

## **A NEW PLAN FOR VOLUNTEERISM AT WTJU**

Conversation with undergraduate DJs has revealed a uniform concern over the inability of new DJs to easily become assimilated into the community of volunteers at WTJU. The current training system, whereby a new DJ enters a stable of substitute DJs after only a few hours of formalized training, is not a sustainable model for creating a sense of vibrancy and community at WTJU.

As an alternative we present this model, whereby an individual with interest in the station (generated by an increased and more sophisticated web presence, visibility at University or community events, student activities fairs) may apply to become a "student member" or "community member" of the radio station under the following volunteer tracks:

### 1. DJ / Announcer

Members will be trained under an increasingly rigorous "DJ Boot Camp" to produce their own radio shows in a professional and clear manner.

### 2. Engineering and Production

Members will be trained to work as engineers for UVa's production and live studios. It is anticipated that some students will gravitate toward either discipline, but we recommend that they be trained in both, to provide for a more rigorous and comprehensive volunteer experience.

### 3. Marketing

Members will assist our Underwriting and Marketing director in maintaining current business relationships and developing new ones.

### 4. Web Design and Social Media

Members will assist WTJU's web designer in enhancing the look and function of WTJU's website. Members will help to generate and present content for various social media outlets.

### 5. Editorial / News Staff

Members will maintain WTJU's connection with the community by participating in an expanded news program, reviewing and writing Public Service Announcements, and preside over official WTJU correspondence regarding special features or new developments.

### 6. Educational Outreach

A special committee of students will assist the Program Manager in creating connections between WTJU and UVa's academic departments, building upon and enhancing the educational mission of WTJU. Potential efforts include student productions of shows as end-of-semester projects, or the production of small features highlighting the work of an academic department at the University. Students will be responsible for keeping abreast of visiting musicians, special residencies, and similar events that may be of interest to WTJU. Members may also pursue, with guidance from station leadership, opportunities to develop course credit opportunities within the station.

Each track will have a slightly different means of keeping students interested and involved, but a common theme throughout will be the presence of a "mentor" akin to the "big brother" or "big sister"

concept present in other UVa student organizations. A mentor would not only introduce a new volunteer to technical concepts, but serve as a liaison between that volunteer and the established, experienced volunteer community.

This process would last for a semester, during which time volunteers may gradually become more autonomous and self-directed. DJ trainees, for instance, would gradually begin to program their own shows (a set at first, expanding to an hour, expanding to an entire supervised show).

The DJ / Announcer track may be described in further detail as follows:

DJ trainees will be given a training time slot, perhaps 3am to 6am, to have a chance to program a show on their own without the pressure that comes with an earlier time slot. This can be seen as a minor league of radio (of sorts), during which a trainee can polish their presentation and be reviewed by the directors before moving into an earlier time slot.

Members will have a defined track for involvement, by year - although the specific details of this track can certainly be discussed, we propose that a new member be granted presence on the substitute list after a semester of acceptable work, and given a show of their own only after demonstrating a year's worth of work and involvement in the station.

Trainee DJs would not be limited to subbing for others during this time of development- we propose a system by which our trainees can market themselves as a team of mobile DJs (of every genre), playing student or community events in exchange for a marketing presence - a banner, for instance. This serves a dual purpose of increasing WTJU's visibility around UVa and elsewhere, while working to refine student presentation and performance.

To maintain interest over the course of the training and mentoring process, we recommend that there exist specific time slots during the afternoon or early evening reserved for undergraduate DJs, allowing the station to spotlight their involvement.