

U-ROCK® NETWORK

HQ Dashboard Operating Manual

Network Headquarters — Command Center, control surfaces, and standard operating procedures

The master control document for running the entire U-Rock® Network from dashboard.urock.network. Every screen, every queue, every automated process — what it does, where it is, and how to operate it.

One database. Many entry points. Role-based control.

Version 1.0 · Live-system verified · 2026

Contents

0. How to Use This Manual

This manual documents the U-Rock® Network HQ dashboard — the headquarters control surface at dashboard.urock.network. It is written for the network operator and HQ staff. Affiliate-facing procedures live in the separate Affiliate Operating Manuals; this book is the layer above them: the tools that run the whole network.

The founding tenet governs everything here:

- **One database, many entry points.** HQ, affiliate, regional, community, artist and scenester surfaces are all the same system, gated by role and hostname. Nothing is forked.
- **Add, modify, better — never rewrite.** Every change builds on what exists. Back up before edits.
- **Everything real.** No mock data, no placeholder fronts. If a screen shows it, it is live from the database.
- **Spelling is always U-R-O-C-K.**

Where a procedure has a hard rule learned from live operation, it is flagged → CHECKLIST. Collect those into your onboarding runbook (Section 17).

1. Architecture & Access

1.1 The four servers

Server	Role
CORE	PocketBase (the one database, :8090) + core-api (Node, :4080) + nginx serving every site
MEDIA	media.urock.network — all uploaded audio, images, zines, covers
WORKHORSE	Rendering / compute worker
BROADCAST	AzuraCast — the streaming engine, one station per affiliate

1.2 Logging in

1. Go to **dashboard.urock.network**.
2. Sign in with your HQ account (email + password), or the Google sign-in.
3. Your **ROLE** determines what you see. HQ/admin sees the Command Center and every network tool; affiliates see their station tools; regional controllers see their territory; community stations see the Town Board.

Password resets and all system email flow through the network mail bridge (Microsoft Graph, sending as tech@urock.network). If a reset email is missing, check spam once, then mark not-spam.

1.3 Roles

Role	Sees
HQ / Admin	Command Center + all network tools, all affiliates, finance, records, tokenomics
Tech	Same as admin plus Tech Ops diagnostics
Regional	Regional Desk + the stations in their territory
Affiliate	Their own station: broadcast, playlists, submissions, classifieds, zine, mail
Community affiliate	Town Board first (classifieds/events/partners/photo), "On Scene" + "Local Submissions" labels

2. The Command Center (Home)

The HQ home screen is the Command Center — action before statistics. It opens with a live greeting line and the network's pending work, so you know what needs a decision the moment you log in.

2.1 What it shows

- **Greeting + status** — "All systems nominal" or an amber alert count.
- **Quick actions** — Upload Content, Mint Tokens, Marketplace.
- **The fleet, review queues, comms and the national schedule** at a glance.
- **Alerts** — every system_alert (email-to-story drafts, preorder goals met, network nominations, record sales, directory submissions) surfaces here as an action item.

2.2 The greeting strip (affiliate view)

On an affiliate dashboard the greeting composes itself from live data: pending approvals across all queues, which queues are past the 48-hour standard (red), and rotation flags for any artist over 10% of the week's spins. HQ sees the network-wide roll-up.

3. Navigation Map (Indexed)

The HQ left navigation is grouped. Every destination, what it is, and the section of this manual that covers it:

3.1 Network

Item	What it is	§
Affiliates	The station fleet — add, edit, review, activate stations	5
Regional Desk	Per-region station health, queues, artist pipeline	6
Regional	Legacy regional scoreboard (counts)	6

3.2 Operations

Item	What it is	§
Resource Library	Shared files/assets for affiliates	—
Communications	Internal network messaging	10
Tech Ops	System diagnostics (admin/tech)	20
Onboarding	New-affiliate approval + setup	17

3.3 Content, Label & Community

Item	What it is	§
Content Engine	Story pipeline: Suggested → Draft → Review → Scheduled → Published	7
Zine & Magazine	Weekly zine builds + national magazine	8
U-Rock® Records	Label: Artists, Releases, NFT Drops, Store, Sales & Preorders	12
Marketplace	Token-paid exchange of IDs, sweeps, shows, services	11
Scenester / On Scene	Community photo/clip drops + field assignments	9
Submissions	Music submissions (Local Submissions on community)	5
Mail Desk	All five department mailboxes in one surface	10

