



**STATION POLICY MANUAL  
2020-2021**

**STATION MISSION**

“The mission of WUTM is to train students at the University of Tennessee at Martin to enter the field of broadcasting, while serving the public in both the university and surrounding community.”

### **BRIEF DESCRIPTION OF STATION PURPOSE**

The primary function of WUTM is to serve as a training ground for students interested in all aspects of broadcasting, including: programming, production, sales, news, sports, and promotions. WUTM is a student-operated, educational non-commercial radio station, licensed to and owned by the University of Tennessee at Martin. WUTM 90.3 broadcasts year-round, 24 hours a day, seven days per week. The station provides music and programming to the University of Tennessee at Martin and the surrounding area. In addition to being a music-intensive radio station, WUTM informs its listeners of events taking place both on and off campus, along with local and national news and sports. The station airs academic speakers, athletic contests and other programming of interest to its target audience.

### **STATION ORGANIZATION AND MANAGEMENT**

WUTM is organized in a manner that maximizes time usage and delegation of responsibilities. The management of WUTM consists of eight Executive Staff positions and a Faculty Advisor. The Executive Staff positions include: Program Director, Support and Development Director, News Director, Business/Traffic Director, Sports Director, Social Media Director, Production Director, and Executive Assistant.

The radio station is advised by Dr. Richard Robinson, to whom all air staff must answer to and report. Executive Staff meetings are open only to those holding one of the aforementioned positions, the Faculty Advisor, and the Senior Broadcast Engineer, Mr. Harold Cochran. The general staff of WUTM includes all on-air personalities, newscasters, sportscasters, promotion assistants, etc. Whenever questions or problems arise, they should first be addressed to the Executive Staff. If the problem is not corrected or an inquiry left unanswered, the issue should follow the chain of command: first brought before the Program Director, then the Senior Broadcast Engineer, and then to the Faculty Advisor. The Faculty Advisor appoints students to Executive Staff positions.

## **EXECUTIVE STAFF DUTIES AND RESPONSIBILITIES**

**PROGRAM DIRECTOR** – The Program Director is responsible for all on-air functions of the station. Therefore, he/she acts as the primary disciplinarian of the on-air staff. Monitoring the station's sound at all times, approving all produced material for on-air play, scheduling all air-staff and special programs as authorized by the executive staff or faculty advisor, and coordinating with the News and Sports directors, all fall within this function. It is the responsibility of the Program Director to assist the Faculty Advisor with air check reviews and analysis of all on-air personalities, including the Executive Staff members assigned to an air shift.

The Program Director also supervises and coordinates all competition entries made by WUTM. He/she is responsible for delegating assignments in conjunction with the News Director, creating a competition time line, and reviewing all entries.

Furthermore, it is the Program Director's responsibility to post and maintain office hours and strive to attend station promotions and events. Under individual circumstances, the Program Director may have new duties and responsibilities assigned to him/her on a temporary or permanent basis after consultation with the Faculty Advisor. He/she is responsible for the selection and rotation of music in the station format, based upon charting singles appropriate to the format of WUTM. He/she is also responsible for research of charting independent or locally produced songs into the station's playlist.

**BUSINESS/TRAFFIC DIRECTOR** – The Business/Traffic Director is responsible for: the preparation of all daily logs, overseeing the accurate upkeep of promo copies, posting the calendar of events (Hot Sheet), rotation of the schedule of underwriting announcements, Public Service Announcements, promotional announcements and any produced material requested for air play by the Program Director. Logs are to be created twice a week. On Monday, create logs for Tues-Wed. and on Wednesday create logs Thurs-Mon.

Furthermore, he/she is responsible for making sure that all program logs and documents are completed and stored in the Public File according to the Federal Communications Commission's standards and regulations. Also the responsibilities of the Business/Traffic Director include posting and maintaining office hours, shows, Voicetracking, and completing duties as assigned.

**SUPPORT & DEVELOPMENT DIRECTOR** – The Support and Development Director is responsible for overseeing the solicitation of support announcements for the station. As a true outside representative for WUTM, the Support & Development Director should strive to maintain a professional image for the station, consisting of appropriate appearance, grooming, and dress. He/she must help keep a record of all income to the station and report this to the Faculty Advisor. He/she must also work closely with the Program Director and the Production Director to assure that all sponsor spots are written and produced within non-commercial guidelines, and forwarded to the Business/Traffic director within one week after a contract is completed.

Furthermore, the Support and Development Director must keep office hours and solicit support announcements, which include sales calls in the local area. The Support and Development Director also serves as the Public Relations Representative for the station and is responsible for cultivating a positive relationship between the station and its publics. Those duties include but are not limited to attending promotional events and distributing promotional items.

