

# Policies and Station Organization



Volume I of The WMUL-FM Operations Manual



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## Volume I of The WMUL-FM Operations Manual

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For Students, Staff, Faculty, and Community Volunteers Participating  
in the Operation and Programming of Radio Station  
WMUL-FM 88.1 MHz

Marshall University  
One John Marshall Drive  
Huntington, West Virginia 25755-2635  
(304) 696-6640

January 2021 Edition

Dedicated to Nathan B. Stubblefield and the other  
pioneers whose dreams became radio.

“If I see farther, it is by standing on the shoulders of giants.”

— Sir Issac Newton



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That version has had certain logos and artistic photographs removed, but is complete in regards  
to instructional content.

See WMUL-FM's website. [www.marshall.edu/wmul/training-manuals/](http://www.marshall.edu/wmul/training-manuals/)



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Tenth Edition  
Hausman, Messere, Benoit, and O’Donnell

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MARSHALL UNIVERSITY

# 1. Introduction

The instructions for operating WMUL-FM are spread across several volumes. This volume covers the station's structure and policies.

If you are new to WMUL-FM, the place to start is with the New DJ Guide. It is parts 6 - 8 of Volume II - On-Air Operations Manual. The New DJ Guide covers the most important policies and technical information for your first DJ shift. The January 2021 edition is a 169-page book with the picture of an audio mixer on the cover. Parts 9-12 cover Studio A in detail.

Volume III - Computer Playback (Automation) Manual covers everything about the computer playback system. It covers both the on-air usage of the workstations in the studios and the behind the scenes usage of the auxiliary software. The January 2021 edition is a 121-page document with the picture of several vintage computers on the cover.

## 1.A. Using This Volume

This volume contains the WMUL-FM's organizational structure and policies. Different parts of this manual will be important to different individuals at different times. At the bare minimum, everyone should read:

- 3.A. Behavioral Policies on Page 33
- 3.B. Staff Safety and Station Security on Page 36
- 3.F.3. Telephone Etiquette on Page 54
- 3.F.4. Housekeeping on Page 55
- 4.A. You, WMUL-FM and the FCC on Page 63
- 4.B.1. Station Identification Policy on Page 75
- 4.B.2. "Sound Recording Performance Complement" Policy on Page 76
- 5.A. Professionalism Policy on Page 99
- 5.D.3. Preference for Music on Page 115
- 5.D.5. Weather on Page 117

## 1.B. Using This Manual

The WMUL-FM Operations Manual is an introduction to the station and its operation. It can be a valuable tool - if one reads and uses it.

Please read through this entire manual at least once. Management knows that staff members have different levels of interest in the workings of WMUL-FM. Even if one's entire participation at WMUL-FM is limited to a weekly one hour jazz shift, one must operate the station in a legal manner for that one hour. All the information one needs to do this is found here.

The station provides each staff member with a copy of each volume of the Operations Manual to keep. Do not be afraid to make notes in the copy provided. One may wish to mark off the sections that apply to one's specific shift or duties. One might have questions that could be forgotten unless written down. Space is provided on the outside edge of every content page for one's notes.

PDF copies of each volume are available on WMUL-FM's training website. [www.marshall.edu/wmul/training-manuals/](http://www.marshall.edu/wmul/training-manuals/) Copies are also available on the server in the folder Z:\Training\Operations Manuals .

Station management has tried to anticipate the typical situations that come up at WMUL-FM. It has tried to include both surprises and planned procedures. If one knows what is in the manual, one will know where to look. Experienced staff members are able tell about the good feeling that is a result of figuring something out for oneself.

Station management suggests that all new staff members carry their manuals with them in the beginning. Copies are available in the on-air studio at all times -- but they will not have the staff members' personal notes in it.

This situation is where the PDF version comes in handy. All versions of Adobe Reader allow the user to save personal highlights, notes, and other marks. (Other PDF readers may also have this capability.) If one has a smart phone or e-reader, that device can be loaded with the PDF containing one's own notes. One may easily keep one's manuals with oneself for one's entire tenure at WMUL-FM.

Suggestions for future editions of the Operation Manual are welcome and should be addressed to the Faculty Manager or Operations Manager.



## 1.C. WMUL-FM Radio

WMUL-FM's offices and studios are located on the second floor of the Communications Building. The Communications Building is between the James E. Morrow Library and Smith Hall on the Third Avenue side of Marshall University's Huntington, West Virginia campus. The transmitter is located on the fifth floor of the Science Building, and the tower is located on the roof of the Science Building. WMUL-FM operates on an assigned frequency of 88.1 megahertz.

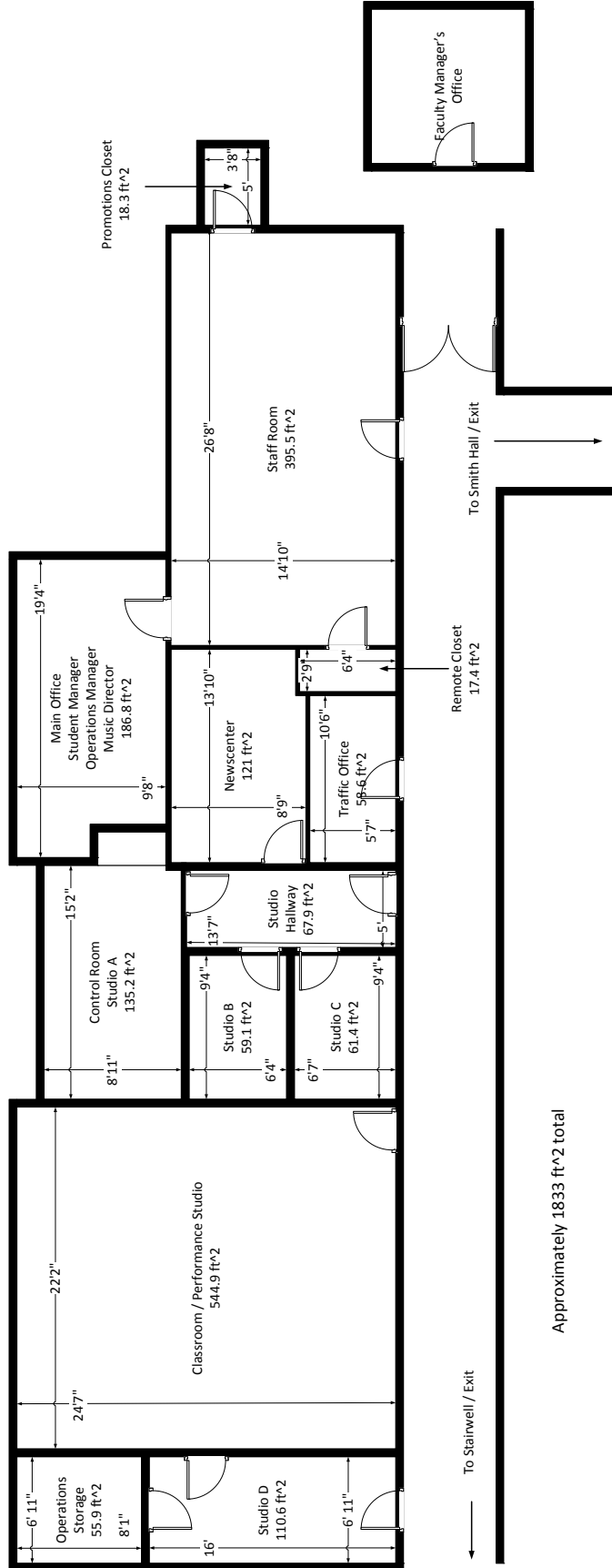
Funding for WMUL-FM, a university-wide activity, comes from student activity fees. The radio station is under the direction and supervision of a faculty member from the Radio and Television Production and Management, and Sports Journalism curriculum of the W. Page Pitt School of Journalism and Mass Communications.

The volunteer staff assumes the daily operation of WMUL Radio. The volunteers consist of students, Marshall faculty, Marshall staff, and community volunteers. The student management positions include the following: Graduate Student Station Manager (or Executive Director), Program Coordinator, Music Director, News Director, Sports Director, Production Director, Training Coordinator, Continuity Director, Online Director, Promotions Director, Traffic Director, Digital Media Librarian, and Social Media Coordinator. The volunteer staff positions include: news staff, announcers, writers, music announcers, sports staff, promotions staff, training staff, production staff, and student engineers.

WMUL-FM is an equal opportunity institution.



1.D. Floor Plan of WMUL-FM



Approximately 1833 ft<sup>2</sup> total



FM 88.1 MHz

The Cutting Edge

Marshall University  
One John Marshall Drive  
Huntington, WV 25755-2635  
(304) 696-6640

[www.marshall.edu/wmul](http://www.marshall.edu/wmul)

### WMUL-FM Station Philosophy

- May WMUL-FM be a station that represents its licensee, community, and listeners; their needs, interests, wishes, and values. May it reflect the character of Marshall University in all facets: entertainment, news, sports, arts, and community affairs.
- May WMUL-FM serve as an alternative to other broadcast media in the greater metropolitan area by offering provocative programming in music otherwise unobtainable in this market.
- May WMUL-FM be that force of communications that will establish dialogue and will stimulate the mind forum for serious discussion on matters of community concern.
- May WMUL-FM be a training ground for Marshall University students, either those pursuing a career in the field of electronic communications or those wishing only to gain experience via their participation in correct and responsible programming in regards to all aspects of government regulations and professional development.



A STATE UNIVERSITY OF WEST VIRGINIA







Reader's Notes

## 2.A.2. Journalism Students

Certain journalism classes may require students to produce practice news packages. These students are not required to maintain news shifts at WMUL-FM. The news packages that they produce are not necessarily intended for broadcast over WMUL-FM.

Students in these classes have the option of joining WMUL-FM or not. Students who join WMUL-FM must submit their news packages for airing and honor the story log. In return, they get full access to WMUL-FM's production studios and portable recording equipment. Those students also receive guidance from the News Director on story ideas, interview techniques, writing, and announcing.

### NOTE

Students may not game the system by signing up, using WMUL-FM's resources and name, and failing to submit their packages. Students who do this will be dismissed.

Students who choose to produce their practice news packages solely for the class receive only limited access to WMUL-FM.

- They will produce practice news packages ONLY in Studio C.
- They will have to obtain their own portable recording equipment.
- They will identify their affiliation as the class. E.G. "JMC 340 - Basic Broadcast News". They will not identify as WMUL-FM, Newscenter 88, or FM-88 Sports. This restriction will prevent confusion when a reporter from WMUL-FM reports the same story.

Studio C may be reserved using the instructions under [3.D.2. Guidelines for Studio Reservation](#) on Page 46.

All journalism students are encouraged to sign up for regular news shifts at WMUL-FM. They will receive valuable practice in skills that are transferable to other news situations later in their careers.









# Volunteer Staff Information Sheet

Staff information sheets are valid for a single semester only.

Have you volunteered at WMUL-FM at any time in the previous 3 years?  Yes  No

For Which Semester Are You Volunteering? (Choose only one)  Fall  Spring  Summer  Breaks

For What Year Are You Volunteering? (I.E. "2015", not "Current" or "Freshman") : \_\_\_\_\_

Name: \_\_\_\_\_ Student I.D. No. \_\_\_\_\_

Primary Phone: (\_\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_ Secondary Phone (If Applicable): (\_\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_

E-Mail: \_\_\_\_\_

Permanent Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Staff Type:  Marshall Student  Marshall Faculty/Staff  Marshall Alumni  Community Volunteer

Marshall University Students:

*Check the appropriate box(es) if you are enrolled in a class that requires work at WMUL-FM:*

JMC 231 - Intro to Audio Production  Other (Please specify): \_\_\_\_\_

Demographic Information (Optional):

Academic Major: \_\_\_\_\_

Class Status:  Freshman  Sophomore  Junior  Senior  Graduate

Commuter Status: *Choose the option that best describes your situation.*

- I stay in a Marshall University Residence Hall.
- I stay locally when classes are in session, but live elsewhere.
- I commute from my permanent residence.

