

91.7 The Edge-WSUW

Station Handbook and Policy Manual



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Mission

91.7 The Edge is a student run, non-commercial educational radio station providing the opportunity for students to gain professional and relevant experience in a variety of fields. We are committed to giving the campus and local community the greatest entertainment radio has to offer.

Welcome

Welcome to 91.7 The Edge-WSUW! We like to have a lot of fun here and encourage you to do the same all while learning the skills and knowledge necessary to be successful in the professional world. Here at WSUW, we offer a wide range of opportunities for students in order to provide relevant experience that you can take with you in your post-graduation journey. Whether you are interested in production, script writing, sales, training, music, or promotions; we have it all. WSUW likes to instill a sense of community among its members. If you ever have any questions, feel more than welcome to reach out to other members or any Directors on the Executive Board. Every effort has been made to create a welcoming and educational atmosphere here at WSUW. So, settle in and get ready for what we hope will be a long stay here at WSUW!

Brief History

WSUW began broadcasting for UW-Whitewater and the surrounding communities in 1966. We currently broadcast at 1,300 watts of pure radio power! The original studios were located on the fourth floor of Hyer Hall. The station moved to its current location in 1997 and upgraded to a digital-ready transmitter in 2005. Through the many changes that WSUW has experienced and still experiences; one thing has stayed the same. WSUW is committed to giving the campus and the community the greatest entertainment we can provide!

Music Policy

Here at 91.7 The Edge, we pride ourselves on bringing new alternative music to the listening audience. We also report our weekly playlists to major trade publications such as *College Music Journal* (CMJ) which help to establish the industry standard for music airplay. As a part of our mission, the station has a few guidelines on what we do and do not play on the air:

- NO TOP 40
 - This means that we do not regularly play music that you hear 24/7 on the major radio stations. By doing this, we are really providing listeners an alternative to the six songs that are repeated every hour across the country (probably an over-exaggeration, but you know what we mean).
- No profanity or obscene language
 - You've heard of the FCC, right? Well we would like to stay on their good side and avoid some pretty hefty fines. Shit, piss, fuck, cunt, cocksucker, motherfucker, etcetera, etcetera (George Carlin's 7 Dirty Words) are prohibited in our songs during daytime hours
 - **Safe Harbor 10:00PM-6:00AM:** This is the period of time that songs can contain profanity. However, DJs CANNOT swear on-air.
 - More information can be found at this website: <http://transition.fcc.gov/eb/oip/>
- 2 and 3 Hour Rule
 - Keeping with our variety and mission to mix things up, the same artist cannot be played within a 2 hour time period and the same song cannot be played within a 3 hour span. To check what time a song or an artist last played at, simply view the full log on the computer.
- Specialty Show Playlists
 - Specialty show hosts are required to submit a periodic playlist to the Music Director or when requested. The purpose of these submissions is to verify that each show is following the format on which it was approved. For example, it would not be good for an EDM show to suddenly switch to a Bluegrass show halfway through the semester. Also, by submitting playlists, there is a greater chance that we may start playing your songs in regular rotation!
- Outside Music
 - DJs may not bring in their own music without the express permission of the Music and Program Directors. If you have some songs or artists that you think would fit with our station, we would love to hear them! If that is the case, just drop off the CD or email the file to the Music Director and you could be a part of adding to our music diversity! (Specialty show hosts have their music playlists approved through a separate process)
- Streaming Services
 - No services such as Spotify, Pandora, iTunes Radio, or any such service may be used to play music over the air. The broadcast of music from such programs is a violation of the terms of use for the streaming services and is prohibited here at 91.7.

On-Air and General Station Behavior

While WSUW is a student activity, the nature of broadcasting and its powerful effects on the listener are subject to numerous rules of various degrees. Some policies are mandated and forced by the Federal Communications Commission. Other rules are station policies because WSUW would like to maintain a professional working atmosphere. Also, we are all here to have fun and following these policies ensures that we keep the positive energy flowing as we entertain the masses!

