

VTTV
STANDARD OPERATING PROCEDURES
REVISED MARCH 2007

1. PURPOSE AND HISTORY OF VTTV

1.1 Purpose

The purpose of VTTV is to serve as a television station run for and by Virginia Tech students. We provide television programming unique to our community that would otherwise not be available. We provide an opportunity for members of the college community to learn all aspects of production and management related to the television field.

1.2 History

VTTV began in the spring semester of 1988 as a class implemented by the Communication Studies Department of Virginia Tech. The class was sponsored in cooperation with Communication Network Services (CNS), which provided equipment, installation and a channel on which to broadcast. After one semester, the class was not offered again. Students in the class felt the need to organize and approached Student Budget Board to request funds to buy more equipment and promote the station. The students in the class elected a general manager and management staff and the first general meeting was held in the fall semester of 1989. VTTV approached the Student Media Board in November 1990 and was accepted as a member of the board. In 1997, VTTV separated away from the University, in conjunction with the other student media organizations to form the Educational Media Company at Virginia Tech (EMCVT).

2. GENERAL OPERATIONS

2.1 General Policies

VTTV is a member of EMCVT. The General Manager is responsible to EMCVT executive management, for the overall operation and content aired on the station. The Business Manager is accountable to the EMCVT executive board for all matters concerning financial affairs, maintaining accounting records, marketing, and all revenue and expense transactions. The General Manager and the Business Manager are voting members within the EMCVT management advisory team. Either the General Manager or the Business Manager shall be elected as the representative of VTTV to the Board of Directors by the management advisory team. All staff members shall abide by the rules set forth in this manual, EMCVT policy, and Virginia Tech policy. All management staff is accountable to the General Manager. Any policies established hereafter by EMCVT or Virginia Tech shall supersede these operating procedures. The General Manager and

Business Manager are the only two staff members with signature authority in their respective areas of responsibilities.

2.2 Community Standards

VTTV shall follow all community standards currently used in this market as decided upon by the VTTV management staff, and approved by the General Manager. The General Manager is responsible for all content aired on VTTV. No one shall broadcast any material without the consent of the Programming Director, who must gain authorization from the General Manager. All VTTV original programming will have a television content rating affixed to the program. This rating must appear for the first 10 seconds of every program, and must appear again for 10 seconds for every 30 minutes of the program.

2.3 Security

Only members of the management staff and selected producers shall be given the access code to the office door. Swipe cards will only be given to staff members that demonstrate a significant need for after hours access to the office. The General Manager shall determine who receives swipe cards. All cardholders must read and accept the responsibilities outlined in the EMCVT policy statement regarding cards, as well as any policies established by the UUSA administration office. The ranking management officer at any time is responsible to control any office situations.

2.4 Ownership of Productions

All productions made by and/or for VTTV Student Television shall become the property of VTTV, unless otherwise stipulated in writing at the time of production. VTTV retains the rights to all programs, program names, and program ideas developed by members of VTTV for use by VTTV.

3. ADVISER

VTTV shall appoint a faculty adviser according to the guidelines established by EMCVT. The adviser shall maintain continued contact with the General Manager and EMCVT advisers throughout the year to help insure smooth operation of VTTV.

4. STAFF

4.1 Selection of General Manager and Business Manager

The General Manager and Business Manager shall be selected by EMCVT in accordance with procedures outline in the EMCVT guidelines.

4.2 Selection of Management Staff

The management staff shall be selected through an interview process conducted by the General Manager and Business Manager. All management staff assistants shall be interviewed by their respective director and approved by the General Manager and Business Manager. The management staff shall consist of a Station Manager, Programming Director, Advertising Director, Promotions Director, Entertainment Director, News Director, Sports Director, Office Manager, Special Productions Manager, Chief Engineer, and Assistants. After all management staff members have been selected, an orientation meeting will be held where everyone shall receive a copy of the SOP's and they will be discussed. At this time any questions concerning the VTTV chain of communication or job duties should be addressed.

4.3 STAFF RESPONSIBILITIES

All staff members are required to keep office hours, as established by the General Manager. The following descriptions are not to be taken as the only duties of each position. It will be the responsibility of each staff member to be familiar with SOPs and EMCVT policy.

