

WKUF-LP 94.3FM Station Handbook

The Official Resource For Station Operation

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TABLE OF CONTENTS

Section I: Introduction.....	4
Background Information	4
Mission Statement	4
Target Audience and Programming Goals	4
Section II: Station Operations.....	5
Penalties for Violations	5
Grievance Procedure	5
Mandatory Staff Meetings	5
Station Security	6
Operation Logs	6
Music Library	6
Legal ID	7
Plugola/Playola	7
Copyrights	7
On-Air Mentions/Fundraisers	7
Section III: General Rules & Regulations.....	8
Obscenity/Indecency	8
Defamation of Character – Slander and Libel	8
Drugs/Alcohol	9
Discrimination/Harassment	9
Invasion of Privacy	10
False Information	10
Phone Calls	10
Instant Message	10
Smoking, Food and Drink	10
Station Equipment Use	11
Theft	11
Care of the Station	11
Missed or Late Shows	11
Section IV: Broadcasting	
Part I: What We Broadcast.....	12
Program Acceptance	12
Program Structure	12
Programming	13
P.S.A.	13
Weather	13
Community, University and Concert Calendars	13
Pre-recorded Announcements	14
Station Promos	14
Sweepers	14
Contests and Contest Promos	14
Part II: Do's And Dont's Of Dj Broadcasting.....	15
Announcing Style	15
On-Air Behavior	15
Program Format	15
Visitors	15
Infringing on Other Shows	16

Section V: Station Staff.....	16
General Manager	16
Station Manager	17
Associate Station Manager	17
Chief Engineer	17
Program Director	18
Production Director	19
Music Director	19
Business Director	20
DJs	21
Other Staff	21
Appendixes	
Appendix A: Violations.....	22
Major Violations	22
Minor Violations	22
Appendix B: Prohibited Words And Phrases.....	23
Appendix C: Weather Emergencies.....	24
Appendix D: Discrimination And Productive Work Environment.....	25
Appendix E: Staff Application Process.....	26
Appendix F: Glossary.....	27
WKUF-LP Staff Application.....	28

SECTION I:

INTRODUCTION

Welcome to WKUF-LP! **W** Kettering **U**niversity **F**lint-**L**ow **P**ower is a 100-watt noncommercial, educational radio station. Thank you for volunteering your time to make this station a success. This handbook is for you to keep and review for questions and solutions. It details the rules of our station, the duties of our staff, and the do's and don'ts of the radio industry. By following this handbook your time at WKUF-LP is sure to be an enjoyable and productive experience.

BACKGROUND INFORMATION

WKUF-LP received its permit to build in May of 2003, thanks to the efforts of Kettering University's DJ club, WKUS. WKUS was a student officiated club that provided Kettering University organizations with entertainment and audio support for their many events. Eventually, through the generosity of Student Government, T-Shirt sales, fundraising events, and donations from interested individuals, WKUS was able to acquire the money to begin construction. The station began broadcasting on November 19, 2004.

MISSION STATEMENT

WKUF-LP exists to provide a non-commercial service unique to the greater Flint community through educational, informative, and entertaining programming. This station will promote hands-on learning experiences for student and community volunteers as they form an outlet and source for artistic and cultural expressions.

TARGET AUDIENCE AND PROGRAMMING GOALS

WKUF-LP's broadcast signal reaches a culturally, racially, and economically diverse audience. Our goal as a station is to provide a diverse array of programming for audience members within our broadcast range. The Flint area houses several residential communities, colleges, high schools, and businesses. Our goal is to provide them with quality programming.

SECTION II: STATION OPERATIONS

All WKUF-LP staff must be aware of and abide by WKUF and FCC regulations. WKUF policies are established to coincide with FCC regulations and requirements. Failure to comply can lead to serious consequences, including extreme fines and termination of our broadcasting license.

PENALTIES FOR VIOLATIONS

Penalties for violations of WKUF Policy or FCC Rules and Regulations will be based on the severity of the violation. Some violations may also carry University and/or legal penalties. The General Manager will contact the Dean of Students and Campus Safety in those situations. WKUF Executive staff members may suggest possible consequences for violations, but the final decision lies with the General Manager and University Administration. Violations are described in Appendix A.

In cases of minor violations, the following procedure is followed:

- First violation - Staff member is given a written warning describing the details of the violation.
- Second violation – Staff member will be placed on probation for a period of 1-2 weeks
- Third violation - Staff member will be suspended from the station for a period of 1-4 weeks.
- Fourth violation - Staff member will be dismissed from the station for the remainder of the term.

Accumulation of multiple suspensions will result in dismissal from the station.

In cases of major violations, the staff member may suffer immediate suspension from the station while an investigation is conducted. Temporary dismissal may result and may then become permanent.

GRIEVANCE PROCEDURE

If a penalty is believed to be gratuitous or unfair, the staff member should contact the General Manager by email or in writing within 10 days of the penalty assessment to discuss the violation and/or penalty.

MANDATORY STAFF MEETINGS

All staff members, students and volunteers, must attend WKUF monthly DJ/programming meetings. In addition, student members must attend weekly general meetings. Station officers must attend officer's meetings and Advisory Council meetings generally held every other week. Attendance is recorded. Unexcused absences from any 2 meetings per term is minor violation, each additional absence is an additional violation. Penalties for missed meetings will be assessed according to the Handbook, page 5.

STATION SECURITY

Station doors must be locked at all times to insure the safety of our staff and equipment. If the outer door of the station is open the station must be attended by a certified WKUF dj. Do not leave the station door open or unlocked if the station is unattended.

- No unauthorized visitors are allowed in the studio. Authorization may be obtained for an individual by having them complete a Guest Agreement Form. If any unauthorized person refuses to leave, contact Campus Safety at extension 9501.
- In case of an emergency, contact Campus Safety by dialing Campus Safety at extension 9501. Do not call 911 – Campus Safety will do this for you and direct emergency responders to your location.
- All emergency alarms (i.e., fire, tornado, etc.), must be taken seriously. If there is no immediate danger within the studio, set the station to run automatically, lock all doors, and go to the designated safe area. Do not attempt to secure the equipment if there is immediate danger.