- Swearing/Profanity and Obscene/Indecent Language
 - The general policy is don't swear on the air. Easy enough, really. Ever watch George Carlin's 7 Dirty Words? Well, that's a good list of things NEVER to say on-air or even while you are in the studio. A "filter" must be applied to your vocabulary as soon as you enter the studio. This also includes obscene and indecent language. What is that? Information on what is considered obscene can be found here: <http://www.fcc.gov/guides/obscenity-indecency-and-profanity>. The FCC also defines indecent language as "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." When in doubt about if something is obscene or indecent, just don't say it.
 - Violation of this policy may include termination from WSUW.
- Phone Calls and Texts
 - We get many callers into the station, either requesting songs or just looking to show appreciation. When you are in the On-Air studio, it is your responsibility to answer the phone as quickly as possible. Treat every caller in a polite and courteous manner regardless of the nature of the call. Phone calls may **NOT** be broadcast over the air. If a caller has a question or is looking to contact a member of station staff, write down the caller's name, number, and reason for calling.
 - We also use the Zipwhip Texting line that can be used on the Web PC computer in the on-air studio. This utilizes the same phone number as the request line. As with phone calls, be courteous and thank the listener for writing in. **NOTE:** Extend the same courtesy using this service as you would talking with someone on the phone, i.e. be polite.
- Computers
 - The station computers are to be used only for station business. Absolutely no personal work or personal web surfing is to be done on the computers. This restriction also applies to class papers/projects. This includes the office computer as well.
- Guests
 - Guests are allowed in the studio, but only with permission from the Program Director. The on-air host assumes all responsibility for his or her guest as well.
- Food and Drink
 - That equipment in our studios is really, really nice. We would hate to go off-air because chocolate milk soaked into the board or if ants got into the computer. No food or drinks are allowed in the studios. You are more than welcome to store anything in the office refrigerator (label and date any items) and eat in the office.

- Alcohol and Illegal Drugs and Tobacco
 - No staff member or guest is to be on the air or on station premises under the influence of alcohol or other illegal drugs. Alcohol may not be consumed or stored at the station either or in any university buildings. Immediate termination may result if this policy is not followed. Use of tobacco products in any UW-Whitewater building is also prohibited.
- Station Cleanliness
 - We think our station is pretty rad and would like to keep it that way. A lot of time, money, and effort have been put into making our station a welcoming place for all members to enjoy. If you make or see a mess, clean it up. Sound good?
- Miscellaneous On-Air Policies
 - Do not barge into the studio. Check that the DJ is not on air. Also, do not carry on conversations directly outside the air studio door. This is distracting to the DJ and may even be heard by the listener.
 - If you cannot find a particular request, do not apologize for it on the air. Try to play another song by the same artist. Do not beg the audience to call. Requests are not the sole indicator of listenership.

Tips for On-Air

Everyone wants to sound as good as possible on the air. Listen to fellow DJs and their experiences. These experiences can be helpful in the future. The following are some suggestions that will help you and your program sound more professional:

- Microphone Technique
 - Microphone technique is critical to achieving the best sound at the station. On the RE20 microphone used at WSUW, proper distance between the mouth and microphone is about six to ten inches.
- DJs that have trouble with plosive sounds (“p” and “b”) tend to overload the microphone. If you do, talk across the side of the microphone at a 45 degree to 70 degree angle.
- This microphone also has a proximity effect. Any closer than 2 inches and your voice will sound bigger and lower than usual. If this should happen, move back further away from the microphone.
- Console Operations
- Remember, not all playback material is recorded at the same level. You must always watch the VU meter as some channels must be turned hotter than others, you may need to adjust the faders in order to maintain consistent levels across all channels.
- Previewing Material
 - If you want to listen to the intro to the song before it is scheduled, you can do that by using the preview button on the iMedia 2 channel.
- Programming Terms
 - “Stop set”: When you stop playing music and play/announce some informational material.
 - “Backsell”: Identifying a song after song is over.
 - “Upsell”: Plug another program upcoming on the station and/or upcoming songs.
 - “Kill Date”: The date that a PSA is over and should not be read over the air.
- Take a break as noted on the WSUW playlists. Listeners like and expect these breaks.
- Read upcoming announcements OUT LOUD (usually Public Service Announcements – PSA’s, liners, etc.) before going to air live with them. Nothing sounds more amateurish than an unprepared announcer stumbling through a piece of copy he or she has never seen before. Also, check the copy for a kill date.
- You are not allowed to bring in music of your own for an alternative, metal, or hip-hop shifts.
- Should you make a mistake over the air, DO NOT MENTION IT! Simply go on with your programming as smoothly as possible. The majority of your time you are the only one to notice such a miscue.
- When the microphone is live, do not shuffle papers, drop pens and pencils, move your chair, or touch the microphone. All these noises sound terrible over the air. Likewise for clearing your throat, smacking your lips, and sucking air through your teeth.
- Pot down or turn off the microphone as soon as you are finished talking. This will prevent embarrassing comments, coughs, and other sounds from being accidentally broadcast.
- Identify yourself and the station during every break. Remember at the beginning of each hour a “legal ID” must be given.

- It is unlikely event of an equipment problem; do not complain about it over the air. If equipment malfunction interrupts your programming simply state, that WSUW is experiencing “technical difficulties” and log it on the back side of the operation log.
- Suggestions for on-air work to gain continuity and good work habits:
- Watching the board is very important. Watch the VU meters to make sure they average -20 db. There will be peaks, do not worry, but do not let the needle average above -20 db.
- Headphones – Are required and always wear them whenever you turn on your microphone. You can monitor what is being aired while the microphone is on.
- Air Checks – Get into the habit of recording only your on-air breaks. These air checks can come in handy when applying for a job within the industry and for audio projects.
- The “One” Rule of Broadcasting – You are talking to one person while on the air. Personalize your conversation. Do not say “For all of you out there...” or “anyone who calls in.” When you are on the microphone, talk as if you are talking in a one-on-one conversation. Phrases like “Here’s something you might like” or “I’m glad you’re with me today.”
- Keeping your audience is important. Preview upcoming songs and/or artists and say something like “Don’t go away” or “Stay with me.” Never say “After these PSA’s.” Think about what you do when you hear that a commercial is coming up next.
- Some suggestive topics to discuss while on your air check could be: entertainment, sports, promote the request lines, weather, artist information, UWW events, or appropriate announcements.
- Establishing a routine can be helpful during your shift. Whatever way you chose to organize your routine while on-air do it consistently. By creating a routine, your show will become second nature and you will begin to notice fewer mistakes.
- Planning for the worst: **You will make mistakes on the air.** It is part of being on the radio. We all do it. Even after being on air for four years, the most experienced DJ will mess up. Always keep emergency material on standby. A PSA or song can save you from embarrassing “dead air” while you figure out what is going on. In the case of a serious emergency (the board dies, both CD players quit, anything that would make it impossible to continue broadcasting) contact either the Program Director or the Station Manager.

Business Operations

All radio and television broadcast stations in the United States are licensed by the federal Government. Under The Communication Act of 1934, the federal law which still controls broadcasting today, the Federal Communications Commission (FCC) authorizes licensees to serve the “public interest, convenience, and necessity” for a period of 8 years.

WSUW is licensed to the University of Wisconsin Board of Regents (which is called the “licensee”) as are the other stations at sister institutions in the University of Wisconsin system. The licensee does not own the license, it merely is granted permission to broadcast for a certain period of time and must reapply and be granted permission in order to continue broadcasting. In addition to on-campus duties, the General Manager at Whitewater must also report to the system office in Madison regarding station activities.

