

WQAC FM 90.9
POLICIES AND PROCEDURES MANUAL
FOR
Student-Operated Radio Station
of
Alma College
Alma, Michigan 48801

Approved by the
Communication Committee

Date

TABLE OF CONTENTS

| | |
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| Table of Contents | 2 |
| Mission Statement | 3 |
| Statement of Commitment | 3 |
| SECTION A: Radio Station Advisory Board | 4 |
| Membership | 4 |
| Duties and Responsibilities | 4 |
| Operating Procedures of the Advisory Board | 4 |
| Selection of the WQAC Executive Board | 5 |
| SECTION B: Professional Radio Station Advisor | 7 |
| Appointment | 7 |
| Duties and Responsibilities | 7 |
| Termination | 7 |
| SECTION C: Faculty Advisor | 8 |
| Appointment | 8 |
| Duties and Responsibilities | 8 |
| SECTION D: Executive Board | 9 |
| Membership | 9 |
| Duties and Responsibilities | 9 |
| Qualifications | 9 |
| General Manager | 10 |
| Program Director | 11 |
| Production Manager | 11 |
| Business/Sales Manager | 12 |
| Chief Engineer | 12 |
| News & Public Affairs Director | 13 |
| Promotions Director | 14 |
| Traffic Director | 14 |
| Sports Director | 15 |
| Music Director | 15 |
| Underwriting Director | 16 |
| SECTION E: Vacated Executive Board Positions | 16 |
| SECTION F: General Staff | 17 |
| Membership | 17 |
| Requirements | 17 |
| Responsibilities | 17 |
| SECTION G: Suspension, Dismissal, and Appeal | 18 |
| Executive Board | 18 |
| General Staff | 18 |
| SECTION H: Procedures for Revision of Policies & Procedures Manual | 19 |
| APPENDIX A: Station Hierarchy | 20 |

WQAC

Alma College

Student-Operated Radio Station

POLICIES AND PROCEDURES MANUAL

Approved by the Communications Committee
on ?

Mission Statement

To provide to the students, faculty, staff, and administration of Alma College an FM Stereo, student run radio station. In which, we the staff, will deliver the highest quality in listening entertainment, information, news, and sports. While fostering continued education in the communications field, we will provide the environment in which students will continue to grow in the knowledge of broadcasting. We will put the interests and demands of the Alma College Community first and foremost in our productions. We must also keep in mind that our listeners will include those in the communities surrounding our school and try to respond to their needs and interests as well in hopes of strengthening relationships between the school and the community. The material carried over our airwaves and the materials produced off our airwaves shall follow the guidelines of the Federal Communications Commission at all times.

SECTION A

Radio Station Advisory Board

I. Membership

- A. The Radio Station Advisory Board shall be composed as follows:
1. A member of the faculty from the Communication Department, appointed by the Chairperson of the Communication Department;
 2. A representative from the Dean of Student's administrative area, appointed by the Dean of Students;
 3. A professional in the broadcasting industry will be appointed Station Advisor by the Communication Committee;
 4. A member of the Alma College faculty will selected by WQAC's Executive Board to be the Faculty Advisor;
 5. The General Manager of WQAC (Ex-Officio);
 5. A member from the Communication Committee.

B. The Chairperson of the Radio Station Advisory Board shall be the representative from the Communication Committee. The Chairperson will be permitted voting privilege only when a tie vote occurs.

C. No Executive Board member shall be allowed to be a voting member of the Radio Station Advisory Board. Non-executive personnel may use their own discretion in whether to sit on the Radio Station Advisory Board.

II. Duties and Responsibilities of the Advisory Board

A. To represent and facilitate those responsibilities delegated by the Communication Committee in overseeing the functions of the Radio Station, as those functions relate to the stipulations of the license issued by the Federal Communications Commission.

B. To recommend to the Communication Committee general station policy as suggested by the WQAC Executive Board. All such suggestions will be subject to review and change, if deemed necessary, by the Advisory Board.

C. To resolve complaints, as directed by the Communication Committee, brought against the Station from any member of the campus or community at large.

D. To act as an appeals board in all matters pertaining to Station personnel as stated in Section F.

III. Operating Procedures of the Advisory Board

A. Attendance is mandatory for Advisory Board members at all meetings unless excuses are approved by the Chairperson prior to the meeting. If any Advisory Board member is absent, excused or unexcused, from any three meetings in one semester, his/her membership shall be terminated immediately. In such instances, the Chairperson shall ask the appropriate organization or department to appoint a new representative before the next scheduled Advisory Board meeting.

