

Program Review Committee Report

KTWU

Spring 2009

Mission

As a self-supporting enterprise of Washburn University, KTWU is in a unique position to “enhance the community service component of the Washburn University mission.” KTWU clearly and succinctly states its mission to provide “programs and services that enrich the lives of those we reach.”

Goals and Objectives

KTWU has established four goals: (1) to design and implement a fiber network infrastructure; (2) to launch a multi-platform community affairs series (companion website, blogs, downloads, video streaming, automatic texting and email); (3) to develop multi-platform content distribution and training opportunities; and (4) to expand branding and re-branding opportunities emphasizing the Washburn University connection. Each of these goals has associated objectives and action plans.

Statistical Information

KTWU provides meager statistical information. A chart demonstrates from 2004-2007 the budget has remained stable. Within the document, a 2008 budget amount of \$2.8 million is mentioned. Any breakdown of budget figures is absent, and University financial support for employee benefits is not included in the report.

Outcome measures

The station has identified goals in areas of service and engagement. KTWU pays close attention to programming. It uses Nielsen ratings, advisory boards’ plans and critiques as well as viewers’ comment cards. Examples of Nielsen ratings or sample comment cards were not included in the report. KTWU states that “services are scrutinized every broadcast minute.”

Unit Strengths

KTWU identified its strengths as: community relationships with constituents, Capitol City location, staff, PBS affiliation, Washburn University affiliation, leading edge technology and facilities, autonomy, fiscal management, “Sunflower Journeys” series, National PBS representation, open communication, and production/programming/engineering capacity.

Unit Weaknesses

The station identified its weaknesses as: Washburn bureaucracy, promotion being underfunded, limited funding (in sense of a mindset of working with low budgets, and a dependence on others for funding), staff, designated market areas coverage, perceived notion of who our viewers are, website, risk aversion, limited hours of locally produced programming, and individual staff staying current with technology.

Changes in the Future

To ensure success in the future media landscape, KTWU should increase proficiency in: raising money; developing content locally, nationally, and globally; meeting the needs of its audience; developing multiplatform distribution of content; and making technologically sound investments in equipment and facilities.

Program Rating: Operating at an acceptable level.

Recommended Action: Continue at current level of activity and resources.

This Committee commends KTWU for its service to the viewing community, and for its positive promotion of Washburn University.

In the spring 2004 Program Review Report, the Committee recommended KTWU continue its current level of activity and resources pending outcome of a two-year review. It appears this two-year review was not completed. The two-year report was to direct its attention to two specific areas: risk averse attitudes on the part of the staff, and the working relationship between academic units [most specifically Mass Media] related to broadcasting and the station's activities.

The 2004 Committee believed there "must" be a closer relationship between academic units and KTWU. In the view of this Committee, nothing has changed. Is it important and/or in the best interests of both parties to find ways to better take advantage of KTWU's and Mass Media's strengths and resources in substantive ways to enhance teaching and student learning? At least two Program Review reports have raised the question.

Therefore, the Program Review Committee requests a report from KTWU (such a report is also requested from Mass Media) in two years. The report shall summarize collaborative discussions with the Mass Media Department determining whether the Departments can and will use their resources to cooperatively enhance teaching and student learning. If collaboration is possible, this report shall summarize substantive steps to that end. If cooperation is not possible, specific reasons shall be given as to why.