All New & Improved!!

WMPG Staff News, Issues & Opinion

Vol.2 No.1 October 1994

The lines are open...

It's often curious that radio stations like WMPG, who are in the 'business' of communications, are very poor at communicating. Indeed it's difficult given that during regular business hours, management interacts with only some 50% of the staff.

To overcome these obstacles we formed SubCarrier, a semi-monthly internal newsletter designed to reduce memos and offer an opportunity for staff to communicate with staff. Now with Michael Townsend as editor, SubCarrier should come out more frequently and further encourage staff submissions.

Additionally we've taken minutes of the management team meetings and posted them in the Air Studio. They are now posted on a CD rack for a week and then stored in a three ring binder in the Air Studio. The management team meetings are Wednesdays at 1:30pm and are open to all staff.

General Staff meetings have occurred every other month and will begin occurring monthly starting with the November meeting. The meetings will be structured to include a staff forum for folks to discuss station concerns. There will also be a feedback loop provided where management and others will report on the progress of issues raised at previous meetings.

Finally, Arnold is building a suggestion box which should be installed soon.

(RR)

BEGGING AGAIN?

Last spring, as you probably remember, we were begging on the air, and now we're doing it again. We've always been proud of only doing this once a year. However, we decided to move the timing of our annual begathon from the spring to fall. In order to make that move without losing an entire fiscal year, we have to schedule the begathon for this month. We will NOT be back on the air begging again until FALL of 1995--THAT'S A PROMISE! So NOW is the TIME for our listeners to GIVE.

874-3000

$PECIAL

FALL

BEGATHON

ISSUE

Welcome to the first issue of the all new WMPG Sub-Carrier -- a monthly newsletter dedicated to open communication between the WMPG management and staff.

SubCarrier is the place to find information on the hottest issues affecting WMPG. The place to get up-to-date on what's next in programming, development and technology. The place for both managers and staff to express their points of view.

SubCarrier is for all of us at WMPG. Welcome to the revolution.

IN THIS ISSUE:

- Opening the lines of communication
- Strip programming
- Pitching & programming tips
- EDITORIAL: The Real Revolution
- and more!

Strip Programming Update

Beginning in January, 1995, WMPG will be implementing a full schedule of strip programming. New strips on weekday mornings (6:30-9:00am and 9:00-11:00 am) and evenings (8:30 - 10:00 pm) will join our existing public affairs, ethnic, global, rock, blues and Pacifica News strips.

Although a final decision has not been made regarding specific programming in each of the new strips, the preliminary plan is to create Free Form, Acoustic and Jazz strips in these time slots. If you have any thoughts about these strips or about strip programming in general, please communicate them to Jim Rand prior to the final plan being created in November.
"FUND THE REVOLUTION"

Begging Made Easy

I. When you start your show:
   a. Legal ID; Identify the show. Identify yourself
   b. "This is the BEGATHON!" "Fund the Revolution @ 874-3000"
   c. Why we are doing this now?
   d. Why YOU need your listeners help
   e. 874-3000

II. Throughout your show:
   a. legal ID
   b. identify begathon: FUND THE REVOLUTION
   c. 874-3000
   d. READ NAMES OF DONORS -- THANK THEM
   e. Thank food donors, underwriters, businesses that help WMPG; these folk support WMPG; Encourage your listeners to do the same
   f. What makes your show revolutionary?
   g. Know your pledge levels: $16 $33 $45 $78 (ie. RPM's)
   h. Know your premiums: WMPG HAT (limited), t-shirts, & MUSIC
   i. $16 - Bumper sticker & Program Guide subscription
      33 - choose one
      45 - choose two
      78 - choose three
   j. PICK ONE THEME AND FOCUS ON THAT. NO NEED TO RAMBLE.

   • PSA's: ALWAYS tie PSA's in to the Begathon/Revolution theme. Don't play them cold.

   • REQUEST LINE #: 780-4909 SHOULD NOT BE A REQUEST LINE DURING THE BEGATHON! IF SOMEONE WANTS TO MAKE A REQUEST, THEY CAN CALL 874-3000 AND MAKE A PLEDGE, THEN YOU WILL PLAY THEIR REQUEST! The only number our listeners should hear is 874-3000!!

