

WWSP Policies and Procedures

September, 2009

Introduction:

Welcome to 90FM WWSP! We are glad that you've chosen to join our staff and become part of 90FM. Before you begin working with us, there are a few things we'd like to acquaint you with.

First of all, WWSP is the student station representing the University of Wisconsin – Stevens Point. The licensee of our station is the Board of Regents of the University of Wisconsin. They grant the Chancellor at UWSP the authority to operate the station. The chancellor gives station authority to the Division of Communications, and that department appoints a Faculty Advisor/General Manager to oversee the station's operation.

We broadcast on 89.9 FM with 30,000 watts, which makes 90FM one of the most powerful student-run radio stations in the upper Midwest. We also have a staff of about 100 persons, including Executive Staff, students and community volunteers.

90FM plays alternative music during its general programming times, which are Monday through Friday, 6:00 AM to 5:30 PM, and during Soundstreams 10:00 PM to 2:00 AM. Monday through Wednesday nights, between 6:00 PM and 10:00 PM we air Jazzsides, which is four hours of jazz music. Jazzsides runs 7:00 PM to 10:00 PM on Thursdays. On weekends, we air a variety of specialty programs including blues, classic rock, new age, acoustic, swing, punk, metal, and rap music.

90FM also has a commitment to local news and public affairs and our station broadcasts local news and talk programs Monday through Wednesday nights between 5:00 PM and 6:00 PM and Thursdays from 5:30 PM to 7:00 PM. In addition, we air five-minute local newscasts at various times throughout the day.

In addition, 90FM broadcasts numerous UWSP sports events. Our station is the official voice of UWSP hockey, broadcasting all hockey games home and away. We also broadcast a selected number of Pointer football, women's basketball, women's hockey, baseball, and softball games.

The local news and sports broadcasts we air on 90FM are very important to our station. Part of our responsibility as a radio station is to provide news and information to our community, to be a place where viewpoints on local

issues can be discussed, and to be a link between the university and the local community. We take this responsibility very seriously and always look for ways to be responsive to community needs.

We encourage our staff to have as much fun as possible and to be as creative as possible while working here. Keep in mind, however, that working at 90FM also carries with it some responsibilities. Like all radio stations, 90FM is licensed by the Federal Communications Commission. The FCC places some guidelines on our station, which require us to air a certain amount of news and public affairs programming, and also requires us to meet community standards of good taste. These requirements are very important, and, if we fail to meet them, we could be penalized by the government. Please keep that in mind when you work with us.

Also, 90FM is owned by the Board of Regents of the University of Wisconsin system. The UW-Stevens Point Chancellor gives to the Communication Department and its students the opportunity to operate this station. Many university radio stations do not have nearly the amount of student control or student programming we have at 90FM. Working here is a great privilege, and we hope you'll keep this in mind during your stay with us.

90FM is officially operated by a 10 person Executive Staff. The members of this staff consist of:

- Station Manager
- Program Director
- News and Public Affairs Director
- Music Director
- Sports Director
- Production Director
- Promotions Director
- Business Director
- Underwriting Director
- Computer Director

This group is responsible for the day-to-day operation of 90FM. They, however, cannot possibly do all of the work that is needed to keep this station operating smoothly. If you are a General Staff member, you are encouraged to help out the Executive Staff by getting involved in their departments. If you have ambitions of being a member of the Executive

Staff at some point in your career at 90FM, the best way to do that is to get involved while a General Staff member. The Executive Staff welcomes your input and your assistance with station activities. The executive Staff usually meets once each week, and you are invited to attend any of these meetings and give your input. Job descriptions for Executive Staff positions are readily available at 90FM.

90FM also has several promotions throughout the year which take a great deal of effort from our staff. The biggest is “The World’s Largest Trivia Contest,” which is aired over our station every April. For one weekend each spring, over 11,000 people come to Stevens Point to play in a 54-hour trivia contest. Proceeds generated from this contest help fund equipment purchases and a scholarship for our station. All of the staff is involved in our trivia contest, and you’ll find it one of the highlights of your stay at 90FM.

Two weekends after Trivia, 90FM is host to “Beatle’s Weekend,” where we play 56 hours of all Beatles music. This event started in 2002 and has been a great success!

