



**Station Handbook
2016-2017**

Section I: Background

Purpose:

WIDB has two reasons for existence. The foremost purpose is to be a training ground for students interested in Radio and Television production by providing hands-on experience in a business-like environment. The second and equally important purpose is to provide a communication service to the SIUC community; a channel for students, faculty, and community members to discuss problems within the university or the community.

Structure:

WIDB is a Registered Student Organization. It has a core managerial staff of 14 members. It may also employ up to 150 DJs.

The General Manager is the head of operations at WIDB. He or she interacts with departmental staff, as well as a Graduate Student, a Faculty Advisor, and a Fiscal Officer. All purchases and major decisions go through the General Manager, who requests approval from the Grad advisor and the WIDB Fiscal Officer.

The staff heads are hired at the end of the Spring Semester by a hiring committee. The hiring committee consists of The General Manager, Operations Manager, The WIDB Graduate Assistant, The WIDB Fiscal Officer, and two outgoing staff members or Responsible DJs (picked by the General Manager). Board members are welcome to be part of the committee, but it is not necessary.

In the case that a staff head must be hired mid-year, the General Manager, Operations Manager, and Graduate Assistant will conduct those interviews. Any current staff heads available at the time of the interviews are welcome to participate.

Full descriptions and procedural information about the WIDB staff is available in the WIDB working papers.

WIDB give a chance at doing hands-on work in broadcasting that is usually unavailable to undergraduate students. At the station, you can get experience in management, marketing, sales, production, programming, and of course, being an on air personality. It is also designed to be run similarly to a commercial radio station, so that students get more of an understanding of the communications workplace and world.

WIDB is open to any full or part time student enrolled at SIUC.

WIDB broadcasts 24 hours a day, 365 days a year. The station office is generally open from 9 to 5 every day, though the hours fluctuate as Staff Heads and Student Worker schedules. The most current office hours will be posted on the message board.

The Board of Directors:

Although WIDB is completely student-governed, there is also a Board of Directors. The Board makes policies concerning the station and stands as an authority for complaints from SIUC and the public. The Board of Directors hires the General Manager and the Operations Manager at the end of the Spring Semester. The Board also handles any complaints about the decisions and actions of the General Manager, and holds the authority to appeal the General Manager. The Board of Directors ensures compliance to all applicable FCC rules and regulations.

The Board of Directors consists of: a Faculty Advisor, a Fiscal Officer, the Graduate Assistant, the General Manager, a USG Senator a member of a local public business, and a representative of the SIUC broadcasting Service.

The Board of Directors meets once a month, and the meeting is open to anybody that wishes to attend. Talk to the General Manager if you would like to find out the time and location of the next meeting.

Summary:

To put it simply, most decisions regarding the station are handled by the WIDB staff and the General Manager. The GM is the final authority, but if any staff member is found to be misusing their position or doing a poor job, then they may be removed by the board of directors if rightful cause is found.

Section II: General Policies and Procedures

Dues:

To be a DJ or member of WIDB, you must pay dues, which are currently \$10 each semester. You will not be put on the key list or late night access list until you pay your dues. The dues deadline will be set at the beginning of the semester. Dues also cover the cost of your WIDB shirt which is to be worn when hosting remotes or promoting WIDB.

WIDB Training Procedure

Summary

The concept of the first semester of being at WIDB is to familiarize yourself with all aspects of the station and how it works. Ideally, each individual DJ should understand how to use and **maintain all equipment** as well as how to demonstrate proper showmanship on air. This includes taking care of the equipment or workspace(s) and taking special care of the **quality of material** that one presents on our stations.

*Each member is required to participate in the entirety of training when he or she joins WIDB.

Training Schedule

Members are required to review the manual and its potential changes at the beginning of each semester.

From there, new members and DJs will be required to review the equipment in either studio to gain a basic understanding of how to run a show whenever he or she is in the station. This will consist of all the basics for whatever area one chooses (Remedy, Revolution, or Sports). All new recruits will participate in this exercise during the **second (2nd) meeting of the semester.**

After a new member has completed the previous steps they are eligible to take the **DJ Test** so that we as a staff know we can trust our equipment and name with this person on air.

