

**Office of the President
California State University, Chico**



Executive Memorandum 21-032

November 15, 2021

From: Gayle E. Hutchinson, President

Subject: Approval of the Reorganization of KCSC Radio

Upon the recommendation of the Academic Senate and with the concurrence of the Provost, I approve the transfer of the administration of KCSC Radio from the Associated Students to the Department of Media Arts, Design, and Technology within the College of Communication and Education, effective immediately.

Policy Title:	EM 21-032
Contact:	Department of Media Arts, Design, and Technology
Supersedes:	
Revision:	
Enabling Legislation or Executive Order:	

Proposal to Transfer the Administration of KCSC Radio from the Associated Students to the Department of Media Arts, Design, and Technology

Revision: 2021-10-12

Proposal

This proposal requests Academic Senate approval for the Department of Media Arts, Design, and Technology (MADT) to take responsibility for the administration of KCSC Radio. The Associated Students (AS) has managed KCSC Radio for several decades. This transfer is supported by all parties affiliated with KCSC Radio at the AS, as well as all parties affiliated with the administration and operation of KCSC Radio with the MADT department and the College of Communication and Education (CME), including MADT faculty and Dean Angela Trethewey. (See attachments for memos of support.)

Background and Rationale

KCSC Radio has been an important part of the CSU, Chico experience for 70 years. This student- run radio station has been in operation since 1951, broadcasting via FM radio, cable, and now, over the internet. For a large part of its existence, funding for KCSC has been provided by the AS and student staffing for KCSC has been provided primarily through internships within the Department of Media Arts, Design, and Technology (MADT).

In 2019 students who were closely involved in the operations of KCSC re-expressed the long-held desire to be more closely advised by industry experts and to enhance the overall intern experience to better prepare individuals for a career in media arts. The vision to integrate the operations of KCSC within the MADT department was designed to create a meaningful, hands-on curricular experience for students to gain industry specific knowledge and experience. Currently, there is an opportunity to place KCSC operations under the auspices of MADT. This would inevitably allow MADT to more closely integrate student experiences in radio with the theoretical foundation provide by classes in the department. As part of this initiative, KCSC will be relocated from the BMU to spaces available to the MADT Department in Tehama Hall. MADT plans to organize and set up the radio station in its new location during the Fall 21 semester and begin broadcasting in the Spring 22 semester. A faculty advisor from MADT will help and guide KCSC student interns. MADT also plans to modify its Media Arts curriculum to more closely align coursework in its lower division audio courses with KCSC operations so that students come to KCSC Radio prepared to develop and deliver quality content. KCSC will remain available for all Chico State students and encourages their participation.

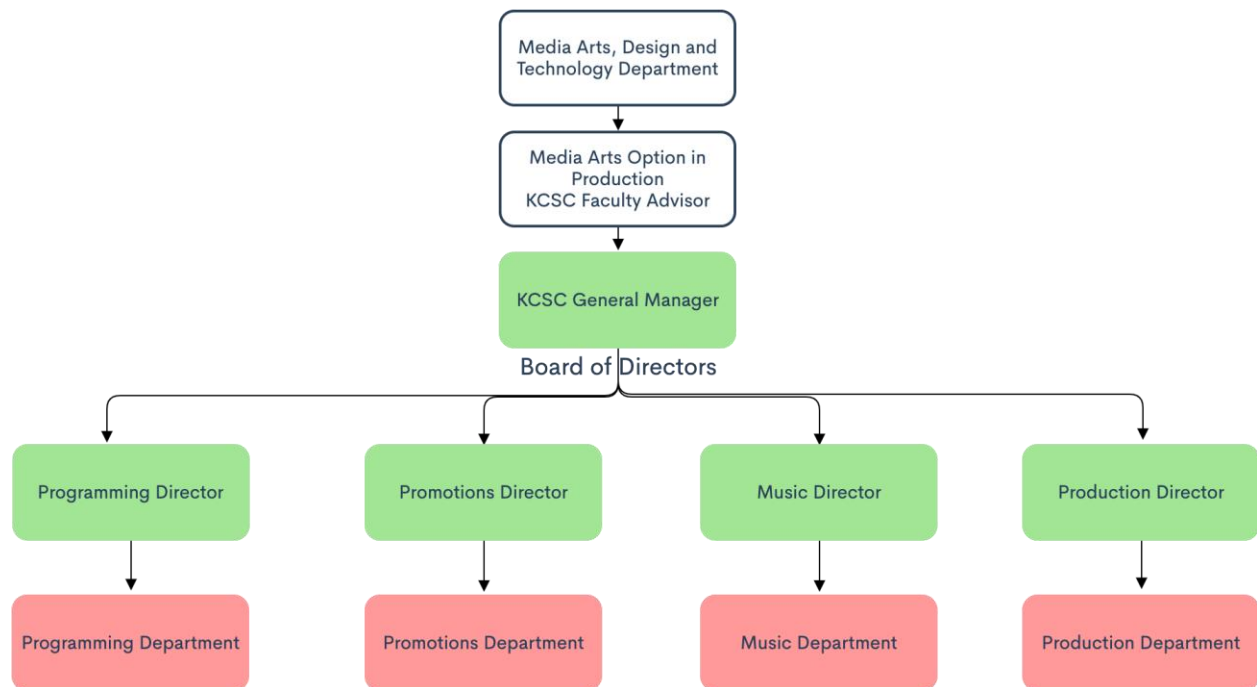
Historically, the AS has funded the operation of KCSC through the Activity Fee Fund. The AS will continue its commitment to partner with the University to financially support the programmatic development and enrichment of KCSC by providing a \$25,000 annual allocation from the Activity Fee Fund to cover operating costs. Funding will be provided to the MADT

department on a semi-annual basis. MADT looks forward to administering KCSC operations and closely integrating student experiences at the radio station with their other academic experiences in the Media Arts BA program and Communication Design BFA program.

Continuing Organizational Structure

As outlined in our MOU with the Associated Students, KCSC will be operated and overseen by the Media Arts, Design and Technology Department. A faculty advisor from the Media Arts Option in Production program will work with station management to ensure successful operation of the station. The organizational chart of KCSC has not changed significantly from the one used with the Associated Students, except MADT has replaced the AS. Positions marked in green are student leaders who oversee students in each department.

KCSC Organizational Chart



Licensing Requirements

KCSC is an internet only station and does not require an FCC license. As a non-commercial, educational webcaster, KCSC must obtain a license from the Copyright Royalty Board's

SoundExchange. The annual fee for 21-22 is \$550 for one channel of audio. To see more please visit [SoundExchange](#).

Consultation

The AS approached MADT in 2019 with the idea of reorganizing KCSC operations under MADT. The radio station temporarily suspended operations in January, 2020 as a result of the Covid pandemic. Since Spring, 2020, KCSC and MADT have been engaged in discussions related to the transfer of KCSC inventory and operations from the AS to MADT. MADT faculty supported the idea in Spring, 2021 and an MOU was generated and signed in May, 2021 by the following administrators:

- Jamie Camaren, AS Executive Director
- Angela Trethewey, Dean, College of Communication and Education
- Breanna Holbert, AS President
- Jon Slaughter, Director, AS Programs and Government Affairs
- Tom Welsh, Chair, Department of Media Arts, Design and Technology

The MOU stipulates that the AS and MADT can revisit the KCSC funding arrangement and operations after 3 years and modify them if needed. In June, 2021, KCSC Radio inventory was moved to temporary storage in Tehama Hall. In August, 2021, The MADT Department and CME Dean's office have been engaging in discussions with other departments regarding the allocation of space to KCSC Radio operations.