

2017-18 INSTRUCTIONALLY RELATED ACTIVITIES BUDGET REQUEST

Name of IRA Program: KRFH Radio Workshop

Course Title and Number: JMC-155/355 and JMC 154

Faculty Program Director: S. Cliff Berkowitz

College and Department: Arts and Sciences/ Department of Journalism & Mass Communication

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Use the attached examples of evaluation criteria, reference in #3 provided by the IRA Committee.

Address the issue of how the course/activity relates to the larger curriculum (i.e. general education, majors, minors, electives). What are the students expected to learn by the end of this course activity that they did not know before?

Are there any special requirements for participating in this activity? Please be as clear and concise as possible in your

2. How does your program meet all the General Requirements listed in #2 of the IRA Funding Guidelines?

If the IRA Program no longer has a course title and number, please explain why it should still be eligible for IRA funding.

The KRFH Radio Workshops constitute the practical programming and management component of the radio curriculum in the Department of Journalism & Mass Communication. The programs serves some 60

– 90 students per semester. Students matriculated into KRFH workshops accumulate valuable on-air experience and develop audio production skills. Additionally, the workshops offer numerous opportunities for leadership development. Students learn organizational management, personnel management, interpersonal communication skills, audience analysis, programming strategies, marketing experience and conflict resolution. KRFH students follow professional and legal guidelines established to emulate the industry parameters of operation for a real world experience. Although the classes are monitored

by faculty adviser Cliff Berkowitz, the station is operated and managed entirely by students enrolled in JMC 155 and JMC 355. KRFH also provides our campus community with diverse music programming and campus and community news. Additional, now that KRFH broadcasts on the FM dial at 105.1, KRFH now brings the culture of the campus community to all of norther Humboldt County. KRFH provides cultural and educational value to the university as a whole. Each semester KRFH generates partial funding for the station through its underwriting efforts. Students learn business acumen by soliciting local businesses and nonprofit organizations. While the funding is helpful, the needs of KRFH far exceed this underwriting income. KRFH has four primary objectives. Our first is to serve as an academic lab to reinforce theoretical concepts gained in several Journalism and Mass Communication courses. A second objective is to assist students in achieving career goals in various areas of journalism and mass communication. A third objective is to enrich our campus community with diverse programming that is targeted for HSU.

A fourth objective is to develop strategies to serve new audiences better who listen on the air and to KRFH.net on the internet. Participants are given instruction and critiques with the goal of improving technical skills and general communication. The KRFH workshops are available to students who have successfully completed the Radio Production class. (They may be concurrently enrolled.)

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3. What is the instructor's level of participation in this IRA funded course and activity? Faculty Adviser Cliff Berkowitz gives a lecture and critique during each class session. Additionally he functions as the overall supervisor and gives professional guidance. Berkowitz has over 40 years of experience in professional radio operation, including on-air, production and management in radio markets across the country. He currently is he founder of Lost Coast Communications which operates four radio stations and a news blog in Humboldt County.

I have reviewed this Instructionally Related Activities Budget Request in its entirety:

IRA Program Director Name: S. Cliff Berkowitz

IRA Program Director Signature:



Department Chair Name: Marcy Busermer

Department Chair Signature:



