Instructionally Related Activities Funds Request Spring 2016

IRA Funds Request for Community-Based Storytelling at Dolphin Radio

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Instructionally Related Activities Funds Request Summary

Project Sponsor	Christina Smith
Activity Title	Community-Based Storytelling at Dolphin Radio
Activity/Event Date	Spring 2016
Date Funding Needed By	April 2016
Previously Funded?	No
Semester/Year	—
Proposal #	—
Report submitted for previously Funded Activity?	—
Report submitted for previously Funded Activity	—
Additional Report #1	—
Additional Report #2	—
Additional Report #3	—
Additional Proposers	Christina Smith, Tracylee Clarke, Nancy Chen
Academic Program(s) / Center Name(s)	Communication Program
Estimated total Course Fee revenue	0
Amount Requested from IRA	3246.00
Estimated Number of Students Participating	60
Conditions and Considerations	Artist/Performer/Speaker Fees & Honoraria, Large Event, Field Trip, Involves Human Subject Data Collection for Public Dissemination -Requires IRB Approval, IT Requirements, International Travel, Risk Management Consultation, Space/Facilities Services Requirements
Brief Activity Description	The Communication Program at CI has facilitated Dolphin Radio since the fall semester of 2013. 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 other necessary services. In order to maintain Dolphin Radio beyond the initial year, the Program will need funding to purchase one year of the Live365 internet-based streaming service and a journalism professional to train and mentor students in storytelling, audio production and editing.

The Communication Program will launch Dolphin Radio in the fall of 2015. In order to assist with the generation of original CI-specific content, the Program has created three 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).

The proposed IRA funds will be utilized to 1) pay for the Live 365 internet streaming service for one year, and 2) pay a guest speaker to train the students in storytelling and audio production. The 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. Thus, the speaker fee includes both a formal workshop on campus and consultation hours as the semester progresses. 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.

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.

Learning Outcomes and Relation to IRA to Course Offerings	COMM 328: Community-Based Storytelling. This course, taught by Dr. Nancy Chen, involves approximately 30 students. Here, students explore theories of community engagement, the public sphere, and digital storytelling. Their final assignment of the semester is to create their own 3-5 minute podcast for broadcast.

COMM 499: Capstone. Building on a successful pilot effort implemented in spring 2015, 4-5 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.

COMM 4XX: Dolphin Radio Practicum. The Communication Program is currently developing a new 1-unit course required of all students interested in participating with Dolphin Radio. Open to students from all majors, the course will cover the history of radio broadcasting, FCC rules and copyright law, voice training, and journalistic storytelling. It is estimated that the course will serve approximately 20 students per semester.

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. |
Description of Assessment Process	In order to assess the effectiveness of Dolphin Radio, analytics provided by the internet streaming service, Live 365, will be used. The service tracks number of listeners, average listening time, and geographic location of listeners. It also 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	DolphinRadioBudget.xlsx
CIA Budget	—
CIA Proposal	—
Course Syllabus	—
CIA Certification	—
Other Sources of Funding	There are no other sources of funding at this time.
Target Audience/Student Marketing	Dolphin Radio is intended to be of interest to students, faculty, staff, and community members. It 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	tracy.clarke
Dean	karen.carey
Acknowledgement	I acknowledge that I have reviewed and accepted the Conditions and Considerations herein. Please check off boxes as appropriate.

Program Chair/Director Approval

Approval	I approve the IRA Funds Request described on this page
Name	Tracylee Clarke
Date/Time	9/29/2015 8:42:43 AM
Validation	myCI-signin-YK-0073

Dean Approval

Approval	I approve the IRA Funds Request described on this page
Name	Karen Carey
Date/Time	9/29/2015 8:44:58 AM
Validation	myCI-signin-J8-8040

IRA Committee Decision

Decision	—
Comments	—

Actions

- IRA Committee Decision
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