*One can take the test on their own time and any Executive Staff can administer the test.

* There will be an alternate and/or additional test for those who are planning to be a part of the sports staff

To receive the privilege of a specialty show, each new member must host a **rotation show** on either station for a **minimum of three (3) weeks**; that is **three (3) separate shows at one (1) show per week**. While hosting their rotation show, one is required to turn in a recorded version of their show each week. This is to help the staff see your progress as a DJ.

*Metal no longer has a dedicated rotation, but persons wanting to play metal may do so as their "rotation" time. If this is what you are interested in, speak with the Operations Manager for more information.

*There will also be a pre-test/post-test for rotation hours to insure that DJs in training are prepared to run the boards, etc.

*If a new DJ needs/wants more time learning in a rotation show, it is at the discretion of the Operations Manager to extend the rotation show period by X amount of weeks. Rotation hours are unlimited.

Opportunities:

Many students who come to WIDB come because they want to be heard on-air as a DJ or a talk show host. This is not the only option though.

All areas of operations at WIDB are student-run, and are directed by a Staff Head. However, there is always work to go around and be shared. If you would like to assist in Marketing, Sales, Production, Engineering, Music Reviews, or any other part of WIDB, talk to the Staff Head in charge.

Meetings:

As a member of WIDB, you are expected to attend DJ meetings regularly (held every other week), and complete help hours (which will be talked about later in this hand book). This keeps the station informed and moving as one unit. All relevant announcements will be made at the meetings. Meeting times will be announced at the beginning of the semester. We require members to attend AT LEAST ONE of the general meetings per month (meaning you can only miss ONE per month), and we encourage members to attend all meetings if possible. If persistent scheduling conflicts arise to where you are unable to attend meetings regularly, official documentation will be requested. If you are allowed to be a member while not being able to attend meetings (due to class or other pre-communicated obligations), it is your responsibility to stay up to date on all station news and information. Make sure to come up during office hours and ask any of the staff heads of the details of the last meeting.

Failure to attend DJ meetings for 1 month (without written explanation ahead of time) will result in a written warning. Failure to attend DJ meetings for 2 months will result in suspension from WIDB-related activities, including on-air shows. Failure to attend DJ meetings for 3 months will result in dismissal from the station.

Help Hours:

As a member of WIDB with an active Radio Show, you are required to complete a minimum of Four Help Hours per month. Each hour, or group of hours must be signed off on by a staff member and turned into the Operations Director. As of November 2015, the "Help Hours Buddy System" has been instated. If you bring a non-WIDB member with you to perform a help hour, you receive credit for the hour they put it. Example: If you come in to organize the vault for one hour, and bring two friends who are not WIDB members to help, you will receive three help hours.

A common way to get help hours at WIDB is helping out with Remote Broadcasts or "Remotes" for short. In order to stay part of WIDB as a DJ, you must participate in **at least 1** remote per semester. Failure to do so may put your show in jeopardy.

Failure to complete help hours for 1 month will result in a written warning. Failure to complete help hours for 2 months will result in suspension from WIDB-related activities, including on-air shows. Failure to complete help hours for 3 months will result in dismissal from the station.

Station Access:

WIDB members are welcome in the station at any time the Student Center is open.

WIDB has an agreement with the Student Center that we may have staff in after normal hours (generally speaking this is after 5pm). However, you may only do this if you are a designated DJ or his/her assistant, and working on station business (in your case, a show). If you are not, you will be asked to leave by the Building Manager when he/she secures the building. WIDB will also receive a warning.

If you are asked to leave by the Building Manager, be polite, courteous, and leave at once. The Student Center is doing us a favor by allowing us to operate in the building, and an even bigger one by allowing us to work there after hours. Honor our agreement with the Student Center. Failure to do so may result in immediate dismissal from WIDB and your dues will not be refunded.

Getting Your Show:

There are generally two types of shows that WIDB runs. The first is a rotation show, where you play what is in the station automation for the Remedy or the Revolution. You are allowed to put in 3-4 of your own songs per hour. If you would like to do a show entirely of your own creation, this is called a specialty show. Specialty shows often have similar formats to the station they are in, but give it a twist. For example, we often have had countdown shows for the top songs of the week. We have also feature shows that play exclusively vintage records, or talk shows on politics and national events.

