

89.1 WIDR FM – AUDIO PRODUCTION MANUAL – UPDATED: 9/28/23



Audio Production Manual 2023

Introduction

WIDR is a student-run radio station at Western Michigan University. We strive to help our volunteers to hone their skills in on-air show hosting, production, promotion, and music. Our motto is Radio Evolution - helping you evolve and improve your skills via radio.

It Takes a Village

WIDR airs twenty-four hours a day, 7 days a week, 365 days a year. The majority of this time on-air is hosted by students and community members who volunteer their time and creativity on personal radio shows. All the sound that isn't live is facilitated by our Production Team, they are behind the scenes crafting the audio segments that populate and decorate WIDR's sound. These volunteers (like yourself) are trained, assisted, and supervised by the station directors:

Contacts

Production Director: Responsible for much of the station's recorded content: Underwriting, PSAs, and DJ Show Promotions; and any live events - in the studio and out.

Email: widr-production@wmich.edu

General Manager: The director of directors, the "GM" ensures the station as a whole is operating, fosters community within the station, and has the final say in all station matters.

Email: widr-gm@wmich.edu

Program Director: Your supervisor and the director you should contact first with any concerns and questions. The Program Director is responsible for recruiting, training, and evaluating volunteers; and maintaining the on-air programming schedule.

Email: widr-program@wmich.edu

Music Director: Communicates with promoters and artists to bring in new music and bands to the station, and is in charge of all volunteer music reviewers.

Email: widr-music@wmich.edu

Promotions Director: Promotes the station locally and manages the volunteer street team, on-air giveaways, and website.

Email: widr-promotion@wmich.edu

Audio Production Training Overview

Session 1 - Intro to Production

Objectives

- **Chapter 1 – What is WIDR?**
 - Learn the mission and vision of WIDR
 - Learn WIDR's studio policies
 - Learn basic terminology and format of WIDR
- **Chapter 2 – Studio Policies**
 - Learn recording times, how to reserve a studio, office procedures
- **Chapter 3 – Intro to Production**
 - Learn Team Positions
 - Learn content produced by WIDR
 - Learn to record your own voice
- **Chapter 4 – Imaging**
 - Learn how to create a Station ID and Legal ID
 - Learn basic DAW (Digital Audio Workspace) operation
 - Learn to process your voice recording!
 - Imaging Advanced (PSA's, Underwritings, Promos)

Before you reach session two: Complete Quiz, Produce Station ID and Legal ID.

Session 2 – Advanced Recording & Mixing

Objectives

- **Chapter 5 – Podcasts**
 - Learn how to setup podcast
 - Learn how to operate board
 - Demonstrate basic understanding of Ableton Template
 - Demonstrate knowledge of post-production of Podcast

- **Chapter 6 – Audio Skits**
 - Learn all basic WIDR Skits and Formats
 - Learn how to format an Original Skit Intro
 - Demonstrate ability to create background audio
 - Demonstrate knowledge of sound effects

- **Chapter 7 – WiDRTALES**
 - Learn to read and review script for production needs
 - Learn to create a Stock Sound List
 - Find the right sources to find free audio
 - Record and produce sound effects
 - Record and produce dialogue
 - Post-Production

- **Chapter 8 – Live Sound**
 - Demonstrate knowledge of definition of cables, speakers, microphones, and other audio equipment
 - Understanding how to run a live-mixing board

Chapter 1 – What is WIDR?

Vision & Mission

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.

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?

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


89.1 WIDR FM - Station INFO

*Call Letters – **Western-Inter-Dormitory-Radio***

*Broadcast Community – **Kalamazoo, MI** (15 Mile Radius?)*

Studio Address: 1070 Arcadia Loop, Kalamazoo MI, 49008

(WMU Student Center, SOC)

89.1 WIDR FM Logo (base) : 

Broadcast Method: Frequency Modulation (FM)

Frequency: 89.1 MHz

Station Identity / Branding: 89.1 WIDR FM

WEBSITE: WIDRFM.ORG - Social Media : @WIDRFM

Studio Request Line: 1 (269) 387 – 6301

Phone APP – “The WIDR App”

CHAPTER 2 – Studio Policies



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.”

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.

CHAPTER 2 – Studio Policies

Studio Reservation Policy

Each studio can be reserved for one hour blocks through the studio reservation form on WIDR TEAMS.

*If a studio is free, please feel free to use it as a WIDR work space.
Please reserve a week in advance to ensure availability.*

Production Studio A (2102)

Audio production suite/live sound. Routed to record each studio.

Production Studio B (2108)

Airstaff training studio. Video and graphic production suite.

Broadcast Studio W (2106)

Live DJ Studio, not available for reservation.

Broadcast Studio M (2104)

Newscast/Podcast/Sportscast recording space.



Broadcast Studio U (2112)

Video Production Studio, Original Series Podcast room

Any questions: widr-gm@wmich.edu

Production Studio A - (2102)

Live Room Operation

Production Studio M - (2104)

Podcaster Studio

News Update Station

Sportscast / Sports Update Station

Broadcast Studio W - (2106)

On-Air Programs

Live – Talk Programs

Broadcast Studio B - (2108)

On-Air Training

Audio and Video Editing

Broadcast Studio U - (2112)

Video Performance

Larger Scale Audio Recording / Performance

CHAPTER 2 – Studio Policies

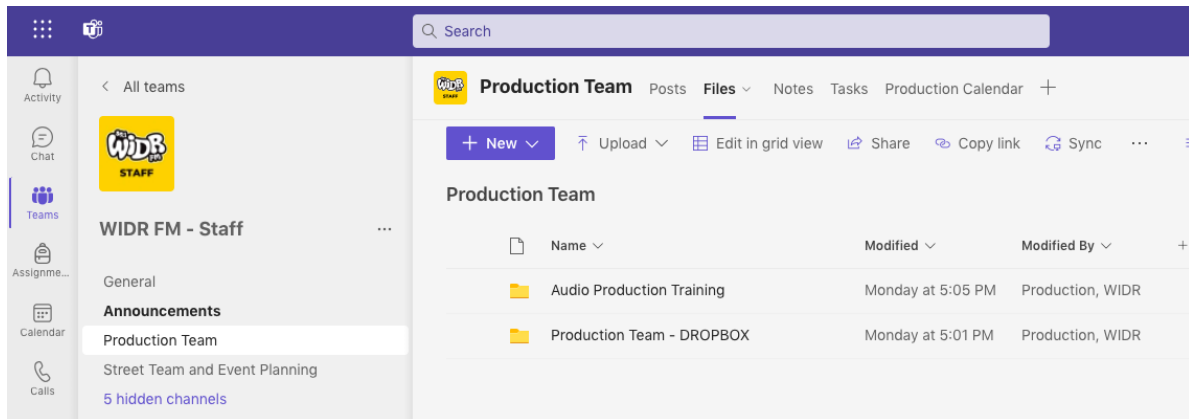


Microsoft Teams

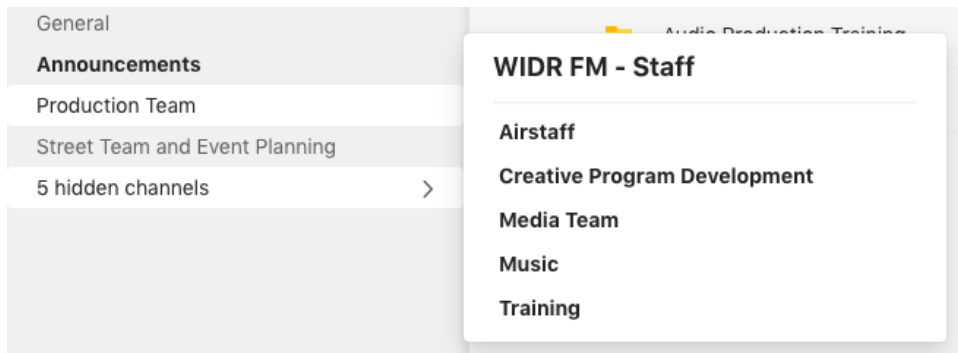
89.1 WIDR FM's Production Teams utilizes Microsoft teams to collaborate, work and keep track of projects, upload/share files, and MUCH MORE!

It's crucial that you join the ***Production Team channel*** in the **WIDR Staff Microsoft Team**.

ONLINE USERS - [Production Team Channel Link](#)



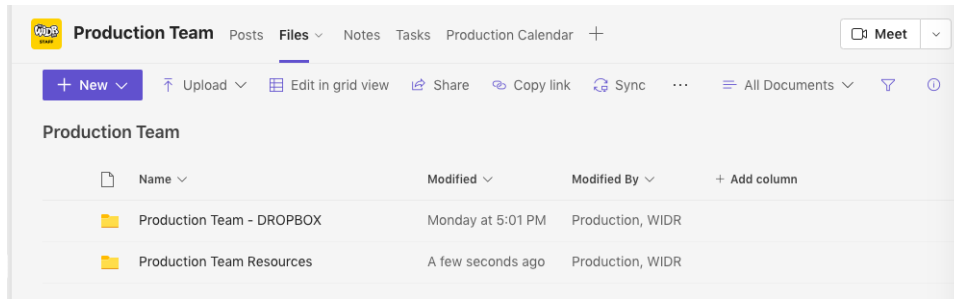
You may run into an issue finding the Production Team channel upon gaining access to the WIDR-STAFF Team. Direct yourself to “ ___ hidden channels”. Production Team channel may be there in addition to the other various 89.1 WIDR FM departments.



Please become familiar with the Production Team channel. Again, this will be the main hub to collaborate with others, work and keep track of projects, upload/share files, AND MORE.