PROGRAM LOGS

The station logs all of its programming, automated and live. For live programs, a program log must also be completed and turned in immediately following the program. A sample log is shown below:

Date:
09/23/04

WKUF-LP Program Log (Sample)

Time:
13:00

Type:	Title	Length	Time	Initials
Sweeper	Soul Searching: Intro + Call Sign	0:30	13:00:00	AG
Station Id	WKUF-LP, 94.3 Flint	0:10	13:00:30	AG
Song	Anita Baker: You belong to me	4:30	13:06:15	AG
Song	Ronny Jordan: The Anitdote	5:15	13:10:45	AG
Announcement	WKUF Open Mic Night	1:00	13:16:00	AG
Sweeper	The "Uh" Show Plug	0:45	13:17:00	AG
Song	Baby Face: Every time I close my eyes	4:36	13:17:45	AG
Underwriting	Papa Johns	0:30	11:40:00	AG

- The Program Log is required by the FCC and must be legible, accurate, and complete.
- FCC requires that corrections be made by drawing a single line through the incorrect entry and printing the correction directly above.
- Illegible entries are violations of station policy.
- Failure to maintain authentic log information may result in dismissal.

MUSIC LIBRARY

- Songs from the WKUF Music Library cannot be copied for personal use.
- Everything in the Music Library is to remain in the station unless the staff is using it for live event or if you are reviewing it.
- DO NOT REMOVE ANY MUSIC FROM THE STATION.
-

DJs may be required to review CDs for incorporation into the WKUF Music Library

LEGAL ID

- Our legal IDs are: **“WKUF-LP, 94.3FM, Flint”** or **“WKUF-LP Flint”**
- **WKUF is required to broadcast a Legal ID** anytime the transmitter is on, as close as possible to the top of the hour during a “natural break” in programming.
- FCC allows a 5-minute window on either side of the top of the hour.
- During playlist automation these IDs are broadcast automatically, but **during live programming IDs are the responsibility of the show host.**
- A **Legal ID** should be played between songs. For example, if you are playing a 10-minute song at 10:58 a.m., you are required to broadcast an ID before the song, so not to go over the 5-minute window (11:05 a.m.).
- You are required to broadcast a **Legal ID** as clearly and audibly as possible.
- You may add anything about your show or the station before or after a **Legal ID**, but you must say the ID exactly as it appears above for it to be legal. Example, *“You are listening to ‘Uh? Show’ on WKUF-LP, 94.3FM, Flint.”*

PLUGOLA, PAYOLA and CALL TO ACTION

It is illegal to accept something of value from an outside party (records, CDs, money etc.) in exchange for broadcasting any material or matter whatsoever.

- Payola, a serious criminal offense subject to legal penalties is described in 47 United States Code 508. Fines of up to \$10,000 and/or jail terms of up to one year could be imposed.
- Plugola is the mentioning (or plugging) of a business, product, or commercial event for personal gain. Accepting cash, free merchandise, or even coupons from any business in exchange for plugging during your show creates a criminal offense. The same fines and jail terms may be imposed for committing plugola as they do for payola.
- Committing either crime will result in immediate dismissal from WKUF.

Non-commercial stations cannot issue a “call to action.” A call to action is when A DJ asks, urges, or suggests that the listener should perform some task which may result in a for-profit organization making money. This rule does not apply to non-profit organizations, like WKUF and Kettering University. Examples of prohibited calls to action would be: *“Check out Barsuk Record Label’s website”* or *“Make sure you pick up a copy of the new Weezer CD.”*

COPYRIGHTS

DJs who read portions of plays, poems, or novels on the air are considered to be putting on a performance. As with any performance of copyrighted material, permission must first be obtained or the DJ is guilty of copyright infringement. This can result in fines. Playing a recording of another station’s radio show, rebroadcasting segments taped from a TV show or movie, and playing illegal copies of recordings without the band’s permission (e.g. downloaded from the internet) is also illegal. Most copyrighted LPs, tapes and CDs may be played under the station’s three blanket licenses with BMI, ASCAP, and SESAC. Consult the Program Manager for additional information regarding these licenses. Additionally, permission is implied when a band or label gives us the record.

ON-AIR MENTIONS/FUNDRAISING

WKUF must be the recipients of any and all money received for an on-air mention on 94.3 . Shows making on-air mentions must be involved in WKUF’s underwriting process or they will be removed.

SECTION III: GENERAL RULES & REGULATIONS

OBSCENITY/INDECENCY

Federal law prohibits the broadcasting of obscene programming and regulates the broadcasting of indecent language. Indecent speech is:

“Language or material that, in context, depicts or describes, in terms “patently offensive” as measured by contemporary community standards for the broadcast medium, sexual or excretory organs, or activities.”

WKUF strictly prohibits obscene, hateful or offensive language. ***It is the show host’s responsibility to pre-approve what goes on the air to ensure everything meets station guidelines.*** All fines to WKUF will be the responsibility of the person logged on when the infraction occurred. Please refer to **Appendix B** for WKUF prohibited words and phrases. Although not all-inclusive, this appendix serves as a guideline for broadcast standards. The rule of thumb is if you’re unsure about using a word, don’t! According to U.S. Criminal Code Section 1464 fines of up to \$10,000 and imprisonment of up to two years could result!

Obscene speech may not be broadcasted at any time. To be considered obscene, the material must have all three of the following characteristics:

1. An average person, applying contemporary community standards, must find that the material, as a whole, appeals to lewd interest;
2. The material must depict or describe, in an obviously offensive way, conduct specifically defined by applicable law; and
3. The material, taken as a whole, must lack serious literary, artistic, political, or scientific value.

Although the First Amendment protects indecent speech to a limited extent, the courts have upheld Congress’s prohibition of the broadcast of indecent speech, especially during times of the day when it is probable that children are in the audience.