4.3.1 The General Manager shall be

1. Responsible for the entire operation of VTTV.
2. Responsible and accountable for all material which airs on VTTV.
3. Responsible for the implementation of policies and procedures.
4. Responsible for representing VTTV in EMCVT, Inc.
5. Responsible for setting up General and Management staff meetings.
6. Responsible for advising and reprimanding any staff member who negatively affects VTTV.
7. Responsible for hiring, firing and promotions within VTTV
8. Responsible for maintaining management meeting minutes, phone tree, membership list, and station bulletin board and displays.
9. Responsible for training successor at end of final semester of employment and ensuring all VTTV staff members train their successors.

4.3.2 The Business Manager shall be

1. Responsible for the successful business operations of VTTV.
2. Responsible for maintaining accounting records and preparing periodic financial statements.
3. Responsible for providing business advisement to the General Manager.
4. Responsible for creating and maintaining the budget.
5. Responsible for handling all income and expense operations.
6. Responsible for payroll accounts.
7. Responsible for maintaining organized business records for the past and present.
8. Responsible for overseeing the Promotions Director, and Office Manager.
9. Responsible for coordinating all management staff with business goals.
10. Responsible for Responsible for production and airing of video scroll, airing of scroll and underwriting; coordinate with CMS Advertising Director.
11. Provide training on VTTV's advertising options and unique selling proposition to CMS personnel.

12. Responsible for training successor at end of final semester of employment.
(updated 3/2/07)

4.3.3 The Station Manager shall be

1. Responsible for the internal operations of the station.
2. Act as the head production manager, making sure the programming department runs smoothly.
3. Act as a link between the management staff, keeping communication flowing.
4. Keep the General Manager and Business Manager updated of any potential problems that could affect the efficient operation of the station.
5. Research new ventures VTTV is considering. Coordinate with the other management staff.
6. Keep VTTV involved with the campus and community; coordinate with News, Sports, and Entertainment Directors.
7. Coordinate satellite feeds with CNS.
8. Coordinate with management staff to avoid equipment conflicts.
9. Coordinate staff training.
10. Responsible for training successor at end of final semester of employment.

4.3.4 Eliminated 3/2/07

4.3.5 The Promotions Director will

1. Coordinate all activities with the Business Manager.
2. Conduct market research and surveys.
3. Recruit promotion and corporate sponsorships.
4. Responsible for a successful promotional campaign for the station.
5. Responsible for securing designs and ordering apparel for the staff.
6. Produce and distribute program guides, flyers, and advertisements.
7. Coordinate all promotional events with the management staff.
8. Responsible for training successor at end of final semester of employment.

4.3.6 The Chief Engineer shall be

1. Responsible for the overall operation of all station equipment.
2. Report status of equipment to the General Manager, Business Manager, and Station Manager regularly.
3. Responsible for maintenance and care of equipment.
4. Oversee all technical aspects, including: cable access, signal quality, equipment, connectors, computers, telecommunications, satellite, etc.
5. Responsible for managing tape-switching and master control.

4.3.7 The Programming Director will

1. Enforce censorship policies of all aired content.

2. Maintain a weekly programming schedule; coordinate with the sub-directors.
3. Make sure all programming airs; coordinate master control.
4. Coordinate schedule with the promotions director.
5. Maintain an efficient tape archive system.
6. Set up all programming before its scheduled air-time. (People and Equipment)
7. Update Business Manager weekly of business related items.
8. Set up and maintain program exchange with other colleges.
9. Coordinate satellite downlinks with the Station Manager.
10. Contact the person in charge of scheduling for CNS in writing *every semester* about the times and dates VTTV should be broadcasting off campus.
11. Responsible for training successor at end of final semester of employment.

4.3.8 The Special Productions Director will

1. Maintain contract sales and other special productions.
2. Work with the Business Manager for sales and billing of contracts.
3. Coordinate with the Station Manager to avoid equipment conflicts.
4. Seek out and develop new production and ideas.
5. Responsible for training successor at end of final semester of employment.

4.3.9 The News Director will

1. Oversee the entire news department
2. Recruit and manage producers for news productions.
3. Schedule and maintain old and new news productions including: live shows, news reports, magazine show, etc.
4. Assign reports and manage news press releases for stories and events.
5. Seek out new news shows.
6. Coordinate with the Advertising and Promotions Directors.
7. Act as a liaison to University Relations.
8. Responsible for training successor at end of final semester of employment.

