

NEWS DIRECTOR JOB DESCRIPTION

EXECUTIVE PRODUCERS:

The first step to accomplish is to assign your executive producers. Usually, an exec. prod. is someone who has had one quarter of 351 previously, but experience doesn't always make the best exec's. Choose people who are RELIABLE, because you never know what duties will arise and if you can count on someone to do the job right you have no worries. Exec. prods. are assigned to each shift, if there's enough to go around. If not, try to have them cover the shift for at least the first three weeks until the first time 351'ers get the hang of it and the 333 students get assigned.

351 CLASSES:

You have the shifts covered by reliable experienced people. Next, you must assign shifts to the first time 351'ers. This occurs in the 351 class, usually held at 1:00 p.m. on Thursdays. you are responsible to teach these classes to an extent. Basically, these classes are just big meetings where everyone airs their gripes and policies are discussed. 351 students are required to take at least one shift and one outside story for a total of three things weekly (ex. 2 outside stories and one shift weekly or two shifts and one outside story weekly)

PRODUCTION CLASSES:

351'ers have to be taught production in order to facilitate their outside stories. These classes should be taught within the first week of classes. News isn't designated to go on until the second week of class. That's when the shifts begin. So, since the first story is due the second week, 351'ers should be taught production, at least for a voicer the first week. Usually two to a class for an hour. Evenings work best and you can schedule the classes 7:00 to 8:00, 8:00 to 9:00, etc.

PUBLIC AFFAIRS/ CITY COUNCIL:

Besides the news shifts three times daily, we are responsible for covering city council meetings and doing a public affairs show. City council usually occurs every 1st and 3rd Tuesday in the month. Public affairs fills the other Tuesday blocks. We have the whole block from 7:00 to 11:00 but usually an hour show is sufficient. All kinds of formats for the show are possible, from call in's to student affairs, as long as it's public affairs programming, informative and entertaining. City council meetings last from 7:00 to 11:00 usually. if they go longer, we are not in contract to cover them after 11:00, but if you can talk the D.J. following the meeting to let it run, it's usually beneficial. A live reporter at the meeting is the best way to cover the meetings. There is a remote unit that goes down to the meetings and we broadcast live. The reporter that covers the meeting is required to do an update during the break, legal I.D.'s at the top of every hour and a story the next day by the 12:00 cast. If worst comes to worst, we can board-op the meetings from the station with

no one in attendance but it's best to have them covered. You need someone at the station to board-op during the meetings, to cover the breaks and make sure nothing goes wrong. this can be a D. J. who needs hours or a 351'er who wants to get board experience. Split the shift to make it more popular, and apply to the program director's pity to get a D.J. OR you can appeal at the general staff meeting at the beginning of the quarter, Make it attractive and you'll get help. Or you'll have to do it yourself.

Public affairs is a little different. You need to find someone who is reliable and who is vibrant. As I said before public affairs can take many forms, but usually the best is a call -in show. You need to license the person who is working the board with the FCC. The shows should be controversial to attract callers but not obscene. Check with the program director if you have a questionable topic. Or you could have two people share the show and do a discussion format. Just make sure the people are INFORMED!!!.

EXEC. PROD MEETINGS:

Hold exec. prod. meetings every other week just to check how things are going and to keep informed. These people are your allies and they need to air thir gripes. Keep them happy! Give them responsibilities. Basically, you are an overseer. The first weeks you are hectic trying to get things organized but after the third week, things should be running smoothly. Delegate to make your job easier and allow others to learn more.

ADVISOR'S JOB:

Your advisor is there to help you out. All story grading should be done by him or her. It's best if you grade the outside story carts or have an exec. do it. That way, they are all getting graded the same. Your advisor should advise, but it's you who are in charge. You make the policies and you are responsible for them.

SPORTS

