

## **The Constitution of WTOP-10 TV, State University of New York College at Oswego**

### **Preamble**

This document is to govern over WTOP-10 TV. WTOP-10 TV is the student-run television station funded by the Student Association of the State University of New York College at Oswego, hereafter referred to as SUNY Oswego.

### **Mission Statement**

WTOP-10 TV's mission shall be to provide hands-on experience and training in the field of broadcast television to the students of SUNY Oswego. In addition, the station shall provide the students of SUNY Oswego and the residents of the city of Oswego a service in the public's interest, convenience, and necessity. These needs shall be served by informational and entertaining programs in compliance with all rules and regulations under the Student Association Code, the Federal Communications Commission (FCC), CATV, the laws of the state of New York and the Constitution of the United States.

### **Article I: Membership**

1.1 Participation in the station is open to all students at SUNY Oswego, paying the student activities fee set by the Student Association. This includes full and part time undergraduate and graduate students. WTOP-10 TV shall not discriminate on the basis of race, sex, creed, religion, sexual orientation or any other characteristic protected by law.

1.2 To become a member of WTOP-10 TV, a student must register with the Human Resources department.

1.3 Any student who ceases to be a registered student at SUNY Oswego shall be automatically withdrawn from WTOP-10 TV.

1.4 A student may voluntarily withdraw from WTOP-10 TV at any time by notifying the Human Resources department.

### **Article II: Structure**

2.1 WTOP-10 TV shall be governed in a vertical management style. Each station member, with the exception of the General Manager shall be assigned a supervisor.

2.2 The second tier in WTOP-10 TV shall consist of the Vice President level. All Vice Presidents shall directly report to the General Manager of the station. Vice Presidents shall directly oversee an individual department within WTOP-10 TV.

2.3 The third tier in WTOP-10 TV shall be the Manager level. All Managers shall report directly to an assigned Vice President. All managers shall have the ability to appoint any persons underneath them as they see fit.

2.4 The fourth tier in WTOP-10 TV shall be the Implementation level. All people at the Implementation level shall report directly to an assigned Manager.

### **Article III: Elections/Appointments**

3.1 Elections/Appointments for positions within WTOP-10 TV shall be based on tiers

3.2 The term of all elections and appointments shall be May 1 to April

#### **3.3 General Manager Elections**

3.3.1 The General Manager (Tier 1) shall be the first election to take place each year.

3.3.2 The election of the General Manager shall be overseen by the outgoing General Manager, or if the General Manager runs for re-election, the General Manager must appoint someone from the Vice President or Manager level to oversee the election.

3.3.3 All candidates for the position of General Member must have two semesters of membership within WTOP-10 TV.

3.3.4 It shall be the responsibility of the Human Resources department to publicize the election at least one week prior to the event.

3.3.5 Current Vice Presidents and current Manager-level staff may vote for the General Manager.

3.3.6 During the election all candidates shall be allowed to give a speech followed by a question and answer period.

3.3.7 The candidate which receives a true majority shall be the next General Manager.

#### **3.4 Vice President Elections**

3.4.1 Vice President (Tier 2) elections shall take place after the election of the General Manager.

3.4.2 The incoming General Manager shall be responsible for scheduling the elections of the Vice Presidents.

3.4.3 Any station member shall be eligible to run for the position of Vice President.

3.4.4 The election committee to elect Vice Presidents shall consist of the incoming General Manager, all other current sitting Vice Presidents and all managers currently serving in the department to which the Vice

**OFFICE**139 Campus Center  
Oswego, NY 13126

www.WTOP10.com

(315)312-2914

**STUDIO**140 Campus Center  
Oswego, NY 13126State University of New York at Oswego

---

President shall be elected.

3.4.5 The candidate will be fairly interviewed without bias.

3.4.6 The candidate who receives a true majority shall be the winner. In the event of a tie, another vote shall be held immediately, until one candidate is the winner.

