Shape



**89.1 WIDR FM**

**Station Handbook**

Who We Are – What We Do – Why We Do It – How We Do It

Shape

Additional Official Resources (Complete Set of WIDR Master Resources)

* **Station Handbook-** Outlines WIDR’s core principles and policies.
* **Airstaff Manual –** Everything you need to operate as a WIDR Airstaff
* **Music Review Manual –** Our musical mission, and how we process music.
* **Audio Production Manual –** Audio production team guide to educate and create award winning WIDR audio content.
* **Media Creation/Brand Manual –** How to interact with people on WIDR social media and how to create graphics and posts that align with our brand.
* **Remote Broadcasting Manual/Event Guide –** How to host a remote WIDR event.
* **Program Guide:** List of all WIDR Programs, airtimes, DJ info, and programming clocks.

**INDEX**

WELCOME

1. Who We Are & What We Do
2. Mission, Vision, Core Values
3. Equal Opportunity Policy
4. Brand Standards
   1. What we’re known as
   2. Positioning statements
   3. Target audience
   4. Logos
   5. Main logo
   6. Typography
   7. Color palette
5. Office Information
   1. Business hours
   2. Address
   3. Phone Numbers and Email
   4. Emergency Contact (do not share)
   5. Public file
6. Internal Communication Platforms
   1. Outlook
   2. Webex
   3. OneDrive
   4. Discord
7. Staff Structure
   1. ADSM
   2. General Manager
   3. Department Directors
   4. Volunteer Staff
   5. Other Paid Positions
8. Getting Involved at WIDR
   1. Airstaff
   2. Production Team
   3. Promotion Team
   4. Music Team
   5. Applying for Open Positions
   6. SMG Board
9. FCC Policies
   1. What is the FCC
   2. Our role
   3. Station Identification
   4. EAS System and Local Emergencies
   5. Public File
   6. Obscenity Indecency and Profanity
      1. WIDR’s list of “bad words” (as of August 2023)
   7. Personal Attack/Defamation
   8. Calls to Action
   9. Rebroadcasting Other-Station Programs
   10. Lottery and On-air Contests

**DEPARTMENTS**

1. Station + Operations
   1. General Manager
   2. ADSM
2. Program + Content
   1. Program Director
   2. Music Director
   3. Airstaff
   4. WIDRTALES Creative Team
   5. Original Series - Podcast Hosts
   6. Production
      1. Production Director
      2. Assistant Production Director
      3. Audio Engineers
      4. Live Sound Crew
3. Marketing + Promotion
   1. Department Head: Promotion Director
   2. Art Director
   3. Graphic Designers
   4. Website Director

**OPERATIONS + POLICIES + PROCEDURES**

1. Common Forms
   1. Station-Info Form
   2. Graphics Request Form
   3. Website Request Form
   4. Production Order Form
2. Personnel
   1. Onboarding personnel
      1. Other steps for paid staff
   2. Attendance
   3. Disciplinary Action
   4. Pay Structure
   5. Personnel Files
   6. Time Sheets
   7. Bronco Card Access
   8. Event Requirements
   9. Reporting Problems
   10. Workplace Safety
   11. Reimbursements
3. Studio/Office Reservation
4. Content Proposals
   1. Podcast/Talk Show
   2. Specialty Music Show
5. Studio Policy
6. Broadcast and DJ Operations
   1. Airchecks
   2. Airstaff Manual
7. Online Uploads
   1. Widrfm.org
   2. Youtube
   3. Loomly
   4. LANDR - TBD
8. Social Media
   1. Posting Guide
9. Studio Recording File Transfer
10. Partnerships
    1. Standing Partnerships
    2. RSO Collaboration
    3. Community Colloboration
11. Events
    1. Procedures & Conduct
12. Travel
    1. Procedures
       1. Travel & Planning Sheet
       2. Hotels, Flights, Etc.
       3. Reimbursement
13. Giveaways and Prizes
    1. Where and When
    2. Conduct

**WHAT WE CREATE - OUR PROGRAMS AND CONTENT**

1. Broadcast Programming
   1. Specialty Shows
   2. Legacy Shows
   3. Talk Shows
      1. Newscasts
      2. Sportscasts
      3. Podcasts
      4. Original Series
2. Multimedia Content

**STUDIOS AND EQUIPMENT**

1. Guides
   1. Remote Broadcasting
   2. COMREX
   3. Basic Editing Tools
2. Studio Equipment Inventory
   1. Sign out/in
3. Studios
   1. Broadcast Studio W
   2. Broadcast Studio M
   3. Broadcast Studio U
   4. Production Studio A
   5. Production Studio B
   6. Storage Room

**WELCOME TO WIDR**

Shape

**Who We Are & What We Do**

WIDR invested in a strategic planning process in the Summer of 2023. The transition to working remotely during the COVID-19 pandemic introduced several challenges to the staff and culture at WIDR which resulted in a loss of knowledge about what we do, and how to do it. However, it also provided new opportunities for reflection and growth.

One chief tenet of this process was to ensure consistency with our overarching goals. Being a student-run station, it is very common for staff members to change positions or move on from the organization due to new academic or professional plans.

We wanted to ensure that the Impact could have a set of guiding principles so that as the organization grows in the coming years, we could adhere to core principles that help lead conversations surrounding our station’s identity, culture, and values. In short, we aimed to identify ways that we can continue to empower and protect our staff, initially through policy that can inform WIDR's operations for years to come.

What is WIDR?

WIDR is the student run-radio station at Western Michigan University. It is a branch of the Student Media Group (SMG) alongside The Western Herald. WIDR is funded through the Student Assessment Fee (SAF) in addition to donations from community members.

Who is WIDR for?

WIDR is for the students and by the students, first and foremost. Always give voices and opportunities to the students (they paid for it). We aim to be a community-oriented, diverse, and progressive media outlet to engage with the people of Western Michigan University and beyond.

**Vision & Mission**

What’s our vision?

By supporting our staff and supplying creative and professional opportunities, we engage our students and community by providing innovative, fun, alternative, and mindful radio programming and multimedia content.

This is a space for you to grow in any area of media that you’re interested in: award-winning audio production, radio shows, podcasts sports, news, and more.

What’s our mission statement?