B. No general matter shall be acted upon unless a majority of the Advisory Board, as it exists at the time, is present. The Chairperson may count as a voting member for the purposes of this rule. When a vote is taken, a majority of the voting members present is needed for an affirmative vote unless otherwise specified in this document.

IV. Selection of the WQAC Executive Board

A. The General Manager will be elected in the Winter Term by the Communication Committee.

B. After the election of the new General Manager s/he plus the previous General Manager and Executive Board staff will elect a new support staff.

C. Applications for the other Executive Board positions will be available to all prospective candidates in the Radio Station at least three (3) weeks prior to the elections, and must be completed and submitted to WQAC no later than two (2) weeks prior to the elections.

D. They shall have copies of all application forms no later than one week prior to the elections for review.

E. The election of the Executive Board positions shall be by majority vote.

F. These new elected members will then be approved by the Advisory Board.

G. Election Meeting Procedures for General Manager

1. After calling the meeting to order and offering any necessary information and explanation to the Advisory Board, the Chairperson may open the elections.

2. Each candidate will be required to appear briefly before the Advisory Board for identification and for any further questioning from Advisory Board members.

3. Candidates for the General Manager's position shall appear before the Advisory Board in alphabetical order.

IV. Selection of the WQAC Executive Board

H. Election Meeting Procedures for Remaining Executive Board

1. Candidates for the remaining positions will appear and be selected by position in the following order: Program Director, Production Director, Business manager, Chief Engineer, and News and Public Affairs.
2. The newly elected General Manager can decide to the election meeting in more than one session, if necessary. This should be done prior to the election meeting.
3. Newly elected Executive Board members will assume their elected positions at the beginning of the next academic year. However, from the day of their election to the day they assume their positions, all members will be required to participate in a familiarization program. Familiarization programs are the responsibility of both outgoing and incoming officers. References should be made to individual department and position policies and procedure guidelines.
4. An orientation and Training Session will be conducted within the first weeks following the election to be attended by all Executive Board members, the Station Advisor, and the Chairperson of the Advisory Board.

SECTION B

Professional Radio Station Advisor

I. Appointment

A. The Communication Committee assumes full responsibility for the appointment of the Radio Station Advisor.

B. The Advisor shall be appointed on an annual basis under terms and conditions agreed upon by the Communication Committee and the Advisor. Compensation of the advisor will be determined by Communication Advisor and paid from the operating budget of the Station.

C. The advisor will have full voting privileges on the Radio Station Advisory Board.

II. Duties and Responsibilities of the Radio Station Advisor

A. To advise students on proper operational procedures for the radio station.

B. To attend all Executive Board meetings and Radio Station Advisory Board meetings.

C. To review the academic progress and credit loads of candidates for Executive Board positions and to assure that all current Executive Board members maintain appropriate academic credentials to maintain their positions.

D. To monitor the radio station on the air, to regularly visit the studio and station personnel and assist in their training and development as disc jockeys, broadcasters, news reporters, sportscasters, and the like.

E. To mediate personnel grievances and to make personnel recommendations to the Radio Station Advisory Board.

III. Termination

The Advisor may be terminated by majority vote of the Communication Committee. Any compensation paid to the advisor will be prorated effective the date of termination.

SECTION C

Faculty Advisor

I. Appointment

A. The Executive Board of WQAC assumes full responsibility for the appointment of the Faculty Advisor.

B. The Faculty Advisor shall be appointed on an annual basis under terms and conditions agreed upon by the Communication Committee and the Advisor.

C. The Faculty Advisor will have full voting privileges on the Radio Station Advisory Board.

II. Duties and Responsibilities of the Radio Station Advisor

A. To attend all General Staff meetings and Radio Station Advisory Board meetings.

B. To review the academic progress and credit loads of candidates for Executive Board positions and to assure that all current Executive Board members maintain appropriate academic credentials to maintain their positions.