WKUF-LP also prohibits indecency. Indecent language or references are not permitted including “sex talk” and “toilet humor.”

WKUF-LP reserves the right to define obscenity, profanity, or indecency beyond those defined by the FCC.

You are responsible for approving any CDs you may bring to the station before airing them and double-checking any of the station’s library selections before using them on-air.

In addition to possible legal consequences from the FCC, disciplinary action will be taken by WKUF-LP against offending show hosts in accordance to the station’s violation policy as outlined in **Appendix A**.

DEFAMATION OF CHARACTER-SLANDER AND LIBEL

In broadcasting, slander has the same legal standing as libel. Slander is *“communication which exposes a person to hatred, ridicule, or contempt, lowers him in the esteem of his fellows, causes him to be shunned, or injures him in his business or calling.”* The rule of thumb is that **whatever you say about anyone or any business must be absolutely truthful.** There are some slight variations, but they will not likely protect you against a lawsuit. Both are tort law, thus can result in significant monetary damage awards.

DRUGS/ALCOHOL/ILLEGAL SUBSTANCES

No smoking, illegal drugs, or alcohol are permitted in the station at any time.

- No person or guest may go on-air under the influence of non-prescription drugs or alcohol.
- Violators will be subject to University and/or court charges as well as station sanctions.

Broadcasted conversations, discussions, comments, or broadcasting musical lyrics

containing references that advocate, in the judgment of the General Manager, the use of illegal substances or other illegal activities, which are violations or criminal acts defined in the laws of the land, are prohibited on WKUF-LP. This prohibition is based in part upon a Supreme Court opinion *that the government may curtail speech if it is both: (1) intended to incite or produce dangerous activity; and (2) likely to succeed in achieving that result.* (Part 73 Subpart H – Rules Applicable to All Broadcast Stations). Furthermore the FCC has rendered its own relevant opinion that radio stations are required to take notice of such broadcast material: *public harm will be deemed foreseeable if the licensee could expect with a significant degree of certainty that public harm would occur. A “crime” is any act of omission that makes the offender subject to criminal punishment by law.* (70 RR 2d1383, 7 FCC Rcd 4106, 1992 FCC LEXIS 3225 (June 12, 1992))

The FCC makes it the responsibility of the broadcaster to operate in the public interest and control against objectionable language in various forms. Drug use is one type. *Broadcasting licensees must assume responsibility for all material which is broadcast through their facilities. This includes all programs and advertising material which they present to the public.... This duty is personal to the licensee and may not be delegated. He is obligated to ring positive responsibility affirmatively to bear upon all who have a hand in providing broadcast material for transmission through facilities so as to assure the discharge of his duty to provide acceptable program schedule consonant with operating in the public interest in his community.* (21 RR 2d 1576, 28 FCC 2d 409, 1971 FCC LEXIS 2095 (March 5, 1971))

WKUF-LP, as part of an educational institution, will not tolerate any comments or discussion or topics encouraging the use of illegal substances or illegal actions.

DISCRIMINATION/HARASSMENT

WKUF-LP cannot be a successful campus/community station if staff members promote discrimination or harassment. Therefore **the station management takes any discriminatory behavior seriously.**

- Charges of harassment or discrimination will be presented to the General Manager in accordance with the established procedures of the relevant Kettering University policy. See **Appendix E.**
- The station encourages equal opportunities for all.
- Discriminatory behavior is prohibited.

WKUF-LP will strictly enforce the Kettering University policy on sexual harassment.

- No sexually derogatory posters or stickers may be posted in the station, nor may sexually derogatory images be placed on computers in the station.
- Any instance of harassment will result in an investigation and immediate dismissal if the charges of harassment are found to be true.

INVASION OF PRIVACY

Broadcasts can create a legal invasion of privacy if you do not have the permission of the caller to do so.

- Do not call anyone on air or air any phone calls without their prior approval.
- Do not give out unlisted numbers, full names or other personal information or broadcast private information about a person.
- Do not tell specific stories about a person other than yourself.

Tort law can result in huge damage awards.

FALSE INFORMATION

It is illegal to transmit “false or deceptive communications” by radio. Creating hoaxes by communicating information that is not true is a criminal offense.

PHONE CALL POLICY

Our request number is 810-762-9725. This is the only station number that should be given out over the air. Be courteous when answering the phone and responding to requests. You are not required to play requests that fall outside the boundaries of WKUF-LP format or your show, but do not belittle any requests or callers. If a caller is abusive or is harassing you, simply hang up the phone.

- **Airing phone calls presents the risk that a caller may be profane, indecent, or make libelous remarks on-air.** You will be held responsible for any violation of WKUF or FCC policies in addition to violating the station’s phone use policy.
- **Do not air any phone calls live if delay equipment is down, not functioning correctly, or if you have not been trained on how to use it.**
- **Do not make personal calls from the station phone.** The phones are for station business only.
- **Do not give out staff phone numbers.** If it is an emergency, take down the caller’s number and info and relay it to the staff member.

INSTANT MESSAGE

The computer in the WKUF station has access to Instant Messenger. The only screen name to be used is **DJWKUF**.

- When referring to Instant Messenger, do not to use the company name (AOL). Simply say that WKUF DJs may be contacted at DJWKUF through any instant messaging client.
- All station guidelines regarding indecency and obscene language must be followed when instant messaging on WKUF equipment.

SMOKING, FOOD, AND DRINK

- **Smoking is prohibited** in the radio station, as it is in any Kettering indoor facility.
- **Food is prohibited in the WKUF studio.** All food-related items and trash must remain outside of the WKUF studio.
- **Drinks are prohibited in the WKUF studio.** Covered drinks may be kept in the WKUF office area.

All of these things can seriously damage WKUF broadcast equipment. Violators will face serious consequences, which could include billing for replacement of damaged equipment.

STATION EQUIPMENT USE

Personal use of WKUF equipment including all audio equipment, music media, computers, and other equipment is strictly prohibited. Violations of this equipment-use policy will result in dismissal from the station with no opportunity for appeal.

