

WILLIAM & MARY WCWM-FM ANNUAL REPORT 2022-2023

In accordance with the Board of Visitors' operating policies for WCWM-FM, the following report is submitted as an annual review of the station's operations for 2022-2023.

WCWM-FM (90.9 MHz.) is a student fee funded, student-run, radio station falling under William & Mary's Media Council. The operating budget for FY23 is \$23,199.83, which is derived from the Student Activities portion of the Student Fee allocated by the Media Council. This budget covers basic operating expenses such as a contracted engineer, license fees, streaming fees, electricity, phone service, memberships, subscriptions, computer leases and any invoices due to supporting legal counsel. Major repairs, equipment purchases or replacement items, when necessary, have the possibility to be supported and covered through the reserve fund maintained by the Media Council. Currently WCWM's special funding requests from reserves are at \$15,477.18 and of this \$8,642.18 are specifically for station repairs. The remaining \$6,834.95 are mostly for event based costs, specifically WCWM fest (both fall and spring).

WCWM's membership consists of students who show an interest in working at the station. Training sessions are on-going. In-person training in the Fall 2022 and Spring 2023 semesters has resulted in 39 fully trained new members of the organization. There have been a total of around 30 new shows added to the schedule for a total of 83 shows on the air.

WCWM contracts with RDX Systems to perform monthly inspections, measurements, calibrations and to monitor transmission frequency to maintain WCWM transmitters in accordance with FCC regulations. RDX Systems is used for consulting in areas of equipment upgrades, purchases, and installations. As indicated in the FY22 submitted report, WCWM has also utilized additional consultative services and communication with Nathan Moore of the UVA radio systems. Mr. Moore has expertise in digital transmission and has provided invaluable formal and informal consultation to student staff as they update and replace equipment.

A major event for WCWM during the early part of FY23 was the station move to the Sadler West addition. WCWM station operations are now maintained from the Media Council Suite in Sadler. Equipment upgrades, transitions, and move were a significant time commitment for the Station. Total cost of the equipment upgrade was \$16,091.75. This included a new console blade, microphone processing blade, software, and gigabit ethernet switch. The WCWM Vinyl Record and CD Collection continues to be a valuable asset to the station with no long term storage solution. WCWM has worked to reduce the collection and move key assets to new storage in Sadler but a significant portion of the collection remains in Campus Center. This is a short term solution and the Station continues to navigate options for the record collection.

Programmatic Highlights from 2022-2023:

- WCWM held Mini-Fest in Fall 2022 for the first time in collaboration with the Meridian Coffeehouse, another music-related student organization. It was a three day event featuring a total of twelve student bands. The event was immensely successful, drawing numerous student attendees. We are currently planning our Spring 2023 Fest, which will be on April 29th on Jamestown Field and will feature 7 student bands, one student dance group, and one touring band. Additionally, Spring 2023 will include a partnership with the Muscarelle Museum.

- Vinyl Tap printed and distributed a Fall 2022 issue. The Spring 2023 issue is close to completion and will be distributed by the close of the school year. Online content is published on our website throughout the year.
- WCWM partnered with two multicultural organizations on campus, the Vietnamese Student Association and the African Cultural Society, to create radio shows for the organizations. We plan to partner with more multicultural organizations to provide show blocks for them.
- WCWM worked on rebuilding its alumni network and email list, which was largely lost during the pandemic.
- Quarterly Programming lists are uploaded to the FCC Public File for WCWM each quarter highlighting various community issues highlighted via station broadcast.
- For this first time in WCWM history, the organization's intramural team won a league championship (for Floor Hockey).

Operational Challenges and Opportunities:

- Sadler West Transition Challenges: the operational challenges for WCWM shared in the 2019-2020, 2020-2021, and 2021-2022 reports persist and continued challenges are detailed below:
 - A long term suitable location for a broadcast antenna following the demolition of the Campus Center has not been identified.
 - A possible option exists for a broadcast antenna with a much smaller transmission range. This option is being explored for placement atop a utility room adjacent to Andrews/PBK. The primary questions are how far would this broadcast transmit and what costs are associated with an engineered solution to use this space. These questions have not been resolved as of this report. The station is interested in pursuing an engineering study to support resolution of the current questions.
 - Due to equipment failure and on-going resolution of the antenna issues, the FM broadcast for WCWM has been inactive since April 2022. The station does continue to stream digitally.
 - Funding for all special projects for WCWM (outside of their regular operating budget) are a challenge. WCWM can request Media Council Funding for special projects but the anticipated costs for a broadcast antenna solution exceed the resources available through Media Council.
 - The lease for the primary transmitter in Charles City is set to expire in 2025. Staff in SLD will need to review the terms of the lease and assess the implications for the Station.
- Staff Advisors in SLD continue to encourage the student-led station to explore the possibility of a move to a fully on-line streaming broadcast.

Staff in SLD worked closely with station managers Cara Davis '23 and John Dietz '24 and technical director Janelle Krupicka '24.

Evelyn Hall '25 is the incoming station manager and with John Dietz '24, they will be the co-station managers for 2023-2024.

Anne Arseneau, Director
Office of Student Leadership Development