

**Upper Midwest Digital Folklore Archives**

**Accession Form** (Version 2: 12/1/11)

Title of Project: WSUM DJ Behavior

Course: Communication Arts 522  
[e.g. Folklore 100: Introduction to Folklore]

Instructor: Robert Howard

Year: 2012  
[e.g. 2008]

Semester: Spring  
[Fall, Spring, Summer]

Date(s) material was documented: 11/18/2012, 11/19/2012, 11/28/2012

Language(s): English

Places mentioned: (town or county, state [spelled out], country) Madison, WI

Summary of Project: (100 words or less.) This project is about how DJ hosts of radio shows at Madison's local radio station 91.7 WSUM carry out their show. It's a documentary about how they brand themselves to make their show different from other DJ's shows.

Restrictions, if any, placed on the use of this project by the Student or the Respondent:

Keywords: (terms that will help researchers find your fieldwork; include 3-5 terms)

Folk Genre Keywords: (from the Ethnographic Thesaurus' top term categories, e.g. Belief, Ritual, Music, Dance, Material Culture, Foodways, etc; list all that apply) Music, Entertainment and Recreation

More Specific Subject Terms: (from the Ethnographic Thesaurus, e.g. taverns, basket making, etc)  
Disc Jockeys, Sports, Talks Shows

Folk Group Keywords: (use list of ethnic terms handed out in class and/or the Ethnographic Thesaurus, e.g. Family; Ethnic: Greek American, African American; Work: firefighters; Sports: baseball players; Gender; Sexualities; Others) Social Groups:  
Undergraduates at UW-Madison, Disc Jockeys

Cultural Practice, Motif, and Issue Keywords not described above: (examples: -making, Ho-Chunk pahkeh beadwork; apples, bear, car, water, death, murder, changes in tradition, hybridity)

Catch Phrases, Radio Show, Branding Identity, Individualism

About the Student-Researcher:

Name of Student: Hanna Berman

Major/Dept: Communication Arts-Radio, TV & Film

Year in College: (please circle one)

Senior

Freshman

Sophomore

Junior

Senior

Gender: Female

Age: 21

Ethnicities (list specific ethnicities, not racial categories like "Asian"):

Birthplace: Cleveland, OH

Significant places of residence, if different:

Madison, WI

(town or county, state [spelled out], country)

Religious group affiliations:

List of Respondent(s):

(Include the following information for EACH respondent from whom you have collect a consent form. Copy and Paste a Respondent Information section for each respondent beyond those below. Leave unused entries blank. Number consecutively: "No.4," "No.5". These numbers should match your uploaded consent and release form document numbers (see below)).

Respondent Information

Name of Respondent No. 1: Madison Trifon

Area of Expertise/Explanation of Focus: (what is it about this person that forms the basis for this project?)

Host of "Radiogasm" on 91.7 WSUM

Relationship to student: friend

Gender: Female

Age: 22

Birthplace (town or county, state [spelled out], country): Los Angeles

Significant places of residence , if different than above: Madison, WI

If relevant, please provide the following:

Ethnicities (list specific ethnicities, not racial categories like "Asian"):

Religious background:

Occupation: Student

Hobbies: Radio Show

Other:

Name of Respondent No. 2: Elli Smerling

Area of Expertise/Explanation of Focus: (what is it about this person that forms the basis for this project?)

Host of "The Great American Songbook" on WSUM

Relationship to student: friend

Gender: female

Age: 22

Birthplace (town or county, state [spelled out], country): Chicago, IL

Significant places of residence , if different than above: Madison, WI

If relevant, please provide the following:

Ethnicities (list specific ethnicities, not racial categories like "Asian"):

Religious background:

Occupation: Student at UW-Madison

Hobbies:

Other:

Name of Respondent No. 3: Malka Sender

Area of Expertise/Explanation of Focus: (what is it about this person that forms the basis for this project?)