Under no circumstances is any WKUF staff member or DJ to remove station equipment for personal use. This includes taking Promo CDs. Removal of equipment will result in disciplinary action. If you want to use WKUF equipment at your event, you must complete an online-event request form.

THEFT

Theft of any station property is a criminal act. Anyone caught stealing will be prosecuted to the fullest extent of the law.

COMPUTER USE

Computer use is restricted to using programs provided by the station staff. Under no circumstances are DJs to install or remove any software without the consent of the Chief Engineer. Similarly, the station computer cannot be used to house show music (other than instrumental background music). Songs may be played on the station computer, but must be stored elsewhere.

CARE OF THE STATION

You are sharing the WKUF-LP physical space with numerous people.

- Throw away any unused or scrap papers.
- File all CDs in their proper place.
- If you accidentally break any equipment, report it to the Chief Engineer immediately so it can be repaired. Likewise, report any equipment that was broken before you arrived at the station. Investigations into unreported broken equipment may lead to disciplinary action.

MISSED OR LATE SHOWS

You must give at least two day's advance notice to the Program Director for any show absence.

- If you miss one show without prearrangement in one term, your show may be replaced.
- **Be on time.** It is a minor violation for being more than 10 minutes late.
- You are responsible for finding a replacement for your show when you are absent. Replacements must be pre-approved by the Program Director. **Remember, this is “show business” and “the show must go on.”**

SECTION IV: BROADCASTING

PART I: WHAT WE BROADCAST

PROGRAM ACCEPTANCE

A written proposal for a new program/show by host must be submitted for the consideration of a new program. In addition, a recorded demo tape or pilot program is required for evaluation. The prerecorded demo or pilot program can be in the physical form of a recorded tape or CD. It can also be in a digital form such as the file format of .wav or .mp3. In addition a sample program log sheet must be filled out for the prerecorded show. This is to ensure that we know that the possible show host has an understanding of filling out all the required log sheets correctly. If the possible host/producer has no prerecorded demo or program pilot, he can work with one of the current WKUF DJ's or personnel to either make his own prerecorded demo or pilot program.

Criteria for acceptance includes (but is not limited to), time availability, compatibility with other WKUF programming, contribution to the fulfillment of the mission of WKUF-LP, and the technical competency, program material knowledge, and past on-air performance of the producer/host.

Specialty programs and their hosts will be evaluated on a continuing basis by station management. Criteria for continuation of a program and/or its hosts includes (but is not limited to), time availability, continued compatibility with other WKUF programming, technical performance, on-air performance, adherence to station and University policies, fulfillment of program submission commitments, continuing contribution toward fulfillment of the mission of WKUF-LP, and participation in other station activities. Specialty program outlines and specific program elements may be required to be added, deleted, or modified at the discretion of station management.

PROGRAM STRUCTURE

WKUF-LP keeps a Program Log of every "program element" that we broadcast. This includes legal IDs, public service announcements (P.S.A.s), station promotions, underwriting announcements, newscasts, community and University announcements, songs, etc. This log is important for several reasons:

- The Program Log is a guide to the DJ as to what **should** be airing at a given time. The log indicates roughly how often the DJ should break into the programming to announce the songs that are played.
- WKUF-LP suggests that every song should be announced in advance or announced after it has been played.
- Breaks should occur at least every 10-15 minutes or after about three songs in a row.
- The Program Log also provides a record of our public service programming and is used to compile our quarterly "Program and Issue Reports" for the FCC. Your recording of information must therefore be accurate and complete. It is especially important that P.S.A.s be recorded on the log by **TITLE**. Only in this way can our reporting be accurate. Failure to record information accurately can result in fines from the FCC.

The Program Log serves as a legal record of what we have broadcast at what time. Should there be any complaints about our broadcasts, we must be able to identify the time and day that various program elements were played.

- The Program Log entries for underwriting client spots must be accurate and complete so that the station can confirm that underwriting agreements have been fulfilled.
- **Log violations will be treated in the same manner as other violations.**

PROGRAMMING

Programs at WKUF are planned to provide educational, informative and entertaining programming to the greater Flint community. We represent Kettering University and WKUF to the general public and want our radio station to reflect the quality of this institution.

P.S.A.

Public Service Announcements promote ideas or causes only. They can only be accepted from not-for-profit organizations. They may sometimes be produced by station staff or by outside organizations or may be placed into the studio as “live-read” scripts.

- Look for the P.S.A card box for live-read material. Make sure you initial and date the back of the card after you read it.
- **WKUF-LP only airs P.S.A’s from genuine non-profit organizations** that meet the FCC definitions.
- **Do not make fun of P.S.A’s or make any disparaging comments about them before or after you run them.**
- P.S.A’s are a mandatory part of WKUF’s FCC public service obligations.

WEATHER

Announcers should “ad lib” the weather based on information from the Internet. Do not use the Weather Channel or other commercial sources for weather information. These weather sources are copyrighted and cannot be broadcast by stations unless they pay for the service. Use the U.S. Government’s weather website at: <http://www.weather.gov> **All National Weather Service information is usable on the air.** This information can be gotten from NWS web sites.

- Weather reports should include at least the 3-day forecast and the current conditions (at least temperature and sky conditions).
- Use common sense – if it is raining outside, do not tell the listeners that it’s going to be sunny!

COMMUNITY, UNIVERSITY, AND CONCERT CALENDARS

University and community calendar announcements are announcer-read for campus activities and local events. They are in a labeled card box in the studio.

- Some are written in “radio style” (they have time indications on them - 20 seconds, 30 seconds, etc.) while others need to be “ad-libbed” from the printed announcements.
- Do not read long printed announcements. Instead, state the important information (time, place, and general nature of event) and announce a contact phone number (if one is given) or give the studio phone number so that interested listeners can call in for full details.
- **Pay attention to kill dates on the announcements. DO NOT READ OUTDATED ANNOUNCEMENTS!** If outdated, put announcements in the News and Sports Director’s mail box.
- **Never give prices on the air.** Even if the event is for a worthy cause, we are *prohibited by FCC regulations from giving prices on the air.* The only exception is when 100% of the event proceeds benefit Kettering University or WKUF-LP (Benefit Concerts, etc.).