If you would like to have a specialty show, you must first complete your training and have completed at least 3 hours of your rotation show (you will still be required to complete 3 hours of rotation shows before starting your specialty show). We strongly suggest that you sit in on an already established specialty show before starting your own. You may then submit a proposal for your show to the Operations Manager. Your proposal should be as detailed as possible; include your format, the types of artists you will play, what makes your show special, why people would want to listen to it, and so on. Speak with the Operations Manager for more information.

Specialty shows are limited to seniority. Each member of WIDB will be allotted 1 hour of a specialty show for every year the member has been involved with WIDB. New members will be given the limit of 1 hour for their specialty show.

Specialty shows are a privilege. If you have previous problems in the station, such as meeting attendance, rule violations, or bad studio behavior, this may prevent you from having a specialty show.

*There may also be the requirement to record and submit air-checks on a regular basis

Guests:

We strongly encourage you to bring your friends to station meetings. However, friends in the Remedy and Revolution studio are a different matter. If you would like a friend to co-host your show with you, they should join the station. No dues or membership = no access.

Guests who are not a member of WIDB are allowed on shows twice a month with approval from the Operations Manager.

Co-hosts for specialty shows must be WIDB members. Each host must have done 3 weeks of rotation shows. Co-host shows must be approved by the Operations Manager.

If you would like to have a one-time guest for the content of your show, such as an interview, performance, or discussion, then you **must** have them OK'd by the Operations Manager at least two days in advance. Failure to follow this rule may result in suspension or loss of your show.

Key Checkout:

If you have a shift that starts when the building is closed, you will need to check out a station key at SPC on the third floor of the Student Center. They are open from 8:30 to 4:30 on Weekdays. The hours may change near school breaks, so check the Student Center website to make sure of the times they are open. You will need your Student ID to verify that you are a member of the station. **YOU MUST RETURN THE KEY TO SPC WITHIN 24 HOURS OF WHEN YOU CHECKED IT OUT.** This system only works if you have paid your dues. This is a rule of the student center – failure to abide with it may result in termination/suspension of your show or dismissal from WIDB. If SPC is closed, you must find the Building Manager, located on the second floor, to receive a key. Remember, you can check out a key several hours prior to your show.

Production Studio:

The Production Studio is open for use to any WIDB member. If you would like to use the Production Studio, you will have to go through a training session with a Staff Head trained for the studio. There is also preference system in place for studio use:

- 1) Production Staff working on WIDB-related material
- 2) Staff Heads working on WIDB-related material
- 3) Any other members working on WIDB-related material
- 4) Any member working on non-WIDB production. Staff members get preference.

If you are working in the production studio, and a colleague or staff member needs to use the studio for a higher priority project, then you must yield the room immediately, no exceptions.

Phones:

The WIDB office has several phone lines to keep in touch with record companies and advertisers. Sometimes, the phone may ring when there are no staff people immediately available. You may need to pick up the phone – many people prefer not to have to talk to voicemail. It's simple business courtesy.

If you are not on air, but in WIDB and the phone rings, do not let it ring. Answer the phone politely and professionally. Something such as “Good Morning/Afternoon. WIDB. My name is so-and-so, how may I help you?”

Never give out phone numbers unless you are talking to a staff head or the grad assistant.

Instead, offer to take a message, or tell them the office hours of the staff head they need to talk to.

Record companies often call the station. If it is a record company, give them the music director's office hours, and ask if they have a toll free number that we may call.

Lockers:

WIDB has lockers for staff and member use. They may be used to store CDs or other radio station supplies securely.

If you would like to use one of the storage lockers in the station, talk to the General Manager. You will be issued a locker and lock. Do not bring your own lock, it will be cut off and discarded. The lockers are station property, and as such, issuing of them is a station matter.