**NEWS DIRECTOR**- The News Director is responsible for all news copy and newscast airing on WUTM. The staff member will assign stories as well as write, edit, and produce newscasts for the broadcast day. The News Director will train, when appropriate, practicum staff in news gathering, writing, editing, and producing of stories. He/she is also responsible for gathering and distributing news stories to students in Practicum. Other Practicum duties include keeping a running tally of each student's story total and reporting the final numbers to the instructor. The News Director must know the BURLI system for the production of newscast at WUTM. He/she is responsible for "Weakley Word", a public affairs program that airs weekly on WUTM. In addition, he/she is responsible for keeping accurate and updated files concerning issues of local interests or controversy and of any news or public affairs programming that has been aired in relation to those issues.

Furthermore, the News Director is responsible for heading the SEJC competition entries. He/she is in charge of gathering all stories to be used in the entries and ensuring they meet the category's guidelines. He/she will also gather stories to be used in news categories in other competitions such as IBS, AP, and CBI. Finally, as with all Executive Staff members, he/she must maintain office hours, shows, Voicetracking, and other duties as assigned.

**SPORTS DIRECTOR** – The Sports Director is responsible for the training of all personnel within the sports department. Training will consist of learning sports writing skills, proper diction, news broadcasting tips, and critiquing of staff through air checks and training sessions. The Sports Director is also responsible for scheduling all on air sports broadcasts, including the staffing of the air talent and a producer. He/she must utilize a format for the broadcasts, and require sports staff to adhere to the format. The Sports Director will also work with the Program Director and Business/Traffic Director in determining the scheduling of broadcasts involving sports and other applicable programming.

The Sports Director is also responsible for writing two sports stories for each of the daily newscasts for the week. The stories are to be emailed to the News Director. As Sports Director, he/she is responsible for the weekly show “One on One”. Furthermore, the Sports Director is responsible for keeping an audio archive of all aired broadcasts. Finally, as with all Executive Staff members, he/she must maintain office hours, shows, Voicetracking, and other duties as assigned.

\*\*\*Possibly a sportscast – Scorecard in morning; AP TN Sports Minute Afternoon

**PRODUCTION DIRECTOR** –The Production Director is in charge of producing all in house promos, support announcements, liners, Legal ids, and PSAs. He/she must send all underwriting production to the Support and Development Director for approval before sending the finished copy to Business and Traffic. The Production Director must fill in Production sheets. Nothing can be produced unless a production sheet is filled out. He/she must post all shows and sports games on I-tunes.

The Production Director serves as the supervisor for production work done for third parties i.e. Greek week events or homecoming mixes. He/she either completes or assigns to other executive staff the production work requested by the third party. *Note: payment must be made from third parties before production work begins.*

Furthermore, as with all Executive Staff members, he/she must maintain office hours, shows, Voicetracking, and other duties as assigned.

**DIGITAL MEDIA DIRECTOR** – The Social Media Director is in charge of all social media platforms utilized by the station and whose overall goal is to increase internet presence of the station by working with all other staff members to promote each of the stations projects i.e. news, sports, campus events, shows, Greek life, community events, etc. As Social Media Director, he/she is not

entirely responsible for all social media posts, but should also keep other staff members accountable for posting on social media.

Furthermore, the Social Media Director is responsible for the creation and upkeep of the WUTM website. As with all Executive Staff members, he/she must maintain office hours, shows, Voicetracking, and other duties as assigned.

### **GENERAL STAFF REQUIREMENTS**

The General Staff of WUTM includes all on-air staff, newscasters, sportscasters, sales representatives, as well as any other individuals involved in station operations.

As a staff member you are responsible for all of the following:

- Σ ARRIVING TO WORK ON TIME.
- Σ ADHERING TO STATION GUIDELINES OR FACULTY ADVISOR AND FORMAT POLICIES.
- Σ NOTIFYING THE PROGRAM DIRECTOR OR OTHER EXECUTIVE STAFF MEMBER IMMEDIATELY IF YOU CANNOT BE ON TIME FOR YOUR AIRSHIFT.
- Σ ATTENDING ALL PRACTICUM/STAFF MEETINGS.
- Σ RECORDING ALL TRANSMITTER READINGS HOURLY, AS REQUIRED.
- Σ NOT AIRING LIVE OR RECORDED OBSCENE OR FOUL LANGUAGE.
- Σ KEEPING ALL AREAS OF THE STATION WHERE YOU WORK CLEAN.
- Σ REPORTING ALL SCHEDULING AND MUSIC PROBLEMS ON THE MUSIC AND ALL TECHNICAL PROBLEMS AND SUPPLY SHORTAGES TO EITHER AN EXECUTIVE STAFF MEMBER, AND THE ENGINEER REPORT TO THE SENIOR BROADCAST ENGINEER, OR THE FACULTY ADVISOR.

