

## W P G U RADIO

### STAFF GUIDE

WPGU is a recognized student activity on the campus of the University of Illinois. Since it is an agency of mass communication, WPGU is under the jurisdiction of the Illini Publishing Company. The Illini Publishing Company also controls the Daily Illini, the Illio, and several other campus publications.

The organizational set-up and certain basic station policies are outlined in a WPGU "Constitution," which has been approved by the Illini Publishing Company. As listed in this "Constitution" WPGU has certain primary purposes. They are:

1. To provide a programming service to the residents of University Residence Halls.
2. Where deemed feasible and advisable by WPGU, to provide a programming service to other organizations; however, WPGU shall incur no financial responsibility for this service.
3. To provide an informational outlet for campus organizations.
4. To keep the students up to date on news events.

WPGU also has certain secondary purposes, in addition to the primary purposes listed above. They are:

1. To provide experience for persons interested in the radio broadcasting field.
2. To allow for full development of the individual through participation in an extra-curricular activity.

## ORGANIZATION

Organizationally, WPGU is governed by a Managerial Council of five members. These five managers, through the authority of the Illini Publishing Company, make all policy decisions for WPGU. Each manager is the head of one department at the station. Managers serve terms of one year.

The managers and their terms are as follows:

Station Manager: The station manager is the representative of the station in dealings with outside persons and organizations. He presides at meetings of the Managerial Council, and, among other things, he is responsible for the station's public relations program.

Program Director: The program director is the head of the program department. He carries out the station's programming policies. In general--he is responsible for everything that WPGU puts on the air.

Chief Engineer: The chief engineer heads the engineering department. He is in charge of all operations engineers, and he is responsible for the maintenance of all technical equipment.

Commercial Manager: WPGU is commercial and largely self-supporting. The commercial manager is the head of the commercial department, and is in charge of selling commercial time...maintaining relations with sponsors...and providing commercial copy for use on the air.

Treasurer: The treasurer keeps all necessary financial records for the station. He is the station's business representatives in dealings with the Illini Publishing Company.

Each department has several supervisors who are in charge of specialized functions within each department. Each supervisor is responsible to the manager of his department.

WPGU also has a Station Advisor--a member of the University faculty or staff who is chosen by the Managerial Council.

## GENERAL RULES

In an operation such as ours, certain rules apply to all personnel. Some may seem unnecessary...others, common sense. All serve a specific purpose, and all together enable the station to operate at its best.

Of primary importance is attitude. While WPGU is a student organization, it is also a business. First impressions are important.

Visitors to the station may be sponsors, university officials, parents, prospective staff members, or interested students. All visitors should be treated with courtesy. For the purpose of furthering this end, the attitude of persons within the station should lend itself to a business-like attitude and atmosphere.

Since WPGU is a "business," station members are expected to be on the station premises only when they are engaged in the actual operation of the station (i.e...engineering...announcing...pulling records for a program, etc), or when they are working on station business. WPGU is not a social club.

The attitude of operational personnel can make or break a show. The announcer on duty is responsible for what is on his program. The engineer on duty is responsible for the technical quality of the program. If the announcer feels that people in the control room, studio, or record library interfere with the quality of his program, or if the engineer feels that he would perform better with no one around, they may order these people to leave. Station policy states that these rooms will be clear of all personnel not necessary to the presentation of the program on the air.

Telephone Policies: Phones should be answered promptly and courteously. We are performing a service for everyone to the best of our ability...whether it be to provide information or to accept requests.

There are four phone lines coming into WPGU--Extensions 18, 19, and 20 from the Residence Halls Switchboard, and FL 6-2356, an outside business line. Extensions 18 and 19 are the only lines that are to be announced on the air, and requests are to be taken only on 18 and 19.

All station phones are for business use. Personal calls should be limited to 4 minutes. No long distance calls are to be made on station phones.

Other General Rules: Cleanliness, too, is important. Personnel on duty are responsible for seeing that pop bottles are returned to the racks...that waste paper is collected, and that cigarette butts are placed in ash trays. Coats should be hung up. Books should not clutter desks.

There will be no swearing on the station premises at any time. Under federal law, anyone swearing on the air is liable to two years in jail and/or \$10,000 fine. Anyone swearing on the station premises is jeopardizing his position on the staff.