Disciplinary Actions for Broken Rules and Regulations:

Dues Unpaid (After Due Date): Show suspended until dues are paid and then an additional week

Missing Excess Number of Meetings: DJ(s) notified and show removed from schedule

Show Time Not Being Used: DJ(s) notified and show removed from schedule

*If a show is removed from the schedule, the DJ(s) must re-propose their show to the Operations Manager before being allowed to participate in their show again

Failure to make use of show times for 1 month will result in a written warning. Failure to make use of show times for 2 months will result in suspension from WIDB-related activities, including on-air shows. Failure to make use of show times for 3 months will result in dismissal from the station.

Unapproved Guests: Show suspension (1 week per unapproved guest) If repeat offences, the show is suspended and the guest privileges are removed

Excess Guests (more persons on air than there are mics): Remove the privilege of having guests from that show or DJs involved

Refusing to Submit Air-Checks: 2 week show suspension

*Attempts to go on air during a suspension, serious action will be taken.

*If a DJ has a problem with being suspended from the station, they can bring their problems to the board if they feel like we're being unfair

Section III: Broadcasting

WIDB is meant to emulate how radio stations in the "real world" work. This applies not only to our staff structure, but also in what we expect from our DJs. We follow the regulations set forth by the Federal Communications Commission, as well as rules laid out by the University. The WIDB Working papers spell out our official policies, which were created and continue to be maintained by the staff and the Board of Directors.

These rules and regulations are made to be followed; they are not trivial annoyances. Follow them. Read on for "Things that can totally get your fired."

Obscenity & Indecency Rules:

Let's face it: we're in college, and some of us talk like sailors. Well, watch your mouth on air. We may not be governed by FCC regulations on the internet, but we still have the College

over our shoulder, and once again, it's how real stations operate. Plus, it's in our official documentation.

There are two categories of offensive speech: Obscenity and Indecency. They are two different things. Neither have clear unchanging definitions. They are based on morals, which are unclear and always changing.

Obscenity – The Miller Test

This is the closest we can get to a legal definition of Obscenity. It is called the Miller Test, and we've put it in plain speak for you.

Does the Average Person, applying contemporary community standards find the material to be:

- Find the material to be overly sexual in nature?
- Does it depict or describe in a patently offensive way sexual conduct?
- Taken as a whole, does the work contain serious literary artistic, political, or scientific value?

Indecency

In 1987, the FCC set these murky standards for indecency in another legal case with a radio station.

- Speech that is patently offensive as set by community standards for the Medium
- Indecency is largely a function of context and cannot be judged apart from it.
- Speech involving the description or depiction of sexual or excretory functions must be examined in context to determine if it is offensive under the community standards
- Standards should be more strict when there is a risk of children in the audience

Straight and Simple:

Never say these seven words:

Shit. Piss. Fuck. Cunt. Cocksucker. Motherfucker. Tits.

You may NEVER say any of these words on air. As for songs, the judgment of their content is up to the WIDB Operations Manager and staff. If you break these rules, you are at risk of losing your show. You will be dealt with by the Operations Manager or the General Manager. We DO listen to your shows.

Libel:

Slander means to say something disparaging about somebody; to lower the public opinion of them. It's one of those legal grey areas that is hard to define at times, but here are the legal guidelines WIDB uses.

Public figures are fair game for commentary. The President is a public figure. So is the Governor. Paris Hilton, Brad Pitt, and Derek Jeter are all public figures. However, the President of SIUC is *not*. Anybody whose notoriety is due to SIUC is *not* a public figure. Neither is your roommate. You get the picture.

You will have a little more slack in commenting about public figures, but you still must be careful to state the truth. If you know (or should have known) that it is false, WIDB could be sued for libel, and you will automatically be fired. Repeating information from a well-respected source is not a defense if it turns out what you stated is false.

As for non-public figures, the risks are higher. Repeating info about non-public person can bring legal action on the station *even if you believed it was true*. It doesn't matter your source.

Targeted offenses are also forbidden. Here is a simple example to illustrate the point: If you talk about eating your boogers and flicking them on people, it may offend someone, but it is not a 'targeted offense'. However, if you say you love eating your boogers and flicking them on Asians, women, gays, etc., then it's a targeted offense and you are outta here.