\*\*Notice: Each staff member is also required to complete their portion of the syllabus, as assigned to your particular section of practicum. A progressive discipline policy is in place and will be enforced.

## **PERSONAL CONDUCT**

Food and drinks are **STRICTLY FORBIDDEN** in the control room or production studios!

- Smoking, or the use of any tobacco products, including dipping and chewing tobacco is strictly forbidden anywhere within the station.
- The possession of firearms or illegal substances within the station will result in an automatic “drop/fail” from any Communications course and could also result in expulsion from the university.
- Visitors are not allowed in the control room or production rooms unless they are part of the broadcast or have been approved in advance by an executive staff member or the faculty advisor. **NO EXCEPTIONS!**
- Only those staff persons assigned to a specific shift may be in the studio at that time. The only exception to this would be an executive staff member performing official station duties or the faculty advisor.
- Loaning or borrowing of station music or equipment cannot be made under any circumstances. The only person that may grant permission otherwise would be the Faculty Advisor. Any unauthorized removal of music or equipment will be considered an act of theft from the University of Tennessee at Martin and will be handled by University Police or other law enforcement agencies.
- Personal calls made must be kept under one minute, and should be **extremely** rare. The telephones are for our listeners to call in requests, make comments, or discuss business. It is not for personal business.

Every effort will be made for WUTM to operate in a business-like manner within an educational environment. Every staff member is expected to conduct themselves in a professional, educated manner when at the radio station. You are expected to pay attention and learn as much as you can about radio broadcasting. A positive attitude and a willing spirit are the tools that are required for learning to take place.

## **STAFF DISCIPLINE POLICY**

WUTM 90.3 at the University of Tennessee at Martin has what is known as a progressive discipline policy. This means that there are consequences for staff persons who violate station policy. Many well-run stations have a policy similar to this. If they do not, employees may not enjoy the security that they have a “second chance.”

At WUTM you may accumulate “four strikes” before you are terminated. The following procedures will be used regarding discipline:

**FIRST OFFENSE: VERBAL WARNING** – Upon the first offense of a staff member’s violation of any WUTM policy or procedure, a verbal warning will be given by the Program Director, in conjunction with the consent of the Faculty Advisor. The warning is documented in the staff member’s personnel file, and the staff member receives a copy of the document for their records.

**SECOND OFFENSE: WRITTEN WARNING** – The second offense of a WUTM policy or procedure will be directed to the Faculty Advisor and will issue a written warning to the staff member.

**THIRD OFFENSE: CONFERENCE/SUSPENSION** – The third warning will result in a conference between the staff member and the Faculty Advisor. Should the third warning involve an Executive Staff member, the conference will be between that staff member, the Faculty Advisor and/or the Chair of the Department of Communications.

**FOURTH OFFENSE: DISMISSAL**- If a fourth violation of any WUTM policy or procedure occurs, the staff member in question will be advised of the offense, and given a “drop/fail” from the Practicum Class by the Faculty Advisor or terminated from their job position at the station. Following dismissal from the course the staff member may pursue any other grievance procedure available to University of Tennessee at Martin students.

*\*\* Important notice:* If a serious violation occurs, a student may be dropped from the course. This could involve incidents that might jeopardize the station license, a serious breach of ethics (i.e. the theft of equipment), or other situations. A student may be dropped at any time if they demonstrate an uncooperative attitude or unprofessional conduct. Complaints about on-air remarks,



performance, complaints from other faculty members or other staff may result in the student being dropped (though not necessarily drop-failed) from the course at any point in the semester. This is solely at the discretion of the Faculty Advisor.

### **PRACTICUM EXPECTATIONS:**

The Practicum class is the most important part of the education process of WUTM and every staff member must consider the class as seriously as all other classes. The Practicum class for WUTM is under the direction of the Faculty Advisor. All staff members are therefore required to behave in a professional and educated manner. Improper conduct can and will result in the temporary or permanent removal of any staff member from the class, as determined by the Faculty Advisor. In the practicum class, respect and silence must be maintained by all to the faculty advisor while addressing the practicum meeting. Rude or obscene language, or any disrespectful outbursts will not be tolerated under any circumstances. These may result in an automatic “drop/fail” from the class, as this type of behavior limits others from the education process.

