

COLLEGE MEDIA MEGA WORKSHOP



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Training Your Management Staff

- Prior to term boot camp
- Teach peers
- Manage peers
- Reward and discipline peers
- Work with officials and newsmakers
- Represent peers, faculty/staff, school

Boot Camp

- Walk in with understanding you will learn
- Understanding job description/expectations
- Production assignments
- Treat it “like a job”
- Getting to know one another

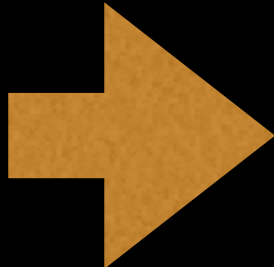
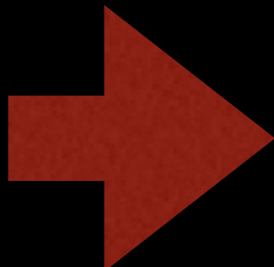
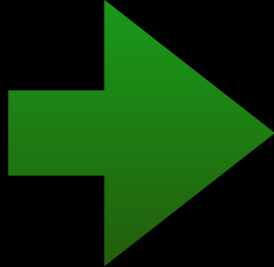
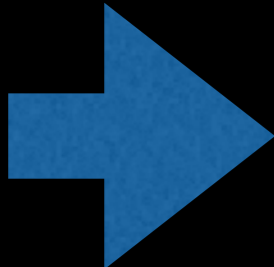
Boot Camp

- Software and equipment trainings
- Ask questions!
- Deadlines mandatory/device-free
- Converged across all mediums

Orbit Media Early Arrivals Schedule

Fall 2017 – Thursday, Aug. 24

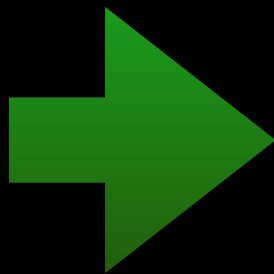
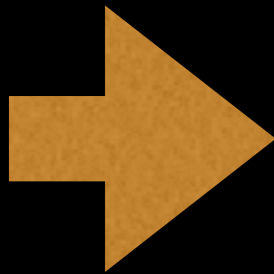
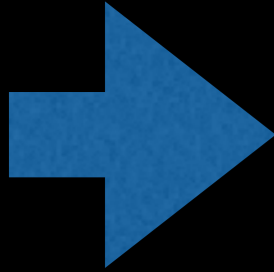
| START | END | ACTIVITY |
|---|----------------------|--|
| 7:30 a.m. | Open until 8:30 a.m. | Mandatory Breakfast in Patton—Take ID & Wristband |
| 8:40 a.m. | 9 a.m. | Morning Meeting in Caldwell 370. Newsroom closed for the day. |
| 9 a.m. <i>Faculty: Plenary Session 9 a.m.-Noon</i> | 10 a.m. | FERPA and Your Friends Workshop—Caldwell 370 |
| 10 a.m. <i>Faculty: Plenary</i> | 10:50 a.m. | Remote Workshop A—TV Studio (Brenna, Logan, Andrew, Rachel, Ashley), Manda—Production, Others—Individual Work |
| 10:50 a.m. | 11 a.m. | Break |
| 11 a.m. <i>Faculty: Plenary</i> | 11:50 a.m. | Remote Workshop B—TV Studio (Joe, Brie, Brice, Jonnie, Chad, Becca, Manda), Logan—Production, Others—Individual Work |
| Noon | 12:45 p.m. | Mandatory Lunch in Patton—Take ID and Wristband, plus notebook for next session—won't be coming back to Caldwell first. |
| 12:55 p.m. | 1:45 p.m. | RA/Media Meeting with Andi Milligan, TOC, Return to Caldwell when done. |
| 1:50 p.m. | 2 p.m. | Return to Caldwell, Break |
| 2 p.m. | 3 p.m. | Brenna, Andrew, Brice, Chad, Ashley—Nexus Workshop in 270, Brie & Rachel—Meet Dr. M in Production to learn music ingestion, Manda—Sales Meeting with Mark, Others—Gather B-Roll or Complete Individual Work |
| 3 p.m. | 3:50 p.m. | Joe—Sports Line Testing with Mark, Brie & Rachel—Start to Check in/Screen Music, Logan, Brenna, Brice, Becca—Meet with Dr. M about News, Andrew & Chad—Review Multi-Camera Equipment Procedures with Dr. German, Ashley—Production, Manda—Sales Calls on Main Street, Jonnie—Brainstorm Recruitment Campaign Ideas |
| 3:50 p.m. | 4 p.m. | Break |
| 4 p.m. <i>Faculty: Committee Mtgs 4-5 p.m.</i> | 4:45 p.m. | Marketing & Communications Meet & Greet; Pick up the Slack Workshop, Production Studio |
| 4:45 p.m. | 5 p.m. | Afternoon Check-In Meeting—Caldwell 370 |
| 5:15 p.m. | Open until 6:30 p.m. | Mandatory Dinner in Patton—Take ID and Wristband |
| 6:30 p.m. | 10 p.m. | Caldwell Hall unlocked to complete work until 10 p.m. WMCO show promos due Friday 9:20 a.m., complete online insertion order. Sign out Production Studio as necessary before dinner. Last person in building lock all second floor doors & turns out lights. |