It is illegal for you to transmit false or deceptive communications (read: lies) by radio. This may fall under slander/libel. Don't do it.

Invasion of Privacy:

WIDB has the ability to put phone calls on air, but doing so without the permission of the caller is invasion of privacy. Giving out phone numbers, full names, or other personal information about someone is invasion of privacy. Invasion of privacy also occurs if you tell a story about someone who is not a public figure. Don't do it. If you do, you could be dismissed from the station or lose your show.

Editorialization:

Editorialization means going out of your way to express your opinion on a matter. If you editorialize, YOU MUST STRESS that it is your opinion, and does not necessarily reflect that of WIDB or SIUC both before and after your speech.

Editorialization can be extremely boring. Don't do it unless it is the nature of your show and Operations Manager has approved it. You wouldn't want to listen to a two hour rant about not getting a parking space or a bad fast food restaurant, so don't subject your listeners to it. Unless your opinion has something to do with the majority of students, faculty/staff of the university, or humanity in general, chances are, nobody wants to hear it. Use your better judgment. Furthermore, in order to appear as professional as possible, we do not allow WIDB DJ's to criticize the WIDB's staff, rules, or the station itself while on air. If you have problems with the staff or policies of WIDB, address them with the General Manager or the Board of Directors.

Advertisements:

When WIDB was established, special effort was put forth to make sure that WIDB would be able to make sales. Ads must be played when they come up on the log. Ads are paid to play at the times they are allotted. Do not delete them from rotation. If you delete commercials, you may face punishment up to and including suspension of your show or dismissal from WIDB.

If someone approaches you about WIDB running their commercial or promo (non-commercial promotional announcement for their event), please direct them to the Sales or Marketing Director. **DO NOT RUN ANY PROMOS OR COMMERCIALS UNLESS LOGGED AND APPROVED FOR AIR IN ADVANCE.**

Payola/Plugola:

If you accept something of value (be it money or a trade) from an outside party for broadcasting material of any kind over WIDB. For example, maybe Papa Johns offers you a free pizza for every week you mention them on your show. This is not only illegal, but unethical. Payola and Plugola are serious offenses and carry up to a year jail time and up to a \$10,000 fine under US law.

Copyright Infringement:

If you are reading a section of a poem, novel, or play, you are considered to be putting on a performance. As with any performance of copyrighted material, you must have permission to do so. If you play recorded material from another station's signal, then you are breaking copyright law. If you play a syndicated radio show at a time other than the time agreed upon, you are breaking copyright law. If you play recordings from television shows or movies, you are breaking copyright law.

Don't break copyright law. Doing so may result in suspension or dismissal from WIDB and your airshift.

Legal ID:

The FCC requires that a station gives its legal ID within five minutes of the top of the hour. The legal ID contains the station call letters and city of origin. In our case, this is "WIDB Carbondale". You can add anything else to it you like, just do not add anything between the city and call letters.

Other On-Air Polices:

Common sense dictates most of the WIDB's rules for how you should act while on air. Here are a few basic rules:

Don't talk to people in the studio that don't have a microphone - nobody can hear the other half of the conversation, and it makes you seem kind of stupid. If you want to chit-chat between songs, get the other person a mic.

Furthermore, *the studio is not a place to hang out with your friends if they are not also DJs.*

Report equipment problems to the Staff!

Make sure you re-engage the automation when you are done with your shift.

Make sure to sign in and out of your airshift. If you aren't on record as showing up, we may give your timeslot to somebody else. After all, you aren't using it.

Section IV: Employment with WIDB

At the end of the spring semester, there will be interviews for open staff positions. As with being a member of the station, all majors are welcome to hold any staff position. If a staff position opens up during the academic year, all members of the station will be notified in case they are interested in joining.

20WIDB OFFICERS:

All Positions are paid with a stipend at the end of the semester. Here is the rubric:

25% Attending Office Hours

25% Attending Staff Meetings

-Although it will affect your stipend, you can miss one meeting or have one incomplete week of office hours without disciplinary action being taken, the 2nd is a verbal warning, the 3rd is a written warning, and the 4th is dismissal from your position. If there are extreme circumstances let the General Manager know as soon as possible.