In addition, 90FM hosts a Radiothon weekend each December. Area merchants donate gifts and services that are auctioned off to our listeners, and 90FM keeps the proceeds to help defray station costs.

Also, in October, 90FM sponsors its Jazzfest weekend. On this weekend, our station plays jazz music for 60-hours and the weekend is highlighted by a live jazz performance Saturday evening of the weekend. Both of these promotions also require the assistance of the General Staff and you are welcome...actually, encouraged... to get involved!

In September, 90FM plays 56 hours of Bob Dylan. The event is called Dylan Days and started in 2008.

90FM is your opportunity to get involved with one of the largest -student-run organizations at UWSP. Not only can you be involved, but you can also take an active role in this radio station. Your ideas and views are always welcome and we’d appreciate any ideas you have which would make our station even better.

We hope you enjoy your work at 90FM. The following pages list some of the rules you will follow and the responsibilities you have while a member of our staff. Please have fun while working at 90FM, but also respect the following guidelines of our radio station.

WWSP POLICIES AND PROCEDURES:

1. CALLS TO ACTION:

WWSP is a non-commercial station and therefore cannot air standard broadcast commercials. We can air underwriting announcements (CDA's) which give the name, address, phone number and other incidentals about a sponsoring business. At no time can an underwriting message include a 'call to action.' This is an invitation for a listener to do something; such as go to a place, buy an item or try a product.

'Call to action' rules also apply to you as an announcer. You also cannot urge your listeners to do any of these things, if a commercial product is involved. That means you cannot invite your listeners to see a band, movie, play or other performance. You can tell your audience that such an event is taking place and where it is, but you cannot urge them to go to it. This is especially true of commercial products, which should not be mentioned over the air, except in CDA's.

A 'call to action' is permissible if you are discussing a non-profit event or organization, and no fees are charged to the participant. You can also give a 'call to action' if WWSP is sponsoring an event, such as a concert.

2. FORMAT:

90FM is considered one of the leading alternative music stations in college radio today. Serving as a host of a general programming shift at 90FM requires not only an understanding of the music we play, but also an understanding of the type of musical image we want to present to our listeners. Specialty programs at 90FM generally consist of a single style of music, but our general programming offers a variety of alternative music. Our general programming hosts have much freedom in selecting their music, but they do so with the understanding that they will present a variety of the types of music we offer. Although hosts have every right to play their favorite types of music during their shift, as long as they follow the programming wheel, hosts are expected to offer variety to our listeners and play other types of music as well. It is possible to follow the wheel and still play a similar style of music throughout your entire

shift, but this defeats the intent of our general programming format. This type of ‘format rigging’ will not be allowed, and announcers face disciplinary action if they insist upon playing one style of music throughout a general programming shift.

3. FORUM:

The WWSP airwaves will not be used as a personal forum to offer opinions on subjects or advocate action in public matters, unless such opinions are expressed by guests of WWSP Public Affairs programs. Similarly, the WWSP airwaves cannot be used as a personal forum to air disparaging comments about station policy, personnel, listeners or others.

4. GUESTS:

The on-air announcer has the right to ask all non-station personnel to leave the premises and all non-essential WWSP staff to stay out of the main studio. The announcer can have up to two guests in the studio at one time. All guests (non-WWSP personnel) must be pre-registered with the Station Manager or Program Director. If guests are not pre-registered, the announcer will be dismissed from the staff. Guests will be tolerated only until they harm the quality of your program (i.e. laughing in the background, distracting you from your work, etc.)

5. IDENTIFICATION:

The Federal Communications Commission requires that all radio stations announce a legal station identification at the top of each hour. This station ID must air any time between :55 and :05. A legal ID must include the station call letters and city of license adjacent to each other, with nothing in between. A legal ID for our station, therefore, would include the phrase “WWSP, Stevens Point.” This phrase, announced in that manner, must be part of the ID. You may add slogans or other identifiers before or after that phrase, but that phrase must appear.

Simply saying “WWSP” or “90-FM” does NOT constitute a legal ID and would be unacceptable to the FCC.

If you are teching a sports broadcast, and it appears that the announcing team may miss the legal ID, you may attempt to slip it in during a downtime in action. Legal ID’s are not required if we are broadcasting

continuous, long-form programs (i.e., concerts, speeches, etc.), but the ID should be given immediately following these programs.

