KHSU and the First Street Gallery

KHSU
KHSU is the most listened-to radio station in Humboldt County, broadcasting to communities throughout northern California and southern Oregon, making it the most high-profile outreach arm of the university. The station is in the unique position to strengthen and expand its programming in the areas of education, arts, news, information and social services as well as fulfill its emergency broadcasting responsibilities, all of which benefit thousands of listeners and Humboldt State University.

In 2007-2008 the station will fulfill its obligation to be student-centered by continuing to use station staff to instruct students enrolled for academic credit in the department of Journalism and Mass Communication about a wide variety of broadcasting skills. Those include:

- on-air announcing,
- news & public affairs reporting,
- program producing,
- audio editing,
- engineering and
- music programming.

KHSU will continue to employ students and HSU graduates as station staff members, offering positions that include:

- network news hosting,
- administrative assistants,
- students assistants,
- work study assistants and
- grant recipient producers

KHSU will strengthen its commitment to HSU faculty by continuing to broadcast programs hosted by Humboldt State professors like Classics Now and Classical Café and by featuring faculty as guests on programs such as The KHSU Homepage, Thursday Night Talk, Artwaves, Through the Eyes of Women and A Musical Offering.

In the coming year, we will continue to provide on-air underwriting messages at no cost to university units such as the Natural History Museum, First Street Gallery, Campus Recycling, The Alumni Association, Enrollment Management and others, as well as special projects such a the campus Commuter Survey.

The station will also endeavor to broadcast more faculty lectures, such as Outstanding Professor and Scholar of the Year, both to promote faculty expertise and strengthen HSU’s recruitment efforts. KHSU plans to work with University Public Affairs to reinstate a campus-centered public affairs show, which will feature HSU faculty and programs – formerly known as Campus 101 – to further promote the scholarly expertise and educational outreach of university professors.

Given its wide base of listenership and support, KHSU plans to strengthen its connections and collaborations with the community through partnerships with entities like Reading Service of the Redwoods, who is now using the stations sub-carrier channel to provide audio services for the sight impaired. The station will also continue to work with other broadcasting outlets, such as KEET-TV during election cycles to simulcast candidate’s debates and interviews. And, the station is collaborating in a grant-writing project with a consortium of three other public radio stations to fund regional, simulcast programs on such critical issues as education, health care, poverty, environmentalism, economic development, and regional arts, science and politics.
HUMBOLDT STATE UNIVERSITY
2007-08 RESOURCE PLANNING PROCESS
FORM 2 - PROGRAM OBJECTIVES

In addition, the station plans to put additional resources into its role as a de facto umbrella organization for regional non-profit organizations, hundreds of which are showcased each year on the station’s daily public affairs program, The KHSU Homepage. This exposure informs listeners about scores of non-profit services, special events, and fundraising activities. In addition, both HSU faculty and students are frequent guests on The Homepage, promoting a wide variety of campus and club activities.

KHSU is actively seeking to expand its commitment to campus and community diversity. The station actively promotes events such as the campus Dialogue on Race and diversity conference. And, KHSU regularly showcases the activities and people involved with HSU’s Multi-Cultural Center.

Last year the station worked closely with the university’s Women’s Studies Department, using student work to produce audio biographies on notable women in history that aired daily throughout March, Women’s History Month. And each week, the stations airs a five-minute news and information segment called with QWIRE, a local resource for the gay, lesbian, bisexual and transgender community. Each week, we air programs devoted to diverse audiences including National Native News, a daily news segment geared to the Native American community, Sabor Latino, a locally-produced, Spanish language music program that airs each Sunday, Latino USA, a nationally produced news programs for the Hispanic community and a number of ethnic music programs such as AfroPop Worldwide, Thistle & Shamrock, One World and Ethic Excursions. The station is continually seeking ways to better represent the unique and diverse community of listeners it reaches.

Private fundraising and financial support from the community have long been embedded in the mission of public broadcasting. Over half of KHSU’s operating budget comes from the communities we serve, with another 25% coming from federal grants through the Corporation for Public Broadcasting. In spite of rising costs on many fronts, KHSU should be able to continue its public service and thrive in the coming year with continued support from Humboldt State University, which provides the remaining 25% of the station’s cash revenue and the facilities within which the station runs.

As a result of receiving a competitive grant to enhance our web-based technology services, we are investing in upgrading our webcast stream to better accommodate users with high-speed connections, making KHSU’s programming available to HSU alumni, wherever they may be, in order to fortify their connection with HSU and Humboldt County.

