



## Impact 89FM Station Handbook

Version 1.1

Last Updated: February 23, 2021

### Emergency Contacts

[Do not share outside of station staff]

1. **FIRST: Program Director**  
Mckenna Lounds - 810-282-9971
2. **SECOND: Station Manager**  
Amber Kienutske - 517-358-6684
3. **THIRD: General Manager**  
Jeremy Whiting - 517-325-3870

### What's Inside:

*The Impact 89FM Station Handbook is designed to be a one-stop resource for all staff at the radio station. This living document, first implemented in the summer of 2020, offers a variety of information made publicly available for our staff to use.*

*From our station's history & staff policy to Comrex guides & office reservation forms, everything is here, and everything is helpful in some shape or form!*

*Here's a brief overlook of what you'll find inside:*

[Welcome!](#)

[Departments](#)

[Operations, Policies + Procedures](#)

[What We Create -- Our Programming & Content](#)

[Studios + Equipment](#)

[History of MSU Student Radio](#)

*The handbook also includes detailed information on our current state of operations. To this end, you can find out more about the MSU Community Compact, station resources for COVID-19, and so on.*



*No matter who you are, where you're from, or where you're going, you have a place here. This station is a better place with you involved and growing alongside us!*

*On behalf of the 200+ staff we have on an annual basis - thanks for being a part of the Impact! We are so grateful to have you here, and we're looking forward to seeing what you do.*

**We're rooting for you!**

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**DISCLAIMER:**

Please note that this is a ***living document***; it is constantly changing and being updated to better reflect the diverse opportunities, content, and personnel involved at our station. If you notice something out of date or in need of clarification, please contact your department head!



## Welcome!

\im-'pakt\ : the force of impression or operation of one thing on another; *effect*.

### Who We Are + What We Do

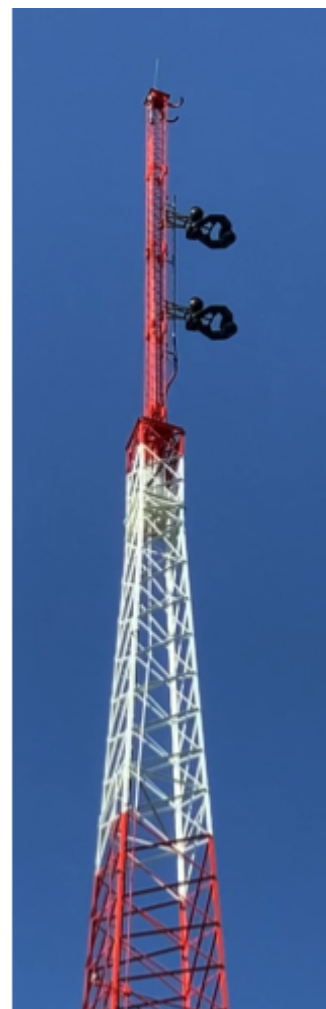
Welcome to the Impact!

Impact 89FM | WDBM-FM is one of the largest student organizations on the campus of Michigan State University. We operate as a 24-hour broadcast and online media organization. Funding comes from the students of Michigan State University, who support a student-voted fee collected each semester. Our focus has always been on sharing the music that matters, but we are more than that. Over time, we have added significant news and sports departments to our staff. Additionally, a support staff made up of creatives helps promote and diversify our content.

MSU Student Radio traces its heritage back to the 1950s with the first AM carrier current stations which broadcast in the residence halls. We have grown considerably over time. On February 24, 1989, we started broadcasting on 88.9 FM in the Lansing market under the call letters WDBM. Our FCC license for a noncommercial educational FM station allows us to transmit a 2,000-watt signal from our antenna on campus over a range of approximately 30 miles. As the internet increasingly became an important part of everyday life, we added our web stream. That went live on October 5, 1999.

We pride ourselves not only on the quality of our broadcast and online programming, but also the opportunities we are able to offer to the staff of the station. Without the students, none of it would be possible. MSU Student Radio operates under an open door policy. Every student who expresses an interest, is willing to devote the necessary time, and follows the station guidelines will have a place within the organization.

This handbook will familiarize you with the Impact, and it will serve as a helpful resource throughout your time with the organization. We are very pleased to have you join us, and we look forward to your contributions as well as finding ways of helping you grow to meet your goals.



The transmitter tower for WDBM-FM on the campus of Michigan State University.  
Jeremy Whiting | Impact 89FM

## Mission, Vision and Core Values

Impact 89FM invested in a strategic planning process in the spring of 2020. The transition to working remotely during the COVID-19 pandemic introduced several challenges to the staff of the Impact, but it also provided new opportunities for reflection and growth.

One chief tenet of this process was to ensure consistency with our overarching goals. Being a student-run station, it is very common for staff members to change positions or move on from the organization due to new academic or professional plans. We wanted to ensure that the Impact could have a set of guiding principles so that as the organization grows in the coming years, we could adhere to core principles that help lead conversations surrounding our station's identity, culture, and values. In short, we aimed to identify ways that we can continue to empower and protect our staff, initially through policy that can inform the Impact's operations for years to come.

Our vision statement describes the way we envision our ideal version of Impact 89FM. It is also designed to be reviewed continuously to ensure it reflects our goals and direction.

As of August 26, 2020, Impact 89FM's current **Vision Statement** is:

*"Our goal is to provide a community-oriented, diverse, and progressive media outlet to engage with the people of Michigan State University and beyond."*

A mission statement, meanwhile, articulates purpose: what we do, how we do it, and why. It serves as the foundation for our current state of operations.

As of August 26, 2020, Impact 89FM's current **Mission Statement** is:

*"By supporting our staff and through creative and professional opportunities, we engage our students and community by providing diverse, innovative multimedia content."*

Lastly, we articulated our core values to describe the beliefs and behaviors relative to the Impact's culture. Not only are they essential for supporting our vision and mission statements, but they also guide what you find in this station handbook, including our ethics and editorial guidelines.

As of August 26, 2020, we have established six **Core Values** for Impact 89FM:

1. **Community:** giving a voice to the people we serve
2. **Entertainment:** creative exciting content consistently
3. **Passion:** striving for excellence in all we do
4. **Creativity:** encouraging innovative ideas & perspectives
5. **Diversity:** diverse voices that accept, listen, and learn
6. **Growth:** dedicated to progress

Each of these core values, as well as the vision and mission statements above, are designed to be continuously reviewed to more accurately reflect Impact 89FM's culture and ideals, and should be revisited during each strategic planning process.

Furthermore, Michigan State University occupies the ancestral, traditional and contemporary lands of the Anishinaabeg – Three Fires Confederacy of Ojibwe, Odawa and Potawatomi peoples. In particular, the university resides on land ceded in the 1819 Treaty of Saginaw. We recognize Michigan’s 12 federally recognized Native Nations, historic Indigenous communities in Michigan, Indigenous individuals and communities who live here now, and those who were forcibly removed from their homelands. In offering this land acknowledgement, we affirm Indigenous sovereignty, history and experiences.

## Equal Opportunity Policy

MSU Student Radio is an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, citizenship, disability or protected veteran status.

## Brand Standards

It is important for our organization to have a consistent brand across all of our marketing and distribution channels. The brand was established in 1989 upon the conception of the radio station. After 25 years, it was refreshed in 2014.

### What We Are Known As

88.9, 89FM, WDBM, MSU Student Radio, The Impact, Impact Radio

Note: You will see that we do **not** refer to the organization as simply “Impact” (instead, include “The” in front of “Impact”) and also not “IMPACT” (in all caps)

### Our Positioning Statements

The Music That Matters

Your Source for Commercial Free Music

More Than Music

### Target Audience

Adults from the ages of 18 through 34 (specifically, college students and young professionals)

### Logos

You will see a main logo, as well as a few variations, on materials identifying our organization.

#### Main Logo

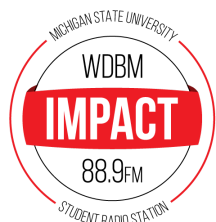
There are three versions of our main logo: a full logo, a mono logo, and a transparent logo. We strive to make sure all public-facing materials include our logo.



The **full logo** is used the majority of the time and is prominently featured on our social media channels and website. It is our primary brand communication



The **mono logo** is the second most used. It is reserved for watermarks for video or photo purposes, for placement on dark posters or for use when we can only use one color.

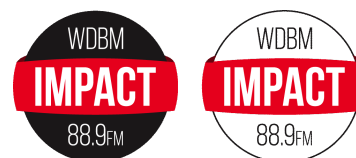


The **transparent logo** is used in ink-saving scenarios, in house documents and other scenarios where communication is less significant.

### Main Logo - Alternate

The uses of the alternate main logos will be fairly rare. They are all simplified versions of the main logo.

**Minus Outer Ring:** The main logo stands alone fairly often as the outer ring with "Michigan State University" and "Student Radio Station" can be bulky in some design situations. In an in house document or to save space on a flyer, this alternate logo is acceptable, though the complete logo is preferred.



**Minus All Circles:** The second alternate logo, void of all circles, is only used with permission from the Art Director. It loses a lot of impact without them and will be used in scenarios where less may be more.



**Banner Only:** The final alternate logo is only used with permission from the Art Director. The main function of this logo is to save space but still get our name out. It shouldn't be used on documents that don't have at least two other attributions.



### Classic Logo

The classic logo is the original branding element established in 1989. You will see this on most legacy marketing materials. It is most often used as a throwback or vintage element. While still available for use, it is no longer our primary brand.



### Typography

We use two primary fonts for Impact 89FM marketing materials. The headline font, Bebas Neue, matches the elements of our logo and is used for headlines, subheads and headings. Bebas Neue in

bold is used for headlines and the book weight is used for subheads. Body copy is Gotham Book with italic and bold elements available to be used on a case by case basis.

### **Color Palette**

Our primary color palette consists of Impact Red, plus standard black and white. The CMYK format for each color is listed below.

- ▶ Impact Red: C=0, M=99, Y=97, K=0 | Hex: #ED2127
- ▶ Black: C=0, M=0, Y=0, K=100 | Hex: #000000
- ▶ White: C=0, M=0, Y=0, K=0 | Hex: #FFFFFF

### **Office Information**

The Impact broadcasts 24 hours a day, 7 days a week, but the office is only open to most staff and the public during normal business hours. At those times, it is staffed by experienced paid staff members. They are able to answer questions, retrieve prizes, deal with emergency situations, and generally be a valuable resource for anyone who needs help with radio station related issues.

### **Normal Business Hours**

Monday-Friday  
8 A.M. - 7 P.M.

Note that business hours are subject to change, particularly during breaks in the academic year. Feel free to call ahead to confirm open hours.

### **Address**

234 E Shaw Lane, G-4  
Holden Hall  
East Lansing, MI 48825

### **Phone Numbers and E-Mail**

Office: 517-884-8900  
Request Line: 517-884-8989  
Call In Line: 517-432-3893  
E-mail: [office@impact89fm.org](mailto:office@impact89fm.org)

### **Emergency Contacts (\*Do not share outside of station staff\*)**

**FIRST: Program Director**  
Mckenna Lounds - 810-282-9971  
**SECOND: Station Manager**  
Amber Kienutske - 517-358-6684  
**THIRD: General Manager**  
Jeremy Whiting - 517-325-3870

### **Public File**

The Federal Communications Commission (FCC) requires each broadcast station to maintain a Online Public Inspection File (OPIF.) Any member of the public can access this file at any time. If a

person is interested in viewing our public file, you can point them to the FCC's website. More information about the public file can be found in this manual in the [FCC Policies](#) section.

**WDBM-FM Online Public Inspection File:**

<https://publicfiles.fcc.gov/fm-profile/wdbm>

## **Internal Communication Platforms**

### **Workplace**

Workplace is a private version of Facebook exclusively for the Impact. Volunteers do not need a Facebook account to sign up, and it is totally separate from any existing Facebook profiles they already have.

Workplace is our way of communicating across all departments at Impact 89FM. It's similar to Facebook, Discord, GroupMe, or any other team-based messaging service you may have used before. Workplace also houses important information hubs for the various departments that the Impact has to offer. Additionally, it allows for an easy method of sharing files directly, which can prove to be more direct than Google Drive.

All Impact 89FM staff members are encouraged to customize their Workplace account to include profile pictures, biographies (including interests and pronouns), and other useful/interesting information.

Apart from the onboarding process or interviews, Workplace should be the only mode of communication for any official Impact 89FM-related topics and threads.

For questions pertaining to Facebook Workplace, please contact the Operations Manager.

### **ClickUp**

ClickUp is a project management tool adopted by the Impact 89FM staff in the summer of 2020. It is used as a way to organize public-facing content across our multiple social media platforms, as well as keep track of internal organization projects.

Each department utilizes ClickUp for a variety of projects; for instance, the Entertainment, News, and Sports teams use ClickUp to assign, monitor, and publish written content for the website, whereas the Office Team has daily assignments to complete through ClickUp.

Most paid staff have access to ClickUp with editor privileges. For questions pertaining to ClickUp, please contact the General Manager.

### **Google Drive**

Impact 89FM staff members are automatically added to the Impact 89FM Staff team drive on Google Drive during the onboarding process, and volunteers may request access depending on their teams and level of involvement. This team drive includes staff manuals, presentations, resources, and the very handbook you are reading currently!

Other departments have additional team drives, such as the Station Management + Operations drive, which can house personnel information, interviews, hiring documents, and other resources.

Volunteers are not required to have access to the Impact 89FM Staff Drive, but are welcome to request access from any director on staff.

Most work completed for Impact 89FM should be stored on a station Google team drive. These drives have unlimited storage capacity, and they do not count against any individual user's Google storage limits. By storing files on team drives, the station is also able to ensure that work and documents remain with the organization for years to come, as the ownership of the documents reside with the team drive itself.

## Google Calendar

### Team Meetings:

[https://calendar.google.com/calendar/embed?src=impact89fm%40gmail.com&ctz=America%2FNew\\_York](https://calendar.google.com/calendar/embed?src=impact89fm%40gmail.com&ctz=America%2FNew_York)

### Concert Calendar:

[https://calendar.google.com/calendar/embed?src=56gs9I95ej8elb227ckbtmbh6o%40group.calendar.google.com&ctz=America%2FNew\\_York](https://calendar.google.com/calendar/embed?src=56gs9I95ej8elb227ckbtmbh6o%40group.calendar.google.com&ctz=America%2FNew_York)

### Director on Duty (DoD):

[https://calendar.google.com/calendar/embed?src=12652irfbs25fuut5lo85g49qg%40group.calendar.google.com&ctz=America%2FNew\\_York](https://calendar.google.com/calendar/embed?src=12652irfbs25fuut5lo85g49qg%40group.calendar.google.com&ctz=America%2FNew_York)

### Equipment Reservations:

[https://calendar.google.com/calendar/embed?src=0fklcj4qc48r3qappjtubr9uts%40group.calendar.google.com&ctz=America%2FNew\\_York](https://calendar.google.com/calendar/embed?src=0fklcj4qc48r3qappjtubr9uts%40group.calendar.google.com&ctz=America%2FNew_York)

### Impact Conference Room:

[https://calendar.google.com/calendar/embed?src=3j5pjhh8vbqnbrabaf6rjho4c%40group.calendar.google.com&ctz=America%2FNew\\_York](https://calendar.google.com/calendar/embed?src=3j5pjhh8vbqnbrabaf6rjho4c%40group.calendar.google.com&ctz=America%2FNew_York)

### Impact Marketing Office:

[https://calendar.google.com/calendar/embed?src=gjacc1mcqbih07rcvfaan7vmeg%40group.calendar.google.com&ctz=America%2FNew\\_York](https://calendar.google.com/calendar/embed?src=gjacc1mcqbih07rcvfaan7vmeg%40group.calendar.google.com&ctz=America%2FNew_York)

### Impact Music + Video Office:

[https://calendar.google.com/calendar/embed?src=0vo95bjgmbhhuu57dp0bu2dj0m0%40group.calendar.google.com&ctz=America%2FNew\\_York](https://calendar.google.com/calendar/embed?src=0vo95bjgmbhhuu57dp0bu2dj0m0%40group.calendar.google.com&ctz=America%2FNew_York)

### Impact News Office:

[https://calendar.google.com/calendar/embed?src=ln85rkbqih9qr4r4rvs1t89u3s%40group.calendar.google.com&ctz=America%2FNew\\_York](https://calendar.google.com/calendar/embed?src=ln85rkbqih9qr4r4rvs1t89u3s%40group.calendar.google.com&ctz=America%2FNew_York)

### Impact Programming Office:

[https://calendar.google.com/calendar/embed?src=iblj68na126do8ppuhki6o3m1s%40group.calendar.google.com&ctz=America%2FNew\\_York](https://calendar.google.com/calendar/embed?src=iblj68na126do8ppuhki6o3m1s%40group.calendar.google.com&ctz=America%2FNew_York)

**Impact Studio G (Production Studio):**

[https://calendar.google.com/calendar/embed?src=i5ti8l7ivf1f03trskqmo3o4gc%40group.calendar.google.com&ctz=America%2FNew\\_York](https://calendar.google.com/calendar/embed?src=i5ti8l7ivf1f03trskqmo3o4gc%40group.calendar.google.com&ctz=America%2FNew_York)

**Impact Studio H (Performance Studio):**

[https://calendar.google.com/calendar/embed?src=cs77l2ij12pq1i421d5708omdc%40group.calendar.google.com&ctz=America%2FNew\\_York](https://calendar.google.com/calendar/embed?src=cs77l2ij12pq1i421d5708omdc%40group.calendar.google.com&ctz=America%2FNew_York)

**Impact Studio I (Air Schedule):**

[https://calendar.google.com/calendar/embed?src=54vvo0vre6v6taaccjvlqle9bo%40group.calendar.google.com&ctz=America%2FNew\\_York](https://calendar.google.com/calendar/embed?src=54vvo0vre6v6taaccjvlqle9bo%40group.calendar.google.com&ctz=America%2FNew_York)

**Impact Studio J (Sports Studio):**

[https://calendar.google.com/calendar/embed?src=h2fi4q72rgi1iacp4it2111984%40group.calendar.google.com&ctz=America%2FNew\\_York](https://calendar.google.com/calendar/embed?src=h2fi4q72rgi1iacp4it2111984%40group.calendar.google.com&ctz=America%2FNew_York)

**Impact Studio K (Training Studio):**

[https://calendar.google.com/calendar/embed?src=3pbdba2n6cvslqcu3moh4p058%40group.calendar.google.com&ctz=America%2FNew\\_York](https://calendar.google.com/calendar/embed?src=3pbdba2n6cvslqcu3moh4p058%40group.calendar.google.com&ctz=America%2FNew_York)

**Office Team Schedule:**

[https://calendar.google.com/calendar/embed?src=o1ek20nj54gu22e711rg7a1d60%40group.calendar.google.com&ctz=America%2FNew\\_York](https://calendar.google.com/calendar/embed?src=o1ek20nj54gu22e711rg7a1d60%40group.calendar.google.com&ctz=America%2FNew_York)

**On-Air Prizes:**

[https://calendar.google.com/calendar/embed?src=92sla7lch4722roc4hm3stkb78%40group.calendar.google.com&ctz=America%2FNew\\_York](https://calendar.google.com/calendar/embed?src=92sla7lch4722roc4hm3stkb78%40group.calendar.google.com&ctz=America%2FNew_York)

**Staff Structure**

Impact 89FM is proud to celebrate over 50 paid staff members and over 150+ volunteers as part of its community, which also includes contacts within the greater Michigan State University area and hierarchy.

