

WIUX  
Declaration of Positions on the Board of Directors

1. PROGRAMMING DIRECTOR

Manages the application process for on-air DJs and creates schedules for the stations. There is a Programming Director for each station.

Responsible for:

- Reviewing the DJ applications and managing deadlines
- Administering the DJ Manual Exam
- Managing DJ attendance
- Conducting DJ training and related workshops
- Communicating updates to DJs

Recommended Majors: None

2. MUSIC DIRECTOR

Manages the music on the automation system(s).

Responsible for:

- Receiving new music releases and fairly reviewing them
- Ensuring the automation music catalog is updated regularly with appropriate additions and removals
- Charting music with appropriate charting organizations
- Communicating with music promotion agencies and record labels

Recommended Majors: None

3. HEAD ENGINEER

Ensures effective operation of broadcast and audio equipment and provides audio engineering support for applicable content and events.

Responsible for:

- Troubleshooting audio/broadcast equipment
- Notifying the Vice President of Operations and Infrastructure of equipment malfunctions and coordinating fixes
- Effectively communicating with technical staff of Media School and Radio/Television
- Providing audio engineering support for content, including multitrack recordings and mixdowns/masters
- Recording and/or running live sound for applicable events

Recommended Majors: Audio Engineering and Sound Production

#### 4. RADIO PRODUCTION DIRECTOR

Produces audio for airplay, including liners, spots, and public service announcements.

Responsible for:

- Recording and producing audio for airplay
- Ensuring updated liners, spots, etc. are present in the automation system

Recommended Majors: Audio Engineering and Sound Production

#### 5. PODCAST PRODUCTION DIRECTOR

Produces audio for podcasts, including reusable material such as introductions, conclusions, and effects.

Responsible for:

- Recording and producing podcasts for web upload and airplay
- Ensuring content is platform-appropriate, including making necessary edits for FM airplay
- Working directly with Audio Content director to co-run Podcast team and help choose Podcasts from applications

Recommended Majors: Audio Engineering and Sound Production

#### 6. AUDIO CONTENT DIRECTOR

Develops and coordinates content for podcasts and may choose to develop additional unique and innovative broadcast programming.

Responsible for:

- Publishing the podcast application and managing deadlines
- Coordinating content development for podcasts

Recommended Majors: None

#### 7. NEWS DIRECTOR

Develops and coordinates news programming and content.

Responsible for:

- Reporting and broadcasting news

Recommended Majors: Journalism, Media

## 8. SPORTS DIRECTOR

Develops and coordinates sports programming and content.

Responsible for:

- Broadcasting sports
- Publishing the sports application and managing deadlines
- Scheduling sports radio shows and podcasts
- Selecting broadcasters for Indiana University sporting events
- Coordinating travel for broadcasts

Recommended Majors: Sports Media

## 9. WEB CONTENT DIRECTOR

Develops and coordinates content for online publishing.

Responsible for:

- Overseeing and directing the creation of unique and engaging web content
- Publishing articles on WIUX WordPress website

Recommended Majors: Journalism, English, Media

## 10. VIDEO CONTENT DIRECTOR

Coordinates and oversees production of unique and engaging video content, as well as video production equipment.

Responsible for:

- Producing and directing the filming and editing of unique and engaging video content
- Providing general video support for the organization, including events

Recommended Majors: Cinema and Media Arts

## 11. PHOTOGRAPHY DIRECTOR

Coordinates and oversees photography support and photography equipment.

Responsible for:

- Providing general photography support for the organization, including events
- Ensuring that photos used for other forms of content follow copyright laws and regulations

Recommended Majors: Photography, Media [Photojournalism]

## 12. SPECIAL EVENTS DIRECTOR

Coordinates events through WIUX and the Culture Shock Music Festival and related events.