Our mission statement answers the question: why does 89.1 WIDR FM exist? Everything that should be done for and at the station should always be rooted back core reasons

1. Train students in technical and creative skills.
2. Provide alternative programming to the mainstream

Therefore, a good mission statement would read:

***"89.1 WIDR FM is an inclusive student-run radio station educating students in broadcasting innovative media to the campus and community of Kalamazoo."***

**Core Values**

As of August 2023, WIDR’s four core values are:

1. **Community**: giving a voice to the people we serve.
2. **Innovation**: always push the boundaries in our programs and content.
3. **Passion**: give our fullest effort and quality into all products.
4. **Diversity**: ensure all voices are being heard.

**Equal Opportunity Policy**

What’s an equal opportunity policy?

The equal opportunity policy is a foundational rule for the organization’s involvement to ensure there is no discrimination based on any person’s identity.

Our equal opportunity policy is:

“89.1 WIDR FM shall not engage in discrimination constituting inappropriate or unprofessional limitation of employment or participation opportunity based on race, color, religion, national origin, sex, sexual orientation, gender identity, age, protected disability, veteran status, height, weight, or marital status.”

**Brand Standards**

It is important to follow our brand standards to ensure a clean, professional, and consistent brand image and beliefs. WIDR has many platforms, social media, on-air, website, and physical material, maintaining the WIDR brand across fields is key to a unified vision and purpose.

Identity Guide

All of our brand guidelines, logo usage, can be found in our Identity Guide, within WIDR MASTER FILE -> WIDR SYSTEMS -> WIDR IDENTITY.

What We’re Known As

Our brand name is: 89.1 WIDR FM. Pronounced:

“EIGHTY-NINE POINT ONE WIDER F-M"

Positioning Statements

Positioning Statements are a description of your product and target audience and explain how it fills a market need.

* “Your source for radio evolution”
* “For the students, by the students”

Target Audience

We cater our programs for the student population at Kalamazoo, primarily college students and young professionals ranging from 18-34.

**Office Information**

89.1 WIDR FM broadcasts 24 hours a day, seven days a week. Office is open to staff and public during normal business hours. Studio access is all day and all night.

Normal Business Hours

Monday-Friday, 10am-5pm.

Address

Student Center, Western Michigan University Campus

Phone Numbers & Email

Office line: 269.387.6301  
Studio line: 269.387.6303  
Email: [widr-info@wmich.edu](mailto:widr-info@wmich.edu)

Emergency Contact

Program Director: **(AVAILABLE FOR STAFF)**  
General Manager: **(AVAILABLE FOR STAFF)**

Public File

The Federal Communications Commision (FCC) requires each broadcast station to maintain an Online Public Inspection File (OPIF). Any member of the public can access this file at any time. If someone is interested, you can point them to our file, availble at the bottom of our webpage.

Public File here: [Public File](https://publicfiles.fcc.gov/fm-profile/widr/fcc-authorizations/756e08a2-ef40-bdaf-4d9c-79b7ba790790)

**Internal Communication Platforms**

Email - Outlook

Emails are provided through Western Michigan University’s Microsoft Suite. These emails all end in [@wmich.edu](http://@wmich.edu). These serve to integrate us into the university, preventing any spam blocks, and giving us access to all the Microsoft software and tools.

Drive - OneDrive

In addition to our email, Microsoft OneDrive works in conjunction with Outlook. All of our files are hosted and uploaded to OneDrive and can be easily linked and shared through email. OneDrive is the Dropbox for ALL WIDR MEDIA.

Video Calls - Webex

Webex is a video call platform that is integrated into the Microsoft Suite at WMU, it is frequently used by professors and schools within the University.

Community Hub - Discord

Discord is utilized as our primary hub for casual communication and engagement with the community. Director meetings are hosted on the private director channel.

Staff Project Tracking - Teams

Discord is utilized as our primary hub for casual communication and engagement with the community. Director meetings are hosted on the private director channel.

**Staff Structure**

89.1 WIDR FM has seven part-time paid positions. All positions are entirely students aside from the ADSM.

Department Heads

Department Heads are the highest rank in each of 89.1 WIDR FM’s departments.

* Station + Operations
  + Head: General Manager
* Marketing + Promotion
  + Head: Promotion Director
* Program + Content
  + Head: Program Director

They are responsible for delegating tasks and working closely with each staff member and volunteer team within their department. Department heads hold monthly departmental meetings, during which staff members provide updates, ask questions, and share goals with one another. Additionally, department heads often meet with each staff member individually to discuss progress updates, personnel reviews, and other miscellaneous projects. Projects are tracked using the Microsoft Planner.

Department heads have the following expected responsibilities and event requirements:

* Serving as a member of the Executive Board
* Event requirements: 4x per year
* Classroom recruiting once per semester
* Live DJ shift
* Director-On-Duty shift
  + Open office hours to train, implement, and onboard ANY student who comes in.

STATION + OPERATIONS

Assistant Director of Student Media

The ADSM is a Student Media Group position meant to advise the leadership teams of both, 89.1 WIDR FM and the Western Herald.

General Manager

The general manager serves to provide visions/goals for the station and ensure they are done. In addition to holding staff accountable, providing resources to all staff and volunteers, and being a touchpoint for all contact and direction in the station.

MARKETING + PROMOTIONS

Promotion Director

Maintains community relationships and plans station events. Ensures the delegation of the social media schedule, and on-air promotional scheduled materials. Lead initiatives with giveaways, station branding, marketing. Decide what we want to say as a station. Create PSAs, decide on merch and branding.

Promotion Assistant

Accept responsibilities delineated by the Promotion Director. Design art, posts, and designs used on WIDR media. Develops visual imagery for station. Ensures consistent brand and helps train volunteers for promotional writing and distribution.

Video Director

Create multi-media and video content on promotional needs. Generates and delegates photography and visual media art design. Leads volunteers to create and produce photos, graphics and videos for the station. In charge of camera and visual equipment rental.

PROGRAM + CONTENT

Program Director

Develops program schedule and finalizes all ideas for on-air play. Ensures the generation of shows from their own creativity, community suggestion, or WIDR staff. Onboards and trains DJs. Leads training/onboarding of new DJs. Helps aid in the ideas for new programs, as well as filling needed on-air positions. Ensures training is done. Helps with airchecks.