WPGU is a co-ed activity, but women's hours at WPGU are restricted by agreement with the Dean of Women. Women may be in the station only between 10 a.m. and 10 p.m.

As a rule, WPGU does not loan out equipment. Under no circumstances may records be taken outside the station. The same applies to engineering equipment.

## W P G U ENGINEERING DEPARTMENT MANUAL

The engineering department exists solely to support the Program Department and to provide it with the necessary facilities with which to put our programming before the students. The department's organization, operations, and activities are all designed to implement this goal, which should be kept in mind at all times by the operating personnel.

### ORGANIZATION

Our engineers are classified into four groups, according to experience and ability. New personnel are classified as Probationary Engineers until they have shown sufficient experience, interest, and ability to warrant promotion. In general, an engineer will remain on probationary status for at least six weeks before promotion to Studio Engineer. Before promotion, he is required to pass a simple examination on standard control board operation. Persons whom the supervisors feel have exceptional promise and ability may be awarded the classification of Master Engineer. These especially capable engineers do most of the training of new engineers. Studio engineers who are skilled in construction and repair may be classified as Technical Engineers. They build and maintain the department's electronic gear, and they are expected to have facility in handling the console substantially equivalent to that shown by Master Engineers.

The head of the department is the Chief Engineer. He supervises construction and maintenance activities of the department through the Technical Supervisor, and supervises operations through the Engineering Operations Supervisor. The Technical Supervisor is responsible for all maintenance of the station's technical equipment. The Engineering Operations Supervisor has direct responsibility for all operations. He also

trains candidates for Master Engineer, and recommends to the Chief Engineer Probationary Engineers for promotion to Studio Engineer.

#### Announcer Relations

The announcer on the air is personally responsible for what goes on the air; therefore HE IS YOUR BOSS!! However, this does not mean that he can tell you HOW to do it; he can only tell you WHAT to do and WHEN to do it. If an announcer who is unfamiliar with engineering limitations requests the impossible, inform him of this and suggest that he find an alternative. If he requests things that seem to you to be against station policy, tell him so, but DON'T ARGUE. If they still seem wrong, notify the Engineering Operations Supervisor. He will investigate and, if necessary, report violations to the station management.

#### Equipment Malfunction

If any equipment fails or operates improperly while you are engineering, leave a note on the bulletin board for the Chief Engineer, describing the failure or malfunction, the corrective measures you took, and whether they cleared up the trouble. Include the time and SIGN YOUR NAME. If the failure is of an emergency nature, telephone the Chief Engineer. This includes phoned-in reports of transmitter failure, but NOT such things as plugs pulled out of their sockets.

#### Logs

The engineer is concerned with only one log: the engineer's copy of the Program log. The Program log controls the timing of each show. It tells when commercials are to be read, etc. Every time a commercial is read, or a transcription played, etc., the ACTUAL TIME must be recorded and the log initialed in the appropriate space. If the actual time recorded is different than the SCHEDULED TIME shown on the log, a full explanation must be written on the back of the log and signed with your full name. Your initials must appear on every line of the log during the time you are on the board, even if there is no commercial given during that time segment. This is very important, since it is from this log that the Commercial Department bills our sponsors. No initials...no bill...no money...pretty soon, no station!!

If you are combo-ing, so state on the log. (Persons who combo must be cleared by both program and engineering departments.)

#### Control Room

Keep the control room clean at all times. Don't leave pop bottles lying around...use the ashtrays instead of the floor...etc. Space in the control room is limited. It is therefore your right AND DUTY to request any persons not directly involved in the station operation to leave the control room area. The only people who should be in this area are the announcer and engineer on duty, announcers putting away records from the last show or getting records for the next show, and members of the technical staff. We will be glad to show anyone through the station at any time, but

please do not bring visitors along when you are on duty.

### Engineering Shifts

Engineering shifts are one hour long, and an individual may take as many shifts as he feels he has time for. Shifts normally change on the half-hour. Engineers are requested to be in the station at least five minutes before their scheduled shifts. Sign-on engineers must be on hand 5 minutes before scheduled sign-on time to turn on the equipment. Engineers must not leave the console for extended periods. If you have to answer calls of nature or of phone, get someone to take over. When you are going to be absent from your shift, notify the Engineering Operations Supervisor in writing at least 24 hours in advance.

