



INSIDER

News and general information for WMSE student and community volunteers.

Volume 1, No. 1

September 1994

Keeping You Informed...

The number of new developments at WMSE, particularly as we approach the impending power increase, has underscored the importance of keeping all of our volunteers up-to-date on these activities. The Operations Committee has taken on some of that role in the past but it's not always possible for all of you to attend those meetings.

The WMSE Insider is available to help provide you with as much information as we can regarding policy changes, clarifications, personnel moves, financial data, and programming information.

It will be published in September, January, April and July. Special editions will be published as significant developments occur.

If you have any questions or suggestions, feel free to contact either of us.

Rod Gnerlich **Tom Crawford**
Executive Director Operations Manager

NEW T-SHIRTS COMPLETED

WMSE's new T-shirts are currently in area stores. The three new designs, were created by Milwaukee artist Kevin Callahan.

Proceeds will go to fund new CD racks for the station.

BOB BETTS TO RETIRE SEPTEMBER 30

General Manager Bob Betts will conclude a distinguished 52-year career in radio when he retires as WMSE general manager on September 30. He will be available to assist us as a consultant.

Bob was named WMSE general manager in 1984 after previously serving as MSOE's alumni director since 1979. He brought stability to the station during a difficult period in its history.

In high school, Bob began a career in broadcasting that included news director for KOIA radio in Des Moines from 1959-60 and again from 1963-64; building and managing KNIA radio in Knoxville, Iowa from 1960-63; news director of WOKY radio in Milwaukee from 1964-70 and news director of WEMP-WNUW in Milwaukee from 1970-76. He holds a journalism degree from Drake University.

There will be a retirement reception for Bob on September 30 from 4:30-7:00 p.m. at the Up and Under Pub, 1216 E. Brady.

Bob's retirement has resulted in some restructuring of station management. His duties as part-time general manager will be divided between Rod Gnerlich and Tom Crawford and that position will be eliminated.

(continued)

Tom has been promoted to station operations manager, effective October 1. He will continue as WMSE's chief fund raiser but will also take on a variety of new responsibilities including:

- Coordination, evaluation, and day-to-day supervision of all station and community volunteers.
- Ensuring that WMSE promotes the university through MSOE-oriented public service announcements and MSOE-oriented programs.
- Final evaluation and clearance of staff who finish training.
- Recruiting new broadcast, engineering and support staff as needed.
- Customer service to station clients including individuals requesting public service announcements, record company representatives, etc.

Paul Host will continue to supervise the station's Music Department, assign specific shows to djs and evaluate programming, format, and show quality.

Music Director Mike Johnston, Training Director Pete Rohde, and Engineering Director Scott Merbeth will continue in their present roles.

In addition, the station will be hiring two additional students, effective October 1. One will serve as a clerical assistant in the Music Department. Duties for the other are still being determined.

Office Hours

In order to have a member of management available over a larger portion of the day, Tom Crawford's office hours will be 11 a.m.-7:30 p.m. Wednesday through Friday and 9 a.m.-5:30 p.m. Monday and Tuesday.

SIGNAL BOOST FUNDING NEARS HALFWAY MARK

WMSE has raised \$15,000 through August toward the purchase of new transmission equipment required to boost its signal as of September 15. The fund raising effort is expected to top the \$20,000 mark by the end of the fiscal year's first quarter September 30.



This opens up the possibility of moving our target date for boosting the signal to January 1, 1995. The current planned target is March 17, 1995, the station's 14th anniversary.

WMSE raised more than \$50,000 in cash and gifts-in-kind during fiscal 1993-94. This breaks out as follows:

Program underwriting	\$40,975.00
Benefit concerts	\$ 4,372.00
"Friends of WMSE" Fund	\$ 2,130.00
T-Shirt & Merchandise Sales . .	\$ 347.00
Equipment Gifts	\$10,032.00

In addition, trades, where the station provides announcements in exchange for permission to set up remote broadcasts at festivals such as River Walk and Maritime Days, were valued at \$26,090.

\$37,750.00 was returned to the university to offset the station's annual overhead (\$68,000 during the last fiscal year). The remaining revenue was escrowed toward the power boost project.

Our long-range goal is to have the station completely self-funded. Beginning in fiscal 1995-96 our goal will be to reimburse 65% of the budget and that percentage will increase incrementally until the station totally supports itself through various fund raising enterprises.

GUEST POLICY

The station's Management Committee, working with the college's Public Safety Department, has adopted the following guidelines, effective immediately:

Guests are classified as individuals or groups of individuals who are not listed as regular members of the WMSE staff on the station roster: non-interview guests (example: dj assistants) and interview guests (bands, community service leaders, etc.).