Music Director

Gathers and generates new music for the station. Curates playlists for DJs and leads the Music Review team on what to create. Touches base with artists and talent for relationships.

Production Director

Generates and facilitates the creation of Audio Production and creates concepts for future Production content. Delegates audio production and leads production team and distributes audio for visual media promotion.

Production Assistant

Helps with audio production team, live sound, and the load of audio production work at the station.

Office Team

Dedicated number of staff members that worked on a variety of office duties, such as answering phone calls, greeting visitors, collecting mail, and onboarding volunteers. This team is for the purpose of promoting efficiency and collaborative problem solving.

The Office Team is a collection of staff members who assist with a variety of administrative and operational tasks for WIDR’s in-person operations.

The Office Team is supervised by the General Manager, who is responsible for scheduling and running Office Team meetings. In instances where the General Manager is unavailable, the Program Director is the next in line to handle scheduling or other managerial duties.

**Getting Involved at WIDR**

Volunteer Teams

Volunteer Teams The best way to get involved at the station is as a volunteer; most of our paid staff ultimately start as team volunteers. Moreover, these teams offer practical, engaging, and rich experiences that foster new technical and interpersonal skills, in addition to providing fun atmospheres that students can grow within comfortably.

Airstaff

The Airstaff team works together to lend a voice to WIDR. They DJ music throughout the week while sharing entertainment and community-based content on-air. Senior and long-running Airstaff members also go on to host their own specialty shows. WIDR is proud to broadcast live on the radio and stream online and on the app 24/7; as such, Airstaff DJs fill our timeslots.

DJ Training

1. Learning FCC guidelines, basic IDs, rotations, station policies, Airstaff manual
2. Learning how to operate the board
3. Pre-recording your station IDs and bumpers
4. Pre-recording shows, air later that week
5. Approved for weekly or bi-weekly (twice a week) Variety Slot
6. Once trained for 15 hours, appointed to Specialty show

For questions concerning the Airstaff team, please contact the Program Director.

Production

The Audio Production team is responsible for creating new promos, public service announcements, audio bumpers, drops, beds, show intros/outros, sound bites, and all WIDR-centric content for the station.

Team volunteers get a hands-on approach to learn how to make award-winning audio production using industry standard tools and applications. In addition to technical experience, the Audio Production team has creative freedom to write and produce productions for any of the WIDR’s existing forms of content. For example, these can include audio parodies of current trends, PSAs designed to encourage against the use of alcohol, or ghost stories to promote Halloween - but the sky's the limit for whatever the team is interested in pursuing.

Additionally, volunteers can mix sound for in-studio and out-studio performances, working closely with local bands to make their sound beautiful. The team often collaborates with specialty show hosts to create liners specific to their show, in addition to nearly every volunteer team at WIDR.

For questions concerning the Audio Production team, please contact the Production Director.

Graphics

The Graphics Team is responsible for updating and maintaining 89.1 WIDR FM’s visual brand across all mediums, which includes logos, cover art, posters, social media graphics or station-specific marketing materials. The Promotions Director, in addition to the station’s Graphic Designers, help curate digital and analog content to promote the station and provide aesthetic consistency!

Adobe Creative Cloud is a must for designers, but the Graphic Team is able and willing to introduce all prospective volunteers to the design process at their own pace. For questions pertaining to the Graphic Team, please contact the Promotions Director.

Media

The Media Team (also known as the Visual Media Team) is responsible for the holistic multimedia production needs of WIDR, primarily through photography and videography. Volunteers often attend concerts and performances with media passes to capture unique footage for WIDR's social media accounts and website. Additionally, the Media Team assists with in-studio and out-studio performances, as coordinated either by specialty show hosts or the Media Team’s own volunteers. The Media Team also collaborates with nearly every station at the department. Most visual media produced on WIDR’s socials is filmed, edited, and produced by the Media Team.

Music Review

The Music Review Team assesses new music submitted from labels, promoters and the artists themselves to determine what should go on air. They meet regularly to share their opinions and discuss WIDR’s sound. The Music Review Team, compared to WIDR’s other teams, is more discussion-based; volunteers often freely engage with one another about music. These conversations inform the Music Director’s decisions about which songs to submit to the Program Director. Additionally, the Music Review Team occasionally collaborates with the Media teams.

For questions concerning the Music Review Team, please contact the Music Director.

Street

The Street Team, sometimes referred to as the Marketing Team, is led by the Promotions Director. This covers anything from writing promotion, to writing for the website, and create posts about relevant topics. The Street Team hosts tabling, puts up flyers, attends concerts promoted by the station, while also helping to coordinate station bonding events. Additionally, the Street Team aids in ways to help market the station in order to get more listeners as well as retain volunteers. These methods can include, but are not limited to, exploring promotion avenues online, social media analyses, and external partnerships.

For questions pertaining to the Street Team, please contact the Promotions Director.

SMG Board

The student media group is the governing body of the Western Herald and 89.1 WIDR FM. It is comprised of students and university staff to safeguard and promote student voices through media.

**FCC Policies**

What is the FCC?

The Federal Communications Commission (FCC) is an independent government entity responsible for regulating communications by radio, television, wire, satellite and cable. Five FCC commissioners regulate all aspects of the radio industry ranging from regulating Emergency Alert Systems, issuing broadcasting licenses or even sending impromptu inspectors to radio stations. In most cases, the FCC relies on the public complaints and routine investigations to evaluate what rules, if any, have been broken by a station and what the consequences will be (i.e. suspension of license or large fines).

Our Role

As a member of the staff of WIDR, you are responsible for understanding and abiding by both 89.1 WIDR FM and FCC rules. If you have any questions about these rules, always feel free to reach out to your Programming Department. The following section goes in-depth about the most important FCC and WIDR’s on-air regulations. These rules must be followed with no exceptions. Failure to uphold these rules may result in the following: dismissal from staff, removal/suspension of a radio show, a fine for 89.1 WIDR FM or Western Michigan University, of a massive amount of money and/or revocation of the station’s license. In short, THIS IS IMPORTANT.