### **PRACTICUM ATTENDANCE POLICY:**

Since the practicum class meets only once a week, it is imperative that every staff member attend **every** practicum meeting, however, there will be some exceptions to this:

**EXCUSED ABSENCES:** Any staff member needing to miss a practicum meeting due to illness, school-trip, or emergency, may obtain an excused absence from the Faculty Advisor, who will be in charge of keeping attendance records. Notification of an absence due to the previously stated reasons **must be made well in advance** of the practicum meeting, **NOT** during or after. If for some reason prior notice cannot be given, the notification must be made as soon as possible. Absences are expected to be rare, if ever.

**UNEXCUSED ABSENCES:** Any general or executive staff member who accumulates four unexcused absences throughout the course of the semester will be removed from their on-air or sales position, and receive a “drop/fail” for the course.

**RATINGS:** Although Arbitron’s ratings do not have a direct effect on a non-commercial station as they do on commercial stations, we want to run WUTM in

a way that we all learn the procedures and workings of Arbitron, more of which will be discussed in Practicum.

**DEAD-AIR:** A MAJOR “NO NO IN BROADCASTING”. This is something that you should never have happen during your show, without fail. Not starting a song quick enough when another song ends, eject a CD while it is playing, cueing up a song and pausing the wrong disc, not having your channel “on” or in “program” are all very common causes for dead air, but should be avoided at all costs.

**Never identify our station, vocally or with a sweeper, after dead air! This causes damage to our stations image.**

**PHONE LINES:** When answering the request line in the studio, you are acting as a representative for the station. Always answer by saying, “The Hawk 90.3,” not “Hello” or “What?” Be as courteous and cheerful as possible, regardless of what kind of mood you might be in. **NEVER** be disrespectful or rude to a caller. If the business line is ringing, answer it. But answer it correctly, as this may be a sponsor business calling. ALWAYS LEAVE A MESSAGE FOR THE PERSON WHO THE CALL WAS FOR. Also, we obviously want to be respectful to anyone calling the business line since their purpose for calling will be official station business.

**DELIVERY:** The first rule is **clarity**; making sure your listeners can understand you. When talking on-air, use of Standard American Speech is required. The second rule is **brevity**. Radio is “the theater of the mind.” If you have something intelligent and thought provoking to say, say it. Otherwise just stick to the basics as outlined on the program log. Our primary target audience is age 15-26, local students. With this in mind, strive for a delivery style that best communicates with the group. Since this is a university station and town, educated speech is needed to reach our audience. Just be yourself, and that will appear real. (The tempo of the song determines what style you will have when talking over the intro of a song) **HINT:** Smile when you talk.

## PROFANITY AND VULGARITY

### BROADCAST LANGUAGE:

WUTM has worked to create a positive image as a professional radio station in the Martin community, and it is the duty of everyone even remotely involved with WUTM to maintain that image. Being classified as an educational station by the FCC, there are times when we must comprise a professional sound for our station, mostly due to technical errors, as we are all learning radio. However, one thing we will NEVER compromise is good taste. We will not air any material that is not in good taste, is socially unacceptable, vulgar, or sounds “uneducated.”

Students who broadcast obscene or indecent language, as defined by the Federal Communications Commission, will be dismissed, and receive a “drop/fail” from the Practicum class. According to the FCC:

“Broadcast indecency is language or material that, in context, depicts or describes, in terms of patently offensive as measured by contemporary community standards for the broadcast medium, sexual or excretory activities or organs.”

Obscenity shall be considered any material meeting or any or all of the following conditions:

- An average person, applying contemporary community standards, must find that the material, as a whole appeals to the prurient (impure in thought and desire) interest.
- The material describes, in a patently offensive manner, sexual conduct specifically defined by applicable state and/or federal laws.
- That material, taken as a whole, must lack serious literary, artistic, political, or scientific value.

## 12 ESSENTIALS OF RADIO BROADCASTING

1. Always be at least 10 minutes early for your air shift, if at all possible.
2. Think about what you want to say before you on the air.
3. Never talk or play a sweeper after dead air. Simply play the music.
4. Never use obscene or indecent language on the air.
5. Clarity and Brevity are the keys to a good delivery.  
\*\*\*K.I.S.S.= Keep It Simple Stupid
6. Never talk over the vocals of a song.
7. Always conduct yourself in a professional, courteous, and educated manner while at the radio station or while attending any station remotes.

8. Always maintain a positive attitude towards the station and fellow air personalities.
9. Remember: T.H.I.N.K. for a successful business environment
  - T=teamwork
  - H=helpfulness
  - I=interest in others
  - N=no negativity
  - K=knowledge
10. Always be conscious of time and timing.
11. Good board-op skills are necessary. Once you've learned how to run a tight board then develop your radio personality.
12. Never stray from the format, unless authorized to do so.