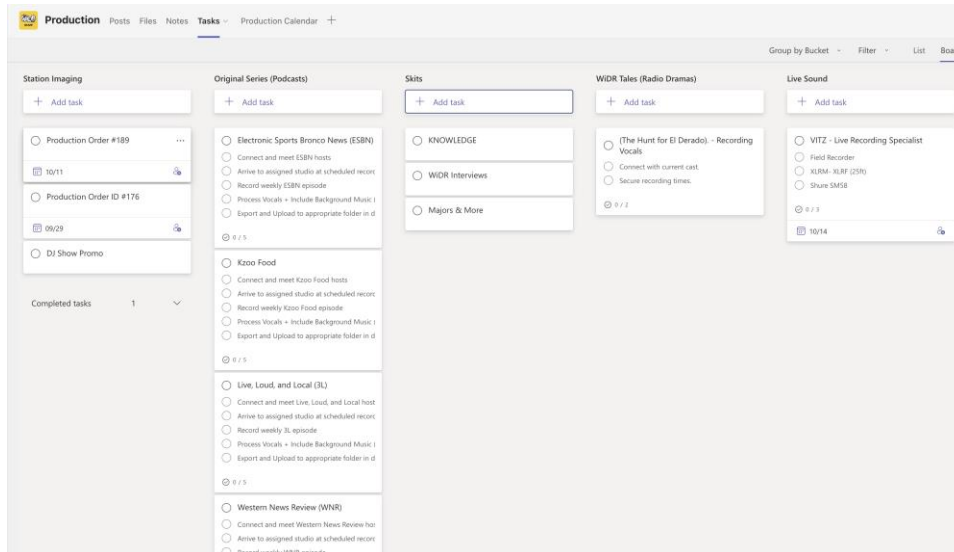
Production Team - “FILES”

The production team

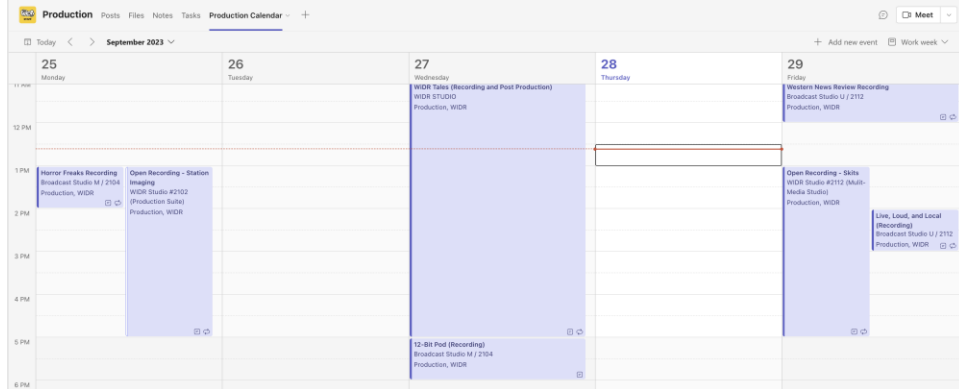


Production Team - "Notes"

Production Team - "Tasks"



Production Team - "Production Calendar"



Chapter 3 – Intro into Production

Production Team Positions:

Recording and Production Team:

The production specialist is a role designed for those who thrive working in any audio editing software! We have a whole team designated to create audio elements for each piece of 89.1 WIDR FM content. Help record and create music, edit and design soundscapes for radio dramas, and work with a large team of in-house vocal talent.

* *DAW experience and consistent schedule.*

* *Knowledge of basic audio effects, tools, and techniques.*

Live-Sound:

Have an interest in assisting in our live-production efforts? Help aid 89.1 WIDR FM in “The Basement Show”, concerts, events, and more! Queue live musicians, stage bands, run equipment at our many public events, etc. There is a lot, so come get involved in any live- productions here at 89.1 WIDR FM!

** Stagehand experience*

- Audio Content -

Station Imaging Elements

Help create audio elements that promote the station, our DJ's, our content, local events and groups, and for the greater public interest.

Podcasts

Produce our Original Series and catalog our various music, talk, and live shows.

Skits

Produce 89.1 WIDR FM's many audio skits, interviews, and various audio snippets.

WiDR Tales (Radio Dramas)

Assist in writing, casting, and producing short and full-scale radio dramas.

Exclusive Music (Full songs, backing music to imaging content, Jam session recording, etc)

Assist in producing and mixing official records under WIDR to populate our catalog.

Live Productions (Concerts, Basement Shows, etc.)

Setup and coordinate our live-broadcasts, basement shows, and concerts. Oversee board during our interactive dramas.

Equipment Overview

Hardware:

2023 iMac + Mac OS

Audio Interface (Focusrite Series, RODECASTER PRO2)

Microphones (SM57, SM58, RE45, ETC)

Sound Board (Mackie ONYX Series)

XLR, TRS, TS, RCA, 3.55M

Variety of POWER (DC10v,

Mic Stands

Stage Lights (Chauvet Series)

Record Players (Stanton T58)

SOFTWARE:

Digital Audio Workstation (Audacity, Audition, Ableton)

Adobe Creative Cloud

Widescale Audio Distribution (LANDR)

Broadcast Capture (iMedia Logger)

ACTIVITY 1 – **Recording YOUR Voice!** **(Ableton)**

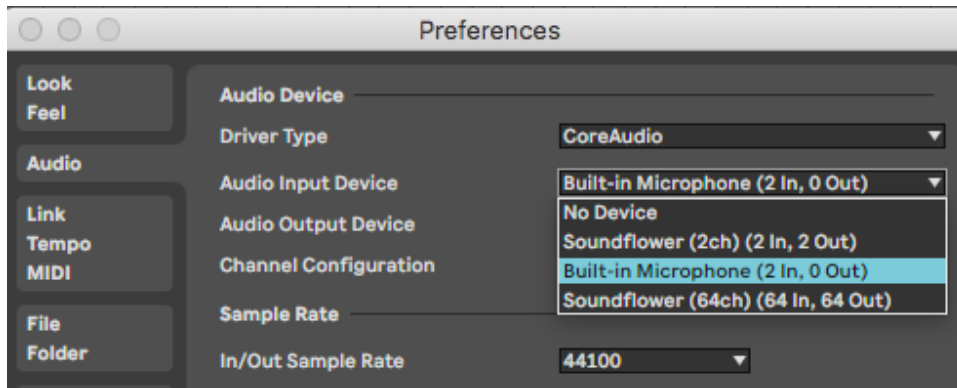
- 10 steps -

-

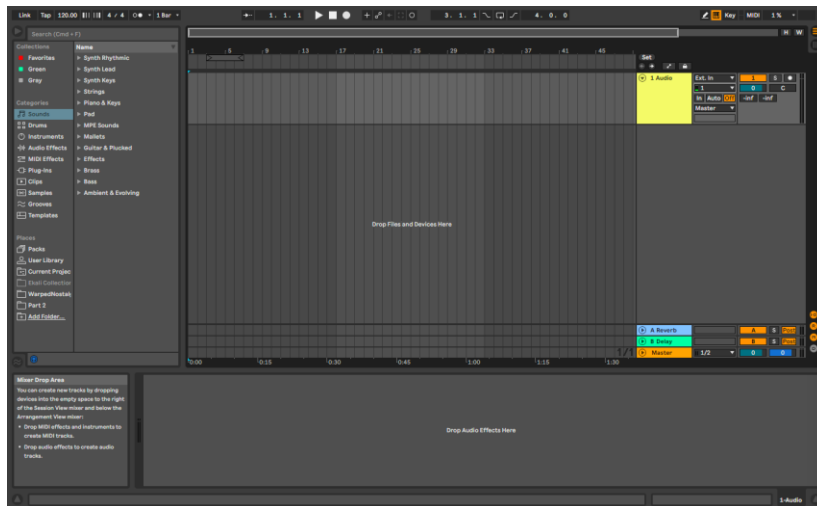
1. Open Ableton Live.



2. Check Ableton Preferences to ensure the correct Audio Input is selected.



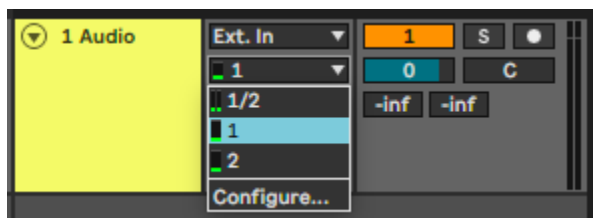
3. Select the Arrangement View



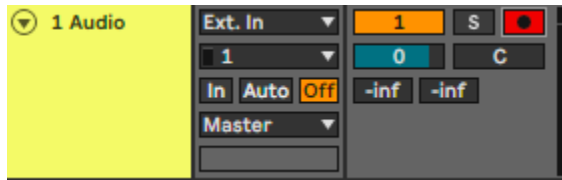
3. Create a new blank Audio Track.



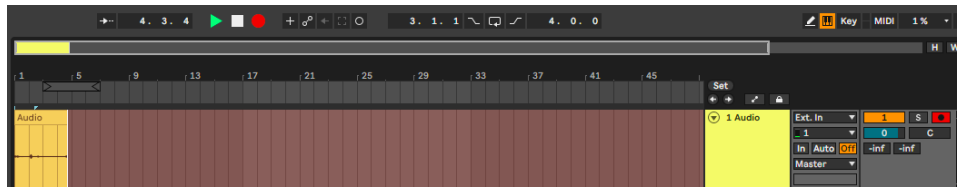
4. Assign appropriate Mic input in the Audio Track's Input Channel.



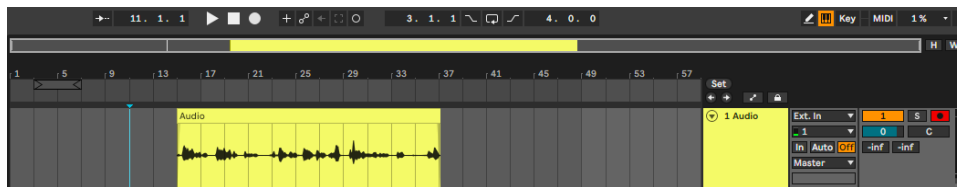
5. Enable the Audio Track's ability to record.