Station Identification

The FCC requires that each station air a legal ID announcement at the top of every hour during a natural break in programming. The required legal ID announcements must contain the station’s call letters followed by the name of the city of the licenses as specified in that station’s license. Our station ID is “W-I-D-R Kalamazoo”, with nothing else included between those words. We have pre-produced legal IDs that give this announcement, and they are programmed to automatically play at the top of each hour when using the NEXTKAST automation system. However, if you are DJing manually, broadcasting remotely, or hosting a talk show, you need to pay special attention. The legal ID needs to be read 5 minutes before or after the top of the hour.

EAS System & Local Emergencies

All stations are required to participate in the Emergency Alert System (EAS.) This system is designed to alert our listeners to severe weather or other emergencies. Tests and actual announcements are logged in the Operations log. The EAS system broadcasts on air automatically and DJs will not be able to tell when it airs. If there is potential danger in our area, follow these three rules before you announce it on air:

1. Check multiple news sources.
2. Contact the station’s emergency contacts to verify it with them.
3. If the contacts approve, make the announcement carefully
   1. CITE your sources. DO NOT just go on air and announce the danger.
   2. If it is false, it violates FCC regulations and the station can get fined.
   3. Acceptable sources include other local news stations or the local department of Homeland Security.
   4. Example: "According to KDPS there is an active shooter in Heritage Hall."

Obscenity, Indecency, and Profanity

On Air Obscene content does not have protection by the First Amendment. WIDR does not allow any obscene content whatsoever.

For content to be ruled obscene, it must meet the following conditions:

1. An average person, applying contemporary community standards, would find the piece as a whole to be excessively sexual.
2. The material must depict or describe, in a “patently offensive” way, sexual conduct.
3. The material, taken as a whole, must lack serious literary, artistic, political, or scientific value.
   1. Indecent content portrays sexual or excretory organs or activities in a way that does not follow the conditions of obscenity.

Do not play something you wouldn’t be willing to defend in court and risk losing multiple thousands of dollars over. If you are unsure if you should play something, then you should not play it.

89.1 WIDR FM’s List of BAD WORDS

Because the FCC does not directly prohibit specific words from broadcast, we have our own list based on prior practice, community standards, and generally accepted words as determined by fellow broadcasters.

The following list is WIDR’s “List of Bad Words” and cannot be said on air at any time.

* Fuck, shit, bitch, God damn, goddammit, prick, cunt, cock, cocksucker, motherfucker, piss, penis, vagina, any slang to describe body parts (ass, twat, dick, balls, etc.), bastard, and any drug related lyrics that include repetitive calls to action.
* Additionally, no slurs directed at a group of people based on race, gender, sexuality, national origin, etc.
* This DOES apply even if you consider yourself to be a part of the group. Exceptions include: hell, and damn (NOT God damn). We are allowed to use these.
* Hosts and guests are NEVER allowed to use any of our bad words at any time.

Personal Attack / Defamation

While WIDR does not discourage DJs from voicing their opinions, there are some areas that warrant extreme caution. Defamation of character is the condemning of a person or place that would lead to injury of the person’s/place’s reputation and business. T

There are two forms of defamation and the WIDR can get sued for both, so personal attacks are not permitted.

1. Slander - the action or crime of making a false spoken statement that can damage a person’s reputation.
2. Libel - published false statements that are damaging to a person's reputation; written defamation.

Keep these two forms of defamation in mind - and remember to never say something about anyone that is not true. Disclaimers do not exempt you from this rule. Even if it is your opinion, or something you heard - you and the WIDR can still get in trouble for you saying it.

Calls to Action

A call to action occurs when a DJ directly tells or persuades listeners to do something that is profitable for someone else (listening to music, voting for a specific candidate, visiting a restaurant, etc.). Calls to action are strictly forbidden on WIDR due to our noncommercial-educational license. You can give information on an event or artist without using calls to action - examples below.

* WHAT **NOT** TO SAY: “The Frogs and Toads will be in town tonight. Go see them at Shakespeare’s Pub!”
* WHAT TO SAY: “The Frogs and Toads will be in town tonight at Shakespeare’s Pub. More information can be found on their website.”

Rebroadcasting Other Stations' Programming

It is highly illegal to rebroadcast any other station’s programming. This includes anything AND everything of any length. WIDR staff members who violate this FCC-mandated regulation shall be held legally responsible for any and all violations.

Lottery and On-Air Contests

Mentioning prices is forbidden on WIDR, due to FCC restrictions on underwriting for noncommercial stations. There are strict rules about announcing the results of any lottery contests on-air.

* We are not allowed to mention any monetary amount/price. We can never say how much something costs - this includes free because free = $0.
* Do not report any other contest results from anywhere except official WIDR contests.
* The only contests allowed on-air at the WIDR are designed and prepared only by the Promotions Director.
* All winners must be listed on an official sheet in the station, and records must be kept on file.
* If you run any unauthorized contest on-air, you will be held legally and financially responsible, and you will be dismissed from staff.

Quarterly Issues in Programs

The Quarterly Issues in Programs (QIP) is a report document filled out by the Program Director. This document is legally required to be part of our FCC Public File. The Document details the community-centric issued that were discussed on our airwaves. The

**OPERATIONS + PROCEDURES**

Shape













**Common Forms**

Available on the WIDR Staff page on WIDRFM.org

Station Info Form

Available on the front page and Connect page on the website. Used for outside organizations to get their information directly to WIDR.

* It is critical this form is routinely checked (daily) by the Promotions Director and General Manager.

Staff Form

Available on the staff page, HIGHLY CONFIDENTIAL FORM, required to sign by all staff to get important information such as interests, experience, health risks etc.

Production Order Form

All station imaging and programs that go through Production require the signing of the Order Form. Allows production to have all necessary details to begin engineering.

Promo Order Form

Available to all WIDR staff, this graphic request ensures that a member of the WIDR’s graphics team will create a brand-accurate design for your idea.

**Personnel**

Personnel Files

Each staff member at WIDR has a folder that houses all information relevant to their time at the station, including each of their applications - be it for a volunteer or paid staff position. This is maintained by the Station Management + Operations department with additional input provided by the staff member in question as well as their Department Head. The purpose of personnel files is to adequately track and convey each staff member’s story of their experience at WIDR.

Onboarding Procedure

WIDR is always gaining new volunteers for its variety of teams. As such, it’s important to make sure these volunteers are socialized within WIDR to the best of our ability, quickly, and meaningfully.