Legal ID's are also required when signing the station back on the air following a dark period. This usually means when the station signs on in the morning, but can also mean other times of the day. If the station transmitter, for instance, goes off the air for some reason, you should give a legal ID when you return to the air.

6. ILLEGAL SUBSTANCES:

Alcohol and all illegal substances are prohibited in the Communications Arts Center, which houses the WWSP studios. Drinking and drug use by announcers and guests at WWSP is strictly prohibited. Violation of these policies will result in immediate and permanent dismissal.

7. LOGS:

The Federal Communications Commission requires all radio stations, including WWSP, to maintain transmitter logs and retain these logs for two years. **These are legal documents and must, therefore, be handled with care.** You are required to sign on and sign off the log in the appropriate places and note the time at which you began and ended your shift. Transmitter readings must be taken at the times called for on the log, and must be properly noted. Any information that comes from the EAS unit must be torn off and stapled to the transmitter log, with a note explaining when the information was aired (if pertinent). Any equipment problems should be written on the log in the 'Notes' section.

Program logs are also essential to the operation of our station. These logs indicate when and if certain programs aired. This is especially important if advertisers question whether or not their CDA's actually aired. Follow the program logs and check off any announcements (CDA's, promos, PSA's) which air during your shift.

You are also required to keep a music log during your shift. This enables you to refer to music when you speak on the air, and also allows the Music Director to determine what music is being played over our station.

8. MUSIC:

The WWSP music library is the only source for music played at this station, with the exception of music played during specialty shows. **Announcers may not bring music in from a personal collection for use during their show.** Music that is in the studio for use on specialty shows is not to be used during general programming, including requests and Soundstreams.

9. OBSCENITY:

The U.S. Criminal Code prohibits broadcasts of obscene, indecent or profane language over the air. The FCC, therefore, prohibits obscene and indecent broadcasts. The goal of the prohibition concerning indecency is to safeguard children from patently offensive descriptions of sexual or excretory activities or organs, and to enable parents to decide effectively what material their children will see or hear.

As WWSP is committed to full compliance with the law and with FCC rules and policies, the decision should be made not to broadcast such material in any case in which there is likelihood that particular material may be indecent.

The FCC defines *indecent matter* as language or material that depicts or describes sexual or excretory activities or organs, in terms that are patently offensive as measured by contemporary community standards for the broadcast medium.

The FCC defines *obscenity* as material the average person; applying contemporary standards (in the local community) would find appeals to the prurient interest. The work depicts or describes in a patently offensive manner sexual conduct specifically defined by applicable state law, and the work, as a whole, lacks serious literary, artistic, political or scientific value.

Obscene broadcasts are prohibited at all times. Indecent broadcasts are prohibited between the hours of 6:00AM and 10:00 PM – the time period the FCC believes there is a reasonable likelihood that children are in the audience. The ‘safe harbor’ for indecent broadcasts, thus, is from 10:00 PM to 6:00 AM.

Whether broadcast material, which deals with sexual or excretory organs or activities, may be indecent depends largely on the context in which it

is presented. Although there can be no complete list of prohibited subject matter, FCC decisions indicate that the following subjects should be avoided:

- Masturbation
- Ejaculation
- Breast size
- Penis size
- Sexual intercourse
- Nudity
- Urination
- Oral-genital contact
- Erections
- Sodomy
- Bestiality
- Menstruation
- Testicles

In addition, the following ‘seven dirty words’ singled out under former FCC indecency policies should be avoided:

- F*ck
- Sh*t
- P*ss
- M*****f***er
- C***s***er
- C*nt
- T*t

Other slang terms, synonymous with the above words, should also be avoided.

Inclusion of these topics or words in programming should serve as a ‘red flag’ that further review is necessary to ensure that the broadcast does not involve indecent material.

Descriptions of sexual or excretory activities or organs should be avoided. Although it may in some instances be acceptable merely to mention such activities or organs, descriptions of such matters are more likely to be

unacceptable, particularly if the discussion dwells on them in a pandering or titillating fashion. The more detailed the discussion or description, and the more sensational in terms, the greater the risk that it could be found indecent.