*Please check the departments in which you wish to volunteer.*

- |  |   |
|--|---|
| <input type="checkbox"/> News - reporting, anchoring, talk shows   | <input type="checkbox"/> Music Announcing - DJ Shift  |
| <input type="checkbox"/> Sports - reporting, play-by-play, talk shows  | <input type="checkbox"/> Music Clearing - reviewing and ingesting music for airplay                             |
| <input type="checkbox"/> Production - creating pre-recorded station imaging, promos and PSAs for air         | <input type="checkbox"/> Promotions - building station buzz around campus and the Tri-State                     |
| <input type="checkbox"/> Continuity - writing promos and PSAs that DJs will read live                        | <input type="checkbox"/> Online - updating / innovating WMUL-FM's website                                       |
| <input type="checkbox"/> Programming - locally produced original programs: talk shows, documentaries, dramas | <input type="checkbox"/> Photography - covering area and station events for WMUL-FM's website and social media. |

Any volunteer for an ON-AIR position may be asked to audition or submit a recorded audition prior to being given any ON-AIR duties at WMUL-FM.

If you are volunteering for a DJ shift, you MUST fill out the back page of this form.

## Volunteer Staff Information Sheet Continued

If you want a DJ shift, you **MUST** fill out this back page completely.  
If you do **NOT** want a DJ shift, leave this side blank.

Indicate the formats in which you desire to DJ. Please rank them in order of preference (1 being the highest).  
Leave blank any format that does not interest you.

- |   |  |
|---|--|
| <p>_____ Alternative (Alternative Rock, Punk)<br/>5:30 p.m. - Midnight, Monday - Wednesday<br/>9 a.m. - 5 p.m., Tuesday - Thursday</p> <p>_____ Streetbeat (Urban, Hip-Hop, Rap, R&amp;B)<br/>5:30 p.m. - Midnight, Thursday<br/>6 p.m. - Midnight, Friday-Saturday<br/>Midnight - 6 a.m., Saturday - Sunday</p> <p>_____ Morning Shows (All formats)<br/>6 a.m. - 9 a.m., Monday - Friday</p> <p>_____ Freeform (All formats)<br/>Midnight - 6 a.m., Tuesday - Friday</p> <p>_____ Flashback (50's - 2000's: Pop, Rock, Urban)<br/>Noon - 6 p.m., Saturday</p> | <p>_____ Jazz<br/>9 a.m. - 5 p.m., Friday</p> <p>_____ Blues<br/>9 a.m. - 5 p.m., Monday</p> <p>_____ Gospel<br/>6 a.m. - Noon, Saturday - Sunday</p> <p>_____ The Rock (Christian Contemporary, Rock, Urban, Metal)<br/>Noon - Midnight, Sunday<br/>Midnight - 6 a.m., Monday</p> |
|---|--|

Please list at least **THREE** times that you will be available for a DJ shift.  
All shifts are 1 to 2 hours, except Morning Shows, which are 3 hours.


### SCHEDULE

Include all of your classes, work times, other club meetings, and anything else that may effect your availability for a DJ shift.

Activity	Hours (Begin - End)	Days

For Office Use Only! Status of Application: \_\_\_\_\_



Reader's Notes

## 2.D.2. Selection of Directors

Each fall and spring, a request for applications for the next semester's directorships is posted at the station. (Another good reason to read the bulletin boards!) The Faculty Manager and the Graduate Student Station Manager will conduct extensive interviews with all applicants. After all interviews are complete, the Faculty and Student managers will select the next semester's board of directors.

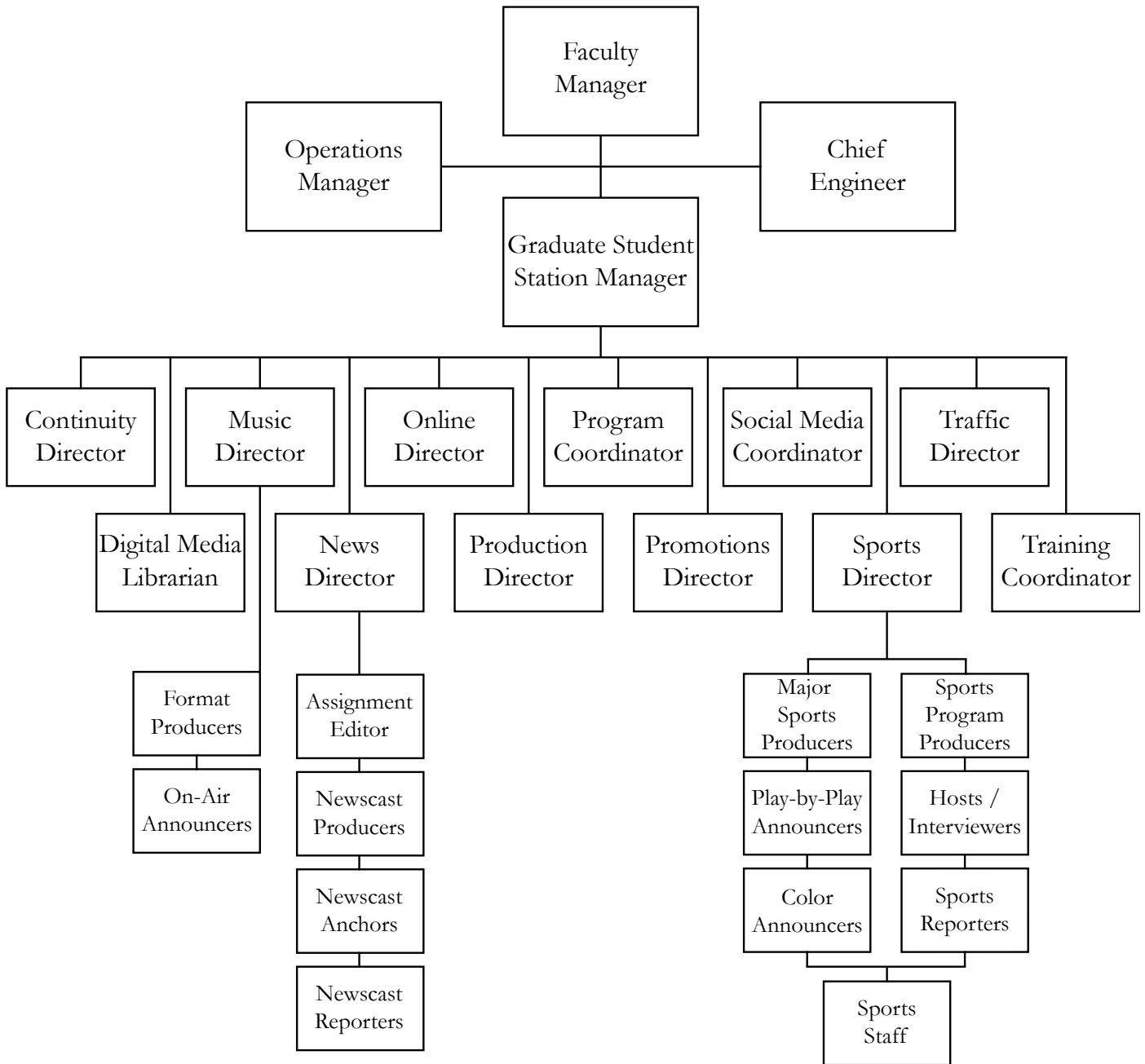
Appropriate notices soliciting qualified applicants are forwarded to minority organizations on campus and in the community. These notices are in accordance with the Marshall University Affirmative Action Program. WMUL-FM is an equal opportunity student activity.

If you are interested in taking a leadership role at the station, review the available positions and their prerequisites. If you believe you would be a good fit for one of these positions, submit an application at the appropriate time. Being on the board gives you a few special privileges but obligates you to work hard. You will learn about radio and about working with people. Many board members are journalism majors because of the prerequisite courses and interest levels. However, non-majors are welcome for some positions. Previous non-majors have served the station well. They have shown uncommon initiative and gained business experience for their non-broadcast careers.

Equivalent experience may be substituted for some of the prerequisites. See the Faculty Manager for more information if you think you have such experience.

### 2.D.3. Station Hierarchy

Directors are split over two lines for spacing reasons only. All directors are equal.



Reader's Notes

## **2.D.4. Directors' Job Descriptions**

### 2.D.4.a. The Student Management

#### **Graduate Student Station Manager**

The graduate student station manager is the chief student official of WMUL-FM. The student manager's responsibility is to oversee all operations of the radio station, coordinate staff activities, develop program ideas, formulate program policies, schedule meetings with staff, assist in development of formats, and work with department heads in achieving departmental goals.

The graduate student station manager must be a full-time graduate assistant enrolled in a minimum of nine (9) hours of graduate work, and should have or wish to obtain a background in broadcasting. This position is a regular graduate assistantship. Candidates must be eligible graduate students in the W. Page Pitt School of Journalism and Mass Communications.

#### **Executive Director**

When the School of Journalism cannot provide a graduate assistant to serve as Graduate Student Station Manager, the Faculty Manager may select a WMUL-FM staff member or director to serve as Executive Director.

This individual has all the authority of the Graduate Student Station Manager, but is encouraged to delegate responsibilities among the other members of the Board of Directors.

The Graduate Student Station Manager / Executive Director is the only paid student position at WMUL-FM. All other student positions, including the Board of Directors, are filled by volunteers.



Reader's Notes

### **Digital Media Librarian**

The Digital Media Librarian will work with the Music Director and Production Director to maintain the computer playback system's music and imaging library. The Digital Media Librarian regularly updates the music scheduling software's library to reflect changes in the computer playback system's library.

This director's primary responsibility is assisting the Music Director with the ongoing maintenance of the music library: by checking the accuracy and uniformity of artist and title information input by the ingestion clerks, by ingesting new music, and by adjusting the categorization of music in the music scheduling software. The Digital Media Librarian works with the production director to make certain that expired promos, PSAs, and imaging are removed from the computer playback system's library. The Digital Media Librarian should offer suggestions if the individual believes new categories are needed within the computer playback system.

### **Music Director**

The music director is the executive producer for all music formats. Responsibilities include supplying each music format producer with ample music selections and maintaining accurate records of all acquisitions for the music library. Records should include both current music and stored music. Soliciting records, CDs, and downloads from national publishers, acquiring trade-off agreements from local distributors, and administering music purchases within the department are also duties of the music director. The music director will work with the format producers to ensure that music obtained by the station is ingested into the computer playback system library in a timely manner.

The music director will meet with music producers bi-monthly to determine and preempt problems. This director will work with management in the preparation of the music budget.



Format Producers

Reader's Notes

Format producers are in charge of their respective specialty areas/formats. Each producer will work with the music director to fully develop the assigned music format. The music director will supply each format producer with music appropriate to that format. After that, the format producer is responsible for prioritizing the music and overseeing the ingestion of the music selections into the computer playback library by ingestion clerks. The format producer will also assist the Digital Media Librarian in determining which selections need to be moved within or removed from the computer playback library.

Format producers are chosen from candidates who have directly expressed an interest in one of the positions to the music director. The music director selects format producers from these candidates and is their immediate supervisor. Format producers serve at the will and pleasure of the music director.