Orbit Media Early Arrivals Schedule

Fall 2017 – Friday, Aug. 25

| START | END | ACTIVITY |
|--|----------------------|--|
| 7:30 a.m. | Open until 8:30 a.m. | Breakfast in Patton—Take ID or Charge Cards—Meal Plans Begin |
| 9:20 a.m. | 9:40 a.m. | Morning Meeting in Newsroom; WMCO Promos Due |
| 9:40 a.m. <i>Faculty: Dept. Meeting 9:45 - 10:45 a.m.</i> | 11:20 a.m. | Brenna —Interview with Charlotte at 10 a.m., help Joe learn Rundown Creator, Manda —Sales Calls, Brie & Rachel —Ingest Music in Air Studio, Brice —Production, Others —Individual Tasks |
| 11:30 a.m. <i>Faculty: Div. Meeting 11 a.m. - Noon</i> | 12:10 p.m. | Mandatory Lunch in Patton—Take ID or Charge Cards |
| 12:20 p.m. | 1:10 p.m. | Studio Etiquette Workshop A —Brenna, Logan, Andrew, Rachel, Ashley, Manda Others —Individual Tasks |
| 1:20 p.m. | 2:10 p.m. | Studio Etiquette Workshop B —Joe, Brie, Brice, Jonnie, Chad, Becca Others —Individual Tasks |
| 2:10 p.m. | 2:20 p.m. | Break |
| 2:20 p.m. | 3:10 p.m. | TV Remote Workshop—TV Studio |
| 3:10 p.m. <i>Manda: FYS 3:30 - 4:30 p.m.</i> | 4 p.m. | TV Planning Meeting in 270—Bring ideas! |
| 4 p.m. | 5 p.m. | Post it!—Web and social media workshop, Production |
| 5 p.m. | Open until 6:30 p.m. | Dinner in Patton—Take ID or Charge Cards |
| 6:30 p.m. | 10 p.m. | Caldwell unlocked to complete work until 10 p.m. Sign out Production Studio. Last person lock all second floor doors & turn off lights. |