The FCC licenses WSUW as a Non-Commercial Educational (NCE) station therefore it cannot accept commercials. The stated license may be revoked by the FCC for serious violations of its rules. Less serious violations may result in fines (forfeitures) or short-term licensing. Certain violations of criminal code may result in criminal prosecution, which could result in fines, jail or both.

Public File

The Federal Communications Commission requires stations to maintain a Public File, which must include:

- “The Public and Broadcasting – A Procedural Manual”
- Annual employment reports
- Copies of all FCC applications
- Ownership reports
- Political file (request for political time)
- Quarterly issues list (every three months the Director must log a sample of public affairs shows aired on the station; accordingly, the news, and public affairs director must keep a list of public affairs programs.
- Local public notices

Any person can choose to see our Public File between the hours of 9:00 AM and 5:00PM, Monday through Friday.

Copyright

All copyright material (except excerpts for reviewing purposes) must be cleared for use in writing by the copyright owner, including for use of pictures on the internet. The station holds ASCAP, BMI, and SESAC music broadcast licenses. Only music covered under these licenses or in the public domain will be played on the station. Any materials or programs that are written or produced by paid station staff becomes copyright property of WSUW. The work of volunteers or guests will be aired only after the appropriate signed copyright release form is on file with the station.

WSUW webcasts under the provisions of the Digital Millennium Copyright Act.

Payola

Payola is accept or agreeing to accept anything of value in return for broadcasting music or any other material without disclosing the payment. Section 507 of the Communications Act requires station personnel who receive such payments to report them to station management before broadcast. Failure to do so can result in a \$10,000 fine and up to a year in prison. In addition, Section 317 requires that the broadcast of such material contain a sponsorship identification announcement.

Plugola

Plugola is the practice of an on-air personality promoting non-broadcast activities on the air. Section 507 of the Communications Act requires station personnel who engage in these activities to report them to station management before broadcast. Failure to do so can result in a \$10,000 fine and up to a year in prison. In addition, Section 317 requires that the broadcast of such material contain a sponsorship identification announcement. As a non-commercial station, it is the policy of WSUW to prohibit on-air personnel from promoting or publicizing any activity or matter in which the student or community volunteer has a direct or indirect financial interest on the air.

Underwriting

It is against FCC underwriting rules to mention products or services on the air. Thus, it is illegal to mention “eating at McDonald’s” or “getting a couple of tacos from Taco Bell,” or even mentioning that you are “drinking a can of Coke.” Remember, WSUW is licensed as a non-commercial station. Underwriting messages are only to be aired at the beginning of the program, at the end of the program and at the top of the hour. The Marketing Director and Program Director oversee that underwriting is correctly programmed.

Additional Misconduct

It is against the law to:

- Willfully damage the radio apparatus.
- Transmit superfluous signals containing profane/obscene language.
- Knowingly transmit false or deceptive communications.
- Knowingly transmit false or deceptive call signs.
- Willfully interfere with other radio communications.

Station Security

All members of station staff are responsible for the security of the studios and offices. All doors are to be closed if they are to be left unattended. No unauthorized personnel may be admitted into the building, offices, and/or studios. Exterior doors are locked at 10:00 PM on the weekdays and locked all day Saturday and Sunday.

Emergency Procedures

Should an emergency occur (fire, tornado, bomb threat, etc.); please follow University polices. Even during a drill, please follow all University stipulated guidelines for responding. If such an event occurs, place “Automation” in the operator’s log indicating that you left the studio.