**News Director**

The news director is in charge of all news broadcast over WMUL-FM. This director's responsibilities include insuring that full length newscasts are aired Monday through Friday. The number and time(s) of each of these newscasts is proposed each semester by the news director and approved by the board of directors. This office will schedule all news personnel into slots compatible with class schedules. This director will develop an orientation program for JMC 340 (Basic Broadcast News) and JMC 231 (Intro to Audio Production) classes. Managing the Associated Press NewsDesk System, maintenance of the computer and printer, and the editing of news copy are duties of this office. The news director may appoint an assignment editor and an assistant news director with the Faculty Manager's approval. This director is also responsible for administering the inventory of portable Electronic News Gathering (ENG) equipment and training news personnel in the operation of such equipment.

Prerequisite: successful completion of News Writing I (JMC 201) and Basic Broadcast News (JMC 340) or equivalent broadcast news experience.

Reader's Notes

### **Online Director**

The online director is responsible for WMUL-FM's presence on the Worldwide Web. This director's responsibilities include but are not limited to: website design and the updates necessary to keep the content current and helpful to visitors to [www.marshall.edu/wmul](http://www.marshall.edu/wmul). The online director should use creative thinking and problem solving skills to implement innovative strategies to inform visitors to WMUL-FM's web pages of all facets of the campus radio station, especially its news, public affairs and sports programming. The online director will collaborate with all departments within WMUL-FM to stay abreast of programming and events to post to the website.

The online director helps WMUL-FM webcast music legally by ensuring that the required song metadata is displayed on WMUL-FM's website.

Developing a working relationship with the University's Department of Computing Services and the University's Internet Designer is crucial to successfully accomplishing the duties this position requires. Lack of communication with the aforementioned entities may cause WMUL-FM not to be able to stream some programming due to scheduling conflicts with other campus departments or activities.

Prerequisite: successful completion of Media Design (JMC 241) or equivalent academic course work or professional experience.

### **Production Director**

The production director is in charge of scheduling all studios for production. Duties include recording features, station and individual show imaging, PSAs, and promos (both full length and "donut" type). This director has the responsibility of insuring a professional sound on all pre-recorded productions. This person will maintain a production library and will assist with basic/routine maintenance. An assistant may be appointed with the faculty manager's approval.

Prerequisite: successful completion of Introduction to Audio Production (JMC 231) or equivalent professional experience.

**Program Coordinator**

Reader's Notes

The program coordinator is in charge of administering the specialized programming of WMUL-FM. All pre-recorded programs, both in-house and syndicated, are under the auspices of this director. This officer will maintain the ordering, scheduling, and distribution of programs. The Program Coordinator will be considered the executive producer of local features. This director will assist in developing them to acceptable levels of professionalism. The program coordinator works with the faculty manager and the graduate student station manager in preparing the Quarterly Issues and Programs List for the WMUL-FM public file.

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**Promotions Director**

The promotions director is in charge of all promotion and public relations for the station. These promotions include newspaper ads, trade-outs, on-campus posters, pamphlets, and media releases. On-air promotional ideas and internal back-patting are other duties assigned to this person. The promotions director also handles the production of “on-air” parties and promotional remote broadcasts. The promotions director is also expected to conduct tours of the station’s facilities for interested groups. Personal experiences or class work in public relations would be a plus for a promotions director.

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**Social Media Coordinator**

The Social Media Coordinator for WMUL-FM will be responsible for the promotion of the station on various online social media networks. This director will be in charge of the upkeep of WMUL-FM’s social media pages. Duties include: posting content that promotes sporting events, linking followers to news stories posted online, coordinating interaction between listeners and on-air talent, managing social media contests and campaigns, and more. This coordinator will determine if WMUL-FM branches out into other forms of social media and how WMUL-FM will approach them. This coordinator is responsible for communicating with other directors to best represent WMUL-FM on social media in conjunction with WMUL-FM’s on-air and website presence. The social media coordinator will also maintain the administration of these accounts including keeping records of userpasses in a secure manner.

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Reader's Notes

### **Sports Director**

The sports director is responsible for all sports announcers, sportscasters, and their programs. This director's responsibilities include producing a sportscast during each full length newscast, coverage of all Marshall University sports activities, broadcasts of intercollegiate competitions, production of "Sportsview" (WMUL-FM's premier sports interview program), and distribution of sports broadcasting equipment to the staff covering intercollegiate competitions.. Editors and assistants may be appointed with the faculty manager's approval. This director is responsible for the care of all equipment specifically assigned to the sports department.

Prerequisite: successful completion of Introduction to Audio Production (JMC 231) and Sportscasting (JMC 321) or equivalent professional experience.

### **Traffic Director**

The traffic director is in charge of assembling the program and operations log packets in advance of each broadcast day. This director is responsible for reviewing the logs for errors after the logs are used and notifying the violators. The traffic director is also responsible for making certain that these corrections are made within the specified time limit of two weeks. The traffic director is responsible for "taking attendance" by comparing the completed logs and the skimmer against the DJ schedule and reporting this information to the board of directors. This director will also assist in the maintenance of the public file. As many FCC regulations intersect with this department, the Traffic Director should be familiar with the pertinent regulations.

### **Training Coordinator**

The training coordinator is responsible for training new staff members and updating the training of the veteran staff members. The primary function of the training coordinator is to ensure that new staff members have been adequately trained in the operation of all control room equipment so that they are able to carry out their assigned board shifts. Once the new staff is trained, the training coordinator should then concentrate on updating the training of the veteran staff members with a goal of maintaining professional skill levels. The training coordinator should conduct training sessions for news, sports, and promotions department staff in the operation of operate remote broadcast equipment and should coordinate with the appropriate directors to schedule those sessions.

Prerequisite: successful completion of Introduction to Audio Production (JMC 231) or equivalent professional experience.

2.D.4.c. General Requirements for Directorship

Reader's Notes

- 1. Attend all staff and directors' meetings.
- 2. Schedule and post office hours each week.
- 3. Post telephone numbers where they may be reached.
- 4. Carry at least twelve semester hours or more of class work.
- 5. Operate one (1) board shift if needed by the station.
- 6. Adhere to station policies and set an example of professional behavior.

**2.D.5. Affirmative Action/Equal Opportunity Guidelines for Selecting Media Leaders**

2.D.5.a. Advertising and Recruitment

Student media leadership positions at WMUL-FM will be advertised as widely as possible across campus. Announcements will be made in the Parthenon and over WMUL-FM. It is WMUL-FM's responsibility to actively recruit women and minorities. The station recruits through the relevant minority and women's organizations and/or associations. Notices will be posted at the appropriate locations. All vacancies shall be posted for a minimum of ten (10) working days.

2.D.5.b. Selection of candidates for interview

All full time graduate or undergraduate students who apply for a WMUL-FM directorship will receive an interview. An interview schedule will be posted on the wall outside the WMUL-FM staff room. Candidates are required to sign up for an interview time for each position for which they apply.

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Reader's Notes

2.D.5.c. Interviewing and Selecting Successful Candidates

The Faculty Manager and Graduate Student Station Manager will interview all applicants. The best qualified candidate for each position will be selected. Factors that determine the best qualified individual for a position will be considered on an individual basis relative to the needs of WMUL-FM. Job-related factors and characteristics that should be taken into consideration include, but are not limited to:

1. Meeting the requirements of the job description, including leadership qualities
2. Exhibiting personal characteristics such as cooperativeness and open-mindedness
3. Desiring to engage in community service
4. All other qualifications being equal; the extent to which candidates meet the needs of WMUL-FM or of the University for minorities and/or women.

2.D.5.d. Notification of Selection of Successful Candidates

The Faculty Manager and the Graduate Student Station Manager will determine their selections. The next semester's Board of Directors will be announced at either the annual station holiday party during the fall semester, or the annual station picnic during the spring semester. In the rare case that a station event is not scheduled, candidates will be notified by email.



# Application for Directorship

For Which Semester Are You Volunteering? (Choose only one)  Fall  Spring  Summer

For What Year Are You Volunteering? (I.E. "2016", not "Current" or "Freshman") : \_\_\_\_\_

Name: \_\_\_\_\_ Student I.D. No. \_\_\_\_\_

Primary Phone: (\_\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_ Secondary Phone (If Applicable): (\_\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_

E-Mail: \_\_\_\_\_

Permanent Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Class Status Next Semester:  Freshman  Sophomore  Junior  Senior  Graduate

What is your major? \_\_\_\_\_ Minor? \_\_\_\_\_

Approximately how many hours are you planning to carry next semester? \_\_\_\_\_

How long have you worked at WMUL-FM? \_\_\_\_\_

What were your duties? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

For which position are you applying? \_\_\_\_\_

If you wish to apply for more than one position, you must submit a separate application for each position.

Under ordinary circumstances, no person will be appointed to more than one position.

Why should you be chosen for this position? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Continued on back of page

**For Office Use Only! Status of Application / Position Assigned:** \_\_\_\_\_

# Application for Directorship

## Continued

In your opinion, what are the duties of the position you are seeking? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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\_\_\_\_\_

\_\_\_\_\_

What would you do to improve your department? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



## 2.E. Staff Recognition

Reader's Notes

WMUL-FM recognizes its standout staffers in several ways.

**The Paul G. Watson Recognition of Excellence** is awarded at the end of each spring semester. It goes to the staff member who “most displays an unrelenting effort and dedication to WMUL-FM”. The Board of Directors nominates eligible staff members. The Faculty Manager selects a winner from the nominees. It can be considered as the station’s “MVP” award. The complete by-laws for the Paul G. Watson award are on the following two pages.

**Newcomer of the Year** is also awarded at the end of each spring semester. It goes to the individual who most impresses the Board of Directors during that individual’s first year at WMUL-FM. The Board of Directors discuss nominations during their regular meeting and anonymously vote for a nominee.

The Paul G. Watson award and Newcomer of the Year award are both presented at the end of the spring semester during the station’s end-of-year picnic.

Other means of general staff recognition may be selected by the Board of Directors. Individual directors may also develop methods of recognizing the achievements within the individual departments.

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Marshall University  
One John Marshall Drive  
Huntington, WV 25755-2635  
(304) 696-6640

[www.marshall.edu/wmul](http://www.marshall.edu/wmul)

## The Paul G. Watson Recognition of Excellence Award Rules

1. This award should go to the staff member who clearly displays an unrelenting effort and dedication to WMUL-FM.
2. The winner will be selected based upon that staff member's efforts between the first regular day of broadcasting in September and approximately the end of the broadcast day on the Friday before Dead Week in April.
3. Each member of the WMUL-FM Student Board of Directors will be able to nominate one person whom the director believes meets the eligibility requirements of Rule 1. The director may nominate a member of either the director's staff or the general station staff. The director is required to write a one-page summary addressed to the faculty manager detailing why the nominee should be chosen for the award.
4. The faculty manager will select a winner from among the nominations submitted by the directors. These nominations may take place any time during the spring semester, but should take place before the final directors' meeting of the semester.
5. A director can choose not to nominate a staff member for a given year if, in that director's opinion, no one meets the eligibility requirements.
6. Once a winner has been selected by the faculty manager, then Paul G. Watson will be notified of the winner.
7. The winner of the **Paul G. Watson Recognition of Excellence Award** will be announced at the WMUL-FM end-of-year picnic by Paul G. Watson. If Paul G. Watson can not present the award, then the faculty manager should present the award.