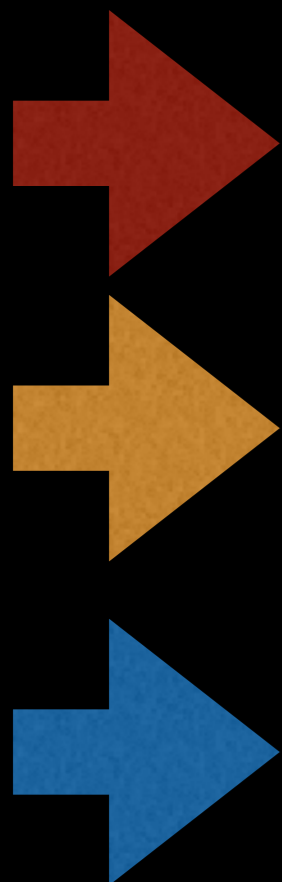
Orbit Media Early Arrivals Schedule

Fall 2017 – Saturday, Aug. 26

| START | END | ACTIVITY |
|---|----------------|---|
| 7:30 a.m. | 8:30 a.m. | Breakfast in Patton—Take ID or Charge Cards |
| Caldwell opens at 9 a.m. | 11 a.m. | Finish all individual tasks. All items and station IDs due by 11 a.m. Manda—Sales calls, Brenna—Meet with Dr. M |
| 11 a.m. | Noon | Let's go for a Spin!—Spintron Music Reporting Workshop |
| Noon | 1 p.m. | Lunch in Patton—Take ID or Charge Cards |
| 1 p.m. <i>Manda: FYS 12:45 - 1:45 p.m.</i> | 2:30 p.m. | Meet in 270—Final debrief meeting, select new WMCO station ID, prep for Welcome Weekend news coverage, review and plan for week 1 events. |
| 2:30 p.m. | Until complete | Welcome Weekend Reporting, Last person back to Caldwell clean up Newsroom, straighten chairs, lock doors. |
| Caldwell Closes at 5 p.m. | - | Leave Caldwell; Enjoy the rest of your weekend! Caldwell second floor will not be open Sunday. See you Monday at 4 p.m. sharp for OMT in Production. Wear Muskingum or non-logo brand shirts. |

Important Upcoming Dates:

- Monday, Aug. 28: All Orbit Media Activity Begins, Including WMCO Airshows
 - Orbit Media Operations Management Team Meeting 4 p.m., Caldwell 250
- Tuesday, Aug. 29: Opening Convocation 11 a.m.
 - Live simulcast; Need setup crew, event crew, tear down, interviewer, photographer
- Thursday, Aug. 31: Orbit Media General Staff Meeting, 11:30 a.m., Caldwell 370
 - Near-University Community Block Party, 4-6 p.m., Near Softball Field, Van 15
- Saturday, Sept. 2: First Game—Muskingum Football, 12:30 p.m. pregame
 - Food Truck Frenzy, 11-2 p.m., East Lawn, Van 8
- Tuesday, Sept. 5: Involvement Fair 11 a.m., Quad
- Tuesday, Sept. 12: Beginning Orbit Media Practicum Begins, 3:30 p.m., Caldwell 250
- Monday & Tuesday, Sept. 25-26: Glenn Schuck Visits Muskingum
- Friday, Oct. 6: College Radio Day
- Saturday, Oct. 14: Homecoming
- Thursday-Saturday, Nov. 2-4: CBI Convention, San Antonio, TX



Know Your Job Description

Orbit Media Student Management Expectations

- Positions entail daily and weekly commitments. Complete position description as specified.
- Maintain a positive, energetic attitude and work ethic about your position and Orbit Media.
- Be knowledgeable and quick to help with Orbit Media-related programming needs and events.
- Seek training to successfully contribute content to all Orbit Media platforms—audio, video, writing, photography, and web. Don't be afraid to ask for help to learn!
- Independently assist general staff members when needs arise. *Be part of the solution, not a problem.*
- Attend **weekly Orbit Media student management meetings** (Mondays 4-5 p.m. starting Aug. 27) and **Thursday common hour general staff meetings** as scheduled.
 - Be a mature, contributing staff member when attending all required meetings.
 - Be professionally prepared for each meeting with a written officer report and questions.
 - Maintain an updated schedule planner or calendar app for your work and school schedule.
 - Complete tasks assigned during any meeting by the specified due date.
- Maintain **daily, regular communication** with OMT, general staffers, faculty and staff managers.
 - Regularly check and respond to any phone, email, or Slack messaging app communication.
 - Acknowledge any sent communication as replies are requested and needed.
 - Do not purposely ignore calls, messages, or requests for help from faculty and peers.
- Management students are the “faces” of Orbit Media to the public. Actions outside of Caldwell Hall are direct reflections of our reputation in the community; any negative encounter can lead to automatic dismissal from management and/or general staff, including loss of practicum credit(s).