20% Attending General DJ Meetings

20% Fulfilling duties outlined in your Job Description

10% Participation with RSO Fairs, Various Remotes, Staff Head Functions, etc

Being a staff member does not mean you get automatically paid the full amount or at all. Stipends are a privilege.

General Manager can be paid up to \$500

All other positions up to \$350

GENERAL MANAGER: The General Manager is the immediate representative of the Board of Directors, responsible for the overall operations of the station and for implementation of policies described by the Board. The General Manager has ultimate control of the programmed sound of the station and administrative personnel. The General Manager may

withhold any material not conforming to WIDB or Federal Communications Commission policies. Per RSO Registration, the General Manager is a **Financial and Scheduling Officer**.

Specific duties of the General Manager include:

1. Applying for funding from Undergraduate Student Government.
2. Work with the Fiscal Adviser of WIDB to plan a budget for the next school year. This will include projecting sales and budgeting moneys into various categories
3. Holding weekly staff meetings.
4. The General Manager must oversee all areas of WIDB and see to it that all staff members are fulfilling the requirements of their staff head position.
5. The General Manager shall collect, from all WIDB personnel, dues each semester that an employee participates at WIDB.
6. The General Manager shall be the Chairperson of the WIDB Board of Directors.
7. Putting together the Board and setting meeting times.
8. Seeing that all bills sent to the station for operational purposes are paid.
9. The General Manager shall know and enforce the WIDB Working Papers, Station Handbook, and any other station policies. Copies of each shall be made available for all employees to view and perform to the expected standards. The General Manager is responsible for the updating of these documents if there is a need.
10. Managing WIDB email account assignment and use for staff members.
11. Chairperson of the Hiring Committee

OPERATIONS MANAGER: The Operations Manager is responsible to the General Manager for the development and scheduling of all live programming concepts and implementation processes. Areas of responsibility include production, talent recruitment and training, acquisition, cataloging, and development of entertainment programming. The Operations Manager is a Financial and Scheduling officer.

Specific duties of the Operations Manager include:

1. Responsible for live program content and presentation of the station's on-air sound.
2. Overseeing that all live programming personnel are performing to the best of their abilities.
3. Enforces clean-up policy in sound lock area of the station. Responsible for making sure that the staff offices and sound lock are kept clean and maintained in good working order.
4. Responsible for all industry reports (BMI, etc.) - this responsibility shall be shared with the Music Director.
5. The Operations Manager shall know and enforce the WIDB Station Handbook and all other relevant policies pertaining to WIDB's studios content.
6. Coordinating with the Chief Engineer and General Manager on staff training procedures.
7. Reporting non-staff member discipline and records to the General Manager. Policy violations and their resolution should be documented fully and filed with membership records.
8. Recruitment and supervision of on-air staff.
9. Training of all WIDB on-air staff in accordance to WIDB's training system.
10. Scheduling of personnel for all on-air shifts and remotes.
11. Organizing and heading a weekly meeting of all non-staff members of WIDB to inform them of station activity.

12. Maintains a document with an individual folder for each on-air staff member, containing complete records of all DJ and Production tests taken, and any disciplinary reports filed against the DJ. Upon graduation, the staff members' records are added to the alumni listing.

MARKETING COORDINATOR: The Marketing Coordinator is responsible to the General Manager for the development and implementation of all marketing concepts.

Specific duties of the Marketing Coordinator include:

1. Responsible for marketing and presentation of the station.
2. Overseeing that all marketing personnel are performing to the best of their abilities.
3. Meet regularly with the Sales Director and Social Media Manager to develop marketing plans and confirm that existing strategies are being implemented.
4. Developing and scheduling remotes and other public appearances of WIDB
5. The Marketing Coordinator shall know and enforce WIDB's advertising policy as well as any other marketing or advertising related documents; traditional advertising shall be facilitated by the Sales Director.
6. Order, produce, and distribute promotional materials.
7. Attending remotes to pass out WIDB flyers and promotional items

CHIEF ENGINEER: The Chief Engineer is directly responsible to the General Manager for the operation and maintenance of the Broadcast and production facilities 24 hours a day. The Chief Engineer will assist in planning for station development and expansion along with the General Manager and other entities.

