

**Student Activity and Service Fee Advisory Committee**  
**Fact Sheet**

**ORGANIZATION:**

WHUS Radio

prepared by:

Danielle Chaloux, General Manager

Kailey Townsend, Operations Manager

**A. Organization Contact Information**

1. Address: 2110 Hillside Road, Room 412
2. Phone number: 860.486.4007
3. Web address: www.whus.org

**B. History/Mission of Organization**

1. History:

Experimentation in radio at the University of Connecticut dates back to 1915. Operating under the call sign of WCAC, the station went on air in 1922. WHUS has existed as a non-commercial, student-run FM radio station since the 1940s. WHUS Radio has provided UConn students and the surrounding community with unique and alternative music, news, public affairs programming and sports broadcasting.

2. Mission Statement

The primary purpose of WHUS Radio is to operate the non-commercial FM Broadcast Station licensed to the Board of Trustees at the University of Connecticut while providing learning opportunities for University of Connecticut students. WHUS Radio shall provide a broadcast service in the form of information and entertainment programming, and will be responsible for providing the best possible environment, opportunities and radio station for University of Connecticut students.

A second purpose of WHUS Radio is to provide a publicly accessible learning environment. Interested individuals may participate to gain knowledge and experience in various aspects of radio broadcasting and music production.

**C. Student Fees – dollar amount students pay per year**

Full time fee paying undergraduates at the Storrs campus pay \$9.00 per semester, \$18.00 per year to support WHUS Radio.

**D. Eligible Participants – what students may participate in your activities?**

All students are eligible to participate in the activities of WHUS Radio.

E. Governance (please identify the governance structure of your organization and identify those who are students and those who are not students)

1. Executive Officers (\* student)

a. Executive Officers (Voting)

- i. General Manager (President): Danielle Chaloux\*
- ii. Operations Manager (Treasurer): Kailey Townsend\*
- iii. Program Director: James Steel\*
- iv. Training Director: Danielle Wrubel\*
- v. Promotions Director: Victoria Chilinski

b. Operations Board (Non-voting)

- i. Music Director: Sahil Laul\*
- ii. Sports Director: Jeffrey Lemmon\*
- iii. Talk Director: Alexandra Oshinskie\*
- iv. Communications Director: Mairead Loschi\*
- v. Live Production Director: Brian Eldridge\*
- vi. Multimedia Director: Shyamsundar Subramanian\*
- vii. Editor: Helen Stec\*
- viii. IT Tech: Nicholas Zeleny\*

c. Advisory Board (Non-voting)

- i. Assistant Sports Director: Ian O'Connor\*
- ii. Assistant Music Director: Michaela Crane\*
- iii. Assistant Music Director: George Bennett\*
- iv. Program Coordinator: Jason McMullan
- v. Financial Assistant: Barbara Becker
- vi. Chief Operator: John Zatowski

2. Board of Directors

Not applicable; WHUS Radio is run by the Operations and Advisory Boards.

3. Paid Positions

Elected Student Officers (paid)

General Manager, Operations Manager, Program Director, Training Director, Promotions Director.

1. Method of payment:

- a. All paid positions are compensated with hourly wages.

2. Rate of payment:

- a. All paid positions: \$12.00/hour.

3. History and Rationale for payment for each position:

- a. WHUS Radio recognizes that students come from diverse backgrounds. In an effort to be as inclusive as possible, student leadership positions are compensated to allow all individuals to participate, including those who might otherwise be prevented from involvement due to financial constraints. Additionally, the time and energy student leaders commit to the organization is incredibly valuable, as it permits WHUS Radio to offer a wide variety of media opportunities not found elsewhere on campus.

- b. These elected positions are considered content heads. They are responsible for the departments that comprise the majority of WHUS Radio's operations.
- c. Position descriptions can be found in the WHUS Radio Constitution and Bylaws at [whus.org/governance](http://whus.org/governance).

#### Appointed Student Positions (paid)

Music Director, Sports Director, Talk Director, Communications Director, Live Production Director, Multimedia Director, Editor, IT Tech

1. Method of payment:
  - a. All paid positions are compensated with hourly wages.
2. Rate of payment:
  - a. All positions: \$12/hour.
3. History and Rationale for payment for each position:
  - a. See history and rationale for elected officers
  - b. These appointed positions tend to be much more fluid and variable from year to year, depending on the current needs of the organization. Each position is responsible for a smaller content department.
  - c. Position descriptions can be found in the WHUS Radio Bylaws.