A current Staff Organization chart, accompanied by specific position descriptions and responsibilities, can be viewed in the [Departments](#) section.

**General Manager**

The General Manager is the only non-student employed at the Impact. They assist the student leadership in forming the overall vision and direction of the station. As general manager, they also ensure that the Impact follows all FCC guidelines, oversees the directors and paid staff and manages the technical aspects of the operation.

**E-Board**

Impact 89FM is managed and overseen by an Executive Board (E-Board). The E-Board consists of the managing staff from the Station Management + Operations department, in addition to the department heads from each of Impact 89FM's departments.



The current Impact 89FM Executive Board, as of October 2020, includes:

- General Manager
- Station Manager
- Operations Manager
- Marketing Director
- Program Director
- News Director
- Sports Director

The E-Board operates from a shared leadership perspective to identify and implement the overall direction, planning, and execution of station-wide initiatives and goals. They meet bi-weekly to provide updates on station-wide discussion topics, in addition to department-specific updates. Possible initiatives identified through strategic planning sessions, the Diversity, Equity, & Inclusion Committee, as well as the Radio Board are discussed, planned, and implemented by this group.

Additionally, the Executive Board of Impact 89FM is dedicated to providing psychological safety and organizational support for every member of the Impact 89FM staff.

Impact 89FM staff and Radio Board members are welcome to sit in on an E-Board meeting. For further details, please contact a member of the E-Board.

As of January 2021, E-Board meetings occur bi-weekly on Wednesdays at 5:30pm.

## **Department Heads**

Department heads are responsible for managing and overseeing each of Impact 89FM's five departments:

- Station Management + Operations
- Creative + Support Staff
- Music + Entertainment
- News
- Sports

They are responsible for delegating tasks and working closely with each staff member and volunteer team within their department. Department heads hold monthly departmental meetings, during which staff members provide updates, ask questions, and share goals with one another. Additionally, department heads often meet with each staff member individually to discuss progress updates, personnel reviews, and other miscellaneous projects. Projects are tracked using the ClickUp project management system.

Department heads have the following expected responsibilities and event requirements:

- Serving as a member of the Executive Board
- Event requirements: 4x per year
- Classroom recruiting: once per year
- Live DJ shift
- Director-On-Duty shift

## **Directors + Editors**

Directors and editors are responsible for directly managing volunteer teams, as well as specific station projects. These staff members constitute a majority of Impact 89FM's leadership figures. Several directors and editors exist within each department, and their duties and objectives vary based on department initiatives and direction.

In addition to E-Board members, the following staff positions comprise the Directors + Editors staff:

- Art Director
- Audio Production Director
- Live Music Director
- Music Director
- Traffic Director
- Training Director
- Visual Media Director
- Website Director
- Entertainment Editor
- News Editor
- Sports Editor

These staff members typically meet on a monthly basis to review progress and goals, as well as discuss collaborative opportunities between departments and volunteer teams.

Directors and editors have the following expected responsibilities and event requirements:

- Event requirements: 4x per year
- Classroom recruiting: once per year
- Live DJ shift
- Director-On-Duty shift

## **Support Staff Positions**

Additional staff members at the station are responsible for supporting and contributing to ongoing station projects and volunteer initiatives. Several paid staff positions exist at the station to support the Directors + Editors staff with management and operation duties, but duties and objectives vary based on department initiatives and direction.

The following staff positions comprise the station's Support Staff:

- Airstaff Coaches
- Audio Engineers
- Diversity, Equity & Inclusion Coordinator
- Entertainment Editorial Assistant
- Graphic Designers
- Media Librarians
- News Editorial Assistant
- Photo Coordinator
- Play-by-Play Coordinator

- Podcasts Coordinator
- Programming Assistant
- Promotions Coordinator
- Sports Editorial Assistant
- Video Coordinator

These staff members do not meet as a holistic Support Staff; rather, they attend all-staff and department meetings and other meetings relevant to their paid positions.

Support Staff have the following expected responsibilities and event requirements:

- Event requirements: 4x per year
- Classroom recruiting: Once per year

### **Other Paid Staff Positions**

Additional staff members fill in critical roles at the station in a limited capacity, often working to round out remaining needs for the station at-large.

The following staff positions comprise the remainder of the station's paid staff:

- Technology Specialist
- Event DJs
- Specialty Show Hosts

These staff members attend all-staff meetings and department meetings, in addition to other meetings or training sessions relevant to their positions.

They do not have event requirements beyond general expectations of working as an Impact 89FM staff member.

### **Office Team**

Prior to the summer of 2020, Impact 89FM had a dedicated number of staff members that worked on a variety of office duties, such as answering phone calls, greeting visitors, collecting mail, and onboarding volunteers. They were collectively referred to as the Front Desk staff. A subsequent staff restructuring redistributed these duties to a number of established positions at the station, with the purpose of promoting efficiency and collaborative problem solving.

This resulted in the formation of the Office Team, a collection of staff members who assist with a variety of administrative and operational tasks for the Impact's in-person operations. The Office Team is supervised by the Operations Manager, who is responsible for scheduling and running Office Team meetings. In instances where the Operations Manager is unavailable, the Office Assistant is the next-in-line to handle scheduling or other managerial duties.

As of February 2021, the Office Team, in addition to the Operations Manager and Office Assistant, includes:

- Marketing Director
- Media Librarians

- Podcast Coordinator
- Promotions Coordinator
- Station Manager
- Traffic Director
- Website Director

Members of the Office Team have been added to the Station Management + Operations drive, which is necessary for access to staff personnel folders and other resources required for established duties. This drive additionally contains information pertinent to confidential station affairs, such as budgets, pay rates, previous interviews, and other communications. This information is **STRICTLY CONFIDENTIAL**, and may not be shared or discussed with any team member outside of the Office Team and E-Board.

Other staff members may volunteer or rotate into the Office Team schedule, depending on schedules and availability.

A complete list of Office Team duties can be seen in the [Office Team Manual](#).

### **Editorial Team**

Impact 89FM is proud to have a number of teams dedicated to producing content to share the station's voice and perspective with various communities. It's important, therefore, that we make sure our voice and perspective is consistent with our station's guidelines, as well as high-quality standards for journalistic content.

This mission forms the basis for Impact 89FM's Editorial Team: a task-oriented discussion group composed of Impact 89FM staff department heads, editors, and editorial assistants. This team meets on a monthly basis to discuss and plan for collaborative efforts between the Impact's departments, while also refining and defining our editorial guidelines.

As of October 2020, the Editorial Team, in addition to the E-Board, includes:

- Entertainment Editor
- Entertainment Editorial Assistant
- News Editor
- News Editorial Assistant
- News Producer - Exposure
- News Producer - The Sci-Files
- News Producer - The State
- News Producer - The Undercurrent
- Sports Editor
- Sports Editorial Assistant
- Website Director

Other staff members may volunteer or rotate into the Editorial Team, depending on schedules and availability.

More information on the Editorial Team's work can be found in the station's [Editorial Policies](#).

## Getting Involved at the Impact

In addition to paid staff members, a majority of the Impact 89FM community is composed of volunteers from the greater MSU community. If an MSU undergraduate or graduate student is interested in getting involved at Impact 89FM, the station's volunteer application and a list of open positions, specialty shows, or other opportunities can be found online at <https://impact89fm.org/join-us/>.

## Volunteer Teams

The best way to get involved at the station is as a volunteer; most of our paid staff ultimately start as team volunteers. Moreover, these teams afford practical, engaging, and rich experiences that foster new technical and interpersonal skills, in addition to providing for fun atmospheres that students can grow within comfortably.

### Airstaff

The Airstaff team works together to lend a voice to WDBM. They DJ music throughout the week while sharing entertainment and community based content on-air. Some Airstaff members also go on to host their own specialty shows.

Impact 89FM is proud to broadcast live on the radio and stream online 24/7; as such, Airstaff DJs often broadcast each day of the week in two-hour shifts. These DJs can serve at three levels: Fix DJs (the first level of training on a separate online stream housed by Impact 89FM); VT DJs (the second level of training, which allows for trained DJs to pre-record their drops); and Live DJs (the highest level of training, during which DJs can host their shift live.)

For questions concerning the Airstaff team, please contact the Training Director or Program Director.

### Audio Production

The Audio Production team is responsible for creating new promos, public service announcements, audio bumpers, drops, beds, show intros/outros, sound bites, and all Impact 89FM-centric content for the station. Team volunteers get a hands-on approach to learn how to make award-winning audio production using industry standard tools and applications.

In addition to technical experience, the Audio Production team has creative freedom to write and produce productions for any of the Impact's existing forms of content. For example, these can include audio parodies of current trends, PSAs designed to encourage against the use of tobacco, or ghost stories to promote Halloween - but the sky's the limit for whatever the team is interested in pursuing.

Additionally, volunteers can work alongside Impact 89FM's audio engineers to mix sound for in-studio and out-studio performances, working closely with local bands to make their sound beautiful. The team often collaborates with speciality show hosts in addition to nearly every volunteer team at Impact 89FM.

For questions concerning the Audio Production team, please contact the Audio Production Director, Chief Audio Engineer, or any of Impact 89FM's audio engineers.

## **Diversity, Equity & Inclusion Committee**

Impact 89FM offers a space for all students of all walks of life to flourish in a creative, engaging, professional and inclusive atmosphere. In order to ensure proper attention is given to foster ongoing conversations at the station, Impact 89FM is proud to have a Diversity, Equity & Inclusion Committee composed of volunteers and paid staff, which is overseen by the Diversity, Equity & Inclusion Coordinator.

The Impact 89FM Diversity, Equity & Inclusion (DEI) Committee, in partnership with Impact 89FM's Executive Board, performs the following roles:

- Seek and share perspectives about the experiences of underrepresented minority groups within the greater Impact 89FM community;
- Contribute to the recruitment of students from underrepresented groups to the station and ensure they have equal opportunity for success and empowerment;
- Provide information on university resources regarding, but not limited to, topics such as inclusivity, sexual misconduct, identity, gender expression, and representation;
- Help ensure the climate and culture of Impact 89FM is that of an inclusive space that advocates, accepts, listens, and learns; and
- Updating Impact 89FM's ongoing "Social Justice Resources & Ways to Help" document to better reflect the station's values.

Each semester, the DEI Committee establishes several quantifiable, data-driven goals for the station to complete. Some examples include:

1. Recruit a wider pool of students by campaigning in 10 additional MSU classes outside of the typical established ComArtSci classes;
2. Assess current onboarding and procedures to empower and enforce the Impact's culture; and
3. Partner with a new organization on campus for a brand new partnership event hosted by (or in partnership with) the Impact.

For questions pertaining to Impact 89FM's commitment to diversity and justice - or to get involved - please reach out to either a member of the E-Board or the Diversity, Equity & Inclusion Coordinator.

## **Entertainment**

The Entertainment Team members use their opinions to create online Music + Entertainment-based content in both written and video formats. They meet regularly to brainstorm and assign new projects.

The content produced by the Entertainment Team can vary, but is usually associated with music, pop culture, and new media. The flagship series of posts produced by the Entertainment Team are Jams Of The Day (JOTDs), which are short reflections on singular pieces of music. Other series have been developed to accommodate the interests and goals of the Entertainment Team. They have also been known to collaborate frequently with the Music Review and Media teams for multimedia projects.

For questions pertaining to the Entertainment Team, please contact the Entertainment Editor or Entertainment Editorial Assistant.

## **Graphics**

The Graphics (or *Graphix*) Team is responsible for updating and maintaining Impact 89FM's visual brand across all mediums, which includes logos, cover art, posters, social media graphics or station-specific marketing materials. The Art Director, in addition to the station's Graphic Designers, help curate digital and analog content to promote the station and provide aesthetic consistency! Other instances of the Graphix Team's work can be seen in the greater East Lansing community - such as through billboards, campus events, and so on.

Though the Graphix Team is responsible for upholding Impact 89FM's brand standards, experimentation is a frequent aspect of their design process. Alternative takes on the Impact 89FM logo have been developed often to be used on various materials. Adobe Creative Cloud is a must for designers, but the Graphix Team is able and willing to introduce any and all prospective volunteers to the design process at their own pace.

For questions pertaining to the Graphix Team, please contact the Art Director or any of the station's Graphic Designers.

## **Media**

The Media Team (also known as the Visual Media Team) is responsible for the holistic multimedia production needs of Impact 89FM, primarily through photography and videography. Volunteers often attend concerts and performances with media passes to capture unique footage for Impact 89FM's social media accounts and website. Additionally, the Media Team assists with in-studio and out-studio performances, as coordinated either by specialty show hosts or the Media Team's own volunteers.

The Media Team also collaborates with nearly every station at the department. Most visual media produced on Impact 89FM's socials is filmed, edited, and produced by the Impact's own Media Team. From marketing, to behind-the-scenes interviews, to skits, the Media Team covers it all.

For questions pertaining to the Media Team, please contact the Visual Media Director, Photo Coordinator, or Video Coordinator.

## **Music Review**

The Music Review Team assesses new music submitted from labels, promoters and the artists themselves to determine what should go on air. They meet regularly to share their opinions and discuss the Impact's sound.

The Music Review Team, compared to Impact 89FM's other teams, is more discussion-based; volunteers often freely engage with one another about music that they enjoyed or didn't like from promoters or the industry at large. These conversations inform the Music Director's decisions about which songs to advocate to the Program Director. Additionally, the Music Review Team occasionally collaborates with the Entertainment and Media teams.

For questions concerning the Music Review Team, please contact the Music Director.

## **News**

The News Team for Impact 89FM works to create content that covers the Michigan State University and Greater Lansing communities through reporting, audio storytelling, and multimedia work.

They are most known for their work producing The Undercurrent, Impact 89FM's flagship audio storytelling program that covers themed human interest stories. Additionally, Impact 89FM produces Exposure, a news interview program that provides a voice to student and local organizations; The Sci-Files, a talk show program that delves into graduate student research and broader scientific explorations at Michigan State University; and The State, a collaboration with The State News that provides bite-sized daily scoops of campus and local news in audio and video formats. Additionally, the News Team syndicates content from the City Pulse, an Lansing-based news organization. Each of these programs, with the exception of The State (airing Monday - Friday), air on Sundays during the talk block, which is programmed between 9:00am and 12:00pm.

In 2020, the News Department expanded to provide a dedicated platform for written content, which is overseen by the News Editor and the News Editorial Assistant. This content, compared to the news provided by other student news organizations, is uniquely positioned to be more human-centric as 'soft news', but additionally affords for diverse perspectives based on the interests of News Team volunteers.

For questions concerning the News Team, please contact any of the News Department's staff.

## **Sports**

The Sports Team is dedicated to covering Big Ten and professional sports through reporting, opinion-editorials, play-by-play broadcast, and post-game analysis. Volunteers gain experience as sports broadcast journalists with opportunities to interview players and coaches for every major MSU sport, while also having access to broadcasting games remotely through Impact 89FM's local and online streams. The Sports Team travels frequently to away games with sports media passes. Additionally, volunteers can focus on written content and analyses that cover a variety of sports, both on the local and national level.

No matter a volunteer's chosen path, the Sports Department is unified by a love for sports. As such, conversations and discussions around sports constitute an ample portion of the Impact's online content, namely through the weekly talk show, The Green + White Report, which airs on Sundays from 11am to 1pm.

For questions concerning the Sports Team, please contact any of the Sports Department's staff.