   • REVOLUTION TALK... How is your program revolutionary? How are your listeners revolutionary? Why is it IMPORTANT for them to support WMPG:
     - Nowhere else on the dial...
     - Pushing the envelope of music, thought, knowledge, diversity in Portland.

   • FOCUS ON YOUR PERSPECTIVE. WHAT DOES REVOLUTION MEAN TO YOU, YOUR SHOW, YOUR LISTENERS. Are you a revolutionary? Do you think WMPG is revolutionary (or doing revolutionary things)? How about the artists you feature revolutionary? How?
   • What about the shows at WMPG that you love--what do you love about them? Why would your listeners love them?

   Get the picture?

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An Editorial

The Real Revolution

For those of you who are more confused than enthused about all of this "revolution" talk, perhaps I can help put it into perspective.

In one respect, this theme is basically a marketing device (the word "fund" in the theme line should be a tipoff) designed to capture the listeners' imaginations and (hopefully) as much of their money as possible in a given period of time.

To make the theme "work," there's also lots of reference to revolving vinyl (how quaint!), the many subversive artists and viewpoints featured in our programming, and the gang of proto-, ne-o-, pseudo- and neverbeen-radicals that make up our diverse staff. But permit me to add one more layer to the cake: the "inner revolution" that's occurring among this large and often unwieldy group, launching a major change away from WMPG's dysfunctional past and toward a more effective future.

As Rob's article on the cover suggests, it's all about communication and sharing information. It's staffers communicating freely about what you like and what you don't, what you need and what you want...not selfishly, but for the good of WMPG. And it's management offering honest communication about the issues, processes, and realities that are shaping WMPG's future. For the staff, that means not being afraid to speak your mind and make your contribution. And for management, that means not being afraid to let the staff "handle the truth."

SubCarrier is one of the vehicles created to foster this atmosphere of open communication. I encourage you to read it, react to it, and make it your own. Please submit your thoughts, questions and contributions to my mailbox, or for the Macintosh-literate, into the SubCarrier disk located next to the Mac in the front office. Of if all else fails, REVOLT!!!

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Begathon and your program

This is the time to put on the best show you can. If you have any special additions to your show, create a cart and we will promote the hell out of it. It doesn't have to be a huge thing...focus on a special record label, invite a guest in for an interview, feature a specific artist, anything, just try to create excitement! Just remember to put on the best show you can and have a good time doing it. If you need any help see me, I'll help you with the promotion, with a cart or whatever you need. And remember, don't apologize over the air for the fundraiser.
More things to remember...

WMPG NEEDS YOU to be at the station AT LEAST a half-hour before your show begins! Joanne or Rob will need to fill you in and bring you up to speed. Your pitching will vastly improve if you come to your show prepared and not rushed!

Guidelines:
• No more than 10 minutes without a pitch
• USE THE CARTS! (every two songs, please play a cart giving begathon info)
• No more than 20 minutes without going on air
  (2 songs - cart - 2 songs - live pitch)
• PITCHES NEED TO BE SHORT AND SHARP! Keep pitches under 5 minutes (unless you have a guest and it’s WICKED INTERESTING!!)
• Allow, encourage guests/dj’s/management to pitch with you

DO NOT GROVEL. DO NOT APOLOGIZE. DO NOT ACKNOWLEDGE HOW MUCH BEGGING SUCKS TO YOU OR THE LISTENER. KEEP THE FOCUS ON YOUR SHOW, WHY IT’S GREAT, AND WHY YOU NEED YOUR LISTENERS TO SUPPORT WMPG BY FUNDING THE REVOLUTION.

WHEN YOU’RE AT A LOSS FOR WORDS: "874-3000. FUND THE REVOLUTION."

DON’T TALK ABOUT ANYTHING THAT YOU’RE NOT COMFORTABLE WITH: IE. SATELLITE COSTS, SUPPLIES, ACQUISITION, BUDGET, ETC. LET JOANNE, ROB & JIM FOCUS ON INTERNAL NEEDS OF STATION (SATELLITE, COSTS AND FUTURE PLANS OF STATION, GRANDER SCHEMES).

