Getting Along With Your Licensee

Presenters:
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Sometimes Working With Your Licensee Can Feel Like This
Or This
Or Even This

**NOT SURE IF I'M BEING IGNORED**

**OR IF I'M INVISIBLE!**
How Do You Get Along With Your Ownership?
And WSOU Plays This 122 Hours Per Week
How Do We Get Away With It?
WE DON’T!

• What WSOU has is a system that creates a relationship that works

• It’s a system that is reflects the our campus culture

• Any one in this room can, and should, create a such a system, one that reflects your campus culture
Seton Hall Wants The Same Thing All Broadcast License Holders Want!
VALUE!!!

- Anyone who holds a broadcast license needs to feel that they are getting value from their investment.

- Commercial broadcasters demand value from their radio and TV properties everyday.

- If a broadcaster feels that a station isn’t producing enough value, that station will be changed or sold.
Key Reasons Why Our Relationship with the University Works

#1: We Have Rules & We Follow Them, Such As...

- Music Selection Guidelines that respect Seton Hall’s values & follow the Catholic mission
- No anti-religious content
- No excessively violent lyrics
- No references to drugs & alcohol that portrays them in a positive manner
- Nothing that denigrates others
Key Reasons Why Our Relationship with the University Works

#2: We Assistant the University Whenever We Can:

- University Weekend
- Broadcasting during emergency situations
- Assisting with and even broadcasting on-campus concerts and events
- Recruitment and Open House events
- Broadcasting athletic events
- Program Partnerships with other university units
- On-air promotion
- Commercial and program production
Key Reasons Why Our Relationship with the University Works

• #3 We incorporate the University Community into what we do:
  - Public affairs shows hosted by faculty and alumni
  - Incorporating faculty experts into our news coverage
  - Extensive coverage of Seton Hall athletics
  - Broad representation on the WSOU Advisory Board
  - Annual Christmas message from the president
  - Partnerships with faculty on curriculum and other academic activities
Key Reasons Why Our Relationship with the University Works

- #4 We Act Professionally:
  - Pre-professional mission
  - Structure model
  - Policies
  - Contracts
  - Accountability
  - Appearance
  - Professional memberships
  - OEM resource
  - Servant-leadership
Key Reasons Why Our Relationship with the University Works

• #5 We Tell Our Story:
  ➢ We are our own PR agency
  ➢ Media mentions
  ➢ Annual meeting with the University President
  ➢ Regular communication with our Dean, SHU Media Relations, Government Relations, Alumni Relations, etc.
  ➢ Regular communication with our alumni
  ➢ Regular interaction with faculty, staff, students, and prospective students
  ➢ WSOU Hall of Fame, *WSOU Presents*, Special Events, etc.
  ➢ Awards
How This Looks in Practice
Put Your Station on Your College’s Radar Screen

➤ Make Your Station Visible
➤ Tell Your Story on and off Campus
➤ Meet with the Administration Regularly
➤ Do Things of Value for your College
➤ Partner with University Departments, Clubs, Professors, etc.
➤ Incorporate Stakeholders into your Operations
➤ Run Your Station Professionally!
Take it From Here Parker
Working with Texas State Athletics

There will be frustrating times. A lot of times there will be little to no access to players, coaches, etc.
The key is to develop a good working relationship with the higher ups.
I will talk about the stuff I had to deal with, and how I conquered those obstacles.
When unpopular stories need to be told... (Fan attendance)
Get to know your SIDs

• I have them on social media
• I have their cell phone numbers in case breaking news has occurred
• Let them know you are a real human
• Phone calls work better than text or even E-mail
• Show up to games, practices, and events early and tell everyone who you are with
Getting more opportunities for your staff
Be Enthusiastic and show you care

• We at Texas State work with a professional broadcast team
• They get to call all Men's Basketball, and the Football games.. Bummer right??
• Wrong! It just means we can take the other sports
• Soccer, Volleyball, softball, baseball etc.
• We have embraced those games (matches)

NEXT SLIDE>>>>>
Because of our attitude we know get to do High School games!
Soak it all in
Be happy!! Life is good!

• Being in student media is a once in a lifetime thing
• Take risks! Make mistakes, but learn from mistakes
• Your career will most likely be built on past failures.. (not just career but your life)
• Ask questions and be accepting of criticism
• P.S. I get criticized a lot! Learn and move on!
Walking off like Altuve
Now It’s Your Turn!

• Questions

• Challenges

• Stories
Thank You!