A STATE UNIVERSITY OF WEST VIRGINIA



Marshall University  
One John Marshall Drive  
Huntington, WV 25755-2635  
(304) 696-6640

[www.marshall.edu/wmul](http://www.marshall.edu/wmul)

8. When Paul G. Watson (or the faculty manager) presents the award, WMUL-FM's management is signifying that this person deserves to be recognized as one who goes above and beyond what is called of the staff member to make WMUL-FM the very best that it can possibly be by putting the radio station's interests first before any obvious personal benefit.

I wish you the best and hope that you continue to make WMUL-FM the broadcast voice of Marshall University.

Have fun and take care!

Paul G. Watson ("Big Paul")  
Marshall University  
Class of 1997

**These rules were written by Paul G. Watson and amended by WMUL-FM Faculty Manager Dr. Charles G. Bailey, Tuesday, June 17, 1997. Amended again Wednesday May 09, 2018.**



A STATE UNIVERSITY OF WEST VIRGINIA



# 3. Off-Air Policies

## 3.A. Behavioral Policies

### 3.A.1. Policy on Tobacco, Food, and Drinks

A university-wide ban on tobacco use on campus became effective July 1, 2013 through Marshall University Board of Governors Policy No. GA-8.

This policy was amended on August 1, 2019 to include e-cigarettes and “vaping”.

This rule covers WMUL-FM’s facilities; therefore, no tobacco use will be permitted in any part of the radio station by anyone at any time. This ban includes all studios, corridors, offices, and the staff room. As the BOG policy does not specify penalties, violations of the no tobacco use policy at WMUL-FM will be handled as any other violation of station policy.

**IMPORTANT**  
No food of any kind or liquids of any kind are allowed around any equipment or in the studio complex at WMUL-FM. This prohibition includes the studio complex corridor.

Food and soft drinks are allowed only in the staff room or in offices. Staff members must properly dispose of crumbs or scraps, trash, and empty cups, cans, or bottles. Violations of this policy are handled through WMUL-FM disciplinary channels.

### 3.A.2. Alcohol and Drugs Policy

Marshall University Board of Governors Policy No. GA-2 prohibits possessing or using alcohol on the campus. Policy SA-1 prohibits illegal drugs.

No alcoholic beverage or illegal drugs will be tolerated on the premises of WMUL-FM at any time. This includes possession of prescription drugs obtained without a valid prescription. Any staff member found in possession of or alleged to be under the influence of alcohol or drugs will be reported to the Marshall University Police Department. MUPD will remove the staff member from the premises. Marshall University students will then be referred to the Office of Judicial Affairs. WMUL-FM will immediately suspend the individual(s) from their radio privileges pending the ruling by the Office of Judicial Affairs. This policy is in accordance with the Marshall University Code of Conduct.

Reader's Notes

Community volunteers violating this policy will be dismissed. Visitors violating this policy will be reported to the Marshall University Police Department.

In addition, any board operator who shows up for a shift in such a condition that any reasonable observer would presume that person is under the influence of alcohol or drugs will not be allowed on the air. Other action may be taken.

### 3.A.3. WMUL-FM Discipline Policies and Procedures

All station policies will be strictly enforced. WMUL-FM employs a code of progressive discipline. Failure to comply with the station's policies will result in disciplinary action.

First Offense	Verbal warning issued by Graduate Student Station Manager or a member of the WMUL-FM Student Board of Directors. A written verification of the verbal warning will be given to the staff member and a copy placed in that person's file in the Graduate Student Station Manager's office.
Second Offense	A written warning from the Graduate Student Station Manager will be given to the offender and a copy placed in that person's file.
Third Offense	A suspension from all station facilities for at least one week. However, a suspension may be longer than one week. The actual duration of a suspension will be determined by the Graduate Student Station Manager in consultation with the Faculty Manager.
Fourth Offense	Dismissal

In addition to warnings and suspensions, the station may require service tasks to be performed by violators. These tasks are the un-glamorous tasks that nevertheless keep the station operating smoothly. Tasks could include ingesting music into the computer playback system, board-operating special programs, or clerical work.

**NOTE**

Because station personnel have been previously warned about food, drink, and smoking in the studio by the signs posted on the door and in writing, they will not receive a verbal warning for infractions of this rule. A violation of this rule will be treated as their second offense.



## 3.B. Staff Safety and Station Security

The safety and security of the station's staff members and facilities is important. The station must also be accessible to members of the public and to the staff. To that end, the following policies are in effect.

### **3.B.1. Open Doors Policy**

The station is to remain open during normal business hours (9 a.m. to 5:30 p.m., Monday - Friday). The doors to the Classroom Studio (CB 201), studio hallway and attached studios (CB 202 complex), and the staff room (CB 204) are to remain open and unlocked. Individual studio doors may be closed when those studios are in use.

The individual studio doors (CB 202A - Newscenter , 202C - Studio B, and 202D - Studio C) are to remain unlocked at all times.

Outside of normal business hours, the exterior doors (CB 200, CB 201, CB 202, CB 203, and CB 204) are to remain shut and locked whenever the station is unoccupied. Even if the station is only vacant for a short time, the doors must be secured during that time.

Each door has a sign on the wall next to the door latch explaining when it should be open, closed, locked, unlocked, etc.

The main doors (CB 201, CB 202, and CB 204) are equipped with electronic locks with swipe-card access. An authorized staff member can swipe that staffer's Marshall University ID card to open these doors. A limited number of cards are available to be checked out to community volunteers.

See [7.C. Accessing the Station Outside Normal Business Hours](#) in Volume II.

### **3.B.2. Policy for Open Access to Studio A**

The door to Studio A must remain open during station work hours (9 a.m. - 9 p.m., Monday - Friday). The on-air operator may close the door for noise abatement during business hours. However, the door must be unlocked before it is closed. After 9:00 p.m. and on weekends, DJs may choose to close and lock the door for personal safety reasons.

### **3.B.3. Security Cameras**

Security cameras are installed in several places throughout the hallways near the station and in Studio A. Recordings will be reviewed whenever needed and at random. Copies of recordings may be turned over to the university or law enforcement when deemed appropriate by management.



### 3.B.4. Violent Incident Emergencies

The “Active Shooter” quick reference from the Marshall University Emergency Management website is on the following page. The safest room at WMUL-FM is the Staff Room (CB 204). All other rooms have multiple doors and/or windows. Desks can be pushed in front of the door. A canvas bag full of softball bats is located in the rear left corner of the Classroom Studio.

The full plan is located at the Emergency Information website [www.marshall.edu/emergency/emergency-management/](http://www.marshall.edu/emergency/emergency-management/) .

### 3.B.5. Fire Drills and Alarms

The laws of West Virginia state that in case of fire or fire drills the occupants of buildings must evacuate at once.

Marshall University holds unscheduled fire drills throughout the year. You will not be able to tell if the fire alarm is signaling a drill or an actual fire in the Communications Building. Therefore, whether or not you see or smell evidence of a fire, follow this evacuation procedure when the fire alarm lights in the studios flash.

1. Make note of the time you end your programming.
  - a. Music shows: Set the computer playback to fully automatic mode.
  - b. Live remotely originated shows, including sports play-by-play:
    - Leave the remote announcers up. If possible, let them know you are leaving the building.
  - c. Live studio originated shows, including news: Announce that there is a fire alarm in the building and you have to evacuate. Set the computer playback to fully automatic mode. Play from the music playlist.
2. Exit the building quickly.
3. Wait outside until authorities grant clearance to reenter the building.
4. Resume your program. There is no need to inform the public about the alarm if you have not already done so.
5. Make certain the Operations and Program Logs accurately reflect when you ceased and resumed your program. You will have to sign off and back on again on both logs.

## ACTIVE SHOOTER

An active shooter is a person actively engaged in killing or attempting to kill people in a confined and populated area, typically through the use of firearms. In general, how you respond to an active shooter will be dictated by the specific circumstances of the encounter.

**Keep in mind there could be more than one shooter.**

### HOW TO RESPOND

#### 1. Run

- Have an escape route in mind and plan ahead.
- If it is possible to flee the area safely and avoid danger, do so.
- Leave your belongings behind.
- If you are able to do so **safely**, contact **MUPD** at **304-696-HELP (4357)/64357** from campus phones, or call **911**.
- Keep your hands visible as officers respond.

#### 2. Hide

- If escape is not possible, hide in an area out of the shooter's view.
- Block entry to your hiding place with furniture and other heavy objects.
- Turn off all lights and close and lock all windows and doors.
- Close all window blinds and curtains.
- If you are able to do so **safely**, contact **MUPD** at **304-696-HELP (4357)/64357** from campus phones, or call **911**.
- If you are able to do so **safely**, get all individuals on the floor and out of the line of fire.
- Silence your cell phones/mobile devices.
- Remain there until an "all clear" instruction is given by MUPD or other authorized personnel or via MU Alert.

#### 3. Fight

- Fight back as a last resort and only when your life is in imminent danger.
- Attempt to incapacitate the shooter.
- Act with physical aggression and throw items at the shooter.

### WHAT TO EXPECT FROM RESPONDING POLICE OFFICERS

Police officers responding to an active shooter are trained to proceed immediately to the area where shots were last heard. Their purpose is to stop the shooting as quickly as possible.

The first responding officers will normally be in teams of four (4); they may be dressed in regular patrol uniforms or they may be wearing external bulletproof vests, Kevlar helmets and other tactical equipment. The officers may be armed with rifles, shotguns or handguns and may use pepper spray or tear gas to control the situation.

Regardless of how officers appear, **REMAIN CALM**. Follow instructions the police give you. Do not be afraid of the officers. Put down any bags or packages you are carrying and **keep your hands visible at all times**; if you know where the shooter is, tell the police.