Orbit Media Operations Management Team

WMCO Music Librarian

Works with music director and radio general staff to maintain current and complete music selection for all formats aired on WMCO. Leads music inventory control for all incoming and outgoing music. Maintains positive and regular communication with music director and staff DJs based on music preferences and genre selection. Screens incoming music for lyric and album content. Produces weekly 60-minute music program with music director to promote new artists featured on WMCO.

Serves as co-leader of WMCO Music Department under the music director. Screens incoming music for WMCO airplay. Follows FCC, streaming, and WMCO lyric, content, and storage policies. Reports violations to music director and faculty managers.

Responsible for daily album inventory control. Keeps music library clean and organized.

Checks and sorts incoming USPS music mail at least twice a week.

Labels and organizes albums for internal sorting and air studio use.

Maintains current inventory of albums in air studio and automated rotation. Ingests new music into DAD music library weekly. Maintains at least 10 new songs in DAD rotation each week.

Inputs information into DAD library for each song used in automation—including title, artist, album, folder, start and kill dates.

Confirms songs are recorded at appropriate dB levels with necessary segue cues.

Responsible for album checkout with radio staff members as permissible according to station policies. Follows up with staffers regarding missing or damaged albums.

Maintains updated artist information for DJ on-air use. Sorts DJ music logging program to determine top 20 album lists by weekly reporting deadline. Shares with music director.

Posts weekly top 20 lists in air studio. Shares cumulative master spreadsheet of weekly music logs with music director, program director, and faculty managers.

Co-produces weekly 60-minute music program with music director.

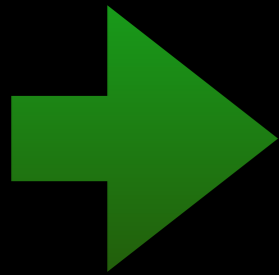
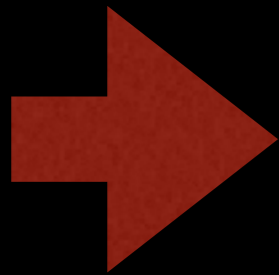
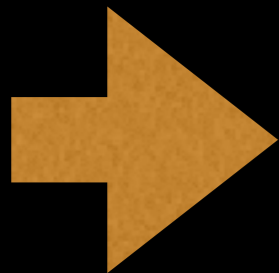
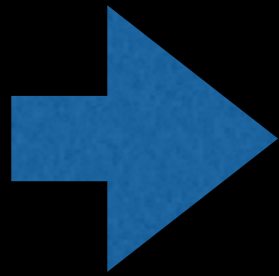
Posts weekly updates to OrbitMediaOnline.com. Incorporates video, audio, and photo content to engage audience promotion.

Assists with yearly Broadcast Music, Inc. (BMI) logging when WMCO is selected to participate.


Meets weekly with faculty. Communicates regular equipment/software needs with broadcast engineer.














Performs other duties as assigned by faculty and staff.

Maintains set number of weekly office hours per semester as assigned by faculty.



