## Student Sustainability Fund Proposal Cover Form

<table>
<thead>
<tr>
<th>Project Title:</th>
<th>Resiliency Radio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total amount requested:</td>
<td>$1541</td>
</tr>
<tr>
<td>Name(s) and Student ID number(s) of student(s) responsible for proposal:</td>
<td>[Redacted]</td>
</tr>
<tr>
<td>Contact email address(es):</td>
<td>[Redacted]</td>
</tr>
<tr>
<td>How many students are involved with the proposal?</td>
<td>1, for now</td>
</tr>
<tr>
<td>Student Group or UO Department/Program Index #:</td>
<td>SSC &amp; KWVA</td>
</tr>
<tr>
<td>Department Budget Manager:</td>
<td>Eric Beeler</td>
</tr>
<tr>
<td>Budget Manager email address:</td>
<td><a href="mailto:ebeeler@uoregon.edu">ebeeler@uoregon.edu</a></td>
</tr>
<tr>
<td>Project or event occurs on campus:</td>
<td>X Yes ☐ No</td>
</tr>
<tr>
<td>Funding is requested for an allowable expense:</td>
<td>X Yes ☐ No</td>
</tr>
<tr>
<td>Proposal includes completed itemized budget form:</td>
<td>X Yes ☐ No</td>
</tr>
<tr>
<td>Proposal includes signed project approval form(s):</td>
<td>X Yes ☐ No</td>
</tr>
</tbody>
</table>
### Student Sustainability Fund Itemized Budget

<table>
<thead>
<tr>
<th>Budget Item</th>
<th>Amount Needed</th>
<th>How You Calculated this Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook Advertising</td>
<td>$500</td>
<td>open ended system; $25/week for 20 weeks</td>
</tr>
<tr>
<td>Posters</td>
<td>$200</td>
<td>One run of posters printed on campus</td>
</tr>
<tr>
<td>Tascam Digital Recorder</td>
<td>$178</td>
<td><a href="http://www.amazon.com/DR-40-4-Track-Portable-Digital-Recorder/dp/B005NACC6M/ref=sr_1_2?ie=UTF8&amp;qid=1445959326&amp;sr=8-2&amp;keywords=tascam+recorder">Link</a></td>
</tr>
<tr>
<td>Headphones</td>
<td>$30</td>
<td><a href="http://www.amazon.com/TASCAM-TH02-B-Closed-Back-Stylish-Headphone/dp/B0081N06PO/ref=sr_1_2?ie=UTF8&amp;qid=1445962090&amp;sr=8-2&amp;keywords=headphones+recording">Link</a></td>
</tr>
<tr>
<td>2 Lavalier Microphones</td>
<td>$75</td>
<td><a href="http://www.amazon.com/Movo-LV4-O-Omnidirectional-Microphone-Windscreen/dp/B00X89IWLY/ref=pd_sim_267_21?ie=UTF8&amp;dpID=41uB0dN4jtL&amp;dpSrc=sims&amp;preST=AC%2CU%2CSR%2C160%2C160&amp;refRID=1DJZ8B1WYPVERZ6281QP">Link</a></td>
</tr>
<tr>
<td>Podcast hosting</td>
<td>$405</td>
<td>3 years of Soundcloud Pro Unlimited hosting</td>
</tr>
<tr>
<td>Incidentals (10%)</td>
<td>$140</td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL</strong> *</td>
<td>$*1541</td>
<td></td>
</tr>
</tbody>
</table>

*The amount requested should not exceed $7,500.00.* If you need additional space to itemize expenses, please add rows and columns to the above.

### Other Funding Sources:

1) Funds for this project **secured** from other sources or held in organization reserves:

<table>
<thead>
<tr>
<th>Amount</th>
<th>Agency or Department Name</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

2) Funding requests **pending** from other sources (campus groups, departments or community partners):

<table>
<thead>
<tr>
<th>Amount</th>
<th>Agency or Department Name</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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</tr>
</tbody>
</table>
University of Oregon Student Sustainability Fund
Project Approval Form

Project: Resilient Radon

Primary Contact: [Redacted]

By signing this form, I confirm that the project lead(s) has/have discussed this project with me, and that I (please check all that apply):

☑ approve the stated project to be conducted on the University of Oregon campus (this approval can only be given by campus units or by individuals on behalf of campus units) (REQUIRED)

☐ agree to be part of the project team
☐ will provide support to the project by being a partnering organization, department, or individual.
☑ am the administrator for my campus unit and agree to be responsible for the financial and human resources transactions associated with this project.
☑ agree to take over the operational costs of this project.

With the following stipulations (if applicable):
I'm willing to support the project FY19.

