

WHEREAS, an ASUW WEB Radio Station has the potential to serve more students than either Publishing or Poster Shop.
THEREFORE, BE IT RESOLVED BY THE ASSOCIATED STUDENTS OF THE UNIVERSITY OF WASHINGTON:

THAT, an ASUW student-run radio station be given priority for ASUW office space, and

THAT, an ASUW student-run radio station be part of the ASUW Service and Activity Fee request.
A RESOLUTION OF STUDENT OPINION IN SUPPORT OF AN ASUW WEB RADIO STATION

R-7-24
February 23, 2001
Chris Murray
Eric Stride
Will Rasmussen
Mychal Richardson
Danielle Moen
"Sweet" Dick Kemmling
Dana Herberholz
Casey Stanley
Kuang Chen
Alex Bolton

PASSED THE STUDENT SENATE ON FEBRUARY 27, 2001

WHEREAS, WEB radio is an effective means of disseminating information on campus activities, events, and current issues to students,

WHEREAS, WEB radio provides an open and accessible forum for student opinion and debate, and as a connection to the University of Washington community,

WHEREAS, the University of Washington is the only school among its peer institutions in the Pac-10 that does not have a radio station, either broadcast or web, with significant student involvement,

WHEREAS, the University of Washington is the only public university in the state of Washington that does not have a radio station, either broadcast or web, with significant student involvement,

WHEREAS, student WEB radio provides the opportunity to unite our campus with a common interest,

WHEREAS, students have been increasingly severed from any type of radio communication since 1981, when the University of Washington Communications Department was affected by budget cuts,

WHEREAS, the Student Senate passed R 5-06 two years ago which supported an ASUW Radio Station,

WHEREAS, a task force was then created to look into creating an ASUW Radio Station,

WHEREAS, members of the Task Force have put in numerous hours and much hard work over the last two and a half years in researching and planning for an ASUW WEB Radio Station,

WHEREAS, earlier this session, the Student Senate passed a resolution in support of a student run radio station,

WHEREAS, for the 2000-2001 academic year the Radio Station Task Force, has said that it plans to start off with a WEB based radio station,

WHEREAS, members of the Board of Directors have raised concerns that students may not support a WEB based radio station.

THEREFORE, BE IT RESOLVED BY THE ASSOCIATED STUDENTS OF THE UNIVERSITY OF WASHINGTON:
THAT, the Associated Students of the University of Washington strongly supports the establishment of an ASUW WEB radio station.
A RESOLUTION OF STUDENT OPINION
IN CONTINUING SUPPORT OF AN ASUW RADIO STATION

WHEREAS, radio is an effective means of disseminating information on campus activities, events, and current issues to students,

WHEREAS, radio provides an open and accessible forum for student opinion and debate, and as a connection to the University of Washington community,

WHEREAS, the University of Washington is the only school among its peer institutions in the Pac-10 that does not have a radio station with significant student involvement,\(^\text{[1]}\)

WHEREAS, student radio provides the opportunity to unite our campus with a common interest,

WHEREAS, students have been increasingly severed from this medium of communication since 1981, when the University of Washington Communications Department was affected by budget cuts,

WHEREAS, the Student Senate passed R 5-06 two years ago which supported an ASUW Radio Station,

WHEREAS, a task force was then created to look into creating an ASUW Radio Station,

WHEREAS, members of the Task Force have put in numerous hours and much hard work over the last two years in researching and planning for an ASUW Radio Station

THEREFORE, BE IT RESOLVED BY THE ASSOCIATED STUDENTS OF THE UNIVERSITY OF WASHINGTON:

THAT, the Associated Students of the University of Washington continue to strongly support the establishment of an ASUW radio station.

\(^{[1]}\) Determined from WWW research conducted on the web sites of Pac-10 schools and their radio stations on January 11, 1999.
A RESOLUTION OF STUDENT OPINION IN SUPPORT OF AN ASUW RADIO STATION

WHEREAS, radio is an effective means of disseminating information on campus activities, events, and current issues to students, and

WHEREAS, radio provides an open and accessible forum for student opinion and debate, and as a connection to the University of Washington community, and

WHEREAS, the University of Washington is the only school among its peer institutions in the Pac-10 that does not have a radio station with significant student involvement, and

WHEREAS, student radio provides the opportunity to unite our campus with a common interest, and

WHEREAS, students have been increasingly severed from this medium of communication since 1981, when the University of Washington Communications Department was affected by budget cuts.

NOW THEREFORE, BE IT RESOLVED BY THE ASSOCIATED STUDENTS OF THE UNIVERSITY OF WASHINGTON:

THAT, the Associated Students of the University of Washington supports the establishment of an ASUW radio station.
A SENATE BILL RECOMMENDING THE CREATION OF A TASK FORCE TO
ESTABLISH AN ASUW RADIO STATION

WHEREAS, the Associated Students of the University of Washington supports the
establishment of an ASUW radio station.

BE IT RECOMMENDED BY THE ASSOCIATED STUDENTS OF THE
UNIVERSITY OF WASHINGTON STUDENT SENATE:

THAT, the Board of Control, pursuant to the ASUW Constitution Article VIII, Section
1C and the ASUW Bylaws Article VIII, Section 9, create a task force to establish an
ASUW radio station.

THAT, the task force be charged with the completion of all tasks necessary to establish
and ASUW radio station.

THAT, the task force be directed to complete its duties by October 30, 2001.

1 Article VIII, Section 1C states:
Task Forces
1. Criteria
   a. Short-term function
   b. Organized by the BOC
   c. Limited mandate and scope
2. Privileges as delineated in the Bylaws

2 Article VIII, Section 9 states:
Task Forces
The Task Forces of the ASUW are defined in Article VIII, Section 1:C
of the Constitution and have all rights and privileges stated therein.
Task forces will be created for specific issues or to deal with specific issues. The
creation/continuation of a Task Force must be approved by each Board of Control.