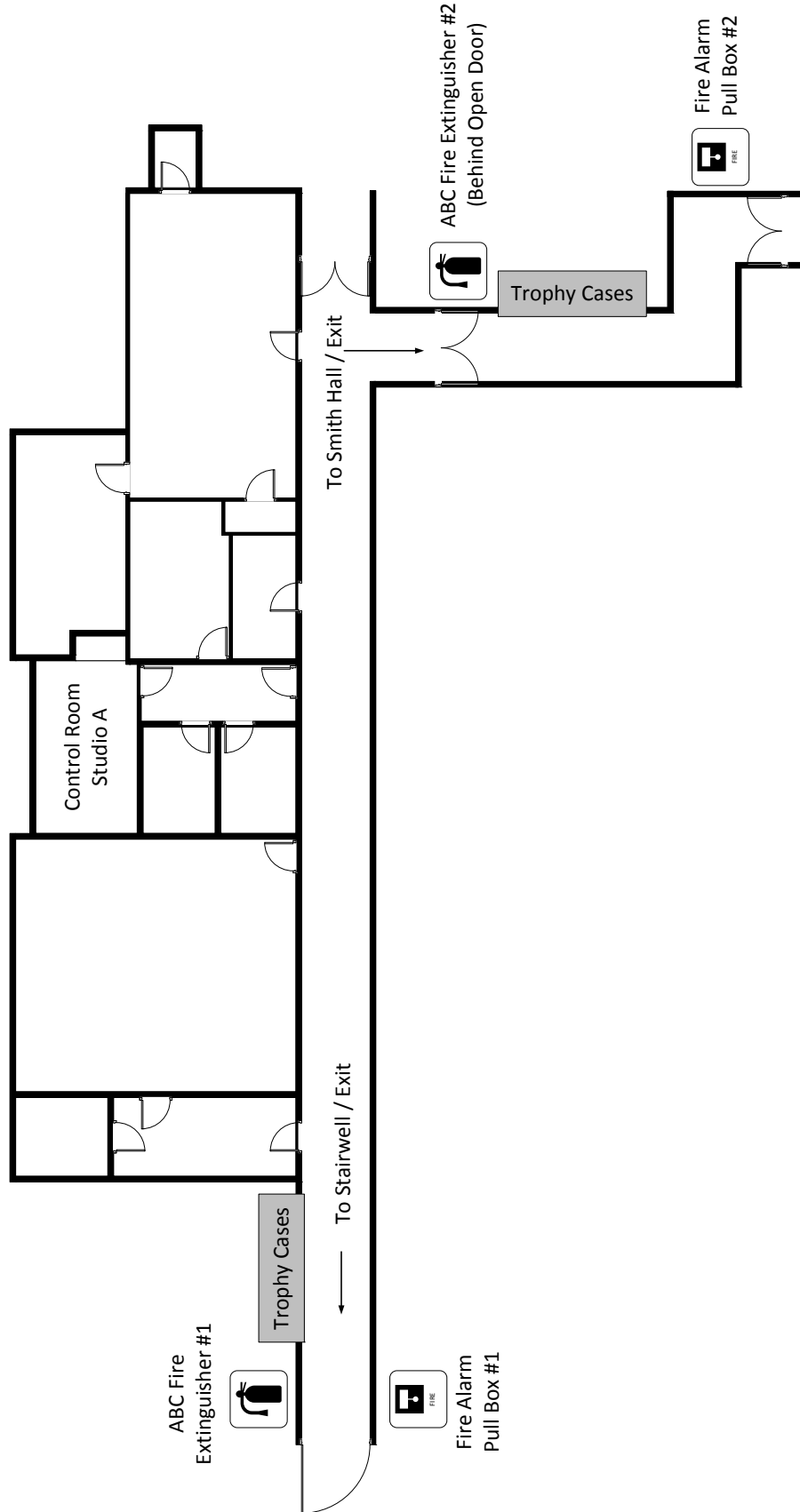
The first officers to arrive will not stop to aid injured people; rescue teams of other officers and emergency medical personnel will follow the first officers into secured areas to treat and remove the injured.

Keep in mind that even once you have escaped to a safer location, the entire area is still a crime scene; police usually will not let anyone leave until the situation is fully under control and all witnesses have been identified and questioned. Until you are released, remain at whatever assembly point authorities designate.

[www.marshall.edu/emergency](http://www.marshall.edu/emergency)

## ACTIVE SHOOTER

### 3.B.7. Fire Safety Map



Reader's Notes

### 3.B.8. In Case You Notice a Fire

**FOR YOUR SAFETY**

Please become aware of all fire exits and fire safety equipment in the WMUL-FM area of the Communications Building.

[3.B.7. Fire Safety Map on Page 39](#)

If you can see or smell a fire, follow this procedure. Use common sense. If a piece of equipment right in front of you bursts into flames, get out of the studio NOW. The plastic insulation around wires gives off deadly vapors when burned.

If there is any smoke at all, leave immediately. Smoke kills more people than flames do. The exit door is right near the alarm. If smoke is coming from that door, turn around and leave through Smith Hall.

If you can, without endangering yourself, take the following steps.

1. Pull the fire alarm.
  - a. Pull Box #1:
    - i. Leave the studio.
    - ii. Walk into the main corridor and turn right.
    - iii. Walk rapidly to the end of the hall.
    - iv. A fire alarm pull box is located on the right wall just before you reach the door.
  - b. Pull Box #2:

If pull box #1 is inaccessible, there is another.

    - i. Leave the studio.
    - ii. Walk into the main corridor and turn left.
    - iii. Walk rapidly to the end of the hall.
    - iv. Turn right, toward Smith Hall.
    - v. Walk past the drinking fountain and through the first set of double-doors.
    - vi. A fire alarm pull box is located at the end of the s-curve before the second set of double-doors.

The double-doors next to this box are connected to the fire alarm. They will automatically close whenever an alarm is triggered.

2. There is a fire extinguisher near pull box #1. This extinguisher is a full ABC fire extinguisher usable on wood/paper, liquids, and electrical fires. There is a second ABC extinguisher down the hallway toward Smith Hall. It is on the right-hand side after the first set of double-doors and before the trophy cases. If the right-hand door is open, it will be behind the open door.
3. If it is safe for you to do so, return to the studio and sign off per procedure for alarms. Only do this if it is safe.
4. Exit the building. If it is safe to do so, shut any station doors you find open. Also close any hallway doors. Do not close other departments' doors.
5. If you sounded the fire alarm or saw the fire, call the Fire Department (911) and campus security (304-696-HELP [4357]) from your cellular phone. If you do not have access to a cellular phone, call campus security using a campus safety call box. The nearest box in the middle of the large bulletin board on the Smith Hall side of Old Main. Additional call boxes are located at the corner of 3rd Avenue and Hal Greer Boulevard, as well as across 3rd Avenue, through the breezeway between the Weisberg Engineering buildings. The last two are in free-standing posts, topped with bright blue lights.
6. Do not reenter the Communications Building until authorized to do so by Campus Security or by Emergency personnel.

**NOTE**

It is a criminal offense to tamper with fire alarms, directional and exit signs, or fire fighting equipment.

Reader's Notes

## 3.C. Policies for use of Station Property

### **3.C.1. Studio Equipment**

Every piece of equipment at WMUL-FM is required for station operation. No one may remove any equipment from the station without authority from the Chief Operator, Graduate Student Station Manager, or the Faculty Manager. If authority has been granted, a written record must remain at the station. The record will contain the following information.

1. The date the equipment was removed
2. What piece of equipment is involved
3. Its serial number
4. The person responsible for returning the equipment
5. The specific reason for removal

The only exception to this policy would be for remote and electronic news gathering equipment. See the next page for instructions regarding these items.

Microphones, turntables, headphones, and other station-related equipment may not be removed from the station or rearranged within the station.

WMUL-FM is not in the equipment LOAN business -- do not ask. Persons removing equipment without permission are subject to dismissal depending on the severity of the situation. As all station property is also Marshall University property, the Marshall University Code of Conduct will be invoked against perpetrators. The ultimate penalty under the Code is expulsion from the university.

Violations of this policy may also subject violators to criminal charges in addition to University sanctions.

### 3.C.2. Portable Equipment

Portable electronic news gathering (ENG) equipment and remote equipment are the only equipment designed and authorized to be used away from the station. The following regulations apply to removal of ENG and remote equipment from the premises:

Portable electronic news gathering (ENG) equipment will be checked out by the News or Sports Director.

Remote broadcast equipment will be checked out by the Production or Sports Director.

The person checking out the equipment is responsible for its care. Willful neglect of the equipment will result in disciplinary action.

Only the person who checks out the equipment may use it. If the project is a team effort, such as a remote broadcast, the person who actually signs for the equipment removal will bear ultimate responsibility for the equipment's care.

### 3.C.3. Vinyl Records, CDs, and Tapes

Only the Music Director is to open the mail containing music selections. Music sent to WMUL-FM by record companies is legally the property of those companies. It is intended for broadcast or promotional use only. WMUL-FM needs all the music material that is in its music library. All announcers and staff members are responsible for the records and CDs in the studio complex.

**NOTE**

No recorded material is to be removed from the music library for any reason other than station business.

No recorded material is to leave the station unless it is being screened for compliance with 4.C. Inappropriate Program Material Policy.

WMUL-FM does not loan recordings - do not ask. Violations will result in dismissal from the station. Removing records, CDs, or tapes from the station without permission is theft, subject to the same penalties as theft of equipment.

Reader's Notes

### 3.C.4. Personal Equipment at WMUL-FM

No staff member may attach or connect in any way personal equipment to any piece of equipment in any studio at WMUL-FM. This includes, but is not limited to, headphones, mixing boards, tape recorders and music synthesizers.

There are a variety of technical and legal reasons for this policy.

See the Operations Manager for more information.

### 3.C.5. On-Air Announcer's Responsibilities for Station Property

The on-air announcer is responsible for the general welfare of the station's equipment while on duty, as per the Station and FCC Policy sheet signed by each staff member. ([4.A.3. Station and FCC Policy Form](#) on Page 66.) Failure to responsibly care for the station will result in suspension or dismissal from the radio station. While you are signed on the air, you have the right and the responsibility to challenge anyone you see misusing station property. If others question your authority, do not argue or create a scene. Immediately call the following persons in the following order for assistance.

1. Graduate Student Station Manager
2. Operations Manager
3. Chief Operator
4. Faculty Manager
5. Marshall University Police Department

Telephone numbers for the aforementioned personnel are posted on the large bulletin board in Studio A.



## 3.D. Production Studio Use Policies and Guidelines

### **3.D.1. Studio Use Policies**

WMUL-FM has five separate studio facilities. One of these, Studio A, is the on-air studio and is not used for production work. This leaves four production studios - Studios B, C, D, and the Newscenter. The Newscenter may be used for production ONLY if it is not being used for news or news production.

Because of the size of the WMUL-FM staff, certain policies must be followed to ensure smooth operation and fair distribution of studio time. Generally, production work being done for immediate airing has first call on studio time.

Studio time is reserved according to the following priority list:

1. Production and Music Directors and their Assistants
2. Daily news / sports programs.
3. Contest entry preparation on deadline.
4. Public affairs program production
5. Public Service Announcement and Promo production
6. Broadcasting classes and other university academic productions
7. University non-academic productions
8. Non-university productions

The production director has the discretion of changing these priorities to fit WMUL-FM's future on-air scheduling needs and goals.

Members of the Board of Directors have priority over all others if they are producing programming for immediate airing. This means a member of the board may ask you to leave a studio that you have reserved. This happens infrequently and directors rarely abuse the privilege. Please comply immediately with the request to leave the studio. Address complaints directly to the Graduate Student Station Manager or Faculty Manager, not the board member.



### 3.D.4. Public Service Announcements Policy

Reader's Notes

WMUL-FM staff members have a long tradition of producing award-winning PSAs. These short form pieces are a great way to learn about radio production techniques. They can be done as little dramas or as voice over music and sound effects. Previous PSAs produced at WMUL-FM have addressed drunk driving, date rape, and other topics of concern to our audience. If you have an idea, see the Production Director. The Production Director will be happy to get you started. Even if you do not have an idea, come into the station. The Production Director has suitable scripts for you to produce. PSAs must meet the following guidelines:

1. PSAs may be produced for legitimate non-profit organizations only.  
PSAs for organizations with controversial agendas may be rejected, without recourse to appeal, at the discretion of the Faculty Manager and the Board of Directors.
2. PSAs addressing social issues must be in good taste and approved by the Production Director. The Faculty Manager and the Student Board of Directors are the final arbiters of taste at WMUL-FM.

### 3.D.5. Promo/Public Service Announcement Production Policy

Production of PSA and/or Promo material must follow these guidelines:

1. Obtain a studio time slot. [3.D.2. Guidelines for Studio Reservation](#) on Page 46. Limit studio use to the reserved time slots.
2. Be trained on the equipment for proper operating procedures by the Production Director or Training Coordinator.
3. Limit spots to 30 seconds or 60 seconds. The time must be precise. Times such as 29, 31, 59, and 61 seconds are not acceptable for PSAs and promos.
4. Playback levels must be broadcast quality. Learn how to set recording levels before you waste time producing a project that is too “hot” or “in the mud.” Please learn those terms!

Reader's Notes

5. Clean studio of debris after you have finished. This includes papers, recordable media, empty media cases, and extra empty reels.  
Any recording tapes or CDs found in the studio will be erased by the Operations Manager and returned to the office for re-use.  
Any files saved in the root directory of any computer hard drive, or on the desktop will be deleted by the Operations Manager.