C. To keep Alma College's faculty and staff abreast of the station's status.

SECTION D

Executive Board

I. Membership

A. The WQAC Executive Board shall be composed as follows:

The following will be elected by the Advisory Board:

1. General Manager (to serve as Chairperson of the Board)
2. Program Director (to serve as assistant to the General Manager)
3. Production Director
4. Business Manager
5. Chief Engineer
6. News and Public Affairs Director

The following will be selected by majority vote of those holding the Executive Board positions identified above:

7. Promotions Director
8. Traffic Director
9. Sports Director
10. Music Director
11. Underwriting Director

II. Duties and Responsibilities of the WQAC Executive Board

A. To plan and coordinate the major broadcasting functions of the Station, implementing those policies established by the Communication Committee and Radio Station Advisory Board.

B. To develop Station policies and procedures and implement such upon approval, when necessary, from the Communication Committee and Radio Station Advisory Board.

C. To advise the General Manager on all matters of general Station policy which fall within those responsibilities delegated to the Executive Board by the Communication Committee and Radio Station Advisory Board.

D. To consult with the General Manager on the appointment of staff positions.

E. To submit to the Advisory Board, at the end of each academic semester, written reports pertaining to the financial status, the equipment status, programming

policies, amount of active student audience and all other specific data requested by the Advisory Board.

III. Qualifications of Executive Board Members

A. All candidates must be currently enrolled, full-time undergraduate students carrying at least a 13-credit load.

B. All candidates must currently have earned a 2.25 cumulative grade point average and maintain a 2.25 GPA while in office.

III. Qualifications of Executive Board Members

C. All Candidates must fulfill all other requirements as stated by Alma College in relationship to eligibility to participate in an authorized student organization.

D. The Advisory Board can, by a three-fourths vote of the Board as constituted, waive any of the specific qualifications as enumerated in this and in part B of this Section.

E. Specific Qualifications, Requirements, Functions and Responsibilities for Executive Board Candidates:

1. GENERAL MANAGER

a. Specific Qualifications

A candidate for General Manager shall be at least of Junior standing for year of term elected or have attended Alma College for four consecutive semesters. Must have some experience in Broadcast Station management, or have equivalent experience as determined by the Advisory Board.

b. Requirements

Sound academic record; an operating knowledge of all major Station departments; full grasp of Station operations and program policies must have ability to properly control, coordinate and administrate staff and executive departments.

c. Functions

1. To coordinate all major department operations of WQAC.
2. To coordinate the activities of the Executive Board and to act as Chairperson.
3. To initiate and be responsible for license renewal and all other matters with the Federal Communication Commission.
4. To approve all matters dealing with off-campus business.
5. To act, when necessary, as mediator of inter-departmental disputes.

6. To coordinate the activities of the general staff and to supervise the procedures required for placement, training suspension and dismissal.

7. To assure the proper and definitive enforcement and interpretation of standard operating procedures, (i.e., FCC Rules and Regulations, WQAC policies and procedures, WQAC guidelines and Alma College policies).

8. To maintain past accounting records and be aware of their content, advise the Executive Board of the status of the budget and make suggestions on the distribution of funds.

9. To maintain all necessary personnel records.

10. To maintain inventories of equipment and supply requirements and to initiate all purchases and supply requisitions.

11. To provide at all times leadership and fair, honest decisions in all matters.

d. Responsibility

The General Manager is directly responsible to the Advisory Board.

2. PROGRAM DIRECTOR

a. Specific Qualifications

A candidate for program Director shall be at least of Sophomore standing for year of term elected or have attended the College for two consecutive semesters. Must have some experience in Broadcast Station management, or have equivalent experience as determined by the General Manager.

b. Requirements

Sound academic record; full knowledge of target audience's needs and desires, past programming policies; creativity; good knowledge of Station structure; concern about communication of information.

c. Functions

1. To act as assistant in all capacities to the General Manager.

2. To act as second in command of the Station in the absence of the General Manager.

3. To direct and coordinate format, traffic, production, music policy and announcing.

4. To interpret, develop and enforce program policies.

5. To develop a program broadcast schedule.

6. To assure the development of required programs and salaries.

7. To develop new and original programming trends or formats.

8. To coordinate program procedures and to give guidance when necessary.

9. To screen program proposals in cooperation with the General Manager and to determine if they can be professionally produced by WQAC.

10. To oversee operations of all music libraries and the filing and indexing of all materials.

11. To insure proper labeling and storage of all music records.

d. Responsibility

The Program Director is directly responsible to the General Manager.