The context of potentially offensive language is critical to indecency determinations. The sexual or excretory premise of programming can aggravate the paten offensiveness of what is said and transform merely offensive material into material that is considered indecent. For example, a clinical discussion of sexual activity could be acceptable while similar mention of the same activity as part of an extended pandering discussion, even if intended to be humorous, might not be.

Among the factors the FCC considers in evaluating the context of offensive material are whether the actual words or descriptions are vulgar or shocking; the manner in which the language or depictions are portrayed; whether the offensive material is isolated or fleeting; the accessibility of the material to children; and, to some extent, the merit of the material.

Isolated or occasional use of expletives or offensive language is not necessarily sufficient to support a finding of indecency. Deliberate and repetitive use of expletive in an offensive manner, however---repetition for its own sake or to shock or titillate---should be avoided.

Whether innuendo and double entendre may be judged indecent depends on the context in which they are presented. Words that in one context are simply innuendo may be rendered explicit in other contexts if they are interwoven with explicit references, which make their meaning clear and capable of only one interpretation. Innuendo and double entendre thus may be considered indecent if surrounding explicit references make the meaning of the entire discussion clear.

As the goals of the FCC's indecency policy are to protect children from offensive programming, innuendo and double entendre should be avoided if children could understand them.

Song lyrics are subject to the same indecency prohibition as other types of broadcasts.

The FCC has indicated that it will aggressively enforce its rules and policies against indecency and obscenity. Congressional pressure for such enforcement has been strong. FCC decisions indicate that stations will be presumed to be aware of the indecency prohibition and the nature of broadcasts which have been found to be indecent. The FCC has recently fined station broadcasting obscene and indecent material between \$7,000 and \$35,000! It is imperative that you know and follow these rules and that WWSP adhere to these guidelines.

Announcers at WWSP should not swear or use foul language over the air at any time. Persons who do are subject to disciplinary action and possible dismissal. Please remember that the FCC guidelines also apply to song lyrics. When playing music with questionable lyrics, please follow the FCC guidelines stated above. If there are questions in your mind as to whether a song is suitable for airplay, it is always better to remove the song from the air. **If you have any questions, please ask!**

You may sometimes inadvertently play a song that contains unacceptable lyrics. Should this occur, please stop the song down as soon as you hear something objectionable, and go on to another selection. You will not be blamed for playing inappropriate songs if you play the song by mistake and you take it off the air immediately. Please put the CD in the Music Director's office with a note attached, identifying which song needs to be red-dotted.

WWSP will also not air material which a large segment of the local population would find offensive or harmful. Specifically,

- No words or lyrics, which promote drug and/or alcohol use, suicide or death, shall be used on this station.
- No words or lyrics, which degrade people on the basis of their race, ethnicity, sexual orientation or religious beliefs, shall be used on this station.

10.PAYOLA:

It is a federal crime to promote a song or artist or play a song for money or other recompense. This is payola and plugola, and violators of this rule will be dismissed from the station and are subject to prosecution by the government.

11.PUBLIC FILE:

All radio stations are required to maintain a public file. This is file of documents which the FCC considers important to our station and listeners. This file includes copies of FCC applications, ownership and employment reports, requests for airtime from political candidates and documents showing how our station discusses local issues which are of importance to our community. **The public file is located in the 90FM news room.** Any member of the public who wants to see an item from the public file has a right to do so. If you are at the station when this occurs, you are entitled to ask the person what portions of the public file he or she would like to see, and bring that portion of the file to them. If someone requests copies of public file documents, that also can be done for nominal charge. For more information on public file access, see the notice next to the public file in the hallway.

Should a representative from the Federal Communications Commission come to our station and request documents from the public file, that person, upon proper identification, should be give complete access to the file and its contents.

The public file is available for inspection during normal business hours, and WWSP must give the public access to this file during that time. At times, because of lack of staff, the door leading into the WWSP offices from the first floor hallway in the Communications arts Center is locked to prevent unauthorized person from entering. There is a sign posted on this door instructing persons who wish to enter our offices to go to the outside door on the north side of the building and ring the doorbell. This notice would satisfy FCC requirements of station access during business hours. Since the doorbell rings in the control room, please be aware of this and open this outside door if you hear the bell ring during your shift.