Responsible for:

- Connecting with local venues and businesses as well as the local Bloomington music scene
- Coordinating Pledge Drive events
- Developing relationships with US/International booking agencies to bring in reputable artists that represent WIUX
- Planning and execution of the Culture Shock Music Festival
- Booking and coordination of live sessions

Recommended Majors: Arts Management, Marketing, Professional Sales, Management

## 13. PUBLIC RELATIONS AND ALUMNI OUTREACH DIRECTOR

Primary point of contact for organizational relationships with external entities, as well as internal non-administrative entities, and maintains and strengthens the relationship of WIUX and the public, including alumni relationships. Coordinating collaborative opportunities with external organizations.

Responsible for:

- Creating and sending Press Releases, holding statements, pitch emails, media advisories, media briefs, talking points, and Q&A's
- Facilitating communication with other organizations for internal and external press opportunities
- Maintaining a professional and favorable public image
- Coordinating relationships and maintaining communication with alumni
- Encouraging donation to the organization
- Coordinating philanthropic opportunities for the organization

Recommended Majors: Public Relations, Marketing

## 14. BUSINESS RELATIONS DIRECTOR

Networks with businesses and organizations to sell advertising, sponsorships, and underwriting.

Responsible for:

- Reaching out to and meeting with business owners to facilitate sales
- Cultivating current and past relationships with businesses and organizations
- Gaining sponsorships and vendors for WIUX events
- Working with Analytics Director to update statistics packages to be presented to potential clients

Recommended Majors: Professional Sales, Marketing, Arts Management

15. FINANCE DIRECTOR

Manages all finances of the organization; creates and distributes budget information to management.

Responsible for:

- Working with management to create and distribute semester budgets
- Handling payments and reimbursements
- Collecting dues at the beginning of each semester through whichever channels we use
- Working with Analytics to produce budget reports and archival information

Recommended Major: Business

## 16. SOCIAL MEDIA DIRECTOR

Maintains and expands the organization's social media presence by coordinating requested promotion and designing original campaigns for events, programming, and the organization as a whole.

Responsible for:

- Overseeing and managing all WIUX social media entities
- Coordinating promotions requested by fellow board members
- Delegating coverage and covering live events

Recommended Majors: Marketing, Journalism, PR, Digital and Social Media Business Applications

## 17. ART DIRECTOR

Designs and maintains graphical assets to represent the organization.

Responsible for:

- Designing graphics for apparel, events, and as needed for the organization
- Ensuring that graphical assets are consistent with WIUX brand

Recommended Majors: Fine Arts, Graphic Design

## 18. EVENT DJ DIRECTOR

Coordinates DJ services for events upon request.

Responsible for:

- Educating committee members on proper operation of live DJ equipment
- Providing DJ services for requested events, including setup and teardown

Recommended Majors: None

## 19. INFORMATION TECHNOLOGY DIRECTOR

Ensures effective operation of organizational equipment unrelated to broadcast operation but including any internet streams; maintains and coordinates updating of the WIUX website.

Responsible for:

- Fixing equipment and maintaining software and online systems (website)
- Publishing DJ applications
- Ensuring compliance with university IT standards
- Providing systems (databases, folder structures, etc.) for use by the organization

Recommended Majors: Computer Science, Informatics, Information Systems

## 20. ANALYTICS DIRECTOR

Analyzes current and historical data to gather relevant statistics.

Responsible for:

- Providing statistics upon request
- Monitoring traffic and content performance
- Working with directors to gather information through surveys
- Summarizing and presenting data in a tangible way at least once a semester

Recommended Majors: Business Analytics, Information and Library Sciences

## 21. MARKETING DIRECTOR

Handles Marketing, Advertising and Promotions for the WIUX.

Responsible for:

- Increasing awareness of and engagement with WIUX across campus and the community
- Advertising for WIUX events, Culture Shock, Live Sessions and Call Outs
- Running promotions for WIUX
- Ensuring brand guidelines are met across all media and maintaining brand assets
- Gathering data about target market for future advertising and promotions

Recommended Majors: Marketing and Business