

REPORTING AND GATHERING THE NEWS

The initial phase of any news operation is the reporting and gathering of news. As in the case of newspapers, the radio reporters wants to discover six basic elements: who, what, where, why, when, and how. However, in contrast to newspapers, radio must tell the story briefly, and if possible, by those actually involved, through the use of audio tape.

WRSU NEWS serves both the Rutgers University and central Jersey communities. We often cover stories that larger stations would not bother with. Similarly, our listeners will not normally turn to WRSU for information on major national or international stories. Thus, our priorities, in order are: Rutgers, New Brunswick and vicinity, New Jersey, national, international.

Local and Rutgers News

1) Beats and Sources

Beats and sources are our primary means of obtaining news on Rutgers and local stories. WRSU reporters are assigned to specific coverage areas, and thus have an opportunity to develop sources within these areas. Check with your sources periodically -- also try to "butter them up" via thank you notes, Christmas cards, etc. You'll never believe how impressed individuals are by these simple gestures. The beat and source system is the backbone of our news gathering operation - don't neglect it.

2) Future file

Maintained in the newsroom, the future file is simply a file of stories that can be covered at a later date, about which WRSU receives notices or information. Check the future file daily (during the morning shifts). Remember to file pertinent stories under the proper day.

3) Phone checks

Phone checks are performed at specific times each day to local police, hospitals, and Rutgers News Service. Although these checks are often tedious, on occasion they will produce major stories. The list of numbers to be called is in the newsroom.

4) Rutgers News Service

Rutgers News Service or RNS is the University's news-gathering and distributing service. RNS will answer specific questions on stories, and will also inform staffers of breaking stories. However, RNS should not be used as an excuse for avoiding real news-gathering; they are a supplement and an aid only!

5) Newspapers

Newspapers, including the Rutgers Targum, (and other campus papers) and the New Brunswick Home News, should be used for leads. Any story that appears in newspapers concerning Rutgers or local communities must be verified. We have had incidents in recent years that involved WRSU staffers broadcasting verbatim accounts of incorrect Targum stories. Never copy newspaper articles -- they must be rewritten. Always check the story board when working with leads from newspapers: it is (hopefully) probable that we have already used that story.

6) Police scanner

The police scanner in the newsroom may be used to pick up tips about local police activity. However, these tips may not be aired without definite confirmation by the authorities involved.

7) WRSU programs

WRSU NEWS programs, including University Focus and View From the President's

Office, often include local newsmakers. Ask the producers of these shows to give you an appropriate cut.

8) Comment book

The comment book is a listing of events of previous shifts. Details of uncompleted stories may be found in the comment book.

9) Leads basket

The leads basket includes stories (mainly newspaper clippings) that may be used for story leads.

10) YOU

Each newscaster is also a source of news. If you see a story on the street, investigate and call in the details to the newsroom (932-7800). Be a 24 hour newsperson, not just when you're on shift.

STATE NEWS

1) Associated Press

The Associated Press, or AP, is an important source of state news. The AP transmits hourly updates, with longer summaries throughout the day. Always rewrite AP copy before using it in your newscast.

2) Audio lines

Many state agencies maintain toll free numbers that may be called for actualities. Although these services are convenient, it is important to avoid trivial or propagandist stories. Many agencies will transmit self-promoting stories. The phone numbers are posted in news production (news pro).

3) Other stations

Other stations will usually provide reports on major stories within their coverage area. Don't overdue it, however -- we don't want to 'wear out our welcome'. Similarly, WRSU NEWS will provide feeds about local or Rutgers stories to other stations upon request. When calling, try college stations first; they are usually far more cooperative.

4) Day-book

The AP publishes a daily log of major events taking place around the station. When the log appears on the wire, it should be posted on the main bulletin board. Call the phone numbers listed for details.

5) Newspapers

WRSU subscribes to several major Jersey newspapers. Always check these papers for stories of interest.

6) Future file, current leads basket, comment book

Each of these sources may be used for state leads as well as local news.