### Records

Handle records with care. Use the dust-cloth often. Pick records up by the center and edges only...never put your fingers on the grooves. Check for correct turntable speed and needle before playing each record. You are responsible for what happens to the record from the time the announcer hands it to you until you put it in the used-record slot. After that, it's the announcer's headache.

### General Rules

Be sure that background music and themes are completely off when the announcer gives a commercial or station break. Never turn on the mike until the announcer is seated and ready to speak. It is the announcer's responsibility to be ready when the record ends, but cue him in if you don't think he's paying attention. Keep the cue volume down when the mike is on. The studio is not completely soundproof.

Try to be artistic by helping the announcer fade music in and out at logical points. Do your best to make a show run smoothly and thereby sound professional. Remember--a good engineer can make a poor announcer's show sound decent, and vice-versa. Handle the equipment with care, as we have a considerable investment in the control room. This goes especially for needles. If at any time you are not sure exactly what kind of fades, segues, or cues an announcer wants, CHECK WITH HIM. Give him the best service you and the equipment are capable of.

PROGRAM DEPARTMENT  
STANDARD OPERATING PROCEDURES

The primary purpose of the Program Department as outlined in the station Policy and Practices Statement is three-fold: First, to provide an entertainment service to the students of the residence halls; Second, to give the students information about campus events; and Third, to keep them up to date with campus news happenings.

Thus, WPGU's programming must not only give the students music and entertainment, but it must keep them informed of what is going on at the University... It must educate and inform as well as entertain. Programs are scheduled, then, not only to give the listeners the programs they want, but also the programs and information that they should have. Giving information is one of the primary responsibilities of any radio station as outlined by the Federal Communications Commission.

A secondary purpose of the program department is to provide both on-air and off-the-air experience and training in the field of radio broadcasting for members of the organization. And, as an extra-curricular activity, it functions as a recreational outlet, and provides opportunities for developing leadership.

ORGANIZATION

Program Director: The Program Director is a member of the managerial council, and the head of the program department. The duties of the program director are as follows: To supervise all programming; to execute the policy of the managerial council with respect to programming; to make policy decisions on programming where the managerial council has expressed no policy; to promote probationary announcers and newscasters to staff status; to be directly responsible for the quality and conformance to FCC regulations of material broadcast over WPGU; to assign air time to announcers and newscasters; and to prepare the program department budget and operate within that budget as approved by the managerial council. The program director

only has the authority to dismiss a person outright from the program department. He also has top priority on governing the studio area while any program is on the air. Any persons who are adversely affecting program quality may be removed regardless of the nature of their business.

Under the program director are a number of supervisory positions. These are listed below:

Chief Announcer: The chief announcer supervises all announcers in their observance of program department policies and standards. He is in charge of conducting all auditions for air time. He is in charge of the training program for probationary announcers. He works with the training announcers in instructing all probationary announcers. He shall take steps to keep program content and announcing techniques at a high level.

The chief announcer has authority over all announcers, except news and sports announcers. He has the power to suspend announcers from the air, and he may recommend the dismissal of an announcer to the program director.

News Director: The news director is responsible for the scheduling of newscasters, after the schedule of news programs is approved by the program director. He is responsible for the training of newscasters, and is responsible for the presentation techniques of newscasters. He shall organize and maintain a staff to report on campus news events, and he shall be responsible for the scheduling and production of all special news programs, in co-operation with the program director.

Sports Director: The sports director is responsible for the scheduling of sports announcers, and he is responsible for training them. He is responsible for the announcing techniques of the sports announcers. He shall supervise all special sporting events broadcast over the station. Like the news director, he shall organize and maintain a staff to report on campus sporting events.

Monotonous Director: The monotonous director, in co-operation with the program director, is responsible for the schedule of programs on the weekend broadcasting feature "Monotonous." He shall supervise all special productions which are presented on "Monotonous." He also assists the chief announcer in the training of announcers on "Monotonous."