12.REPLACEMENTS:

If you are unable to work your shift, it is your responsibility to find a replacement. If you make effort to find a replacement and cannot do so, you may call the Program Director. You must give a 24 hour notice.

Failure to appear for your shift without finding a suitable replacement will result in a written warning. The second time this happens, you will be dismissed from the station.

13.SPECIALTY PROGRAMS:

Specialty programs are very important part of our programming at 90FM WWSP. We are proud to broadcast the many fine specialty programs heard on our station, and encourage students and community volunteers to design such programs when openings occur in our schedule. The following guidelines will be used to consider airing specialty programs on 90FM.

1. The program must be unique in that this type of program is unavailable on local commercial radio.
2. The program must be educationally or creatively worthwhile.
3. The program must generate enough interests from listeners to acquire motivated, responsible hosts now and in the future.
4. The program must have a conceivable audience.

14. Community Volunteers:

90FM WWSP shall be open to community volunteers as an on needed basis. They are a unique part of our station that many other stations do not have. At the beginning of every school year community volunteers must fill out and adhere to the "Community Volunteer Agreement." Further information regarding 90FM and its community volunteers can be found in the 90FM WWSP Constitution.

15.STAFF MEETINGS:

General Staff meetings are usually held once a month. It is strongly urged that you attend these meetings. At these meetings, there will be news about our station, and a discussion of station policies and procedures. **If you continually miss General Staff meetings, you are in danger of losing your airshift and other privileges.** If you cannot make it to a General Staff meeting, please inform the Program Director.

General Staff meetings will be well publicized in advance, with notices posted in the offices.

16. TAG TEAMS:

Tag-team broadcasts, (duos or trios doing a show together) is prohibited without the prior consent of the Program Director or Station Manager. It is the experience of WWSP that when more than one person is on the air at a time, the program degenerates into a silly exercise, with a lot of inside jokes and other references that mean nothing to our audience. Although this might be wildly amusing to YOU, it sounds incredibly stupid to our listeners. Tag-teams will, therefore, not be allowed on the air unless they can demonstrate that they can handle their program professionally.

17. TARDINESS:

Tardiness for your shift, without prior notification, will result in a verbal warning the first time, a written warning the second time, and a dismissal from your shift on a third occasion.

18. TELEPHONE:

It is illegal to put a person on the air without their permission. Our station can be heavily fined for violating this rule. If you are interviewing someone for airplay, make sure you have their permission to use the interview on the air, let the subject know when you are starting to record the interview, and let them know when you have stopped the tape so that they know when the interview is over.

19. OTHER BEHAVIORS:

Situations may occur at times that are not specifically addressed in the 90FM Policies and Procedures. The Executive Staff, along with the Faculty Advisor, have discretion to take the needed and appropriate steps on a case-by-case basis for behaviors not spelled out in these Policies and Procedures.

20. VIOLATIONS:

Violations of WWSP policies and procedures will result in verbal warnings, written warnings, and/or dismissal from the staff of WWSP.

GUIDELINES FOR ON-AIR PERSONALITIES:

Here are some guidelines that may help you do your WWSP airshift:

- Arrive at the station before your shift with enough time to check the bulletin board and your mailbox for any announcement of messages.
- Sign onto the transmitter log. If you need to take transmitter reading, do so. Also remember to take readings when called for during your shift. Sign off the log at the end of your shift.
- Prepare your music log, with your name, date and time of your show. At the end of your shift, place your music log in your file.
- Sign onto the program log. Follow the program log throughout your shift. Remember to sign off the program log at the end of your shift.
- Only play promos between songs.
- Check the ENDEC unit every 30-minutes for readings, severe weather and EAS transmissions.
- Keep an eye on board levels. The VU meter should consistently peak between 80 and 100%. While levels will never stay fixed at one point, make sure your levels are not too high or too low.
- If a channel is not in use, keep it potted down. This prevents excess noise from being heard. Also, it is a good idea to pot down the CD channel after a song is played.