3. PRODUCTION DIRECTOR

a. Specific Qualifications

A candidate for Production Director shall be at least of Sophomore standing for the year of term elected or have attended Alma College for two consecutive semesters. Must have some experience in Audio Production, or have equivalent experience as determined by the General Manager.

b. Requirements

Sound academic records; full knowledge of Station structure, programming policy and the importance of broadcast function in communication; skill, creativity, and versatility in program production.

c. Functions

1. To assign and oversee all production as requested by the Program Director.

2. To coordinate the production staff.

3. To guarantee the proper placement of all required program materials before air time and to coordinate cleaning of equipment. This should be coordinated with other Station departments.

3. Production Director

c. Functions

4. Work with the station engineer in training all staff members as to use of the production studio.

5. To schedule studio time for taping and/or production.

6. To produce Station I.D.'s and promotional announcements.

7. To oversee cleaning of equipment and other housekeeping functions of the production studio with the station engineer.

d. Responsibility

The Production Director is directly responsible to the General Manager.

4. BUSINESS MANAGER

a. Specific Qualifications

A candidate for Business Manager shall be at least of Junior standing for the year of term elected or have attended Alma College for four consecutive semesters, having completed a year of accounting, and having a business related major, or have equivalent experience as determined by the General Manager.

b. Requirements

Sound academic records; full knowledge of Station structure, a good knowledge of business ethics.

c. Functions

1. Caretaker of finances including billing, paying of bills and the like.
2. To monitor expenditures to ensure no overspending.
3. To attend all Communication Committee and appropriate SBFC meetings.
4. To issue all purchase orders.
5. To prepare budget with General Manager for presentation to SBFC.

d. Responsibility

The Business manager is responsible to the General Manager.

5. CHIEF ENGINEER

a. Specific Qualifications

A candidate for Chief Engineer shall be at least of Sophomore standing for year of term elected or have attended the College for two consecutive semesters, have a valid FCC license and a working knowledge of broadcast system equipment.

b. Requirements

FCC License; operational and technical knowledge of all WQAC equipment, including studio and remote audio and transmitter control units; ability to detect and repair malfunctions in all Station equipment and transmitters; ability to make sound judgments in matters involving the purchasing of new equipment; full knowledge of all logs; to act as consultant to the Executive Board on all technical and legal matters. To have full working knowledge of FCC Rules and Regulations as they pertain to WQAC.

5. Chief Engineer

c. Functions

1. To assign and train engineering staff to assist in engineering duties.
2. To enforce standard operating procedures in all Station engineering and to oversee routine maintenance of all equipment.

3. To guarantee to security of Station control areas and remote operations in conjunction with the Productions Director.
4. To insure that WQAC constantly operates within the requirements prescribed by the Federal Communication Commissions and to maintain all technical records as required by the FCC, including transmitter maintenance logs, frequency checks, renewal forms and requirements.
5. To perform constant checks on the transmitter, to repair all equipment and keep repair records on all equipment.
6. To assure that all Station audio and transmitter equipment is maintained to manufacturer's specifications.
7. To check and install all new equipment.
8. To conduct required weekly transmitter inspections.
9. To serve as Station liaison to the College Physical Plant.

d. Responsibility

The Chief Engineer is directly responsible to the General Manager.

NOTE: In the event there is no successful candidate for the position of the Chief Engineer, the Station will contract for services with an externally qualified Engineer.

6. NEWS AND PUBLIC AFFAIRS DIRECTOR

a. Specific Qualifications

A candidate for News and Public Affairs Director shall be at least of Sophomore standing for year of term elected or have attended the College for two consecutive semesters. Broadcast, Journalism, or equivalent experience as determined by the General Manager, and having a working knowledge of the field as determined by the General Manager.

b. Requirements

Good knowledge of local government, College politics and government, student organizations and functions, major national and international affairs; must have news ability as a reporter and writer; ability to train novice staff; some operational knowledge of remote broadcast equipment.

c. Functions

1. To train and coordinate the activities of a reporting staff.
2. To oversee production of scheduled Station news broadcasts.
3. To oversee presentation of regularly scheduled sports shows with Sports Director.
4. To develop the formats and mechanics for expanded Station news coverage of all major College and Community events.
5. To develop special news and public affairs programs or documentaries.

6. To oversee the broadcast of special news programs, documentaries news and public affairs programs.

7. To maintain liaison with local news media and the Alma College office of Public Affairs.

c. Functions

8. To coordinate Station public affairs programming.

d. Responsibilities

For his/her broadcast functions the News and Public Affairs Director works in conjunction with the Program Director; for policy matters he/she is responsible to the General Manager.

