

Getting Along With Your Licensee

Presenters:

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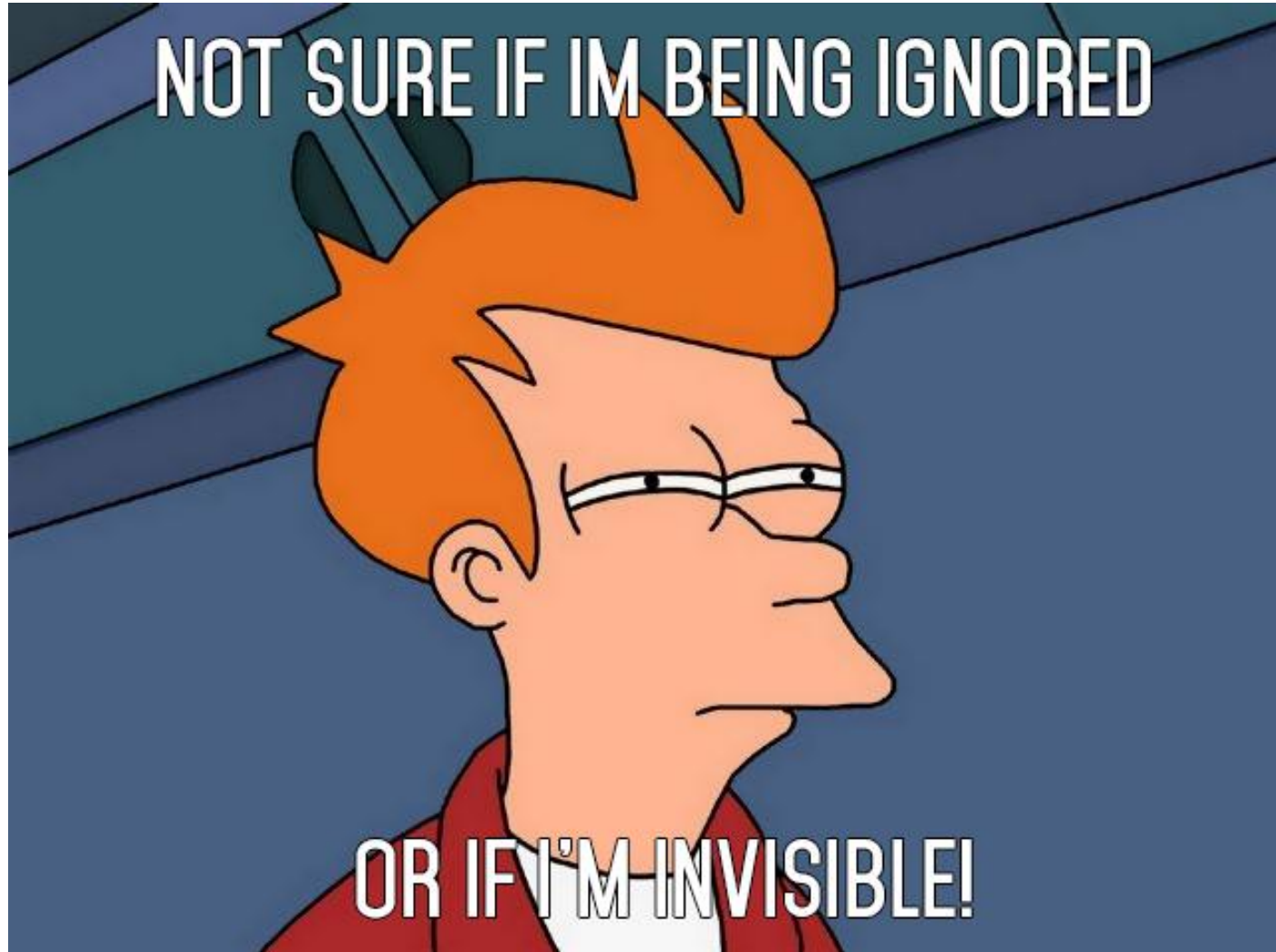
Sometimes Working With Your Licensee Can Feel Like This



Or This



Or Even This



How Do You Get Along With Your Ownership?



Seton Hall University Is A Catholic University



And WSOU Plays This 123 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 with our Catholic university
- It's a system that reflects our campus culture
- Anyone in this room can, and should, create 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

VALUE

- How does a student-run station go about providing value to its ownership?
- If profit isn't the motive, what does a positive relationship with ownership look like?

Key Reasons Why Our Relationship with the University Works

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

- Music Selection Guidelines that respects 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
 - Avoidance of overly sexualized content
 - Nothing that denigrates others, such as racism, sexism, etc.

Key Reasons Why Our Relationship with the University Works

#2: We Assist the University Whenever We Can:

- University Weekend
- Broadcasting during emergency situations
- Assisting with and 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, other academic activities, scholarship, and more

About that Last Bullet on Partnerships

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About that Last Bullet on Partnerships



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!

Breaking News

- This just happened and it illustrates why what we are talking about in this sessions is so important.
- A story from Fall 2019

Covering Your College's Sports Teams



Ways to Cover the Home Team

- Dedicated weekly programming and shows
- Interviews with coaches and players
- Include scores, schedule and breaking news in on-air updates and social media posts
- Play-by-play coverage of games



ICTV Sports and the Bombers Radio Network

- This fall, WICB and VIC Radio have provided play-by-play coverage of more than a dozen Ithaca games
- Daily sports updates on both radio stations featuring Ithaca scores
- Interviews and reporting during WICB's weekly show, *Ithaca Sports Talk*
- ICTV's coverage of Ithaca College Football includes play-by-play coverage of its five home games
- Game recaps, analysis and interviews with Ithaca players and coaches during weekly shows, *The Gridiron Report* and *Sports Final*

Getting Access

- How do you set up weekly interview times?
- How do you get reserved spots in the press box?
- How do you get schedule updates and alerts?