University announcements are ad-libbed from Blackboard, Kettering.edu homepage, or have been submitted to Student Affairs and are in the card box.

Event material will also appear in the card box. Event announcements **may not contain any commercial language, call to action language, persuasion comments or pricing information.** Information must be limited to venue information - time, date, and artist(s) appearing.

PRE-RECORDED ANNOUNCEMENTS

Pre-recorded announcements of any type not overseen or approved by the News and Sports Director may not be aired. All pre-recorded announcements are located under the news folder on the Station PC.

STATION PROMOS

These are short spots for the station in general or for individual shows. They should be creative and brief. Promos aired must be logged on the Program Log. Actual times and promo titles always are required to be recorded in the log.

SWEEPERS

These are short productions that remind the listeners what station they are listening to. They should be creative and brief. Sweepers should be placed in between songs or before/after announcements and are always pre-approved by the Program and Production Directors.

CONTESTS AND CONTEST PROMOS

Contests are subject to strict FCC regulation. No WKUF staff member may conduct a contest or giveaway unless approval has been received from the Public Relations Director. Contest rules must be consistent with the station's basic rules.

- Contest rules must always be aired prior to any giveaway announcement and at least once during the shift in which a giveaway is scheduled.
- Contest winner information must be recorded on a Contest Information Form used by the station and available from the Public Relations Director.
- Conducting unauthorized contests will result in suspension, investigation, and possible cancellation of the show if the host is found guilty of the violation.

PART II: DO'S AND DON'TS OF DJ BROADCASTING

ANNOUNCING STYLE

WKUF-LP recognizes that DJs have their own unique style on the air. We encourage originality but still require professionalism within our staff.

- Speak about 5" inches from the microphone when you are on the air.
- Do not move around when you speak or turn away from the microphone.
- Speak clearly and use correct grammar when you are speaking.
- If there is another person in the studio scheduled to participate in the show, make sure they are close to a microphone.
- **Never have other people yell or shout into microphone from a distance, as it sounds unprofessional.**
- Watch your levels. Adjust the microphone "fader" so that the meter peaks around the 0 decibel mark (beginning of red area). The average should be 80-100% on the meter.
- **Be informative about the music that you play**, but try not to be trivial. Give information about the local artists and groups that are performing in the area.
- **Don't forget to ID the station.** Other than the basic requirements, feel free to mention the station name, frequency, and slogans.

ON-AIR BEHAVIOR

All DJs should behave in a mature, professional manner when they are on the air.

- Do not burp, break wind, or make other immature sounds on the air.
- Do not complain about WKUF-LP or any staff member of WKUF-LP on the air.
- Do not complain about equipment problems on the air, but make reference to them in a professional manner, if necessary. Report all problems to the Station Manager or the Chief Engineer.
- Do not complain about the station's music selection on the air. You are welcome to give any personal opinions of individual songs or artists.
- Do not make fun of any announcements.
- Do not make remarks that demean any individual or group.
- Do not complain about or make fun of other radio stations.

PROGRAM FORMAT

All DJs must follow their submitted, pre-determined program format for their show. Exceptions may be made for "fill-in" shows but require prior Program Director permission. Programs must be submitted to and approved by the Program Director **BEFORE** the program goes on air.

VISITORS

- **The staff on duty is responsible for all guests and visitors during their shift.**
- All guests/visitors must log in and out upon their arrival and when they leave.
- Visitors/guests are not allowed to operate any equipment.
- If you have a "Co-host," make sure they are approved by the Program Director.
- Visitors in the studio must sign a Guest Agreement Form.

INFRINGING ON OTHER SHOWS

Infringing or disturbing a fellow staff member's show without a reasonable cause is in violation of WKUF policy. Whenever hosts are operating their shows, they have authority over how all operations will be carried out, unless they are violating any FCC or Station rules.

SECTION V: STATION STAFF

Qualifications for all Station Staff, except DJs:

- Kettering University student in good academic standing with minimum cumulative 84 WAG.
- Experience as a WKUF student member.

STATION LEADERSHIP

GENERAL MANAGER

THE GENERAL MANAGER (GM) IS THE UNIVERISTY STAFF POSITION AT WKUF AND SENIOR AUTHORITY ON ALL DECISIONS MADE WITHIN THE STATION. The GM has a wide range of responsibilities including paperwork for and relationships with the FCC and overseeing the station's operation. The General Manager is a part of the Department of Student Affairs and the chair of the Advisory Board.

Station Manager and Assistant Manager Election/Station Staff Selections:

The only elected members of the WKUF staff are the Station Manager and Assistant Manager. Elections shall be held during the Winter and Spring terms of each year. A simple majority (1/2 vote) is needed to elect an applicant. Only student members are eligible to vote (see Student Membership definition below). Once a new Station Manager has been selected, he or she will then select applicants for the remaining staff positions. All staff applicants must be a Kettering University student in good standing, have at least an 84 WAG, have one or more terms of experience as a station member, and have their candidacy approved by the GM.

Officer Removal:

Any officer may be removed or replaced if it he/she is not performing the duties of his/her job as described in this Handbook. Should officer complaints be received or the Station or General Manager notice an officer isn't performing, they will work together to help the officer improve or replace them, if necessary. Should the Station Manager not be performing his job duties, the General Manager will hold another election after determining that the Station Manager refuses to uphold the responsibilities of his office.

WKUF Staff Reporting Structure:

Station Manager

Chief Engineer
Program Director
Business Director

Assistant Manager

Music Director
Production Director

STATION MANAGER

The Station Manager is a student responsible for overseeing all operations at WKUF. The Station Manager is the person the general staff should go to if they need information or have a problem. This person is the general staff's primary representative on the Advisory Committee. The Station Manager must have superior knowledge of WKUF station equipment and operations and of FCC regulations concerning LPFM stations and have been a member of WKUF for at least one year. They must also be able to commit 10+ hours/week to WKUF. The Station Manager and Assistant will collectively oversee all operations within WKUF. The Chief Engineer, Program Director and Business Director report directly to the Station Manager.