NATIONAL AND INTERNATIONAL NEWS

Each of the sources listed for state stories may be used for leads on national and international news. Remember however, that these stories are our lowest priority: unless a national story is of major importance, don't spend too much time pursuing it.

When working on national stories, try to find a local angle. For example, if a volcano blows, call a prof in the Rutgers geology dept. as a 'local expert'. If the prime interest rates go up or down, call a local bank president or the Rutgers economic department for a comment. We are locally oriented, and have a wealth of experts at the University. Let's

6

take advantage of this situation whenever possible. Man-in-the-street opinion, if not overdone, can also add a local angle to a national story.

PURSUING A STORY

1) Never, never, never give up after a single phone call. Many people are hard to reach, and many more, particularly public and corporation officials, never tell you what you want to know. Always try a second, third, fourth, even fifth source. If you're doing a story on Douglass housing, and the college housing director won't talk, you can still try the Dean of the College, the University Housing director, the Vice President for Student Services, college resident assistants, etc. The phone can give you access to virtually any story. Directories for all of New Jersey, the University, and many major U.S. cities are in the newsroom and the AP closet.

2) If you're covering an event (a meeting, speech, seminar, parade, riot, graduation, etc.) don't be content to simply report the principle facts. Get reactions from bystanders, participants, etc. Never be content with just one evaluation. For example, during a demonstration, you might be given extremely different estimates of crowd size: the organizers will inflate the number, the police will usually deflate it, and six different bystanders would probably give you six different estimates. Reporting means investigating as well as observing.

3) If you're on shift in the newsroom, and a breaking story is within a reasonable proximity, (and the shift size permits it -- never leave the newsroom unstaffed), investigate it personally. Maps of all campuses and downtown New Brunswick are in the newsroom.

AUDIO

"Audio" can enhance any story. Obviously, it is far more desirable to have a fire chief describe the fire than a newscaster merely reading the details. This type of audio is an "actuality". Actualities for most stories run between 15 and 30 seconds. When using the phone, always ask the individual if you may record the conversation -- not to do so is a violation of federal law.

The other type of audio is the "reader". WRSU NEWS reporters, after working on a story, may read the story on a tape. Beat reporters are encouraged to do readers. However, do not use readers for AP copy, unless the story is of major importance and the use of a reader will add clarity to the story. Readers should be between 25 and 40 seconds. Readers may also include actualities.

All audio is ultimately transferred onto a tape cartridge or "cart". Carts usually run 40, 70, or 90 seconds, and come back to its origin point automatically. Carts may be erased or "bulked" for reuse.

COMPLETING THE STORY

When a story is completed and ready for broadcast, it should be logged on the story board, noting required details. Use of the story board will prevent duplication of efforts, particularly after clipping newspaper stories that WRSU has already completed.

If you are not able to complete a story, leave all pertinent information in the comment book. The following shift may then pursue the story.

WRITING THE STORY

Simplicity is the key to writing news for the air. If you read aloud a piece of newspaper copy to a friend, he'll miss or fail to understand much of what you're saying. Newspaper stories may be reread, but the radio listener must understand the story as he hears it.

Learning to hear your copy as you write is a difficult but vital knack in radio writing. The best way to develop this ability and the surest way to determine whether your copy is listenable is to read it aloud. Mumble it as you write. If you have used words that are hard or awkward to read, you can be sure that the listener will have some difficulty understanding the story. To simplify your writing, read it aloud as you write.

Begin simplifying your language by simplifying your sentences. The best way to communicate is the simple declarative sentence - subject, verb, object. However, there is a danger in this. You can fall into the habit of short, jerky, disconnected sentences and thoughts. Your writing should have transition and flow. Most of us use transitions in talking; we can do a better job of using them for radio copy if we talk as we write.