## **Street**

The Street Team, sometimes referred to as the Marketing Team, is led by the Marketing Director and the Promotions Coordinator. Traditionally, Impact 89FM's Street Team attends



concerts promoted by the station, while also helping to coordinate station bonding events. Additionally, the Street Team aids in ways to help market the station in order to get more listeners as well as retain volunteers. These methods can include, but are not limited to, exploring promotion avenues online, social media analyses, and external partnerships.

The Street Team also is known for creating and sharing station-wide tier lists on a variety of topics - from breakfast cereals, to WWE fighters, to Lansing restaurants, and so on. These usually don't help with any station marketing efforts, but they're pretty fun nonetheless.

For questions pertaining to the Street Team, please contact the Marketing Director or Promotions Coordinator.

### **Applying for Open Positions**

Paid opportunities at Impact 89FM open frequently, with a majority of openings occurring at the end of an academic semester. With each wave of graduating MSU students comes a multitude of opportunities for existing Impact staff, as well as any MSU student, to apply.

Openings are determined by the E-Board to fulfill station duties and responsibilities. Typically, these are crafted to reflect the existing staff structure and to accommodate for any openings. Nevertheless, there have been occasions where new roles have been created at the station, depending on budgetary considerations and station needs. In either case, the E-Board creates a job posting detailing a given position's requirements, preferred applicant qualifications, starting rate, supervisor, and other relevant information.

Job postings are shared to Handshake by the Station Manager for a one-to-two week period, depending on the time of year and competitiveness surrounding the position. While applicants apply through Handshake with the necessary requirements, the E-Board prepares to schedule for the interviewing process.

In the spirit of transparency, it should be noted that the E-Board reserves the right to select candidates for interviews; a completed application does not necessarily result in an interview.

Once the application time period has passed, the E-Board schedules candidates for interviews using WhenIsGood, a meeting scheduling software. Candidates are promptly interviewed by 2-3 members of the E-Board and any other relevant staff members, such as immediate supervisors. Though traditionally in-person, most Impact 89FM interviews are conducted and recorded over webcam technology, such as Zoom.

After each candidate has been interviewed, the E-Board reconvenes at their next scheduled E-Board meeting to discuss the candidates in a closed session. Following this decision process, the Station Manager and Operations Manager contact the applicants who were offered the position. Should the applicant accept the offer, they then begin the [onboarding process](#). Other applicants are also contacted by the Station Manager and Operations Manager to inform them of the E-Board's decision.

A majority of the Impact's staff started at the station as volunteers, and prior Impact 89FM experience is a preferred qualification for nearly every station opening. Nevertheless, any and all MSU students are encouraged to apply for openings, per the station's [Equality Opportunity Policy](#).

Any questions concerning job openings, including updates on exiting interview processes, can be directed to the Station Manager or Operations Manager.

### **My Spartan Story (Co-Curricular Transcript)**

My Spartan Story is an interactive platform utilized by the university to capture MSU student experiences outside of the classroom. These co-curricular activities can include, but are not limited to: leadership programs, student employment, research positions, internships, and service-learning and civic engagement opportunities.

Impact 89FM participates in My Spartan Story, in an effort to support its mission to engage and empower staff. More information concerning the service can be found online at <https://mystory.msu.edu/>.

Volunteers and staff members can log onto My Spartan Story at <https://mystory.msu.edu/login/>.

## **FCC Policies**

### **What is the FCC?**

The Federal Communications Commission (FCC) is an independent government entity responsible for regulating communications by radio, television, wire, satellite and cable.

Five FCC commissioners regulate all aspects of the radio industry ranging from regulating Emergency Alert Systems, issuing broadcasting licenses or even sending impromptu inspectors to radio stations.

In most cases, the FCC relies on the public complaints and routine investigations to evaluate what rules, if any, have been broken by a station and what the consequences will be (i.e. suspension of license or large fines).

### **Our Role**

As a member of the staff of Impact 89FM, you are responsible for understanding and abiding by both WDBM and FCC rules. If you have any questions about these rules, always feel free to reach out to your Programming Department.

The following section goes in-depth about the most important FCC and WDBM on-air regulations. These rules must be followed with no exceptions. Failure to uphold these rules may result in the following: dismissal from staff, removal/suspension of a radio show, a fine for WDBM of a massive amount of money and/or revocation of the station's license. In short, this is important stuff!

### **Station Identification**

The FCC requires that each station air a legal ID announcement at the top of every hour during a natural break in programming. The required legal ID announcements must contain the station's call letters followed by the name of the city of the licenses as specified in that station's license. Our station ID is "**WDBM East Lansing**", with nothing else included between those words. We have pre-produced legal IDs that give this announcement, and

they are programmed to automatically play at the top of each hour when using the ENCO automation system. However, if you are DJing manually, broadcasting remotely, or hosting a talk show, you need to pay special attention. The legal ID needs to be read 5 minutes before or after the top of the hour.

### **EAS System & Local Emergencies**

All stations are required to participate in the Emergency Alert System (EAS.) This system is designed to alert our listeners to severe weather or other emergencies. Tests and actual announcements are logged in the Operations log. The EAS system broadcasts on air automatically and DJs will not be able to tell when it airs.

If there is potential danger in our area, follow these three rules before you announce it on air:

1. Check multiple news sources.
2. Contact the station's emergency contacts to verify it with them.
3. If the contacts approve, make the announcement carefully.
  - CITE your sources. DO NOT just go on air and announce the danger. If it is false, it violates FCC regulations and the station can get fined. Acceptable sources include other local news stations or the local department of Homeland Security.
  - Example: "According to WLNS there is an active shooter in Wilson Hall."

### **Public File**

The Federal Communications Commission (FCC) requires each broadcast station to maintain a Online Public Inspection File (OPIF.) Any member of the public can access this file at any time. If a person is interested in viewing our public file, you can point them to the FCC's website. More information about the public file can be found in this manual in the [FCC Policies](#) section.

#### **WDBM-FM Online Public Inspection File:**

<https://publicfiles.fcc.gov/fm-profile/wdbm>

### **Obscenity, Indecency, and Profanity On Air**

Obscene content does not have protection by the First Amendment. **WDBM does not allow any obscene content whatsoever.** For content to be ruled obscene, it must meet the following conditions:

- a. An average person, applying contemporary community standards, would find the piece as a whole to be excessively sexual .
  - b. The material must depict or describe, in a "patently offensive" way, sexual conduct.
  - c. The material, taken as a whole, must lack serious literary, artistic, political, or scientific value.
- Indecent content portrays sexual or excretory organs or activities in a way that does not follow the conditions of obscenity. This content is allowed during Safe Harbor hours because it is protected by the First Amendment.
  - Profane content includes "grossly offensive" language that is considered a public nuisance. This content is allowed during Safe Harbor hours because it is protected by the First Amendment.

To summarize, WDBM allows some swearing and sexual lyrics under certain pre-approved circumstances only during Safe Harbor hours (10pm - 6am), but not excessively and tastelessly. Do not play something you wouldn't be willing to defend in court and risk losing

multiple thousands of dollars over. If you are unsure if you should play something, then you should not play it.

### **WDBM's List of Bad Words (as of October 1, 2020)**

Because the FCC does not directly prohibit specific words from broadcast, we have our own list based on prior practice, community standards, and generally accepted words as determined by fellow broadcasters. The following list is WDBM's "List of Bad Words" and cannot be said on air at any time.

- Fuck, shit, bitch, god damn, goddammit, prick, cunt, cock, cocksucker, motherfucker, piss, penis, vagina, any slang to describe body parts (ass, twat, dick, balls, etc.), bastard, and any drug related lyrics that include repetitive calls to action.
- Additionally, no slurs directed at a group of people based on race, gender, sexuality, national origin, etc. This DOES apply even if you consider yourself to be a part of the group.
- Exceptions include: hell and damn (NOT god damn). We are allowed to use these.
- Safe Harbor (10pm - 6am) allows us to use other swears - BUT tastefully. A song should never be focused entirely on sexual actions, or have more swears than other lyrics.
- Hosts and guests are NEVER ever allowed to use any of our bad words at any time.

### **Personal Attack / Defamation**

While WDBM does not discourage DJs from voicing their opinions, there are some areas that warrant extreme caution.

Defamation of character is the condemning of a person or place that would lead to injury of the person's/place's reputation and business. There are two forms of defamation and the Impact can get sued for both, so personal attacks are not permitted.

1. Slander - the action or crime of making a *false* spoken statement that can damage a person's reputation.
2. Libel - published false statements that are damaging to a person's reputation; a *written defamation*.

Keep these two forms of defamation in mind - and remember to never say something about anyone that is not true. Disclaimers do not exempt you from this rule. Even if it is your opinion, or something you heard - you and the Impact can still get in trouble for you saying it.

### **Calls to Action**

A call to action occurs when a DJ directly tells or persuades listeners to do something that is profitable for someone else (listening to music, voting for a specific candidate, attending a protest, visiting a restaurant, etc.). Calls to action are strictly forbidden on WDBM due to our noncommercial license.

You can give information on an event or artist without using calls to action - examples below.

WHAT NOT TO SAY:

"Snail Mail will be in town tonight. Go see them at Mac's Bar!"

***WHAT TO SAY:***

“Snail Mail will be in town tonight at Mac’s Bar. More information can be found on their website.”

***WHAT NOT TO SAY:***

“Brockhampton recently put out a new album that I thought was amazing. You need to check it out!” or “Brockhampton recently put out a new album that I thought was amazing. Feel free to check it out if you’re interested.”

***WHAT TO SAY:***

“Brockhampton recently put out a new album that I thought was amazing. It’s available on online streaming services.”

The only time calls to action are permitted on WDBM are when they promote the station or Michigan State University itself. This includes events, giveaways, online content, volunteer recruitment, etc.

**Rebroadcasting Other Stations' Programming**

It is highly illegal to rebroadcast any other station’s programming. This includes anything AND everything of any length.

Impact 89FM staff members who violate this FCC-mandated regulation shall be held legally responsible for any and all violations.

**Lottery and On-Air Contests**

Mentioning prices is forbidden on WDBM, due to FCC restrictions on underwriting for noncommercial stations. We are not allowed to mention any monetary amount/price. We can never say how much something costs - this includes free because free = \$0.

Additionally, there are strict rules about announcing the results of any lottery contests on-air. Do not report any other contest results from anywhere except official WDBM contests.

The only contests allowed on-air at the Impact are numbered caller giveaways, which are designed and prepared only by the Promotions Coordinator. All winners must be listed on an official sheet in the station, and records must be kept on file. If you run any unauthorized contest on-air, you will be held legally and financially responsible, and you will be dismissed from staff.

**COVID-19 Guidelines**

In response to university and state guidelines surrounding the COVID-19 pandemic of 2020, Impact 89FM moved its operations online. The Impact’s state of operations adheres completely to the policies of the [MSU Community Compact](#).

The MSU Community Compact applies to all MSU students, faculty, staff, alumni, contractors, vendors and visitors. As part of the MSU community, building occupants must take personal responsibility in order to protect the health and safety of themselves and others. Personal actions will impact everyone. It is expected that all building occupants will adhere to the compact.

All work that can be conducted remotely must be done remotely. Unless a person needs to be on campus to perform part or all of their work assignment, employees should continue to work remotely. The safety of essential personnel is enhanced by fewer individuals being on campus.

All [MSU-pertinent COVID-19 directives](#) must be followed by Impact 89FM staff on any production or project related to the station or station personnel.

These policies will continue to apply to the Impact until directives stating otherwise have been shared by the university's administration.

On November 9, 2020, a comprehensive Return to Work plan for Impact 89FM ([available in full here](#)) was approved by the University Physician and the Michigan State University Police Department. All staff members should review the plan before participating in any in person operations.

### **Physical and Virtual Activities**

Our departments have begun developing ways to engage with all of our staff members, whether they have chosen to physically be present in East Lansing this semester or will be joining us virtually. Our office and studios will be open Monday through Friday from 8 A.M. through 7 P.M. with modified procedures. This will allow time for our staff members to host radio shows, as well as complete work in the office using Impact 89FM computers, software and equipment.

Group meetings will be conducted virtually this semester. This includes meetings for all teams, departments, and other staff meetings. Team leaders and department heads will schedule these frequently.

### **Arrival and Circulation**

To limit walk-in visitors, the door to the station will remain locked at all times. Staff members will still have Spartan Card access, so they may enter on their own during business hours. If the Spartan Card access does not work, knock on the door so an office staff member can let you in.

All visits to the station must be arranged in advance. This will allow us to track who is working in the station, as well as stagger start and end times to reduce physical interaction in common areas.

To reserve time in the office or studio, e-mail the front desk at [office@impact89fm.org](mailto:office@impact89fm.org) or call 517-884-8900.

Office staff members will be available and on duty at the station during open hours. They will be able to provide a mask if you need one, help with cleaning and sanitation procedures, or answer any questions you may have.

### **Screening Program**

All staff members must participate in the University-wide screening program. Before arriving at the station, staff members should complete the Spartan Health Screening Form at <http://covidhealthscreen.msu.edu>. This must be done prior to each visit to the station. If a staff member arrives without completing the health screening, they will be asked to complete it upon arrival.

### **Protocols in the Event of a Confirmed Case of COVID-19**

Staff members must notify the General Manager, Jeremy Whiting, if they experience any symptoms of COVID-19 or have a suspected or confirmed diagnosis of COVID-19. Immediately go home if you are at the workplace. The General Manager will contact the Office of the University Physician to report your work history over the past week, with a description of the work environment and list any co-workers/contractors you had contact with. Seek follow-up care through your healthcare provider. Do not return to work until cleared by the local county health department and the Office of the University Physician.

### **Physical Distancing Program**

Common areas at the station, specifically the lobby, will not be used at this time. The conference room may be used by one person only as a work space.

Most studios and offices are limited to only one person working in them at a time. Recording shows in Studio H or working in the Music Office is permitted, but with reduced capacity and strict use of face coverings. Studio H will be limited to four people recording at a time. The Music Office will be limited to two people working at a time.

Those staff members working in a studio or office by themselves should hang a provided "Occupied" sign on the door, then close the door to the office or studio. At that time, the staff member may remove their mask. When exiting the studio or office for any reason, masks must be worn. Again, masks must be worn at all times when recording a show with others in Studio H or working with another person in the Music Office. When leaving the studio or office at the end of the scheduled work time, the "Occupied" sign should be taken down.

### **Cleanliness and Sanitation**

All staff members are responsible for cleaning their work spaces and common equipment used. Office staff members will be responsible for regularly cleaning all common areas, as well as studios and offices between use by other staff members.

A hand sanitizer station is available immediately when a staff member enters the station. Additionally, individual hand sanitizer bottles are present in each studio or office. If a bottle is running low on sanitizer, please inform an office staff member so it can be refilled or replaced.

### **Personal Protective Equipment**

Single-use face masks will be provided to any staff member who needs one upon visiting the station. Additionally, all staff members will be receiving Impact 89FM branded reusable cloth face coverings.

### **Visitors**

At this time, visitors to the station will be extremely limited. Interviews should be conducted virtually for all talk shows.

There may be times when non staff members will stop by the office to pick up a prize or inquire about ways to get involved with the station. Office staff members will handle these interactions as necessary. In these instances, visitors will still need to abide by University face mask and physical distancing requirements.

### **Additional Station Requirements**

Impact 89FM has also established requirements for any productions involving the Impact's personnel, equipment, merchandise, brand, or other content affiliated with the greater university.

All personnel are required to complete the [Spartan Health Screening survey](#) before entering the station at any time. Links to the survey can be seen at the station's entrance as a QR code, as well as near the sanitation center at the entrance.

The following protocol has been established by Impact 89FM's E-Board, in consultation with the Visual Media Director.

- All productions, no matter the department or team, must be approved by the appropriate Department Head, Station Manager, or General Manager at least 48 hours in advance. **No exceptions.**
- Masks must be worn at all times while interacting with any Impact staff, volunteers, or external parties collaborating with the station.
- Social distancing guidelines, such as physical distancing by keeping six feet of separation, must be observed when possible.
- Any and all file transfers will be done through Google Drive or cloud-based file services.
- If any Impact 89FM personnel experience ANY COVID-19 symptoms within 24 hours of a production, they must notify their Team Leader or Department Head IMMEDIATELY. They are barred from attending sets in any capacity.
- All productions produced during the COVID-19 pandemic must include a disclaimer and/or COVID-19 protocols in effect in the final product.
  - Disclaimer: The following Impact 89FM production was produced in compliance with MSU Community Compact guidelines regarding the COVID-19 pandemic. All persons involved took proper precautions to avoid spreading the virus. Impact 89FM maintains its commitment to keeping its staff and community safe.

Additionally, all staff members are strongly encouraged to enroll and participate in Michigan State University's [COVID-19 Early Detection Program](#). This is a free way that the university is able to test the community utilizing a Spartan Spit Kit.

These protocols must be followed for both on-campus and off-campus productions.

Failure to comply with the listed requirements may result in Disciplinary Action at the discretion of the Executive Board. Questions regarding these policies may be directed to the Station Manager or General Manager.



## Departments



# Staff Organization – Fall 2020

### Station Management + Operations

#### General Manager \*

Diversity, Equity and Inclusion Coordinator  
Technology Specialist

#### Station Manager \*

#### Operations Manager \*

Office Assistant  
Media Librarians

### Creative + Support Staff

#### Marketing Director \* (Department Head)

Promotions Coordinator  
Event DJs

#### Website Director

Podcasts Coordinator

#### Traffic Director

#### Art Director

Graphic Designers

#### Visual Media Director

Photo Coordinator  
Video Coordinator

#### Audio Production Director

Engineers

\* Standing E-Board members

### Music + Entertainment

#### Program Director \* (Department Head)

Programming Assistant  
Specialty Show Hosts

#### Training Director

Airstaff Coaches

#### Music Director

#### Live Music Director

#### Entertainment Editor

Entertainment Editorial Assistant

### News

#### News Director \* (Department Head)

News Producer - Exposure  
News Producer - The Sci-Files  
News Producer - The State  
News Producer - The Undercurrent

#### News Editor

News Editorial Assistant

### Sports

#### Sports Director \* (Department Head)

Play-by-Play Coordinator

#### Sports Editor

Sports Editorial Assistant

For contact information, please use the [All Paid Staff Directory](#).