Chief Record Librarian: The chief record librarian is responsible for the operation of the record library. He maintains needed correspondence with record companies and distributors. He also maintains a filing system and card index system for all records in the library. He is responsible for renewing record contracts and ordering new ones, with the approval of the program director. He shall maintain inventory lists of all 33-1/3 r.p.m. records in the library, and he shall conduct an inventory of the record library at least once a semester. He shall organize and maintain a staff as needed to assist him in the above functions.

Features Co-ordinator: He shall produce and supervise all special productions and feature-type programs that fall outside the realm of news or sports.

Continuity Director: The continuity director is in charge of preparing all promotional announcements and recordings for the air. These promotional

announcements fall into three classes: (1) Public service announcements for national organizations, such as the National Safety Council; (2) Announcements or recordings promoting shows or features on WPGU; and (3) Promotional announcements for campus activities.

All promotional announcements must be cleared for the air by the continuity director before they may be put on the air.

Members of the program department are divided into two classifications within the department--announcers and newscasters. Within each classification there is a status system as outlined below.

#### Announcers

Probationary Announcer: This status is assumed by the announcer when he passes his audition. Each probationary announcer is given training in the techniques of programming and announcing his show by the chief announcer and by a training announcer. The probation period lasts at least 8 weeks.

Staff Announcer: An announcer is promoted to staff after he has been with the station for a period of at least 8 weeks, and when he has proven his announcing ability to the satisfaction of his training announcer and the chief announcer. The promotion to staff announcer is made by the Program Director, and it entitles the recipient to a WPGU staff card.

Senior Announcer: The promotion to senior announcer signifies that the recipient; (1) has had long experience with WPGU; and (2) has proven his superior ability as an announcer. The promotion to senior announcer is made by the program director.

Training Announcer: Each semester, a group of approximately 10 announcers will be chosen from the staff and senior announcer classifications to assist the chief announcer in training the new probationary announcers. Each training announcer is responsible for training several probationary announcers.

The training program is covered more completely in another section of this booklet.

#### Newscasters

Probationary Newscaster: This is the status assumed by probationary members of both the news and sports departments. Like the probation period for announcers, this is a period of training under the news and sports directors.

Staff Newscaster: The promotion to staff newscaster is made by the program director after at least 8 weeks probation, and is made at the request of the news or sports director. Like the position of staff announcer, this position entitles the recipient to a WPGU staff card.

In addition to the above, the position of Program Department Staff is held by members of the staff who are not announcers, but are connected with the record library, or are involved in special features or special program production work.

## Auditions

Auditions for announcing and newscasting time will be held periodically at the discretion of the chief announcer. The chief announcer shall be in charge of giving all auditions, but the program director shall have the final decision in clearing persons for the air. The auditions will be judged on a number of criteria as outlined in the training manual and the announcer critique sheets.

## Training Program

Each probationary announcer is assigned to a training announcer who works with him to help him improve his announcing and programming techniques as outlined in the Training Booklet. The probationary announcer makes tape recordings of his programs, and the training announcer critiques them with him. The recommendation that the probationary announcer be promoted to staff status comes from his training announcer any time after 8 weeks. The training announcers are under the supervision of the chief announcer.

## PROGRAMMING

All programming on WPGU is decided by the managerial council, or by the program director where the managerial council has expressed no decision.

Every hour of the WPGU program week has been assigned a "format," which means that the type of music has been decided upon and standardized in advance. It is important that each announcer follow the format specified for his show. A special Program Format Notebook is kept in the main studio, and this book lists the names and formats for all programs during the standard broadcast week. This notebook also contains the theme song assigned to each program, and other special comments about each show.

The notebook is designed to insure continuity in programming from day to day and week to week, and it is available for the reference of announcers who are filling in on a program on a substitute basis.

Any deviations from the usual programming format must be approved in advance by the program director.

## Record Library

WPGU has the largest record library in Champaign-Urbana, consisting of 33-1/3, 45, and 78 r.p.m. records. The 45 and 78 r.p.m. records are numbered

consecutively in the order in which they are received in the record library.

Classical 33-1/3 r.p.m. records are filed by record company and by the company number.