Although many believe that short sentences are best for simplicity, the best yardstick is not how many words you use, but whether your sentences are understandable. Some of the most vital effects on the air are achieved with sentence fragments. If not overused, this technique is very effective. On the other hand, the expression of some thoughts or facts require long sentences. It's content, rather than length, that determines how difficult a sentence is to understand.

The lead

The lead to a story must be colorful enough to arouse the listener's interest -- but it should not give so much information that the listener is confused. Ease the listener into a story with a major fact, to prepare him for other facts which are to follow. Don't start your story with unfamiliar names or statistics. Titles and what the statistics involve will grab the listener's attention far more quickly.

Poor Dr. Malcolm Smith, president of Hometown College, announced today that three new dormitories would be built on the campus....

Better The president of Hometown College says three dorms are to be built on the campus. Dr. Malcolm Love says the dormitories....

Poor A one-cent reduction in the price of milk became effective in Hometown today.

Better The price of milk was cut one-cent in Hometown today.

Be careful about editorializing in your leads. You can say something like "There's tragedy in the news tonight", if the story involves a plane crash, etc. However, don't lead with an editorial conclusion as "There's good (or bad) news from Washington tonight." What may be good news for one person may be bad news for another.

Contractions

Contractions are used liberally in our conversation. We should use them liberally on the air. While talking, we seldom say "he will" or "I am". We say "I'm" or "he'll". Occasional contractions help give radio news a desirable informal sound. As always, the key test is: how will it sound on the air?

Names and Titles

NEVER start a story with an unfamiliar name. There's a good chance the listener will miss it.

Delay the name until you have the listener's attention. You can write:

A Hometown man was killed today when a tractor toppled on him. He was Joe Blow of....

If a title is widely known, start with the title to get the listener's attention. You can write:

Hometown's dog catcher -- Joe Blow -- was bitten by a cat early this morning.

If the person is well known, omit his first name. You can write:

President Smith, Mayor Smith, Dean Smith.

The tendency in radio news is to omit initials and middle names unless they're widely recognized as part of the name. When first referring to a person, use his given name and surname. Thereafter use only his surname.

You can write:

Raymond Smith, and thereafter Smith, but John I. Lewis, Henry Cabot Lodge, and thereafter Lewis, Lodge.

Preferred practice is to use the title before the name. If the title is long, place a "the" in front of the title. You can write:

Tax Collector Joe Blow, but, the Commissioner of Streets and Highways, Joe Blow.

You must use your best judgment in placing titles. They should be placed before the name unless you have a specific reason for placing them after the name. Final rule is clarity.

Titles should not be repeated after the first reference to a person. Thereafter use only the last name of the person. You can write:

Tax Collector Joe Blow says taxes will increase next year. Blow is planning to recommend....

Two exceptions to this rule are clergy and the President of the United States. Always use a title whenever you mention a clergyman or the President.

Titles can be substituted for obscure, hard to remember, or hard to pronounce names in foreign news. In these cases the titles are more important than the names. It's probable most of your listeners won't remember the name of the prime minister of Monrovia. You can simply write:

The prime minister of Monrovia is requesting....

Direct Quotations

Handling direct quotes on the air requires a special technique for the simple reason that the listener can't see the quote marks. Whenever possible, paraphrase a quote: "Senator Smith said that he thinks that...." At times, however, the use of direct quotes is essential. The newscaster must use his voice and special language to let the listener know when the quote starts and ends. Always try to avoid this situation by paraphrasing.

That

Eliminate as many "that's" as possible from your copy. Although the word is used frequently in writing, it is seldom used in conversation. Use the word only when necessary for clarity.

Abbreviations

The general rule is not to use abbreviations unless the listener knows what is being referred to. For example, few people outside Rutgers know that "RCGA" is short for the Rutgers College Governing Association. Terms such as F-B-I, Y-M-C-A, and NATO, may be used, but if in doubt, don't abbreviate.

If the abbreviation is to be read as letters (C-I-A), use dashes between the letters for clarity. Abbreviations to be read as single words (NATO) do not require dashes.