Finally, through a privately funded campaign, the station has purchased a backup generator for our transmitter in order to be able to stay on the air during power outages caused by seasonal storms or other natural disasters. This will strengthen KHSU’s position as an emergency broadcaster and ensure that we are able to fulfill our responsibilities to disburse critical information in a timely fashion to the campus and larger community.

HSU First Street Gallery Program Objectives 2007-08

Briefly describe the major program objectives planned for 2007-08 that the division will undertake. Correlate those objectives with the HSU Strategic Plan.

- In 2007-08 HSU First Street Gallery will mount 11 -12 exhibitions that will be student produced.
- HSU First Street Gallery will continue to expand its fundraising and development efforts.
- Further objectives planned for 2007-08 are best expressed in the gallery’s Mission Statement.

DIVISION: PRESIDENT
FORM 2 - (PROGRAM OBJECTIVES)
HSU First Street Gallery’s program objectives correlate with the Strategic Plan’s desired results under the following subject areas of the plan: Vision, Core Values, Academic Excellence, Community of Scholars, Cultural Richness, and Fiscal Resources and Processes.

**HSU First Street Gallery’s Mission**

The mission of the arts in education derives from their special modes of thinking and contributions to human experience and achievement. Often transcending verbal and mathematical conventions, the arts involve unique ways of knowing, understanding, expressing, communicating, and creating. To that end, HSU First Street Gallery’s mission is:

- To provide HSU students enrolled in the Museum and Galleries Practices Certificate Program with opportunities to learn firsthand about producing, designing and curating art exhibits. First Street Gallery provides these students with real world, industry-standard, methods and techniques in museum/gallery management.

- To furnish HSU students in the Art Education area with a Service Learning resource as they bring community students, K-12 into the gallery in support of their curricular goals.

- To provide a free public gallery for exhibitions formed in an academic context, which means that the material on view will be interpreted for the viewer in light of art issues significant to an interdisciplinary understanding of our times and our global cultures.

- To stimulate active public awareness, support and participation in the arts.

- To introduce artists and forms of art that may be unfamiliar to our community.

- To create a venue for the art made by regional, national and international artists as well as the faculty, staff, students and alumni of Humboldt State University.

**HSU FIRST STREET GALLERY’S PLACE IN THE HSU STRATEGIC PLAN**

HSU First Street Gallery’s mission, its programs for students and the North Coast community and its exhibitions support many of the themes, values visions and goals that HSU has declared in its Strategic Plan. Specifically, the gallery fulfills the Strategic Plan’s desired outcomes under the plan’s headings of:

VISION

CORE VALUES

ACADEMIC EXCELLENCE - GOALS

COMMUNITY OF STUDENT SCHOLARS - GOALS
HUMBOLDT STATE UNIVERSITY  
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CULTURAL RICHNESS - GOALS

and FISCAL RESOURCES AND PROCESSES - GOALS

In the next pages please find a table, which extracts various vision statements, values and goals from the HSU Strategic Plan. These are listed in the left column. To the right of each subject area you will find specifically how HSU First Street Gallery addresses those desired outcomes.

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<tr>
<th>HSU STRATEGIC PLAN</th>
<th>HSU FIRST STREET GALLERY</th>
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<td>VISION</td>
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<tr>
<td>• We will be a regional center for the arts.</td>
<td>HSU First Street Gallery is widely recognized as the preeminent non-profit fine arts exhibition venue on the North Coast.</td>
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<td>• We will commit to increasing our diversity of people and perspectives.</td>
<td>The visual arts are especially adept in providing fresh and diverse political and social perspectives.</td>
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<td>• We will be exemplary partners with our communities, including tribal nations.</td>
<td>HSU First Street Gallery regularly incorporates themes into its exhibitions, which are brought by community members.</td>
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<td>• We will be the premier center for the interdisciplinary study of the environment and its natural resources.</td>
<td>HSU First Street Gallery provides interdisciplinary exhibitions that address environmental issues.</td>
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<td>CORE VALUES</td>
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<td>• 3. We believe in an environment of free inquiry where learning occurs both inside and outside the classroom. As a community of learning, the campus curricular and co-curricular environment encourages intellectual discourse, aesthetic creativity and appreciation and significant opportunities for involvement and service. We prepare students to take on the</td>
<td>HSU First Street Gallery provides HSU students enrolled in the Museum and Galleries Practices Certificate Program with opportunities to learn firsthand about producing, designing and curating art exhibits. First Street Gallery provides these students with real world, industry-standard methods and techniques in museum/gallery management.</td>
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<td>HSU First Street Gallery has developed and presents an annual exhibition, titled The Art &amp;</td>
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commitments of critical inquiry, social responsibility and civic engagement necessary to meet the challenges of the 21st century.