ASSISTANT MANAGER

The Assistant Managers acts as the Vice President and helps manage the current workloads and responsibilities within WKUF. The Assistant Manager's responsibilities include: fulfilling the position of 2nd in command, fulfilling the necessary operations in the absence of the Station Manager, and assisting and overseeing the Music Director and Production Director.

CHIEF ENGINEER

The Chief Engineer is responsible for maintaining and upgrading WKUF facilities, as well as for training new and current staff members in operation of the station. They assist in the technical aspects of local and remote broadcasts. The Chief Engineer is selected by the Station Manager. They must have superior knowledge of audio equipment and connections and of FCC laws relating to LPFM stations. They must be able to commit 10+ hours/week to WKUF. They are a member of the Advisory Committee.

Job Responsibilities:

- Ensure efficient operation of WKUF broadcasting equipment.
- Request purchases of new or replacement equipment.
- Train new staff members in the completion of logs, operation of EAS equipment, operation of transmitter, conducting EAS tests and all other station equipment.
- Keep an up-to-date file of signed training forms following completion of successful training of staff.
- Overseeing the installations or removal of equipment.

PROGRAM DIRECTOR

The Program Director is responsible for scheduling all programming aired on WKUF. The Program Director works with the Station Manager to establish or change the station schedule. The Program Director notifies the Station Manager of any equipment or personnel problems and enforces station regulations. The Program Director is selected by the Station Manager and is a member of the Advisory Committee and is selected in the Winter/Spring term. They must have knowledge of FCC and WKUF rules concerning the station. This staff member must be able to commit 10+ hours/week to WKUF.

The Program Director is also responsible for maintaining/updating the WKUF website.

Job Responsibilities:

- Responsible with Station Manager for on-air “sound” of the station
- Selects DJs and schedules on-air shifts.
- Supervises and monitors on-air performance of DJs and other personalities.
- May dismiss a DJ from his/her shift immediately for major violations.
- Updating the schedule as it changes and maintaining/updating WKUF website.
- Responsible for filling shifts resulting from staff absences.
- Make sure that logs are filled out properly and alert the Station Manager and/or General Manager of violations by staff members. File logs in an orderly fashion.
- Researches the needs and listening habits of Kettering and the Flint community to meet them with effective programming within the overall mission of WKUF.
- Ensure a sufficient supply of all forms is available in the station.
- Monitors the submission of show reviews each month.
- Recommends disciplinary actions against news anchors to the Station Manager

PRODUCTION DIRECTOR

The Production Director is responsible for all pre-recording and editing operations held in the WKUF studio including live local shows. The Production Director assists other staff with in-studio performances, editing produced CDs for airplay, etc. He/she is also responsible for regularly scheduled newscasts, sports schedules, and the specialty news and interview programs. He/she is responsible for both the community and Kettering calendars and for securing information for those calendars. He/she also oversees the sports and public affairs programming at the station. He/she must have excellent writing skills. The Production Director is selected by the Station Manager and is a member of the Advisory Committee. He/she must be proficient in operating WKUF recording and production equipment and be able to commit 10+ hours/week to WKUF.

Job Responsibilities:

- Trains WKUF staff members in the use of production equipment.
- Evaluate pre-recorded media for on-air use.
- Oversee in-studio performances.
- Schedule use of the production equipment.
- Edit produced CDs for airplay.
- Selects and schedules newscast anchors.
- Develops and schedules public-affairs programs.
- Maintains a community calendar and a Kettering calendar.
- Communicates regularly with Student Media Groups (*The Technician, The Reflector*) for calendar items and possible special announcements.
- Reports any interruptions in the regular program schedule (sporting events, election coverage, etc.) to the Program Director at least 1 week in advance.
- Recruits new news anchors and maintains a file of those interested in anchoring newscasts.

MUSIC DIRECTOR

WKUF's Music Director maintains a music library that supports the station's music programming. The position is extremely important since much of WKUF's on-air programming is music. The Music Director is the link between record companies and the station's staff. He/she sees that albums are reviewed promptly and objectively so that the library conforms to the music programming guidelines of the station. The Music Director communicates regularly with the Program Director and the Station Manager to provide reports on new additions to the library. He/she is selected by the Station Manager and is a member of the Advisory Committee. He/she must have knowledge of FCC and WKUF rules on indecency and obscenity and be able to commit 15+ hours a week working for WKUF.

Job Responsibilities:

- Contacts record companies requesting new cds.
- Maintains WKUF play lists and mails them to record companies.
- Manage records of all new releases received.
- Maintains an orderly system for review of music for appropriateness and objectionable language/content.
- Keeps up-to-date on *national and local music trends*.
- Takes responsibility for cataloging, storing, and security of the Music Library.
- Evaluates and catalogues new music received for the Music Library for on-air fitness.
- Schedules DJs to review new music as necessary and trains DJs on the policy of their reviews.

BUSINESS DIRECTOR

The Business Director manages the station's yearly budget by paying all bills, reimbursements, and purchases necessary supplies for the station – keeping record of all station purchases and payments. He/she creates and submits a budget for the next term and assists the Public Relations Director in obtaining underwriting from area businesses. The Business Director acts as secretary of the Advisory Committee and WKUF monthly staff meetings. He/she takes minutes at meetings and sends them (along with other pertinent information) to all members and staff. The Business Director is selected by the Station Manager and is a member of the Advisory Committee.

The Business Director is also responsible for attracting new listeners and informing our audience about our programming. He/she is responsible for on-air promotions such as contests and other giveaways and for procuring underwriting contracts with local merchants. He/she oversees the creation of flyers, posters, and other WKUF designed promotions. They keep the station in good standing with the community and promote station-sponsored events and gain the support of other campus organizations when needed. He/she must have knowledge of WKUF's programming and audience and have creative writing and graphical skills and be able to commit 10+ hours to WKUF.