Verb Tense

The one indisputable advantage radio and TV have over other mass media is immediacy -- speed of getting news to the consumer. Preparation and broadcasting of news for the air is sufficiently fast that much news can be written in the present tense because the action is still continuing when the listener hears it. Here's an example:

A newspaper press wire carries a story that President Carter has left Washington for Paris at 8:00 AM to attend a summit conference. The newspaper has to write the story in the past tense because of the time elapsed between the event and the printing of the newspaper. Radio can exploit immediacy by saying:

President Carter is flying to Paris to attend....

The present perfect tense can also be use:

President Carter has left for Paris to attend....

Time elements may also be used:

President Carter this very moment is flying to Paris....
The plane took off from Andrews Air Force Base just one hour ago....

Tenses may be mixed in radio news if done in a logical fashion. For example:

An XYZ transport plane crashed last night in a secluded mountain area west of Hometown. Searchers are still looking for the wreckage....

Always try to make your stories immediate with the use of verb tenses. However, overuse, particularly of time phrases, should be avoided. Overuse will make them commonplace and rob them of their impact.

Color

Radio news involves holding the listener's attention. When you write news, you're reporting about humans -- about emotion, action, struggle, conflict, success, sorrow, beauty. These events have emotional impact. We don't talk about them in boring, tea parlor language; we shouldn't write about them in boring language. When you write for the air get some feeling

into your writing. Use verbs that tell the story with color.

An effective method of using color is to convert from the negative to the positive. Here's an example:

Poor President Carter told his press conference today that he will not recommend a tax cut as an anti-inflation measure.

Better President Carter refused today to recommend a tax cut....

Passive verbs are easy to use, but unfortunately, are not very exciting or colorful. Try to get in the habit of using active verbs.

Numbers and statistics

Giving radio listeners statistics that they will understand is difficult. Once again the rule is simplicity. Figures in themselves can't mean much to the listener; he doesn't have time to absorb and interpret them.

Use figures sparingly, simplify them, use round numbers -- make them mean something to the listener. Here are some suggestions:

Avoid using lists of numbers. The listener can't grasp them.

To simplify numbers, use such generalizations as -- about, nearly, almost.

Round off large and detailed figures.

Here are some examples:

Poor	Better
\$518,243.98	about one-half million dollars
100 per cent increase	doubled
1,599	almost sixteen-hundred
36	three dozen

If exact figures are necessary for accuracy and completeness, use them. Sometimes exact figures are important-- but the listener won't remember them unless they're important to him.

When writing about time, avoid the use of AM and PM. Use this morning, this afternoon, this evening, tonight, tomorrow morning.

Figures and symbols can be confusing to the newscaster. When typing a story, use a combination of words and figures: 17-million, 5-thousand, 2-and-one-half-billion. Use figures for all numbers below 99 except for one and eleven, which are easily confused with letters. Spell out all fractions: three-quarters, 5-and-one half. Use words for percent, dollars, cents, and decimals: three-point-two, 4-dollars.

Taste

There's no easy definition of good taste. In most cases, the newsman's judgment and conscience must serve as a guide. Of course, federal regulations prohibit the use of profanity. Beyond that point, however, there are no regulations. A few suggestions may serve as a starting point:

Crime: We have it and we can't ignore it, but some of the more sensational details can be omitted. Write it as straight as possible without the blood and horror. If a man stabs his wife 33 times, the public is entitled to know that fact -- but omit the blood-soaked sheets, the gaping wounds, the bloody towels on which the killer wiped his hands.

Race and color: There are many races and colors. Sometimes race is an essential part of the story. Don't exploit that angle however, and never refer to race, color, or religion in a derogatory manner.

Sex: We have sex and sex crimes. Of course, radio can't ignore them. Here again, however, some of the brutal details may be omitted.

Rewriting

One of the most common -- and justified-- criticisms of radio news is against the repetitious broadcasting of news written in exactly the same words. There are two major causes of this consumer-discouraging repetition: (1) failure of stations to rewrite continuing stories and (2) failure of stations to rewrite wire service copy.