4.3.10 The Sports Director will

1. Oversee the entire sports department.
2. Recruit and manage producers for sports productions.
3. Scheduling sports productions and events.
4. Acquire contracts for recording and broadcasting of sporting events.
5. Monitor necessary satellite downlinks and feeds.
6. Seek out new Sports Shows.
7. Coordinate with the Advertising and Promotions Directors.
9. Act as a liaison to the Athletic Department.
10. Responsible for training successor at end of final semester of employment.

4.3.11 The Entertainment Director will

1. Oversee entire entertainment department.
2. Maintain and track music videos and movie trailers used in productions.
3. Maintain VTTV music producers, VTTV movie producers, and their productions.
4. Work with record companies to secure music video clips.
5. Seek out new ideas for entertainment shows.
6. Coordinate with the Advertising and Promotions Directors.
7. Responsible for training successor at end of final semester of employment.

4.3.12 Web Developer

1. Responsible for the maintenance and updates of www.vttv.vt.edu (VTTV Online)
2. In charge of any revisions to the construction of the site with the permission of the General Manager
3. Responsible for the uploading of all online videos after they have been converted to the Adobe Flash format.
4. Will maintain the News and Events sections of the website. All news updates and event notices must come with General Manager approval.
5. Responsible for training a successor during the final semester of his/her employment.

4.4 Office Hours

All paid management staff is required to keep regular office hours. One management staff member should ideally be in the office at all times the station is up and running.

4.5 Termination of Staff Members

The General Manager may dismiss staff members from the organization after giving notice and cause for dismissal. The General Manager must handle all dismissals. The General Manager and Business Manager can only be removed through EMCVT motion.

4.6 Staff Evaluations

Evaluations will be filled out for the General Manager and Business Manager by the management staff and delivered to the faculty advisor at the end of each semester. The General Manager and Business Manager will review these and take any necessary steps to improve staff performance. Evaluations for all other management staff members will be filled out by the general manager and business manager at the end of each semester and kept on file for future reference. Management staff members will review the evaluations and take any necessary steps to improve staff performance.

5. EQUIPMENT

5.1 Definitions

5.1.1 Equipment

For the purpose of this document, any object directly related to the production of any VTTV program, excluding office supplies and paper shall be considered equipment. This includes, but is not limited to, furniture, cables, and tools. Any special combination of individual items which serves a distinct purpose (for example, an edit block) shall also be considered a distinct piece of equipment.

5.1.2 Use

For the purposes of this document, any handling, operation, storage, or transportation of equipment shall be considered use.

5.2 Equipment Use

5.2.1 General Use

It will be the responsibility of every VTTV staff member to know and practice safe and correct handling of all VTTV equipment, all equipment on loan to VTTV, and all equipment present at VTTV productions, regardless of ownership. Any staff member unfamiliar with the safe and correct way to operate a piece of equipment shall refrain from using it until they have received guidance on its use. Violation of these guidelines may result in liability for damage to equipment.

5.2.2 Personal Use

Under no circumstances will VTTV equipment be used for personal purposes if it is needed for organizational purposes. Equipment may be used for personal purposes, only with the approval of the General Manager and Station Manager.

5.3 Equipment Checkout

5.3.1 General Procedure

All VTTV equipment used outside the studio must be checked in/checked out. It will be the responsibility of the Station Manager to coordinate and enforce a check in/check out procedure for all equipment. VTTV management staff members may check in/check out equipment in the absence of the Station Manager. Any damage observed on the return of equipment must be noted in writing and submitted to the Station Manager and Chief Engineer, and major damage must be noted in writing and submitted to the General Manager and Chief Engineer.

5.3.2 Checkout limits

Equipment may be checked out for a maximum of 36 hours for organizational use or a maximum of 24 hours for personal use at a time. The Station Manager and General Manager must approve extensions to this time limit. Also, equipment to be taken outside

of the general area (as judged by the Station Manager) must have the approval of the General Manager. Equipment shall not be checked out to non-VTTV staff members.

6. BUSINESS PROCEDURES

6.1 Overview

The business manager is responsible for the overall financial affairs of VTTV. The business manager is responsible to the financial affairs team, Educational Media Company at Virginia Tech, Inc. management, and the VTTV general manager. One of the business manager's primary functions is to develop and maintain the current year budget in accordance with EMCVT policy.

6.2 Sources of Revenue

VTTV's primary income source is the corporate grant authorized by the Management Advisory Team of EMCVT. The business manager is responsible for controlling these funds within the confines of the MAT approved budget. VTTV is also dedicated to raising generated revenue through special productions, advertising sales, training fees, and other miscellaneous sales.

