



Digital Media Executive Producer Handbook

In DMedia 25A/B, you are required to schedule a 2-hour block each week to work as an executive producer. The main role of executive producer is to assist with all things related to the day-to-day running of our college radio station. A task list will be found below to help you get into a routine of what to do when you start your shift. You will also find a lot of other helpful templates and directions on how to ensure that you follow proper protocol when running the radio station.

Remember that as an executive producer you must hold yourself to a professional standard, use this role as if it were a real radio station job. Also remember that if you do not show up for your EP shift, it can and will affect your grade in the class. If you are not able to attend your EP shift then you must let your program director know so it can be excused. As soon as you know you will not be able to make it in, you must call the front office at (209) 954-5831 or email leo.marquez@deltacollege.edu.

Please read this handbook and go through proper protocols to ensure that you understand and can perform each task to the best of your ability. At the end of this handbook, you will sign that you have completed your EP shift training and have read through the handbook.

- The first thing you should do before starting your shift is sign in. All EP shift sign-in sheets can be found at the front desk with lab tech Leo. You should have a designated time of your choosing, you will simply initial next to your name at the start of your shift.
- Take a look at the EP shift tasklist, assess what can be done, also thinking of new ideas is greatly appreciated and we highly recommend you take initiative to come up with new, fun ideas for KWDC. Make sure to run all new ideas by your program director.
- Please note that if any other students are in need of help, you are to help guide them with your knowledge gained as an advanced audio/video student. You can also direct them to the tutorials on our StudentFiles server or even view them on the kwdc.fm website under Student Resources>Tutorials.
- Get familiar with each studio so that you are able to guide students who may need help. There is a video guide for studio 146A as well as guides on the wall.

Practice your signal flow and troubleshooting skills. Creating tutorials of your own is also extremely useful.

I have read and understand the above terms and policies.

Print Name

Signature

Date

EP Shift Tasks

- Weather check if none are scheduled for that day or just to practice live weather.
- Work at the student help desk, this is located by the door in the computer lab. When you're there you are responsible for headphone checkouts and assisting students using the lab.
- Traffic checks are also appropriate if you have a morning show or evening drive time show.
- Listen to the station, check for errors with PSA's, station ID's and sweepers.
- Research ideas to improve the station whether that be software or hardware or apps.
- Update our music by listening to what's new on POOL.
- Check the RadioFX charts here: www.radiofxcharts.com
 - This will help us know what is popular playing throughout the RadioFX app.
- Create PSA's
 - Check the Delta College sports calendar for upcoming games and say them live on air or create a PSA for them.
 - Check out the Delta College events calendar for upcoming shows, concerts, special events to look out for in the month.
 - Look for upcoming holidays and create PSA's for those so we can schedule them to air accordingly.
- If you have a live show or pre-recorded show you can also use your EP shift to work on editing.
- If there is no live show on air and would like more training in the radio station speak to lab tech Leo.
- If there is a live show that requires help with board operating you may assist with that task.

- ❑ Write down ideas on how to promote shows on our social media. Shout out our instagram during an air check and weekly updates.

Below you will find templates and guides to help you keep our radio station organized as well as better your ability to help and guide fellow students.

Protocol for Importing Music

You must submit music to Lab Tech Leo 24 hours before importing into Radio DJ.

Things to remember before submitting for approval:

- ❑ Listen to the song
- ❑ Check the lyrics
- ❑ Listen to the song again
- ❑ Place songs on your show prep template and send 24 hours before your show is to air, both pre-recorded or live.

Once Leo gives you the okay, you may upload your songs to RadioDJ. For pre-recorded you may want to assure the songs in your show are approved before you begin editing. Don't wait for approval the day of uploading your show, give Leo 24 hours to review your show in full length or to review the songs you choose to place in the show.

KWDC Standards and FAQ

If you just finished recording your project here are some key things to remember before you submit:

1. Check to see if you are at broadcast standard (-3db)
2. Did you set a hard limiter to your master fader?
This can be added via your effects rack on your master fader where you would set your max amplitude to -3db.
3. Is your project file easy to find on the server?
StudentFiles>RTV#>Folder LastName_FirstName
4. Is your project file named correctly?
LastName_FirstName_AssignmentName

Where do I go if I can't get sound to playback?

Check your audio hardware, your ins and outs are everything!

What if no one is available to help me, what can I do?

Did you know we have a handful of tutorials made by our lab tech on the StudentFiles server. They are a great tool for you to use at any time!

Show Organization in RadioDJ

All shows will have their own subcategory to allow for better organization

To create a subcategory go into RadioDJ > Options > Categories
Click on Radio Shows then in the box below Sub Categories click and type in your show name. Once you typed out your show name click the + button and now your show has its own subcategory.

Close the box.

Now in the normal search window click Category > Radio Shows > "Your Show Name"
This will make your live shows go a lot smoother and become more organized as all the music or any audio files you need will all show up when you search as said above.