Consider the situation where 5 stations in the same community subscribe to the same wire service. All 5 ripand read without rewriting. Each station sounds exactly the same, and even worse, station A may carry exactly the same story that station B had used hours earlier.

Whenever possible, all stories, including AP copy, should be rewritten. Obviously, rewriting every story is not possible on shifts with only one or two people. However, every effort should be made to put each story in your own language.

Accuracy

Accuracy is essential in any news writing. Corrections never truly offset an error, and radio news is so swift that a mistake once broadcast can seldom be corrected for the same audience. When you're preparing news for the air, check and re-check.

Always make certain the source of the information is clear to the listener. When accusations or charges are made, or controversial issues discussed by persons quoted, be sure the listener knows Senator Smith or Mayor Jones is saying it...not WRSU NEWS!

Check every story for the possibility of libel and slander. If you have any suspicions that a story might wrongly accuse or injure a person, leave it out!

Better The student center blew up today. WRSU's Joe Smith says six people are being treated for minor injuries.

All reader carts end with a "standard" outro, identifying the speaker. For example: "Joe Smith, WRSU NEWS." Further identification by the newscaster is unnecessary.

Labels

All carts must be labeled with the following information: story slug, (title), person speaking, length of audio, outro, and date and times the carts may be used. Outros are signified by 3 "X's" and a colon. Standard outros for readers are abbreviated "STD" and appear XXX:STD. Outros for actualities are the last three words of the cut. For example:XXX:early next week.

Example of a reader label:

RCGA Weissman
32 sec. XXX:STD
4/13 all day

Example of an actuality label:

Class size Bloustein
29 sec. XXX:more dorms soon
8/17 10 PM only

All intros must include the slug, speaker, and date and times at the top of the page, with the time and outro at the end of the written intro.

Dump sheets

In case of cart failure, each intro should include a two-three sentence summary of the cart. The summary should appear on the page following the time and outro notes.

CONSTRUCTING THE NEWSCAST

- 1) The lead story should be the most important story. If possible, lead with a local story. However, don't overdue it: if the only local story is a flower show, use a state or national story.
- 2) Local stories should follow the lead story. State stories are next.
- 3) The time check should follow state news, as a transition into national and world stories.
- 4) The weather and outro are always the last item in the newscast.
- 5) Certain newscasts will include features, stock reports, sportscasts, etc. Check the cast format guide.
- 6) Always time your newscasts. There is no reason for a newscast to be 30 seconds longer or shorter than the time scheduled. When timing a newscast, calculate approximately 15 typed lines per minute. Of course, your time may vary, depending on your reading speed. Remember to calculate your carts, cart intros, newscast intros, outros, and time checks. Backtime your outro, weather, and last news item or feature. Add the time for these items; subtract that time from the time of the newscast. The final figure is the point during the newscast at which you should begin the final items. Example for a five minute newscast:

outro - 15 seconds
 weather-45 seconds
 traffic-30 seconds
 90 seconds total for last items.

Newscast length -- 5 minutes. 5 minutes minus 90 seconds equals $3\frac{1}{2}$ minutes. Thus, the newscaster should begin the traffic $3\frac{1}{2}$ minutes into the newscast. Timing is essential for a newscast. There is a digital clock in the news announce booth -- look at it occasionally during the newscast. The time check is designed to aid the newscaster in the cast's timing.

- 7) Always "pad" your newscasts. Pad is extra stories that are used if the newscast runs short.