Specific duties of the Chief Engineer include:

1. Assisting and advising all departments of the station on matters concerning equipment use and status and general working procedures.
2. Maintenance of equipment both electrical and mechanical.
3. Assisting and advising on the development of the station both physically and structurally.
4. The Chief Engineer shall store and keep up to date all materials relating to station equipment. This includes, but is not limited to, equipment manuals, patchbay documentation, and wiring guides.
5. Developing and producing regular maintenance checks and updates.
6. Assisting station staff in development of remotes.
8. Recruitment and training of staff.
9. Working with the Fiscal Adviser and General Manager to purchase and install new equipment.

MUSIC DIRECTOR: The Music Director is directly responsible to the General Manager and are responsible for previewing all music to determine what should be aired and is in charge of maintenance and upkeep of the record library. There will be a single Music Director for WIDB as it currently sits. Expansion from one Music Director shall be to the discretion of the General Manager. Additional Music Directors may be appointed according to sub-formats for day parting of broadcasts, but are not a necessity.

Specific duties of the Music Director include:

1. Establishing a good rapport with the record companies.
2. Preparing a current rotation / playlist for each stream.
3. Maintaining the music library.
4. Keeping regular updates regarding WIDB's rotation.
5. Reporting playlists to charting companies (CMJ, etc).
6. Facilitating the music choices by WIDB members for each stream and format section.
7. Coordinating as transparently as possible with the Operations Manager.

SPORTS DIRECTOR: The Sports Director is directly responsible to the General Manager and is responsible for the development and production of a balanced presentation of SIUC and other sports activities. The Sports Director is responsible for seeking out a great diversity of local coverage in both men's and women's sports.

Specific duties of the Sports Director include:

1. Working with the Operations Manager in the scheduling of sports casts.
2. Working with the Operations Manager to keep records of sports staff membership and discipline.
3. Recruitment and training of all prospective sports staffers
4. Calling play-by-play/board operating when needed.
5. Setting up and disconnecting seasonal sports phone lines used for broadcasting of games.
6. Maintaining all sports-casting equipment and reporting issues to the Chief Engineer and General Manager.

SALES MANAGER: The Sales Manager is responsible to the General Manager for the commercial aspects of the station's operation, and for co-ordination of the sales department. This person may have a sales staff, organize traffic through the Operations Manager and see that commercials are produced through the Head of Production. The sales manager may appoint an assistant as needed.

Specific duties of the Sales Manager include:

1. Development & Maintenance of a Media Kit and Rate sheet
2. Make sure all sales staff are well trained and actively attempt sales.
3. Monetary goal setting according to the budget's quota.
4. Collection of sales revenue.
5. Reviewing all contracts to insure all information is correct.
6. Settling delinquent accounts.
7. The Sales Manager must work with the General Manager to plan a budget for the next school year. This will include projecting sales and budgeting moneys into various categories.

HEAD OF PRODUCTION: The Head of Production is directly responsible to the Operations Manager and is responsible for the co-ordination and production of all commercials. The Head of Production is also responsible for all programming that aides in the continuity of the total

station aired materials.

In addition to the Operations Manager, the Head of Production shall receive work orders from the Sales Manager for advertisements.

Specific duties of the Production Director include:

1. Making sure all commercials and PSAS are produced.
2. Regularly Producing New Liners and IDs for station programming
3. Keeping the production facilities clean.
4. Recruitment and training of all prospective Production staffers.
5. Training and facilitating of all WIDB staff in use of the production room.
6. Ensuring all shows/games have been uploaded to the WIDB Soundcloud account.

DIGITAL MEDIA MANAGER: The Digital Media Manager is directly responsible to the General Manager and is responsible for maintenance and development of the WIDB website and other online media.