- If you have a giveaway, write the winner's name, phone number, and what they won on the giveaway log. Winners must pick up their prizes within 30 days, and only during office hours (Monday through Friday, 9:00AM to 5:00PM).
- Remember to back-sell and front-sell your music. Tell the listeners what they just heard and what they are about to hear. If you back-sell all of the music for one set, do not say, "...and before that..." for every song.
- Every rap should include some form of our station slogan, "90FM, The Only Alternative."
- Anything that comes into the studio with you should leave with you. Please do not leave garbage in the studio and be careful with food and drinks. Remember that we are dealing with expensive, electronic equipment, which can be harmed by food and drink.

PROGRAM LOG EXPLANATIONS:

SIGN ON STATEMENT: For those signing on in the morning. This statement should be read over the air when signing on the station. It is found in the program wheel binder.

PSA: This is a public service announcement. PSA's should be played immediately following the news. PSA's are found on the computer audio system (WaveCart).

CONCERT UPDATE: This is a program, found on the computer audio system, which lists upcoming local concerts in central Wisconsin. It is found in the computer under the folder "Concert Update." Play this program at the assigned time.

LIVE IN-HOUSE PROMO: These are promos of WWSP programs which are read live by the announcer. They are found in the black binder that says "In-House promos and Read Oftens" on the front. Read the

promo for the letter which is listed on the program log. The promo only gives basic information, and you are invited to ad-lib the rest.

PROMO: This is a cart that is pre-recorded on the computer to promote a program on WWSP. Promos are lettered and are found in alphabetical order in the computer stacks under the folder “Promos.” Play the letter indicated on the program log. Promos should only be played between songs and never before or after a live rap.

WEATHER: Weather is read live at the top of the hour and 30 minutes past each hour. Weather is received from our wire service, and should be checked periodically for updates. Weather should also be edited to cut out unnecessary information, i.e. don’t read 5 days worth of weather! Make sure you have the proper weather forecast for central Wisconsin.

READ OFTEN: Read oftens are in the black binder located to the left of the board. Read oftens tell of an event that will be happening on campus or in the community.

READ THEM AS WRITTEN AND READ A DIFFERENT ONE EACH HOUR!

COMMUNITY CALENDAR: This is a cart on the computer which is pre-recorded and lists events happening in the community. Play this program at the time called for on the program log.

CDA: If a program is sponsored, it will have one or more CDA’s. CDA’s are located in the computer audio system. Play a specific CDA when called for on the program log and make sure to initial and put the time each CDA you play a CDA.

EAS: All radio stations are required to have a functioning Emergency Activation System (EAS) to inform the public of severe weather and other emergencies. When you are called upon to send an EAS test, do so by following the EAS instructions in the 90FM information notebook in the control room. EAS tests can be moved, so if you are unsure how these should be done, you may find a staff member to assist you when it is convenient for that person to help. EAS test, must however, be aired and cannot be deleted. When you complete the test, log the time of the test and sign your initials on the transmitter log.

We receive emergency information over the EAS unit, and this information should be broadcast to the public as quickly as possible. When emergency information is sent to us, tear the paper from the unit and read the information over the air at your earliest opportunity. Then, sign and date the back of the transmitted statements and attach them to the transmitter log. If we are in the midst of a weather watch or other type of emergency, the information should be repeated as often as possible. If weather is extremely threatening, other staff members should be called in and continuous broadcasts about the weather situation should be aired. Remember, that we could be the only link the public has with official information, and this is a great responsibility. Make certain that this information gets on the air so that our listeners are informed. Lives could be at stake.

SIGN-OFF STATEMENT: This should be read each night before the station is shut down. This statement is found in the program wheel binder.

MUSIC GUIDELINES FOR ANNOUNCERS:

- Red-dots can never be played (these are songs which are unacceptable for air play due to foul language or an inappropriate message).
- **Green dots have a 10-day hold.** That means these songs can only be played every 10 days (check the sheet inside the CD to determine the last time that song was aired).
- All other songs can only be played once per day.
- Artists cannot be repeated during an airshift.

SOUNDSTREAMS GUIDELINES:

- All material for Soundstreams is already in the station. Please do not bring anything from your personal collection into the station without the approval of the Program Director.
- Do not repeat an artist during your shift.
- Green dot regulations do not apply on Soundstreams. These songs may be repeated if requested for Soundstreams.
- Do not use music from specialty shows, even if such music is requested. Only use music from the general stacks.
- **Make sure that when you leave the building, the doors and windows are locked, and that all equipment is shut down properly.**