

PUBLIC AFFAIRS

MISSION STATEMENT:

The Division of Public Affairs at Western Kentucky University serves the University community by providing honest, timely and useful information to all internal and external stakeholders and is committed to building positive relationships on behalf of WKU among the communities within our reach and throughout local, state and federal governments, the media and the general public. The Division supports all aspects of the University's strategic plan and its vision to become "A Leading American University with International Reach."

PROGRAM INFORMATION:

The offices of Media Relations, Marketing and Communications and Campus and Community Events provide vital services to all divisions and colleges of WKU and to the public. The Office of Government and Community Relations serves as the University's primary advocate for the public interests of WKU and higher education in Kentucky and seeks to build goodwill at all levels of government and among the communities in our service region. WKU Public Broadcasting provides public service broadcasting to the community, professional training for students, and creates and distributes media content that serves WKU and the citizens of Kentucky. This unit is responsible for the operation of WKU Public Radio, WKU-PBS, The Hilltopper Sports Satellite Network, and WKU's two CATV systems.

GOALS/ANTICIPATED PROGRAM ACTIVITIES:

The Public Affairs division supports the University's strategic goals and our vision to become "A Leading American University with International Reach" by focusing on the following programs and activities:

- Government and Community Relations serves as WKU's liaison to local, state and federal governments, maintaining a presence in Frankfort, KY, in Washington, DC, and throughout the University's service region. This unit is the University's primary advocate for the public interests of WKU and higher education in Kentucky. In 2017-18, staff will lead advocacy efforts and seek passage of a biennial budget to support the University and its capital needs as well as legislation that advances higher education in the Commonwealth.
- Media Relations seeks to ensure regional, state and national media exposure to promote and publicize WKU programs, faculty and student achievements and academic quality, and service and research initiatives.
- Marketing and Communications is responsible for developing, updating and implementing WKU's Marketing Plan, coordinating and designing University publications, and developing and maintaining the University's website as a comprehensive communications vehicle for internal and external constituents. In 2017-18, staff will market WKU through the continuation of the "It's All Within Your Reach" campaign, the Honors College marketing campaign, and the Regional Campus marketing and outreach program. Staff will lead and assist with planning and execution of strategic marketing initiatives for as many as 20 campus departments. Staff will also lead engagement efforts on all social media platforms in a strategic student recruitment and retention effort in partnership with Enrollment Management, Admissions, and Student Affairs.
- Campus and Community Events is responsible for providing support for all events hosted by the President of WKU and/or involving WKU as a primary event host or sponsor. Events staff provide logistical and technical support for WKU events and are responsible for promoting WKU's involvement in the community.
- WKU Public Broadcasting serves the campus, region and state through TV, radio, cable service and video production services:
 - WKU Public Radio serves a population of 1.3 million people, providing high-quality news and information services to more than 60% of Kentucky as well as southern Indiana and northern Tennessee. WKU NPR presents news, information, cultural and entertainment programs, with a particular focus on issues of importance and interest to our region. WKU Public Radio also, through the Kentucky Public Radio Network, contributes content to an audience of 9 million. Additionally, story content is distributed nationally through NPR. In 2017-18, WKU Public Radio

- will continue a collaborative partnership of news content distribution and apply for additional partnership funding from the Corporation for Public Broadcasting.
- WKU-PBS, WKU's public television station, broadcasts informative, educational, and culturally diverse television programs in a high quality, non-commercial broadcast format. WKU-PBS broadcasts on Channel 24.1, 24.2, and 24.3 to a population of over 500,000 citizens of Kentucky/Tennessee and is carried on over 20 cable systems throughout south-central Kentucky and northern Tennessee. In 2017-18, WKU-PBS will continue a partnership with a nationally distributed healthy lifestyle program that has relocated production from New York to campus. Additionally, our music series, Lost River Sessions should begin national distribution by the second quarter. WKU-PBS has established a collaborative partnership with members of the Kentucky Public Radio Network, WOUB (Ohio University), Appalshop and West Virginia Public Broadcasting to establish a regional journalism center to better serve the news needs of our region.
 - The Hilltopper Sports Satellite Network provides network-affiliated coverage of Western Kentucky University Athletics. Each year HSSN originates 15 to 20 Hilltopper men's and women's basketball games which can be seen nationwide through a distribution agreement with Fox College Sports Network, providing WKU Athletics national exposure to over 43 million households. HSSN plans to expand service product availability as C-USA allows for growth in 2017-18.
 - CATV operates the two campus cable TV distribution systems: Academic Cable provides cable television services to classrooms on campus for educational purposes, and "Western Cable" is the television service that is distributed in the residence halls on campus, providing over 40 channels of entertainment and information to the resident students of WKU.
 - WKU Public Broadcasting provides production services for our on-air product and also produces high-quality videos and video-based learning products for the University and organizations throughout the WKU service area. In addition, we distribute content to national and international media organizations to highlight significant news and information content generated in our region.

FINANCIAL INFORMATION:

	2016-17 Revised Budget		2017-18 Proposed Budget	
	<u>Pos.</u>	<u>Unrestricted Budget</u>	<u>Pos.</u>	<u>Unrestricted Budget</u>
<u>Educational and General</u>				
Personnel/Fringe Benefits	41.0	3,127,219	40.0	3,180,106
Operating Expenses		1,133,673		1,071,107
Capital Outlay		90,150		90,150
Total Expenditures		4,351,042		4,341,363
<u>Auxiliary Enterprises</u>				
Personnel/Fringe Benefits	1.0	70,258	1.0	71,805
Operating Expenses		203,788		203,345
Total Expenditures		274,046		275,150