## **Station Management + Operations**

The Station Management + Operations department is responsible for Impact 89FM's planning initiatives and ongoing operations. They help to shape and determine policy and procedure for various station-wide projects. Additionally, they help to manage and support all Impact 89FM personnel.

### **General Manager**

The General Manager is the only non-student employed at the Impact. They assist the student leadership in forming the overall vision and direction of the station. As general manager, they also ensure that the Impact follows all FCC guidelines, oversees the directors and paid staff and manages the technical aspects of the operation.

### **Diversity, Equity + Inclusion Coordinator**

The Diversity, Equity and Inclusion Coordinator helps lead discussions to identify station direction pertinent to justice, equity, diversity and inclusion. They help to ensure the climate and culture of Impact 89FM is that of an inclusive space that advocates, accepts, listens and learns. A primary responsibility of this position is mediating and overseeing a Diversity, Equity and Inclusion Committee composed of Impact staff members, both paid and volunteers.

### **Technology Specialist**

The technology specialist works with the General Manager to plan and implement technology initiatives throughout the station. This position is a mix of IT professional, broadcast engineer, and computer support specialist.

### **Station Manager**

The Station Manager oversees all day-to-day operations of all departments within the station. Additionally, they organize and chair Executive Board management meetings with department heads. This position is most often the point of contact for partner student organizations for communication and collaboration purposes. Lastly, they work with the Operations Manager, General Manager, and Executive Board to identify station direction and implement new initiatives.

It should be noted that the Station Manager is expected to fill in when necessary to accomplish stated objectives, as well as provide support to the Operations Manager. Both roles work in close coordination with one another, and require frequent communication.

### **Operations Manager**

The Operations Manager is responsible for processing, handling, and drafting Impact 89FM's specific accounting and financial documents, such as employee timesheets, reimbursements, radio tax refunds, and account payments. They also assist with scheduling and organization for hiring processes, as well as subsequent onboarding procedures. Additionally, the Operations Manager supervises the Office Staff to ensure daily operations are completed in a timely and effective manner. They also assist the General Manager in coordinating staff travel procedures, especially for staff conferences or sporting events. Lastly, they work with the Station Manager, General Manager, and Executive Board to identify station direction and implement new initiatives.

It should be noted that the Operations Manager is expected to fill in when necessary to accomplish stated objectives, as well as provide support to the Station Manager. Both roles work in close coordination with one another, and require frequent communication.

### **Senior Media Librarian**

The Senior Media Librarian supervises the process utilized by the entire Media Librarian staff, and establishes the high standards for audio quality and editing. They also assist the Operations Manager and Office Assistant with managing Office Staff duties as necessary.

This position is only awarded to Media Librarians on the basis of seniority at the discretion of the General Manager or Operations Manager.

### **Media Librarians**

Media Librarians work at the direction of the Program Director and Music Director to upload approved music into system libraries and automation systems. They maintain high standards for audio quality, and edit audio files according to best practices for music. Additionally, they add and maintain accurate required information for music in Impact 89FM's ENCO system. Media Librarians also work under the Operations Manager as members of the Office Staff, assisting with general office tasks and duties.

### **Office Assistant**

The Office Assistant is a key member of the Office Team, assisting the Operations Manager in supporting the Office Staff. They ensure the office is stocked with necessary supplies and helps to oversee the office calendar. Other duties typically include logging volunteer applications, answering station calls and emails, coordinating information to staff members, cleaning, and filling in as needed to support the office.

This position is only hired for at the discretion of the General Manager, Station Manager, and Operations Manager.

## **Creative + Support Staff**

The Creative + Support Staff Department are the ultimate collaborators at Impact 89FM; they assist with nearly every aspect of Impact 89FM's brand and content in some capacity. This department often works closely with nearly every department at the station, and is essential for multimedia & marketing needs.

### **Department Head: Marketing Director**

The Marketing Director is the head of the creative and support staff department. They are in charge of overseeing the department, marketing the station, and properly seeing to all the events. Marketing the station includes duties such as making sure merchandise is always on hand and ordered as well as tabling and ensuring our social media is doing all that we can. They oversee events that take place in the station, on-campus, off-campus, and in collaboration with other organizations. In addition, they contribute to the Impact's E-Board and Street Team.

### **Promotions Coordinator**

The Promotions Coordinator is responsible for overseeing giveaways on-air and on social media. They also are in charge of contacting venues for present concerts and shows, in order

to secure partnerships and promotions for Impact 89FM. They also contribute to and lead the Street Team.

### **Event DJs / Board Operators**

Event DJs use station equipment to DJ both on and off campus events. Impact 89FM offers free service to those on-campus and charges a small fee to those off-campus.

Event DJs are also the title technically applied to board operators within the Sports Department.

### **Website Director**

The Website Director is in charge of maintaining the Impact 89FM website and app. They often make frequent updates and help ensure everything is running smoothly technically. Moreover, they assist the Marketing Director with promoting the station, and ensuring content and information on the website is accessible, consistent, and accurate.

### **Podcasts Coordinator**

The Podcasts Coordinator is responsible for overseeing the content of podcasts, leading people through the approval process of a new podcast, and ensuring that quality is maintained through the podcasts. They are also responsible for scheduling Studio H and making sure everyone has time to record their podcast.

### **Traffic Director**

The Traffic Director is in charge of gathering weekly content and putting it all together for others to access whether through a live read or a newsletter. Their other responsibilities include creating weekly concert calendars for social media and the station, creating a weekly DJ information packet, and a weekly newsletter to listeners.

### **Art Director**

The Art Director is responsible for creating graphics for the station and overseeing the Graphic Designers. They help with the productions of updating show logos, creating social media graphics, or creating graphics for special events. The Art Director typically helps to define and maintain the station's brand standards. They also oversee and manage the Graphics Team.

### **Graphic Designers**

The Graphics Designers work under the direction of the Art Director. They assist with station-wide marketing initiatives and assist with the development of digital and analog content. Typically, the Art Director delegates projects to the Designers. They also assist the Art Director with managing the Graphics Team.

### **Visual Media Director**

The Visual Media Director coordinates all of the Impact's video projects. This includes interviews, concert videos, in-studios, promotion videos, and much more. They often work in collaboration with other teams and sometimes are called upon for help by other University Organizations. They also oversee the Visual Media Team as well as the Photo Coordinator and Video Coordinator.

### **Photo Coordinator**

The Photo Coordinator is responsible for taking photographs for the station. In particular, they take photographs of sporting events and concerts. They are in charge of posting these to social media and the website.

### **Video Coordinator**

The Video Coordinator works alongside the Visual Media Director on video projects within the station and at the University level. They help with the editing process as well as the posting. In addition, they also help lead the Visual Media Team.

### **Audio Production Director**

The Audio Production Director is responsible for producing audio clips for the station. This includes but is not limited to intros/outros for shows, PSAs, and promos for shows. They are also responsible for leading the Audio Team and teaching volunteers about audio production.

### **Chief Audio Engineer**

The Chief Audio Engineer is responsible for overseeing the sound for concerts, in-studios, and out-studios. They help ensure the sound is the best quality and work closely with the Visual Media Team and the Live Music Director. Additionally, they assist the Audio Production Director with managing and overseeing the Audio Production Team.

### **Audio Engineers**

The Audio Engineers work alongside the Chief Audio Engineer and help with the audio mixing and engineering of Impact 89FM in-studio and out-studio performances, in addition to assisting with various production needs.

## **Music + Entertainment**

The Music + Entertainment Department is dedicated to producing innovative content that spotlights important artists from all areas and genres. They work as a team to choose the music we play on air and the entertainment content we curate online. Additionally, the Music + Entertainment Department meets regularly to discuss and improve what music the station focuses on and how we choose to do so, both on-air and online, through project-based discussions.

### ***Department Head: Program Director***

The Program Director's biggest role in addition to leading the Music + Entertainment team is maintaining WDBM-FM (the Impact's FM radio broadcast station) and all of the content on it. They're in charge of scheduling everything on air and fixing any technical issues related to the station that may arise.

In terms of leadership, the Program Director hosts regular Music + Entertainment Department Meetings, Airstaff Meetings, Sound Board Meetings, helps to guide M+E related projects, and serves on the Executive Board.

### **Programming Assistant**

The Programming Assistant helps the Program Director with all programming related tasks such as scheduling, technical support, and Airstaff leadership.

### **Specialty Show Hosts**

Specialty Show Hosts are seen as programmers of their shows. They gather their own music and schedule their own shows and segments. A comprehensive list of Specialty Show hosts can be found later in the Handbook.

### **Training Director**

The Training Director works with the Program Director to assure that all Airstaff Team members are trained effectively and producing quality DJ content. This includes hosting group and individual training, helping to host Airstaff Meetings, and leading the Airstaff Coaches.

The Training Director also guides the Airstaff Coaches to help provide timely feedback to every Airstaff DJ.

### **Airstaff Coaches**

Airstaff Coaches work under Training and Programming to help train Airstaff Team members and provide them with consistent feedback.

### **Music Director**

The Music Director works with many professional music promoters to gather and chart music that we're interested in playing on-air. They advocate for Impact 89FM's sound to both progress and preserve our brand.

Additionally, the Music Director leads the Music Review Team in reviewing and discussing new music from promoters.

### **Live Music Director**

The Live Music Director hosts our specialty show, The Basement, in addition to coordinating all live music events in or hosted by the station. They work with artists and show hosts to assure that performances go as smoothly as possible.

### **Entertainment Editor**

The Entertainment Editor is in charge of producing, gathering, and editing Music + Entertainment-related written content for Impact's website. They also lead the Entertainment Team, which meets regularly to discuss and brainstorm weekly content.

### **Entertainment Editorial Assistant**

The Entertainment Editorial Assistant helps the Entertainment Editor to lead the Entertainment Team and produce quality written content.

## **News**

The News Department is dedicated to producing intriguing and compelling content for Impact 89FM's platform, primarily through audio-based and written formats. They work as a team to help define Impact 89FM's greater editorial guidelines in tandem with the Sports Department and Entertainment Teams, while also providing perspectives on developments relative to MSU, East Lansing and beyond.

### **Department Head: News Director**

The News Director is the head of the News Department. The News Director reports accurate, relevant, and unique stories from Michigan State University, the Lansing area, and beyond, while empowering and managing a department of paid staff and volunteers to do so, as well.

As a leader for the department and a member of the Executive Board, the News Director excels at communication and creates an environment for people to grow, experiment, and find their voice.

### **News Producer - Exposure**

The News Producer for Exposure manages, hosts, and coordinates on behalf of the Exposure podcast. A podcast that is exactly what the name entails – a show to give student and local organizations exposure! It usually consists of one or two interviews with leaders of groups each week, and airs for 30 minutes on Sundays during the talk block.

### **News Producer - The Sci-Files**

The News Producer for The Sci-Files manages, hosts, and coordinates The Sci-Files podcast. It is a half hour show that delves into graduate student research at Michigan State University. Each week, the hosts interview a new student researcher on their research and their history with the topic. The Sci-Files air for 30 minutes alongside Exposure during the talk block.

### **News Producer - The State**

The News Producer for The State manages, hosts, and coordinates The State, a partnership news program with The State News that provides the daily scoop of local, campus, and global events. The State News sends us the script, which we then read and record. The State goes out every weekday on Impact 89FM socials and the website, with an audio format produced Monday - Thursday and a video format produced for Friday.

The State is worked on not only by News volunteers, but also Visual Media volunteers who edit the Friday video segments. The State episodes are about 2-3 minutes in length.

### **News Producer - The Undercurrent**

The News Producer for The Undercurrent manages and coordinates, and occasionally co-hosts, The Undercurrent, Impact 89FM's flagship news program. The Undercurrent is a long-form storytelling-style program that is often centered around human interests and specific themes, but has been consistently adapted to meet the needs and interests of the News Department.

The program has traditionally been the main model for News volunteer engagement, as volunteers consistently produce and share audio stories as part of The Undercurrent. It airs for an hour on Sundays during the talk block.

### **News Editor**

The News Editor works closely with the News Director to curate, create, and plan the content for the News Department. They help to review and provide story pitches for written content produced for Impact 89FM's website. Additionally, they assist with multimedia news projects, such as The State, in addition to social media coordination, uploads, and volunteer training.

### **News Editorial Assistant**

The News Editorial Assistant works with the News Editor to edit all written work from the News Team, and additionally provides their own written content for the website. They also assist with social media organization and uploads.

## **Sports**

The Sports Department is dedicated to producing, editing, and supporting all sports content for Impact 89FM's platform, primarily through written editorials, sports broadcasts, podcasts, and analysis. They work as a team to help define Impact 89FM's greater editorial guidelines in tandem with the News Department and Entertainment Teams, while also providing perspectives on developments relative to Michigan State University, the Big Ten Conference, and other national sports conferences.

### **Department Head: Sports Director**

In addition to covering Michigan State athletics, the Sports Director oversees the day-to-day operations and leads decisions for the sports department. The Sports Director assigns tasks to members of the department, runs meetings and sets goals for the department. This position also chips in with daily department tasks including copy editing, audio editing, technical help, social media and programming. As the department head, the Sports Director also serves on the station's E-Board, helping to guide the overall vision and goals of the station.

### **Sports Editor**

In addition to covering Michigan State athletics, the Sports Editor administers all sports content posted on the website and leads editorial decisions for the sports department. The Sports Editor edits written content based on AP style and ensures it's of the highest quality for publication. This position also assigns stories and coverage to reporters, and helps members of the team grow as writers. The Sports Editor serves on the station's Editorial Team, helping to guide editorial decisions at the station.

### **Sports Editorial Assistant**

In addition to covering Michigan State athletics, the Sports Editorial Assistant works alongside the Sports Editor to assign, edit and post all sports content posted on the website. The Sports Editorial Assistant edits written content based on AP style and ensures it's of the highest quality for publication. This position also serves on the station's Editorial Team, helping to guide editorial decisions at the station.

### **Sports Broadcast Director**

In addition to covering Michigan State athletics, the Sports Broadcast Director organizes and leads the station's broadcasts of Michigan State sporting events. The Sports Broadcast Director assigns broadcasters to games, ensures broadcast spaces are available and maintains the sports department's broadcast equipment. This position also coordinates with the program directors to schedule broadcasts and helps broadcasters grow their talents by providing feedback on broadcasts. During MAB awards season, the Sports Broadcast Director helps to organize and edit submissions.



This position was previously referred to as the Play-by-Play Coordinator and was a Support Staff role.

## Operations, Policies + Procedures

### Common Forms

#### Graphics Request Form

<https://docs.google.com/forms/d/e/1FAIpQLSfW2uJ24z3MIBZvGPbZXitwsGa6z3iovJUpfCq42I3TmdmWuw/viewform>

#### Website Request Form

<https://docs.google.com/forms/d/e/1FAIpQLScOfu6f1CCERtmN9sBDm5l3QQjbolG0s0pObONvNAk1rGKZw/viewform>

#### Report a Concern Survey

<https://forms.gle/cYvxsS9r2qzWWmBFA>

#### Coming Into The Office (Spring 2021)

*Impact 89FM will be open for staff & volunteers to come into the station starting on January 25, 2021.*

Before any Impact 89FM staff member comes into the station, they must complete these items:

#### COVID-19 Spartan Health Kit Screening Survey

<https://covidresponse.msu.edu/health-screening>

If paid staff, select Student Employees. If volunteer, select Student.

#### Register for Spartan Spit Kit (COVID-19 Early Detection Program)

<https://earlydetection.msu.edu/>

If previously registered, disregard - but you must be actively picking up and dropping off your samples as stipulated. This is a university requirement.

#### Studio & Office Reservation Request Form:

<https://forms.gle/rwD5ziD1Vos9rw2CA>

If you'd like to work in a specific office or space when coming in to the station, you must fill this out 24 hours in advance. The form is checked daily by the Office Team staff; if you are waiting on a response, message the member of the Office Team on duty ([OT schedule visible here](#)) via Workplace during normal business hours.

### Personnel

Comprehensive information concerning all of Impact 89FM's staff members, both paid and volunteer, can be found below.

## Onboarding Procedure

Impact 89FM is constantly gaining new volunteers for its variety of teams. As such, it's important to make sure these volunteers are getting socialized within Impact 89FM to the best of our ability.

If an MSU student sends an email - or arrives at the station - and wants to know how to become a volunteer, direct them to <https://impact89fm.org/join-us/>.

This webpage lists information on every Volunteer Team we have at the station, as well as open positions for Paid Staff positions and Specialty Show hosts. It also links to the [Volunteer Application Form](#), which collects any and all information we'd need from an MSU student - from their phone number, to their APID, to their T-Shirt Size! Encourage interested students to consider filling out the volunteer application form, even if there are open paid positions. Most of our paid staff comes from those who started as volunteers.

There are five tasks completed by the station's Office Team in order for a Volunteer to be onboarded at Impact 89FM:

### 1) Sending them a Welcome Email

The first few weeks of the semester features a constant stream of new volunteer applications. As such, it's important that we reach back out to them and welcome to the team. This communicates that we're in the process of logging their information and are happy to have them as a part of Impact 89FM.