"Popular" 33-1/3 r.p.m. records are filed in the following categories:

- 1000-1999 --- Mood
- 2000-2999 --- Dance and Vocal
- 3000-3999 --- Broadway and Motion Pictures
- 4000-4999 --- Jazz
- 5000-5999 --- Miscellaneous (Folk, religious, etc.)
- 6000-6999 --- 10" long-playing records

All records, except classical, are cross-indexed in separate card files according to artist and title. In this file, cards typed in red are 33-1/3, cards typed in black are 45's, and cards written in ink are 78's.

There are also separate card files listing:

- (1) 33-1/3 r.p.m. "popular" albums by title and artist.
- (2) Classical works by title and composer.
- (3) Sound effects records.

Since records are the main program material used on WPGU, each announcer must take care to keep the records in good condition, free from scratches and scrapes. All records should be handled by the edges and on the center labels. The grooved record surface should never be touched.

Each announcer is responsible for pulling the records for his show, and also for filing them away after the program is over. Station records are not allowed to leave the station premises. Announcers should not pull records more than an hour in advance of their shows, unless given permission by the program director.

Announcers may bring their own records for use on WPGU, but these must be approved in advance by the program director.

Some of the records in our library have selections which are banned either by ASCAP or by the program department. These selections are marked on the records and on the album covers, and they are not to be played under any circumstances.

#### Program Content

As stated above, the format for each program is decided in advance and noted in the Program Format Notebook. Each announcer is encouraged to program his show in advance, and blank programming sheets are provided for this purpose.

The only exceptions to the above are the request shows. Requests are to be taken and acknowledged, and dedications given on records only during the request hours. If a listener calls in and asks for a request during any other time of day, the announcer may play it if he wants to and if it fits into the format of his show. But, he may not make any dedication on the record. If the announcer decides not to play the request, he should refer the caller to the request show hours.

No one is allowed on the air without the permission of the program director. This includes special guests and interviews. Interviews are to be approved in advance.

## Studio Policies

Common consideration warrants that the engineer be given time to cue records. Be sure to give him the record soon enough to accomplish this purpose, being sure to clarify the side and band desired. It is recommended that each announcer program his show a day prior to airing. In this way, the engineer on duty can have a copy of the record list for the program.

Never, in any way, hamper or harass the announcer who is on the air. Do not loiter in the control room area after your show.

The announcer on the air has the authority to clear the studio and control room area of persons who are not working on the program that is actually on the air.

The announcer should never converse with people in the control room or over the telephone while he is on the air.

All commercials, station breaks, formats, etc. are to be read as written. Any deviations from the written formats must be approved by the program director; or in the case of commercials, by the commercial manager, in advance.

## Commentary

Please refrain from "editorializing" about the practices, procedures, or services of the University, unless the comment is in a positive vein. This positive attitude should be kept in mind at all times, but especially in dealing with the University food service, etc...

It is in bad taste to make derogatory comments, especially in the extreme, about any record, artist, or listener. The general rule is .... If you can't say something good about them, don't say anything at all.

NO ANNOUNCER IS TO MAKE ANY STATEMENT OVER THE AIR THAT IS, IN ANY WAY, PROFANE, OBSCENE, INDECENT OR SUGGESTIVE. To do so is grounds for immediate suspension. This type of offense not only jeopardizes our position on campus, but also breaks the United States Criminal Code. This makes the violator and all responsible subject to prosecution. The penalty, according to law, is a \$10,000 fine and/or two years in jail.

When an engineer makes a goof, do not mention it over the air, since the audience already knows it. Any dwelling on the subject only enlarges the error and gives our listeners a bad impression of WPGU. In general, the listeners are not interested in what is happening here at WPGU, in terms of "who is in the control room" etc.

## Assignment of Air Time

Air time is assigned to announcers by the program director, with the assistance of the chief announcer. Preference in air times is given to announcers on the basis of the following: (1) Announcing ability, and (2) Dependability. In this way, the "best" and most dependable announcers are assigned to the "best" air times.

## Absences

Because of its nature, WPGU is not an activity that can be "put off until tomorrow." When an announcer is assigned to a show, it is expected that his primary responsibility during that time segment will be to WPGU and his program. This means that other activities, and sometimes studies,

will have to be scheduled at other times.