Station PC "Data" Drive

Data > New KWDC > Radio Shows > "Current Semester" > Create a folder with Show Name.

- This folder is where you will put all of your music.
- Also leave your recorded shows in this folder and organize by episode so in the instance that you cannot show up to run your live show you may request that we upload and play a past episode.

Show Prep Protocol

If you have a show that airs on KWDC 93.5 FM whether it be live or pre-recorded you must abide by the following:

- Show prep template turned in 2 days before your show is to go live or be pre-recorded.
- Any songs that you have in your show prep template must be clean and approved. Always check the lyrics, and check them again.

- ❑ For live shows, please make sure you fill out a show log and turn it into our lab tech after your show time.
- ❑ For both live and pre-recorded shows you must email a Discrepancy report to the kwdc@deltacollege.edu email, you can find an example of what this looks like in your KWDC handbook.

Local Music Hour

We would like to promote and bring awareness to this special music hour as it features local musicians etc. This is a great way to encourage our community to listen to KWDC. You must be able to guide people when they are submitting a request to have their music aired.

1. **Lyrics must be clean.** If you are tasked with listening to local music that has been submitted for review: LISTEN CLOSELY. Lyrics must also be appropriate, if the song is too explicit even with editing then it is not an appropriate fit for our station. Listen to songs with discretion. You must actively listen and pay attention as sometimes lyrics can be missed that need to be edited. I suggest that you bring the file into an audition session to be able to cut and edit if needed while also checking broadcast standard levels. (-3db)
2. Remind musicians that we are FCC licensed and their music must also be radio appropriate. We do not just accept anything and everything that gets submitted. It is a process of listening closely and accessing if it is suitable for our station.
3. **Always** have them sign a music consent form before you air their music. Without their complete consent we cannot place their music on air.

Responding to Music Submissions:

Template response if song is appropriate and meets all submission guidelines

Hello (Insert Name),

Thank you so much for sharing your music with us. I took a listen and really love what you (insert artist or band name) have created. (You can add your own little opinion here as well). We would love to get this placed on air for daily rotation, if you could sign and send back the attached music consent (if they did not already send one along with submission, most do not) form we will happily get this added to our station. Thank you for supporting college radio. Also, feel free to let us know your social media handles so we can give you a follow and send us some more music in the future. Take care!

Best,

(insert name, 93.5 KWDC Representative)

TEMPLATE, Rejection email:

Hello (Insert Name),

Thank you for sharing your music with us. Unfortunately we don't feel we are a fit radio station to air your song/music. However, we wish you well in your music career and appreciate you reaching out to us. Take care.

(insert name, 93.5 KWDC Representative)

TEMPLATE EXPLICIT MUSIC:

Hello (Insert Name),

Thank you for sharing your music with us. We really love the song, however it does contain explicit language which goes against FCC rules and regulations. To be considered for air we can only accept radio clean edits of all music content. Feel free to send us a clean version along with a signed music consent form to be considered for radio play on 93.5 KWDC.

Best,

(insert name, 93.5 KWDC Representative)

When importing the local hour music make sure it goes into the following folders:

Data>New KWDC>Music>Local Music Hour

For track importing: Category=Music, Sub Category=Local Hour

Also:

Listen to other college radio stations on Radio FX, follow them on Instagram and other social media, support other colleges and find inspiration to improve KWDC.

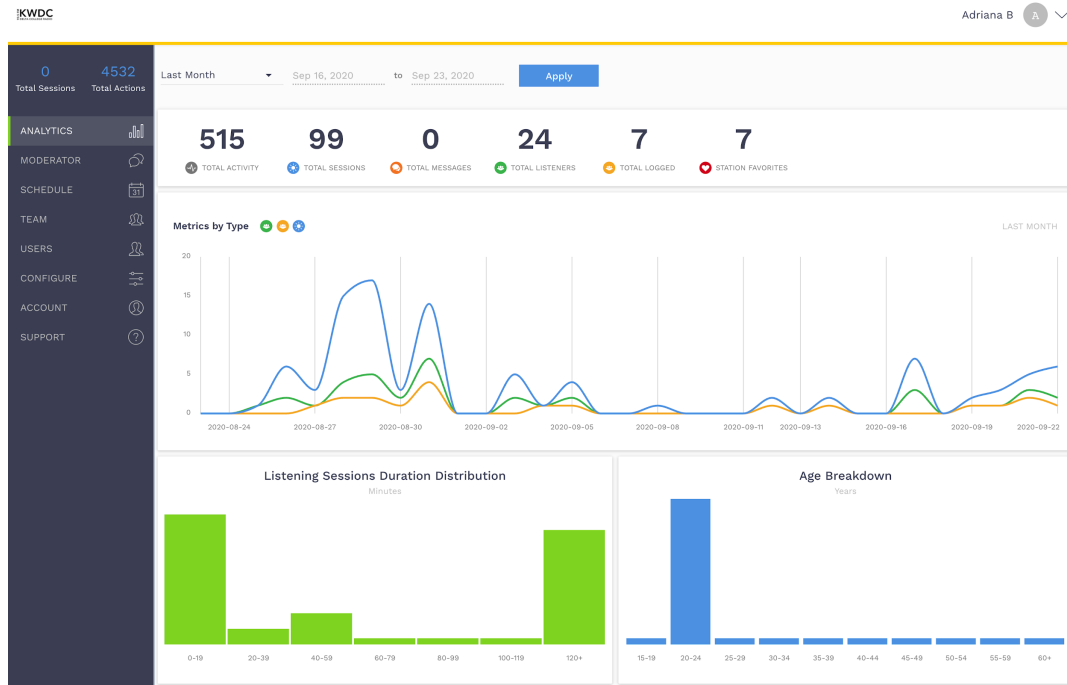
Listen to <https://transom.org/topics/howound/>