<table>
<thead>
<tr>
<th>Name/Signature:</th>
<th>Date: 11/12/15</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title: Coordinator</td>
<td></td>
</tr>
<tr>
<td>Department/Organization: Student Sustainability Center</td>
<td></td>
</tr>
<tr>
<td>Phone: 541-346-3321</td>
<td></td>
</tr>
<tr>
<td>Email: <a href="mailto:ebeeler@uoregon.edu">ebeeler@uoregon.edu</a></td>
<td></td>
</tr>
</tbody>
</table>

Additional Notes:

Please save this completed form as "Project Contact Name_Project Name" and email it to upssc@uoregon.edu. The email originating directly from the approving body will be considered a signature. Paper copies may be sent through campus mail to Attn: Eric Beeler, EMU Student Sustainability Center Box or dropped off to the EMU Administrative Office and must include an original signature of the approving body.
Executive Summary

You don’t have to look far to find sustainability research or activism on UO campus, and there are plenty of green businesses and nonprofits to support in Eugene. In fact, it is quite easy to miss something. Many students, faculty, and community members are interested in sustainability issues but it is nearly impossible to keep track of what every other group and department is doing with regards to campaigns, research, conferences, internships, and more. There is a need for a media resource, relevant and accessible to the University and beyond, that highlights the sustainability issues and solutions happening around us.

An audio program called Resiliency Radio is being created to meet this need. It will consist of 10-episode seasons, coinciding with the 10 weeks of a term. Each season will have an overall sustainability theme, and each episode will feature interviews with experts and professionals in a specific aspect of the theme. Episodes will be made available online in streaming and downloadable podcast form, as well as part of News Programming on campus radio station 88.1 KWVA.

Airing on KWVA exposes both the campus and the city to ideas of sustainability, innovations in the area, and local happenings. Online streaming and RSS feeds open the program up globally, but in order to fit the needs of students of the UO and the goals of the KWVA news program, the focus will remain primarily on sustainability on campus and the surrounding community.

The goals of Resiliency Radio will be to:

- Create a media resource for students and community members to learn about current sustainability issues, projects, and opportunities.
- Offer a valuable hands-on learning experience for hosts in producing content, and the opportunity to network with sustainability professionals.

To meet these goals, I am seeking $1541 in funding for necessary recording hardware, 3 years’ worth of podcast hosting, and advertising materials.

The key measurable metrics will be to determine if people are listening, and if they are interacting with the information. Listeners will be tracked by monitoring connections to the KWVA live stream, and soundcloud listens and downloads. Interactions will be calculated based on social media followers. There is also value in tracking progress in the number of interviews conducted.
Grant Proposal

WHY A SUSTAINABILITY PODCAST?

In a piece currently featured on the UO homepage, Steve Mital, Director of the Office of Sustainability calls green projects part of “an institutional identity that is now recognized around the country.” The University of Oregon has a long-standing reputation as an institution on the forefront of sustainability issues. There is a clear interest in environmental issues on campus, in Eugene, and beyond. Everyone seems to want to talk about it, but not everyone knows how to get plugged in. This will let students in all departments know what sustainability projects are happening and available to them, both on campus and in businesses and nonprofits in town.

The proposed format for Resiliency Radio is an interesting and innovate one. College radio is thriving in its own niche in a media that is moving primarily to the web. This gives Resiliency Radio the opportunity to syndicate itself out to other university radio stations in the future. Podcasts are a cutting edge audio/visual medium that will continue to thrive in the future.

BACKGROUND

Twice before there has been an environmental radio program called Reuse Radio on KWVA but it has never lasted longer than one year at a time. “Reuse” is, while still an important concept, a narrow aspect of sustainability. “Resiliency” points not just to waste diversion, but to an overall health of the planet. It implies staying power through changes, for the human race and also for this project.

My personal history and skills leave me perfectly suited to creating this position and project. I have extensive radio experience, including as a dj at KWVA. I am a transfer student, formerly a New Media Communications major and now an Environmental Studies major. This project brings these two fields of study together in a tangible way, and will appeal to future hosts from a variety of departments.
FORMAT AND WORK PLAN

Two 10-episode “seasons” will be completed by the end of spring term, with a co-producer or assistant brought on by the beginning of spring term to take over for future seasons. The episodes will air as weekly KWVA news programs for the 10 weeks of each term. In order to fit into KWVA programming guidelines, each episode will be 27 minutes in length, focusing on one aspect of the broader topic of the season. The show will be fully produced and edited, with no live aspects. The general format will be portions of interview with between one and three experts in the field - professors, professionals from local businesses or nonprofits, and possibly visiting authors or speakers - cut in with separately recorded introductions and commentary from the host.

In addition to the audio portion of the project, each episode will have a page with suggested readings, links to information about the guests, and any sources cited during the program. This bolsters the academic value of the project and allows listeners to dive further into a subject they find interesting. This will be hosted online, as part of the Student Sustainability Center website. Resiliency Radio will have a separate Facebook and Twitter page which will link back to these resources, as well as to the Soundcloud episodes.

Most of the work for completing a season lies in pre-production. There is a lot of research and networking involved in deciding on episode content. Professional emails are exchanged with interview subjects, questions are created for each guest, and finally an interview is conducted. From the usually 30-40 minutes of interview, segments fitting the larger narrative are edited into an episode with recorded voiceovers. On a weekly basis those episodes are uploaded and aired, while pre-production is already happening for the next season.