If a WMU student sends an email - or arrives at the station - and wants to know how to become a volunteer, direct them to widrfm.org/join. This webpage lists information on every Volunteer Team we have at the station, as well as open positions for Paid Staff positions and Specialty Show hosts. It also links to the Staff Form, which collects any and all information we’d need from a WMU student - from their phone number to their Emergency Contact, to their T-Shirt Size! Encourage interested students to consider filling out the volunteer application form, even if there are open paid positions. Most of our paid staff comes from those who started as volunteers.

Other Steps for Paid Staff

In addition to these onboarding procedures, new paid staff are also required to complete other steps for their onboarding process at the station.

1. Paid staff are required to fill out a Staff Information Form, which is used by the Office Team to log necessary information.
2. They must I-9 and a Hiring Form before their first onboarding meeting with the Operations Manager.
3. These files are filed by the General Manager - alongside the ADSM Once these have been completed, paid staff are given a timesheet by the General Manager.

Performance Review

Performance reviews are end-of-semester analyses of a staff member’s performance in their role and overall department. These are overseen primarily by the General Manager and Assistant Director of Student Media, with additional input from Department Heads.

Attendance

As an organization that broadcasts 24 hours a day, 7 days a week, attendance is essential. It is expected that all staff members, both paid and volunteer, follow through on their commitments. A lapse by one person often has direct consequences for others who are counting on them to complete their own work. Failure to consistently meet attendance commitments will result in disciplinary action.

Disciplinary Action

Disciplinary action arises in situations where a staff member is found to be acting in a way that is deemed inappropriate or against WIDR’s core values. 89.1 WIDR FM has the responsibility to recommend disciplinary action to the General Manager concerning problems including discrimination, failure to follow established policy, or other behavior adverse to the station’s established mission and values. Disciplinary action may include, but is not limited to, censure, reprimand, suspension, termination, or dismissal from the organization. Violation of any station rules or procedures may be dealt with in several ways. Upon a first offense, a meeting will be held with an immediate supervisor and department head. Based on that meeting, a verbal warning will be issued, and action taken to address and correct the violation. Subsequent offenses will result in meetings with the ADSM and General Manager. The offense will be documented in the individual’s personnel file. Outcomes can range from reprimand to dismissal, depending on the issue. Where appropriate, the established judicial process of the University will be utilized depending on the nature of the offense. Any violation(s) of FCC policy and procedure will be grounds for immediate dismissal from the organization.

Pay Structure

Most of the positions at WIDR have a starting pay rate of $10.50 per hour (or $11 for director positions), with weekly hour guidance existing for each position at the station. The SMG Board reviews this structure on a yearly basis, taking into account the station budget and averages of time sheets for each position. This allows management staff to take a closer look at what work is being done with each position.

If staff members anticipate they are working on a project that may require more hours than average in a week, they should discuss this work with their Department Head. If approved, they will need to describe that work in greater detail on their biweekly time sheet.

Staff members are only allowed to log paid hours for the following activities:

1. Duties explicitly relevant or connected to job description and responsibilities
2. Managing or attending WIDR based events
3. Expectations previously established by a Department Head
4. Tasks or duties delegated by a Department Head or Manager
5. All duties that advance and maintain paid staff responsibilities
6. Work that advances the leadership, management, or workflow of a department or team
7. Updating or contributing to a manual
8. Attending relevant team meetings
   1. If it’s a team you help lead or work on as paid staff
   2. If it’s a volunteer team you attend as a fellow volunteer
9. Additional work/responsibilities that have been approved by a Department Head or Manager. Must be approved ahead of time.

Staff who are producing content for WIDR’s airwaves are also allowed to log up to two hours on their timesheet for an Airstaff shift, or up to four hours if producing, managing, or editing a specialty show - and so long that it has been approved by a Department Head or the Program Director.

Hosting a podcast or specialty show generally should not be logged as paid time. The general rule of thumb is: if a volunteer can do it, it is volunteer work and volunteer hours.

Additionally, directors + editors are expected and encouraged to delegate duties to their volunteers and support staff and award opportunities to others as appropriate

Time Sheets

Time sheets are due bi-weekly to the General Manager through the Media & Content FIle in the WIDR Master File.

Time sheets must contain

1. No more than the maximum number of hours worked
2. A proper name delineated by the University’s Payroll Procedures
3. Accurate number of hours worked
4. Description of every input of hours

Timesheets are due Mondays by 5pm and are needed again a week from last Monday. (Every two weeks)

Bronco Card Access

Access to studio space can be granted by the General Manager and ADSM. Once a Personnel File has started, and contact is made with the Department Head. Info is given to ADSM.

1. WIN # and name of student
2. Interested roles at station

Event Requirements

WIDR staff members are expected to be engaged members of the greater WIDR community, which includes representing the station at given events around Kalamazoo and Western Michigan University's campus.

Event requirements include but are not limited to: participation in the station’s Open Houses; representing the station as an Event DJ; attending classes to recruit on behalf of the station; attending and hosting Open Mic Nights or sponsored events; and so on. These are required responsibilities, and failure to complete event requirements may result in disciplinary action.

Reporting Problems

For a thorough catalogue of Western Michigan University resources and procedures, please visit the Office of the University Ombudsperson at wmich.edu/ombudsman.

Staff are also encouraged to reach out to the Office of the University Ombudsperson if they would like to discuss their concerns with them directly for any reason.

WIDR is committed to empowering and protecting its staff members at all times, as well as ensuring that our processes are timely and addressed appropriately to reflect this commitment. As such, our management takes staff complaints and grievances seriously. The station’s Report a Concern Survey allows our staff to voice concerns with the station's operations, personnel, or manner of practice with anonymity and protection.

Concerns shall be reviewed privately by the WIDR Leadership Team and ADSM. If an issue pertains to a member of the Leadership, the survey allows respondents to signify which member of the staff they'd feel comfortable discussing their issue with privately. The issue would only be discussed with the entire Leadership Team should the respondent give explicit permission in their initial concern/meeting with a station leadership figure.

Unless identified as a confidential source, all university employees are obligated to promptly report incidents of sexual harassment, sexual violence, sexual misconduct, stalking, and relationship violence that

1. Are observed or learned about in their professional capacity
2. Involve a member of the university community or
3. Occurred at a university-sponsored event or on university property

Employees are only required to report relationship violence and sexual misconduct of which they become aware in their capacity as a university employee, not in a personal capacity.

