

THE ROLE AND RESPONSIBILITIES OF WFUV IN PRESENTING NEWS AND INFORMATION

MISSION STATEMENT:

WFUV serves the public interest by producing and delivering news and information relevant to the New York Metropolitan region, and the world at large. We strive to be comprehensive and accurate in our reporting, and present multiple viewpoints. We provide access to knowledge and culture, as well as extend public education. We are independent and unbiased in our approach. We act as a conduit that connects residents of our region to one another, to the nation and to the world in a thoughtful and creative manner. WFUV has a dedicated newsroom, reporting original, local content on-air and on-line in daily newscasts, two weekend public affairs programs, and special news programming, including election night coverage. It is our goal to be a trusted news source for our listenership.

WFUV NEWSCASTS:

WFUV presents 7 weekday newscasts. One 3 minute newscast during morning drive time at 6:54. Two 4 minute newscasts at 7:54 and 8:54, including 1 minute of local sports coverage. Two 3 minute newscasts during afternoon drive time at 3:54 and 4:54, and one 4 minute newscast at 5:54 including 1 minute of local sports coverage. WFUV also presents a 2 minute weekday newscast at 11:54 am.

WFUV Newscasts should be heavy on local news, but also include major national and international events.

GENERAL NEWS COVERAGE GUIDELINES:

COMMON WFUV NEWS STORY TOPICS:

- *Government, policy, politics
- *legislation, taxes
- *transportation
- *education
- *environment
- *business and labor
- *public safety (when it's not isolated crime blotter type stories)
- * arts and culture
- *music industry, WFUV artists in the news (but, nothing overly promotional)

UNCOMMON WFUV NEWS STORY TOPICS (rules of thumb, not a blacklist):

- *isolated shootings, stabbings, crime (needs to have a broader political or social angle; if it bleeds it doesn't lead and usually doesn't make the cast at all)
- *keystone cops or stupid criminal tales (AP is full of them)
- *isolated fires (unless there's a huge traffic disruption or likely a policy angle to come)
- *NYC tabloid tales – mob trials, moguls

*celebrities

*lottery results

*anything salacious, gratuitous or promotional (new products, iPhone apps, certain talk show appearances)

*routine polls (often more for promotional value of the pollster than info in the poll)

* corporate press releases (promoting a particular product, event etc.)

BREAKING NEWS:

WFUV has a responsibility to keep listeners informed of major events in the New York Metropolitan region, the nation and the world. When a major news story breaks, WFUV should interrupt regular programming depending on the severity of the situation. See the following chart:

URGENT

Terrorist attack on a national or local level or other major disaster that directly impacts the safety and quality of life of WFUV listeners. Examples: Subway explosion, major building collapse, bridge collapse, major plane crash, disaster at Indian Point nuclear power plant, widespread natural disaster.

Communicated by News Department, possibly Music Hosts and NPR.

BULLETIN

Information important to WFUV listeners, but without immediate, tragic or deadly consequences. Examples: Serious weather threat, death or injury to major public figure, major stock market dive.

Communicated by Music Hosts and possibly News Dept.

ADVISORIES

Major traffic snarls
and such.
Music Hosts

DURING NORMAL BUSINESS HOURS:

If senior news management categorizes the situation as URGENT, they should inform the General Manager and Program Director and break into regular programming with all pertinent information. The news staff should continue to break into regular programming with essential information as the story develops. The music host should interact with and introduce the news staffer each time they break in. Outside of those reports (when senior news management decides regular cut-ins are no longer necessary), the music host should keep listeners informed of the situation and forward promote the next scheduled newscast. If the situation is of national significance and requires coverage beyond what WFUV can afford to its listenership, the News Director, General Manager and Program Director will decide whether to provide wall-to-wall NPR coverage.

If senior news management categorizes the situation as a BULLETIN, music hosts should regularly relay the information to listenership and forward promote the next scheduled newscast. WFUV news staff can provide appropriate copy for music hosts to relay. Staff should be aware that BULLETINS could rise to URGENTS.

If senior news management categorizes the situation as an ADVISORY, WFUV music hosts should regularly relay the information to listenership until the situation is resolved. WFUV music hosts should be mindful of traffic and other information important to listenership (without news department assistance) and relay that information as appropriate. If music hosts have any questions about the importance of information, they can contact senior news management at any time.

OUTSIDE OF NORMAL BUSINESS HOURS:

If senior news management categorizes the situation as URGENT, they should contact the General Manager and Program Director immediately. If the situation rises to what shall be called a “**red alert**,” essential personnel should be contacted and report to the station immediately. WFUV’s News and Programming Departments should have a list of staffers assigned to responding to “red alerts.” Under this scenario, the assigned music host should break into regular programming and introduce the news staffer who will provide all pertinent information. Protocol would then follow that of URGENT news during normal business hours. Senior news management will decide when the “**red alert**” should be called off.

If senior news management, the General Manager and Program Director decide that the situation is URGENT, but does not rise to the level of a “**red alert**,” engineering staff should make accommodations for news updates in pre-recorded programming. Senior news management will ensure personnel carry out said updates until senior news management decides those updates are no longer necessary.

In the event of BULLETINS outside of normal business hours, WFUV will have generic pre-recorded spots crafted that would be placed in

rotation. These spots will direct people to the WFUV news website for the latest news. Senior news management will secure personnel to update the site accordingly. If a BULLETIN rises to URGENT, the above URGENT news protocols would be put into place.

WFUV will not concern itself with ADVISORIES outside of normal business hours. However, staff should be mindful that ADVISORIES could rise to BULLETINS or URGENTS.

NOTE The above breaking news protocols are guidelines. Other events (not listed as examples) may rise to URGENTS or BULLETINS, such as a major catastrophe overseas or the death of a religious leader. Senior news management will determine the categorization of news and execute plans accordingly.

SPECIAL NEWS PROGRAMMING:

Senior news management will consult with the General Manager and Program Director when planning special news programming, such as the placement of documentaries and the execution of election coverage.

Important phone numbers:

George Bodarky (News Director) -- [917-647-3726](tel:917-647-3726)

Robin Shannon (Assistant News Director) -- [347-852-0481](tel:347-852-0481)

Chuck Singleton (General Manager) -- [914-329-8766](tel:914-329-8766)

Rita Houston (Program Director) -- [917-748-9920](tel:917-748-9920)

For technical issues:

George Evans (Chief Engineer) -- [917-647-3661](tel:917-647-3661)