#### Professional Staff Positions (paid)

Program Coordinator, Financial Assistant, Chief Operator

The Program Coordinator and the Financial Assistant are University Professional employees, co-supervised by the General Manager and the Department of Student Activities.

The Chief Operator is a contracted professional employee. This position is required by FCC regulations. The Chief Operator is wholly responsible for the FM signal. The Chief Operator is on-call 24/7 for emergency tower and transmitter issues, and performs regular maintenance. This contract is renewed annually, and is on file at the Student Activities Business Office.



## Storrs Student Activity Fund Budget Narrative Questions

Please answer the following questions in support of your budget proposal:

1. How are you **spending your funds** now? Briefly describe the programs and services provided.

WHUS Radio prioritizes its operation as a non-commercial radio station. In addition to FM broadcasting, WHUS Radio funds two additional online streams, WHUS2 (launched in Fall 2014) and WHUS Sports (launched in Fall 2015). Other operations include special programs, activities, marketing, sports coverage, news media production, training, station development, employee salaries, and multimedia production.

The 24/7 operation of the FM signal requires the use and maintenance of both air and production studios, as well as the transmitter, radio tower, satellite dish antennas and web servers.

Our extensive live coverage of UConn sporting events is an aspect of station operations that provides the sole in-depth, play-by-play coverage of soccer, baseball, and hockey. WHUS Radio hosts a variety of events throughout the year, such as lectures and concerts, with the intent of bringing diverse music and ideas to campus.

2. Please explain any **significant changes in your budget/spending plan** for the FY17 (July 1, 2016-June 30, 2017) and for FY18 (July 1, 2017-June 30, 2018) fiscal years.

The most significant changes in the spending plan for the FY17 and FY18 fiscal years is an increase in both the events and promotions budgets. The rationale behind these changes is to increase outreach to the student body and encourage both involvement and content consumption.

Additionally, to offer more opportunities for students to cover UConn sports, we have increased the spending plan for travel.

3. Do you anticipate any **changes in income from other sources** (non-student fee) during the FY17, FY18 and FY19 fiscal years? If so, briefly explain.

No, we do not anticipate any changes in income.

4. What are the current and projected **levels of your reserves/fund balances**? If you have a fund balance, please describe the use/purpose of these resources.

We anticipate a surplus of approximately \$215,000 at the end of FY2017. We will gradually draw down our surplus in subsequent years to approximately \$154,000 in FY2019. Funds will be used for promotions, advertising, events, and most significantly for capital equipment purchases. We have taken steps to reduce payroll costs and other operating costs in order to achieve this goal.

We wish to maintain a reserve of approximately \$70,000 in order to deal with any catastrophic equipment failures, loss of a tower client (such as loss of Nextel in FY 2014), or other unforeseen need for funds. Additionally, as we rely very heavily on expensive technology, we anticipate the need to repair and replace equipment as necessary.

5. Please describe the organizational priorities you address in your proposed FY19 budget. Are there any concerns or issues the Committee should be aware of when reviewing your budget?

The FY19 budget reflects the organization's priority to increase awareness of and involvement with WHUS Radio. As a major draw is the sports department and the opportunities for travel and unique experiential learning it provides, we have increased the travel budget to allow more students to travel to cover UConn games.

By increasing the events budget, the organization is attempting to serve a broader segment of the UConn community by offering programming that appeals to more diverse interests.

6. Relative to your fund balance (if you have one), what do you anticipate your accounts payable (items to pay for) and accounts receivable (money to collect) will be over the last two months of the fiscal year (May and June)?

Accounts Payable – \$70,000 (4<sup>th</sup> quarter KFS expenses, including payroll expenses, telephone expenses, postage expenses, and business taxes)

Accounts Receivable - \$6,000 (CT Public Radio annual Tower Space Rental Fee)

7. Please describe how students (number and/or percentage of total student population) utilize your services and/or participate in your programs? Do faculty/staff (number/percentage) benefit? Do members of the local community (number/percentage) benefit?