Workplace Safety

WMU - and by extension, WIDR strives to provide a safe and healthy environment for all faculty, staff, students, and visitors. A thorough list of resources for all WMU employees can be found at the website for the Office of Environmental Health and Safety (EHS). Here: https://wmich.edu/ehs

Reimbursements

In order to gain accurate reimbursements for work-related expenses, employees must keep track of each of their expenses relevant to company work, either through receipts or additional proof of purchase. The General Manager is responsible for completing reimbursement vouchers on behalf of the WIDR staff. In order to submit an expense to be considered for reimbursement, please provide the General Manager with details concerning the expense (what it was & what it was used for), in addition to a corresponding mailing address and WMU email. WIDR does not reimburse sales tax or bottle deposits, and expenses must be approved by a Department Head or the General Manager ahead of time.

**Studio Policy**

1. No food or drink in the studio.
2. A DJ is responsible for keeping the studio clean during their shift.
3. DJs must follow the Sanitation & Cleaning procedures.
4. DJ door is kept closed, especially late. Do not buzz someone in if you do not know who they are
5. All Airstaff members must report to the studio 10 minutes prior to their shift.
   1. When entering the station, DJs are instructed to sign in and out on the Transmitter Sheet.
6. An Airstaff member who cannot attend their shift is responsible for finding a substitute DJ and informing the Program Director
7. A DJ is responsible for reporting all mechanical and technical issues to the Program Director
8. Guests must be approved by the Program Director in the Guest Form

**Broadcast and DJ Operations**

Airstaff Manual

The Airstaff Manual shall be completed in its entirety. All resources can be found on Widrfm.org/staff

Airchecks

Each Airstaff coach has designated members of the Airstaff Team to guide and support during the training process of becoming a DJ. Airchecks are the feedback provided by Airstaff coaches to all DJs in training and trained DJs.

**Social Media**

An overview of all WIDR Social Media Content, including breakdowns of posting frequency, can be seen here

Posting Guide

WIDR has active social channels on Facebook, Twitter, Instagram, and YouTube, Tiktok, in addition to other platforms utilized for managing, scheduling, and promoting content (i.e. Loomly). It is important that all social media posts from WIDR reflect the content we actively produce, but also that we engage with our existing and peripheral audiences. As a WIDR staff member, you are encouraged to champion our socials, and do what you can to promote and boost all our relevant integrations. Social media is managed by the Marketing and Promotions team.

WIDRFM.org

WIX is used to host our website, Promotions Director manages the wix account. Posts are executed through our WIX Blog Suite. Posts must contain:

* High resolution image
* Description and text
* TItle
* Tags (for search engine optimization)
* Author of post

YouTube

Youtube posts are executed by the Video Director through loomly.

* Original Series are uploaded during scheduled airtime.
* Video Skits are uploaded every Tuesday at 1:00.
* Additional promotional content published when needed.

Loomly

Loomly is our hub for all Social Media posts, all scheduled posts are channeled through Loomly. This was aquired to help generate a more effective and professional social media page. It is especially important when we are selling Underwriting ads on our page.

LANDR

Landr helps us to publish all of our audio content onto Bandcamp, Spotify, Soundcloud and all of the greatest sound-media platforms. More info coming soon.

**Studio Recording File Transfer**

Sound Studio

Allows you to record your show on-air.

1. Access sound studio on studio computer
2. Ensure sound is being received, press record
3. At the end of show, end recording
4. Save and transfer file via thumb drive or OneDrive

If you would like a file of your studio recording and did not record using Sound Studio, please contact the Program Director. Copies of all shows are kept for a month after they air.

**Partnerships**

These are the standing partnerships and collaborations at WIDR.

**RSOS**

WMU E-sports Podcast - ESBN

ESBN hosts a podcast on WIDR detailing their latest exploits.

Western Herald - Western News Review

Western Herald hosts, and WIDR News airstaff discuss the lastest news relevent to the campus.

**Community**

Vintage in the Zoo – Tabeling Event

Hang out with WIDR DJ, Dan Steely, and sell merch, reach out to the community, and be part of the vibes.

**Events – Tentative**

Procedures and Conduct

All WIDR-hosted events must be held in professional space, free of open alcohol and drug use. In addition to being safe, and accessible to all students.

This is the list of all WIDR yearly events, when they happen, what needs to happen, and how to run them. Here

Weekly Acoustic Music

Where: Heart of Student Center

When: Fridays at 2

The Basement Show

When: Fridays at 2pm\*

Where: WIDR Studio

Weekly live bands and intimate music from the WIDR Studio.

WIDR-ALL-NIDR

When: Once a Semester

Where: WIDR Studio/Office

WIDR hosts an on-air Programming LIVE extravaganza radioathon from 2pm-2am. The goal is to promote the station and cram the time with unique sound bites, as well as raise funds for specific projects. In 2023, we raised money for our trip to NYC for the IBS Conference.

* Develop a goal of the event, and a theme
* Production creates unique imagining
* Promotion creates unique graphics

LIVE BROADCAST

When: On occasion

Where: Anywhere

Hosting a live broadcast from an event involves an operator of the live broadcasting equipment, and a host. The operator connects the Comrex to the Online unit and makes sure the host can be heard on-air.

The Airstaff in the studio must learn how to utilize the Comrex Remote Broadcasting Equipment. It is as simple as controlling any other channel on the board, but they must communicate with the operators of the remote unit to time when to cut in and out of the DJ’s program.

EX: Vintage in the Zoo w/ Dan Steely

When: Check VINTZ Calendar. Usually 2nd Saturday of Summer Months.

Where: Downtown, next to Kalamazoo Valley Museum

WIDR partners with VINZ and live broadcasts at the event, interviewing vendors, and hosting WIDR DJ, Dan Steely.

WIDRWEEK

When: October

Where: Around campus and downtown.

WIDR partners with RSOs and Local Businesses to create a fun and engaging event for the campus and community. Fundraising effort is made. With live music on campus as the highlight of the week.

WIDRFEST

When: End of the Year

Where: Around campus and downtown.