ON THE AIR

- 1) Always read every portion of the newscast before going on the air.
NEVER go on the air without reading your newscast before air time.
- 2) Allow yourself a few minutes to relax, get a drink, etc., before the newscast. If you are rushed, you will sound rushed.
- 3) If a cart fails, or you misread a word, do not get upset. The listener will think it's a 'big deal' only if you make it into one. Broadway actors simply forget their mistakes and keep rolling -- so should you.
- 4) If you have to cough or sneeze, simply press the cough button in the announce booth; it will cut off your mike.
- 5) Get to know the dj on your shift. Many dj's like to ad-lib with the newscaster; others simply are content to engineer the cast. In either case, the dj is responsible for putting the newscaster and the carts on the air. Establish a good working relationship with your dj.
If you experience any problems with a dj, inform your editor.
- 6) When the newscast is over, staple the cast and place it in the "back cast" basket in the newsroom. WRSU NEWS saves all newscasts for at least six months, for reference and evaluation.

SHIFTS

The broadcast day is divided into five shifts, each approximately three hours long. Each department member is required to take one shift per week. Shifts are assigned at the beginning of each semester, based on both the request of the member and the needs of the department. Preferences are honored whenever possible.

29

If a staff member is unable to attend a shift, he or she is responsible for locating a substitute. The news director or assistant director must be notified of the change. If a last minute absence is necessary due to illness, etc., no substitute is required; however, the news department must still be notified. WRSU NEWS has a legal and public obligation to broadcast news -- similarly, you have an obligation to regularly perform your shift, or arrange for a substitute. Of course, we all have classes, papers, and exams. However, the date for most exams and papers is known well in advance -- again, arrange for a substitute if you have an exam. No one is required to work a shift during final exam period.

Each shift is assigned an editor. An editor is a senior member of the department, selected on the basis of experience, ability, and leadership qualities. The editor is responsible for supervising all shift operations, and has the authority to break into normal programming at his discretion for news of breaking events. All problems with equipment, procedures, or station personnel should be reported to the editor. (Editors are responsible for locating other editors as substitutes; an editor may not substitute a staffer during his absence.)

Staffers and editors on each shift must sign-in and sign-out of the comment book. All shifts are responsible for maintaining reasonable order and cleanliness in the newsroom. All shifts must also clear the AP wire, and change the ribbon or add paper to the AP machine as necessary. Other shift duties and cast formats are as follows:

Early morning shift - 6:15 AM - 9:15 AM

Newscasts: 7:00 AM, 8:00 AM, 9:00 AM -- 5 minutes each.
Traffic desk: 7:30 AM, 8:30 AM -- 45 seconds each.

Shift duties:

- 1) Clear overnight AP copy, saving pertinent stories, features, etc.
- 2) Perform police, hospital checks.
- 3) Perform traffic checks.
- 4) Check future file.

7:00 AM, 8:00 AM newscasts: review overnight events, include preview of day to come. Traffic, local sports scores between world news and weather.
Normal intro, outro, time check.

9:00 AM newscast: basic newscast procedure, using normal intro, outro, time check.

Mid-morning shift - Editor: 9:10 AM-12:30 PM, staffers: 9:30 AM-12:30 PM

Newscasts: 11:00 AM -- 5 minutes. 12:00 noon -- 15 minutes.

Shift duties:

- 1) Check Rutgers News Service.
- 2) Check audio lines.
- 3) Check Newark Star-Ledger, campus newspapers.
- 4) Cart stocks, weather.
- 5) This shift is responsible for much of the audio gathering of the day.
With only two newscasts, staffers should concentrate on following leads, etc.

11:00 AM newscast: basic newscast procedure, using normal intro, outro, time check.

12:00 noon newscast: 15 minute intro, normal outro, time check. Five minute sportscast to follow state news, before time check. Introduce the sportscaster in a conversational, informal manner. Stocks and daily feature should follow world news. If time permits, an AP "People in the News" should follow the feature, immediately before the weather.

Early afternoon shift Editor: 12:20 PM- 3:30 PM. Staffers: 12:45 PM - 3:30 PM.

Newscasts: 2:00 PM, 3:00 PM -- 5 minutes each.

Shift duties:

- 1) Follow-up stories of mid-morning shift.
- 2) Check audio lines.
- 3) Check Home News.
- 4) This shift is responsible for completing the audio gathering of the day. Most public and University offices close about one hour after the end of this shift. With only two five-minute newscasts, the emphasis of this shift is on news-gathering.