**3.5 Manager Elections**

3.5.1 Manager (Tier 3) elections shall take place after the election of the Vice Presidents.

3.5.2 The incoming Vice Presidents for each department shall be responsible for scheduling the elections of the Managers.

3.5.3 Any station member shall be eligible to run for the position of Manager.

3.5.4 The committee to elect Managers shall consist of the incoming General Manager, the incoming Vice President and the outgoing manager of that position. In the event a person is running for re-election, the Vice President must select another manager from their department to sit on the election committee.

3.5.5 The elections shall be individual interviews with the candidates and the election committee.

3.5.6 The candidate who receives a true majority will be the winner.

**3.6 Implementation Appointments**

3.6.1 All people at the implementation (Tier 4) level shall be appointed by their direct superior and approved by the Vice President, unless otherwise specified in department constitutions. The Board of Directors will have the ability to reverse the Vice President's approval with a 2/3 Vote.

3.6.2 Any station member shall be eligible to be appointed to the implementation level.

3.6.3 All appointments must be made known publicly to the department Vice President and the Human Resources department.

**Article IV: Disciplinary Procedures/Position Vacancies**

4.3 All Vice Presidents and Managers shall have the right to remove anyone who directly reports to them with just cause with a 2/3 vote of the board of directors.

4.4 The affected member shall have the right to appeal to a committee of the General Manager, all the Vice Presidents and the Managers from the affected department shall meet and vote on the validity of the appeal. They have the power to overturn the removal of a member.

## **Article V: Impeachment Proceedings**

5.1 Impeachment proceedings may be initiated by submitting to the General Manager a Petition of Impeachment signed by one-half of the station membership. Any member of the station, at any tier, may be impeached.

5.2 Both the accusing party and the Station member being impeached shall have an opportunity to state their case to the station membership before an Impeachment vote is taken. The person initiating the impeachment or the person being impeached shall not have a vote when deciding impeachment results of trial.

5.3 The actual impeachment proceedings shall be conducted in the following manner:

5.3.1 The station member against whom impeachment proceedings are to appear before a special meeting of the station membership.

5.3.2 All impeachment proceedings shall come under the direct jurisdiction of the Supreme Court of the Student Association.

5.3.3 The voting procedure for impeachment shall be as follows:

5.3.4 Each Station member in attendance shall have one vote and may vote for, against, or choose to abstain. Votes are to be recorded and counted according to the procedure adopted by the Supreme Court.

5.3.5 The station member in jeopardy shall not be declared convicted unless a 2/3 majority of the station members present and voting voted in favor of impeachment.

## **Article VI: Board of Directors**

6.1 The Board of Directors shall consist of the General Manager and the Vice Presidents.

6.2 The Board of Directors shall set the direction of the station and deal with station matters.

6.3 The Board of Directors shall be the empowered to act as representative of WTOP-10 TV in the transaction of station business. No other station member, unless officially sanctioned by a member of the Board of Directors or set forth in this constitution may represent the station in any official Business.

6.4 Decisions made within individual departments by Manager-level personnel

shall not be the concern of the Board of Directors unless it violates a provision set forth in this constitution or a decision or decree made by the Board of Directors.

6.5 The Board of Directors shall meet at least monthly at the decision of the General Manager.

6.6 Any station purchase over \$500 must be approved by the General Manager. The General Manager's decision may be overridden by a two-thirds vote of the Vice Presidents.

6.7 All Vice Presidents shall be in charge of an individual department as set forth in this constitution.

### **Article VII: Terms of Office**

7.1 All members holding any position have the right to run for reelection, pursuant to Article III.

7.2 No person holding a position receiving a stipend can hold another position that receives a stipend. Other than this, members may hold as many jobs as they wish, within reason.

### **Article VIII: Departments of WTOP-10 TV Preamble**

- I. All departments within WTOP-10 TV shall be governed by a board and led by either a manager or Vice President.
- II. All boards shall follow a department constitution.
- III. All amendments to individual department constitutions shall be voted upon by the board in question and ratified by the supervising board by a 2/3 vote.
- IV. All boards must meet at the call of the Vice President, at a minimum, monthly.