WIDR partners with RSOs and Local Businesses to create an awesome music festival featuring a well-known act as well as some favorite local bands.

Battle of the Bands – CAB’S BIG SHOW

When: Early Spring Semester

Where: In the SC Ballroom.

WIDR hosts three bands to compete to be the band to host CAB’s BIG SHOW.

**Prizes/Giveaways**

The Prize Log is used to keep an organized list of all the concerts, physical items, and past giveaways done either over the air or online on our social media accounts.

Where and When They Occur

Prize giveaways usually occur over the air, during specialty shows, on the Basement Show, or on our socials (such as Twitter and Instagram).

Events

To get prizes for an event, such as a concert, you need to send out a ticket giveaway proposal to the promoter of the specific venue where the concert is taking place. The person on staff, when they get the submission/call on the WIDR line or social media needs to record the winner’s name, email, phone number, the time they received the call, and their own name. They also need to do the required number of reads specified in the giveaway proposal to promote the event.

Socials

For social giveaways, write a post of the concert involved in the giveaway. Be sure to include how they win the prize (sharing the post on their story, tagging a friend, retweeting, etc.) when the concert is/when the giveaway ends, the website to redeem your ticket (mainly for online concerts), and picture of the band for the post (this is usually give to you by the promoter). After a winner is chosen, be sure to contact them to receive their email, and then email them any further instruction. Be sure to also email the promoter to inform them who the winner is or if there are any issues with the giveaway.

App Details

The WIDR app has a feature that will allow people to enter and choose a winner. Record the winner and give the venue the appropriate name and details of the winner.

**WHAT WE CREATE – OUR PROGRAMS AND CONTENT**

Shape

**PROGRAM & CONTENT MISSION**

WIDR strives to create meaningful high-quality, fun, and boundary-pushing content through all forms of media.

* All content must be uploaded at the HIGHEST possible resolution and quality.
* On-air content is uploaded at least a WEEK ahead of time.
* All social media and video content is SCHEUDLED to be released.
* ALL content produced is uploaded through the “MEDIA DROPBOX” in the “89.1 WIDR FM – MASTER FILE.”

**PROGRAM CONTENT**

The role of our programming is to uphold WIDR’s Mission as an Alternative and Indie Radio Station by creating reliable and consistent content that is live or prerecorded. Any pre-programmed Programs are serviced through NextKast. The Program Director creates and schedules logs weekly, and during each shift, volunteers DJ the scheduled music live or pre-record their shift to air accordingly.

Want to learn how to create these programs: check out the Audio Production Manual on WIDRfm.org/staff.

Talk Shows

Talk shows are live or pre-recorded programs that are focused on news, community, or sports. They are focused on delivering relevant information to the students at WMU and the people of Kalamazoo. Talk shows take place before 12pm and can last between five minutes and one hour. They can be interview-based, solo, or co-host formatted.

Variety Shows

Variety shows are music shows. They can be centered around a specific genre or can be a mix of many genres. All new DJs begin by hosting a variety show. Each show is one hour long and takes place between 11am and 5pm.

Specialty Shows

Specialty Shows are conducted with the purpose of delivering in-depth information on a musical topic and genre. These are the core promoted WIDR programs. They are hosted by experienced DJs multiple days throughout the week, last two hours, typically taking place between 12pm and 12am.

Original Series

Original Series are video and prerecorded podcasts hosted by students. Original Series are available to view online. They are produced by the production team and can range from thirty minutes to one hour, typically airing in the evening.

WIDRTALES

WIDRTALES are original audio dramas that are solely scripted, produced by, and cast with students. Radio Dramas premiere on Fridays at 6pm, 9pm, and 12am. The new WIDRTALE is then played weekly on Wednesdays and Fridays at 7pm until a new one premieres. At that point, the previous WIDRTALE will play on Thursdays and Saturdays at 11pm. The entire collection of WIDRTALES plays every Sunday night at 10pm.

* WIDRTALE FEATURE
  + **Description**
    - Full production.
    - 30 minutes.
    - Large cast.
  + **Date/Time**
    - WIDRTALE Features occur twice a semester. (4 within a year).
* WIDRTALE Minis
  + Description
    - Smaller production, usually led by 1-2 people.
    - 5-7 minutes.
    - Smaller cast.
  + **Date/Time**
    - WIDRTALE Minis occur once a semester between features. (2-4 within a year).

IDs

IDs serve to brand and promote the station, not only do they let our audience know who their listening to, but it also acts as another layer of sound in the radio feed, providing an experience of wonder and joy to hear the sound effects and different voices.

Legal IDs

Serves to fulfil legal obligation to the FCC to announce call letters at top of the hour: (W-I-D R) and city of operation (Kalamazoo)

* Pronounced, saying individual letters: “W-I-D-R Kalamazoo”
* Plays once at the top of the hour.
* No more than 15 seconds in run time.
* 10 in rotation.

**Date/Time**

* New Legal IDs are generated every month.
* Legal IDs are removed after 3 months.

Station IDs

Serves to brand the station, who we REALLY are. We are “89.1 WIDR FM”

* Must say “89.1 WIDR FM”
* “WIDR” is pronounced like “wider”
* Plays every 10-15 minutes.
* 60 in rotation.
* Alternatives
* “Listen on the WIDR App”
* “Listen on W-I-D-R-F-M DOT ORG”

WIDR Liner Tier System & Folders Explained

LINER TIER SYSTEM

TIER 1: URGENT LINERS

Description: The URGENT tier is used for important information that we need our listeners to hear. These imaging elements should contain a Station ID and the folder is played eight times per hour. The content in this folder expires two weeks after airing and is moved to the BASIC LINERS folder.

Types of Imaging Elements in the URGENT LINERS Folder:

- Upcoming Time-Sensitive WIDR Events (ex. WIDR ALL NIDR promo)

- New WIDR Content (ex. WiDRTALES)

- New Station Updates (ex. new stickers, new app, new logos)

- New Imaging Elements (ex. A new station ID titled “onair247”)

TIER 2: BASIC LINERS

Description: The BASIC tier is for information that is still relevant to our listeners but is not “new”. These imaging elements should contain a Station ID. All imaging elements from the URGENT folder will move to the BASIC folder as long as it is not time sensitive. The content in this folder will not be aired as often as those in the URGENT folder, but still on an hourly basis (once per hour). The content in this folder expires two months after airing, unless indicated otherwise.

