

## **WILLIAM & MARY WCWM-FM ANNUAL REPORT 2019-2020**

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 2019-2020.

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 FY20 is \$22,283, 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, are covered through the reserve fund maintained by the Media Council.

WCWM's membership consists of students who show an interest in working at the station. Training sessions are ongoing. Prior to Spring break, 21 new members had been trained and 18 new shows had been incorporated into programming for 61 total shows at the end of the spring 2020 semester.

WCWM contracts RDX Systems to perform monthly inspections, measurements and 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. RDX Systems has provided quotes and consulting related to the anticipated challenges and equipment needs to continue broadcast associated with the Sadler West construction. At the close of FY20, the 3 year contract with RDX Systems ends. RDX Systems has been the selected contractor for over 20 years. The Office of Student Leadership Development (SLD) is currently working with Procurement to explore options related to contract renewal or establishment of a contract with a new vendor for similar services.

### **Highlights from 2019-2020:**

- Met FCC requirements to transition to On Line Public Inspection File for WCWM.
- FCC License Renewal process was successfully completed for WCWM and license has been renewed through 10/1/2027. This extensive process was completed with the assistance of David Oxenford of Wilkinson|Barker|Knauer LLP who provides support and assistance to W&M on matters related to the FCC and WCWM.
- FCC Quarterly Issues & Programming Reports: During the renewal process, WCWM identified that it was not compliant with the regular filing of Quarterly Issues Programming. A formal process has been established for organized and prompt submissions with the creation of the Programming Director position.
- Biennial Ownership Reports were due and submitted to the FCC in February 2020.
- Over the course of the year, WCWM leadership has been in talks with W&M Athletics (and Athletic Sponsorships) regarding future partnership (broadcasting future games

and/or promo spots during student shows). We are mindful of making sure that this collaborative relationship maintains the (required) status of our FCC license as a non-commercial station.

- Full inventory of current (and future) equipment was conducted in preparation for Sadler West transition.
- Equipment Updates: HVAC equipment was replaced in summer 2019 at the Charles City Main Transmitter for \$7996. Poor heating and cooling was leading to regular broadcast equipment failure.

### **Operational Challenges and Opportunities:**

- WCWM is currently in a suspended status due to the Coronavirus. This is aligned with the FCC Public Notice on procedures related to Coronavirus dated 3/13/2020.
- Sadler West Transition Challenges: the biggest challenges facing WCWM are related to the upcoming station move to Sadler West.
  - A station antenna on Sadler West is not feasible from either a budgetary or broadcast elevation standpoint.
  - We are exploring broadcast options that utilize remote transmission from Sadler West to Campus Center. This is a short-term solution for as long as the Campus Center is on-line. Long-term possibility (when Campus Center roof is no longer available) could involve moving the antenna to the roof of Kaplan.
  - One of the most important considerations is the microwave link to the transmitters abbreviated (abbreviated STL). This is the vital connection from the studio to the main transmitter in Charles City and the "fill-in" transmitter which has historically been located at PBK.
  - Funding for all stages of this project is a challenge. WCWM can request Media Council Funding for the (short term) need for remote transmission from Sadler West to Campus Center (budget projections are between \$3,200-\$14,000 for this equipment). There is no established funding for the permanent move of a new antenna when the Campus Center is no longer an option.
  - Chelsea Spady, SLD Financial Operations Specialist (and advisor to Media Council) is representing WCWM needs with the Sadler West Building Committee.
- Staff in SLD (in anticipation of the above challenges) have encouraged the student-led station to explore the possibility of a move to a fully on-line streaming broadcast (station currently operates both on-line streaming and the traditional terrestrial signal.)
- WCWM Record Collection: WCWM's valuable record collection is the subject of great concern for the student-led station. Storage space in Sadler West does not allow for much of the full collection to be retained and station is in continuous cataloging and review of current collection and exploring options for selling and/or finding permanent storage.

### **Programmatic Highlights from 2019-2020:**

- WCWM Annual Fest took place in Fall 2019 with student performers Vreschen, The Wham Bam Little Band, and Stereonet. Our opening act was singer/rapper and VCU student Kaelan Brown who put on an amazing show with a backing jazz band. Our

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headliner was rapper Abhi the Nomad who finished everything off with an exciting show that got a lot of people dancing.

- WCWM celebrated our 60th anniversary last October and partnered with Swem Library's Special Collections in a special one-day exhibition dedicated to WCWM. Old show schedules and recordings, posters, DJ notes, and photo albums were among some of the examples of items displayed for the event.
- Vinyl Tap printed its fall issue and successfully transitioned its spring issue into an online format.
- WCWM has continued its partnership with the Broadberry in Richmond and conducting ticket giveaways live on the air during designated time slots.
- Live interviews were conducted with campus visitors including: William & Mary Middle Eastern Music Ensemble invited guest, Omar Offendum, and Meridian Coffee House performer, Tyler John.
- Homecoming Event: the second annual waffle breakfast homecoming event organized by our alumni director brought a great number of alumni over to the station. It was great for past DJs to speak and share stories with current DJs. A few alumni signed up for 15-minute show slots during the event for abbreviated show revivals, which was fun to see and hear!

Staff in SLD worked closely with station managers Varvara Troitski '20 and Corey Bridges '21 to navigate issues detailed above. Brigid Cryan '21 is the incoming station manager and she and Corey Bridges will be the co-station managers for 2020-21.

Anne Arseneau, Director  
Office of Student Leadership Development