6.4 Special Productions

Special Productions include any sales for which VTTV is hired to produce. The business manager will maintain a special production pricing model and special production goals. The Special Productions Director will implement these goals. That person shall be accountable for seeking out producing said productions, and also for maintaining a revenue budget and checkpoint system. Billing for such productions is the responsibility of the business manager, and shall follow the established business guidelines.

6.5 Marketing

The marketing campaign for VTTV is the responsibility of the promotions director under the supervision of the business manager. The promotions director is responsible for carrying out the duties outlined in section four of this document to accomplish this task. A successful marketing plan and implantation is important to the growth and development of VTTV, and shall be treated with such importance. The business manager and promotions director must work together to ensure that the VTTV brand is consistent across all mediums and applications.

6.6 Advertising

The advertising director in conjunction with the business manager is responsible for securing and expanding commercial advertisements. The advertising director is responsible for maintaining a staff to assist with this process. The business manager shall

handle the rates and billing, but the advertising director is responsible for the sale and coordination of integration commercials and underwriting into VTTV productions following the on and off campus protocols. Community scrolls are solicited through the advertising director or business manager, and implemented by the business manager and General Manager.

6.7 General Sales

General sales include miscellaneous sales such as tape dubs and other transactions. These sales and their pricing is at the discretion of the business manager.

6.8 Banking

All bank related services are vested with the business manager, who is granted signature authority by the Management Advisory Team of EMCVT. The business manager shall coordinate and reconcile all bank statements and transactions with the EMCVT general manager in accordance with EMCVT established policy.

6.9 Expenditure Policy

The business manager shall regulate expenditures in accordance with the current approved budget, and financial affairs recommendations. The disbursement policy shall follow established EMCVT policy.

6.10 Billing

The business manager is responsible for the timely billing and tracking of all accounts receivable VTTV establishes.

6.11 Financial Reporting

The business manager is required to follow EMCVT policy, and to participate in financial affairs meetings, and be accountable to the management advisory team for all financial records and transactions. This includes but is not limited to statement of financial position, income statement, transaction details, and budget comparisons.

6.12 Record Archival

The business manager is required to maintain a system for keeping all required business records available for inspection at all times.

7. MEETINGS

7.1 Management and Staff Meetings

The Management staff of VTTV shall meet once a week. While VTTV recognizes that everyone, is busy and that certain circumstances may prevent attendance, each management staff member must realize that attendance is not optional. Anyone unable to attend a management meeting should discuss the reasons for their absence before the scheduled meeting and provide a status report to be read in their place.

11.1.1 Management Attendance at Meetings

Weekly status reports and attendance at management meetings is mandatory for all management staff.

11.1.2 Advisor Attendance

The advisor is invited to these meetings, but his/her attendance is not required.

7.2 Other Meetings

Meetings concerning certain departments should be held regularly. Their time and place will be the decision of the respective director.

7.4 General Meetings

VTTV will hold general meetings twice a semester. The management staff will determine their time and place. After a student attends a television conference, there will be a general meeting to share the information.

8. SOP's

Amendments shall be made through the existing SOP's by the management staff discussion and the approval of the General Manager, Business Manager, and ratified by EMCVT approval.

9. Answering Complaints

General Manager will handle all complaints. Department heads will bring any complaints to the General Manager, resolved and unresolved. If complaints cannot be handled by General Manager, the conflict will be taken to the Management Advisory Team.

10. OTHER TOPICS

10.1

Equipment use for non-VTTV produced programming must be cleared through the General Manager, Business Manager, and Programming Director.

10.2

A record of all long distance phone calls must be kept citing the reason for the phone call.

10.3 Viewer Phone Calls

A trained VTTV staff member must screen all callers before placing them on air to ensure that no inappropriate material is included in a live show. After establishing that the caller has information relevant to the current topic that will enhance the quality of the show, the VTTV staff member will then gather the following information from the caller:

- Name
- Virginia Tech PID (if caller is a current student)
- Virginia Tech Student ID number (if caller is a current student)
- E-mail address
- Phone number from which current call is being made

Additional information, such as year in school or major, may be obtained for show purposes. Whether or not to use a caller is the sole discretion of the show producer. A list of repeat delinquent callers will be kept in the studio so that all VTTV staff members know not to include them in other live shows. The General Manager should be immediately notified of any violations of VTTV's standards and practices in the call-in show, including but not limited to cablecasting indecent material.