

WMCR Executive Staff Position Descriptions 2007-2008

Station Manager/Program Director:

Paid position

- Ensures that Station business runs smoothly.
- Delegates assignments to WMCR staff members.
- Attend all Student Senate meetings and act as an advocate for WMCR with the student body.
- Responsible for setting up time and location of staff meetings. Chairs the meeting as well.
- Organizes scheduling of shows at the beginning of each semester.
- Responsible for the overall quality of the on-air product (DJ's, music, promos, commercials)
- Develops and implements specialty programming, and live events.
- Performs at least one on-air check for each DJ per semester.

Music Director: Paid position

- Manages the day to day placement of music in rotation.
- Continues relationships with record labels and promotion companies.
- Tracks and reports music to CMJ music service
- Manages the Music Library.
- Evaluates the value of all incoming music.
- Updates and coordinates the digital music database

Production Director: Paid position

- Creates station ID's, P.S.A.'s, and Promos.
- Writes copy and coordinates with Sales Manager to produce the advertisements for business clients.
- Maintains studio/production equipment, which includes monitoring cable, broadcast, and internet production of WMCR signal.
- Assists the students in CATA 126 and 226 in making on-air promos for their programs.

Sales Manager: Paid position

- Solicits business in Monmouth and Galesburg area for trade advertisements.
- Designs contract agreement(s) between the client and WMCR.
- Coordinates with Production Manager to produce the advertisements for business clients.
- Maintains ad logs for proof of contract fulfillment.

Traffic/H.R. Coordinator: Paid Position

- Keeps attendance records of all WMCR DJ's.
- Schedule all commercials into the ad log and maintain the records of ads played on air.
- Deals with scheduling conflicts and attendance matters with all DJ's.
- Field questions, comments or concerns of the DJs.
- Work closely with Station Manager and Advisor to make sure all issues are resolved in a timely fashion.

Promotion/P.R. Director: Paid Position

- Promote the station through posting flyers on campus, advertising in the *Courier*, co-sponsoring events with other groups on campus, coordinating remote broad-casts and setting up a table at the fall Activities fair.
- Keep an organized binder of promotional giveaways for the DJ's to use.
- Make sure that giveaways get into campus mail in a timely fashion.
- Keep a log of all the winners of prizes and DJ's who have been giving them away.
- Update and maintain the power point for channel 14. Including the creation of weekly campus calendar slides and creation of promotional slides for campus organizations.

Web Master: Credit Available

- Maintain and Update the WMCR website.
- Adding new content each week to the website.
- Work in conjunction with other executive and advisor on other web related projects.

News and Sports Directors: Credit Available

- Arranges for live and taped news and sports programs to be broadcast
- Recruits and trains news and sports broadcasting staff.
- Coordinates reporting of national, local and campus news and sports information.
- Prepares a community calendar for on-air reading.
- Can be two separate positions

Other possible positions – position descriptions to be determined

- Assistant Music Director (credit available)
- Assistant News/Sports Director (credit available)
- Assistant Production Director (credit available)
- Assistant Promotion/PR Director (credit available)

** All exec members (paid and unpaid positions) are required to attend weekly staff meetings in addition to completing the duties described above. Those who are unable to meet these obligations should NOT apply.