Item	What it is	§
Members & Passports	Listener/scenester passports and stamps	9
Town Board	Community-station control room (community role only)	18

3.4 Money & Settings

Item	What it is	§
Sponsors / Sponsor Studio	Ad inventory, placements, sponsor CRM	14
Sales	Proposals, leads, PayLinks	14
Finance suite	Ledger, accounting, revenue, treasuries	15
Tokenomics	UROCK token model + treasury balances	15
Broadcast	Go Live, network relay, uploads, publish	13
Schedule	Program grid (sticky UTC gutter)	13
Playlists	AzuraCast playlist management per station	13
Settings	Account, roles, configuration	1

4. Approvals & Queues — The 48-Hour Standard

Everything the public submits lands in a queue as PENDING and never goes live until an operator acts. The greeting strip counts pending items and flags any queue older than 48 hours in red.

4.1 The queues

Queue	Fed by	Where
Music submissions	Artist portal + [PUBLISH]-tagged mail	Submissions
Classifieds	Station-page classifieds form + [CLASSIFIED] mail	Town Board / Classifieds
Events & listings	Station-page forms + [EVENT]/[LISTING] mail	Town Board
Scene drops	Scenester / On Scene uploads	Scenester
Story drafts	Content Engine + [PUBLISH] mail	Content Engine

4.2 The actions on every queue

- **Approve** — publishes it live.
-  **Edit before approving** — fix a typo or clean a submission in a modal, then approve. No reject-and-resubmit.
-  **Request changes** — emails the submitter what to fix (from tech@urock.network), leaves it pending.
- **Reject** — declines it.
- **Delete** — removes it.

Story content additionally supports Schedule (draft → review → scheduled → published) in the Content Engine.

5. Affiliates & The Fleet

5.1 Managing stations

Affiliates is the station roster. Each record carries call sign, city/state, region, market profile, territory status, lifecycle stage, service radius, wallets, logo/banner, station_type (community flag), station_mailbox, and the AzuraCast link.

5.2 The artist pipeline

The pipeline is the network's core product: LOCAL DISCOVERY → REGIONAL TEST → NETWORK SPOTLIGHT.

4. Artist submits through the portal or a station picks up a drop.
5. Submission geo-routes to the nearest affiliate's queue (community artists route to their community station).
6. Station reviews → accepts into rotation → the artist earns UROCK.
7. Accepted artists surface on the Regional Desk pipeline for nomination to HQ (Section 6).
8. HQ promotes network spotlights.

6. Regional Desk

The Regional Desk turns a region into an operating room. Pick a region from the selector (built live from affiliate data); HQ sees all regions.

6.1 Three panels

- **Station Health Strip** — every station in the region: stream online/offline + listeners (one bulk broadcaster call), pending count with 48h red-flagging, oldest item age, last-publish date with stale (>7 day) warnings.
 - **Artist Pipeline Board** — accepted submissions in the region in the last 30 days, each with a **Nominate to HQ** button (one reason line → lands in HQ alerts, duplicate-protected).
 - **Queue Detail** — per-station breakdown of exactly what is waiting, red past 48h.
- CHECKLIST: appoint a regional controller by setting their role to Regional; a future build pins them to a single territory.

7. Content Engine & Publishing

7.1 The story pipeline

Content Engine tabs: Suggested → Drafts → Review → Scheduled → Published. Suggested cards are auto-generated from real signals (affiliate pickups, scenester reports, new releases, the Friday New-Music rollout). "Draft this" writes a story; "X Dismiss" permanently hides a stale suggestion.

7.2 Email-to-story: subject-line tags

Any of the five mailboxes (or a station's own mailbox) accepts these subject tags; the poller sweeps every 5 minutes and files each as PENDING:

Subject tag	Creates
[PUBLISH] Title	Network story draft
[PUBLISH WPHL-DB] Title	Story tagged to that station
[EVENT WRHM-DB] Title	Pending community event

Subject tag	Creates
[CLASSIFIED WRHM-DB] Title	Pending classified
[LISTING WPHL-DB] Business	Pending directory/business listing

If the mail arrives at a station's own mailbox (Section 10), the call sign is optional — it auto-scopes.