Types of Imaging Elements in the BASIC LINERS Folder:

- Volunteer Form/Getting Involved

- How to Donate to WIDR

- How to get WIDR merch

- Liners that are no longer brand new but are still of high quality (ex. The same “onair247” liner after two months of being aired)

TIER 3: SEASONAL LINERS

Description: The SEASONAL tier is for imaging elements that are pertinent to the time of year as well as RSO Events of activities happening on campus or the greater Kalamazoo area. These imaging elements should contain a Station ID. While these types of imaging elements are important to WIDR because they connect us to our community, they are not played as often as the content in the URGENT folder so as not to distract from our sound. SEASONAL content will be played once per hour. The content in this folder expires the day that the event occurs.

Types of Imaging Elements in the SEASONAL LINERS Folder:

- Holiday content (ex. Halloween, Christmas, Hanukkah)

- RSO Events (Welcome Week, Spring Break)

- Campus Activities and Events

OTHER IMAGING ELEMENT FOLDERS:

LEGAL ID:

Description: The LINER folder is specifically for liners that contain W-I-D-R Kalamazoo and are to be played at the top of the hour. These IDs have a lot of space for creativity and help define WIDR’s sound.

PROMO:

Description: The PROMO folder is home to promotions for live shows, podcasts, and RSOs. This is separate from the liner tier system because the content is consistent on a weekly basis while still being relevant.

PSA:

Description: PSAs are imaging elements consisting of short messages that align with the station’s values. In addition, they are created without promoting a person or business. In the future, I would love for more of our PSAs to coincide with the topics of the Quarterly Issues and Programs Report. This way, our station will sound more cohesive, and our imaging elements will mirror the passions and interests of our live shows! This vision will also be completed by the Live Copy Binder.

\_\_\_\_\_\_\_\_ UNDERWRITING:

Description: UNDERWRITING folders are created for imaging elements that promote businesses. These elements are filed separately to ensure that they are played the correct number of times during the week.

ORIGINAL SERIES:

Description: This folder holds all Original Series files that need to be uploaded during the current week.

ORIGINAL SERIES ARCHIVE:

Description: The Original Series Archive folder houses old Original Series files, which are played on a rotation during OVERNiDR Programming.

PRERECORDED SHOWS:

Description: The Prerecorded Shows folder contains all show files sent in to be played if a DJ will 1) not be present for an episode or 2) if the nature of their show is prerecorded, such as for a day of special programming. This content differs from the Original Series folder because files are sent in by members of the Airstaff, not the Production Team.

WiDRTALES:

Description: The WiDRTALES folder contains all WiDRTALES, past and current.

\_\_\_\_\_\_\_\_\_\_\_ SKIT: Folders with “SKIT” at the end of them are skits that are played either during the day or during OVERNiDR Programming. Each folder contains a number of specific and themed skits (the theme is indicated in the title) and there may be multiple of these folders that exist at one time.

**Date/Time**

* New Station IDs are generated weekly, Urgent and Seasonal are uploaded as needed, basic liners are submitted to the Program Director by Friday.
* Removal dependent on three tiers of urgency.

PSAs

Messages that are a public service to the community, these can promote the good of the WIDR Earth (Ourselves, our families, and our community, the world and our global awareness) and the WIDR Consciousness (self-betterment, mind-expanding, edifying, and third eye opening).

* Description
  + No longer than 45 seconds.
  + 10-15 in Rotation.
* Date/Time
  + PSAs play X times a day.
  + Run for two months.
  + A minimum of one (1) new PSA is submitted bi-weekly.

Skits

Short audio segments that are focused on delivering a goal other than specifically promoting the station. Usually skits are comedic, informative, random, or heartfelt.

Live-Copy

Live-Copy material is presented to DJs via the WIDR Airstaff Information Slideshow on the studio computer (Updated Daily/Weekly). It features relevant material in the form of scripts for DJs to read on-air during their live shows. This material is deemed relevant because it is based on the Quarterly Issues and Programs Report that is submitted to the FCC every three months. The packet is updated weekly.

**MULTIMEDIA CONTENT**

WIDR’s multimedia content is our Graphics and Videos used online as well as in person. This is the hub for all promotional graphics. All content must be distributed in the highest quality possible.

For a full Social Media schedule including time of upload, and where to share go to the Social Media Calendar.

Program Promotion

Desc: Featurette of students talking about what they study, and what they are passionate about.

When:

Where: All Socials

Specialty Show Promo

Desc: Date/time/who djing/ DJ show name

When:

Where: Twitter, Stories

WIDR Legacy Graphic

Desc: Features: Allumni feature, story and an image, interview, old audio, something to showcase the LEGACY OF WIDR. This Day in WIDR History, Fact about WIDR.

When: Thursdays at noon

Where: All Socials & website

Interactive Graphic

Desc: Post that allows/invites someone to comment, interact, or share.

* + - Crosswords
    - Puzzles
    - Find the Bohdi
    - WIDR “Two Truths and a Lie”

When: Every other Friday at 2pm

Where: All Socials

Video Skit

Desc: WIDR’s audio skits are put to a visual animation with matching animated text and uploaded weekly.

When: Tuesdays at one

Where: All Socials, Youtube, Tiktok

Podcast Visuals

Desc: Visualizers for all podcasts are posted at time of airing.

When: Scheduled program times.

Where: Youtube, LANDR\*

Original Series Videos

Desc: Video recording of the WIDR Original Series, available online and on-air.

When: Scheduled program times.

Where: Youtube, LANDR\*

**Studios and Equipment**

Shape  
  
Our studio is currently located in the wing of the main floor of the Student Center in the Student Organization Center (SOC).

PS-A (2102): Production Suite

* Covers all studios and their input
* Mackie
* Live Sound

BS-M (2104): Podcast Studio (Public Affairs)

* Newscasts, Sportscasts, Podcasts
* Recording Audio

PS-B (2108): Training Studio

* Training
* Recording airchecks
* On-air editing

BS-W – (2106): Live Studio

* On-air live programs
* Smaller live bands

BS-U (2112): Multimedia Studio

* Video Podcasts
* Recording large scale WIDRTALE audio

Storage (2114)

* Storage Room