WSUW CODE OF CONDUCT

WSUW is an instructional facility that is available to students completing the necessary prerequisite classes and passing an audition. Each individual student and volunteer helps define the overall image of the staff, the broadcast facility, and University of Wisconsin Whitewater. All members are required to adhere to a code of conduct. Anyone, who in the judgment of the management of WSUW, behaves in an inappropriate or unprofessional manner will have his or her station participation suspended for the duration prescribed below. Serious violations, which may result in termination, include:

- Acts of physical or verbal abuse or violence
- Acts of theft – intentional and unauthorized removal of station or staff property, destruction or defacement of station or staff property.
- Violations of US Criminal Code or FCC rules and regulations
- Use or possession of illegal drugs and/or alcohol on station premises

Other violations:

- Missing station meetings without an excused absence
- Missing an air shift
- Unauthorized guests
- Airing profane, indecent, or obscene material

Station Executive Board

91.7 The Edge-WSUW is a student-run radio station that is operated by a student executive board under the direction of the General Manager. If ever you are in doubt about who to contact or if you are looking to become an E-Board member, take a look through the following list and descriptions:

Station Manager

The Station Manager is responsible for overseeing the operation of 91.7 The Edge and the oversight of its staff members. The Station Manager reports to the General Manager and works alongside the Executive Directors to plan and coordinate station initiatives and events. Works closely with the General Manger to guarantee 91.7 The Edge serves students and all of its listeners fairly and professionally. The Station Manager has decision-making authority for operational and personnel matters not affecting policy.

- Set the image and direction of 91.7 The Edge
- Create agendas for weekly meetings
- Chair weekly staff meetings
- Chair monthly all-staff meetings
- Coordinate events with the Promotions Director
- Update and maintain staff position descriptions
- Hold staff accountable to the provisions set forth in the Executive Board Team Contract
- Create and post relevant material for use of staff on bulletin board
- Attend radio station events
- Contribute content to station website
- Recruit new on-air staff
- Interview and hire Executive Board applicants
- Create training material and train staff
- Update and maintain position binder on a regular basis
- Train on-air staff and successor
- Ensure all applicable regulations of UW-Whitewater and the UW System are followed
- Any other duties required of Station Manager

Program Director

The Program Director is responsible for the monitoring of on-air staff. This includes scheduling shifts, training, and assisting on-air announcers. The Program Director works closely with the Station Manager to ensure proper running of on-air operations.

- Serve as first contact for on-air personnel
- Implement training programs for new on-air staff
- Schedule shifts for on-air personalities using Word and Excel tables
- Review and maintain on-air log sheets and records

- Schedule Weekly Emergency Alert System tests
- Create and post relevant material for use of staff on bulletin board
- Receive and submit PSAs for airplay
- Serve as recorder of meeting minutes and distribute minutes via email to staff
- Report to and assist Station Manager in proper running of the station
- Attend station meetings
- Recruit new radio staff
- Attend radio station events
- Train on-air staff and successor
- Update and maintain position binder on a regular basis
- Any other duties required of the Programming Director

Marketing Director

The Marketing Director is responsible for planning and implementing underwriting programs by contacting area businesses and presenting our marketing plan. Along with the Promotions Director, the Marketing Director serves as lead person for planning Fund Drive. The Marketing Director also holds the responsibility of acting as the contact for 91.7 The Edge to outside businesses and community sponsors.

- Create and implement underwriting plan
- Prospect potential sponsors
- Schedule and conduct sales meetings with sponsors
- Inform Production Director of needed underwriting spots
- Update executive Board Staff on current marketing initiatives
- Report underwriting income to the Station and General Manager
- Lead Marketing Committee
- Track student committee hours
- Attend station meetings
- Recruit new radio staff
- Attend radio station events
- Train on-air staff and successor
- Update and maintain position binder on a regular basis
- Any other duties required of the Marketing Director

Music Director

The Music Director is responsible for the selecting of all music that airs on 91.7 The Edge as a part of its automated musical rotation. This includes receiving music submissions from multiple label companies and adding music into rotation. The Music Director works closely with the Production Director to add pre-recorded spots into rotation.