### 2) Creating a Personnel Folder for them

Part of our mission as a station is to allow every volunteer - no matter their background or their academic goals - to flourish at Impact 89FM in a creative and engaging environment. We want our volunteers to be able to choose their own path at the station and pursue the skills and teams they're interested in. As part of the Office Team, our job is to support volunteers in any way we can.

A huge part of that is data organization. We want to make sure that we have one hub of information for our staff, so that we can document their Impact 89FM experience in the best way possible. To this end, we create Personnel Folders for every staff member at the Impact. This folder will be used throughout the entire time at Impact 89FM to collect materials such as applications for paid positions, personnel reviews, and other notes and information.

These folders are only visible to members of the Office Team and the Station Management + Operations staff.

### 3) Completing a Staff Information document with their Volunteer Form Application

All of the information collected from the initial Volunteer Application is then logged into a unique document named after the volunteer in question, so that volunteers can be easily searched by members of the Office Team staff.

Staff Information documents are also completed using the paid [Staff Information form](#) listed below.

### 4) Onboarding them onto Workplace

Workplace is Impact 89FM's primary method of communication. The only other communication we use frequently is emails, but our goal is to keep all Impact 89FM-related topics and conversations to one unified platform. This also helps solidify our culture and allow for easy methods of communication between our staff.

As such, onboarding Volunteers onto Workplace in a timely manner is essential to retain and empower them as members of our staff.

In order to add others to Workplace, you must be granted some Admin privileges on Workplace as a member of the Office Team or as a Team Leader. If you do not have Admin privileges and are supposed to, please reach out to the General Manager or Operations Manager.

#### **5) Connecting with Team Leaders**

The final step of the Volunteer Onboarding process is to connect the Volunteer with a team leader. The Office Team accomplishes this by adding volunteers to the request Workplace groups that correspond with the teams for which they signified interest.

[Additional instructions for onboarding volunteers](#) are available for members of the Office Team or Station Management + Operations staff.

#### **Other Steps for Paid Staff**

In addition to these onboarding procedures, new paid staff are also required to complete other steps for their onboarding process at the station.

First, paid staff are required to fill out a [Staff Information Form](#), which is used by the Office Team to log necessary information.

Next, they must I-9 and a Hiring Form before their first onboarding meeting with the Operations Manager. These files are shared by the Operations Manager - alongside the Staff Information Form - in the first congratulatory email.

Once these have been completed, paid staff are given a timesheet by the General Manager.

#### **Performance Review**

Performance reviews are end-of-semester analyses of a staff member's performance in their role and overall department. These are overseen primarily by the General Manager, with additional input from Department Heads. Traditionally, satisfactory performance reviews coincide with a \$0.25 raise at the end of a semester.

#### **Attendance**

As an organization that broadcasts 24 hours a day, 7 days a week, attendance is essential. It is expected that all staff members, both paid and volunteer, follow through on their commitments. A lapse by one person often has direct consequences for others who are counting on them to complete their own work. Failure to consistently meet attendance commitments will result in disciplinary action.

## Disciplinary Action

Disciplinary action arises in situations where a staff member is found to be acting in a way that is deemed inappropriate or against Impact 89FM's core values.

The Impact 89FM Executive Board has the responsibility to recommend disciplinary action to the General Manager concerning problems including discrimination, failure to follow established policy, or other behavior adverse to the station's established mission and values. Disciplinary action may include, but is not limited to, censure, reprimand, suspension, termination, or dismissal from the organization.

Violation of any station rules or procedures may be dealt with in several ways. Typically upon a first offense, a meeting will be held with an immediate supervisor and department head. Based on that meeting, a verbal warning will be issued and action taken to address and correct the violation.

Subsequent offenses will result in meetings with the Station Manager, Operations Manager, and/or General Manager. The offense will be documented in the individual's personnel file. Outcomes can range from reprimand to dismissal, depending on the issue.

Where appropriate, the established judicial process of the University will be utilized depending on the nature of the offense.

Any violation(s) of FCC policy and procedure will be grounds for immediate dismissal from the organization.

## Pay Structure

A majority of the positions at Impact 89FM have a starting pay rate of \$10 per hour (or \$10.50 for director positions), with weekly hour guidance existing for each position at the station.

The E-Board reviews this structure on a yearly basis, taking into account the station budget and averages of time sheets for each position. This allows management staff to take a closer look at what work is being done with each position.

If staff members anticipate they are working on a project that may require more hours than average on a week, they should discuss this work with their Department Head. If approved, they will need to describe that work in greater detail on their biweekly time sheet.

Staff members are only allowed to log paid hours for the following activities:

- 1) **Duties explicitly relevant or connected to job description and responsibilities**
  - Expectations previously established by a Department Head
  - Tasks or duties delegated by a Department Head or Manager
  - All duties that advance and maintain paid staff responsibilities
  
- 2) **Work that advances the leadership, management, or workflow of a department or team**
  - Updating or contributing to a manual
  - Attending **relevant** team meetings

- i) If it's a team you help lead or work on as paid staff (department teams, etc.), log it!
- ii) If it's a volunteer team you attend as a fellow volunteer, it should not be logged for hours.
- o Exploring relevant professional development opportunities

### 3) Additional work/responsibilities that have been approved by a Department Head or Manager

- o Must be approved ahead of time

Staff who are producing content for Impact 89FM's airwaves are also allowed to log up to two hours on their timesheet for an Airstaff shift, or up to four hours if producing, managing, or editing a specialty show - and so long that it has been approved by a Department Head or the Program Director.

Hosting a podcast or specialty show generally should not be logged as paid time. The general rule of thumb is: if a volunteer can do it, it is volunteer work and volunteer hours.

Additionally, directors + editors are expected and encouraged to delegate duties to their volunteers and support staff and award opportunities to others as appropriate.

Variations and accommodations to this structure have precedent, as with the COVID-19 pandemic. Any and all questions can be sent to the Operations Manager and Station Manager.

### Personnel Files

Each staff member at Impact 89FM has a folder that houses all information relevant to their time at the station, including each of their applications - be it for a volunteer or paid staff position. This is maintained by the Station Management + Operations department with additional input provided by the staff member in question as well as their Department Head. The purpose of personnel files is to adequately track and convey each staff member's story of their experience at Impact 89FM.

### Time Sheets


Impact 89FM utilizes employee-logged time sheets via Google Sheets to administer payroll. Timesheets are collected biweekly and submitted to MSU's payroll system by the Operations Manager and General Manager.

Staff members record their hours worked in the four center columns labeled "Time In" and "Time Out". Time worked is then automatically calculated in the "Daily Hours" column. This is then repeated for each day worked in the two week period.

The "Work Completed" section allows staff members to describe - in specific detail - what they were working on and for what purpose. This section is cross-referenced by Station Management + Operations when submitting timesheets for administrative purposes and to track progress on ongoing goals. If hours are submitted with no detailed work, the timesheet shall not be submitted.

Timesheets are due by 12:00pm on the following Monday after a pay period. Timesheets are then reset between 3:00 and 4:00pm, and the next pay period's information is inserted by the Operations Manager.

A sample completed timesheet can be seen below.




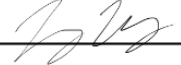
## Student Employee Time Record

**Organization:** Impact 89FM  
**Employee Name:** Big Momma's House 2  
**Pay Period:** 8/16/20 to 8/29/20  
**Position:** Houser of Mommas

Date	Day	Time In	Time Out	Time In	Time Out	Daily Hours	Work Completed: <small>Please describe what you have been working on for the noted time period.</small>
8/16/20	Sunday	12:42	14:54			2.2	<i>I worked on updating my staff manual to include details on logging timesheets con</i>
8/17/20	Monday	20:10	20:20			0.2	<i>I had a Zoom meeting with the News department to discuss our latest articles.</i>
8/18/20	Tuesday	11:10	11:20			0.2	<i>I wrote a short 2019-20 field hockey season recap for the Impact magazine</i>
8/19/20	Wednesday	19:30	20:22			0.9	<i>I edited the: women's tennis piece, volleyball piece, women's golf piece, football pi</i>
8/20/20	Thursday	18:50	19:30			0.7	<i>We had a department meeting to discuss our ongoing summer projects.</i>
8/21/20	Friday	21:35	22:20			0.8	<i>I edited, posted and tweeted McMuffin's football article on Howard Johnson.</i>
8/22/20	Saturday					0.0	
8/23/20	Sunday					0.0	
8/24/20	Monday					0.0	
8/25/20	Tuesday	15:30	16:10	23:25	0:00	1.3	<i>I wrote the article about Boris Johnson and then posted and tweeted the article aft</i>
8/26/20	Wednesday	0:25	0:55	14:00	14:45	1.3	<i>I spent this time updating several of the sports' volunteer bios in terms of grade lev</i>
8/27/20	Thursday	15:07	15:17			0.2	<i>I updated McMuffin's profile picture for his staff profile, and I created a staff bio for</i>
8/28/20	Friday					0.0	
8/29/20	Saturday	21:30	22:30	22:45	23:45:00	2.0	<i>I co-hosted the "Green and White" report with John. I then edited the video and po</i>

**Complete this form by 8/31/20**      **TOTAL HOURS: 9.8**

**Employee Signature:** \_\_\_\_\_ 

**Employer's Approval:** \_\_\_\_\_ 

## Spartan Card Access

Each paid staff member is given access to the station through their Spartan Card ID during the onboarding process. The Operations Manager shall need the staff member's Student ID with their APID and Proxy number, which is collected during the volunteer application process.

Volunteer staff members are not automatically granted Spartan Card access at this time.

Volunteers interested in obtaining door access must reach out to their department head, who will verify the rationale behind the request and then communicate that to the Operations Manager.

## Event Requirements

Impact 89FM staff members are expected to be engaged members of the greater Impact 89FM community, which includes representing the station at given events around East Lansing and Michigan State University's campus.

Event requirements include, but are not limited to: participation in the station's Open Houses; representing the station as an Event DJ; attending classes to recruit on behalf of the station; attending and hosting Open Mic Nights or sponsored events; and so on.

These are required responsibilities, and failure to complete event requirements may result in disciplinary action.

These requirements vary based on a staff member's position in the greater Impact 89FM staff organization; these can be viewed in the [Staff Structure](#) section of this handbook.

Event requirements have been currently postponed due to the COVID-19 pandemic, but shall be updated upon the resumption of full in-person operations.

## Reporting Problems

For a thorough catalogue of Michigan State University resources and procedures, please visit the Office of the University Ombudsperson at <https://ombud.msu.edu/>. Staff are also encouraged to reach out to the Office of the University Ombudsperson if they would like to discuss their concerns with them directly for any reason.

Impact 89FM is committed to empowering and protecting its staff members at all times, as well as ensuring that our processes are timely and addressed appropriately to reflect this commitment. As such, our management takes staff complaints and grievances seriously. The station's [Report a Concern Survey](#) allows our staff to voice concerns with the station's operations, personnel, or manner of practice with anonymity and protection.

Concerns shall be reviewed privately by the Impact 89FM Executive Board. If an issue pertains to a member of the Executive Board, the survey allows respondents to signify which member of the E-Board staff they'd feel comfortable discussing their issue with privately. The issue would only be discussed with the entire E-Board should the respondent give explicit permission in their initial concern/meeting with a station leadership figure.

Unless identified as a confidential source, all university employees are obligated to promptly report incidents of sexual harassment, sexual violence, sexual misconduct, stalking, and relationship violence that:

- Are observed or learned about in their professional capacity
- Involve a member of the university community or
- Occurred at a university-sponsored event or on university property

Employees are only required to report relationship violence and sexual misconduct of which they become aware in their capacity as a university employee, not in a personal capacity. More information on Michigan State University's mandatory reporting policies can be found online at [https://civilrights.msu.edu/\\_assets/documents/reporting-protocols.pdf](https://civilrights.msu.edu/_assets/documents/reporting-protocols.pdf)

Any staff member who feels they have been treated unfairly has the right to take their case to the Office of Student Affairs, to which the responsible individuals have the right to adjudicate the matter as they see fit. This may range from informal resolution to recommending the matter to the University Judicial Board.

## Workplace Safety

Michigan State University - and by extension, MSU Student Radio - strives to provide a safe and healthy environment for all faculty, staff, students, and visitors.

A thorough list of resources for all Michigan State University employees can be found at the [website for the Office of Environmental Health and Safety \(EHS\)](#).

## Reimbursements

In order to gain accurate reimbursements for work-related expenses, employees must keep track of each of their expenses relevant to company work, either through receipts or additional proof of purchase.

The Operations Manager is responsible for completing reimbursement vouchers on behalf of the Impact 89FM staff. In order to submit an expense to be considered for reimbursement, please provide the Operations Manager with details concerning the expense (what it was & what it was used for), in addition to a corresponding mailing address and MSU email.

Impact 89FM does not reimburse for sales tax or bottle deposits, and expenses must be approved by a Department Head or the Operations Manager ahead of time.

## Editorial Policies

The station's editorial policies, as of February 2021, are being developed by the station's Editorial Team. Once completed and formally written, they will be shared here.

## Studio & Office Reservations

Many of the station's studios are able to be reserved for the use of Impact 89FM's staff. Due to their frequent use by volunteer teams for station initiatives and projects, it is required that interested parties formally reserve any specific studios for use.

In order to reserve a space at the Impact, a [Studio & Office Reservation Request form](#) must be completed at least 24 hours in advance.

The form is reviewed daily, and approved requests are confirmed through Workplace messages before being formally added to the Impact 89FM calendar.

## Content Proposals

### Podcast / Talk Show

The current procedure for creating new podcasts or talk shows at Impact 89FM can be reviewed here:

<https://docs.google.com/document/d/1bndRnhuA0SLRT5peHLvwrHnNNwjxNiPxpMfPBiToRY/edit>

Any questions and comments can be directed to the Station Manager.

### Specialty Music Show

A folder containing all relevant information for creating a new Specialty Music Show, including the application, pilot, and interviewing process, can be seen in the following Google Drive folder.

<https://drive.google.com/drive/u/0/folders/1LsPCDpdXt-DixxPd1O9aE8dB38CO2WgC>

Any questions and comments can be directed to the Program Director.



## Studio Policy

1. No food or drink in the studio.
2. A DJ is responsible for keeping the studio clean during their shift.
  - a. DJs must follow the [COVID-19 Sanitation & Cleaning procedures](#).
3. After 7 p.m. on weekdays and all day Saturday and Sunday, the station door is to be kept locked. Do not buzz someone in if you do not know who they are.
4. All Airstaff members must report to the studio 10 minutes prior to their shift. When entering the station, DJs are instructed to sign in and out on the iPad behind the front desk.
5. An Airstaff member who cannot attend their shift is responsible for finding a substitute DJ and informing the Program Director and/or Programming Assistant.
6. A DJ is responsible for reporting all mechanical and technical issues to the Program Director.

## Broadcast and DJ Operations

### Airstaff Manual

The Airstaff Manual shall be completed in its entirety in the near future. For now, please direct Airstaff questions to the Training Director.

### Airchecks

Each Airstaff coach has designated members of the Airstaff Team to guide and support during the training process of becoming a DJ. Airchecks are the feedback provided by Airstaff coaches to all DJs in training and trained DJs.

## Online Posts

Impact 89FM produces a majority of its content for digital and social media platforms in order to engage with its audience. It's important that every post produced by the Impact is consistent with our brand standards and strategized to maximize engagement.

For any general questions concerning specific social media standards of practice, please contact the Marketing Director, Website Director, or view the Social Media guide.

### Posting to [impact89fm.org](http://impact89fm.org)

Hello! If you've made it to this section, it means that you need guidance on how to post on our wonderful website! This is great news because posting is both fun and very easy to do!

[Posting on Impact 89FM's website requires a log-in for SNO, our website's publishing platform.](#) Only Impact 89FM paid staff members, or members of the Editorial Team, are allowed access to SNO. SNO log-ins, account resets, and so on can be provided by the Website Director.

Once you log into SNO, you will be greeted with the dashboard section. Then you will need to navigate over to the left side of the page and find the heading titled "**Stories**". If you hover over this section you have a few options. "**Stories**" will take you to a list of previously created stories, you can use this to find posts that need editing. For now though you'll need to click on "**Add Story**".

After this you will come face to face with a blank story template, this is what you will use to create your post. There are sections for the **Headline** and **Secondary Headlines**, as well as the **body** of your post. The **body** section of the page isn't the best for writing in, so I'd suggest writing your post in another software, and then copying it into SNO. I believe almost all text elements will transfer including bolds, italics, and hyperlinks. Make sure to double check these just in case before you publish your work. Embedding may transfer but I would wait until you are in SNO, and then add in your multimedia elements.

SNO gives you quite a few options when it comes to adding elements into your story. You can add **images** anywhere in your post but be careful because the way they're displayed while your editing may be different than how it displays when the story is actually posted. You might have to fool around to get the format correct. It's super easy to do this by pressing the "**Preview**" button which is located in the Publish section on the right side of the page. In addition to images, you can embed **multimedia** elements into your story. The most common are youtube videos and social media posts. You can look up how to embed these posts because they vary slightly with each platform, but all are fairly straightforward.

Below where you will place the body of your post there is the **Custom Fields** section. This is where you will add in the **writer** and video credits that are necessary for your post. When you add a writer's name in, make sure you link them to a user profile, and if there are more than two writers for a story, click "add writer".