**The Key is Developing a Strong Relationship Between
Your Station and the College's Athletics Department**

EARN THE DEPARTMENT'S TRUST

Introduce Yourself

Get to know your college's Sports Information Directors

- Show up to games, events and practices early
- Exchange cell phone numbers
- Go through the proper steps of setting up interviews and organizing broadcasts
- Be transparent
- Connect with them on social media

Keys to a Strong Relationship

- Communicate
- Set Expectations
 - Develop a broadcast schedule at the beginning of each semester and stick to it!
- Be Reliable

Remember, a good relationship between stations and a college's athletics department provides something for both parties to gain

Nights, Weekends and Breaks

- In the previous slide, I noted the importance of setting expectations and a broadcast schedule
- Covering college sports is a commitment
- Don't forget, games are often played during "time off"



Cover it All

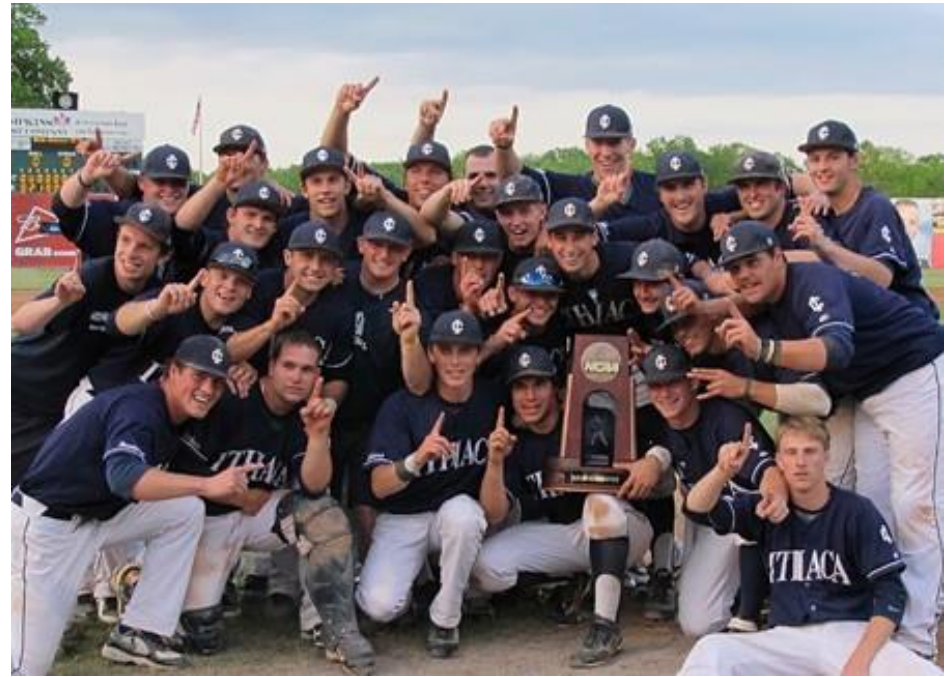
- Ithaca College has twenty-five varsity sports
- A college's athletics department is more than just football, men's basketball and baseball



WICB and VIC have broadcast sports such as Men's and Women's Soccer, Field Hockey, Softball, Men's and Women's Lacrosse and Volleyball

A Station's Sports Coverage is Important

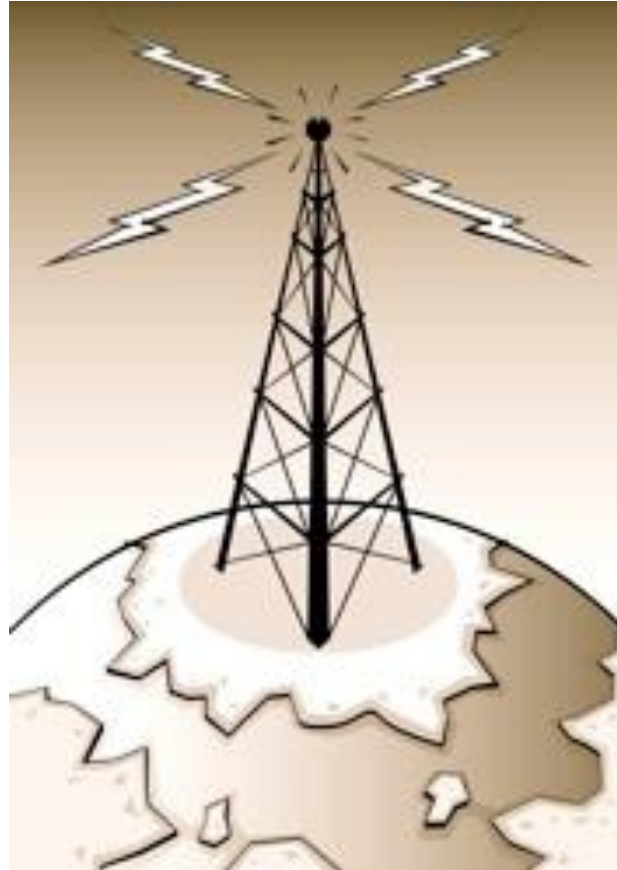
- Provides entertainment for listeners / viewers
- Valuable hands-on experience for aspiring sports broadcasters, producers and engineers
- Opportunity to connect with campus community



NOW IT'S YOUR TURN!

- Questions
- Challenges
- Stories

Thank You!



WICB
91.7FM ITHACA



IC TV