#### **8.1 Production Department**

8.1.1 The Production Department shall be responsible for the creation of all on-air programming with the exception of underwriting and still images.

8.1.2 The Production Department shall be governed by the Production Board and led by the Vice President of Production.

8.1.3 The Creative Services Department shall be responsible for all lighting and set design used in original productions in the studio and in the field.

#### **8.2 Finance Department**

8.2.1 The Finance Department shall be in charge of all station finances and maintaining the station's finances.

8.2.2 The Finance Department shall be the point of contact for outside businesses and agencies wishing to do business with

**OFFICE**139 Campus Center  
Oswego, NY 13126[www.WTOP10.com](http://www.WTOP10.com)

(315)312-2914

**STUDIO**140 Campus Center  
Oswego, NY 13126State University of New York at Oswego

---

WTOP-10 TV.

8.2.3 The Finance Department shall log and maintain a list of all physical assets within WTOP-10 TV.

8.2.4 The Finance Department shall be governed by the Finance Board and led by the Vice President of Finance, who shall fill the "Treasurer" role set forth by the Student Association.

**8.3 Engineering and Technology Department**

8.3.1 The Engineering and Technology Department shall be responsible for all technical aspects of the station.

8.3.2 The Engineering and Technology Department shall be responsible for maintaining all computers and technology owned by WTOP-10 TV including web presence.

8.3.3 The Engineering and Technology Department shall be governed by the Engineering and Technology Board and led by the Vice President of Engineering and Technology.

**8.4 Operations Department**

8.4.1 The Operations Department shall be responsible for all station programming and ensuring the correct content is transmitted appropriately.

8.4.2 The Operations Department shall be governed by the Operations Board and led by the Vice President of Operations.

**8.5 Creative Services Department**

8.5.1 The Creative Services Department shall be in charge of all artwork and music used in official station business including on-air, in print and online.

8.5.2 The Creative Services Department shall be responsible for maintaining the copyrights of all material owned by WTOP-10 TV.

8.5.3 The Creative Services Department shall be governed by the Creative Services Board and led by the Vice President of Creative Services.

8.5.4 Shall be responsible for all editing software.

8.5.5 Shall be responsible for training editors for all shows.

**8.6 Human Resources and Communication Department**

8.6.1 The Human Resources Department shall be responsible for maintaining records of station membership.

8.6.2 The Human Resources Department shall be the point of contact for alumni.

8.6.3 The Human Resources Department shall create station events



**OFFICE**139 Campus Center  
Oswego, NY 13126

www.WTOP10.com

(315)312-2914

**STUDIO**140 Campus Center  
Oswego, NY 13126State University of New York at Oswego

---

to boost member morale.

8.6.4 The Human Resources Department shall be governed by the Vice President of Human Resources.

**Article IX: The Production Department of WTOP-10 Preamble**

This document is to govern over the Production Department of WTOP-10 TV. The Production Department is empowered to act within the power granted in the WTOP-10 TV Constitution. The Production Department must follow all guidelines set forth in the WTOP-10 TV Constitution.

**Section I Leadership / Duties of the Vice President**

- 1.1 The Production Department shall be led by the Vice President of Production and governed by the Production Board.
- 1.2 All members of the Production Board shall report directly to the Vice President of Production.
- 1.3 The Vice President of Production shall be responsible for the coordination and direction of the all programming.
- 1.4 Shall, in the event of a management vacancy, assume the responsibilities of the job, or appoint a temporary-manager, until a replacement can be found as outlined in this constitution.

**Section II Managers****2.1 News Director**

- 2.1.1 The News Director shall be responsible for managing the station's hard news related programming.
- 2.1.2 Shall oversee the News Board, which includes but is not limited to, the EP(s), Assignment Director, Chief Meteorologist, and any other positions the News Director sees fit.
  - 2.1.2.1 The Chief Meteorologist shall be responsible for picking weather talent for the newscast.
  - 2.1.2.2 The Sports Director shall be responsible for picking sports talent for the newscast.
- 2.1.3 Shall appoint producers, directors and talent for all news programming.
- 2.1.4 Shall be the point of contact for all outside organizations wishing to have news coverage.