REMEMBER: PEOPLE GIVE TO PEOPLE, NOT TO THINGS. DJ’S SHOULD KEEP THEIR FOCUS ON THE HUMAN ASPECT OF WMPG:

• YOU CONTRIBUTE YOUR TIME AS A VOLUNTEER;
• WHY ARE YOU HERE AT THE STATION?
• HOW DO LISTENERS RELATE TO YOUR SHOW?
• WHAT MAKES YOUR SHOW VALUABLE?
• NOTE OTHER SHOWS THAT YOU LOVE AT THE STATION AND THAT YOU THINK YOUR LISTENERS WOULD LOVE AND WHY.
• SHARE AN EXPERIENCE OR STORY ABOUT WMPG

UNITE!
Revolution Can Be Fun!

The Revolution is here -- it always has been

Revolution at WMPG can mean many things. Throughout the day, our dj’s produce 33-1/3, 45, 78, and thousands (CD) of revolutions per minute, or rpms, stirring the senses with a constant revolution of sound.

Community radio itself invokes a certain spirit of revolution because we are always trying to push the envelope of mainstream consciousness through spoken word and music. For example, our commitment to college rock and independent music reflects an attitude to affect change in our listeners’ lives, or at least provide them with an alternative.

Right now, there’s another kind of revolution happening too. With expanded local public affairs programming, satellite and Pacifica News, changes in scheduling, a bigger program guide and improved campus and community involvement, WMPG is making waves of change.

With such diverse programming as Japanese, African, bluegrass, experimental, children’s, folk and all forms of college rock (to name just a sample), WMPG, our programmers and our listeners are all revolutionaries -- because we choose to be.

Throughout the fundraiser, you will have an opportunity to give your own perspective of revolution, how it pertains to you, your show, the artists that you feature on your show, other shows that you love on WMPG, and to WMPG on the whole. It’s EXTREMELY important that each dj feels comfortable talking about revolution, so try to find a way to make the concept fit with you; if you can’t find a comfortable fit, no one is going to force you to use it.

WE MAY SOUND SLICK, BUT THERE ARE NO FASCISTS HERE!

(JL)
From the Station Manager's Desk

Refocusing On Mission

WMPG exists to provide a "high quality, community oriented broadcast service to the people of Southern Maine" by "providing artistic, educational, political and public service programs which are under represented in mainstream media" and to promote awareness and discussion of local, national and global issues from a "community oriented broadcast" standpoint.

This is a tall order. The big picture the mission statement paints is often forgotten, particularly the notion that WMGG is to offer a "community oriented broadcast service." It gets lost for several reasons: we’re too busy to think about the big picture, lack of discussion, no members of the program staff are made aware of the highly individualistic nature of each person’s program, etc.

To help remedy this, we have reintroduced a discussion of mission into the revised training program. Now, all interested parties are asked to attend an orientation meeting where mission, history, organizational structure, programming, etc., are presented before they are given technical training.

The recent discussion regarding strip programming also related to mission. When the management team presented its arguments in favor of strip programming to the board we stated that WMPPG would better serve its mission with a more "community oriented broadcast service." Management has proven to garner larger audiences at other radio stations. In other words, strip programming would allow WMPPG to promote greater cultural awareness and discussion of important issues among more people in the community.

We also believe strip programming will foster greater staff unity. Formerly disparate programs will be brought together, creating a union while at the same time better serving audiences by recognizing how most people use radio. The trick here is to preserve diversity within the strips. With focused recruitment, clever training, and a programming environment that encourages flexibility and experimentation within strips, we should be able to retain our diverse nature in this format, much like The Rock, Block and Evenin' Sun do. Strip Programming and the program schedule as a whole is informally reviewed by the Board on a monthly basis and formally reviewed after a two year trial in January of 1997.

Pumping Up Promotions

Historically, station promotions have been left up to each individual staff member. We still encourage such activity, but now ask that staff members pass their ideas and material past Joanne LaFafferty (promotions fall under the Development Department). Much effort has been exercised in the past year to promote the station as a whole at various University functions and concerts and we have co-promoted around town. We have been and will be working with Portland Performing Arts, The State Theater, The Portland Folk Club, Morganfield’s, Children’s Museum, Portland Events Board, and Portland Stage Company.

Give It Away Now...

Like promotions, on-air giveaways have historically been left up to individual announcers. We now ask that all members of the staff direct their giveaways through Ruby (soon to be Jim Pinfield and Mike Mullins). Such a centralized process, the station is now more accountable for the giveaways. Before, if problems arose, no one in the office knew who gave the giveaways, so we would be unable to help listeners.