If, for some unavoidable reason, an announcer finds he cannot do his show on a particular day, he is expected to leave written notice to this effect with the chief announcer at least 36 hours in advance. An absence card form is provided for this purpose. The announcer should also make an effort to find a replacement for himself, and he should make note of the replacement on the absence card.

#### Novelty Effects

It is considered in bad taste to play records at the wrong speed for the sake of novelty. It is also in bad taste to use recorded voice tracks or sound cuts in between records or comments on a program. This only tends to make the station sound amateurish. Sound effects should be used with extreme caution. Permission for all special novelty or sound effects must be obtained in advance from the program director.

WPGU is striving for an over-all professional sound. Before attempting anything that is in questionable taste, the announcer should ask himself... "What will this sound like on the air?"... "Will it sound professional?"

#### USE OF THE LOG

In planning for a show, each announcer must make certain that he allows sufficient time for commercials. A commercial cannot be cut for lack of time. And, all commercials must be given on time, or the sponsor cannot be charged for them.

For demonstration, here is reproduced a typical segment from one of our program logs.

3:00:00 PM	CONCERT HOUR	
	X 30 SEC SPUDNUTS	*(1)
3:25:00 PM	X 1 MIN CAMELS	*(2)
3:30:00 PM	STATION BREAK	
3:40:00 AP	X 1 MIN SMITH-CORONA	*(3)

\*(1) This type of commercial, since it has no exact time marked, can be given anytime between the last time listed before it, and the first time listed after it... in this case, any time between 3:00:00 and 3:25:00. However, the exact time when the commercial is given must be marked on the log.

\*(2) This commercial has an exact time marked, and it must be given between 3:24:30 and 3:25:30--within 30 seconds of the listed time, either way. When it is given during this time, it can be marked "OT" meaning on time.

- \***(3) This commercial is marked "AP", which means "approximately."**  
Commercials marked "AP" must be given within 3 minutes either way of the time listed. In this case, between 3:37:00 and 3:43:00.

There is space provided in the far right hand column for each announcer to sign his name. At the beginning of an announcer's shift, he should write out his name clearly and legibly at least once. His initials will suffice for the rest of the signatures.

The log is to be signed by each announcer that takes any air time. In the case of newscasters, the announcer on duty in the studio may sign--but he should sign the name of the newscaster in parenthesis beside his own initials.

The same rules for signing apply to other notices on the log, such as station breaks, promos, etc. If they have a time marked and are given on time, they can be marked "OT". If no time is listed, the time they were given must be noted exactly. This matter of exact timing is extremely important, especially where it concerns commercials.

Occasionally, a show may be paid for by one sponsor. This means that the sponsor has bought the entire segment, not just the commercial spots within the show. Sponsored programs must start with an introduction stating that the show is brought to the listeners by the sponsor.

All commercials are to be read as written.

#### OTHER POLICIES

Transcriptions and Tapes: WPGU makes extensive use of record transcriptions and tapes for commercials, promotional announcements, and shows. All tapes will be kept in the control room on a peg board...and will be appropriately labeled. All transcriptions... including commercials, promos, and special shows... will be kept in a special record rack either in the control room or in the record library.

The announcer on duty immediately preceding a transcribed or taped show is to remain on stand-by duty during the show.

Station Breaks: The announcer on duty during any time segment is responsible for giving the station break after his show, and also for giving the intro and extro to the newscast, if one follows his show. The official station breaks are posted in the main studio, and these are the only ones to be used, unless a special break is authorized for a special occasion.

Two-Man Shows: Generally, only one announcer is assigned to any one program. The reason for this is that when two announcers do a show together, the program usually degenerates into a talk session between the two... and the listener is the one who suffers. Two announcers must obtain the permission of the program director if they wish to do a show together.

News and Sports: If local news stories are phoned in when no newscaster is on duty, the rest of the staff is asked to take down the information, and put it on the local or "campus" news peg in the newsroom.

Only authorized personnel should clear copy from the teletype machine. If an announcer wants to clear the machine to get a weather forecast or news headlines, he should roll up all the other copy taken from the machine and

leave it on the news desk.

No use is to be made of the terms "bulletin", "flash," or "urgent" except in connection with a legitimate news story. Any staff member of the news department shall have the authority to put a news bulletin on the air if and when he deems it important enough.