6. Select the Record Feature at the top of the Arrangement View!



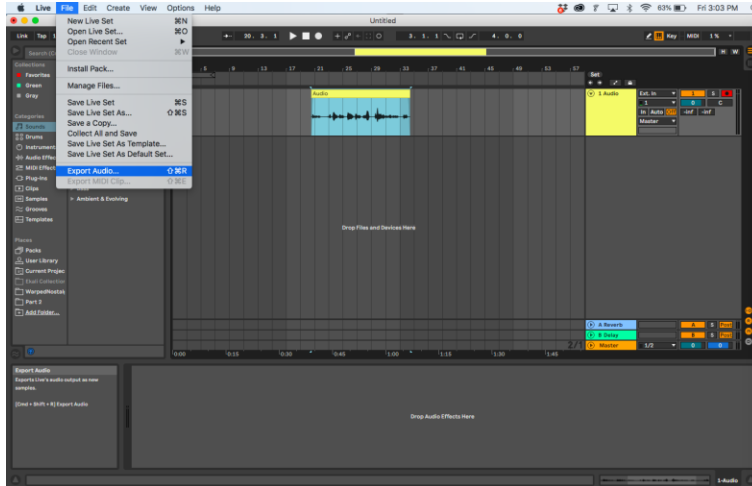
7. Stop the Arrangement View Recording process.



8. Split and delete any unnecessary audio.



9. Highlight final audio, select file, and export.



10. Ensure proper export specs, save file to correct location. (Production Team - DROP BOX)

DONE

LINK 2 VIDEO

Chapter 4 – Radio Station Imaging

Types of Radio Station Imaging:

A. Legal ID

A. Station ID

B. Promos (Station, DJ, Event)

B.PSA (Public Service Announcement)

C.Underwritings

A:

Legal ID : W-I-D-R – Kalamazoo

Station ID : 89.1 WIDR FM

Why the difference?

Per the United States' Federal Communications Commission:

“Stations must, when they sign on, sign off, and as close to the top of each hour as feasibly possible (such as within a "natural break" in programming, like a commercial break), present an aural station identification that contains, at minimum, the station's callsign (WIDR), followed by its designated city of license (Kalamazoo).”

Failure to consistently appease regulations in the above phrase can result in our FCC license being revoked.

TOP OF THE HOUR

When it comes to the Legal ID being scheduled and aired on our station, the top of the hour every hour is introduced with either a live DJ quoting the ID at said time or a pre-made legal id loaded onto our automation software. *The Legal ID is only played and quoted at the top of the hour.*

Creating a Legal ID

BASIC:

| Introduction* ----> W-I-D-R – Kalamazoo. |

*(you're listening to W-I-D-R – Kalamazoo; you've been tuned in to W-I-D-R – Kalamazoo; when it comes to radio you can't miss W-I-D-R - Kalamazoo,ETC)

| W-I-D-R – Kalamazoo -----> Outro* |

*(W-I-D-R Kalamazoo, here for you! ; W-I-D-R – Kalamazoo, expanding the airways! ; W-I-D-R – Kalamazoo, WIDRWAVES!, ETC)

Keep it Vague – the legal id should contain very limited information besides WIDR-Kalamazoo and other small station promotional aspects.

Short & Sweet - The legal Id should be kept to **10 seconds MAX**. This should help keep the distinction between our Legal and Station IDs more apparent.

A legal id's purpose is to appease FCC regulations and introduce each hour consistently to our audience.

While Legal IDs are an important aspect of station imaging elements, our organization's overall brand mirrors our Station ID. We primarily focus on airing and phrasing station ID's live on our airways as it best resembles our brand, 89.1 WIDRFM.

STATION ID

- Station ID
 - 89.1 WIDRFM

“Understanding the Difference”

With the definition of a Legal ID per FCC regulations, understanding the difference between how 89.1 WIDRFM handles the two station imaging elements can be better understood. Legal IDs are audio elements to appease the FCC, while Station IDs are the primary station imaging elements that we use to promote our station and brand.

Our name is 89.1 WIDRFM. Our Station ID is 89.1 WIDRFM.

This allows us to spend more time promoting our name, being creative, and implementing diverse content!

Creating a Station ID

Basic:

| --> 89.1 WIDR FM >-----> 89.1 WIDR FM |

^89.1 WIDRFM Sandwich, describing who we are in the middle^

(Thanks for listening to, 89.1 WIDRFM. We play best local music which you can ONLY find here on, 89.1 WIDRFM)

(You've been listening to, 89.1 WIDRFM. Your source for radio evolution can be found here on 89.1 WIDRFM)

(Never stop listening to 89.1 WIDRFM! We play nonstop for all you listening to 89.1 WIDRFM)

The format above is a simple, yet highly effective format for a Station ID.

Our automation system is scheduled to play a Station ID every 5 minutes, or 2 songs, depending on the length of the music/content. These regulations are the same for any DJ live in the studio! Since the Legal ID's are solely played at the top of the hour, 90% of the imaging elements scheduled in our automation system (NextKast) are Station IDs.

Focused 4 Flexibility – Being our main avenue of promotion for our station on air, we have the ability to be flexible with how we structure our Station IDs. Being dedicated to a focused message you want to share can help make more flexibility when it comes to the creativity, length, and structure of your Station ID.

Create Creativity – 89.1 WIDRFM loves to share its creative side on our airways. This is your time to show the world what you've got! The Station ID is the core of 89.1 WIDR FM's branding so be as creative as possible to ensure we get that message across!

B:

Creating a Promo/PSA

Being a Student Radio Station mainly hosted by our talented DJ's/Airstaff, we as 89.1 WIDRFM want to promote our airstaff's shows and extras. Our many DJ's host special shows and we need to make our audience aware! Understanding of the importance of promoting our DJs on air can strengthen the relationship between our airstaff and WIDR staff!

BASIC:

| 89.1 WIDR FM --> WHO -----> WHY -----> WHAT ----->
WHEN -----> WHERE?-----> 89.1 WIDR FM |

*(What's up 89.1 WIDRFM listeners it's Logan Lastname here , student at WMU and DJ for 89.1 WIDRFM*WHO*. Are you looking for you new music*WHY*. Maybe you want more info about campus events*WHY*? What if you need a good friend*WHAT*? Then follow me, lets enter the void*WHAT*, Tuesday from 11 until noon*WHEN* on 89.1 WIDRFM!*WHERE*)*

DJ Promotion

Intro 2 Who? - (Station 2 DJ)

"Hey 89.1 WIDRFM! It's Logan Lastname, Program Director @ 89.1 WIDRFM"

Why – Interest and Audience

What makes the audience we are broadcasting interested? Don't be afraid to be transparent or of being unique to radio. We have a large audience of all different types of people who enjoy a wide variety of content. MAKE THEM AWARE!

What? -

Describe the genre and name of live show! The best way for our audience to be able to listen and be aware of your show is to include your live show title. "Then, follow me and listen to Enter the Void!"

Short, recorded samples of their shows (The Pop Effect promo)

Refer them to the recording live shows documents or a WIDR director if they need help.

When?

Time and Date of Show

When can you listen or find a show

“Tuesdays from 11 until noon!”

“From 2 until 3pm on Fridays.”

Where?

“Live on 89.1 WIDRFM”

“Online @ WIDRFM.ORG or live on 89.1 WIDRFM:

When resolving the promotion, end with 89.1 WIDRFM! You can only find this type of content here on 89.1 WIDRFM. We want to make sure the first and last title our audience to hear to be our station. They listen to our amazing DJ’s here!



Creating an Underwriting

Being a non-profit radio station, there is a fine line we are able to cross when it comes to advertising a business on air. We are allowed to solicit underwritings, which are overtly simple advertisements in which a named business gives support for our station. The format for underwiring's are basically universal between all requests.

BASIC:

"Support for 89.1 WIDR-FM is provided by the Grand Rapids Comic Con “Spring Fling,” an event April 14-16 at the Kalamazoo Expo Event Center on Lake Street in Kalamazoo. The Grand Rapids Comic Con Spring Fling features comic book writers and artists, celebrities, panels, presentations, a gaming room, and more. For more information, visit G-R-COMIC-CON-dot-com"

The basic format above can be crafted with the 4 essential aspects that create our underwritings.

Support for 89.1 WIDRFM - "Support for 89.1 WIDR-FM is provided by"

Business / Event Name - “Grand Rapids Comic Con Spring Fling”

Shared Message - “an event April 14-16 at the Kalamazoo Expo Event Center on Lake Street in Kalamazoo. The Grand Rapids Comic Con Spring Fling features comic book writers and artists, celebrities, panels, presentations, a gaming room, and more.”

Since 89.1 WIDRFM must be careful with how we conduct underwritings, the ADSM will handle script creation. This ensures we are FFC compliant with the construction of our underwritings.

Business Website / Socials – “G-R-COMIC-CON-dot-com”

Please refer to the underwriting Microsoft form to explore the building blocks of underwriting.