Job Responsibilities:

- Contact local clubs, businesses, etc. to solicit giveaways and underwriting contracts.
- Maintain and file underwriting contracts.
- Advertise WKUF activities and events to Kettering and the Flint community.
- Design stickers, t-shirts, and other promotional items.
- Coordinate WKUF event publicity.
- Work with the Production Director to produce station sweepers and promos.

Managing, planning, and scheduling WKUF live events is also the responsibility of the Business Director.

Other Job Responsibilities:

- Receive and process event requests
- Schedule DJs for live events
- Confirm availability with request contact individual
- Ensure that equipment is ready-to-go for events
- Handle any special setups that may be required.
- Bring current event requests to all general meetings

GENERAL MEMBERSHIP

DJs

DJs are the primary link between the station and its audience. While the DJs are expected to have knowledge on their area of music and basic knowledge of radio, they must also complete a training program and have the signed training form on file before they can go on the air. DJs report directly to the Program Director. They must complete the training program including FCC rules, station rules, and equipment operation tests and have good vocal skills and the ability to “ad lib.”

Job Responsibilities:

- Pass the training and have the Chief Engineer sign the training form ensuring they are thoroughly knowledgeable on all station equipment and rules/policies.
- Complete Member Information Form quarterly, Broadcast Agreement Form and DJ Agreement Forms once.
- Select and play appropriate music during on-air shifts (applies to music programs only).
- Announce music played and ad lib as needed (applies to music programs only).
- Listen to and label new music for the Music Library
- Operate EAS system and conduct tests as required.
- Play pre-recorded announcements and sweepers.
- Maintain a record of songs played.
- Answer studio phone, take and record messages as needed.
- Attend monthly DJ/Programming meeting for all DJs.
- Kettering student DJs must attend weekly WKUF meetings.

STUDENT MEMBERSHIP

Non-staff student membership of WKUF is open to all Kettering University students who have an interest in radio and are in good standing with the school. Voting privileges during elections are given to students who have attended at least three consecutive general meetings that term. All student members should attend weekly WKUF meetings.

OTHER STAFF

Completing the tasks stated above is not assumed to be a one-person duty. Each director may have as many team members as necessary to get his/her work done. The Station Manager must be kept up to date regarding officer assistants.

APPENDIX A: VIOLATIONS

MINOR VIOLATIONS

Minor Violations are defined as any minor incident(s) that do not significantly affect the WKUF-LP broadcast process. Four minor violations within one term will result in immediate dismissal. Minor violations consist of, but are not limited to:

- Unauthorized guests in the studio.
- Food or drinks in the studio.
- Use of WKUF prohibited words and phrases outside of the FCC's seven words
- Failing to follow WKUF guidelines/rules.
- Not attending meetings.
- Arriving late to a scheduled show.
- Consistent errors on log completions.
- Copying WKUF media without permission.
- Leaving station messy, improperly setup or unlocked.
- Disturbing other DJs during their air time.
- Incorrect or outdated contact information.

MAJOR VIOLATIONS

Major violations are defined as incidents that have the potential to result in FCC inspections, public issues, government or law involvement, fines against the station, and any act that may negatively affect WKUF-LP's ability to broadcast. After each major violation the member will be temporarily suspended from the station until an investigation is completed. Depending on the severity of the violation and the outcome of the investigation, one major violation may lead to immediate dismissal. Accumulation of two major violations within one academic year will lead to immediate dismissal from WKUF without appeal.

- Use of FCC seven obscene words
- Use of discriminatory words on air or to other staff members
- Possession of illegal substance in the station
- Advocating use of illegal substances on the air
- Copyright infringement
- Advertising someone or some company in exchange for something of value (payola)
- Making prank calls on air
- Giving information away without consent of the person or party involved (Invasion of Privacy)
- Creating hoaxes or transmitting false information
- Holding unauthorized contests
- Theft or improper use of station equipment
- Destruction of station equipment
- Putting false information on logs
- Missing a show without notifying the Program Manager in advance

Penalties for violations are described in the Handbook on page 5, "Penalties for Violations."

APPENDIX B: TYPICALLY OBJECTIONABLE WORDS AND PHRASES

The U.S. Supreme Court and the FCC clearly defines obscene words as:

shit, piss, fuck, cunt, cocksucker, motherfucker, and tits

Because the following words are typically offensive to some, they may not be spoken on the air of WKUF:

- Dick
- Bitch
- Ass
- Suck my _____
- Cock
- Pussy
- Tit
- Titties
- Honkey
- Cracka
- Wet Back
- Spik
- Jap
- Damn, Damn it
- Bullshit
- God-Damn, God-Damn it
- Clit
- Cum
- Nigger, Nigga
- Faggot , Fag
- Dyke
- Chink

Acronyms containing these words are also prohibited (SOL, POS, etc...)

Any other words or phrases that may be offensive to our audience are to be avoided.

If in doubt...

Don't say it and don't play it!

APPENDIX C: WEATHER EMERGENCIES

In case of extreme weather conditions, DJs and other staff must follow these guidelines when conducting weather updates:

- Air emergency weather information for **our listening area only**.
- Air severe thunderstorm watch: every 20 minutes.
- Air tornado watch: every 15 minutes.
- Air severe thunderstorm warning: every 10 minutes or every other song.
- Air tornado warning: every five minutes or after every song.
- If there is immediate danger, put the station on the automated playlist, lock the door, and go to the tunnel until the danger passes.

APPENDIX D: EQUAL OPPORTUNITY AND PRODUCTIVE WORK ENVIRONMENT

Though WKUF-LP staff members do not receive pay, they are expected to follow Kettering University policy on discrimination and harassment. The following excerpts are from Kettering University's employee handbook.