WHUS Radio offers a wide range of services including relevant and accessible programming, a welcoming and inclusive environment to gain first-hand experience and make connections in the fields of broadcasting, marketing, and the music industry, and the resources to accomplish a wide range of creative projects to the student body at the University of Connecticut as well as the greater community.

In Fall 2016, our active staff list (defined as regular involvement with one or more departments) was approximately 150 members, around 85 are music DJs/producers, 5 are newscasters, 20 are sportscasters, 15 are audio engineers and a growing podcasting committee of 15 members. There is overlap between these departments, as well as with our tech and promotions departments. There are 13 members involved in the management and leadership of the organization. Approximately 35 of the 150 members are community members (including graduate students and UConn faculty and staff).

WHUS Radio offers all undergraduates (as well as graduate students, UConn faculty and staff and interested members of the surrounding community) the opportunity to be involved in the production and maintenance of a non-commercial radio station. Our audience includes UConn and the area within a 40 mile radius, including parts of Massachusetts and Rhode Island.

8. When was an **audit last performed** by the University's Office of Audit, Compliance and Ethics? Please list the date the final Audit report was submitted to you, the list of any financially related Recommendations, and a status report on the actions taken to comply with the Recommendation(s).

The Office of Audit, Compliance and Ethics completed a report on February 12, 2009. There were nine recommendations made to WHUS in this report and compliance actions have already been taken. None of these recommendations were financial. The report states, "Overall, WHUS appears to be following the basic business processes outlined in the Accounting Manual and the Guidelines. Adequate financial records were available for review, as were...annual budget and inventory records. WHUS follows Student Activity Business Office procedures relating to revenues, expenses, 1099 vendor reporting, payroll and employment contracts."

9. When reviewing the results from the Tier III Awareness, Familiarity and Use survey from last spring, what is your organization's focus on regarding areas for improvement? What actions have you taken so far this year to improve? What results are you proud of and are working to maintain?

Outreach and name recognition is a constant focus for improvement. We are very proud of the opportunities we provide to students, and work to effectively communicate to the student body for increased audience engagement, content consumption and direct and specific involvement.

In Fall 2016, we held two celebrations to welcome new members upon their completion of the training program. We have also seen interest and involvement in podcasting and the growth of a community. Our ongoing collaboration with Undergraduate Admissions to host a special broadcast during Open House events is a point of pride. We've also welcomed the UConn Hip Hop Initiative to use our space for regular cyphers.

10. Is there any **additional information** that the committee should be aware of in reviewing your budget proposal?

We will be undertaking a major push towards staff development in the form of frequent skill development workshops throughout the spring semester. Our goals in this project are to elevate the skill level of involved members, make more students aware of the variety of opportunities at WHUS Radio and to foster a greater sense of community.

**University of Connecticut  
Student Activity and Service Fee Advisory Committee  
Activity Fee Budget Update & Projection Form - Fiscal Year 2016-2019**

Organization: WHUS  
 Contact Person: Danielle Chalson, Kelley Townsend  
 Phone: 486-8586