7. PROMOTIONS DIRECTOR

a. Specific Qualifications

A candidate for Promotions Director shall be at least of Sophomore standing for the year of term elected or have attended the College for two consecutive semesters.

b. Requirements

Sound academic record; full knowledge of Station programming policy and dealing with campus organizations; ability to write and speak well; imagination and ability to develop promotional campaigns that will place the Station before the student community; knowledge of Station business affairs.

c. Functions

1. To develop and implement ideas and methods which will promote WQAC and its activities before the campus community.

2. To promote Station programming through on and off-campus publicity including signs, flyers, and other promotional activities.

3. To oversee the proper maintenance of Station mailing lists, and to review the preparation and distribution of any Station publicity.

4. To arrange speaking engagements in classes and in the community to recruit Station personnel and to enhance public relations.

5. To act as a liaison between WQAC, campus organizations and the general student body for promotional purposes.

8. TRAFFIC DIRECTOR

a. Specific Qualifications

Minimum of two semesters at WQAC completed either in on-air board operation or in traffic; complete knowledge of Station format requirements, and log procedures; knowledge FCC Rules and Regulations as they pertain to WQAC operation and program logs.

b. Functions

1. To implement the policy set forth by the Program Director.

2. To prepare and maintain all program logs and to be responsible for their accuracy.

3. To oversee the scheduling of all public service, promotion, and underwriting announcements.

c. Responsibility

The Traffic Director is directly responsible to the Program Director.

9. SPORTS DIRECTOR

a. Specific Qualifications

Minimum of two semesters at WQAC before assuming the position; must have good knowledge of sports plus administrative ability; should be capable of training novice sports reporters and have relatively good news writing ability; ability to report play-by-play of sports events; must have operational knowledge of remote equipment.

b. Functions

1. To implement the policy set forth by the News and Public Affairs Director.

2. To coordinate the broadcast arrangements and broadcasts of both feature and live sports programs.

3. To arrange for broadcast facilities of remote games with the sports information director of each institution involved.

4. To assign announcing staff for regular and remote programs (engineers for remotes will be assigned by Chief Engineer).

5. To collect expense receipts for all sports functions and to submit them in proper form to the Business Manager.

6. To coordinate any special sports programming with the News Director and Productions Director.

c. Responsibility

The Sports Director is responsible to the News and Public Affairs Director.

10. MUSIC DIRECTOR

a. Specific Qualifications

Minimum of two semesters at WQAC before assuming the position; good knowledge of the field and the essence of WQAC music policy; knowledge of music filing system.

b. Functions

1. To implement the policy set forth by the Program Director.

2. To review and clear all incoming music for broadcast in conjunction with the Program Director.

3. To advise Program Director and disc jockeys as to new releases in each field.

4. To assist Program Director in setting music programming policy.

5. To assist Program Director in obtaining needed recordings by maintaining working relations with all record companies and distributors.

6. To prepare and distribute a weekly music play list.

c. Responsibility

The Music Director is directly responsible to the Program Director.

11. UNDERWRITING DIRECTOR

a. Specific Qualifications

Minimum of one semester at WQAC before assuming position.

b. Requirements

Must have good knowledge of business ethics, fund raising, and FCC laws referring to underwriting.

c. Functions

1. To coordinate the underwriting efforts of WQAC.

2. To organize and post the proper on-air announcements.

3. To collect all funds brought in by underwriting.

4. Work closely with the General Manager and the Business Manager in carrying out position.

d. Responsibility

To the General Manager and the Business Manager.

SECTION E

Vacated Executive Board Positions

1. The Executive Board of the Radio Station is authorized to fill vacancies in positions not elected by the Advisory Board.
2. If an elected Executive Board position is vacated, other than that of the General Manager, the General Manager shall fill that position by appointment, The General Manager's appointment must then be ratified by a majority vote of the Advisory Board at its next official meeting.
3. If at any time the position of General Manager is vacated, the Program Director shall temporarily assume the position until a new election is held by the Advisory Board.