### 3.D.6. Air Check Policies

Getting hired in radio is often a matter of having a good air check or recorded audition. Air checks showcase your announcing abilities, not complete musical selections and prerecorded PSA s and promos. We suggest you talk to the Faculty Manager or a staff member with experience in creating good auditions.

If a prospective employer requests an air check, you may make one at WMUL-FM. You should make air checks when you are on the air. Edit out the unnecessary parts later. Use the flash recorder in Studio A to record yourself. See [10.E. Using the Flash Recorder in Studio A](#) in Volume II. You may also copy the recordings from the skimmer. See [10.F. Using the Skimmer](#) in Volume II.

Certain emergencies may arise that prevent you from making a “live” air check. A studio for creating an audition may be available under the following conditions. Note that these guidelines differ somewhat from the studio use guidelines for producing programming for WMUL-FM.

1. No station work is scheduled for the requested studio.
2. The request is from a WMUL-FM staff member.
3. The requester requires no technical assistance.
4. Tape, CDs, and records will be the responsibility of the staff member
5. Observe a two hour total time limit.
6. Studios will be used between 9:00 a.m. - 4:30 p.m.
7. Request is made via the Production Director 24 hours in advance.
8. Identify the recording as being produced at WMUL-FM, Marshall University, Huntington, West Virginia.



Reader's Notes

In addition to the technical considerations on the previous page, there are other guidelines for remotes:

1. Do not allow audience members to touch the equipment
2. Answer any technical questions as best you can, but do not waste time demonstrating the equipment to curiosity seekers.
3. Control the microphone. Don't let your audience shout greetings and such into a live microphone. If a background crowd gets obscene, either accidentally or deliberately, return control back to the studio as quickly as possible.
4. Non-staff members may not broadcast over WMUL-FM except as part of an interview or promotion. If your buddies show up at a remote you are working, they are not to be guest DJs or play-by-play announcers.

### 3.E.1. Marti Remote Broadcast Transmitters

The Marti 450 MHz 25 watt and 2 1/2 watt transmitters are used for all WMUL-FM remote operations not sent back to the studio over a phone line or the internet. These units are licensed by the FCC as RPU (Remote Pickup Unit) transmitters and must be identified with the call letters KA44256 at the start of operation and just before turning the transmitter off. These units must be routed into the on-air console in order to be broadcast to the public. Please see the Graduate Student Station Manager, Operations Manager, the Production Director, or the Training Coordinator for the correct procedures to follow.

Prior to using the Marti, see the Remote Operations Manual. It is available from the Faculty Manager, Graduate Student Station Manager, Operations Manager, Training Coordinator, or Production Director.

#### **CRITICAL!**

Do not operate these units without proper training. If, in violation of station policy, you find yourself hooking up a Marti unit before you are trained, please remember this one thing:

If you turn a Marti transmitter on before the antenna is plugged in, you will completely DESTROY that Marti unit. It will never work again.



# Remote Broadcast Agreement

\_\_\_\_\_  
Location

\_\_\_\_\_  
Production Date/Time

The following are criteria for remote broadcasts airing on WMUL-FM, This document is to be read, signed and approved by all involved parties 48 hours prior to broadcast.

1. WMUL-FM, its personnel, or Marshall University shall not be liable for any damage or injury directly or indirectly as a result of activities being broadcast.
2. The official representative of WMUL-FM at the remote broadcast site (herein called the "Producer") is solely responsible for all on-air and off-air arrangements made in connection with the remote broadcast. The producer, after submitting a remote broadcast proposal to the management, shall decide broadcast times and content. In the unlikely event that it should be necessary, the final decision to terminate a remote broadcast while it is in progress, for any reason, is made by the producer at any time he or she deems necessary. The remote producer and his/her designee shall be responsible for remote facilities at all times.
3. Only those WMUL-FM staff members appointed by the producer will be involved in the remote broadcast. They shall be identified to all personnel at the remote site.
4. No consideration financial or otherwise, shall be received by WMUL-FM or its staff as payment for the remote broadcast, except production expenses incurred by WMUL-FM may, at the option of the official representative of the business establishment, or location where the remote broadcast is to be conducted (herein called the "Site Representative"), be underwritten. All costs incurred shall be determined and agreed to at least two days in advance, in writing.
5. No remote broadcast will contain any commercial announcement, and no promotions for the event that contain qualitative descriptions of product lines or services shall be made.
6. The site representative, hereby, confirms that the legal owner of the premises has given his/her consent for the remote broadcast.

\_\_\_\_\_  
Producer

\_\_\_\_\_  
Date

\_\_\_\_\_  
Student Manager

\_\_\_\_\_  
Date

\_\_\_\_\_  
Faculty Manager

\_\_\_\_\_  
Date

\_\_\_\_\_  
Site Representative

\_\_\_\_\_  
Date

# Remote Broadcast Proposal

Location: \_\_\_\_\_

Date: \_\_\_\_\_ Time: \_\_\_\_\_

Length: \_\_\_\_\_ The broadcast will be:  Live  Delayed

Purpose: \_\_\_\_\_

Station Personnel: \_\_\_\_\_ Lodging: \_\_\_\_\_

Producer: \_\_\_\_\_ No. Nights: \_\_\_\_\_

Assoc. Producer: \_\_\_\_\_ x No. Rooms: \_\_\_\_\_

Announcer 1: \_\_\_\_\_ x Cost / Night: \_\_\_\_\_

Announcer 2: \_\_\_\_\_ = Total: \_\_\_\_\_

Engineer: \_\_\_\_\_ Means of Transportation: \_\_\_\_\_

Other Station Staff: \_\_\_\_\_

Site Survey Completed (Init./Date): \_\_\_\_\_

Site Representative: \_\_\_\_\_ Site Alterations Needed: \_\_\_\_\_

Name: \_\_\_\_\_

Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

Costs: \_\_\_\_\_ Equipment that needs to be purchased or built: \_\_\_\_\_

Personnel: \$ \_\_\_\_\_

Mileage: \$ \_\_\_\_\_

Lodging: \$ \_\_\_\_\_

Equipment Purchase \$ \_\_\_\_\_

Equipment Manufacture: \$ \_\_\_\_\_

Total: \$ \_\_\_\_\_

Student Manager (Sign): \_\_\_\_\_

Faculty Manager (Sign): \_\_\_\_\_

Engineer (Sign): \_\_\_\_\_



## 3.F. Station Use Policies

### 3.F.1. Mail Boxes

Mail boxes in the staff room are for the Faculty Manager, Graduate Student Station Manager, Student Board of Directors, and format producers.

### 3.F.2. Bulletin Boards

Bulletin boards are located in the staff room. There is also a smaller plexiglass-encased board on the wall outside the staff room. The bulletin boards may have items about student activities, student organizations, employment notices, posters relating to radio, and radio staff information. It is suggested that you read them as important information may be attached.

In the hallway directly inside the studio complex is a special use bulletin board. The large plexiglass-encased bulletin board inside the studio complex is used for award certificates. Nothing is to be taped, pinned, stapled or otherwise attached to this bulletin board.

The small bulletin board placed over the console in Studio A is used to display information relevant to all operators. This includes on-air schedule changes, log error lists, and weather forecasts. All operators are encouraged to refer to this bulletin board frequently.

The large bulletin board in Studio A is used to post legally required notices, permits, and licenses. The EAS plans, rules, and instructions are also posted there. This bulletin board is for authorized use only.

**NOTE**

No items are to be placed or removed from the large bulletin board in Studio A without direct authorization from the Faculty Manager or the Graduate Student Station Manager.

### 3.F.3. Telephone Etiquette

The telephones at WMUL-FM are for radio business only. Long distance business calls can be made from any office telephone using a university-issued long distance code.

Long distance production calls (for recording interviews) may be made from any studio but must be approved in advance. Do not accept collect calls unless they are for approved WMUL-FM business such as a sports remote.

Do not use WMUL-FM's telephones for personal calls, either outgoing or incoming. Personal long distance calls are strictly prohibited. Each month the Faculty Manager receives a computer printout of WMUL-FM's telephone use. This printout can implicate telephone abusers.

Telephone etiquette is important in maintaining a professional image with our audience and with those who call us.

1. Answer all telephones with "WMUL-FM."
2. Be friendly and courteous at all times, regardless of the courtesy shown you.
3. Do not "chat" on the telephone and keep calls short. This will prevent disruption of on-air work.
4. Take accurate messages containing the message, the caller's name, and telephone number for returning the call. There is a telephone message book in the staff room beside the staff room telephone.
5. Use the HOLD feature of the telephone when you look for someone at the station. This will prevent the caller from hearing every word in the search for the staff member.
6. The HOLD feature on the phones in the staff room and office is activated by pressing the "Hold" button on the bottom left-hand corner of the touch-screen. The button will change into a "resume" button while the hold is active. Press the "resume" button to pick up the call.
7. Visitors and guests are not permitted to answer or use WMUL-FM's staff room phone except in emergencies. The phone in Studio A is not to be used by non-staff under any circumstances. A pay phone is available inside the Memorial Student Center.

### 3.F.4. Housekeeping

All staff members are to keep the radio station clean at all times. It is the responsibility of the on-air announcer to keep the control room clean. All staff members using the production studios should clean up after their work is finished.

### 3.F.5. Vandalism

WMUL-FM will tolerate no vandalism to the radio station by any staff member or visitor. Vandalism includes writing or drawing on any piece of equipment or furniture. The console and counter top in Studio A are special areas of concern. All staff members are responsible for the prevention of property damage to WMUL-FM. They are responsible for themselves and for friends or visitors that they bring to the radio station.

Vandalism will be dealt with under the University Code of Conduct. Criminal penalties are possible depending on the severity of the act or acts. All visitors caught vandalizing the station in any manner will be reported to the University police immediately.

Those who draw or write on the counter-tops, consoles, and equipment will receive a written warning for the first offense and a dismissal notice for the second. Please note that marking the equipment to indicate recording level settings is vandalism and will be treated as such.

### 3.F.6. Holidays and Breaks

Broadcasting is a seven days-a-week business. FCC Rule 73.561 states that "all stations which do not operate 12 hours per day each day of the year, will be required to share use of the frequency upon the grant of an appropriate application proposing such share time arrangement." Thus, it is not possible to shut down the station on generally recognized holidays or during semester breaks, summers, etc.

Every effort is made to keep holiday work to a minimum and afford every student some holiday and break time off. The automation system relieves much of the burden and protects our license. However, automated radio is not quality radio.

If you will be available for air shifts during a holiday or break, please tell the Music Director in advance of that holiday or break. Watch for sign-up sheets to be posted in Studio A. If you enjoy being on the air, holidays and breaks are great times to log in those extra hours and gain valuable radio experience.

We thank those students and volunteers for the many hours they work providing quality programming for WMUL-FM when the university is closed.

Reader's Notes section with 18 horizontal lines for writing.

## 3.G. Social Media Policy

This policy covers volunteers' utilization of WMUL-FM's social media accounts including, but not limited to, Facebook, Twitter, YouTube, and Instagram. It does not restrict volunteers' use of their personal social media accounts.

WMUL-FM utilizes many social media platforms to interact with listeners, draw listeners to our on-air and other online products, and fulfill its obligation to the FCC as a public radio station to operate in the "public interest, convenience and necessity." To ensure that WMUL-FM achieves these goals in the most effective manner, the policies below are to be followed by all WMUL-FM volunteers and directors using any WMUL-FM social media account or departmental account. Additional policies may be implemented by individual directors for departmental accounts.