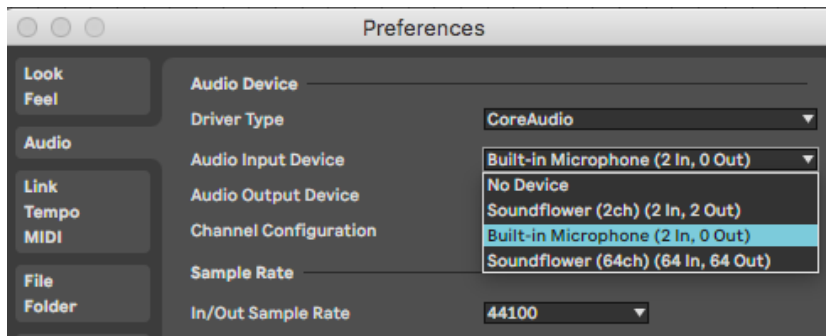
ACTIVITY 2 – **Advanced Recording and** **Editing** **(Station and Legal ID)**

- 35 STEPS -

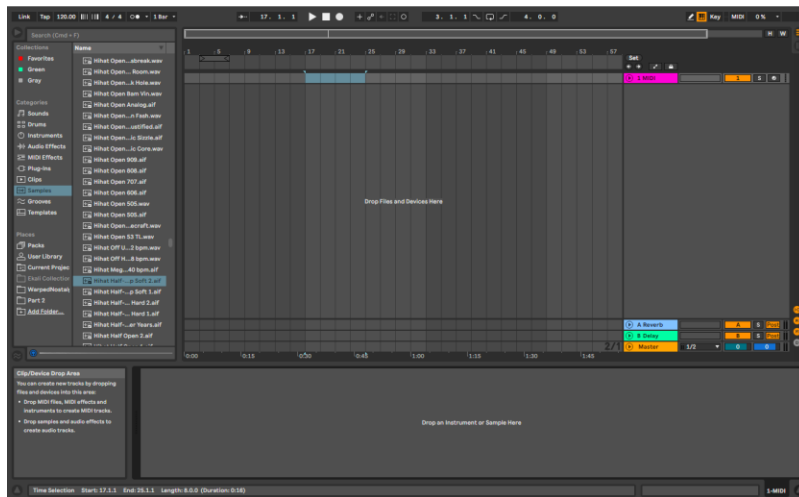
1. *Open Ableton Live.*



2. *Check Preferences to ensure correct Audio Input and Output are selected.*



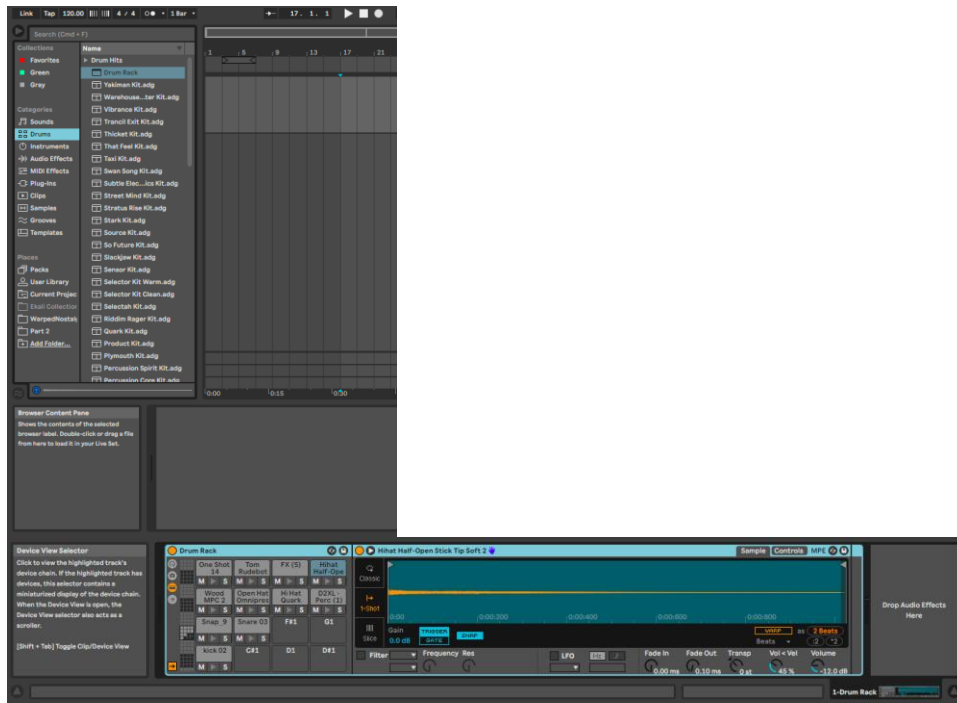
3. Select Arrangement View Option.



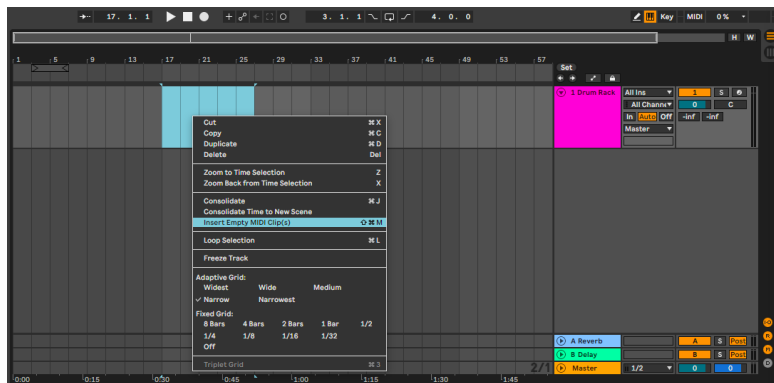
4. Create a new blank Midi Track.



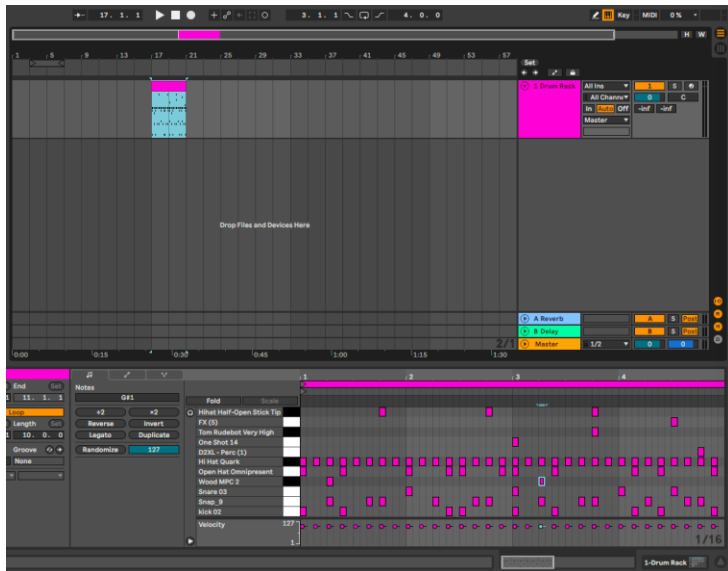
5. Use the Browser to add a Drum Rack and fill the component with an array of percussion / sound fxs. (may also use drum rack presets.)



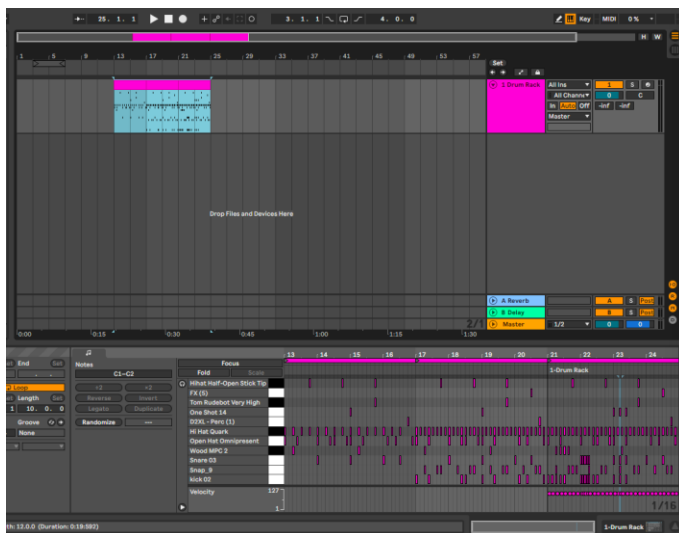
6. Insert a new blank Midi CLIP.



7. Create a Midi arrangement (4 bars long) to trigger the drum rack components.



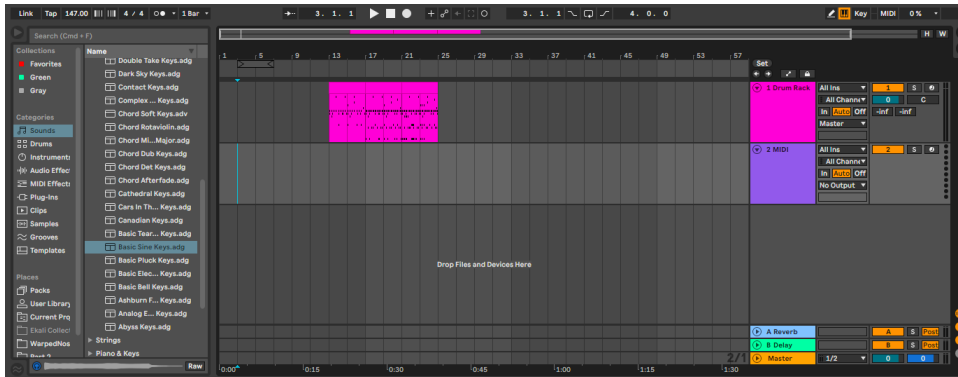
8. Use the 4 bar Midi segment as a base to make a diverse and engaging 12-24 bar midi segment.



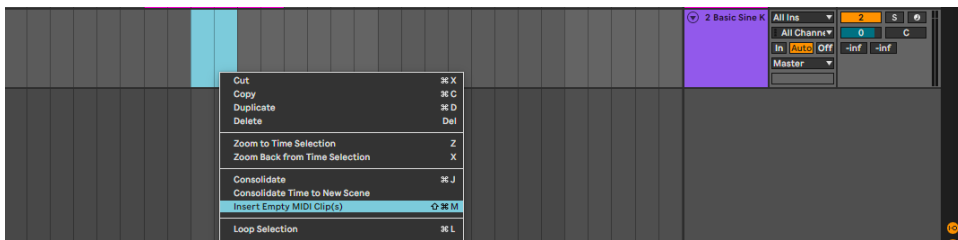
9. Create a new blank Midi Track.