SECTION F

General Staff

1. Membership Definition

A. The General staff shall be those students working at the Station with the exception of the Executive Board.

B. Any Alma College full-time student in good standing (as defined by the College Registrar) may work at WQAC. Participation in WQAC is a privilege, not a right, and students must demonstrate they are qualified for staff positions. Exceptions to this policy may be made by the unanimous decision of the General Manager, Faculty Advisor, and Chairperson of the WQAC Advisory Board.

2. Requirements

General staff members falling below a minimum of 13 credit hours shall be recommended for review by the Executive Board. During the summer session students who have been full-time students in the previous spring semester and who intend to enroll for full-time status in the subsequent fall semester may participate on the staff.

3. Responsibilities

Participation on the General staff of WQAC is a privilege which can be revoked for cause. Upon appointment each staff member must sign a responsibility form prepared by the General Manager which sets forth specific policies and guidelines for the staff. Although specific operational policies may change under different General Managers and Executive Boards, the following responsibilities remain in force at all times:

- A. To abide by all FCC Rules and Regulations.
- B. To attend staff meetings called by the General Manager.
- C. To adhere to the scheduling, logging, programming, music, sports and news formats, production and other policies set by the department heads and General Manager.
- D. To report to the Station Advisor the receipt of money, services or anything of value in consideration for the broadcast directly or indirectly of any program matter.
- E. The use or possession of alcohol or illegal drugs is strictly prohibited on Station premises or areas for which WQAC is responsible.
- F. Abuse of Station property is strictly prohibited.
- G. Unauthorized possession of Station property is strictly prohibited.

SECTION G

Suspension, Dismissal and Appeal

1. Executive Board

A. Any member of the Executive Board shall be dismissed by action of Station Advisor for

1. failing to maintain 2.25 cumulative grad point average.
2. falling below full-time enrollment.
3. being suspended for disciplinary reasons by the Dean of Students.
4. being suspended for violation of the College Honor Code.
5. not being in good academic standing.

B. The Station Advisor may also dismiss members of the Executive Board for due cause.

C. The dismissed Executive Board member shall be notified in writing his/her dismissal.

D. Any dismissal for due cause may be appealed to the Advisory Board. Such an appeal must be submitted in writing to the chairperson of the Advisory Board within one week after receiving written notification of the dismissal.

E. The Advisory Board will consider such appeals at the next regularly scheduled Board meeting following receipt of the appeal by the chairperson of the Advisory Board. A majority vote of the entire Advisory Board is necessary to overturn the dismissal.

2. General Staff

A. Any member of the General Staff shall be dismissed by action of the Executive Board for:

1. falling below full-time enrollment.
2. being suspended for disciplinary reasons by the Dean of Students.
3. being suspended for violation of the College Honor Code.
4. not being in good academic standing.

B. Failure to meet the responsibilities outlined in Section E.3 will also be considered cause for suspension or dismissal.

C. Executive Board members are authorized to suspend immediately any staff member for violation of Station policy and procedures. The suspension, not to exceed one month, will be determined by the General Manager, who will inform the staff member in writing. Violators of FCC Rules and Regulations are subject to immediate dismissal.

D. An appeal of suspension or dismissal under F.2 B or C must be submitted in writing to the General Manager and the Station Advisor within one week after receipt of written notification of the duration of suspension or dismissal. All suspensions and dismissals may be appealed to the Executive Board. A majority vote of the entire Executive Board present is needed to overrule a suspension or dismissal.

E. If the Executive Board does not overrule a suspension, the suspension period as set by the General Manager remains in effect. Only in cases of dismissal will the Advisory Board entertain an opportunity for an appeal. In such cases the procedures of appeal set forth in Section F.1.D., and F.1.E for Executive Board members will apply for general staff.

SECTION H

Procedures for Revision of the Policies and Procedures Manual

The WQAC Policies and Procedures Manual is to be reviewed at least every three years by a subcommittee appointed by the Advisory Board Chairperson. The Committee's final report must be submitted prior to April 1. Although this review must take place every three years, it does not preclude the consideration of revisions at other times.

The Executive Board may also submit in writing to the Advisory Board its recommendation for revision of the Policies and Procedures Manual. This can be done whenever the Executive Board feels there is such a need.

At least a majority of the voting members of the Advisory Board must be present for passage of any proposed change in the manual. Changes will take effect twenty days after being sent to the Advisory Board unless revised or revoked by the Advisory Board.

The Advisory Board at any time may make changes and revision in the WQAC Policy and Procedures Manual as it deems appropriate.