	FY16 Actual	FY17 Original	FY17 UPDATED	FY18 Original	FY18 UPDATED	FY19 PROJECTED
Sub code Description	Amount	Amount	Amount	Amount	Amount	Amount
<b>Revenues:</b>						
501 Donations	\$ 5,967	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0
502 Dues	0	0	0	0	0	0
512 Advertising	5,000	5,000	5,000	5,000	5,000	5,000
513 Awards and Prizes	0	0	0	0	0	0
514 Contractual Services	87,371	86,420	88,870	86,420	88,870	88,870
516 Co-Sponsorships	0	0	0	0	0	0
517 Food Sales	0	0	0	0	0	0
518 Merchandise Sales	9,230	9,225	0	9,225	0	0
519 Participation Fees	504	500	160	500	160	160
522 Registration Fees	0	0	0	0	0	0
523 Rental	0	0	0	0	0	0
524 Travel	0	0	0	0	0	0
530 Penalties and Fees	0	0	0	0	0	0
531 Miscellaneous	0	0	0	0	0	0
532 Prior Year Income	0	0	0	0	0	0
533 Change Fund Returns	0	0	0	0	0	0
540 Business Taxes (Tier III Univ.)	0	0	0	0	0	0
546 Interest (Univ.)	630	430	500	450	500	500
547 Student Fees (Tier III Univ.)	324,935	306,000	306,000	306,000	306,000	315,000
<b>Total Revenues:</b>	\$ 411,686	\$ 407,595	\$ 400,530	\$ 407,595	\$ 400,530	\$ 409,530
<b>Expenditures:</b>						
601 Donations	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0
602 Dues	55	50	55	50	55	55
603 Gifts	0	0	0	0	0	0
604 Photocopying	0	0	0	0	0	0
605 Postage	144	300	200	300	200	200
606 Printing	877	1,600	1,500	1,600	1,500	1,500
607 Promotional Items	5,957	3,000	16,000	3,000	16,000	16,000
608 Refreshments - Organization	4,615	6,000	9,200	6,000	9,200	9,200
609 Subscriptions	395	400	400	400	400	400
610 Supplies - Organization	3,796	6,600	7,600	6,600	7,600	7,600
611 Telephone	9,759	8,000	11,500	8,000	11,500	11,500
612 Advertising	1,628	2,275	2,500	2,275	2,500	2,500
613 Awards and Prizes	0	0	0	0	0	0
615 Contractual Services	44,918	38,835	39,980	38,835	31,880	31,880
616 Co-Sponsorships	0	0	0	0	0	0
617 Cost of Goods Sold - Food Sales	0	0	0	0	0	0
618 Cost of Goods Sold - Merchandise Sales	6,809	7,000	0	7,000	0	0
619 Participation Fees	0	0	0	0	0	0
620 Refreshments - Events/Programs	1,315	1,000	3,000	1,000	3,000	3,000
621 Supplies - Events/Programs	217	350	500	350	500	500
622 Registration Fees	1,048	1,600	150	1,600	150	150
623 Rental	2,192	0	200	0	200	200
624 Travel	34,505	33,000	51,500	33,000	51,500	51,500
625 Equipment	10,300	2,500	7,000	2,500	7,000	7,000
626 Equipment - Capital	0	5,000	8,000	5,000	8,000	8,000
627 Insurance	15,544	15,500	16,000	15,500	16,500	17,000
628 Repair and Maintenance	1,252	2,000	1,500	2,000	1,500	1,500
629 Utilities	0	0	0	0	0	0
630 Penalties and Fees	0	0	0	0	0	0
631 Miscellaneous	0	0	0	0	0	0
632 Prior Year Expenses	0	0	0	0	0	0
633 Change Funds	0	0	0	0	0	0
640 Business Taxes (Tier III Univ.)	0	32,000	4,500	32,000	18,000	18,000
641 Employee Benefits (Tier III)	0	0	0	0	0	0
642 Wages - Student (Tier III)	65,357	96,768	73,272	96,768	74,500	76,750
643 Wages - Non-Student (Tier III)	113,564	113,153	107,657	114,765	110,900	114,200
644 Wage Taxes - Student (Tier III)	699	1,064	0	1,064	0	0
645 Wage Taxes - Non-Student (Tier III)	57,791	58,989	57,192	60,905	58,900	60,600
<b>Total Expenditures:</b>	\$ 382,735	\$ 434,984	\$ 419,406	\$ 440,512	\$ 431,485	\$ 439,235
<b>Revenues Less Expenditures:</b>	\$ 50,952	\$ (27,389)	\$ (18,876)	\$ (32,917)	\$ (30,955)	\$ (29,705)
<b>Use of Surplus:</b>	\$ 0	\$ 27,389	\$ 18,876	\$ 32,917	\$ 30,955	\$ 29,705
<b>Total (Must be equal to or greater than zero.):</b>	\$ 50,952	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0
<b>Fund Balance At Beginning Of Year:</b>	\$ 183,286	\$ 129,638	\$ 234,238	\$ 102,249	\$ 215,362	\$ 184,407
<b>Fund Balance At Year End:</b>	\$ 234,238	\$ 102,249	\$ 215,362	\$ 69,332	\$ 184,407	\$ 154,702