Programming Ideas: This station is a co-operative venture. Members of the staff should take an active interest in the betterment of programming in general.

Ideas regarding new programs or series should be presented to the program director in writing so that they may be reviewed by the management council, if necessary.

## COMMERCIAL DEPARTMENT

The Commercial Department has two main purposes:

- 1) To raise operating revenue for the station.
- 2) To train people in the commercial aspects of radio broadcasting.

### Organization

Commercial Manager: The commercial manager is responsible for the overall operation of the commercial department. He is the head of the department, and he represents the department on the Managerial Council.

To assist him in the operation of the Commercial Department, the commercial manager has several supervisors working under him. They are as follows:

Sales Director: This supervisor is in charge of all of the salesmen. Each account is assigned to a salesman, and these salesmen must get contracts signed...get information for advertising copy, and, in general, keep the sponsor happy. Each sponsor should be serviced and visited at definite intervals throughout the semester.

Copywriting Supervisor: This supervisor is in charge of the copywriting staff. Traffic sheets returned by the salesmen are assigned to the staff, and the advertising copy is submitted to the supervisor for approval. Approved copy is retyped on station continuity forms and entered into the commercial copy book. The upkeep of this book is the responsibility of the copywriting supervisor.

IBM Supervisor: This supervisor receives a copy of each contract in order that the IBM logs are made out properly. These logs are made out weekly. This supervisor also keeps a diary. Each day the number of spots per advertiser is entered in this diary.

### The Master and Daily Log and Diary

For each advertiser for whom we have a contract, a permanent record is kept by the commercial department. It includes the name of the sponsor, the name of the show, the time, the length of show, and the type of show (live, tape, recording). This log should be kept up to date: that is, each time a new contract is formed, the log should be corrected or changed correspondingly.

For those sponsors that have no contract, all the information mentioned above will be listed in the Daily Diary under the appropriate date.

The logs to be used and signed during the broadcasting day are made out with the diary and permanent log as a guide. The log, as regards

the accounting of each minute of time, is as follows: You begin by writing the base or starting time at the top of the page. The time that the particular show is on the air is recorded in the column so called. The next time is found by adding the base time, or the time above as the case may be, and the time segment together. The resulting total is then written down. For examples see any previous log.

All current logs must be saved. Each log should be kept for at least three years.

#### Policy for all Short Term Advertising

1) All short-term commitments, be they one-day, saturation spots, or any advertiser for whom we have no contract, must be entered into the book that lists all past and present advertisers.

2) The information should include: The length of time in that particular segment...the rate...and the discount.

3) This must be entered with the date, and the complete listing as given in part 2, with each new segment ordered by the advertiser.

The purpose for the above procedure is to make the reference to the advertiser easier. The Diary will still be kept, but with the above method, you needn't go through the entire diary to find the number of times that the commercial should have been given to check the log. Also, if this particular sponsor requests a time spot in the future, on the same basis, we will have this record so as to see what rates he was charged, and any special discounts that might have been given. Also, this will serve as a reference to check if the proper number of spots has been given, and if any make-ups are needed.

#### Commercial Accounts

WPGU's national accounts are obtained from College Radio Corporation, a national advertising agency. Liaison between the station and CRC is handled by the Commercial manager.

Local accounts are handled through our sales staff. Local accounts are chosen for the service they can perform for the students.

Notarized affidavits are submitted to all national accounts and to any local sponsor desiring them. They list the number of commercials given, the time, and the date. For this reason, if specific times are listed on the logs, IT IS IMPERATIVE THAT COMMERCIALS BE GIVEN AT THE ASSIGNED TIMES. These times are chosen by the sponsor.

## TREASURER

The job of the Treasurer at WPGU breaks down into two major functions: that of accounting for, receiving, and disbursing the funds of the station; and that of acting as purchasing agent for the station. Each of these shall be considered separately.

### Station Funds

The books of WPGU consist of a General Journal, General Ledger and two subsidiary ledgers--the accounts receivable ledger and the accounts payable ledger, both of which have controlling accounts in the general ledger. In addition to these regular books, there is an account book for the petty cash fund.

