

INSIDER

News and general information for WMSE student and community volunteers.

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The Boost and All That Goes With It

Since WMSE's early years, our limited signal was a concern that repeatedly surfaced whether it came from the staff, our listeners, underwriters, or even the music media.

The engineering staff, station management and the university have been working together for the last 2-1/2 years to address this issue and the work culminated at 9 a.m. on March 16 when WMSE began broadcasting at 3,200 watts.



This would not have taken place without some help from virtually everyone at WMSE. Had we not improved our credibility with the university's administration during the last four years, it's highly unlikely they would have allowed us to secure the more than \$49,000 in equipment and services before the project was completely

funded. Your conduct, for instance, in your relationships with the public safety office, made securing advance funding easier for us.

The 1995 Power Crank is not just the achievement of the engineering staff or station management. It is everyone's success.

Now all of us have to deal with the responsibility that goes with it, because more people will be listening to WMSE than ever before. The early feedback we're getting from our listeners indicates that we are able to be tuned in as far north as West Bend, as far south as Kenosha, and as far west as Delafield.

We're placing a greater emphasis on promoting the station. General information television ads ran for two weeks in March on MTV and VH1 and fund raising television ads will run the last two weeks in April. Neil Mickey's Street Sheet already has a circulation of 3,000.



The power boost team of Marc Kellom, Julie Cudahy, Tom Neubauer, Joel Caven, Eric Boettcher, Corey Lardinois, Tom Crawford, and Scott Merbeth put in some extremely long hours in order to get everything up and running and deserve special thanks. Without Marc Kellom, who directed the project and regularly commuted from South Bend, Indiana, to help us, the 1995 Power Crank would still be a dream.

But what comes along with the boost?

WMSE

Michelle Molitor
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1. **A greater responsibility to follow the FCC guidelines.** It's not unlikely that we'll be monitored, or even visited, by FCC reps during the next few months. That's why we intend to be very rigid about such procedural matters as filling out transmitter logs, properly operating EBS system, etc. If you are unable to take care of these matters, it's unlikely you will be asked to remain with the station.

2. **Keep your show covered.** Few things are more embarrassing to WMSE than going off the air because a show isn't covered no matter which time of day it is. As the holder of your respective time slot, you are responsible for making sure that either you or a substitute is covering the slot. There will be lengthy suspensions with loss of show, if not outright dismissals, of individuals who force us to go off the air by being no-shows.

3. **Continue to do a professional job.** No, this doesn't mean be as slick and polished as a commercial radio DJ, but, out of respect for our listeners, to conduct yourself maturely and do your show in a manner that will positively reflect on yourself, the station and the university.

4. **Take care of the equipment.** We understand that accidents will happen, but we want to eliminate careless or downright malicious abuse of equipment. We want to give you the best equipment WMSE can afford but that's very difficult if we are continuing plowing revenue into avoidable repairs. Report equipment problems immediately so we can address them quickly.

It was very gratifying to see the turnout at the February general staff meetings as well as the suggestions, questions, and comments. We always felt that many of you care deeply about WMSE and its future but your attendance, attentiveness, and participation at the meetings only reinforced those thoughts.

With the power boost completed, Tom and I would like to ultimately turn our attention to programming issues once the fiscal year concludes. This doesn't mean a format overhaul

but rather a discussion of how we can improve our programming within the existing format.

We certainly want to involve the station staff in this effort, but with a limited group of people because we feel a large committee will simply be too unwieldy.

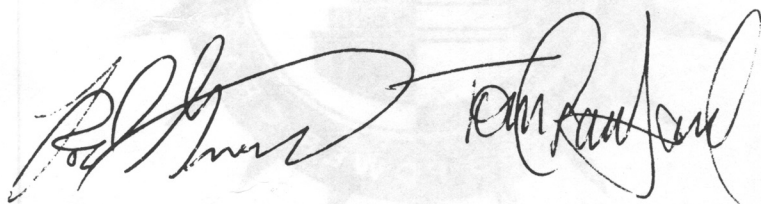
We would like to assemble a group of no more than five people to begin this project. They also would communicate with talking to the rest of the station staff to pick up some feedback. The group would meet twice a month, possibly once on a week night and once on a weekend if that can be arranged. If you are interested in serving on this committee contact Tom Crawford (see page 5).

