
The WSBU BEAT

Volume 1 Issue 1

December 1995

Board Plans for the Future

After the last general meeting on Sunday, October 15 it became obvious to the WSBU Board of Directors that we needed to change some things. First, we as a board needed to determine what exactly we were expecting from you. We also needed to clearly define what classic rock is and if that is what we wanted in our format. We, the WSBU Board of Directors, apologize for the confusion that this caused at the meeting.

Since that meeting the board has met twice to determine what WSBU is about. It is apparent that we can no longer play simply classic rock since we introduced more modern and alternative music into the format. Therefore, we have developed a mission statement as part of this semester's ongoing constitutional revisions. The mission statement reads as follows:

WSBU 88.3 is a 24 hour radio station run by volunteer undergraduate and graduate students of St. Bonaventure University. WSBU is operated from the second Monday of classes at the beginning of a semester until the last day of classes.

WSBU is Bona's Best Rock. This means that as a set format WSBU plays, promotes and seeks Rock Music. Rock Music played on daytime shows equally consists of rock created in the sixties until the late seventies; defined as classic rock, rock created by extremely popular bands with their roots

(see Mission pg.2)



WSBU Guideline Highlights

Some guidelines that all members of WSBU need to be aware of follow. WSBU, while run by undergraduate and graduate volunteers, is run in a professional manner. WSBU also has an FCC license which it needs to keep in order to operate.

If a Disc Jockey is warned about any infraction, he/she will receive a written warning after a member of the board has spoken with them. This interaction should be one of constructive criticism and helpfulness. If another infraction occurs then the disc jockey may be temporarily removed from his/her show by the programming director or station manager.

Reinstatement will only take place after the said disc jockey appeals the suspension by appearing before the full board of directors. An appeal will take place after meeting with the station manager. Disc jockeys as well as board members will have caused an infraction if:

- There is swearing or use of profanity over the air.
- Does not have the DJ Manual with you while on the air.
- The disc jockey's remarks receive numerous complaints from members of the St. Bonaventure community.
- Other infractions listed in the Disc Jockey Manual.

Granting Our Wishes

The WSBU grants department, in conjunction with the Public Relations department, is hard at work raising money for the station. The money comes from our underwriters and is used for new equipment for the station as well as day-to-day operations. Believe it or not, the station is very expensive to run. While the station is dependent on the Student Activity fee, WSBU has not received as much money as it needs to operate every year from Student Government. This is a major problem. So WSBU tries to go out and get additional funding.

While our educational license does not permit us to advertise, WSBU is allowed to have underwriters. Underwriting is a win/win situation for the station, the underwriter and the listener. WSBU receives the money which allows for better equipment and therefore a better, more professional sound. The underwriter gets to inform the listener about what they have at their store, where their store is located and their hours of operation. The listener gets to find out about all the great places in the greater Olean area.

Currently, the public relations department is seeking grants for new computers. This will allow all staffs to produce their work with ease. It will also give our news and sports departments the latest information to report to the listener. Please support WSBU's underwriters and tell them you heard their name on WSBU 88.3 Bona's Best Rock!

Mission (cont.)

in classic rock; defined as modern rock, and music created by up and coming, lesser known groups; defined as alternative. All categories are to receive equal attention in the format.

WSBU is owned and operated by St. Bonaventure University and its Board of Trustees. It operates at 88.3 megahertz on the FM dial. It is licensed by the Federal Communications Commission. WSBU is supported primarily by the funds allocated from the student activity fee. WSBU policies and procedure are determined regularly by the station's board of directors with input from the entire staff.

WSBU seeks to allow volunteer students of all disciplines an opportunity to learn, develop and apply their communication skills. WSBU and its

board of directors will encourage growth and development among itself as well as disc jockeys and staff, so that if they choose, they will enter the professional media with a firm foundation of knowledge, skill, appreciation and teamwork.

WSBU is a vital part of the campus and surrounding community. WSBU seeks to provide knowledge and assistance to the community through informative as well as specialty/diverse programming.

News Needs You!

Newscasts slots are available:

- * Sunday - Anytime
- * Monday - 12N, 3, 9 & 11 p.m.
- * Tuesday - 12N, 3, 4 & 11 p.m.
- * Wednesday - 12N, 3, 4, 7 & 11 p.m.
- * Thursday - 12N, 6 & 11 p.m.
- * Friday - 12N, 3, 5, 6, 7, 9 & 11 p.m.

Bonaffairs will be December 6th at 8 p.m.

Any Questions feel free to call

News Director - Mark Zinni 3501

News Assistants - Erin-Kate Spina 3636

Beth Schoenhardt 3636

D.J. OF THE SEMESTER

As you have seen or heard its that time again, D.J. of the semester nomination time. We're doing it a little different this time; hopefully more organized & with more D.J. input. All applying guidelines are listed on the nomination form. All nominations are due by Nov. 29, 1995. All forms can be put in the Public Relations folder on the Board of Directors message board.

If you have any questions pertaining to this newsletter please contact

WSBU Public Relations Director - Sean M. Sullivan or
Assistant PR Director - Liz Keenan

Next Issue:

New Station Manager Information

Disc Jockey/Department/Director of the Semester