Staff members are allowed no more than **TWO** non-interview guests in the station between the hours of 6 a.m. and midnight. The only exceptions are station underwriting clients or other business visitors who are there to meet with Tom Crawford. **Only one dj assistant is permitted in the station after midnight. No other guests are permitted between midnight and 6 a.m.**

More than two *interview* guests are permitted in the station. Because of the limited space, it is recommended that you have no more than 3-4 guests in the studio at one time for interviews.

Procedure for Admitting Non-Interview Guests

1. Notify the public safety officer at the Looch Hall entrance in advance that you will be having guests and who they are.

Important: All guests should have identification with them. Like other residence hall guests, they may be checked by the public safety officer at the Looch Hall entrance and will not be permitted to enter if they are without I.D.. You will be held responsible for the conduct of your guests.

Procedure for Admitting Interview Guests

1. All interview guests must be cleared in advance before they will be permitted into the station. Contact either:

Tom Crawford.....277-6942 (office)/482-2016 (home)/874-7724 (pager)

Paul Host...527-0092/pager 874/7779
Scott Merbeth....964-5745/pager 874-7778
Mike Johnston.....461-9366
Pete Rohde.....545-1896
Rod Gnerlich.....277-7135 (office)/355-2577

2. Once the guests have been approved, leave their names at the public safety desk along with the name of the manager who cleared them. You are to pick them up at the public safety desk and escort them back to the desk immediately upon the conclusion of the interview.
3. On occasion, potential interviewees may "drop in" at the station without notifying you first. In this situation, the public safety desk will inform you of their arrival. If you choose to bring them into the station for an interview, you must first contact any of the listed managers and give that manager's name to the public safety desk officer once clearance has been authorized.

Important: All guests should have identification with them. They may be checked by the public safety officer at the Looch Hall entrance and they will not be permitted to enter if they are without I.D.. You will be held responsible for the conduct of your guests.

Falsifying information to gain access for guests will result in dismissal from WMSE.

And The "Cobbies" Go To...

Mike Bereiter, Doug Holst, Mike Johnston, Steve Keller, Scott Merbeth, Neil Mickey and Paul Tennesen were named the 1994 recipients of the Everett B. Cobb Outstanding Staff Award.

It was a donation from Cobb, an MSOE alumnus and radio pioneer, that enabled WMSE to begin its operations on March 14, 1981.

Recipients are WMSE staff members, who help the station meet its annual goals and objectives through not only broadcast and engineering efforts, but leadership and service on special projects.

Reminder...Station I.D.'s and Weather Should Include MSOE

When airing a station I.D. during your show, remember to identify the university:

WMSE, 91.7 FM, Milwaukee School of Engineering

When doing the weather note the temperature as degrees at the MSOE campus.

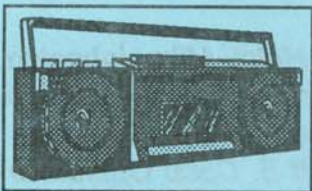
Welcome New Trainees

The following individuals have begun broadcaster training since September 1:

James Schwenk
David Marsek
Jeff Pawlinski
Maria Luisa Ritchie

Interested In Production?

Bob Betts pending retirement also means that we'll be losing what has been sometimes referred to as the "voice of WMSE." Our plan is to use more voices.



Tom Crawford is looking into assembling a production staff that will be involved in all aspects of broadcast

production including funding announcements, program promotions, special programming like "What's New," funding promotions, etc.

Contact Tom 277-6942 if you're interested in getting involved with this aspect of station operations.

COMING SOON... WMSE ON-LINE

Thanks to alumni and MSOE engineer/WMSE dj Mark Kappel and Pat Volkman, the station will soon begin operating its own computer bulletin board.

WMSE On-Line will enable listeners with a phone modem to talk to anyone at the station via a special WMSE-operated computer bulletin board. Each dj will have his or her own password into the system to obtain messages and will also be able to answer those messages. The bulletin board will only be able to handle outgoing local calls.



The system is currently being tested and awaiting connection of an outside telephone line.

We hope to use *WMSE On-Line* to also provide information such as our program schedule; remote broadcast dates and sites; and concert information. It opens up a wide range of possibilities and we're very anxious to get it up and running.

NEXT OPERATIONS COMMITTEE MEETING SUNDAY, OCTOBER 9 ROY JOHNSON HALL CAFETERIA

1121 N. Milwaukee St.
at 6 p.m. **SHARP!**

Call 277-6942 for more information
Everyone's input is welcome!