The engineering staff is beginning to lay out the major equipment priorities for the next five years. If you have ideas or recommendations contact Julie Cudahy or Tom Neubauer.

The remainder of the newsletter will provide you with information related to the current fund drive and other issues we continue to have to deal with.

So welcome to WMSE's new era of operations. You worked very hard to not only get this signal increase but also to bring the station to its current level of popularity and you deserve every success that comes with it.

Thanks.



Rod Gnerlich
Executive Director

Tom Crawford
Station Manager



**HAPPY
EASTER!!!**

ADDRESSING THE ISSUE OF THEFT: PHASE ONE

Despite the extensive discussion about the issue during the general staff meetings, the theft problem has not abated. We are still trying to find a way to avoid locating a camera in Studio A and other cameras strategically throughout the station.

Our preference is to give our staff the benefit of the doubt at this point when it comes to pinpointing where the thefts are occurring.



With that in mind, we are going to implement a three-month moratorium on all guests at the station from May 1 through July 31. This means absolutely no guests or assistants will

be permitted in the station during your show with the one exception being a cleared interview guest. Interview guests will only be permitted in the station during the interview itself and must be escorted both to and from the station. The door is to be locked at all times.

We suspect that guests may be the primary individuals stealing product from WMSE and are doing so when the host DJ is occupied with broadcasting matters.

If we discover after the moratorium that thefts have reduced dramatically we will then have the option of (1) installing security cameras in the station before again allowing guests in the station or (2) continuing the "interview guests only" policy.

We prefer to believe at this point that the majority of the thefts are not coming from the regular staff of the station. If we did, the camera would probably be installed by now. At the same time, we desperately need to greatly reduce, if not eliminate altogether, this problem and the moratorium is our last option before cameras and spot searches. We apologize for any inconvenience.

LOOKING AT THE CASH FLOW



We are steadily closing in on the \$65,200 1994-95 fund raising goal for the boost and other station operations. The current funding picture breaks out as follows:

Funds Raised Through March 20, 1995

Paid underwriting	\$18,053.00
Carryover '92-94 funding	11,355.00
Transmitter sale	5,250.00
Benefit concerts/Raves	5,326.00
"Friends of WMSE" Fund	3,523.00
Underwriting receivable	1,040.00
T-Shirt Sales	2,624.00
	=====
Total	\$47,171.00

This almost pays off the transmitter project, currently estimated at \$47,685 (a couple of bills have to come in before the figures finalize). Our remaining debt to the college to fund general overhead will be \$17,500.

Anticipated Income

Additional T-Shirt Sales	
(New Guitar Smashers)	\$6,405
April, June Raves	4,000
Other benefits	1,000
Metropolis Underwriting (April-June @ \$900 per month)	2,700
Additional Underwriting (March-June @ \$1,000 per month)	4,000
Additional WMSE Friends Donations	????
	=====
Total	\$18,105

We would like to exceed the goal so we can stockpile some funding for the next large equipment project. Notify Tom Crawford of any business that you think might be interested in underwriting programming.

Debbie Lang has already done a super job of chasing down, and already collecting overdue accounts including \$400 from underwriters we had originally designated as potential bad debts.

The Upcoming Budget

The following WMSE budget was proposed and accepted by the university administration for submission to the Board of Regents.

Part-Time Salaries (7)	\$17,500.00
Office Expense	350.00
Telephone Expense	3,400.00
Printing	500.00
Mail Services	1,500.00
Memberships	320.00
Periodicals	625.00
Travel Expense	3,500.00
Staff Development (Seminars, etc.)	1,000.00
Miscellaneous	300.00
Station Promotions (Street Sheets, Bumper Stickers, Ads	5,000.00
Equipment	1,500.00
Music License Fees	1,287.00
Repair and Maintenance	3,000.00
	=====
Total	\$39,782.00

WMSE will have to reimburse this total to the university by the end of the 1995-96 fiscal year. Any funding raised over that total will be applied to equipment. The Board of Regents must approve this budget in April.

T-shirt sales are covered in a separate WMSE income account that handles both revenue and expenses for reorders.