Along the right side of your screen you'll see some other options that you have. The story page **templates** will change the look of the way your story is formatted once it is published and are really most effective when used for long form pieces. Below that is an option for a custom excerpt which will display a preview of your story in widgets where it's available. By default it will pull previews from the beginning of your story which usually works well in my opinion, but you are welcome to experiment with what is displayed.

Below this is the **publish** section which will be covered later. Farther down is the **categories** section which is one of the most important elements when posting. This dictates which sections on the website your story will show up in. Please check with your team leader or director if you're not sure what **categories** to put your post in, as these are very important in determining how our audience will view our content. A post can belong to as many or as few categories as you wish.

Under this section is the tags area. **Tags** are less crucial but it's still important to use them! They improve our **Search Engine Optimization** and help people to find our stories that might not normally navigate our site. Think of them as hashtags and feel free to use as many as you'd like as long as they are relevant to your post!

The **featured image** section is also super key to your posts! The image that you add here is the one that will display at the top of your story as well as in areas around our site that your story is displayed, so make sure this image is a decent quality and that it captures the essence or subject of your post. You can add other images in your post but only the **featured image** will show up in previews.

After you have added all the necessary elements into your story, you're ready to post! Navigate to the right side of the screen, again under the "**Publish**" section. Here, you will have a few options on how to post your piece. You have the option to publish a post but make it **private**, this makes it

so that your post isn't visible by the public, but it is saved and available to edit through SNO. This is useful in a variety of circumstances but I use it most for saving posts when I'm not ready to put them up yet. The **drafts** feature can also be used for this, but I tend to think of that as more of a "work in progress" scenario. The next choice you have to make is deciding when to post. SNO gives you an option of scheduling the release of a post or story down to a date and time. This may be useful if you've finished some work early and don't need it up for a while. If this isn't necessary then you can just hit publish, and your piece will be available to view instantly!

Posting content is not super difficult, but it does take some time to get used to the platform. If you have any questions, feel free to message the Website Director on Workplace, and they would be happy to help you out. Happy posting!

A [complete guide for how to post podcasts on the website and Transistor.fm](#) is available in the Impact 89FM - All Paid Staff drive.

All posts on the Impact's website must be approved by an Impact 89FM Department Head or Website Director and tagged appropriately.

### **Posting podcasts to Transistor.fm**

All Impact 89FM podcasts are posted simultaneously to each platform we use through Transistor.fm. Transistor.fm allows for unlimited podcast uploads, multiple users, podcast analytics, and access to our desired podcast platforms (Spotify, Apple Podcasts/iTunes, Stitcher, and so on).

A [complete guide for how to post podcasts on Transistor.fm and the website](#) is available in the Impact 89FM - All Paid Staff drive.

All Impact 89FM podcasts must be approved by the Podcast Coordinator and tagged appropriately.

### **Posting videos to YouTube**

For posting videos to YouTube, such as promotional videos, concert videos, interviews, or podcast videos, you first need the Impact logins for the YouTube channel. Once you have successfully logged in, you must hit the create button which leads you to click 'Upload Video.' From there you can upload your video, a possible thumbnail, the description of your video, and whatever else you'd like to include.

Before you finish posting it to YouTube, make sure it's assigned to the proper playlist (ex: podcasts, sports, Spartan Sessions etc).

Any and all materials for posting to YouTube must be approved by a Department Head to include proper Impact brand standards and criteria.

## **Social Media**

An overview of all [Impact 89FM Social Media Content](#), including breakdowns of posting frequency, can be seen in the All Paid Staff drive.

## Posting Guide

Impact 89FM has active social channels on [Facebook, Twitter, Instagram, and YouTube](#), in addition to other platforms utilized for managing, scheduling, and promoting content (i.e. Hootsuite). It is important that all social media posts from Impact 89FM reflect the content we actively produce, but also that we engage with our existing and peripheral audiences.

As an Impact 89FM staff member, you are encouraged to champion our socials, and do what you can to promote and boost all of our relevant integrations.

Previously, social media was managed by a paid staff member: a social media director. However, these duties have since been distributed to the entirety of the directors + editors' staff.

A [basic guide to social media](#) can be found in the All Paid Staff team drive.

If you are in need of any social media logins, remember to contact the Marketing Director for these passwords.

## Studio Recording File Transfer

If you have recorded some body of work using any of the Impact 89FM studios, it can be accessed digitally for a short period of time.

Studio recording files can be accessed through the Office Team. To request a file transfer, you must complete a [Studio Recording File Transfer Request](#).

Once you have received your file from the Office Team, it is recommended that it should be downloaded within a week, in the event the file is removed from the station's server.

## Submissions

### Prizes

Prizes need to be submitted on the [Prize Log](#). You need to include the date the prize was given away, what show the prize is tailored towards, the name of the prize, the artist, the venue the concert takes place, the city the concert is held in, the date and time the event takes place, the promoter involved, the website address of the venue, and the winner's name.

If the prize was given away over the air the winner's email and phone number are needed, as well as the time they called in and the Airstaff member who logged it.

Once that is completed, the winner will either get sent the item or pick up the item from the front desk via Office Team.

Questions regarding this workflow should be directed to the Promotions Coordinator.

## Partnerships

### Standing Partnerships

Below are the established, standing partnerships we have with other organizations, individuals, and collectives as a station.

### Events

Though the Impact is responsible for numerous independent events, we also work closely with other organizations on campus.

#### Open Mic Night (UAB)

Open Mic Nights are sponsored by MSU's [University Activities Board](#). Typically, they are held in-person at the MSU Union. Virtual open mic nights are also held on occasion, and are streamed from one of the university activities board's social platforms.

These events are usually key collaborations between Impact 89FM's Marketing Director and UAB's Music Director; UAB often handles promoting the event, whereas the Impact staff members host and oversee the event, as well as MCing.

Impact 89FM staff members are expected to wear Impact 89FM merchandise, and have a display available with the Impact's [Volunteer Application form](#).

Open Mic Nights are event requirements for Impact 89FM paid staff members. For questions concerning event requirements, please contact the Marketing Director.

#### Concert Collaboration (UAB, RHA, ASMSU + Impact 89FM)

One of Impact 89FM's biggest events has become its annual concert, presented in partnership with UAB, RHA and ASMSU. Each of these four groups helps to identify key strategies for promoting the event.

Numerous concerts have existed over the years; most recently, Impact 89FM celebrated a concert [for its 30th anniversary](#). Headlining performances are often held as a closely-kept secret until the event is announced to the public.

Impact 89FM staff are expected to promote the event in whichever manner is requested by the Marketing Director and E-Board. For questions concerning the concert, please contact the Marketing Director.

## Travel

Many staff members at the Impact will travel for broadcasting or professional development purposes. Opportunities can be discovered by reaching out to members of the E-Board.

### Procedures

These travel procedures are standard-of-practice. Any questions can be directed to the Operations Manager or General Manager.

## **Travel Planning Sheet & Concur**

When an Impact party wants to travel, either for a conference or another work-related expedition, they must fill out a Travel Planning Sheet shared with them by the Operations Manager. This sheet shall detail the trip (number of travelers, locations, etc) so that the Station Operations + Management department can submit all relevant details through MSU's Concur system.

Concur is MSU's travel and expense system that streamlines the travel process for MSU faculty and staff. It automatically can calculate per diems, currency conversions, and mileage for travelers, and allow for detailed explanation of all trips. Ahead of any sort of travel, Impact 89FM staff members must ensure they've added the General Manager and Operations Manager as travel delegates on the Concur website.

To add a travel delegate, log onto [ebs.msu.edu](https://ebs.msu.edu). Click on the widget that reads "Travel and Expense -- SAP Concur". In the upper right corner, click on Profile. Under Profile Settings, click on Request Delegates. A new page will open.

On the new page, a widget will read "Delegates". Select it. You can then search for and add the General Manager and Operations Manager. Once you've located them, make sure you check all available boxes so they can handle all travel procedures on your behalf.

Once they have been added as a Delegate and you have completed a Travel Planning Sheet, send your Travel Planning Sheet to the Operations Manager. They will then file a travel request.

For further questions, reach out to the Operations Manager.

## **Flights & Hotels**

Once the trip has been approved by Michigan State University, the travelers or the General Manager can safely book flights and hotels. These details vary based on the information provided through the Travel Planning Sheet, depending on what is needed for a given trip.

It is up to the General Manager and the travelers whether travel shall be handled through the station's assigned travel agent, or if the travelers shall pay out of pocket and will be reimbursed later. Expenses will need to be considered in tandem with the corresponding department's annual budget.

For questions concerning flights and hotels, please contact the General Manager.

## **Reimbursements**

In order to gain accurate reimbursements for trips, travelers must keep track of each of their expenses relevant to company work. These can include transportation (taxis, ride-shares), luggage costs, and food.

Occasionally, per diems (meals) are automatically calculated by the university and the Operations Manager based on distance traveled in certain locations. Travellers should check with the General Manager and Operations Manager before their trip to have accurate information concerning reimbursements.

The Operations Manager, once given all necessary information for expenses (including, but not limited to, receipts, agendas, and vouchers), shall submit an expense report on behalf of each traveler. Once approved, reimbursements shall be released to the student through their Direct Deposit. Non-staff travelers should consult the General Manager and Operations Manager before a trip to ensure proper reimbursement plans are prepared ahead of time.

### **Travel Policy for Sports Department**

The Sports Department, beat reporters and broadcasters will determine what sporting events the sports department will travel to that are outside of campus. When it is determined what sporting events will be attended, the appropriate staff will fill out Michigan State University travel forms, acquire media credentials, and make a plan for how to travel to and attend the event.

### **Student Tax**

Impact 89FM is funded by a student tax collected every semester; in return, we engage the student body with diverse multimedia content and represent Michigan State University proudly.

### **Refunds**

The FM radio tax supports two student-run radio stations: **Impact 89FM** and **WFIX** (an internet-only station). Both stations are supported by a student-voted fee collected each semester.

In order to fulfill a Tax Refund request, the station requires three pieces of information:

1. A completed version of Impact 89FM's **Tax Refund Request form**, [which can be downloaded here](#).
2. Proof of identity, using a photo of the front of your MSU Student ID.
3. Proof of payment of the FM Radio Tax, using a screenshot of your tuition bill, which can be found online through [stuinfo.msu.edu](http://stuinfo.msu.edu).

In order to submit your Tax Refund request, you may email the requested information to [office@impact89fm.org](mailto:office@impact89fm.org).

Digital communication is strongly preferred. If you are unable to email the requested information, you may also mail a copy to the station at G-4 Holden Hall, MSU, East Lansing, MI 48825.

For fall and spring semesters, you must take action before the end of the first two weeks (or first 10 class days) of the semester, with Impact 89FM receiving all necessary documentation no later than 7:00pm on the 10th day of classes.

For summer semesters, you must take action before the end of the first two weeks (or first 10 class days) of the first session, with Impact 89FM receiving all necessary documentation no later than 7:00pm on the 10th day of classes.

Tax refunds will not be issued to parties who provide incomplete information or information after the 10th day of classes.

Questions pertaining to tax refunds can be directed to the Operations Manager.

### **Renewal Vote**

The FM radio tax is voted upon every two years. In order for the radio station to remain in operation, the tax must be approved by the student body majority every year.

The Impact aims to advocate for the tax renewal by launching comprehensive marketing campaigns targeted to the Michigan State University student body. It is of critical importance that we assert and support the notion that we are an important, relevant, and active aspect of student life at the university.

The next tax vote is during the 2020-2021 academic year. Questions concerning the tax vote can be directed to the General Manager.

## **Prizes**

### **Prize Sheets**

The [Prize Log](#) is used to keep an organized list of all the concerts, physical items, and past giveaways done either over the air or online on our social media accounts.

### **Where and When They Occur**

Prize giveaways usually occur over the air, during the 5@5 or specialty shows, on the Basement, or on our socials (such as Twitter and Instagram).

### **Events**

To get prizes for an event, such as a concert, you need to send out a ticket giveaway proposal to the promoter of the specific venue where the concert is taking place. You can either request a ticket for only a prize, or for a prize and present show. Present show means the Impact is involved with tabling the event and doing promotion for the event.

### **On-Air**

For someone to win a prize on-air, they need to call in while the giveaway is occurring. The person on staff, when they get the call, needs to record the winner's name, email, phone number, the time they received the call, and their own name. They also need to do the required number of reads specified in the giveaway proposal to promote the event.

### **Socials**

For social giveaways, write a post of the concert involved in the giveaway. Be sure to include how they win the prize (sharing the post on their story, tagging a friend, retweeting, etc.) when the concert is/when the giveaway ends, the website to redeem your ticket (mainly for online concerts), and picture of the band for the post (this is usually give to you by the promoter).

After a winner is chosen, be sure to contact them to receive their email, and then email them any further instruction. Be sure to also email the promoter to inform them who the winner is or if there are any issues with the giveaway.



## What We Create — Our Programming & Content

### Broadcast Programming

Impact 89FM features a constant stream that is automated through the ENCO system. ENCO is our station-wide automation system. Their programs allow us to schedule, and edit daily logs that play 24/7 on our FM radio station and online stream. The Program Director creates and schedules logs weekly, and during each shift, volunteers DJ the scheduled music live or pre-record their shift to air accordingly.

### Core Format

The Music + Entertainment Department categorizes music for broadcast in three distinct categories, in order to best reflect audience engagement and listening habits, as of October 2020.

#### Breaking (Heavy)

These songs are our most important. They set the station's pace, style, and musical personality by having the lowest turnover (most plays). You can think of them as the Impact's personal Top 40. These songs are very new, typically no older than a few months and absolutely no older than a year.

#### Recurrent (Medium, New)

These tracks are also pretty new, but rotate less than our Breaking tracks, and can be a little more risk-taking. Typically, most songs are introduced into this group before being put into Breaking (if they make it into Breaking at all) to get the listener comfortable with them. Breaking songs may also be put into this group if they become "overplayed". Songs in this category should be no older than 3-5 years or so.

#### Gold (Core)

These are Impact "classics". Songs in this category should all be "hits" with staying power and should include the biggest hits from the last few years that are too old to be in the other categories, along with hand-selected songs from years past.

### Specialty Shows

Specialty shows are special evening on-air shifts based around specific topics or genres. These shows are built based on host and audience interests. Every show is different, with the main goal of sharing music.

### Active Shows

Below is a list of programs that are ongoing and in-development as part of our weekly rotation.

#### The Afterglow

*The Afterglow* showcases all things ambient, downtempo, and electronic. Artists played on this show include Portishead, Mount Kimbie, Aphex Twin, Tycho, and more.

### **The Basement**

*The Basement* is your source for local (and often live) Michigan music, bringing in grooves from a wide array of genres and featuring new artists weekly. This show also hosts regular live interviews and performances from local artists. Relevant artists include Hot Mulligan, Dogleg, Stef Chura and more.

### **Thee Hourz O' Power**

*Thee Hourz O' Power* covers everything from hardcore alternative rock to black metal of new and old. Relevant artists include Megadeth, Metallica, SUNN O))), and more.

### **Movie Night**

*Movie Night*, created in the fall of 2019, focuses on the theme of movie soundtracks and genres. Each week the host picks a specific movie or genre of movies and shares songs that can be found within them. Previous episodes have highlighted topics such as coming of age, sports, horror, and Disney movies. These topics are accompanied by active commentary by the host and their guests.

### **Pity Party**

*Pity Party* is your place for all things emo, punk and everything that might come in between such as Great Grandpa, Sonic Youth, Camp Cope, and more.

### **The Progressive Torch + Twang**

This show is dedicated to Americana, folk, bluegrass and country music of the past and present. Relevant artists include Dawes, Jade Bird, Bob Dylan and more.

### **Terminally Online**

*Terminally Online* is a wire into the most digital-sounding pop music. It shares new music from groups like PC Music and Drain Gang, as well as some of the sounds crucial to online electronic music like UK Bass and Vaporwave. Relevant artists include Charli XCX, SOPHIE, and A.G. Cook.

### **The Vibe**

*The Vibe* is dedicated to all things hip-hop, rap and R&B. Relevant artists include Outkast, 21 Savage, and Noname.

## **Legacy Shows**

Below is a list of some of our legacy shows - shows that have existed in the past that we would love to bring back with the proper interested host.

### **The Accidental Blues / The Jazz Spectrum**

These shows focused on more classical genres such as jazz and blues.

### **Flashback**

*Flashback* showcases older music of many genres. Hosts of this show have primarily focused on Impact sounds of the past, but there's always room for new time periods and genres as well!

### **Global Sounds / Pangea / Reggae Sunsplash**

The Impact has hosted multiple shows dedicated to showcasing international sounds, based on specific regions or genres from all over the world. These have varied based on host interests and collaborations with other groups.

### **The Guest List / Impact Mixtape**

*The Guest List* featured a guest DJ sharing a unique mix of music, with an accompanying discussion of what those tracks mean to them.

### **The Mechanical Pulse / Two-Tone Beat**

These shows were produced by live DJs in our studios that mixed tracks and beats using turntables.

### **Sit or Spin / New Music Dispatch / Love What's New**

The Impact has hosted many shows dedicated to new music from across all genres. Some of these shows have used audience interest and discussion to gauge what music should be added to rotation, and some have simply shared new music with the intent of helping the audience discover something fresh.

## **Talk Shows**

Any and all information relevant to Impact's talk shows can be viewed here. Further questions should be directed to each show's respective host or producer.

### **Sunday Morning Talk Block**

These programs air weekly on the Sunday Talk Block from 9am to 1pm.