- 9. We believe our location is an ecologically and spiritually rich asset that we embrace as an integral part of our learning community. Our curriculum is relevant, collaborative and responsive to our geographical location.

- 11. We believe the University is an integral part of our local and regional communities.

*Environment Series*, which is designed to consider the broad intersection of the arts and such subjects as interpretation of the landscape, sustainable industries, watershed and land management issues, native stewardship and new and challenging developments in the environmental sciences—to name a few.

Located in a popular locale in Old Town, Eureka, HSU First Street Gallery’s location surmounts the town/gown divide and is readily accessible to the community. The gallery is visited by over 19,000 visitors annually. For many local residents, the gallery is their sole contact point with HSU.

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<td>2. HSU will develop a well-defined signature All-University Curriculum that incorporates the development of strong skills, interdisciplinary experiences and service/experiential learning. The program as a whole will reflect the university’s institutional vision.</td>
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<td>3. HSU will promote the teaching and learning process through peer interaction, meaningful evaluation instruments, high expectations and connections with community.</td>
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HSU First Street Gallery furnishes HSU students in the Art Education area with a Service Learning resource as they bring community students, K-12 into the gallery in support of their curricular goals.

The gallery provides HSU students enrolled in the Museum and Galleries Practices Certificate Program with opportunities to learn firsthand about producing, designing and curating art exhibits. First Street Gallery provides these students with real world, industry-standard, methods and techniques in museum/gallery management.

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<th>COMMUNITY OF STUDENT SCHOLARS</th>
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<td>1. HSU will offer an extensive array of co-curricular programs and activities.</td>
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<td>2. HSU will provide the opportunity for the student to reflect upon the goals and objectives of the university experience and how their curricular and co-curricular activities contribute to the attainment of those objectives.</td>
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The gallery provides HSU students with opportunities to produce exhibitions formed in an academic context, which means that the material on view will be interpreted for the viewer in light of art issues significant to an interdisciplinary understanding of our times and our global cultures. Such interpretation requires critical thinking, critical
3. The HSU graduate will be able to demonstrate through some form of culminating experience (e.g. collective portfolio, capstone course, senior project, reflective essay, etc.) the ability to balance the practical and the abstract and to reflect upon the mores and philosophies that one discovers in the academy as they apply to the real world.

writing and the application of knowledge gleaned from studies in Art History and Contemporary Art.

CULTURAL RICHNESS

Goals

3. HSU will provide the framework for the integration of lifelong international and intercultural experiences that enrich the lives of our students, faculty and staff.

4. HSU will promote and support programs and initiatives that foster international educational opportunities.

5. HSU will increase the collaboration between university and community.

6. HSU will support and expand the curriculum to reflect the region’s interests and needs, as well as reflecting issues of economic, environmental and social responsibility

The establishment of HSU First Street Gallery came about in recognition that HSU has a large number of students enrolled as Art majors; and that HSU can provide leadership within a community that has a large per capita artist population and a large per capita audience for the fine arts.

Beginning in April 2007, HSU First Street Gallery will inaugurate its Oaxacan Artists Series, an ongoing, bi-annual exhibition of artists from Oaxaca, México who best exemplify the unique artistic spirit that is the hallmark of Oaxacan identity, especially that of Oaxaca’s indigenous population. The series will ultimately serve as a base for a number of interdisciplinary and exchange opportunities between Humboldt State University and our sister university, the Universidad Autónoma Benito Juárez Oaxaca, as well as a base for exchange between our respective communities.

First Street Gallery stimulates active public awareness, support and participation in the arts.

First Street Gallery introduces artists and forms of art that may be unfamiliar to our community.

First Street Gallery provides a venue for the art made by regional, national and international artists as well as the faculty, staff, students and alumni of Humboldt State University.

FISCAL RESOURCES AND PROCESSES

Goals
| 4. | HSU will build an expansive culture of philanthropy. |
| 5. | HSU will develop a vital alumni relations program. | First Street Gallery has developed substantial support from local donors, underwriters and patrons. First Street Gallery gives preference in selecting exhibitions by alumni artists, which in turn supports the university’s alumni relation goals. |