Teaching Your Peers

My Drive > WKNC How To Series 

| Name  | Owner | Last modified |
|--|-------------------------|---------------|
|  How to add music at WKNC  | me | Jun 26, 2018 |
|  How to be a music librarian  | me | Apr 24, 2018 |
|  How to be multimedia director  | C Phillips | Dec 4, 2017 |
|  How to be operations manager  | me | 9:11 PM |
|  How to be podcast manager  | me | 9:18 PM |
|  PAD Guide Book  | Public Affairs Director | Jun 1, 2018 |

Teaching Your Peers

Outline ×

How to be music librarian

Manage new music box

Manage CD racks in studio

Manage CDs in music director's office

Manage CDs in music library

Library by shelf

Library by color

How to be music librarian

The music librarian at WKNC is in charge of managing WKNC's CD collection. Major tasks are listed below.

Manage new music box

The new music box is located in the main studio and contains CDs less than three months old. Each CD in the new music box is designated with a small red dot on the CD spine. Once a month, move CDs more than three months old from the new music box to the CD racks in the studio, making sure to remove the small red dot from the spine when you do so. You should also regularly check the box for CDs that do not have the small red dot and move those either to the CD racks in the studio or into the library depending on their age.


Rewarding and Disciplining Peers

- Sticker system
- Strike system

| | Non-Sports Radio | Spark Post/Video | Radio Subs | Orbit News Desk | Muskie Sports Blast | WMCO Game | TV Sports Simulcast | TV Crew (Non Sports) | Total |
|----------------|------------------|------------------|------------|-----------------|---------------------|-----------|---------------------|----------------------|-------|
| Joe Scott | 4 | 0 | 0 | 20 | 31 | 48 | 0 | 0 | 103 |
| Keith Bernes | 0 | 0 | 1 | 22 | 15 | 52 | 4 | 0 | 94 |
| Michael Pagano | 0 | 0 | 0 | 22 | 28 | 24 | 4 | 3 | 81 |



Rewarding Peers ASAP³



Together We Can!

Nick and Marissa,
Great job putting the PAD
Guide Book together! It will
really help new directors learn
and improve the overall quality
of EOT and WKNC. This is a
model I want to use for all
positions.

© 2014 CBI, Inc.