8. Zine & Magazine

- Weekly zine builds per station from that week's published stories, with real photos (hero + interior), the station chart, accepted artists and sponsor blocks.
- A back issue can be rebuilt in place (same issue number/week) without minting a duplicate.
- Every station page shows its zine; stations with none fall back to the National Magazine.
- On community-station dashboards this menu reads **Weekly Magazine** (zine is reserved for music stations).
- Each built zine fires the NFT mint engine as a claimable collectible edition (Section 16).

9. Scenester / On Scene

One system, two front doors: scenester.urock.network for music scenes, onscene.urock.network (same rails, community skin) for towns. Identity is the passport — one email = one collector identity across every door.

9.1 Flow

Drop (photo/clip) → moderation queue → approve → appears in the station's "From the Scene" feed → scenester earns credits + passport stamps.

9.2 Field Assignments

Stations post beats to cover (what to shoot, venue, date, reward). Scenesters claim a beat; when their drop is tagged to it, the assignment auto-closes and links to the submission. This is the engine behind sponsored coverage — a venue sponsors a beat, a scenester covers it, it runs on the page and the air.

10. Mail Desk & Department Mailboxes

Mail Desk reads all five department mailboxes in one surface; replies send as the department. Routing:

Mailbox	For
advertise@urock.network	Ad buys, listings, sponsorships
press@urock.network	Press releases, interview & media requests
sales@urock.network	Proposals, invoices, renewals
content@urock.network	Editorial intake; [PUBLISH] auto-drafts a story
tech@urock.network	System sender — ALL automated mail leaves here

Station mailboxes: create a Microsoft 365 shared mailbox (free) like wphl@urock.network, set station_mailbox on the affiliate record, and that station's inbox appears in its own Mail Desk with tag auto-scoping.

11. Marketplace

Token-paid exchange of broadcast assets, programs and services. Tabs mirror the Media Library exactly: Station IDs, Sweeps, Music, Commercials, Programs, Resources, Production, TV, Special Effects, Shows, Services. Network IDs/sweeps carry free; production/SFX and programs carry a UROCK price. Affiliates acquire an item straight into a station playlist; credits settle and a liquidity slice is booked.

12. U-Rock® Records (The Label)

Five tabs: Artists, Releases, NFT Drops, Store Inventory, Sales & Preorders.

12.1 The small-batch pressing model

Vinyl is print-on-demand: ~\$600 presses 20 records at \$30/unit, so the retail is \$60. You do not press until demand is proven.

9. Flag a release as **preorder** with a goal (default 5).
10. Fans **reserve free** on the store — they owe nothing; a confirmation email explains the model.
11. At goal, HQ gets a **PRESSING GOAL MET** alert → order the run (6–8 week lead).
12. One click per buyer sends a **real PayPal invoice** (v2 Invoicing) to their email.
13. Mark Paid → Ship. Counts roll back automatically on cancel.

12.2 In-stock & digital sales

In-stock and digital titles sell through ****direct PayPal checkout**** on urockrecords.com/store: Buy Now → PayPal → on return the payment auto-captures, the order marks paid, physical stock decrements, and the sale logs to the revenue ledger. Apple Music / Spotify links show on each release when provided.

12.3 NFT drops

See Section 16 — releases and zines mint as claimable collectible editions on our own claim-to-wallet rail.

13. Broadcast & Scheduling

- **Broadcast** — Go Live, Network-Wide relay, Upload, Publish. Upload carries a cover-artwork field alongside audio.
 - **Schedule** — the program grid; the UTC time column is sticky when you scroll, show chips sit in a boxed palette.
 - **Playlists** — AzuraCast playlists per station; drag library tracks into dayparts, toggle, reorder.
- CHECKLIST: a station will not play or accept uploads until its AzuraCast station is **LINKED** to the affiliate record. Verify the link before first upload.

14. Sponsors & Sales

- **Sponsor Studio / Sponsors** — ad inventory, placements, sponsor records; ad inventory has a live business filter.
- **Sales** — leads, proposals, PayLinks (PayPal order links generated from the dashboard).

- Ad inventory is priced in USD; artist access and network goods are priced in UROCK — keep the two straight when quoting.