We have the option of cutting the budget or rerouting funding from one area to another at any time during the fiscal year.

Should 1995-96 fund raising go poorly, the Station Promotions and Travel Expense line items would be the first to be reviewed for cuts, followed by Part-time Salaries. If a major equipment emergency arose, funding is likely to be transferred from the Station Promotions and/or Travel Expense budget lines.

Department Reorganizations

Since the start of the year, the Engineering Department and Music Department have undergone some reorganization. Tom Neubauer and Julie Cudahy began serving as engineering director and chief operator respectively to enable Scott Merbeth to devote more time to his job and school.

WMSE's greater signal made the efficient operation of the music department even more critical. So when Mike Johnston resigned his position as music director, Paul Host was asked to return to this position, which he held for several years to ensure no drop in efficiency. Concurrently, Mike Bereiter was asked to serve as assistant music director.

The positions of program director and assistant general manager have been vacated for now while Paul works with Buzz on music department operations. Tom Crawford will cover the program director responsibilities until it becomes necessary to restaff the position.

As part of the Music Department reorganization, Paul and Mike have been asked to:

- Record the charts and report them to Dr. Circuits and all necessary trade publications.
- Issue recording daily as opportunities arise and record ALL inventory including local music and pertaining data on the computer.
- Appraise the staff of All new releases by posting a computer list on the Studio A door.
- Maintain the posting of alphabetization assignments and notify the Station Manager of anyone failing to work on his or her section.
- Contact labels at least once a week.
- Create the Top 35 list for inclusion in the Street Sheet.
- Maintain and update the music department mailing list of record companies, stores, etc.

Connecting With Your Colleagues

WMSE Staff Directories are attached to this newsletter. In addition to containing staff listings and phone numbers, the directories also have information on how to deal with various levels of emergencies at the station ranging from basic equipment failure to a program no-show.

Volunteers Needed

WMSE needs volunteers to assist with the following projects:

- ◆ Training new DJs.
- ◆ Programming committee (minimum of 2-3 years at WMSE required).
- ◆ Assisting in Studio B production work including writing and producing WMSE and MSOE-oriented announcements and promotions.
- ◆ Writing Street Sheet articles and ads.
- ◆ Distributing Street Sheets, T-shirts and other promotional products to record stores and night clubs near your home.
- ◆ Policing the station library, (placing product in viewpacks, library organization and maintenance, etc.).
- ◆ Covering station phones during the day for an hour or two.
- ◆ Station cleanup
- ◆ Assisting the engineering department with the upcoming station inventory.
- ◆ Summer remote broadcasts (setup, teardown, DJ work, etc.)
- ◆ Assist with benefit concerts, Raves and other fund raising efforts.

We are particularly in need of people to fill training slots but all of these projects and operations are very important to keep WMSE running smoothly. Although the Milwaukee School of Engineering holds the license, it is **your** station too.

What makes WMSE operate, and what has kept it on the air for 14 years, is the fact that we have many individuals at the station who choose to do more than simply come in, do a show, and go home. Take ownership!!

To sign up, fill out the area below and return this page to Tom Crawford.

VOLUNTEER SIGNUP

Name _____

Phone _____

Best times to reach me _____

I am interested in volunteering time in the following areas:

- ___ Training new DJs.
- ___ Production activities
- ___ Writing Street Sheet articles and ads.
- ___ Distributing Street Sheets, T-shirts and promotional materials to record stores and night clubs.
- ___ Covering station phones during the day for an hour or two.
- ___ Station cleanup
- ___ Assisting the engineering department with station inventory.
- ___ Music library maintenance.
- ___ Summer remote broadcasts (setup, teardown, DJ work, etc.)

Locker Re-assignment

Please watch for locker and combination lock reassignments, needed to better accomodate both current and new DJ's (some without lockers). We will remove all locks on Saturday April 15th, so please remove all of your property before that date. There will be a box put out with a letter with your name on it containing your locker assignment and combination.

Do not forget to remove your property before April 15th. We will put whatever is left over in storage for a short period of time during which you will have to find time to come and see Tom Crawford to claim your stuff. Panic now and avoid the rush.

1995 WMSE TRANSMITTER INSTALLATION