Monitoring RadioFX Admin Panel

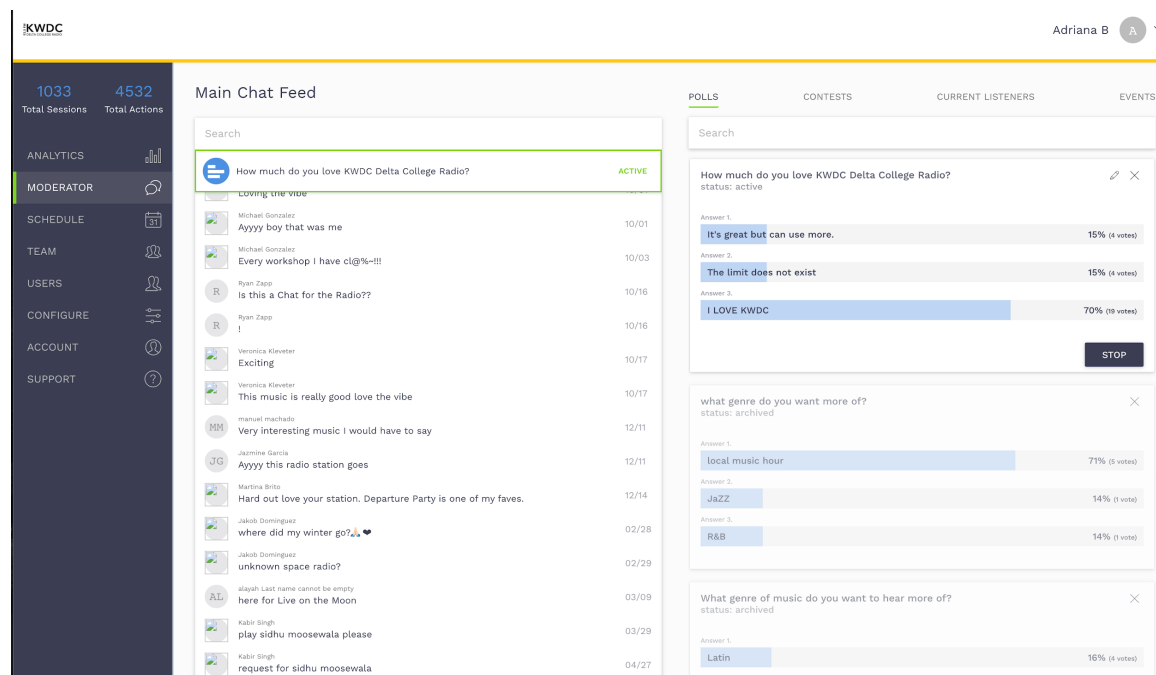
Login: adriana.brogger@deltacollege.edu

P: 00000000

Analytics screen will show you total listeners and current activity.



Moderator is where you can interact with our audience, create polls, and comment back to our listeners in real time.



Equipment Checkouts:

You must be trained by lab tech Leo in order to process any equipment checkouts. We now use a system called Rentle which holds an online inventory and makes reserving equipment a lot easier. At the start of your EP shift if you are trained in this task this should be the first thing that you check for the day.

- Prepare equipment, make sure you select the same inventory number you are grabbing from the equipment closet.
- Check to make sure all components are accounted for, for example batteries and chargers are usually kept by the window near the equipment closet. Also, SD cards need to be placed in the camera and formatted.
- RETURNS: No student should leave equipment on the front desk or near our reception area, they must stay until all items are accounted for and properly checked back in.

Studio Reservations:

- Rentle is also used for reserving studios, check the orders and see if anyone has requested any given studio.
- If a studio is being reserved please make sure to place a reservation sign on the door of said studio with the students name and time they have the room booked for.
- Please make sure that the student understands how to use the studio before you leave them to work alone.