### **3.G.1. Definitions:**

- **WMUL-FM social media account:** refers to any social media account affiliated in any way with WMUL-FM.
- **Official WMUL-FM social media account:** refers specifically to a social media account that represents the station as a whole. As of the last revision of this policy, this includes Twitter (@WMUL\_Radio), Facebook (facebook.com/wmulfm), YouTube (youtube.com/user/WMULRadio) and Instagram (@WMUL\_Radio).
- **User:** refers to any person who posts from any WMUL-FM social media account.
- **Volunteer:** refers specifically to DJs, news, sports, and promotions staff members, and any other person other than a member of the Board of Directors who posts from WMUL-FM social media accounts.
- **Departmental account:** refers to a social media account that represents a specific department or show within WMUL-FM.
- **Administrator:** refers to the designated person responsible for a departmental account. The administrator may be the department's director or a person designated by the director.





d. If a listener posts a song request for a song that is not in your airshift's format, reply by telling the listener what time / day the format airs.

Example: "Sorry, we're playing Alternative right now. Streetbeat is played Thurs., Fri. & Sat. nights. Would you like to request an Alternative song?"

5. Professionalism:

- a. When posting from any WMUL-FM social media account, users are to adhere to FCC Regulations regarding profanity and commercial announcements.
- b. Users should not post racist, discriminatory, threatening, rude, or otherwise offensive comments from any WMUL-FM social media account.
- c. Users are encouraged to exercise common sense when posting from any WMUL-FM account. In egregious cases, users may be banned from future use of WMUL-FM social media accounts for jeopardizing the station's image or credibility.

6. Sharing and Reposting

All content reposted, retweeted, or otherwise shared by all users from any WMUL-FM social media account must adhere to all of the above policies.

7. Errors

- a. Posts are not to be deleted by volunteers under any circumstance, unless specifically authorized by the Social Media Coordinator, or applicable administrator.
- b. In the case of an error of fact or misspelling in a post from an official WMUL-FM social media account, the error should be corrected with a second post with an asterisk "\*" leading the post.
- c. If you believe a post from an official WMUL-FM account needs to be deleted (regardless of whether you posted it or not), contact the Social Media Coordinator.
- d. If you believe a post should be deleted from a departmental account, contact the first available person in the following order: account administrator, department director, Social Media Coordinator, Station Manager.

Reader's Notes

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8. Departmental accounts
  - a. Non-directors who wish to create a WMUL-FM-affiliated social media account must submit a written proposal to the Social Media Coordinator explaining the necessity and intended use of the account. If approved, the Social Media Coordinator will appoint an administrator each semester.
  - b. Administrators for departmental social media accounts are to be appointed by each department's director at the beginning of each semester. Until an administrator has been officially appointed, the department's director is considered the acting administrator. Directors may self-appoint themselves administrator.
  - c. Administrators must surrender account passwords, access privileges or other account information to the Social Media Coordinator, Station Manager, or department director upon request.
9. Access privileges
  - a. No user may post to any departmental account without the permission of the account administrator or department director. That privilege may be revoked at the discretion of the account administrator or department director.
  - b. The Social Media Coordinator may restrict any user's access to any WMUL-FM social media account for any reason for up to seven (7) days. Restrictions or bans lasting longer than seven (7) days, or further punishments, may be imposed by a majority vote of the WMUL-FM Board of Directors.







## 4. Legal Policies

This part covers the legal requirements associated with broadcasting.

### 4.A. You, WMUL-FM and the FCC

Many non-broadcasters are surprised to learn that radio and television stations do not “own” the frequencies on which they broadcast. There are a limited number of frequencies available. The American public owns these frequencies. Yes, you are an owner of 88.1 MHz, the frequency on which WMUL-FM broadcasts. But DO NOT try to run things the way you want. The Federal Communications Commission is really in charge. The FCC operates under broad powers granted to it through the Communications Act of 1934. It administers the airwaves for the benefit of the American people.

The situation is similar to that of the National Park Service. As a citizen you own the national parks, but you certainly cannot do what you want there. The National Park Service tells you where and when to camp and what equipment you are allowed to use. They say time is up - you leave. They say no fires - you do not build a fire.

The FCC grants a broadcasting company, such as WMUL-FM, a license to operate over an assigned frequency. There is a condition attached to this license. The station must operate in “the public interest, convenience or necessity”. (This is often shortened to PICON, or just “the public interest”.) What does this mean? That condition allows the FCC to enact and enforce rules and regulations to ensure that stations serve the public interest and meet stringent technical requirements.

**IMPORTANT!**

This is not the place to debate FCC policy.  
It exists.  
It is the law.  
The FCC must be obeyed.

When you go on the air at WMUL-FM, you are responsible for obeying every single rule and regulation that applies to WMUL-FM. The FCC does not accept “I didn’t know that” as a valid excuse.

The most important policies that apply to you concern the logs, transmitter adjustments, and indecency.

Reader's Notes

See [7. WMUL-FM's Operator Logs](#) in Volume II for information on the logs and transmitter adjustments.

See [4.C. Inappropriate Program Material Policy](#) on Page 84 for information on indecency and other inappropriate program material..

Read these sections of this manual carefully. If you do exactly what the manual says to do, you will have no problems with the FCC. If you fail to do what the manual says, you will have problems with WMUL-FM's management long before the FCC gets hold of you. Our license to broadcast is more important than any individual who works at the station. Therefore, any act or omission that jeopardizes WMUL-FM's license will be dealt with quickly and decisively.

The information in this manual may or may not apply to other broadcast stations at which you may work. Do not do (or fail to do) something there and claim you read it in this manual.

### 4.A.1. FCC Rules: Access and Citations

The FCC regulations that apply to stations such as WMUL-FM take up many pages of small print. You may read them all on the Internet at [www.fcc.gov](http://www.fcc.gov) and at [www.hallikainen.com/FccRules/](http://www.hallikainen.com/FccRules/). (The documents on [hallikainen.com](http://www.hallikainen.com) are easier to access.) The rules are also available on the Marshall campus at the Federal Documents Depository, James E. Morrow library, First Floor. The document is The Code of Federal Regulations, Title 47. The most relevant rules are under parts 73 (broadcasting), 74 (remote broadcasting), and 11 (Emergency Alert System).

This document cites specific rules with the part and section numbers, separated by a dot (.). For example, the rule for the Legal ID is cited as "73.1201". This rule is located in part 73, section 1201.





# Station and FCC Policy Form

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## FCC FAQ and Policies

### **What is the FCC?**

The Federal Communications Commission is “an independent government agency that regulates... communications by radio and television” (dictionary.com). The FCC regulates, among other things, what may and may not be broadcast over radio and television.

### **Why do students have to listen to them? This is a college radio station!**

WMUL-FM broadcasts over the public airwaves. It is licensed by the FCC to operate in the public’s interest. The FCC sets rules that all broadcast stations have to obey. If WMUL-FM’s staff or management disobey these rules, the FCC can issue fines or even revoke the station’s license. WMUL-FM’s management does not care what anyone’s personal opinion is about these rules, one will obey them or one’s employment will be terminated. If anyone does not like these rules, one is free to run for Congress and try to have them changed.

### **Does this mean I personally may be fined?**

By accepting an on-air position at this station, you assume liability for all the content you place, or allow to go on the air. If you say something that is not permitted, or allow a guest to do so, or clear a song containing indecency, you will be held liable. The FCC’s fines range from \$3,000 to \$10,000 in the general case but can go as high as \$32,500 per incident depending on the FCC’s and the general public’s mood.

### **I’ll be okay after I graduate, right?**

No. The FCC may take some time to initially issue a fine. It may take years after that to fully litigate the action. The Janet Jackson “wardrobe malfunction” occurred February 1, 2004, and the fine was initially issued September 22, 2004, but the case was not finally resolved until June 29, 2012.

The only statute of limitations occurs when the FCC rules on a station’s license renewal. The FCC is only allowed to fine stations for actions that have taken place during the station’s current license term.

For WMUL-FM, the current license term runs from Midnight, October 1, 2011, until 11:59:59 P.M. September 30, 2019. When the FCC renewed WMUL-FM’s license on May 07, 2012, the statute of limitations expired on anything that may have happened prior to October 1, 2011.

If the FCC has any question of wrong-doing, it may choose to hold the license renewal until it can make a determination of whether there was any wrong-doing and what action it chooses to take.

### **FCC Indecency Rules:**

The FCC’s indecency rules get the most media attention and are among its most controversial. Legal precedent has defined indecency as “material which depicts or describes, in a patently offensive manner, sexual or excretory organs or activity.” In short: sex and the bathroom.

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# Station and FCC Policy Form

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## **I heard that the Supreme Court struck down these rules recently. Did they?**

No! In November 2011 the Third Circuit Court of Appeals tossed out a \$550,000 fine against CBS for the 2004 Super Bowl “wardrobe malfunction” on procedural grounds. The court said that, in issuing the fine, the FCC had changed its rules about live broadcasts. The FCC had previously given a pass to brief or “fleeting” instances of indecency, especially in live programming. The circuit court said that the FCC could not issue a fine based on a rule that did not exist at the time of the broadcast. The Supreme Court declined to review this case. That means that while the fine is invalid, the new rules remain.

In July 2010 the Second Circuit Court of Appeals ruled in *Fox Television vs. FCC* that the FCC’s indecency rules were “unconstitutionally vague” and tossed them entirely. The Supreme Court ruled on this case in June 2012. SCOTUS dodged the First Amendment issue altogether and tossed only the fine using the same reasoning as the Super Bowl case above.

## **I was listening to {show on satellite / Internet/ cable} and \_they\_ said {word}, why can I not say it?**

The FCC’s indecency rules only apply to over-the-air radio and television broadcasting. Satellite, Internet and cable are all restriction-free. A cable, satellite or Internet station or channel can say or show whatever it wants and the FCC can not do anything about it. (For now)

## **I was listening to {other radio station}, and they said {word}!**

Just because someone else says it, doesn’t make it legal. The station may or may not be fined. Not everyone who commits a crime gets punished. The other station may have made a mistake. The person who said it may have been fired before the day was over. Even if it were intentional, commercial stations can usually afford to take more risks than noncommercial, educational radio stations can.

## **So, what words cannot be said?**

Indecency is more than just a list of words. A broadcast could avoid all the following words and still be indecent. However, the following words are ones to absolutely avoid, because they are indecent and are not protected speech.

- fuck
- shit
- goddamn
- tits
- cunt
- pussy
- cock
- dick
- asshole
- piss (in an excretory sense)\*
- and any variations upon these words.

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# Station and FCC Policy Form

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## What words can I say?

- ass (just not asshole or “up the ass” or any phrase that implies penetration)
- damn (but not goddamn)
- hell
- bastard
- bitch

## What about the word “piss”?

You can use the word as a synonym for “mad”, but not for “urine” or “to urinate”. You can say “I got drunk and pissed off the neighbors.” You can NOT say “I got drunk and pissed off the roof.”

## What about {word}?

If you don’t know, ask a veteran member of either the music staff or the WMUL-FM board of directors. If you cannot find someone, it is better not to say it than to risk a fine.

## What about Safe Harbor?

Safe Harbor is an FCC rule that waives the indecency rules between 10 P.M. and 6 A.M., when children are less likely to be in the audience.

WMUL-FM does not utilize Safe Harbor. The same rules apply throughout the day. At this radio station, if it can’t be said at 3 P.M., it can’t be said at 3 A.M.