15. Finance & Tokenomics

15.1 Two tokens

Token	Supply	Job
UROK (Polygon)	21,000,000 fixed	Internal network operating token — never publicly sold
UROCK (Solana)	1,000,000,000 (Moonshot)	Public participation token — the door for fans

Fans buy Solana UROCK on Moonshot and burn it for internal credits (one-way). The burn ratio is the peg dial — tuned so network goods hold real value; the price book never moves. Utility, not investment — no price promises, ever.

15.2 The seven Polygon treasuries

Treasury	UROK
Network Reserve (cold)	5,250,000
Artist & Scenester	5,250,000
Affiliate Rewards	4,189,000
Marketplace & Services	2,100,000
Community & Strategic Growth	1,680,000
Development & Innovation	1,470,000
Liquidity & Exchange	1,050,000

15.3 UROCK access tiers (replaced USD pricing)

- Artist full access: **600 UROCK** lifetime.
- Accepted-artist tier: **300 UROCK**.
- Directory listing: ~200 UROCK/mo.
- Tokens are earned through the network or acquired at urockcoin.com.

16. The NFT Engine

- ERC-721 collection on Polygon; minted from a funded network wallet.
- Zine builds and releases become **claimable** editions automatically.
- Fans claim to their own wallet on **our own claim-to-wallet rail** — not OpenSea, no transaction-list links on public pages.
- House-held editions transfer to a buyer's wallet directly.
- Phygital (planned): vinyl/CD buyers claim a numbered NFT free — stand this up before physical releases ship.

17. Onboarding a New Affiliate (Runbook)

The consolidated checklist — every hard-won rule in order:

14. Approve the affiliate in Onboarding; create the affiliate record (call sign, city, region, market profile, service radius).

15. Create the AzuraCast station on BROADCAST and **LINK it to the affiliate record** (station will not play or accept uploads otherwise).
16. Create default playlists (default, Station IDs, sweepers) and record station IDs in the station voice.
17. Create the Microsoft 365 shared mailbox (e.g. call@urock.network) and set station_mailbox on the record.
18. For a community station: set station_type = community (unlocks Town Board, On Scene / Local Submissions labels, Weekly Magazine).
19. Set the service radius (community stations ~12 miles so neighbors don't overlap).
20. Provision the controller login and hand off the affiliate manual.
21. Confirm cover art goes in the Upload form's artwork field, not the audio field.

18. Community Stations (The Blueprint)

Community stations (e.g. WRHM-DB Rock Hall) run the "digital front porch" template: magazine-style front page with dominant local photography, live tides/weather/fishing, town events calendar, classifieds board, business Guide (the "Town 100"), From-the-Scene feed, and the radio player — no prices on the public page.

- **Town Board** is the community control room: classifieds queue, events & listings queue, partner spotlights, and the Harbor-Photo-of-the-Day picker.
- **The Guide** is the business directory — seed listings from public record, invite owners to claim and enhance (free listing + feature story).
- The whole kit is stamped onto a new town by flipping station_type and swapping photos + the tide station. Prove one full cycle (one approved classified, one event, one partner) before cloning the next town.

19. Daily / Weekly HQ Routine

Daily

- Open the Command Center — clear anything red (past 48h) first.
- Work the alert list: story drafts to publish, preorder goals met, network nominations, record sales to ship.
- Scan Mail Desk across all departments.

Weekly

- Regional Desk pass per region — health, stale stations, nominate pipeline artists.
- Build/verify zines; publish the National Magazine.
- Review rotation-mix flags (any artist over 10% of spins).
- Records: chase preorders near goal; ship paid orders.

20. Troubleshooting & Known Limits

Symptom	Cause / Fix
Station won't play or upload	AzuraCast station not linked to the affiliate record — link it (\$13).
Song has no cover on the page	Art wasn't attached in the Upload artwork field; re-upload with artwork, or owner adds via Release Center.
Reset email missing	Check spam once, mark not-spam; all mail sends from tech@urock.network.

Symptom	Cause / Fix
Station stream shows — on Regional Desk	Broadcaster only exposes public now-playing for enabled stations; a broadcaster setting, not a dashboard bug.
Suggestion keeps reappearing	Use X Dismiss (permanent) rather than ignoring it.
Duplicate scenester identities	One email = one passport. Use a single email per person, always.

End of manual — U-Rock® Network HQ Operating Manual v1.0. Keep alongside the Affiliate Standards Manual and each station's Operating Manual.