Petty Cash Fund: The petty cash fund is kept in the custody of the treasurer, and he is responsible for the disbursements from the fund. The petty cash fund is handled in the imprest method. When proper evidence of a bill is presented to the treasurer, he fills out a petty cash disbursements chit which is kept in the petty cash box. He signs the chit, and so does the person receiving the money. The amount disbursed is then deducted from the balance in the account book for the petty cash fund. A full explanation of the accounting for this fund is to be found in the front of the account book for the petty cash fund which is kept in the petty cash box.

Funds are received by the station either by mail, or by direct collections from accounts. All checks are to be immediately stamped on the back with the deposit stamp. The receipts are then entered into the general journal and carried through the accounting system in the regular double entry system. A deposit slip is then made out and a cash receipts voucher made out in duplicate. The cash receipts voucher is given to the station manager, who checks the amounts listed thereon with the cash and checks attached, and signs the voucher when he is convinced of its correctness. The voucher, the deposit slip, and the checks and cash are then taken to Mr. Paul McMichael at the Illini Publishing Company for final signature and deposit to the station's account.

When bills that are not to be paid from the petty cash fund are received at the station, they are entered into the accounting books by the normal double entry system. Checks are then made out to cover the bills after all applicable discounts are taken. Copies of the bills are attached to the checks after they are made out by the treasurer, and the bills are considered paid by the treasurer and the payables are taken out of the accounts with proper entries. A statement of checks issued is then made out in triplicate, upon which changes in the station's bank account are listed in the proper places. The checks, with the bills attached and two copies of the statement of checks issued are then given to the station manager for signature. The station manager returns them to the

treasurer, who will deliver them to the Illini Publishing Company for final signature, and where they will be run through a check protector. The checks will then be brought back to the station and sent out by the treasurer.

At the end of each month the treasurer will receive from the commercial manager, or his agent, the totals of the number of commercials given for each sponsor. The treasurer will then be responsible for determining the amount of the billing and for sending out statements to the advertisers. The amounts of these receivables will be entered into the books in the proper double entry fashion.

After billing is completed, the books will be closed prior to entering any transactions for the new month. The treasurer will then make up the following statements for presentation to the other managers for approval and recording into the minutes of the management council: Balance sheet, Income statement, Statement of resources provided and applied.

The treasurer is at all times responsible for all money of the station and in such capacity should be able at all times to give proper accounting for all funds that are handled by the station. Where no special instruction exists, transactions are handled in such a manner as to comply with good accounting procedure, and to give the best possible use of the information to the station.

The treasurer, in addition to being responsible for station funds to WPGU, is responsible to the Illini Publishing Company for the proper accounting of the station. At the end of each month, the treasurer renders to the Illini Publishing Company a report of all income for that month that the station earned through selling advertising and through maintaining a vending machine in the station. Further information concerning the responsibility of the treasurer to the Illini Publishing Company can be found by contacting Mr. Paul McMichael at the IPC.

#### Purchases

ALL PURCHASES OF THE STATION ARE TO BE CENTRALIZED IN THE TREASURER. However, the treasurer can authorize specific persons to make purchases for the station. Each manager will be responsible for seeing that all purchases made for his department meet with his approval. All persons in the station will submit to the manager they are directly under any requests to purchase items for the station. The manager then determines if his budget can afford the item, and if it can, he will pass it to the treasurer who will order the material.

Individual managers may suggest to the treasurer where an item should be purchased, but the treasurer is not bound by this suggestion. The treasurer is charged with the responsibility of seeking out the least expensive source of supply that will measure up to the necessary standards. All receipts of goods by the station will be channeled through the treasurer, so that his records may be kept current. The treasurer is authorized to open and inspect for damage all supplies and

equipment which arrive at the station. If the treasurer is not available, the only other person authorized to open packages addressed to the station is the manager for whom the material was ordered. The managers should be instructed in such cases to be sure to channel to the treasurer all papers that accompany the shipments.

The treasurer should keep records of all items that are currently on order, and when the material arrives at the station, he should remove from the outstanding requisition file all papers that apply to the material received.

As a further guide to action, the treasurer must be familiar with the WPGU Constitution where the broad duties of the office are outlined.