2:00 PM, 3:00 PM newscasts: follow basic newscast procedure, normal intro, outro time check.

Late-afternoon shift - Editor: 3:05 PM - 6:15 PM. Staffers: 3:15 PM - 6:15 PM

Newscasts: 4:00 PM, 5:00 PM -- 5 minutes each. 5:45 PM -- 15 minutes.

Traffic desk: 4:30 PM, 5:30 PM -- 45 seconds each.

Shift duties:

- 1) Check Rutgers News Service
- 2) Perform traffic checks.
- 3) Cart stocks, weather.
- 4) The emphasis on this shift, with its congested newscast schedule, must be on newscast preparation and airing. If possible, try to complete stories of early afternoon shift, rewrite stories for Newsscan.

4:00 PM, 5:00 PM newscasts: Insert traffic between world news and weather.
Normal intro, outro, time check.

5:45 PM newscast: 15 minute intro; normal outro, time check. Five minute sportscast to follow state news, before time check and national news. Introduce the sportscaster in an informal manner. Stocks and daily feature should follow world news. If time permits, an AP 'People in the News' should follow the feature, immediately before the weather.

Evening shift- 7:15 PM - 10:30 PM

Newscasts: 9:00 PM -- 5 minutes. 10:00 PM (Newsscan) -- 20 minutes.

Shift duties-

- 1) Perform police checks.
- 2) Supply dj with weather information before leaving.
- 3) Place AP machine on single space, turn out lights before leaving.
- 4) News-gathering from the newsroom is difficult on this shift, as most offices, etc. are closed. Officials should be called at home only on major stories. Most of the reporting on this shift is done by beat reporters, who file stories on evening meetings or events; the emphasis on this shift should be on rewriting the day's stories for use on Newsscan. Newsscan is our 'flagship' newscast -- proper time should be spent in its preparation.

9:00 PM newscast -- basic format, normal intro, time check, 9 PM outro.

Newsscan - Newsscan intro, local news, state news, Newsscan time check, promo, sports introduction, sports, world and national news, stocks, feature, weather, Newsscan outro.

NEWSROOM PROCEDURE

- 1) All intros (carts) are to be placed in the cart intro basket.
- 2) All cart script is to be placed in the cart copy basket.
- 3) All rewritten stories, etc. are to be placed in the next cast basket.

- 4) All AP copy should be divided into categories: sports (to be placed on the sports desk) national and world, Jersey, features, and future use. All other copy (AP radio times, farm prices, stocks, etc.) may be thrown away. As previously noted, the day-book and pronunciation guides should be posted on the bulletin board. AP copy should be thrown away (except for features, future use, daybook, etc.) approximately four hours after transmission. The time of transmission is noted at the end of each story on a 24 hour clock basis.
- 5) Weather readings should be taken before each newscast.
- 6) Details of all shift events -usable carts, equipment failures, etc. are to be noted in the comment book.
- 7) As previously noted, all completed stories should be logged on the story board.
- 8) The newsroom should be kept clean at all times.
- 9) News staffers have the authority to request non-staffers to leave the newsroom if their presence is disruptive to shift operations.

MISC. INFORMATION

Weather

The Cook College Weather Center supplies WRSU with forecasts several times per day. The times are posted in the newsroom. If Cook does not call at the scheduled time, you may call their office.

On days of heavy snow, we operate our "Snow Desk", expanding our coverage to include traffic and weather conditions, and school and business closings. Obviously, you are not required to attend a shift if you cannot get to the station. However, the station has its biggest audience during snow emergencies -- we're about the only Rutgers facility to remain open. If you can get to the station during a 'snow day', do so -- it's a lot of fun.

Stocks

Russ Lacondro of E.F. Hutton's New Brunswick office --on his own time, at no pay -- supplies WRSU with stock reports twice daily. The times of his calls are posted in the newsroom.

