

# **RBC Charter Anulled by Management Changes**

by Ben Johnson

In February, administrative changes, conducted by Vice-president Joseph DeCarlo and WMSE General Manager Doug Geren created a situation where the Radio Broadcasters Club charter was deemed void. These changes, in essence, are supposed to create a new and more efficient organizational structure for WMSE to operate under.

According to DeCarlo and Geren, several reasons were cited for the move. The first was an observed lack of direction and follow through by the RBC. The club was reported to have had a difficult time developing an effective set of goals and objectives that are needed for a 1000 watt station.

Another reason for the action was the apparent alienation among some members of the club. DeCarlo stated, "I know of no other organization on campus where resignations abound like this one." Reference was made to how some freshmen, training to be disc jockeys at WMSE, were receiving undue influence as to what type of music to play.

The administration reported a lack of support by the RBC in the form of unwillingness to participate in some of the administration's projects. Among these projects were associations with the Milwaukee Symphony and the PAC. He claimed

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the RBC exuded a "why not leave us alone?" position.

DeCarlo stated that a sound, long lasting foundation was needed in the WMSE management, especially with the annual turnover of student personnel.

Management by democracy and crisis management were other concerns of DeCarlo and Geren. Geren stated, "It would take forever for the club to get the insignificant things done, but there was no possible way for the important things to get done." Both believed there was a lack of responsible supervision and unity.

Possibly the most important point, according to DeCarlo, might have been to have the station "serve the public interest as a public trustee." DeCarlo said, "They feel that the entertainment, in terms of the music they play, is serving the public interest and the FCC doesn't see it that way." He also felt inadequate progress being made toward general education, public service, and public affairs programming.

DeCarlo and Geren both agreed that ample warning was given to the RBC. They cited President Spitzer's breakfast meetings, the hiring of a consultant (Geren), the hiring of a general manager (Geren), and the issuing of several policies and mandates as signs of growing administrative patience. According to DeCarlo, the fact that the fatal meeting was held on the first day of a hectic finals week (February 22) was a coincidence.

Consequently, when the meeting was called, DeCarlo stated that Geren will assume the direct manager's role at WMSE. Under his position will be four members of the former RBC Executive Council. The RBC's president, vice-president, treasurer, and secretary will assume the duties of first administrative assistant, second administrative assistant, financial coordinator, and secretary and personnel director, respectively.

With these moves, the main purpose of the RBC, to maintain

WMSE, was no longer valid, and consequently the constitution was invalid. DeCarlo stated that Geren, as general manager, will be assigned to insure that policies and procedures of the station are carried out to the letter. This also means that the RBC is no longer WMSE's ruling body. DeCarlo stated, "The college is not, in their (RBC) terms, taking over the station. We are simply exercising our rights as the licensee." He also said that there will be no significant changes. The original management structure has changed, with better controls, more chances for learning, and the absence of intimidation and censure.

Members of the former RBC, now absorbed into the WMSE organizational structure, did disagree with some of the administration's thinking.

Bob Baird and Scott Miller, WMSE's newly appointed First Administrative Assistant and Financial Coordinator, were asked of their reaction to the administrative action.

Baird and Miller agreed that there was an overall lack of efficiency in the RBC's decision-making process. While admitting that the efficiency will improve with the new structure, they also added that a representative-type government would have accomplished the same goal.

While Baird agreed that some lack of direction was evident in the RBC, he added that a steering committee was formed to formulate a set of goals for the RBC. A second committee was to be formed, then, to make minor revisions to these goals. So, within two weeks, a set of overall goals and objectives were produced, and reported in the February Ingenium. The administration expressed dissatisfaction with the goals and objectives, citing large loopholes in several areas. In response, the members of the RBC stated concerns that a strict set of goals and objectives may hinder any flexibility in club operation. Geren said that the RBC should revise the goals as necessary.

Baird commented that no negotiations occurred before hiring a

consultant or general manager. Only mandates were issued. He said that the administration never seemed to try solving problems with the RBC, or recognize the urgency of the problems. "We never had any specific direction until the mandates were issued."

Baird said that when the RBC expressed a desire to work with local bands, the administration expressed their own desire to see some Performing Arts Center deals made. The RBC tried arranging for the Nutcracker Suite to be broadcasted on Christmas Eve from the PAC, with the music to be played by the Milwaukee Symphony. Time ran out on the project and the deal fell through.

Around this time, Skip Van Zile, who engineered the project, resigned and the RBC reminded President Spitzer and DeCarlo that they were still interested in doing PAC recordings.

In response to the change of influence by some people to format the music, Baird said that it was mostly peer pressure, which is a part of every organization.

As far as an overabundance of resignations were concerned, Baird and Miller did not believe there was a larger percentage than any other school organization. They cited the RBC's large number of members (about 100) as one reason for the "more than normal" resignations. A lack of study time was usually the reason for most resignations, according to Baird.

In addressing the "lack of support", Baird said, "We never, at any one time, said that we did not want to do something in conjunction with the PAC." He also mentioned that some isolated comments may have been made by some people who were voicing their opinions, which can be heard in any organization. Baird also stated that the new structure will not prevent the peer pressure. "Never was it said that anybody had to play any particular type of music."

About the need for a foundation, Baird said, "This is the one valid point of all of these, that I can completely agree with." He



added that a consistency was needed in the organization.

Baird and Miller mentioned of how Geren had recorded a few of the RBC meetings without permission from the RBC, or Baird. Geren did not record the Executive Council meetings, where the important decisions were made, but recorded the RBC meeting, where more insignificant items were dealt with. In Baird's estimation, this created a misunderstanding as to what the RBC was accomplishing. Geren stated that the RBC had knowledge the taping was taking place and that those meetings were a matter of public record.

On the subject of being a public trustee, Baird said, "We felt as though we were doing that. Obviously, we felt as though we could improve, but this is true for any time." He added, "There was very

little concern voiced by the administration prior to the last meeting, that we were not serving the public, or in jeopardy of losing our license."

In addressing a problem, "I would say there is a lack of continuity of messages that come from the Administration." Baird also added, "There was a lack of communication at the station level, at the club level, at the club to administration level, and at the administration level. You can't cite any one person or any group of people."

When asked to comment on the timing of this action, Baird replied, "It's an extremely convenient coincidence." When asked if he believed that holding the meeting during finals week was unethical, he replied, "Yes." Baird said, "It would put a question in my mind, how important he (DeCarlo) thinks the student is at this school, or the role of the student at this school?"

Baird and Miller expressed their concern over the manner in which the landmark meeting was held.

DeCarlo reportedly stated that as of two o'clock, the RBC was no longer a club. The question was raised as to how a club can be dissolved so easily. Baird commented that even though the administration physically is not taking over the station, the RBC has no further authority, so consequently the school has the authority. Baird also said, "My question is, why was I told specifically, for 10 months, that the farthest thing from the Administration's mind is taking over the authority of the radio station?"

While differences surrounding the reorganization remain, the center of all this attention, WMSE, continued into its second year on St. Patrick's Day. Its chances of continued growth will be greatly enhanced as the fences are mended.