

Procedure Number: 043	Effective Date: 08/03/2015
Policy Title: Radio and Television Broadcasting	Revised: 06/19/2017
Approval Date: 08/03/2015	President's Signature: On File

RADIO AND TELEVISION BROADCASTING

STATEMENT: The purpose of University Administrative Procedure No. 043 is to maximize the radio and television broadcasting capabilities of West Liberty University to better fulfill the mission of the University. The broadcast facilities have three specific purposes:

- educating students in both the technical and talent aspects of broadcasting while providing opportunities for all West Liberty University students to develop, refine, or master communication skills;
- contributing to the University's mission to serve as a resource for the community by broadcasting programming that seeks to inform, educate and entertain the public, at large; and
- supporting the marketing of the University through production and broadcasting.

PROVISIONS

1. BROADCAST ADMINISTRATIVE COUNCIL

1.1. Purpose. The University shall establish and maintain the Broadcast Administrative Council (BAC) to coordinate the academic, community engagement, retail, and marketing activities associated with the use of the broadcasting facilities.

1.2. Chair. The Executive Director of Marketing shall serve as the Chair of the BAC.

1.3. Membership. The BAC shall consist of the following members or their representatives:

- 1.3.1. The Dean of the College of Arts and Communication;
- 1.3.2. The Chair or Program Director of the academic program involving broadcasting, or a faculty representative thereof;
- 1.3.3. The Executive Producer of WLU-TV;
- 1.3.4. The Director of WGLZ Radio;
- 1.3.5. The Executive Director of Alumni and Community Relations;
- 1.3.6. The Vice President of Institutional Advancement;
- 1.3.7. The Executive Director of Admissions and Recruiting;
- 1.3.8. The Sports Information Director or Athletic Director;
- 1.3.9. The Provost;
- 1.3.10. A student currently enrolled in the academic program involving broadcasting.

1.4. Meetings. The BAC shall meet a least twice per semester at a time and place determined by the Executive Director of Marketing. The meetings shall provide each of the areas of interest the opportunity to discuss common issues and to plan the use of the broadcast facilities accordingly.

2. OPERATIONS

- 2.1. The Executive Producer of WLU-TV shall be responsible for the day-to-day operations of WLU-TV.
- 2.2. The Director of WGLZ shall be responsible for the day-to-day operations of WGLZ Radio.
- 2.3. For administrative purposes the Executive Producer of WLU-TV will report to the Executive Director of Marketing. The Director of WGLZ Radio will report to the Dean of the College of Arts and Communication.
- 2.4. Broadcast staff, in coordination with the Office of Marketing, will produce marketing materials as necessary.

3. REVENUE

- 3.1. The broadcast facilities may provide a source of revenue through the offering of services to the public for a predetermined charge. These services may include, but are not limited to, the use of broadcast facilities by service activities or the sale of advertising.
- 3.2. Special Fund. Revenue generated shall be deposited into a special fund established with the WLU Foundation. WLU shall be reimbursed for all expenses, in accordance with established rates, from this fund.
- 3.3. Dedicated Use. Revenue generated and deposited in the fund established under §3.2 herein, exclusive of the amounts used to reimburse WLU for expenses, may only be used for the purposes of purchasing, maintaining and supporting the broadcast equipment, facilities and activities of WLU-TV and WGLZ.