

Instructionally Related Activities Funds Request Spring 2017

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IRA Funds Request for "Radio Production and Introductory Journalism at Dolphin Radio"

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Instructionally Related Activities Funds Request Summary

Project Sponsor	Christina Smith
Activity Title	"Radio Production and Introductory Journalism at Dolphin Radio"
Activity/Event Date	Spring 2017
Date Funding Needed By	April 2017
Previously Funded?	Yes
Semester/Year	Fall 2016
Proposal #	—
Report submitted for previously Funded Activity?	No
Report submitted for previously Funded Activity	—
Additional Report #1	—
Additional Report #2	—
Additional Report #3	—
Additional Proposers	Karen Lang, Lecturer, Communication; Nien-Tsu Nancy Chen, Assistant Professor of Communication
Academic Program(s) / Center Name(s)	Communication
Estimated total Course Fee revenue	n/a
Amount Requested from IRA	500.00
Estimated Number of Students Participating	40
Conditions and Considerations	—
Brief Activity Description	<p>The Communication Program at CI has officially launched Dolphin Radio in April 2016. The goal is to implement and sustain a platform that will bring news, speakers, and campus events to students, faculty, staff, and the local community. During the past two years, the Communication Program has received Lottery and Foundation funding to purchase equipment and the internet streaming service. In order to assist with the generation of original CI-specific content, the Program has created several courses by which students in Communication and other majors will learn to craft stories of relevance to CI and create short podcasts for broadcast (please see below).</p> <p>The proposed IRA funds will be utilized to pay a guest speaker to train students in journalistic writing/reporting (one lecture, \$250). This speaker would also mentor the students over the course of the semester as they created their podcasts – offering guidance and constructive criticism on both the creative and technical aspects of their productions (\$250). Thus, the speakers' fee includes both a formal workshop on campus and consultation hours as the semester progresses. The speaker is Kim Gregory from CI's Marketing and Communications Department. As a former journalist at Ventura County Star, she can provide students with a wealth of information on crafting a story, following leads, cultivating contacts, performing interviews, and writing a report.</p> <p>Participation in Dolphin Radio allows students to meet several of the Communication Program Learning Outcomes. Many Communication students report a desire to pursue careers in marketing, advertising, non-profit advocacy, and public health campaigns, and the station affords a chance to grow their skills in these areas. It also allows them to craft a strong organizational message based on a diverse audience of students, faculty, staff, and members of the Ventura County area. Second, working at the station will be an inherently group-oriented process, whereby students must collaborate to create and critique one another's content. Finally, in learning to cover both sides of a story, students will grow their ability to analyze community conflict.</p> <p>Moreover, the Radio initiative addresses an important educational objective of both CI and the Communication Program – community engagement. A primary goal of the station is to generate and disseminate content that is of interest and relevance to the campus community. Additionally, as the station grows in popularity and capability, stories will expand to cover important social, cultural, and political issues in Camarillo and surrounding areas. The station will be entirely student run, providing an opportunity for developing communication, business, and technological skills. Thus, the goal is to make Dolphin Radio reflect the CI mission.</p>
Learning Outcomes and Relation to IRA to Course Offerings	<p>COMM491: Dolphin Radio Practicum. The Communication Program recently launched a new 1-unit course required of all students interested in participating with Dolphin Radio. Open to students from all majors, the course covers the history of radio broadcasting, FCC rules and copyright law, voice training, and journalistic storytelling. It is estimated that the course will serve approximately 35 students per semester.</p> <p>COMM499: Capstone. Building on a successful pilot effort implemented in spring 2015, 3-4 selected students participate in a Learning Community where they are trained in journalism and audio production. Over the course of the semester, they create a series of podcasts on a specific issue of relevance to CI students, for example, health and wellness, career planning, financial literacy, and environmental sustainability.</p> <p>It is important to note that, as the radio station grows, the Communication Program will actively seek partnerships with other Programs on campus, so the station could impact additional classes in the future. Finally, we will seek to highlight various groups on campus, such as student researchers, Veterans, and students participating in the Hank Lacayo internship program.</p>

Description of Assessment Process	In order to assess the effectiveness of Dolphin Radio, analytics provided by the internet streaming service will be used. The service allows station managers to track which programming is most popular among listeners. This will allow the station a clear means of determining how well the station is performing. In terms of the classes, students will be asked to complete a reflection about their audio production experience. Specifically, they will be asked to address how the presentation and mentoring experience helped them to craft skills in storytelling, audio production, and editing.
Activity Budget	DolphinRadio_1314iraregularbudget2.xlsx
CIA Budget	—
CIA Proposal	—
Course Syllabus	—
CIA Certification	—
Other Sources of Funding	n/a
Target Audience/Student Marketing	Dolphin Radio will be promoted primarily using social media. Currently, the Communication Program has a robust presence on Facebook, Tumblr, Twitter, and Instagram – these mechanisms will all be used to promote the station. Additionally, the station will develop its own social media presence and will market itself accordingly. Often, Communication-related social media is picked up and further disseminated by the CI social media initiatives. Thus, we will seek to ensure this happens by collaborating with Tom Emmonds and his team to disseminate the promotional materials to the wider campus community. Moreover, the Communication Program is beginning an outreach campaign to solicit interest and content from other Programs and Centers on campus.
Bring Benefit to Campus	—
Sustainability	While Dolphin Radio itself does not promote sustainability directly, there is certainly the possibility of creating programming and/or highlighting events that address sustainability efforts at CI.
Program Chair/Director	christina.smith
Dean	james.meriwether
Acknowledgement	I acknowledge that I have reviewed and accepted the Conditions and Considerations herein. Please check off boxes as appropriate.

Program Chair/Director Review

Recommendation	I recommend approval of the IRA Funds Request described on this page
Name	Christina Smith
Date/Time	9/27/2016 8:18:09 PM
Validation	myCI-signin-NM-5330
Comments	—

Dean Review

Recommendation	I recommend approval of the IRA Funds Request described on this page
Name	James Meriwether
Date/Time	9/28/2016 9:35:17 AM
Validation	myCI-signin-TJ-5439
Comments	—

IRA Committee Decision

Decision	—
Comments	—

Current Tasks

Task	Time Assigned	Assigned To
IRA Committee Decision	9/28/2016 9:35:17 AM	David Daniels

Completed Tasks

Task	Time Assigned	Time Completed	Completed By
Review from james.meriwether, Dean	9/27/2016 8:18:09 PM	9/28/2016 9:35:17 AM	James Meriwether
Review from christina.smith, Program Chair/Director	9/27/2016 8:17:41 PM	9/27/2016 8:18:09 PM	Christina Smith
Fill out Request	9/27/2016 8:13:07 PM	9/27/2016 8:17:41 PM	Christina Smith

Actions

- [IRA Committee Decision](#)
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