- Select and add music that conveys the station image the public
- Maintain relationship with record companies and artists through communication
- Report weekly airplay charts and distribute to information to relevant sources (CMJ)
- Receive recommendations from Metal and Hip-Hop Directors and other staff
- Lead Music Committee

- Track student committee hours
- Attend station meetings
- Recruit new radio staff
- Attend radio station events
- Train on-air staff and successor
- Update and maintain position binder on a regular basis
- Any other duties required of the Music Director

Promotions Director

The Promotions Director is responsible for coordinating promotional activities for 91.7 The Edge. These activities include scheduling live remotes, ordering promotional products, coordinating on-air giveaways, and updating 91.7 The Edge social media websites. The Promotions Director also works with the Marketing Director to plan Fund Drive and with the Graphic Designer to create promotional material.

- Schedule and coordinate live remotes on campus and in the community
- Post to and update social media websites (Facebook, Twitter, YouTube, etc.)
- Order promotional material through selected vendors
- Post promotional material on campus and in the community
- Lead Promotions Committee
- Track student committee hours
- Seek promotional opportunities with other organizations on campus and in the community
- Attend station meetings
- Recruit new radio staff
- Attend radio station events
- Train on-air staff and successor
- Update and maintain position binder on a regular basis
- Any other duties required of the Promotions Director

Production Director

The Production Director is responsible for the creation and airing of produced on-air spots. These on-air spots include 91.7 The Edge breakers, underwriting spots for sponsors, and promotional spots for individual DJs. The Production Director works with the Marketing Director to sufficiently present sponsor's services in an appropriate manner.

- Write and produce on-air spots
- Effectively communicate station image to listening audience through pre-recorded material
- Receive necessary underwriting information from Marketing Director
- Collaborate with Promotions Director on promoting station events on-air
- Lead Production Committee
- Track student committee hours
- Attend station meetings
- Recruit new radio staff

- Attend radio station events
- Train on-air staff and successor
- Update and maintain position binder on a regular basis
- Any other duties required of the Production Director

Sports Director

The Sports Director is responsible for the broadcasting of selected UW-Whitewater Athletic games and events. This includes the selecting of games to call, scheduling on-air announcers, and ensuring board operators are in the studio during games. The Sports Director is also responsible for hosting and scheduling guest hosts for the station's sports talk show, Hawk Talk, and works closely with the Program Director to coordinate game schedules.

- Broadcast UWW Athletic games
- Work with Program Director to schedule on-air staff to call games
- Collaborate with Production Director to create promos for athletic events
- Host Hawk Talk
- Lead Sports Committee
- Track student committee hours
- Attend station meetings
- Recruit new radio staff
- Attend radio station events
- Train on-air staff and successor
- Update and maintain position binder on a regular basis
- Any other duties required of the Sports Director

News Director

The News Director is responsible for the collecting, writing, and producing of the news that airs three times daily on 91.7 The Edge. This responsibility includes seeking out local, national, and world news Monday through Friday and creating a script. The News Director works with the Communication Department's Announcing course to schedule readers or reads the scripts themselves.

- Collect news from a variety of sources
- Write news scripts for announcers to read
- Scheduling announcers with Electronic Media Announcing instructor
- Record and producing daily news break
- Add news breaks to music rotation
- Lead News Committee
- Track student committee hours
- Attend station meetings
- Recruit new radio staff
- Attend radio station events
- Train on-air staff and successor
- Update and maintain position binder on a regular basis
- Any other duties required of the News Director

Graphic Designer

The Graphic Designer for 91.7 The Edge is responsible for maintaining the station's image on campus and in the community through the design and creation of promotional graphics. This includes flyers and posters to be used for promotional events as well as any other graphic designs that are required. The Graphic Designer works closely with the Marketing and Promotional Directors as well as the General and Station Managers to convey the image of 91.7 The Edge effectively to the public.

- Gather input from staff members
- Design station material
- Present design ideas and drafts to Executive Board
- Maintain communication with Executive Board members
- Update and maintain position binder on a regular basis
- Train successor
- Any other duties required of the Graphic Designer