

STRATEGIC COMMUNICATIONS AND MARKETING

MISSION STATEMENT:

The Division of Strategic Communication and Marketing 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.

PROGRAM INFORMATION:

The offices of Strategic Communications, Media Relations, Marketing and Communications and Campus and Community Events provide vital services to all divisions and colleges of WKU and to the public. WKU Public Broadcasting delivers public service broadcasting to the community, provides professional training to 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 Division of Strategic Communications and Marketing supports the University's strategic goals by focusing on the following programs and activities:

- Strategic Communications supports overarching University messaging. The office coordinates communication activities for University leadership, along with campus partners, to ensure a consistent and compelling institutional narrative.
- 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. The office will continue its efforts to enhance internal communication through Today@WKU and will work to reenergize a faculty experts cadre to promote to regional and national media outlets.
- 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 2019-20, staff will continue to market WKU through a continuing campaign designed around the theme "Climb with us" in direct partnership with WKU Admissions. 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, Admissions, and Student Experience.
- 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 2019-20, 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 and Tennessee and is carried on over 20 cable systems throughout south-central Kentucky and northern Tennessee. In 2019-20, 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 of 2020. 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 2019-20.
- CATV operates the two campus cable TV distribution systems: Academic Cable provides cable television services to classrooms on campus for educational purposes; "Western Cable" is distributed in campus residence halls, 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:

	2018-19 Revised Budget		2019-20 Proposed Budget	
	<u>Pos.</u>	<u>Unrestricted Budget</u>	<u>Pos.</u>	<u>Unrestricted Budget</u>
<u>Educational and General</u>				
Personnel/Fringe Benefits	40.0	3,023,678	38.0	3,165,373
Operating Expenses		854,314		644,681
Capital Outlay		85,424		82,224
Total Expenditures		3,963,416		3,892,278
<u>Auxiliary Enterprises</u>				
Personnel/Fringe Benefits	1.0	72,349	1.0	73,106
Operating Expenses		203,345		203,345
Total Expenditures		275,694		276,451