Editorials

Editorials are strictly forbidden. Our Commentary feature provides everyone with the opportunity to express their opinions on the air -- not during a newscast. There are no exceptions to this rule.

New Staffers

All new staffers are expected to undergo the department training procedure. All staffers will be given an opportunity following the training period to read a newscast onto tape. This "air check" must be approved by the news director before a staffer may go on the air.

Beats

Each department member is required to take a "beat". Beats are specific assignment to coverage areas in the University and surrounding communities. We realize that everyone has classes, other commitments, etc. Therefore, at least two persons are assigned to each beat, in order to lessen the workload. The following are the beats for 1980-81:

University President	Douglass College
Board of Governors	Douglass College Governing Association
University Senate	Cook College
Provost's Office	Cook College Council
Academic Reorganization	Livingston College
Minority Affairs	Livingston Student Chamber
Student Services (Housing, Dining,)	Minor colleges (Pharmacy, Engineering)
(Health, Bookstore)	(Mason Gross, Graduate)
Public Safety (Police, Parking, Buses)	New Brunswick
Fraternities and sororities	Highland Park
Rutgers College	Piscataway
Rutgers College Governing Association	Franklin

Traffic desk

WRSU NEWS broadcasts traffic updates four times a day. These updates should follow the format sheet; and should not last more than 45 seconds.

Emergency procedures

In the event of a major story (the student center blows up, the U.S. declares war, etc.), the editor has the authority to break into normal programming with bulletins and/or continuous coverage. The day's emergency coordinator must then be notified (numbers are posted in the newsroom).

EBS

The Emergency Action Notification System is maintained by the Federal Government to coordinate emergency communications. If a EBS test or alert is transmitted on the AP wire, note the time and bring it to the dj immediately.

Press cards

WRSU NEWS Press Cards are issued at the start of each school year to returning members, and to new members at the conclusion of the training procedures. Do not abuse your press card rights by attempting to use it to gain free admittance to concerts, sporting events, etc.

State press cards are distributed once per year to senior members of the department. The supply of these cards is extremely limited.

Secret Service Press Credentials are distributed to senior members of the department, and to other staffers in the event of coverage of Presidential or Vice-Presidential activities.

Fine Arts

The WRSU fine arts department operates within the news department, and regularly reviews new plays, films, and concerts for broadcast. Any member wishing to work for fine arts should contact Howard Rosenstein. Reviews are used as features for Newsscan, and the 12:00 noon and 5:45 PM casts.

DEPARTMENT INFORMATION

Director - Art Weissman, Rutgers College 81.

Asst. directors - Jill Krantzow, Rutgers College 82.
Rey Ramsey, Rutgers College 82.

Assignment editor - Diane Palmentari, Rutgers College 81.

Executive producer, Selection 80 - Howard Reckson, Rutgers College 81.

Fine arts director - Howard Rosenstein, Rutgers College 82.

WRSU General manager - Keith Wasserman, Rutgers College 81.

Asst. General manager - Jon Newman, Rutgers College 82.

Program director - Carl Ayres, Livingston College, 81.

Chief Engineer - Vince Anderson, Engineering 83.

WRSU NEWS PROGRAMS -- 1980-81

University Focus - Rutgers' only weekly newsmagazine returns for its fourth season. Topics affecting the University are featured.

View From the President's Office - is a monthly call-in program with Rutgers President Dr. Edward Bloustein.

Selection 80 - WRSU NEWS presents live, complete coverage of the 1980 campaign and election. Election night coverage includes live reports from the headquarters of all major Presidential candidates.

Commentary - is a new, daily feature that will include opinions on various issues by station members and private individuals. Commentaries will be no longer than 90 seconds each, and are not editorials, in that they do not reflect the opinions of WRSU, the University, or the Board of Governors.

Perspective - is a roundtable of campus media reporters discussing the week's major stories.

All department members are encouraged to participate in any or all of the various programs. Writers, reporters, producers, etc. are needed on both a long-term and one-time basis.