**2.2 Sports Director**

- 2.2.1 The Sports Director shall be responsible for managing the

station's sports related programming.

2.2.2 Shall be responsible for all remote sports productions undertaken by the station with help from the Live Sports Manager

2.2.3 Shall appoint producers, directors and talent for all sports programming.

2.2.4 Shall be the main point of contact for the Athletic Department

2.2.5 Shall appoint and is not limited to appointing Live Sports Manager, Assistant Sports Director, Sports Web Editor, Sports Package Coordinator, and Live Sports Engineer (in concession with VP of Engineering)

### **2.3 Original Productions Director**

2.3.1 The Original Productions Director shall be responsible for all other original content besides sports and news programming.

2.3.2 Shall be responsible for contracting shows each semester.

2.3.3 Shall be responsible for appointing producers, directors for all shows under their jurisdiction.

2.3.4 Shall oversee the OP Board which contains but is not limited to the following: Assistant OP Director, OP Web Editor, and On Location Manager.

### **2.4 Production Manager**

2.4.1 The Production Manager shall be responsible for signing out use of the WTOP-10 TV facilities.

2.4.2 Shall be the head of technical crew for studio productions.

2.4.3 Shall appoint a News Production Assistant, Sports Production Assistant, Live-Sports Production Assistant, and Original Production Assistant.

2.4.3.1 **The News Production Assistant, Sports Production Assistant, Original Production Assistant, Live-Sports Production Assistant** shall, in conjunction with the department heads, appoint all technical crew for studio and remote productions for regular schedules and special productions.

2.4.3.2 Shall be responsible for filling crew vacancies if they arise.

2.4.3.3 Shall be responsible for unlocking the studio at designated times for productions or special uses.

2.4.3.4 Shall help coordinate training for all technical crew and ensure that the Human Resources department has up to



date information on crew training.

2.4.3.5 Shall report to the Production Manager and serve on the Production Board.

## **Article X: The Finance Department of WTOP-10**

### **Preamble**

This document is to govern over the Finance Department of WTOP-10 TV. The Finance Department is empowered to act within the power granted in the WTOP-10 TV Constitution. The Finance Department must follow all guidelines set forth in the WTOP-10 TV Constitution.

### **Section I Leadership / Duties of the Vice President**

- 1.1 The Finance Department shall be led by the Vice President of Finance and governed by the Finance Board.
- 1.2 All members of the Finance Board shall report directly to the Vice President of Finance.
- 1.3 The Vice President of Finance shall be responsible for fulfilling all responsibilities required by the Student Association definition of "Treasurer."
- 1.4 Shall be responsible for maintaining accounts sheets for all accounts set forth by the Student Association.
- 1.5 Shall, in the event of a management vacancy, assume the responsibilities of the job, or appoint a temporary-manager, until a replacement can be found as outlined in this constitution.
- 1.6 The Vice President of Finance shall be in charge of the Sales Manager. They shall make sure they have all information needed to make sales.
- 1.7 Shall be responsible for overseeing that the monthly invoices to all outstanding accounts are sent.
- 1.8 Shall maintain a record of all money paid to WTOP-10 TV.
- 1.9 Shall be responsible for responding to members with purchasing requests and fulfilling those requests as necessary
- 1.10 Shall maintain a log of all purchases made by the station and ensure they are fulfilled.
- 1.11 Shall set forth the rate cards and establish all fees paid by advertisers.

### **Section II Managers**

#### **2.1 Sales Manager**

- 2.1.1 The Sales Manager shall be responsible for all sales made by

the station.

