



Dear Friends,

We are looking for people who are serious about being part of our radio experience. In the spring, we give training preference to UW-Madison students but also accept some community members as well. WSUM is your campus community radio station. It operates at 91.7 FM and is licensed to the University of Wisconsin. Your station manager, program director and other executives are in charge of programming and other aspects of the station are students.

We are in our fifteenth year as one of the best free-form stations in the country. Our goal is to be an alternative source of entertainment to the major stations in Madison, so those wishing to play Top 40 need not apply. We're looking for DJs interested in that wonderful under-played music and for talk show hosts looking to inform the Madison community on pertinent issues. With your time and commitment, we will establish and maintain our position as the best free-form radio station in the U.S.

**Here is what you need to do to qualify for training – PLEASE NOTE THESE CAREFULLY:**

- 1) Write a concise but illuminating statement of interest (why I want to be a part of WSUM) and send it to [prog@wsu.wisc.edu](mailto:prog@wsu.wisc.edu);
- 2) In that email, include times you will not be available, 4pm-10pm on weeknights. Please be as flexible as you can be in setting your availability schedule; you will only be scheduled for one hour per week. You will be assigned a training time based on your availability, with the same day and time every week.
- 3) Come to the station at 7-9 pm any night except Sunday between now and **September 21st** for a tour. Ask for the 'traffic director.' Tours are given on the half-hour. Make sure that the traffic director records your name. If you miss this calendar window, please make an appointment for a tour by emailing [prog@wsu.wisc.edu](mailto:prog@wsu.wisc.edu)

Here is the training schedule:

**September 19<sup>th</sup>** from 7-8PM, Room TBA– Large group training session with important introductory training information. This meeting is mandatory – **for this session only, no makeups are possible – please remember that this is our non-negotiable policy**. If you miss the meeting, you cannot join our staff until the Spring at the earliest. At this meeting, you will be assigned to a small group training time.

**September 21<sup>st</sup> – October 25** (these meetings are on-site at WSUM's studios) – You will be assigned to attend 5 **one-hour sessions throughout these dates** (one per week) to be trained as a DJ or other on-air person (e.g., news, sports, talk host). These sessions can be either during the day or in the evening. This will mostly deal with technical skills and internal

policies that will prepare you to be on the air on WSUM. **You must attend each session or make arrangements ahead of time to re-schedule in another session.**

**October 25<sup>th</sup>** through **November 27<sup>th</sup>**– You will ‘shadow’ an existing show and work on making an air-check tape (a sample show to be reviewed by our program director). We will have staff available to help you through this process of creating your own show proposal.

**November 27<sup>th</sup>** 7-9PM – Room TBA– Final large group training session, including a test, collection of aircheck tapes and program proposals, as well as your certification as a WSUM training graduate.

This experience is both fun and challenging. It is a serious commitment of time and effort, so please only respond if this sounds like something you would be willing to devote your passion and your time to. We understand that there are many other things on campus and in your social life that you could be involved in. We have big plans and would love to have you involved, but we need you to jump in with both feet and not just put a toe in the water.

We look forward to hearing from you, thank you for taking the time to consider WSUM as your home for creating media information and entertainment.

**Key Information:**

**Large Group sessions:** these are mandatory sessions that cannot be rescheduled. They are designed to take the full two hours. Location details will be released closer to the date.

**Directions to the station:** By now, you have probably found the Student Activities Center on East Campus Mall (sometimes known as University Square). It is between University and Johnson; Lake and Park. Take the elevator to the fourth floor. WSUM is next to the elevators.

Walk in or ring the bell – we look forward to meeting you ☺

<p><b><i>Carlton Cook</i></b> Program Director WSUM-FM 91.7 University of Wisconsin-Madison 333 East Campus Mall #4100 Madison, WI 53715 608-890-4845 (no sales calls, please) <a href="mailto:prog@wsum.wisc.edu">prog@wsum.wisc.edu</a> <a href="http://wsum.wisc.edu">http://wsum.wisc.edu</a></p>	<p><b><i>Dave Black</i></b> General Manager WSUM-FM 91.7 University of Wisconsin-Madison 333 East Campus Mall #4100 Madison, WI 53715 608-262-9542 (no sales calls, please) <a href="mailto:gm@wsum.wisc.edu">gm@wsum.wisc.edu</a> <a href="http://wsum.wisc.edu">http://wsum.wisc.edu</a></p>
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