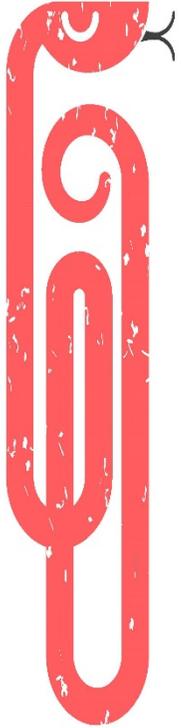


91.7 FM

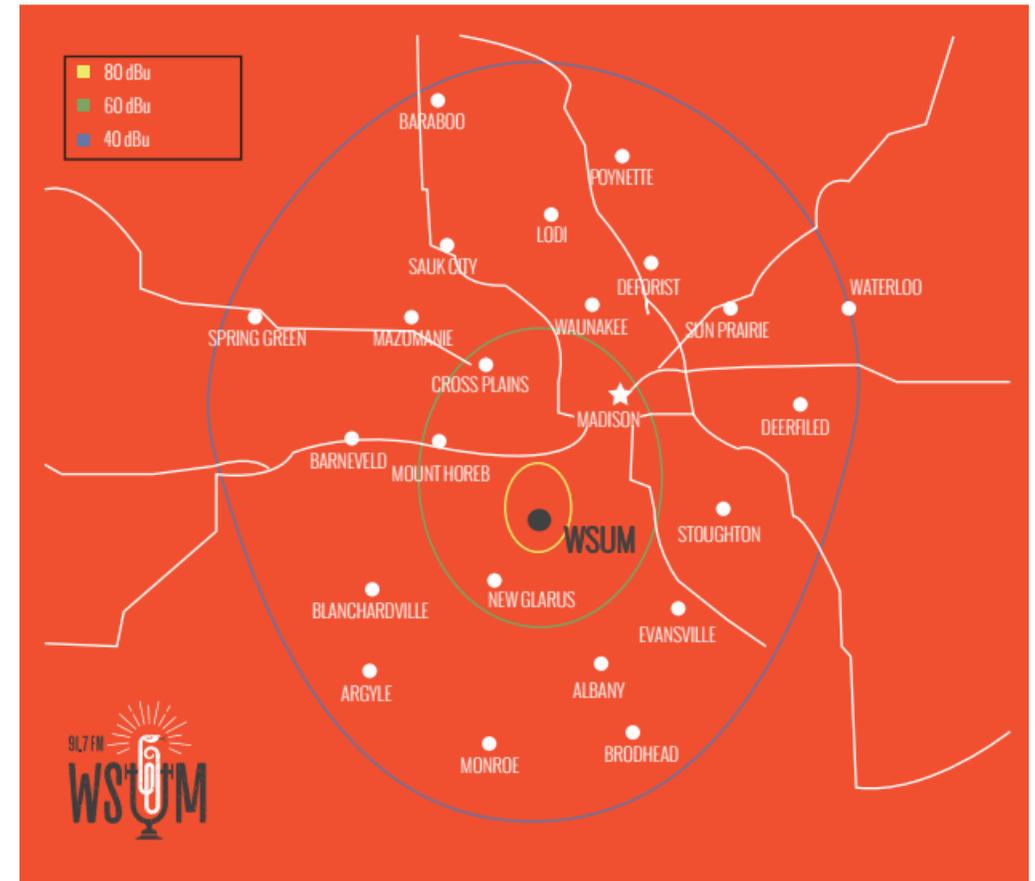
WSTOHM

.ORG



# Who are we?

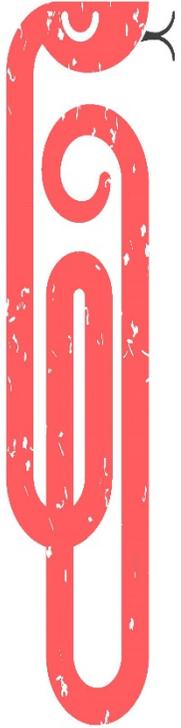
- ❖ Located at the University of Wisconsin-Madison
- ❖ Broadcast to the greater Madison area and stream online worldwide
- ❖ Student run station
- ❖ Over 200 DJs
- ❖ 24 hour diverse programming
  - ❖ Music, Talk, Sports, News
- ❖ Completely free form
- ❖ 16 paid staff members
- ❖ Began broadcasting in 2002





# Automation

- ❖ Simian BSI
- ❖ Only there during middle of night, or if no dj is in studio, breaks
- ❖ Everyday program director puts together logs
- ❖ Legal IDs, PSAs, underwriting, show promos, bumpers
- ❖ Pre-recorded shows



# Scheduling

- ❖ Free form
- ❖ Checkerboard
- ❖ Not strict blocking
- ❖ Sports only blocked programming during drive time
- ❖ Talk shows sprinkled in
- ❖ Live @WSUM



# Training

- ❖ Fall, Spring and Summer Training
- ❖ Tour of the station
- ❖ One preliminary large group training
- ❖ 5 weeks of small group training
  - ❖ FCC Regulations
  - ❖ Board Operations
  - ❖ Station Policies
  - ❖ Adobe Audition
  - ❖ Automation System
- ❖ Air Check Tapes
- ❖ Shadowing
- ❖ Trainee Quiz
- ❖ Program Proposal



# Off-Air Hours

- ❖ Doing things around the station besides being on-air
  - ❖ CD Reviews
  - ❖ Ripping CDs
  - ❖ DJing at events
  - ❖ Previews and reviews of concerts
  - ❖ Station Cleanup
  - ❖ Non-programming activities
- ❖ Use off-air hours to determine who gets a show