2.1.2 Shall be responsible for generating revenue for the station through the sale of advertising time on-air and online

2.1.3 Shall be responsible for sending the monthly invoices for outstanding accounts.

2.1.4 Shall be responsible, upon selling an advertisement, of notifying the Advertising Director and the V.P. of Finance of the details of the sale.

2.1.5 Shall be required to meet the yearly income line set forth by the Student Association.

2.1.6 Shall be the head of the sales team, consisting of three to five station members.

2.1.7 Shall alert the traffic director of sold spots in a timely manner before they need to air.

## **2.2 Advertising Director**

2.2.1 The Advertising Director will be in charge of creating all advertisements sold by the station. A deadline will be made between the sales director and the Advertising Director and all projects need to be completed and uploaded to the server by that deadline.

## **Article XII: The Engineering and Technology Department of WTOP-10 TV Preamble**

This document is to govern over the Engineering and Technology Department of WTOP- 10 TV. The Engineering and Technology Department is empowered to act within the power granted in the WTOP-10 TV Constitution. The Engineering and Technology Department must follow all guidelines set forth in the WTOP-10 TV Constitution.

### **Section I Leadership / Duties of the Vice President**

1.1 The Engineering and Technology Department shall be led by the Vice President of Engineering and Technology and governed by the Engineering and Technology Board.

1.2 All members of the Engineering and Technology Board shall report directly to the Vice President of Engineering and Technology.

1.3 The Vice President of Engineering and Technology shall ensure that all WTOP technology is running properly.

1.4 The Vice President of Engineering and Technology shall request, with the Finance Director and General Manager, equipment as necessary, and ensure all equipment is properly maintained.

1.5 Shall be responsible to ensure managers are adequately trained.

**OFFICE**139 Campus Center  
Oswego, NY 13126[www.WTOP10.com](http://www.WTOP10.com)

(315)312-2914

**STUDIO**140 Campus Center  
Oswego, NY 13126State University of New York at Oswego

---

1.6 Shall, in the event of a management vacancy, assume the responsibilities of the job, or appoint a temporary-manager, until a replacement can be found as outlined in this constitution.

**Section II Managers****2.1 IT Director**

2.1.1 The IT Director shall be responsible for maintaining the station's computer network, servers, website, and domain name.

2.1.2 The IT Director shall be responsible for maintaining all of the station's computers.

2.1.3 The IT Director shall assist other departments in managing their website presence by providing training resources.

2.1.4 The IT Director shall report any network or computer problem outside of their ability to the Vice President of Engineering and Technology and Campus Technology Services.

2.1.5 Shall be responsible for upholding and enforcing SUNY Oswego's Terms and Conditions on acceptable use of the campus network and reserves the right to suspend any member found in violation of the terms with the approval by the Vice President of Engineering and Technology and the General Manager.

**2.3 Maintenance Engineer**

2.3.1 The Maintenance Engineer shall support the WTOP studio equipment including day to day cleaning, repairing and other duties as assigned.

2.3.2 The Maintenance Engineer shall clean the studio bi-weekly, including sweeping the floor, or delegate this task to the janitorial staff of SUNY Oswego.

2.3.3 The Maintenance Engineer shall be on call 24 hours a day to fix any problems that arise with broadcast equipment, within reason.

2.3.4 The Maintenance Engineer shall appoint, train and schedule Assistant Maintenance Engineers to help with troubleshooting maintenance operations.

**2.4 Equipment Manager**

2.4.1 The Equipment Manager shall be responsible for the reservation, return and inventory of all WTOP field equipment.

2.4.2 The Equipment Manager shall work with the IT Director to maintain the online reservation system and process reservations through it.

**OFFICE**139 Campus Center  
Oswego, NY 13126

www.WTOP10.com

(315)312-2914

**STUDIO**140 Campus Center  
Oswego, NY 13126State University of New York at Oswego

---

2.4.3 The Equipment Manager shall ensure all WTOP members reserving equipment have been properly trained.

**Article XII: The Operations Department of WTOP-10 TV****Preamble**

This document is to govern over the Operations Department of WTOP-10 TV. The Operations Department is empowered to act within the power granted in the WTOP-10 TV Constitution. The Operations Department must follow all guidelines set forth in the WTOP-10 TV Constitution.