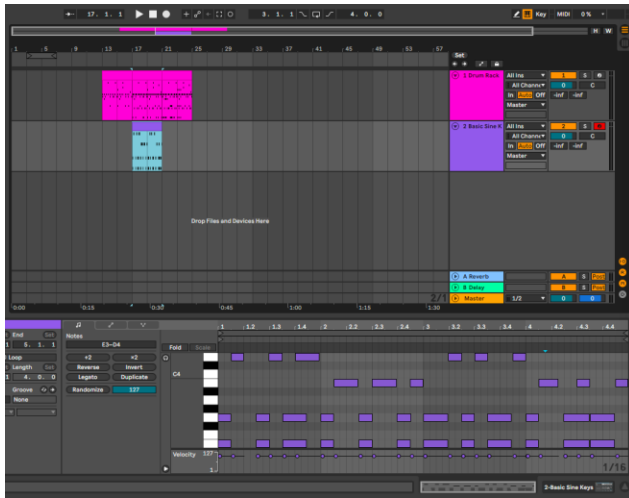
10. Use the *Browser* feature to add a virtual instrument of your choice to the blank *Midi Track*.



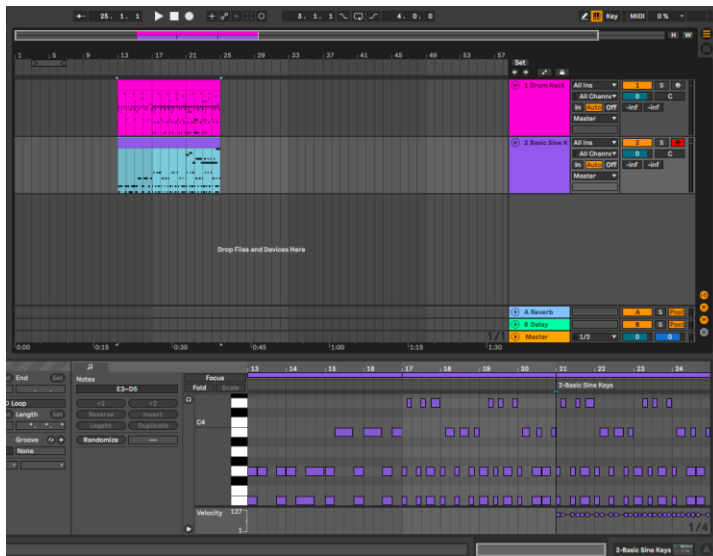
11. Insert a new blank *Midi CLIP* in the same *Midi Track*.



12. Create a Midi arrangement (4 bars long) to trigger the virtual instrument.



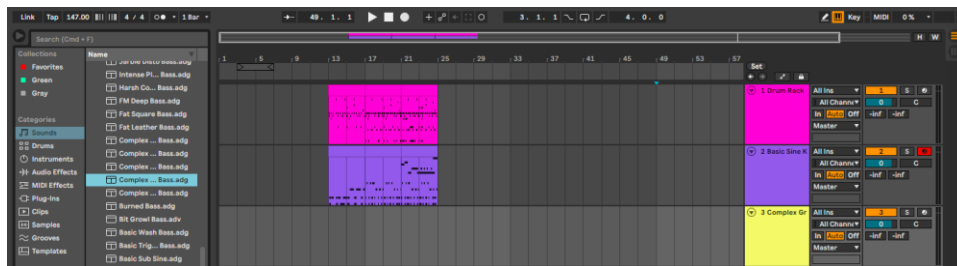
13. Use the 4 bar Midi arrangement as base to create a diverse and engaging 12-24 bar midi segment.



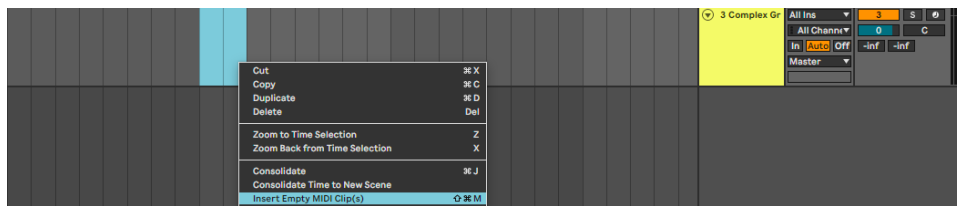
14. Create a new blank midi track.



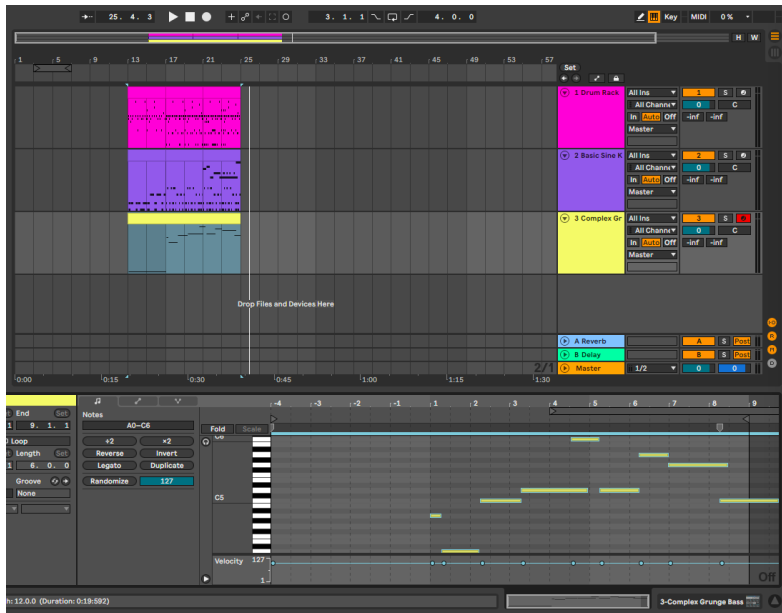
15. Use the Browser Feature to add another virtual instrument of your choice to the previously created midi track.



16. Insert a new midi clip in the previously created midi track.



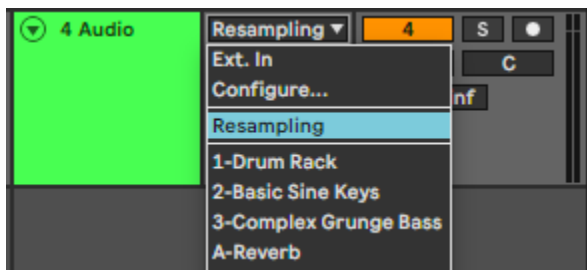
17. Create a 12-24 bar midi segment to accompany the Drum Rack and other Midi Instrument



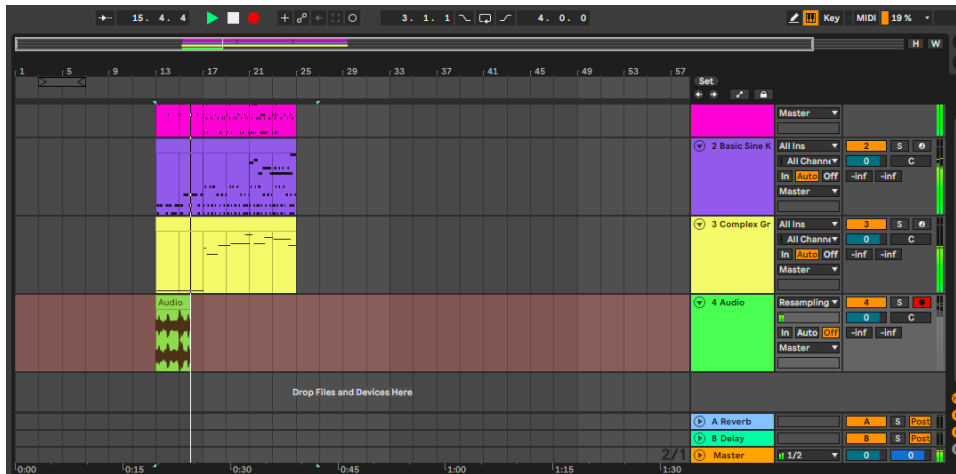
18. Create a new blank audio track.



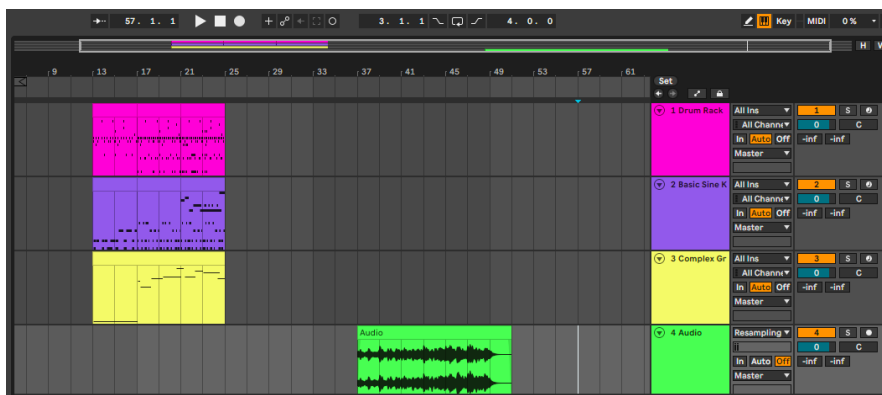
19. Change the previously created Audio Track's recording input to "Resampling"