### **City Pulse on the Air**

City Pulse on the Air is a radio broadcast produced entirely by City Pulse, a local news publication based in Lansing. Stories are often features produced by editor & publisher Berl Schwartz. City Pulse airs during the talk block.

### **Exposure**

Impact Exposure gives a voice to student groups and at Michigan State University and organizations in the East Lansing area.

### **Green + White Report**

The Green & White Report is Impact 89FM's weekly sports show, airing from 11:00 AM to 1:00 PM on Sundays. The show features the latest news and updates from sports across the campus of Michigan State University, along with debates on Detroit sports and the rest of the sports world. Along with the show's two co-hosts and producer, sports reporters from WDBM are featured on the show to provide updates on the sports they cover.

### **The Sci-Files**

The Sci-Files is an award-winning half hour show that delves into graduate student research at Michigan State University. Each week, the hosts interview a new student researcher on their research and their history with the topic. The Sci-Files air for 30

minutes alongside Exposure during the talk block. The Sci-Files has received numerous awards across Michigan since its launch.

### **The Undercurrent**

The Undercurrent is a long-form storytelling-style program that is often centered around human interests and specific themes, but has been consistently adapted to meet the needs and interests of the News Department.

The program has traditionally been the main model for News volunteer engagement, as volunteers consistently produce and share audio stories as part of The Undercurrent. It airs for an hour on Sundays during the talk block.

### **Weekdays**

#### **The State**

The State is a weekly rundown of the headlines that matter to the East Lansing, MI community. These brief headlines come from both Impact 89FM and The State News.

#### **AMs on 89 - Morning Talk Show**

AMs on 89 is a Monday morning talk show featuring a mix of music, news, and commentary specifically oriented to entertain listeners on their morning commute!

### **Sports Broadcasts**

Impact 89FM is the student voice of Michigan State athletics. As of August 2020, the student broadcasters at WDBM have called Michigan State football, men's and women's basketball and hockey both at home and on the road. Impact's sports staff has also called the Spartans through their 2019 NCAA tournament run, as well as the 2020 New Era Pinstripe Bowl in New York City. You can listen to the student-run broadcasts from WDBM on 88.9 FM in the Lansing area, and as of winter 2020, online at [impact89fm.org](http://impact89fm.org).

### **Guidelines**

Sports broadcasters, either play-by-play broadcasters or color commentators, are expected to follow all relevant FCC guidelines while participating in a broadcast. In addition, these broadcasters are expected to dress professionally, show up to the venue early for the broadcast and prepare for the broadcast ahead of time.

For specific information about call times, dress and preparation, please contact the Sports Broadcast Director.

### **Attending Press Conferences**

Staff attending press conferences, whether in-person or over Zoom, must follow established guidelines while representing the station. Questions concerning these guidelines can be directed to any of the paid Sports staff.

If you have questions beyond what's listed below, please feel free to contact the Play-by-play Coordinator. There are no dumb questions! We'd rather you reach out and ask.

### **Zoom Conference Guidelines**

1. Dress professionally.

- a. It doesn't have to be a suit and tie or anything like that, but something nicer than a hoodie or a t-shirt. We'd like you to have your camera on just so everyone can see that Impact is represented, so look the part of the professional journalist you are in that environment.
2. Don't wear bias on yourself.
  - a. Don't wear anything affiliated with Michigan State or any other sports team, political candidate or anything else that could imply bias. On a professional Zoom call, you are a professional journalist that shouldn't be publicly showing allegiances. You're allowed to have these allegiances, but when you're covering a team or event as a journalist, you need to appear objective.
3. Mind your backgrounds.
  - a. In addition to not wearing anything mentioned above, don't have anything like that in your background. No MSU or any other sports team flags, no political flags, etc. Find a place you can sit where it's just a plain background! You don't want to ruin your credibility with the team or the other journalists on the call by appearing like a fan instead of a journalist.
4. Ask conscious questions
  - a. If you are going to ask a question, pay close attention to the other questions that have been asked to make sure you're not asking a repeat question. The way MSU runs their Zoom press conferences, you just indicate in the chat that you have a question, and then you verbally ask the question when called on. Don't type your question in the chat.
5. If you aren't speaking, mute yourself
  - a. Make sure you're on mute if you're not asking a question. We've all been on Zoom calls where people think they're on mute and they're disrupting whatever's going on. Don't be that person. I mentioned above that we want your video to be on, but if you have something happening around you, turn your video off so you don't become a distraction for the group.

### **Broadcast Equipment**

The students at WDBM have access to remote broadcasting equipment for their coverage of Michigan State athletics. The equipment used for sports broadcasts includes the Telos Zephyr Xstream and Comrex ACCESS NX.

Training for this software is provided by the Sports Broadcast Director. Technical guides for the Comrex can be found in the Studios + Equipment section.

### **Typical Schedule**

During the beginning of the fall semester, football broadcasts occupy the WDBM airwaves. At the end of the fall as football season wraps up, men's and women's basketball, along with hockey, enters the fold. Basketball and hockey will continue through March, concluding broadcasts for the school year.

Other broadcasts are determined by the Play-by-Play Coordinator at either their own or the Sports Director's discretion.

## **Online Content**

### **Podcasts**

A complete list of all current Impact 89FM podcasts can be found online [at our website](#).

### **Music + Entertainment**

The following programs cover music, pop culture, industry news, and all things in-between.

#### **Active Shows**

Below is a list of programs that are ongoing and in-development as part of our weekly rotation.

##### **The Final Rose**

Do you love, love? Tune in to hear some of Impact's staff discuss each episode of the reality TV franchise, The Bachelor. Each week, your hosts share their thoughts and opinions on all the drama that occurs in the show.

##### **Interviews + In-Studios**

Our staff has the opportunity to interview a lot of bands, artists and other people within the community. From archived Basement episodes to exclusive interviews, we have it all here, ready for you to enjoy!

##### **Movie Chat**

Movie Chat is an Impact exclusive that discusses the latest film releases in the movie theaters, home video, and streaming services. Created in 2005 and revived in 2020,

##### **MSU Telecasters' Nearly Clickbait**

Interested in learning about TV and video production from industry professionals, I mean MSU's team of Telecasters? Nearly Clickbait explains the creative processes involved in student filmmaking. Whether it's in-depth interviews that cover various aspects of production, lost scripts repurposed as audio productions, or commentary on the latest industry news, Nearly Clickbait has it all!

##### **Social Night**

We're stuck at home, so let's watch something together! In this limited series, our rotating panel of Impact 89FM staff chats about what they're watching.

#### **Legacy Shows**

Below is a list of some of our legacy shows - shows that have existed in the past that we would love to bring back with the proper interested host.

##### **New Music Podcast**

A podcast dedicated to discussing all new music!

## News

The following programs cover news, human interest, and science - as well as anything else relevant to the Impact's audience.

### Active Shows

Below is a list of programs that are ongoing and in-development as part of our weekly rotation.

#### City Pulse on the Air

City Pulse on the Air is a podcast produced entirely by the Lansing news organization, City Pulse. Selections from the City Pulse's own podcast are shared with Impact 89FM's news director on a weekly basis, and plays on-air during the talk block.

#### Exposure

Impact Exposure gives a voice to student groups and at Michigan State University and organizations in the East Lansing area.

#### The Sci-Files

The Sci-Files is Impact's podcast which features student researchers to discuss what projects they are working on. The Sci-Files is your source of the latest research happening at Michigan State University.

#### The State

The State is a weekly rundown of the headlines that matter to the East Lansing, MI community. These brief headlines come from both Impact 89FM and The State News.

#### The Undercurrent

The Undercurrent is Impact's storytelling podcast. Each week your hosts interview and discuss topics that fit a central theme.

## Legacy Shows

Below is a list of some of our legacy shows - shows that have existed in the past that we would love to bring back with the proper interested host.

*Details to be added later*

## Sports

Sports podcasts and online shows are based around specific topics relevant to the sports industry, conferences, or so on. These shows are built based on host and audience interests. Every show is different, with the main goal of discussing a love of sports.

### Active Shows

Below is a list of programs that are ongoing and in-development as part of our weekly rotation.

**Behind the Mask**

Behind the Mask is Impact 89FM's podcast devoted to Michigan State hockey. The podcast features the latest news, updates and results for the Spartans, along with storylines from across the Big Ten hockey landscape.

**Breslin Breakdown**

Breslin Breakdown is Impact 89FM's podcast devoted to Michigan State women's basketball. The podcast features the latest news, updates and results for the Spartans, along with storylines from across the Big Ten women's basketball landscape.

**DeMartin Download**

DeMartin Download is Impact 89FM's podcast devoted to Michigan State men's and women's soccer, along with professional soccer from around the globe. The podcast features the latest news, updates and results for the Spartans, while also discussing professional soccer storylines from all over the world.

**The Green + White Report**

The Green & White Report is Impact 89FM's weekly sports show, airing from 11:00 AM to 1:00 PM on Sundays. The show features the latest news and updates from sports across the campus of Michigan State University, along with debates on Detroit sports and the rest of the sports world. Along with the show's two co-hosts and producer, sports reporters from WDBM are featured on the show to provide updates on the sports they cover.

The Green + White Report was formerly known as The Pact and Spartan Sports Wrap, and is the only sports program to air on Impact 89FM's direct airwaves - besides sports broadcasts.

**Impact Izzone**

Impact Izzone is Impact 89FM's podcast devoted to Michigan State men's basketball. The podcast features the latest news, updates and results for the Spartans, along with storylines from across the Big Ten basketball landscape.

**Motown Rundown**

Motown Rundown is Impact 89FM's podcast devoted to Detroit Sports. From The Tigers and Red Wings, to the Lions and Pistons, Motown Rundown is your source for the most up-to-date talk about Detroit's professional sports teams.

**Spartan Red Zone**

Spartan Red Zone is Impact 89FM's podcast devoted to Michigan State football. The podcast features the latest news, updates and results for the Spartans, along with storylines from across the Big Ten football landscape.

**Warning Track**

Warning Track is Impact 89FM's podcast devoted to Michigan State baseball. The podcast features the latest news, updates and results for the Spartans, along with storylines from across the Big Ten baseball landscape.



## Legacy Shows

Below is a list of some of our legacy shows - shows that have existed in the past that we would love to bring back with the proper interested host.

## Chant, The

The Chant is the Impact's very own music and sports news podcast. Each week, your hosts analyze the past week's major headlines and share their opinions in various music and sports-related topics.

# Studios + Equipment

## Guides

Below are a selection of guides that can illustrate useful tutorials and walkthroughs on station equipment. That being said, if you would like more specific guidance and training, please contact the appropriate member of the paid staff.

## Remote Broadcasting

DJs completing their shifts remotely can use a recording app on their phone or computer. The Airstaff Coaches will distribute each shift log to their assigned DJs, and are in charge of uploading the drops to the Station's Google Drive.

2021 Remote DJing Guide:

<https://docs.google.com/document/d/18jHGW2uLZ9yZTOCXAWYciUdqRLgSHeAHOVIYbj1qzNo/edit?usp=sharing>

## Sports Broadcast & COMREX Guides

2021 Broadcast Anchor Guide:

[https://docs.google.com/document/d/1epTJoikEXEzhv3BAV5LQqIE\\_Xz2jDXdUVfNUU37pkuY/edit?usp=sharing](https://docs.google.com/document/d/1epTJoikEXEzhv3BAV5LQqIE_Xz2jDXdUVfNUU37pkuY/edit?usp=sharing)

2021 Comrex Guide:

<https://docs.google.com/document/d/1zy3Yz1bXF7HHhGnWjzLHug4vgX4eRz8ULRMfBVI7BEA/edit?usp=sharing>

## Basic Editing Tools for Audio

While several tools exist for editing multimedia, here are a few simple guides for the station's standards.

If you have questions beyond the scope of these guides, please contact the Audio Production Director, Engineers, or News Director.

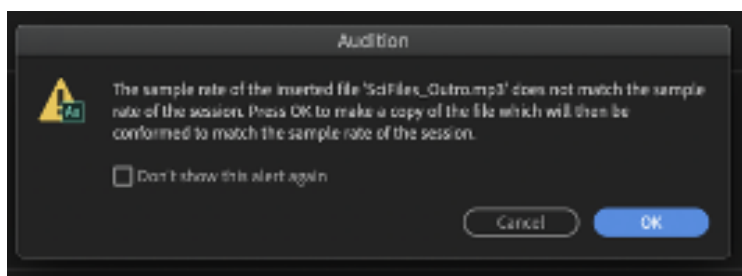
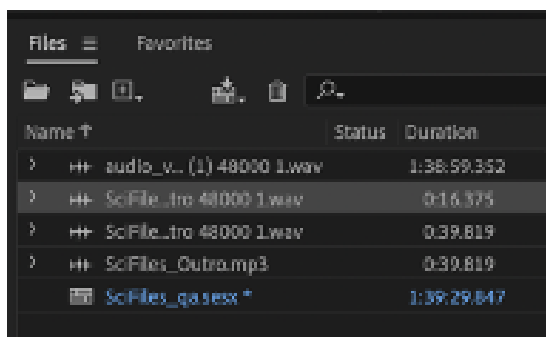
## The Basics of Adobe Audition

Upload audio files in .wav or .mp3 form by dragging and dropping them into Audition.

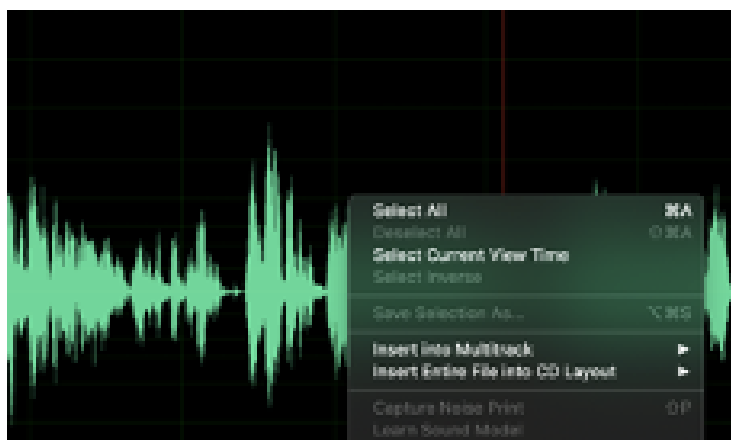
## Waveform



**Multitrack:** Drag and drop your audio files from the files box in the upper left corner and onto the appropriate tracks in the editing section (a warning will come up asking to make a copy of the file with the correct sample rate, click okay)



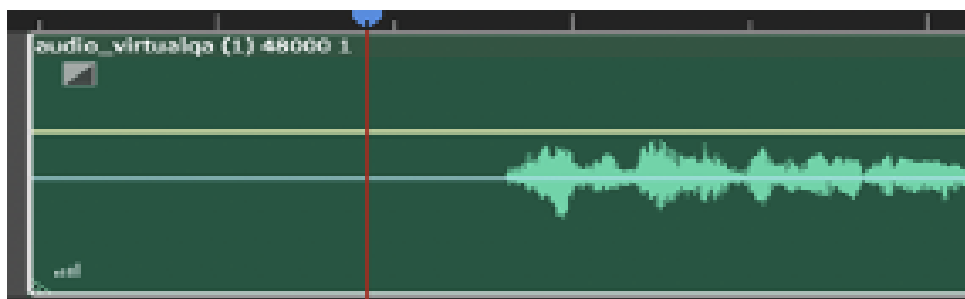
**Note:** When editing in Waveform, right-click on the clip and select “insert to multitrack” to move and combine clips



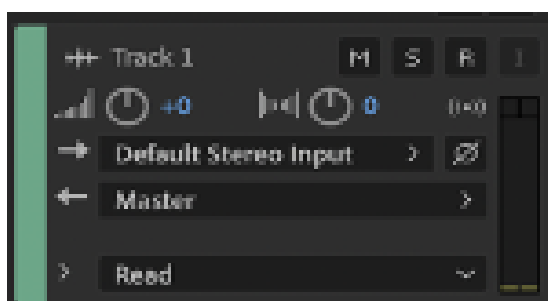
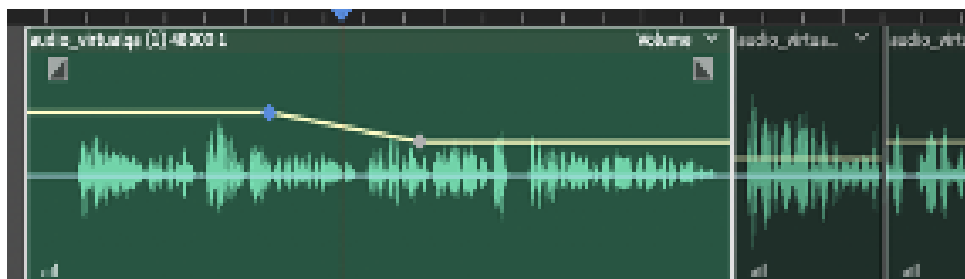
## Basic Editing Tools

- Move tool (shortcut V) - move audio around and select clips
- Razor tool (shortcut R) - cut clips
- Time selection tool (shortcut T) - highlight areas of audio to show the duration of the highlighted section
- Markers (shortcut M) - mark sections of the audio to return to
  - Remove a marker by going to the “markers” tab of the middle box on the left-hand side, selecting the marker and then clicking the garbage can emblem.
- Mute (M) - mute clips using the button at the start of the track or mute all the clips other than the one you are on using the solo (S) button

## Adjusting the Audio



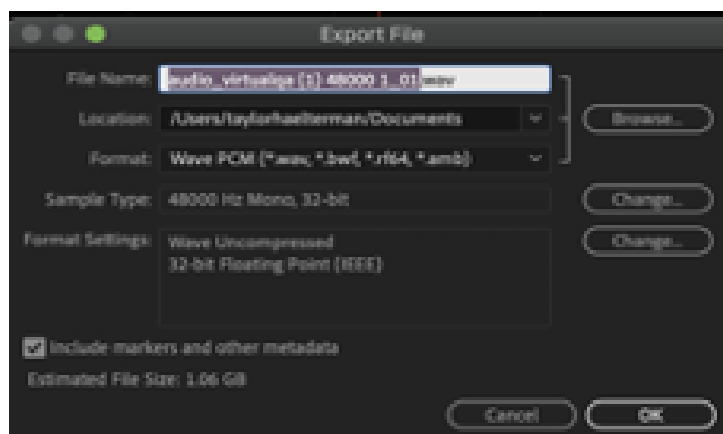
- Utilize the box in the upper left and right sides of the clip to fade in and out.
  - Adjust the levels (volume) of the clip from the bars on the lower left side.