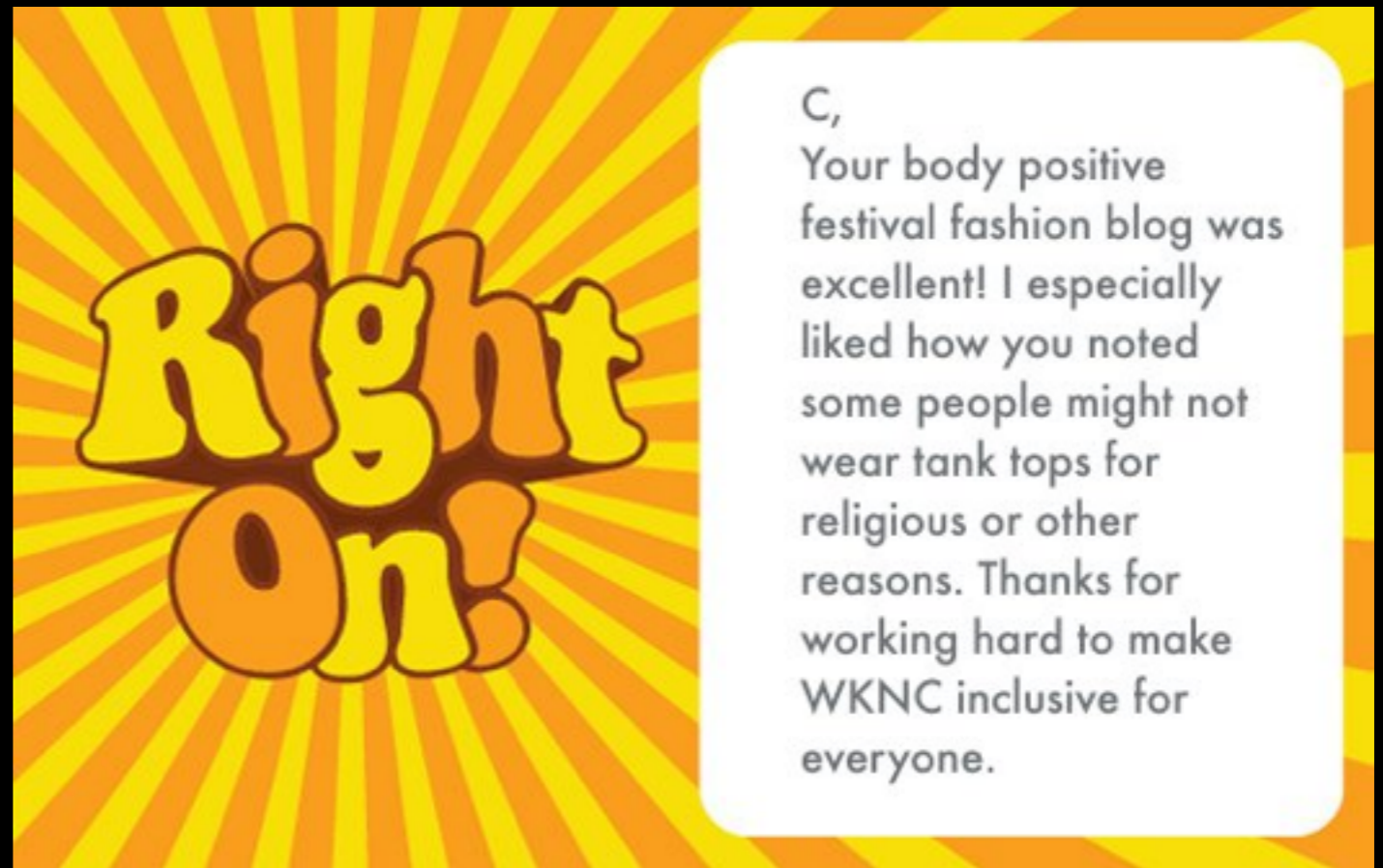
**YOU'RE
SOOOOO
AWESOME!**

Coleen,
I just listened to Legal Werk 6
and it is SOOOO good. Both
guests provided useful
information that will really help
our listeners. I am so happy to
have you as our podcast
manager!

Rewarding Peers ASAP³



Elliot,
We want to let you know how much we appreciate you always volunteering for station events and conducting interviews. You will be truly missed at WKNC.
Cassie and Jamies



Disciplining Peers

4E'S

OF EFFECTIVE CONFLICT MANAGEMENT CONVERSATIONS

- 1** **EMOTION**
Take the emotion out of the issue with a factual, neutral description.
- 2** **ENGAGE**
Engage the other person in solving the issue.
- 3** **EMPATHIZE**
Empathize with each and every response.
- 4** **END**
End the conversation by changing the subject.

Adapted from Richard S. Gallagher (2009). *How to tell anyone anything: Breakthrough techniques for handling difficult conversations at work.*

Working with Community VIPs

- Meet with campus and community newsmakers
 - News leads
 - Remotes
 - Sports
 - Local organizations
- Charity events
- Giveaways



So the cool students who run our Radio and TV station gave me this awesome hat! [See More](#)

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7 Comments

Always Representing Others

- Station policies & procedures
- Rules of the newsroom

Rules of the Room—Caldwell 260

- 1. Orbit Media Staff—B&M, Orbit TV, WMCO—and current CMT media production class use only.**
- 2. Official business trumps activity.**
- 3. Respect room and others using it. Treat room like a workspace.**
- 4. Drinks confined to the center table only. No food permitted in room.**
- 5. Must receive confirmation from equipment coordinator, chief engineer, or faculty to borrow equipment.**
- 6. Always expect VIP visits!**
- 7. Leave room better than how you found it.**