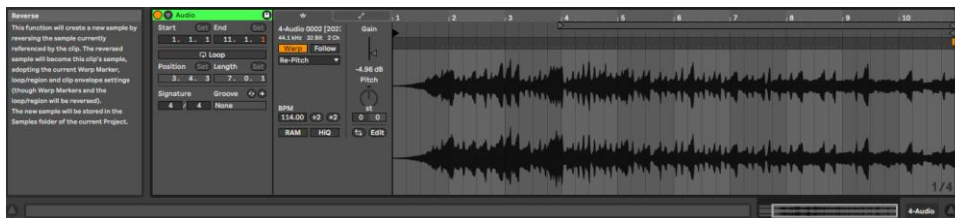
20. Enable (arm) the Audio Track's ability to record, then select the Arrangement View Record button to record your Drum Rack and 2 Midi Tracks. (make sure no other tracks are armed to record)



21. *Separate the resampled audio segment from the other segments above.*



22. *Edit the audio segment to your enjoyment! (Speed up, reverse, chop up, etc.)*



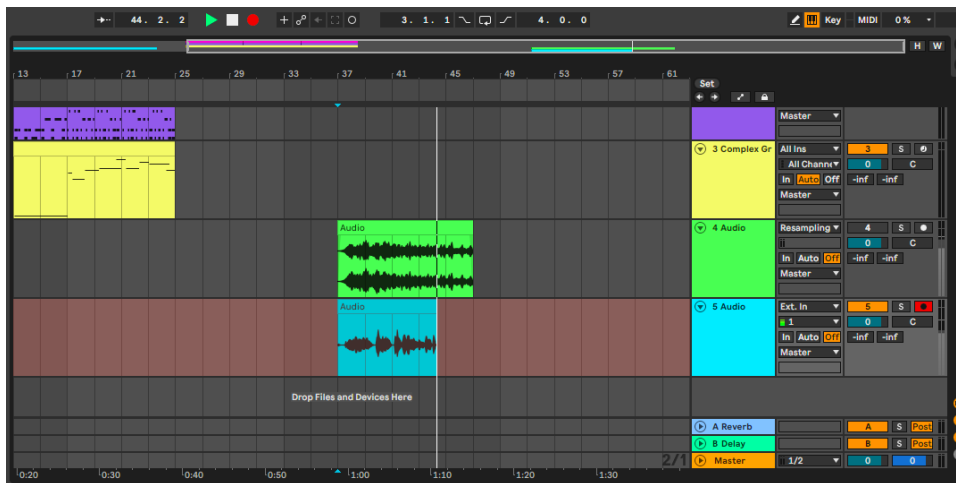
23. *Create a new blank Audio Track.*



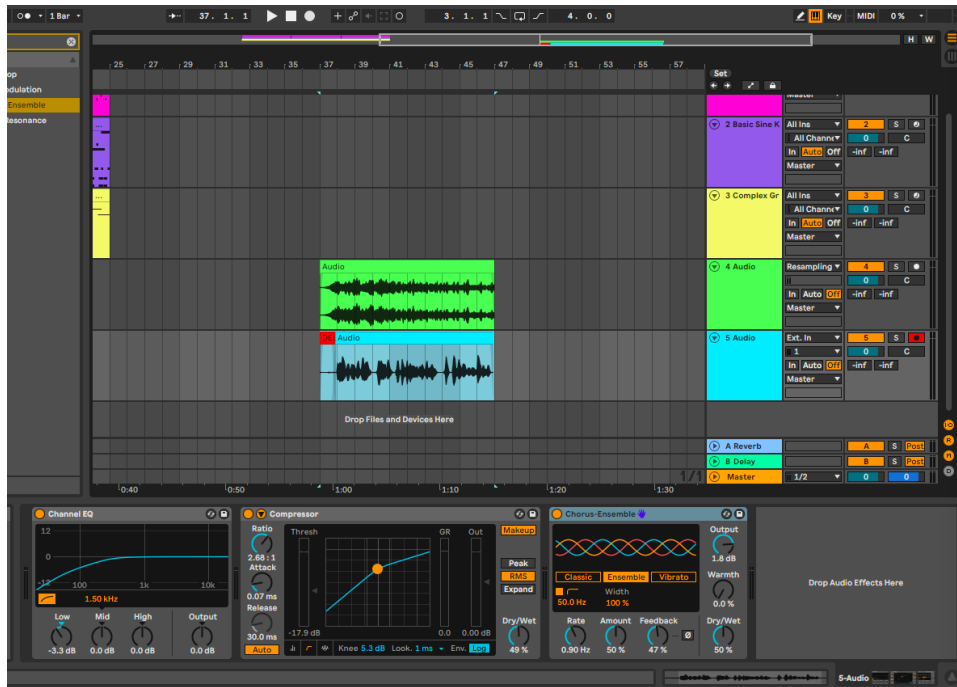
24. *Change the Audio Track input to the appropriate selection.*



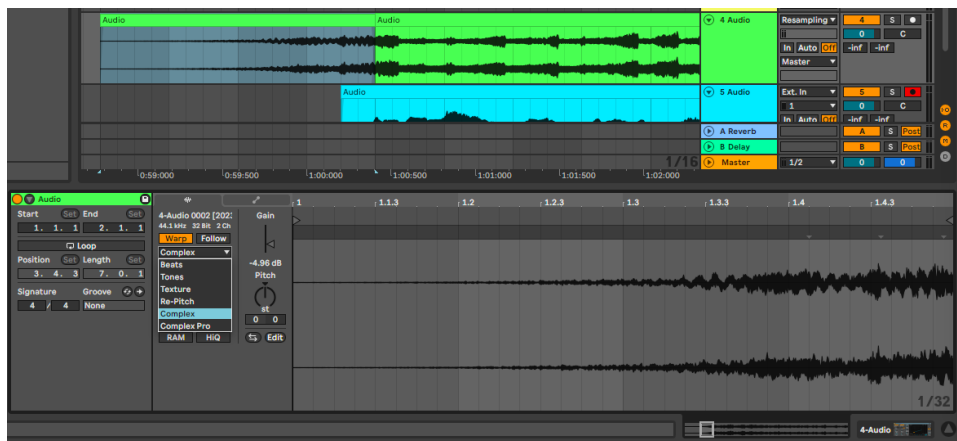
25. *Enable (arm) the previously created Audio Track's ability to record, then select the Arrangement View Record button to record your vocal message. (make sure no other tracks are armed to record)*



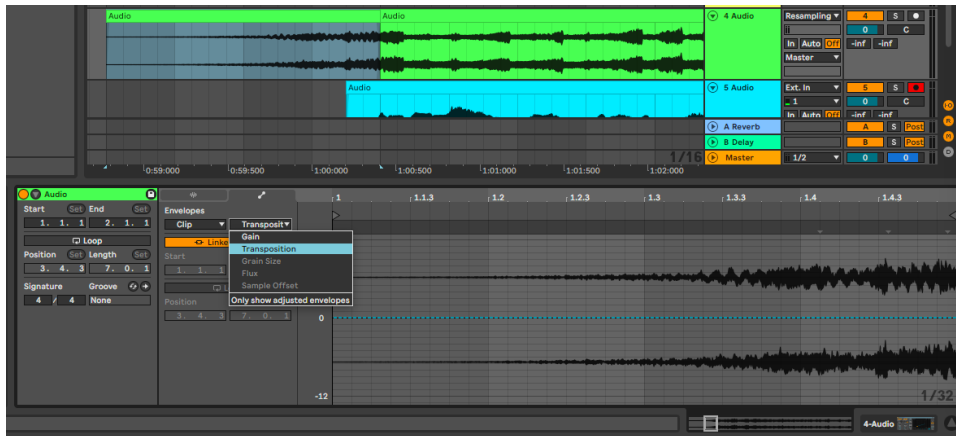
26. *Arrange, Trim and Process vocal audio to your liking.*



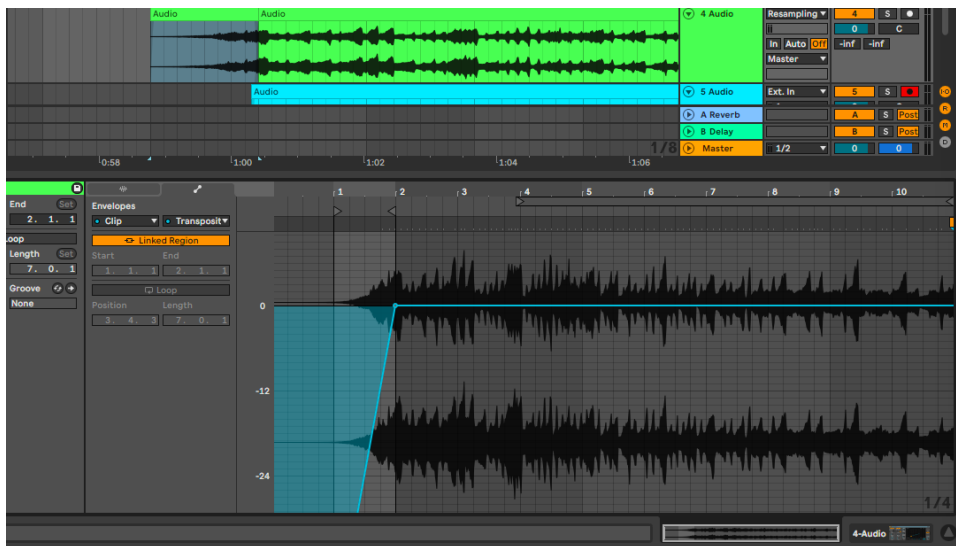
27. Start to create a pitch up intro by splitting the beginning of the instrumental audio segment and changing its warp method to COMPLEX. (this may include adding extra audio to create the effect)