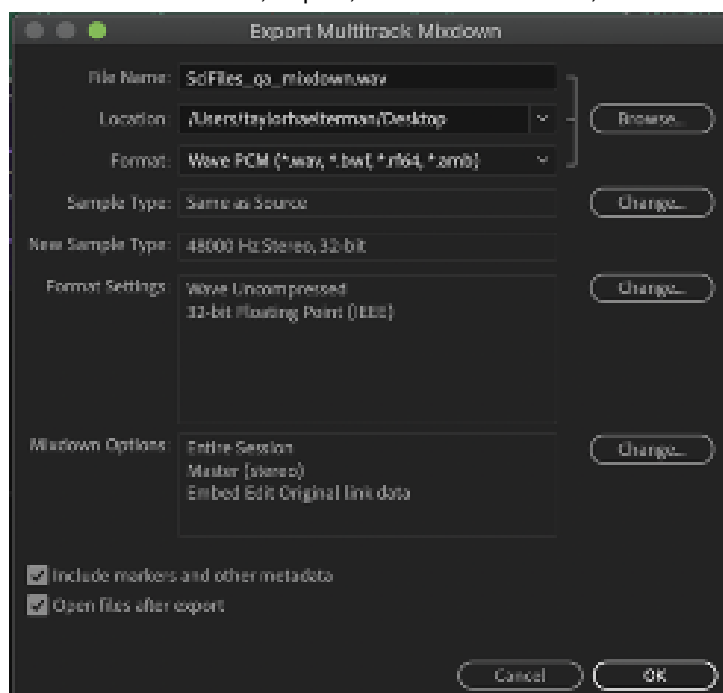
- The yellow line going through the clip can be used to adjust the volume in segments by clicking on it so a blue dot shows up and then dragging the dot up or down and clicking in another area and dragging the next blue dot up or down.

## Exporting Work

**Waveform:** choose file, export, file, name, and format (usually .wav or .mp3)



**Multitrack:** chose file, export, multitrack mixdown, entire session, name, and format

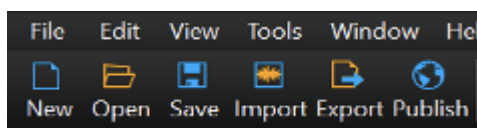


## The Basics of Hindenburg

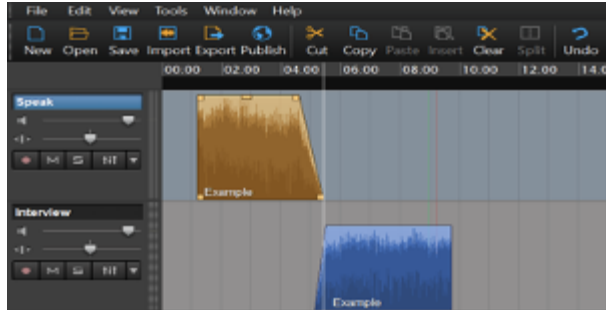
Below is a link to helpful shortcuts when editing in *Hindenburg*:

<https://hindenburg.com/support/shortcuts>

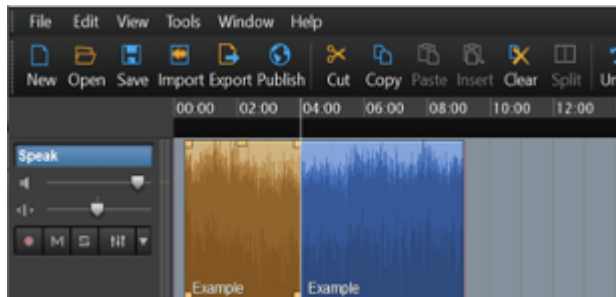
1. **Import tracks:** click the import button and select track to import to



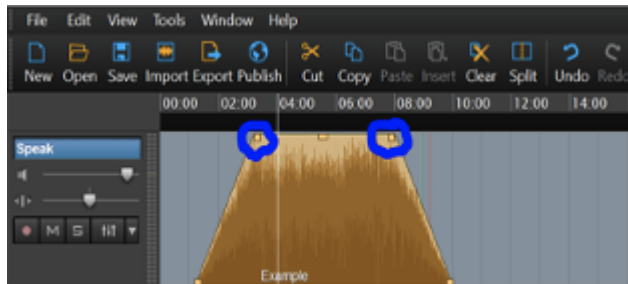
2. **Stack tracks:** place clips over each other to fade in and out of segments and music



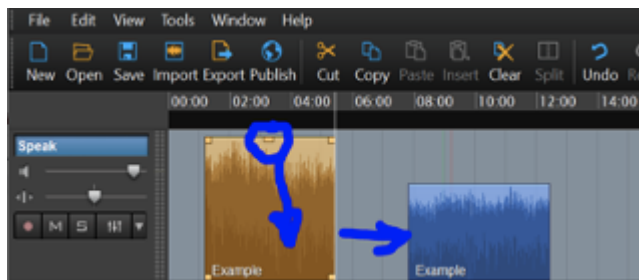
3. **Cut tracks:** cut by highlighting the clip, place cursor and shortcut “B”



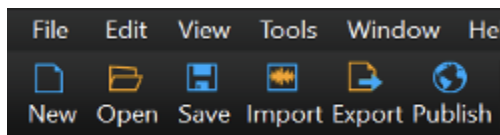
4. **Fade in fade out:** highlight clip, grab top corner and drag in



5. **Change levels:** grab top of clip, drag down



6. **Export:** click export button and choose .mp3 or .wav



Guides for *Pro Tools* and *Audacity* programs shall be added at a later date.

## Studios

### Production Studio (Studio G)

Studio G has two main purposes: making Impact production (such as promos and public service announcements) and pre-recording DJ shifts. This studio can also be used as a supplemental space for recording shows and adjusting levels for shows hosted in Studio H.

Members of the Audio team will often use this studio as a work and meeting space. For that reason, it is essential that anyone that wants to use this space, should schedule a time to do so through the Program Director.

ENCO systems in this studio have the ability to pre-record and review daily logs and libraries.

### Performance Studio (Studio H)

Studio H is frequently used for multimedia events, interviews, podcasts, and in-studio performances for bands. This studio features five microphones (one host and four guest microphones), in addition to a phone line for external guests/interviews.

Studio H, with its versatility and large interview-style table, is arguably the most popular studio reserved for use. It is recommended that interested parties aim to reserve the studio for their needs well in advance.

There are no ENCO systems in this studio; however, when needing to broadcast anything from this studio directly on air, you can shift channels on the Axia soundboards between the studios to move your audio to either Studio G (to pre-record) or Studio H (to broadcast live).

### Using & Troubleshooting the Studio H Phone

In order to make calls using the Studio H phone, there are set procedures that must be followed correctly.

When first entering the studio, turn on the soundboard. Make sure that both the HOST MIC and LINE ONE are on and turned up.

If you are anticipating an incoming call, you shall hear the phone ring; however, you should keep an eye on the phone's display, in case the sound/ringer had been disabled previously.

For picking up a call, first:

1. Pick up the receiver
2. Press left 1
3. Press left hold
4. Hang up the receiver
5. Press left 1

If you are aiming to send an outgoing call, you do not need to pick up the receiver.

For dialing out, first:

1. Press left 1
2. Dial 81, followed by the phone number of the person you are calling  
Ex: (81-xxx-xxx-xxxx)

Once these steps have been completed, you should be ringing/speaking to the party on the phone line.

The end goal of phone conversations & interviews is clear communication. You should hear both communicating parties through your headphones, and the phone party should be able to hear you through the microphone.

If there are any difficulties, there are a few options for troubleshooting:

1. *Load blank profile in Studio H*

This is achieved through the soundboard's monitor display. Hit the 'Profile' button on the board, and then toggle using the upper right dial to select 'Blank Profile'. The labels on the board should change as a result. Next, reload 'Studio H w/Phone', and all original settings should switch back. This is essentially a quick reset.

2. *Studio G Override*

If you notice little 'x's on the soundboard above 'Line 1' and 'Line 2', go into Studio G. Switch the Studio G's soundboard profile to 'Default Show'.

The 'x's on the Studio H board should disappear. This ensures that all phone calls are being sent to Studio H, rather than Studio G.

3. *Test for Volume*

If you cannot hear anything in your headphones, but the soundboard display shows volume levels, make sure your headphones' volumes are turned up. This is controlled by a knob right next to the headphone jack.

For other questions or comments, please contact the Emergency Contacts listed at the top of the Station Handbook.

## **On-Air Studio (Studio I)**

Studio I is our main DJing studio. All live DJs and Specialty Show hosts do their weekly shifts here. In Studio I there are two mics, in case a shift has two hosts or a DJ has a guest with them. This studio is also equipped with a folder containing a call/request log, the weekly DJ Info Packet along with multiple DJ-related instructionals and manuals.

Studio I regularly receives audience phone calls and requests via phone and text, and also has a giveaway sheet online that should be checked during each shift. Phone calls will come in on the studio phone, and texts can be received on the leftmost computer system.

In case of emergencies in which we go off air, there are several CDs located on the right wall of the studio to play until the said emergency is resolved. For more information in what to do if we go off air, please review the On-Air Troubleshooting section of the Airstaff Manual.

ENCO systems in this studio have the ability to review daily logs and libraries, and broadcast DJs over our live FM radio and online stream.

### **Sports Studio (Studio J)**

Studio J is known as our Sports studio - many members of the Sports Department use this studio as an office and a production studio.

ENCO systems in this studio have the ability to pre-record and review daily logs and libraries.

### **Training Studio (Studio K)**

Studio K is our smaller, one-person studio used primarily by entry-level DJs to gain some experience through The FIX, our online music stream. Similar to other studios, Studio K has a folder containing a call/request log, the weekly DJ Info Packet along with multiple DJ-related instructionals and manuals.

ENCO systems in this studio have the ability to pre-record, review daily logs and libraries, and broadcast DJs over a live online stream.

## **History of MSU Student Radio**

### **History of MSU Radio Networks**

#### **A Short History (originally published on MSUCampusRadio.org)**

By Bruce Richardson, Co-Founder of WBRS

Adapted By Jeremy Whiting

It's summer term and Bruce Richardson is hot. He's asking himself how it is that a highly recruited Spartan baseball prospect is crawling through the heating ducts that link the dormitories at Michigan State University's Brody complex. His five cohorts have somehow convinced him that only he can navigate this claustrophobic sauna bath to connect the wiring critical to the fall launch of a new radio station. The year is 1956 and campus radio station WBRS is about to be born at Michigan State University.

Fast forward to homecoming 1999. Bruce Richardson, now a successful business executive, walks with Gary Reid, faculty general manager of WDBM, MSU's student-run FM station. They are touring the state of the art facilities Gary and his team have carved out of a corner of the basement of Holden Hall. Bruce surveys the digital audio workstations, the ISDN remote links, and the rack containing WDBM's RealAudio internet link to the world and smiles. "We've come a long way!"

This is the story of campus radio at Michigan State. What began as a single station serving the Brody complex through the hum of 60Hz carrier current amplitude modulation (AM), grew to the world's largest college radio network, and ultimately achieved the dream of constructing an FM station staffed and directed by students, for students. It's a story of volunteers who stole precious time from university studies to operate and maintain a group of six independent stations, many producing live programming 24 hours a day, seven days a week. Many of these people went on to careers outside of broadcasting, but a surprising number parlayed their college avocation into leading roles in the



world's telecommunications infrastructure. All who entered the studios of the Michigan State Radio Network were fundamentally changed by the experience, realizing that broadcasting was a business that was accessible to anyone with a dream, the desire and the tenacity to stick with it.

Incredibly, this story takes place in the shadow of a robust university broadcast facility that included an AM, FM, and television broadcast station; an advanced Instructional Television Network; and a medium sized broadcast market that boasted a half dozen radio stations and one local commercial television operation. Michigan State became a Mecca for people who wanted to learn about broadcasting. In its heyday, no other university in the world could claim to have the portfolio of instructors, curriculum and facilities that existed in East Lansing.

WBRS was the first of the Michigan State Network (MSN) stations, signing on in the fall of 1956, but the web quickly grew to include WKME in Shaw Hall, WEAK in Wonders Hall, WMCD in McDonnell Hall, a short-lived WFEE experiment in Fee Hall and the network flagship, WMSN, located in the basement of the Student Services Center. At its peak, WMSN's 6 stations broadcast a mix of locally produced and all-campus programming. There was a unique affiliation with ABC that allowed the stations to use the broadcast radio network feeds for national news content. The WMSN studios had a full time news operation with wire service subscriptions and a network of remote lines that fed student-produced sports play-by-play and live concerts from multiple locations on campus. At the start of each term, disc jockeys would load boxes of vinyl albums, turntables and microphones into vehicles for remote pick-ups from the MSU bookstore. Throughout the year, campus radio DJs often spun tunes for dorm dances.

Students received the signals via the dorm electrical wires. Broadcast programming was injected into the electrical system on 820 kHz (later 640 kHz) and the entire dorm wiring became an antenna. The "carrier current" technology was crude and the sound quality was only fair, but the mix of popular music and information targeted specifically toward students garnered a large and loyal following for many years.

In its golden age, campus radio at MSU provided volunteer employment for over 100 students. Student station managers earned a small monthly stipend and were given a valuable on campus parking pass. The program dovetailed well with the Spartan television and radio curriculum, giving students a place to practice without taxing the limited production facilities then available at the Union Building. The national recognition focused on MSU encouraged the trustees to find funding for a new state of the art College of Communications Arts & Sciences building, and despite loud objections from one local broadcaster, the university began to focus on a student broadcast FM station.

Ultimately, the dorm stations closed down as budget money was focused on a single carrier current station, now dubbed WLFT, "at the Left of the dial", which broadcast out of the old WKAR studios in the Auditorium building. The ten-year effort to win an FM broadcast license culminated in the launch of WDBM, Impact 89FM, which broadcasts locally from facilities in Holden Hall, and has a worldwide presence on the internet.

This narrative is by necessity only a brief overview of the history of campus radio at Michigan State. Those who lived the story may feel like the hungry student who gets a whiff of the Brody bakery on the way home from a long day at class.

### **The Impact (originally published on MSUCampusRadio.org)**

By Scott Westerman

Adapted By Jeremy Whiting

From that first 1950s moment when Bruce Richardson and crew first strung carrier current wires throughout the Brody Complex, the holy grail for every MSU Campus Radio person was to launch a student FM station at Michigan State.

After Marc Conlin became WMSN's network manager, the pursuit began in earnest. An application was filed for a frequency at the lower end of the band, in the area the FCC designated for educational stations. But almost from the moment the Commission received the request, a local television station owner argued that a local station on that channel would interfere with their broadcast signal. The idea didn't make much sense, but with legal muscle behind it, the progress of student terrestrial radio at MSU slowed to a crawl.

It took nearly two decades of quiet persistence. The challenge of keeping the idea of a third radio station (MSU already had WKAR's AM and FM channels) alive finally fell to Gary Reid. Gary's artistry was music and he had a gift for pulling disparate parts into an elegant whole through the technical magic of MSU's multi-track studio. But he also had the heart of a broadcaster, and as carrier current AM became an anachronism, Gary continued to push for an over the air outlet for student creativity.

The dream became real in the late winter of 1989, when WDBM "Impact 89FM" took to the air. From its original studios in the old WKAR haunts in the Auditorium Building, Gary was soon designing a state-of-the-art home in the lower level of Holden Hall. His vision extended beyond technical excellence, to the creation of a student centered sound that mixed cutting edge music with hyper-local public affairs programming.

The idea was an instant success, and WDBM soon became one of the most popular stations in the market. Its eclectic approach resonated well beyond the campus and the Impact influence could be felt in every corner of the large community.

The consistent excellence of the student staff has been recognized in an unprecedented string of Michigan Association of Broadcasters Station of the Year awards, and Gary Reid's patient approach to nurturing talent has attracted a staff as diverse as the University itself.

Impact 89FM remains cutting edge, with a robust new media initiative that includes two web streams, a podcast, an internet site and a new IBOC high definition digital transmitter. And yet, the fraternity that dates back to the 1950s is reflected in the wide ranging attendance at the yearly student radio reunions held each year during homecoming weekend. We cherish these celebrations of the new media age and the four decade heritage of excellence that made it all possible.

### **Notable Alumni**

MSU Student Radio has a long history of alums who have gone on to successful careers, both inside and outside the broadcast industry. Find a directory of some notable alumni here:

<https://docs.google.com/spreadsheets/d/1EUbgWQ3xuZq5H--gufOmekGeXaZlwlfj-oVAmQMPZ7g/edit?usp=sharing>