It can be difficult to keep a student-led project going after those students graduate. The Student Sustainability Center has agreed to take on the program once I am done, taking responsibility for the equipment and maintaining the relationship with KWVA. Having the SSC as the anchor to the project, and creating a student work position for it there, will help to give Resiliency Radio the staying power other programs have lacked.
TENTATIVE TOPICS

Season: Sustainability Planning/Projects/Research on Campus
- Sustainability Development Plan: Steve Mital and Eleni Tsivitzi
- Student Activism: CJL Campaigns & CAER
- Transportation: LiveMove and Bike Program
- Research: Prize Winning LA team and Green MBA
- Conferences: PIELC and HOPES
- Farming, Ag, Green Space: Harper Keeler and Eric Beeler
- Sustainable Cities Initiative
- Buildings: Leed Certification - Rec, Lillis, EMU
- Sustainable Living: CASL and UO Zero Waste
- Food Choices: Tom Driscoll

Season: Food and the Environment
- Food Waste: Love Food Not Waste and UO Zero Waste
- Locavorism/ Food Deserts/Justice: Lane Local Foods and Willamette Food & Farm
- Urban Farming/Guerilla Gardening: Avant Gardeners and UO Urban Farm
- Agriculture and the Water Crisis: Galen and Oregon State
- Green Farm Tech: Oregon State and Harper Keeler
- Sustainability in Beer: Nikos Ridge, Tom Shellhammer, Beers Made by Walking
- Food Access: Sprout and 100 Mile Bakery
- Organics: Organic Materials Review Institute and Hummingbird Wholesale
- The Changing Face of Farmers: Greenhorns and School Garden Project
BUDGET

There are some production resources available on campus via the Center for Media and Educational Technologies (CMET,) the library, and KWVA. Audio editing software is available on Knight Library computers and studio space is accessible, with notice, at KWVA. CMET only has 2 TASCAM digital recorders, they can only be checked out for 24 hours at a time, and occasionally they are not available when needed. The open-ended and variable nature of this project, especially working around interview subjects’ schedules, means that access to a digital voice recorder, microphones, and headphones needs to be flexible and available. I have found the same recorders that CMET carries, as well as headphones, an SD card for data storage, and lapel microphones on Amazon for reasonable prices, $296 all together. The TASCAM itself records quality audio, provided the interview takes place in a quiet room; in order to conduct interviews in the field or at conferences, the lapel microphones are necessary. The hardware items would belong to the SSC, thereby indefinitely available to Resiliency Radio, as well as to any other journalistic projects that may be undertaken in the future.

An audio program isn’t successful if no one is listening. Because this is an entirely new project, $700 of the budget is dedicated to promotions in the form of Facebook and posters. Please refer to the marketing plan subsection for more information.

A significant piece of the budget is dedicated to podcast hosting. A podcast works by allowing listeners to subscribe to the RSS feed of the program and thereby automatically download each episode as it is put online. This is a key feature of how people are accessing these audio files. There are many hosting sites available but KWVA already puts content on their Soundcloud account, so this is a natural fit. A separate Soundcloud Pro Unlimited account for Resiliency Radio would give us access to data about number of downloads per episode, referring websites, and what cities downloads are coming from. It also allows for unlimited downloads, so a listener won’t ever discover they can’t listen to an episode because it has reached its bandwidth limit for the month.

Finally, ten percent of the overall budget has been allotted for incidental expenses.
MARKETING PLAN

A large portion of the marketing budget will go to Facebook ads. A social media presence allows Resiliency Radio to reach a larger audience. Facebook advertising allows you to set a goal and a budget of how many likes, clicks, or interactions you are seeking, and to select the demographics of your intended audience. I have budgeted for $25/week for 20 weeks. The specific plan will be to start with mobile display ads, as many people access Facebook on their smartphones, to gain a base of likes. Then, once an audience of at least 200 likes to the page has been established, the rest of the budget will go to boosting posts each time an episode is released.

Posters will be designed by the Student Sustainability Center’s graphic design program, printed on campus, and distributed on the poster route established by the EMU Cultural Forum.

There will be some built-in marketing in place from airing on KWVA. They widely distribute printed schedules for each term at tabling events and concerts throughout Eugene. Through their production department, I will create an advertising spot for Resiliency Radio that will air periodically during other KWVA programming. There may also be an opportunity to be featured on the KWVA blog.

ASSESSMENT PLAN

Much of the benefit of this project will lie simply in the completion of interviews and episodes, the rest will be about how many people are reached by it. To measure interactions, both listenership and social media data can be used. Most listens to the show can be tracked via Soundcloud downloads and streaming data, both from Soundcloud and the KWVA live online stream. The only listens that won’t be able to be quantified are those listeners accessing the live FM broadcast. An increase in Twitter and Facebook followers and interactions over time should give an idea of the remaining listeners.
TIMELINE

December 2015
  • Funding received
  • Equipment ordered
  • Logo and Posters Designed
  • Season 1 interviews Recorded
  • Season 1 episodes edited

January 2016
  • Posters printed
  • Posters Hung
  • Facebook Ad created

Winter Term
  • Season 1 airs
  • Season 2 interviews Recorded
  • Season 2 episodes edited

Spring Term
  • Season 2 airs
  • Co-host/producer is hired