

U-ROCK® NETWORK

Affiliate Operator Handbook · v3

Your Station. Your Community. Powered by the U-Rock® Network.

Build a local media company with the backing of the U-Rock® Network.

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Contents

Your Station Is Yours

An affiliate station is not a rented feed. It is a local media company that you own and operate, running on network infrastructure. The split is simple:

YOURS	POWERED BY U-ROCK®
Station logo	Broadcast technology and streaming infrastructure
Cover images and station-page look	The dashboard, station page engine, and tools
Tagline and local voice	Training and operator support
Local DJs and programming blocks	National programming and the WURN-DB HQ feed
Local advertisers and sponsors	The artist pipeline and syndication
Local news, events, and coverage	Network promotion and cross-market reach
Local identity — all of it	The U-Rock® name behind you

Set your branding in minutes: sign in at affiliate.urock.network/branding.html with your dashboard login. Upload your logo and cover photo and set your tagline — changes go live on your station page immediately, with a small “Powered by U-Rock® Network” line under your logo.

Network marks: your station branding is yours to design. The U-Rock® and NADB logotypes themselves stay unaltered, per licensing.

What It Costs

Founding-affiliate rate: \$300 one-time setup (regular value \$1,500)

Every founding affiliate joins at \$300. That single figure appears on your invoice, in the dashboard, and in every U-Rock® document. If network pricing changes later, existing affiliates keep their founding terms.

Stage 1 — Getting Started

Goal: your station is on the air and looks like yours. Nothing in Stages 2–3 is required to go live. Play music first; grow from there.

1.1 Launch checklist

- Complete setup (\$300 founding rate) and receive your call sign and dashboard login.
- Sign in at affiliate.urock.network — tour the dashboard: player status, submissions, tracker, sales tools.
- Set your branding at affiliate.urock.network/branding.html — logo, cover photo, tagline.
- Confirm your station page at urock.directory/station/<your-call-sign> plays the live stream.
- Introduce yourself to HQ via the dashboard so we can announce your market.

1.2 Your first week

- Post one short local update (100–200 words) so your page isn't empty.
- Share your station page link on your local social channels with #URockNetwork.
- Listen. Learn the national feed and rotation so you know what you're localizing.

1.3 Mission

U-Rock® Network is a grassroots broadcast and discovery platform for independent rock. Affiliates are the eyes and ears of their local scenes — publishing timely coverage, building community, and feeding the national WURN-DB HQ feed.

Stage 2 — Growing Your Audience

Goal: consistent local coverage that makes your station the town's music page. Adopt this rhythm when Stage 1 feels routine.

2.1 Daily (light but consistent)

- Post 1 short local update (100–200 words).
- Share 2–3 curated social updates with affiliate tag + #URockNetwork.
- Refresh local charts/playlists where applicable.
- Log deliverables in the Tracker (Daily Log tab).

2.2 Weekly deliverables

- One full article (500–800 words) covering a local show/release/profile.
- One interview (text/audio/video) with a musician/promoter/scenester.
- Weekly chart report (Top 10 spins/requests).
- Upload to dashboard and mark status in Tracker (Weekly tab).

2.3 Monthly contributions

- Feature story (1,000–1,500 words) on a regional trend/venue/studio/band.
- Photo or video package covering at least one event.
- Affiliate Station Report (ops notes, listener metrics, token usage, scenester highlights).

2.4 Editorial standards

- **Tone:** independent, grassroots, pro-artist; avoid PR fluff.
- **Originality:** ≥ 70% original. Cite sources where needed.
- **Multimedia:** every piece includes at least one image, video, or embedded audio.
- **Metadata:** tag with band, genre, venue, city, and date.
- **Cross-promotion:** link to U-Rock® Network HQ at least once per post.
- **Accessibility:** alt text for media; captions recommended for video.

2.5 Quality bars & deadlines

- Spelling/grammar meet publication standard; headlines are active voice.
- Fact-checked with at least one confirmable source (artist, venue, release link).
- Deadlines: Daily by 9pm local · Weekly packages by Sunday 6pm local · Monthly report by last business day, 6pm local.

2.6 Style cheatsheet

- Headline ≤ 70 characters; include city/venue/artist when relevant.
- Lead paragraph: who/what/when/where/why in 1–2 sentences.
- Short paragraphs (2–4 sentences), subheads every ~150–200 words.
- Caption every image. Credit photographers properly.

2.7 Example weekly schedule

- Mon: show preview + social curation · Tue: interview transcription/editing
- Wed: scene photo set + short update · Thu: gig report draft
- Fri: publish full article · Sat: chart compilation
- Sun: upload weekly package, submit for review

Stage 3 — Building a Business

Goal: your station pays for itself and then pays you. Take these on one at a time — none of them are prerequisites for broadcasting.

3.1 Advertising & sponsorships

- Sell local ad slots from the dashboard — placemat tiles, banners, and rotating slots on your station page.
- Your market's rate card ships with your Operating Manual; sales.urock.network carries the playbook, proposal templates, and lead tracker.
- Local advertisers are yours; network slots are sold from HQ.

3.2 Scenesters

- Recruit local contributors ("Scenesters") who submit photos, clips, and reports from shows via OnScene.
- You moderate; strong submissions feed your page and the national feed.

3.3 Artist Portal & the artist pipeline

- Local artists submit music through the Artist Portal; you spotlight the best locally.
- Standout artists move up the network pipeline — airplay beyond your market, U-Rock® Records consideration.

3.4 Zines & contests

- Publish local zine issues from approved coverage; run station contests to drive listenership and submissions.

3.5 Token ecosystem

- On-time approved submissions earn UROCK token rewards.
- Top stories can be minted as archival NFTs (artist revenue share per policy).
- Musician access tiers are payable with tokens — details in the dashboard.

3.6 Submission, review & rewards

- Submit all content via the Affiliate Dashboard using authenticated accounts.
- Each submission: title, summary, tags/metadata, media attachments/links, city/venue, event date.
- HQ review flow: submitted → under review → approved/revisions → syndicated.

3.7 Required fields per submission

- Title, dek/subtitle (1–2 sentences) · city, venue, event/release date.
- Artist/band, genre(s) · body (minimum word counts by deliverable).
- Media with credits and alt text · links to official sources · tags: band, genre, venue, city, date.

3.8 Compliance, incidents & escalation

- Follow local photo/video consent laws; secure venue/artist permission when required.
- NADB logo may be displayed per current licensing; do not alter. Link to the official NADB site if linking is required.
- Missed deadline: mark 'late' in Tracker and notify HQ via dashboard.
- Flagged content (copyright, defamation, safety): set status to 'hold' and escalate to HQ.
- Always retain raw media and permissions (store links in the submission record).