Equal Employment Opportunity Policy

Applies to: All faculty and staff employees Kettering University strives to provide equal opportunity to all applicants and employees regarding all terms of employment. We will not discriminate in employment based on race, color, sex, age, religion, national origin, height, weight, marital status, military status or any other basis protected by federal or state law. In addition, we will not discriminate against qualified individuals with a disability who can perform the essential functions of the job, with or without reasonable accommodation. If you need accommodation, you must notify your supervisor of that need as soon as possible. If you believe you have been discriminated against based on any of the characteristics listed above, or any other characteristic protected by federal or state laws, promptly report the matter to your supervisor. If, for any reason, you feel uncomfortable in discussing the matter with your immediate supervisor, or feel that your supervisor has not been responsive to your complaints, report the matter to your supervisor's manager. If you also feel uncomfortable discussing the matter with this manager, or feel they have not been responsive to your complaints, report the matter to the Vice President of Human Resources or designee. All complaints of discrimination will be investigated promptly. Confidentiality will be maintained to the extent reasonably possible. A timely resolution will be reached and communicated to the person issuing the complaint. All employees are required to cooperate in any investigation. Retaliation against any person for filing a complaint or participating in an investigation will not be tolerated. Any employee or supervisor who is found to have discriminated or retaliated against an employee in any employment practice will be subject to appropriate disciplinary action, up to and including termination.

Productive Work Environment Policy

Applies to: All faculty and staff employees Kettering University is committed to promoting a productive work environment. All employees are expected to contribute to a productive work environment by demonstrating behavior that does not interfere with another employee's work performance or create an intimidating, offensive or hostile environment. Harassment will not be tolerated, regardless of intent, and regardless of the victim's rejection or tolerance. Special attention is called to the prohibition of sexual harassment. All sexually harassing or offensive conduct in the workplace, whether committed by supervisors, non-supervisory employees or non-employees, is prohibited. Such conduct includes:

- *Sexual flirtation, touching, advances or propositions;*
- *Verbal abuse of a sexual nature;*
- *Graphic or suggestive comments about an individual's dress or body;*
- *Sexually degrading words to describe an individual;*
- *The display in the workplace of sexually suggestive objects or pictures, including nude photographs.*

A behavior constitutes sexual harassment if it is unwelcome and:

- *It interferes with the ability of another employee to do his or her job, creating a hostile work environment; or*
- *It is expressed or implied that acceptance of the behavior is a condition of employment.*
- *If you believe the words or actions of a supervisor, employee or any other person on campus constitutes unwelcome harassment, promptly:*
 - *Inform the harassing employee that his or her actions are unwelcome and the harassing behavior must cease; and*
 - *Report the behavior to your supervisor.*

If, for any reason, you feel uncomfortable in discussing the matter with your immediate supervisor, or feel that your supervisor has not been responsive to your complaint, report the matter to your supervisor's manager. If you also feel uncomfortable discussing the matter with this manager, or feel they have not been responsive to your complaint, report the matter to the Vice President of Human Resources or designee.

All complaints of harassment will be investigated promptly. Confidentiality will be maintained to the extent reasonably possible. A timely resolution will be reached and communicated to the parties involved. All employees are required to cooperate in any investigation. Retaliation against any person for filing a complaint or participating in an investigation will not be tolerated. Any employee or supervisor who is found to have harassed or retaliated against another employee will be subject to appropriate disciplinary action, up to and including termination.

APPENDIX E: STAFF APPLICATION PROCESS

All WKUF-LP staff members are volunteers. There are no paid positions.

- All candidates must complete and submit an application form (Appendix G)
- Current Kettering University students receive priority consideration in the staff - selection process.
- All candidates must demonstrate adequate knowledge of station equipment operation and understanding of station policy and regulations.
- All candidates must understand FCC regulations for LPFM stations.
- Each show host or DJ undergo a one-month trial period during which their show must be from 8am-5pm on weekdays, and the show may be revoked at any time.
- All candidates must keep their contact information accurate and up-to-date. Inability to contact you will eliminate you from the application process.

Application follows.

APPENDIX F: GLOSSARY

A-Section	The student body at Kettering University from January through March and from July through September
Advisory Committee	The governing body over the station that directs the long-term planning and strategies of the station as well as making really important decisions.
Booth	The WKUF area inside BJ's
B-Section	The student body at Kettering University from April through June and from October through December
BJ's	The area directly across the lounge from the WKUF station
Office	The first room upon entering the station that houses mailboxes, paperwork, and music library.
Studio	The second room of the WKUF station which contains the actual broadcast equipment.
WKUS	The previous name of WKUF-LP from when it was only a student club.

WKUF-LP Staff Application Form

NAME: _____

MAILING ADDRESS:

PHONE: (____) _____ - _____

EMAIL: _____

Student _____ Community _____

What position(s) are you applying for? (Circle one)

Station Manager (elected)	Program Director	Chief Engineer	Business Director	Production Director	Public Relations Director
Assistant Manager (elected)	Event Coordinator	Music Director	Webmaster	News & Sports Director	

My cumulative WAG last term was _____

I am a student in good academic standing. ____yes ____no

List radio experience below:

Why do you want to be a WKUF-LP Staff member?

(over)

Last printed 6/14/2006

Please list all computer skills that you have.

Why are you the most qualified person for this position?

I, _____, understand that by becoming a WKUF-LP staff member I guarantee my time and commitment to completing the tasks I am assigned to and understand the responsibilities involved with my position. I agree to learn and exhibit full understanding of all FCC rules and regulations, as well as those of WKUF-LP. I understand that by violating FCC regulations I can be fined for my actions, and fully accept any charges resulting from my actions. **Any FCC imposed fines due to my actions are my responsibility and not the responsibility of Kettering University or WKUF.** I understand that violating WKUF-LP rules can lead to my dismissal from WKUF-LP staff and agree to abide by the Station Handbook rules.

Applicant's Signature: _____ Date: _____

Position Received: _____

Station Manger's Signature: _____ Date: _____

General Manager's Signature: _____ Date: _____

All Kettering University Students must attach a copy of their class schedule to their application