**Section I Leadership / Duties of the Vice President**

- 1.1 The Operations Department shall be led by the Vice President of Operations and governed by the Operations Board.
- 1.2 All members of the Operations Board shall report directly to the Vice President of Operations.
- 1.3 The Vice President of Operations shall be responsible ensuring the Programming Directing is maintaining 24 hours of programming on all WTOP means of transmission.
- 1.4 Shall, be responsible for purchasing programming, including movies and syndicated programming
- 1.5 Shall, in the event of a management vacancy, assume the responsibilities of the job, or appoint a temporary-manager, until a replacement can be found as outlined in this constitution

**Section II Managers****2.1 Digital Asset Manager**

- 2.1.1 The Digital Asset Manager shall be responsible for maintaining the station's digital assets.
- 2.1.2 The Digital Asset Manager shall be responsible for creating and maintaining file structure for WTOP's servers and storage.
- 2.1.3 The Digital Asset Manager shall be responsible for importing all assets into the automation system.
- 2.1.4 Shall be responsible for delivering any content to WTOP-10 TV members as requested.

**2.2 Traffic Director**

- 2.2.1 The Traffic Director shall be responsible for compiling all station breaks to be played during all programming.
- 2.2.2 Shall be responsible for downloading public service announcements to fill out station breaks.
- 2.2.3 Shall maintain a log of aired paid underwriting spots to be

reported to the Sales Manager.

2.2.4 Shall be responsible for uploading any video content to WTOP-10 TV's Youtube page after approval from the respected VP.

### **2.3 Programming Director**

2.3.1 The Programming Director shall be responsible for blocking the schedule.

2.3.2 The Programming Director shall be responsible for choosing the programming from contracted companies.

2.3.3 Shall give priority to campus-related programs over other programs.

2.3.4 Shall be responsible for compiling all automation playlists that are not breaks.

## **Article XIII: The Creative Service Department of WTOP-10 Preamble**

This document is to govern over the Creative Services Department of WTOP-10 TV. The Creative Services Department is empowered to act within the power granted in the WTOP-10 TV Constitution. The Creative Services Department must follow all guidelines set forth in the WTOP-10 TV Constitution.

### **Section I Leadership / Duties of the Vice President**

1.1 The Creative Services Department shall be led by the Vice President of Creative Services and governed by the Creative Services Board.

1.2 All members of the Creative Services Board shall report directly to the Vice President of Creative Services.

1.3 The Vice President of Creative Services shall be responsible for setting the direction of the Creative Services Department.

1.4 Shall, in the event of a management vacancy, assume the responsibilities of the job, or appoint a temporary-manager, until a replacement can be found as outlined in this constitution.

### **Section II Managers**

#### **2.2 Promotions Director**

2.2.1 The Promotions Director shall be responsible for promoting the station through the use of commercials and promotional videos.

2.2.2 Shall assign assistants to work with the producers of each show to ensure all shows have current promotions.

2.2.3. Shall hold weekly meetings with all members of the promotional team to keep entire team on schedule and to pitch ideas.

### **2.3 Graphics Director**

2.3.1 The Graphics Director shall be responsible for all graphics including station/department logos and programming graphics, bugs, tickers etc.