28. Switch to the Envelope Tab of the Clip View and change the device and control chooser to CLIP and TRANSPOSITION.

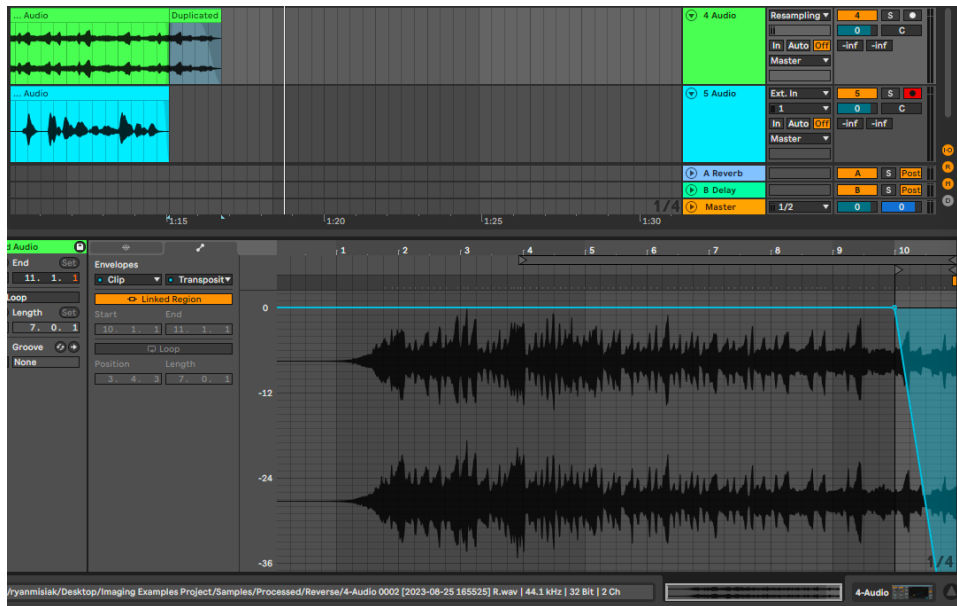


29. Edit the TRANSPOSITION Parameter and make a line from -48 until it hits 0 or sounds right!

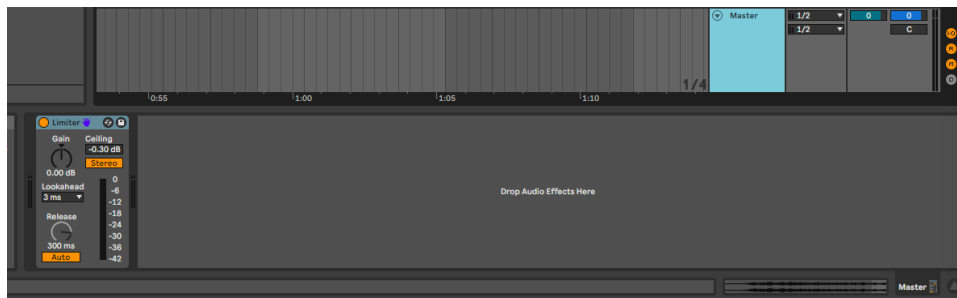


30. Create a pitch down outro at the end of the same audio segment by repeating the process except with a TRANSPOSITION

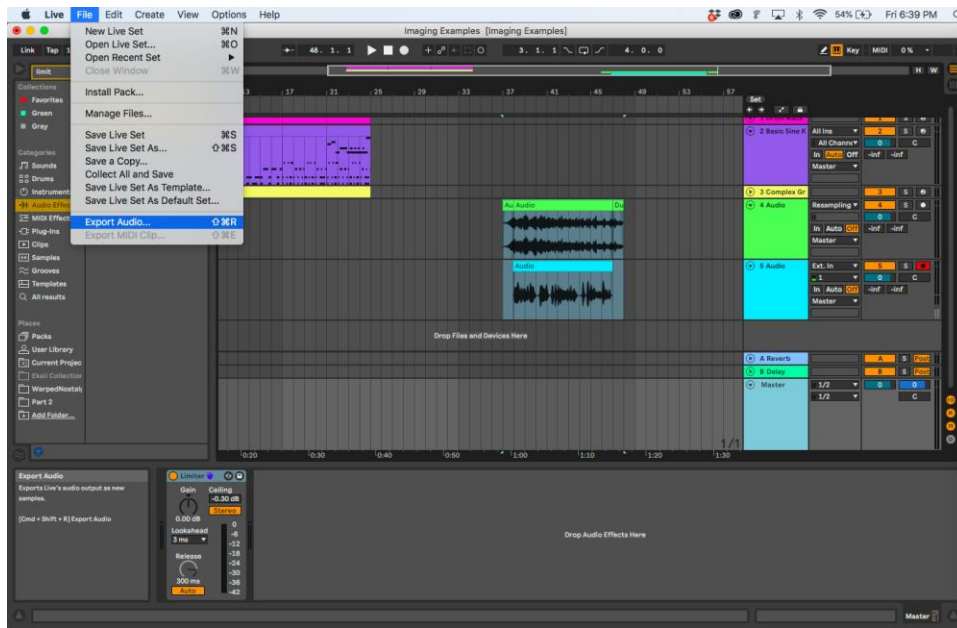
Parameter from is neutral position down to -48 .



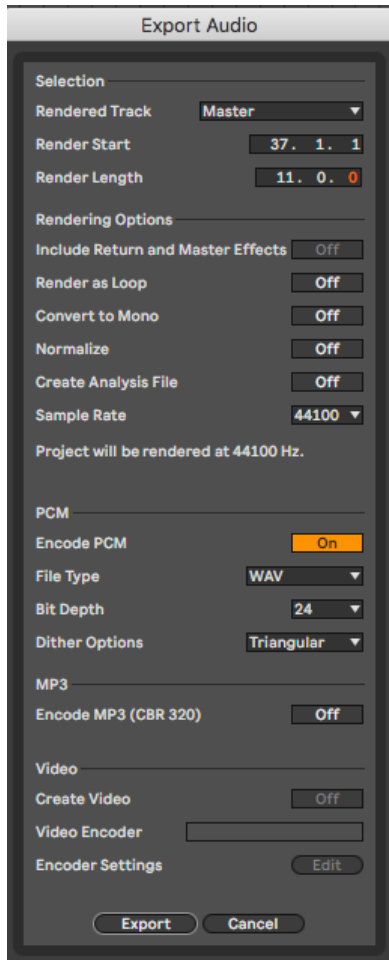
31. Add a limiter to your master channel.



32. Highlight all final audio, select file, and export.



33. *Export with correct specs and to the appropriate correct location.*



34. *DONE!*

EVALUATION 1!

Chp1,2,3 + Audio Examples of a Station and Legal ID

EVALUATION 1

Name: _____

Date: _____

Please answer the following questions to the best of your ability.

1. What is our **Legal ID**? _____

2. What is our **Station ID**? _____

Why is there a difference between the Legal ID and the Station ID?

Name 2 other types of **Radio Station Imaging**
(besides the Legal and Station ID) We produce!

Match the Studio Spaces to their uses:

- | | |
|--|----------------------------|
| 1. Main DJ & On-Air Programs | Production Studio A (2102) |
| 2. Video Performance / Large Scale Audio | Broadcast Studio M (2104) |
| 3. Audio and Video Workstation
(2112) | Broadcast Studio U |
| 4. DJ Training and Media Workstation | Production Studio B (2108) |
| 5. 89.1 WIDR FM Equipment Space | Storage Room (2110) |
| 6. Podcast / Newscast Station | Broadcast Studio W (2016) |

Below, list the types of content we produce at 89.1 WIDR FM:

Chapter 5 – Podcasts

- Original Series Creation Guide -

Idea behind the “original series”

The “Original Series” was created to redefine podcasting and incorporate the live element of our station to enhance our content.

Providing parallel content on our stream, website, and airways that is branded heavily under 89.1 WIDRFM is a great way for our audience to gain attachment to the content. Creating a NEW niche audience is a great way to keep a small fanbase consistently coming back to your streams.

Namesake Original Series

While initially implementing the original series, 89.1 WIDRFM wanted to ensure the original series would encase topics and genres relevant enough to our audience and volunteers to carry some through school years and staff changes. These will be the Original Series we cover below. (Behind the Scenes, Kzoo Food, Western News Review)

Rules and Regulations

It's our job to ensure that our guests, host, and listeners are aware that we must attain FCC guideline. In addition, 89.1 WIDRFM represents Western Michigan University to the full degree. We must retain a good relationship with both entities to maintain our broadcast license. Since all Original Series air at our station, making sure the content we produce is extends to all audiences.

60 Minutes MAX

Our automation system allows for us to control what we schedule using 60min increments. Including a legal id

No swearing PERIOD.

We must encourage all our participants to refrain from usings any profanity or language considered offensive.

(The beauty of the pre-recorded content allows for the discussion in the podcast to be more relaxed/genuine and let mistakes to be edited out, yet the additional workload to find and edit out the discrepancies can become counterproductive. BE SMART)

After Show Report

The after-show report is a way for our Original Series host to become more involved with the directors. Sharing the names of guests and topics discussed are essential to archiving all of our 89.1 WIDRFM content.

“Behind the Scenes”

Behind the Scenes is a staple 89.1 WIDRFM Original Series. It covers WMU and Kalamazoo's great artistical talent of any kind, yet it tends to be primarily musicians.

Behind the Scenes is hosted by the 89.1 WIDRFM Music Director. The host invites an artist to discuss various pieces of work “LIVE”

Introduction

B.T.S famously opens with an acapella originally performed on the spot by the artist, no matter the style of artist.

History / Education

The next subject discussed with the guest is typically the history and/or education the artist has. The MultiMediaArt&Technology Major at WMU has mass emailed every student in the major in the past, reach out to faculty to assist if you are struggling for guests. (John Campos, is the director of the MAT program to get in touch with.)

Provide example of work (1)

Let the artist describe their work and the process behind making it.

Provide example of work (2)

Let the artist describe their work and the process behind making it.

Provide example of work (3)

Let the artist describe their work and the process behind making it.

Fun artists stories, past shows, general discourse.

Interview the artist on any fun moments they've had, past shows they've posted about, or items of interest from what you've learned about the artist.

Let the artist promote.

Ask the artist to shout their plugs out! Where can we look them up? Any new music coming?