Specific duties of the Digital Media Manager include:

1. Execution and maintenance of online advertising accounts in conjunction with the Sales Manager
2. Management of member contribution to the WIDB website such as news, reviews, profiles, podcasts, and other media in conjunction with other Staff Heads.
3. Maintaining regular updates about WIDB's activity on the website and all other social media platforms.
4. Maintaining the WIDB website's information for membership in conjunction with Operations and Marketing.
5. Development of new sources of online exposure for WIDB
6. Writes and distributes press releases to all area media.

Section V: Representing the Station to the University & Public

WIDB exists due to its RSO status, student activity fees and its space in the Student Center. WIDB could suffer greatly, and even lose its existence, if there is a major violation of University policies attributable to WIDB.

Some of this is obvious. WIDB shouldn't sponsor a dogfighting event. There can't be a WIDB fundraiser where babies (or any other humans) are sold. Some of this is not so obvious. There are policies against sponsoring alcohol-related events, illegal events, events where known felons congregate, etc. There is a policy allowing the university to punish anyone who "affects the integrity of the university?" What does that mean? There is even a policy on policies.

There are billions and billions of university policies. You don't have to read them and we won't recite them here. To keep WIDB out of trouble, here is a handy guide.

Sponsoring Events:

The type of event, what goes on there (like illegal activity), and kind of venue are all restricted by different policies. So, before WIDB can EVEN CONSIDER sponsoring an event, you must have it authorized by the Marketing Director. It is very important that NO WIDB LOGO MAY APPEAR ON ANY PROMOTIONAL MATERIAL (INCLUDING OTHERS' WEBSITES) WITHOUT APPROVAL FOR WIDB SPONSORSHIP.

Sponsoring Groups:

Please do not promise anyone that WIDB will sponsor their softball team, or any charity group, or any SIU activity or club, or any political parties or candidates (student or otherwise).

Someone Wants to Seize the Mic:

Someone may show up at the station and demand to go on the air, or play something, or may call and demand the same thing. Do not allow someone to "take over." Direct them to the Operations Manager. This should not prevent spontaneous interviews, but it intended to control someone seizing WIDB for their purposes.

Requests for Recurring Shows:

If anyone approaches you about WIDB running or hosting, or carrying a program (a recurring show), please direct them to the Operations Manager.

Request for Services:

If someone approaches you about WIDB providing DJ service or similar type of inquiry, please direct them to the Marketing Director, Or the General Manager. Please do not make any commitments or say anything like "it'll probably be OK." That can turn into 300 people angry at WIDB when no one shows up.

Request for Comment & Angry People:

Sometime you may be at WIDB and someone may call or appear and request a "WIDB Response." This could be in response to (for example) a dozen (full) beer kegs discovered leaking in the GM's office. In these situations, it would not be good to say anything other than "Please direct your questions to the General Manager." Do the same thing if an angry person shows up or calls and is upset over something about WIDB. Direct them the General Manager or the Board of Directors. If they continue to cause a disturbance, call Building Security at

If they continue to cause a disturbance, and it is during Business Hours at the Student Center (8am-4:30pm), you should call The Building Administration at 618-453-4301. If it is

after hours, call the Info Station at 618-536-4636 and ask for the building Manager. If that fails, you may call Bowling and Billiards at 618-453-2803, since they operate after hours.

If all else fails, call Campus Security at 618-453-3771. You may use 911 if it is an emergency.

You should also make sure to make any issues known to the General Manager at their posted email or phone number.

Section VI: Closing

This may all seem a little overwhelming at first. But don't worry. With practice and help from other DJs and the staff, you will be confident behind the mic.

The majority of the broadcasting rules are common sense. Have respect for other DJs, their shows, and their music. If you are unsure about something, ask a staff member! Keep the station and yourselves out of trouble by working with the people who have the backing to make decisions, that's what we are here for.

Speaking of Staff, remember that all the positions at WIDB are student-held! If you want to be a staff head, volunteer to help around the station. We can always use the help, and it is the easiest way to learn how we do what we do.

*Congratulations on making it this far! You are practically on air.
Good Luck, and Have Fun!*

Complete the WIDB DJ application and contract, as well as a quick test, and you are on your way!

Rules based upon WIDB Working Papers and Previous Manual Materials,
as well as WZRD and WPCD manuals.