2.3.2 Shall coordinate a graphics team to design graphics for use in station matters.

2.3.3 Shall coordinate with other departments to coordinate what is needed for different shows or underwriting.

### **2.4 Music Director**

2.4.1 The Music Director shall be responsible for all music used on the station

2.4.2 Shall be responsible for compiling all music to be used.

2.4.3 Shall make themselves available to producers looking for music.

2.4.4 Shall make sure all music used on air is legal and does not violate DMCA.

2.4.5 Shall be responsible for overseeing the usage of the station's music playing device.

### **2.6 Station Photographer**

2.6.1 The Station Photographer shall provide still images.

2.6.2 Shall be responsible to gather B-roll to be used on-air (in general), on the web, or in promotional materials.

2.6.2 Shall make sure all images used on air are legal.

2.6.3 Shall compile and organize stock footage of station to be used by the promotions team.

## **Article XIV: The Human Resources and Communication**

### **Department of WTOP-10 TV Preamble**

This document is to govern over the Human Resources Department of WTOP-10 TV. The Human Resources Department is empowered to act within the power granted in the WTOP- 10 TV Constitution. The Human Resources Department must follow all guidelines set forth in the WTOP-10 TV Constitution.

### **Section I Leadership / Duties of the Vice President**

1.1 The Human Resources Department shall be led by the Vice President of Human Resources and governed by the Human Resources Board.

1.2 All members of the Human Resources Board shall report directly to the



**OFFICE**139 Campus Center  
Oswego, NY 13126[www.WTOP10.com](http://www.WTOP10.com)

(315)312-2914

**STUDIO**140 Campus Center  
Oswego, NY 13126State University of New York at Oswego

---

Vice President of Human Resources.

1.3 The Vice President shall be responsible for maintaining personnel files for all station members. The personnel files shall include training certificates.

1.4 Shall maintain an accurate list of all personnel holding positions within WTOP-10 TV and shall make the list publicly available.

1.5 Shall, in the event of a management vacancy, assume the responsibilities of the job, or appoint a temporary-manager, until a replacement can be found as outlined in this constitution.

1.6 Must work to foster relationships between current members and alumni of WTOP-10 TV.

**Section II Managers****2.1 Event Director**

2.1.1.1 The Event Director shall be responsible for overseeing and appointing the entire Event Team at the station.

2.1.1.2 Shall be responsible for planning, recruiting and executing all alumni-related events.

2.1.1.3 Must work to foster relationships between current members and alumni of WTOP-10 TV.

**2.2 Public Relations Team****2.2.1 Public Relations Manager**

2.2.1.1 The Public Relations Manager shall be responsible for overseeing and appointing the entire Public Relations Team at the station.

2.2.1.2 Must collaborate with the Promotions Manager on all promotional campaigns as necessary.

2.2.1.3 Shall act as a liaison between the station and the campus, community, outside organizations, Alumni, and WTOP members. This includes, but is not limited to, keeping the public informed of relevant station activity using newsletters, press releases, etc., as well as maintaining positive relationships with them.

2.2.1.4 Shall be responsible for properly managing the station's image using proactive and reactive methods. This includes managing any crisis that may damage the station's image, reputation, or credibility.

2.2.1.5 Shall work with Vice President of Human Resources, On Campus Promotions Coordinator, the and Creative Services Department to ensure all outreach effort made are purposeful

and effective.

2.2.1.6 Shall be responsible for focusing on WTOP-10's services and how to properly market our brand through research and advertising.

### **2.2.3 On-Campus Promotions Coordinator**

2.2.3.1 The On-Campus Promotions Coordinator shall be responsible for promoting WTOP-10 through tours to potential students in a truthful and positive manner.

2.2.3.2 Shall be responsible for ensuring a trained and knowledgeable member of the station will always be present during any tour given, including orientation groups.

2.2.3.2 Must work with the Events Director to bring in students from local schools and provide tours and knowledge for those prospective students in the area.

2.2.3.3 Responsible for creating and staffing all tabling events on-campus to promote WTOP-10 to the student body.

2.2.3.4 Shall be responsible for seeking out appropriate promotional items

### **2.2.4 Social Media Director**

2.2.4.1 The Social Media Director shall be responsible for promoting the station through the use of social media.

2.2.4.2 Shall be responsible for enforcing WTOP's Social Media Policy.

2.2.4.3 Shall be responsible for the social media of the station, including its appropriate use and accuracy.

2.2.4.5 Shall have an assistant if they chooses too