“Kzoo Food”

Kzoo Food is a medium sized Original Series that covers the vast array and genres of food that Kalamazoo has to offer. With 89.1 WIDRFM being one of the main voices of Kalamazoo, we have a duty to share the local food with the vast audience that tunes in.

One Vague food Topic per week

Introduce one food topic to cover for a week! With the limited ability to promote a certain / selection of restaurants, the best way to handle it is to cover a genre and associate local food joints with it!

Describe the “Proper Way”

While food seems one dimensional, we all have our own idea of a perfect meal! Share your perfect burger style, pizza style and toppings, ice-cream flavor! Many people will agree and disagree with you which is why you.....

Bring the Controversy!

Share a debate that comes with the food genre. Which is better, left or right twix? Pineapple on Pizza? Do you dip your French fries or drizzle on top? Bring up some hot topics in the genre to catch your audience off guard.

Where 2 Find it

Where in Kalamazoo can you find this delicious food? Let the people know, it's Kzoo Food after all!

“Western News Review”

The Western News Review is a key Student Media Group collaboration that is an easy way to ensure a connection between 89.1 WIDRFM and the Western Herald exists. With the student news being the second half of the Student Media Group (SMG), we have an unspoken duty to make sure we are the voice behind their written work. The Western News Review aims to share and highlight a few student written articles from the past and upcoming week.

Introduction - (Synopsis)

The Western News Review has typically opened with a coined Western News Review audio theme, transitioning into host welcoming the audience to the new episode!

Story 1 - (Introduced by WIDRFM Host)

The first story is usually a general topic aimed towards the general audience. In the past, The Western News Review has previewed the most viewed and engaging story first, yet this can/should vary.

Story 2 - (Introduced by Western Herald participant)

Story 3 - (Introduced by Western Herald participant)

Western News Review

Synopsis:

This show reviews top stories across Western Michigan University's campus and the Kalamazoo community as published by the Western Herald newspaper and website. Excerpts of the stories will be read live and commentaries as well as clarifications passed based on observations made by the host and co-hosts. The goal is to keep our immediate community up to date on what is happening around them or what they may have missed within the week.

Host:

- Daniel Ebo

Co-hosts:

- Cori Osterman
- Nicole Morehouse

Producer:

- Ryan Misiak

Duration:

20 minutes

Selected stories and potential questions

1. WMU to hold Western Week for former, current and future Broncos

- What is the event about?
- Which activities are lined up for the week?
- How does this week celebration impact the WMU community?
- What is WMU Day of giving and why should people get involved?

2. WSA confirms executive officers for Byrd-Brings-Powers Administration

- Which executive positions were confirmed?
- What is the update on speakership election?

3. WMU-Grand Rapids to host family event

- Tell us more about this family event?
- Which group of people can get involved?
- What activities should be expected for this event?
- How do you see this impact the kids or their families?

4. WMU receives Tree Award for fifteenth year in a row

- What is the award about? Or why is it significant for WMU.
- How do you think the environment here at western has contributed to winning this recognition?
- What role do students have to play in ensuring a continued environmental sustainability which helps win such awards as this one?

5. Rashida Tlaib calls for urgency in addressing climate change

- Why is there an urgent need to address this issue?
- What has been her own experience in advocating for environmental justice?
- How do individuals get involved?
- What is the challenge with getting people involved in the fight against climate change?

Western News Review

Synopsis:

This show reviews top stories across Western Michigan University's campus and the Kalamazoo community as published by the Western Herald newspaper and website. Excerpts of the stories will be read live and commentaries as well as clarifications passed based on observations made by the host and co-hosts. The goal is to keep our immediate community up to date on what is happening around them or what they may have missed within the week.

Host:

- Daniel Ebo

Co-hosts:

- Cori Osterman
- Nicole Morehouse

Producer:

- Ryan Misiak

Duration:

20 minutes

Selected stories and potential questions

1. WMU student aims to correct stereotypes about international students with documentary

- What peculiar challenges did Nowak identified as pertains to international students?
- How does her own background influence her perspectives on the documentary?
- How relatable is the idea of code switching for you?
- How can the experiences of international students be made better?

2. Former professor files lawsuit against WMU

- What reasons were given for the Professor losing his job?
- What is his defense or what relief is he seeking with the lawsuit? What does the Prof want at the end of the trial? (Getting his job back? Compensation?)

3. Work at the Western Herald

- What inspired you to want to do student journalism among all the RSOs you could have joined?
- How tough is the job? What challenges do you often encounter?
- How do you juggle schoolwork and Western Herald activities?
- Who are some of your icons in the media industry?
- What would be your advice to anyone wanting to commit to an extracurricular activity like you do?

4. WSA lays out important values for the organization

- What are the values proposed by the president-elect?

RSO Involvement

89.1 WIDRFM historically been the main voice on WMU's campus to share information about registered student organizations (RSO). The Original Series presents a prime opportunity to ensure 89.1 WIDRFM retains that title.

Prioritize 1-2 RSO Original Series

While it may take extra effort to initiate contact, push production, and maintain consistency, the end result pays off immensely. Collaborating with FOCUSED and DRIVEN members of such organizations can help self-promote, naturally gain new volunteers, and create new ideas. Finding the right RSO and members in it is key!

(Electronic Sports Bronco News, ESNB, is a great example of a successful RSO collaboration effort.)

PROCESSING THE PODCAST

For our Original Series, every host and guest will get their own mic and audio track in Ableton associated with the corresponding mic. Each individual audio track should be edited individually to ensure the best quality. Different voices, different processing.

Below are three audio processing tools that are essential to creating our award-winning productions:

- **Noise “Reduction” (Gate)**
- **Shape the Sound (EQ)**
- **Loud & Proud (Compression)**

Noise Gate

A microphone picks up audio constantly while recording. Everyday rooms have audible noise while empty, full of people, and especially when recording a podcast. Noise (voices, chair creaks, door slams) reflect off surfaces and are picked up on microphones recording. While we want some audio from recording (our intended vocalist), it's important to filter the audio we intend to use from audio that isn't necessary!

Equalization (EQ)

Shaping the sound of the recording is a great next step once filtering out all audio not needed from the recording. Equalization, (EQ, Chanel EQ, EQ Three, EQ Eight), is an audio effect that helps us manipulate frequency bands across a sound's frequency spectrum to process audio in certain ways. Using an EQ to cut lower frequencies from voices or smooth out harsh frequencies can impact the overall quality of your product.

Compression

An effective third step in the podcast process is compression. After filtering out unwanted audio and “shaping the sound” to a desired amount via equalization, compression helps “thicken” the overall sound by decreasing the audio's dynamic range then raising the impacted signal's volume level.

Chapter 6 – Audio Skits

-Animal Interviews-

89.1 WIDR FM ask the public questions in an interview style when out campaign or participating in events. While those interviews remain a staple for our audience and community, their counterpart “Animal Interviews” aims to provide a parallel comedic aspect to our station.

- “Knowledge” -

“Knowledge” is a skit element at 89.1 WIDR FM. It consists of an individual voice presenting a funny, weird, or interesting fact accompanied by some other audio element (music, ambiance, etc.)

“89.1 WIDR FM shares, knowledge. Did you know that _____ . How Crazy!
89.1 WIDR FM shares, knowledge”

- “Poems” -

89.1 WIDRFM is a platform to share all types and means of art. One way we’ve chosen to include other avenues of creation on our airways is to incorporate poems created and read by students!

- “What is?” -

“What is?” is a concept developed at 89.1 WIDR FM to share the voices of our wonderful audience and community members. When we attend events, campaign locally, or host others, it is crucial to always have a way to involve them with the station and on air!

“A host asks a willing participant if they would like to answer a question on air! The host will then ask the question and let the guest speak. Feel free to keep some more dialog going, have fun.”

- “WIDR Spelling Bee?” -

“What is?” is a concept developed at 89.1 WIDR FM to share the voices of our wonderful audience and community members. When we attend events, campaign locally, or host others, it is crucial to always have a way to involve them with the station and on air!

“A host asks a willing participant if they would like to answer a question on air! The host will then ask the question and let the guest speak. Feel free to keep some more dialog going, have fun.”

TEMPLATES ALL SKITS

EVALUATION 2 - BASIC UNDERSTANDING OF EDITING, PROCESSING, RECORDING

Chapter 7 – WiDR Tales



WIDR TALES Creation Guide:

Step 1:

Script Submission (WIDR Tales Creative Team)

A script is sent to the WIDR GM, Production, and Program team.

Step 2:

WIDR GM, Program, Production finalizes with WIDR Tales Team:

Originality (Creativity,
Syntax (Grammar, Formatting)
Effectiveness (
Appropriate (Liability)
Capability (Production Value)

Step 3:

Discussion of the casting and recording process between the WIDR Tales creative team, Program, Production, Video?

Step 4:

Solidify Cast Members

Send out the WIDR Tales casting app to the discord and airstaff emails!

Step 5:

Sound Effect Stock List

Create a sound effect list for and start collecting all music, sounds, and ambiance needed to produce the radio drama. Try to keep each sound effect IN ORDER, it will help in the long run.

Step 6:

Record All Lines

The next priority is getting the lines recorded! Try to limit this to one week to keep the project moving forward!

Step 7:

First Dialogue Arrangement

Arrange each cast member's dry audio in order of the script! Leave extra space between each line. Do not worry about staging the vocals.

Step 8:

Fill in Sound Effects, Ambiance, Music

Use the pieced together vocals and the scripts to help best place sound effects, music, and ambiance. Keep track of what sound effects have been used, so you don't get lost!

Step 9:

Export and share a preview with WIDR Tales Creative Team

Step 10:

Finish Vocals and Finalize all Sound, then Export

Step 11: Send all FINALIZED Files to 89.1 WIDR FM Production Director

Chapter 8 – WIDR Live Sound