Please let us know your thoughts either through SubCarrier or suggestion box attendance at staff meetings or management meetings, or our favorite form of communication - face to face. The door is open.

THE PD’S COLUMN

Pacific News Debuts

On October 1st we broadcast our first Pacific News Program. This launch is the culmination of several years of work by current and former staff members, and represents a significant investment in the station and its programs.

We are now part of the Pacific Network and will be the first to other Pacific programs, some of which are free and others that come with a price. As the station grows, we will be joined to other Pacific programs, some of which are free and others that come with a price. We will be making plans to integrate the station into the larger Pacific Network.

We have been working hard to make the Pacific Network a success. Our goal is to provide the best in community radio broadcasting and to promote the station as a whole.

And the winner is...

The NPCF Community Radio Program Awards will be held on the last day of the month. We encourage all segments for consideration.

Just a reminder to check the Program Log before your shift: we’re doing a lot of promotions and have got a lot of Underwriters. Remember to list the actual number of minutes devoted to these. Also, remember to sign up for the "Broadcasting Technical Problems" list so that you can get help if you need it.

How to be a super genius:

Remember to fill out the Sub List if someone is covering your shift. The list is posted in the On-Air studio next to the EBS Logs. If you don’t fill this out, you are responsible for the slot.

HELP!!! OR ARE YOU OFF THE AIR?

Now what do you do? If we go off the air, there are a lot of things to do before you panic.

a) Open up the operations manual and check the TROUBLE SHOOTING TECHNICAL PROBLEMS. You may simply need a refresh to something you learned a year ago. Be sure to read the Temporary Emergency Transmitter Phone Line Procedures.

b) If the manual is no help...then the transmitter is at zero...its flashing and your still not broadcasting...this is when it gets tricky. A call to Police and Safety at 221 will usually help ask them if there is an out in Gorham; they can often tell you if it is and how long a wait to expect. If the power has gone out in Gorham, then your phone line will have to be re-established. The Temporary Emergency Transmitter Phone Line Procedures will tell you how to do this. If the phone line re-establish the transmitter in the usual manner. It’s hard to predict how long it will take for the power to return so if Police and Safety confirm that the power is out in Gorham, attempt to re-establish the phone line about every five minutes. This is a good time to make a tape in the preview room.

c) If Police and Safety don’t confirm a power outage, or if you don’t get the transmitter running, give me a call. If I’m not there, call Rob, we will give you instructions on how to proceed.

What’s DAT?

We now have a DAT cassette deck in the On-Air studio. If you want to learn how to use a DAT deck, I’m offering training sessions every Monday, Wednesday and Friday at 8:00PM. It’s easier than you think!

(JJ)

Development Notes...

Senate sets new rules for underwriting

At the last Staff meeting, there was a question about staff solicitations of Underwriters. We want to encourage volunteer staff to bring in their favorite business to underwrite on WMPPG, and staff can actually collect commission on such efforts! But...there are some hoops to jump through.

The Student Senate is requiring that staff sign a contract before pursing underwriters. Further, the process needs to be centralized so that no efforts are duplicated. I have developed a training outline to initiate staff to this process. Upon completion of such training, staff can sign a contract and negotiations can then begin.

Anyone interested in persuading underwriting agreement should see Joanne. If you want to really make my day, please see me after the Begathon.

We need new computers!!

Anyone who’s used the arcade comp uter systems here at the station knows of the need for upgrades (to say the least). To reiterate an announcement I made at a past staff meeting, I am involved in a project with David Cook to find money or systems to be donated to the station. We are considering IBM as well as Macintosh. BUT WE NEED STAFF SUPPORT ON THIS. If you work as a computer firm or know someone who has connections that would help us, PLEASE STEP FORWARD!! And, as always, if anyone has any rich aunts or uncles...

(Once again, after the Begathon works best for me!)

The revolution will not be televised...

It’ll be published every month in SubCarrier!

Contribute.
Participate.
Communicate.

Please feel free to make any and all submissions, suggestions, complaints and/or compliments to Rob Rosenthal, Jim Rand, Joanne Lafferty or Michael Townsend.