Host of "Californication, Sounds of California" on WSUM 91.7

Relationship to student: friend

Gender: female

Age: 22

Birthplace (town or county, state [spelled out], country): Los Angeles, California

Significant places of residence , if different than above: Madison, WI

If relevant, please provide the following:

Ethnicities (list specific ethnicities, not racial categories like "Asian"):

Religious background:

Occupation: Student

Hobbies:

Other:

Name of Respondent 3.: Jackson Dahlquist

Area of Expertise/Explanation of Focus: (what is it about this person that forms the basis for this project?)

Host of "Student Section" on WSUM 91.7

Relationship to student: friend

Gender: male

Age: 22

Birthplace (town or county, state [spelled out], country): Los Angeles, California

Significant places of residence , if different than above: Madison, WI

If relevant, please provide the following:

Ethnicities (list specific ethnicities, not racial categories like "Asian"):

Religious background:

Occupation: Student at UW-Madison

Hobbies:

Other:

List of Documents/Recordings:

(Include the following information for EACH Document/Recording. List as much relevant information as possible. Copy and Paste a Document Information section for each document beyond the five below. Number consecutively: "No.1," "No.2". These numbers should match your uploaded document number. This COMPLETED accession form should always be document 1. Your final cut of your video should be document 2. All other interviews or other audio, photo, video, or text materials should be in separate files following.

There should be at least one audio file per interviewee. Include relevant B-role etc. Keep all files at 999 Megs in size or less. Chunk longer video files in relevant documents of 999 Megs or less.)

No. 1 Accession Form

No. 2 Your Video Documentary Title: WSUM DJ Behavior

No. 3 Name of Document: Madison Trifon Interview

Material Type: (audio/video/photo/text and file format) Video

Date Collected: 11/18/2012

Places where material was collected: Madison, WI  
(town or county, state [spelled out], country)

Description: (include a summary of the document and any pertinent information, such as if it is a raw interview footage, B-Reel, and audio interview etc.)

Social and/or Cultural Context: Her radio show "Radiogasm" at the student-run radio station 91.7 WSUM

No. 4 Name of Document: Elli Smerling Interview

Material Type: (audio/video/photo/text and file format) Video

Date Collected: 11/28/2012

Places where material was collected: Madison, WI  
(town or county, state [spelled out], country)

Description: (include a summary of the document and any pertinent information, such as if it is a final cut or raw footage)

Her job as a host of "The Great American Songbook" at the student run radio station 91.7 WSUM

Social and/or Cultural Context: Student at University of Wisconsin-Madison

No. 5 Name of Document: Malka Sender Interview

Material Type: (audio/video/photo/text and file format) Video

Date Collected: 11/28/2012

Places where material was collected: Madison, WI  
(town or county, state [spelled out], country)

Description: (include a summary of the document and any pertinent information, such as if it is a final cut or raw footage)

Her job as a host of "Californication-The Sounds of California" at the student run radio station 91.7 WSUM

Social and/or Cultural Context:

No. 6 Name of Document: Jackson Dahlquist Interview

Material Type: (audio/video/photo/text and file format)

Date Collected: 11/28/2012

Places where material was collected: Madison, WI  
(town or county, state [spelled out], country)

Description: (include a summary of the document and any pertinent information, such as if it is a final cut or raw footage)

His job as a host of "Student Section," the sports show at the student run radio station 91.7 WSUM

Social and/or Cultural Context:

No. 7 Name of Document: B Roll

Material Type: (audio/video/photo/text and file format) Video

Date Collected: 11/18/2012, 11/19/2012, 11/28/2012

Places where material was collected: Madison, WI  
(town or county, state [spelled out], country)

Description: (include a summary of the document and any pertinent information, such as if it is a final cut or raw footage)

Footage of the individual radio shows of Madison Trifon, Elli Smerling, Malka Sender and Jackson Dahlquist

Social and/or Cultural Context: Students at UW-Madison

#### Consent and Release Forms

(Upload all consent and release forms that will be housed at "UW Archives." Upload these AFTER all other documents are uploaded. If there is a problem or you are in doubt, send all the .pdfs of the forms as an email attachment to the instructor and list the location of the forms as "with instructor." Call them "Consent Form 1" and so on when you upload. If the respondents requested to be anonymous or had other restrictions, be sure to note that as you upload.)

Number of Consent Forms: 4

Number of Release Forms: 4

Number of Researcher Release Forms: 1