## Commercial Announcements, Calls to Action, Payola, Plugola:

WMUL-FM is a noncommercial, educational station. That means its staff members cannot promote any for-profit business or individual. Non-profit organizations, such as the Red Cross, are okay.

## There is a band going to play in town, and I want to promote its concert on the air. May I?

Yes and no. Over the air, you can promote the concert, but not the venue. Over the phone or on our website, you can say or write anything. You may say “Single-Celled Paramecium is going to be in town March 12th. For more information, give me a call at 304-696-6651 or visit our website [marshall-dot-e-d-u –slash-w-m-u-l](http://marshall-dot-e-d-u-slash-w-m-u-l).” You CANNOT say “Single-Celled Paramecium is going to be at The Maverick Meerkat on March 12th.” If WMUL-FM starts promoting one venue, it would have to promote them all. A commercial venue being promoted blurs the line between an announcement and an advertisement.

## May I tell people to go to the concert? May I tell people that they will get a free T-Shirt if they go?

No! Telling people to go, or providing any encouragement to go (I.E. a free T-Shirt), is considered a “Call to Action.” This type of statement violates station policy and FCC regulations. You may only state that the event is happening, you may not tell or encourage people to attend.

--Continued--





# Station and FCC Policy Form

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**May I tell people that the concert is only \$1?**

No! Any mention of price is a commercial announcement and is illegal. "Free" or "free to students" are also considered prices.

**What about a calendar or on-air bulletin board?**

A regularly scheduled calendar or bulletin board that simply lists the events happening around Huntington is fine so long as all venues are represented fairly.

**I just got a CD and I think it is awesome. I want everyone to hear it and then go buy it!**

Unfortunately, you cannot tell everyone to "go out and buy it." You may say you own it, that you think it is super-duper-awesome, that you think the audience would like it; however, if you command or tell members of your audience to do anything, that is a call to action and violates station policy and FCC regulations.

**My band just put out a CD and I want to play it on the air.**

**I'm going to be DJing / bartending / performing at {location} and I want to tell my listeners to go there.**

You cannot. To do so would be plugola and it is a CRIMINAL offense. Plugola is when the station or station personnel promote a service or commodity when the station or station personnel have a financial interest in the thing being promoted. Examples include, but are not limited to: playing music or promoting a band when the announcer is a member of the band or has an interest in the band's financial success; or promoting any club or concert in which the announcer has a financial interest, including employment at such a club or concert.

**This band offered me \$10 if I play their CD on air.**

You cannot. To do so would be payola and it is also a CRIMINAL offense. Payola is the practice of accepting undisclosed consideration to influence program content. Examples include, but are not limited to: accepting drinks from a bar owner for saying nice things about the bar on air; or giving preferential treatment over the air to clubs, record store owners, or concert promoters in return for undisclosed payment, products or services.

Violation of payola and plugola laws can result in fines and up to one year in jail.

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# Station and FCC Policy Form

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## On-Air Studio Policies for All Board Operators

1. All board operators should arrive at least ten (10) minutes before the operator's shift begins. Arriving early provides the operator ample time to get settled into the studio and make music selections for the airshift.
2. All board operators are responsible for what transpires during their airshift, whether they are present or absent.
  - a. All board operators are in charge of the control room while they are on the air. They have the right to ask casual visitors or others in the control room to leave, including other staff members who are not engaged in the business of the radio station.
  - b. All board operators are responsible for the actions of anyone they bring into the radio station. No more than one visitor at a time is allowed to accompany an announcer. The announcer must obtain permission from the Student Manager, at least 24 hours in advance, before bringing visitors to the station.
  - c. Non-station personnel are not allowed to visit the station after 9:00 P.M. Visitors are not allowed on weekends unless permission is granted in advance by the Student Manager. Violations of this rule will result in dismissal because the Public Safety Office needs to be notified of any visitors.
  - d. Non-station personnel are prohibited from operating or using any of the equipment or materials at WMUL-FM.
  - e. Any announcer who cannot make an airshift must find a replacement, preferably someone who works in the same format. Failure to find a replacement will jeopardize the announcer's future opportunities at WMUL-FM.
3. Board operators are responsible for all studio equipment, including albums and compact discs, during their airshift. If albums or compact discs are missing, leave a note for the Music Director or Student Manager listing the artist(s) and album title(s).
4. Board operators are responsible for keeping accurate logs and following musical formats as designed or approved by the Music Director or Student Manager.
5. Announcers must attend all staff meetings and training sessions. Unexcused absences count the same as shift absences.
6. Absolutely no food, drink, or tobacco in the studio complex is permitted.
7. Alcohol and illegal substances are not allowed in the radio station. This is a strict regulation of the Federal Communications Commission. Failure to comply with the rules will result in immediate dismissal.
8. Board operators are not to air written or previously recorded material without the permission of the continuity, production, or music directors.

--Continued--



# Station and FCC Policy Form

Page 6 / 9 - Social Media 1 / 2

## WMUL-FM Social Media Policy

This policy covers volunteers' utilization of WMUL-FM's social media accounts including, but not limited to, Facebook, Twitter, YouTube, and Instagram. It does not restrict volunteers' use of their personal social media accounts.

The complete WMUL-FM Social Media Policy is located in Volume I of The WMUL-FM Operations Manual, Policies and Station Organization. Some highlights are below.

### Identify yourself:

- a. When writing a public post from an official WMUL-FM account, volunteers are required to append a dash and the volunteer's initials to the post. Optionally, volunteers may use a dash and the volunteer's account name in place of initials. The account name must be an account on the same platform. (The volunteer's Facebook name when posting on Facebook, Twitter handle when posting to Twitter, etc.) If the volunteer does not have an account on that same platform, then the volunteer must use the volunteer's initials.
- b. Write in first person.  
For example: *Good morning! I'm taking requests for Blues songs now. Call me on the WMUL request line at 304-696-6651 -AMC*
- c. Unless explicitly authorized by the Social Media Director, only WMUL-FM Board of Directors members may post from an official WMUL-FM account as WMUL-FM, without a signature.

### Professionalism:

- a. When posting from any WMUL-FM social media account, users are to adhere to FCC Regulations (explained earlier in this document) regarding profanity and commercial announcements.
- b. Users should not post racist, discriminatory, threatening, rude, or otherwise offensive comments from any WMUL-FM social media account.
- c. Users are encouraged to exercise common sense when posting from any WMUL-FM account. In egregious cases, users may be banned from future use of WMUL-FM social media accounts for jeopardizing the station's image or credibility.

### What to say:

- a. "Tagging" or "mentioning" other people, groups, bands, yourself etc. in tweets and statuses is allowed and encouraged.
- b. Users are encouraged to tweet about WMUL-FM, Marshall sports, bands, and special events on Marshall's campus or in Huntington. Users may NOT post about regularly scheduled events (i.e. a club's weekly meeting) unless it is the first one of the semester.
- c. Users are encouraged to reply to posts directed at them and to use WMUL-FM accounts to directly interact with followers.
- d. Users may share links to online articles, online videos, artists' websites, and the WMUL-FM website. Linking to pages/videos with profanity is allowed, but a profanity warning must lead the post. As a general rule, if you would minimize it if someone walked behind you, you probably shouldn't post it.
- e. When writing a post with information obtained from another source (i.e.: another social media user), give credit where due.

--Continued--



# Station and FCC Policy Form

Page 7 / 9 - Social Media 2 / 2

## What not to say:

- a. Users may not “tag” or “mention” persons who are running for a political office, including Student Government, or use WMUL-FM social media accounts to advocate political agendas or candidates. The exception to this rule is for news and interview programs where the person or persons are being interviewed, in which case the person(s) and his/her/their organization may be tagged or mentioned in posts promoting the interview program.

For example: *During tonight's "On The Table", we'll have an interview with @GOP presidential candidate @MittRomney –AMC*

- b. Users may not use WMUL-FM social media accounts to promote for-profit corporations.
- c. Users may not use WMUL-FM social media accounts to promote products, services, or music venues.
- d. Users may not post negative comments about WMUL-FM, its programming, or any director or volunteer.
- e. Volunteers may not “Like” or “Follow” other pages or users without permission from the Social Media Coordinator or applicable administrator.

## Sharing and Reposting

- a. All content reposted, retweeted, or otherwise shared by all users from any WMUL-FM social media account must adhere to all of the above policies.

## Access privileges

- a. No person may post to, or administer, any WMUL-FM social media account until he/she has agreed to these policies, signed the signature page, and returned the signed signature page to the Student Manager.

## Summary Thoughts on Social Media

### DO

- Reply to comments directed at you
- Promote your DJ shift, other WMUL DJs and programming, and the station in general
- Promote artists whose music you play on-air
- Sign your name on all posts from a WMUL account

### DON'T

- Spam
- Promote politicians, political agendas, for-profit corporations, or products.
- Delete posts
- Damage the station's image, credibility or reputation



# Station and FCC Policy Form

Page 8 / 9

No Content On This Page



# Station and FCC Policy Form

Page 9 / 9 - Signature

**This page must be signed and returned to management before beginning your first on-air shift.**

**The WHITE and YELLOW copies are to be submitted to the station.**

**The PINK copy is for your records.**

**You must KEEP the rest of this form for your future reference.**

\_\_\_\_\_ (Initial) I have read, understand, and agree to the station and FCC content rules and regulations as presented in the section "FCC FAQ and Policies" on Pages 1-4 of this document. I understand that violation of these rules can result in suspension or dismissal from WMUL-FM. I understand that I am liable if the FCC chooses to fine the station for infractions I have committed.

\_\_\_\_\_ (Initial) I have read, understand, and agree to the station policies in the section "On-Air Studio Policies for All Board Operators" on Page 5 of this document. I understand that violation of these rules can result in suspension or dismissal from WMUL-FM.

\_\_\_\_\_ (Initial) I have read, understand, and agree to the station policies in the section "WMUL-FM Social Media Policies" on Pages 6-7 of this document. I understand that violation of these rules can result in suspension or cancellation of my access to WMUL-FM's social media accounts.

I, (print name clearly) \_\_\_\_\_ have read, understand, and agree to the station and FCC policies presented in this document. I understand that violation of these rules can result in lost privileges, suspension, or dismissal from WMUL-FM. I understand that I am liable if the FCC chooses to fine the station for infractions I have committed.

Signature: \_\_\_\_\_ Date: \_\_\_ / \_\_\_ / \_\_\_\_\_

WHITE - Traffic

YELLOW - Student Manager

PINK - Staff Member's Copy

Marshall University, Huntington, West Virginia

November 2016 Revision

# 4.B. Legal Compliance Policies

## 4.B.1. Station Identification Policy

FCC Rule 73.1201 requires WMUL-FM to identify itself once an hour at the top of the hour. WMUL-FM policy requires the Legal ID (or station ID) to air within a six (6) minute window. The identification window runs from two (2) minutes before to four (4) minutes after the top of the hour. That means the Legal ID for the 3 o'clock hour should air between 2:58 and 3:04. If this cannot be done, then the ID must be made "as close to the hour as feasible, at a natural break in program offerings."

Our official Legal ID consists of the station's call letters ("WMUL-FM") followed by the community of license ("Huntington"). The frequency ("88.1 MHz") may be inserted between the call letters and the community of license.

In situations where WMUL-FM distributes programming to other stations, we may identify each station. E.G. "WMUL-FM, Huntington, WFGH, Fort Gay".

The station ID carts under the "Legal ID" group are the proper way to do an identification. The Legal ID is automatically included in the computer playback system's log. The computer is programmed to re-sync at the top of the hour and play the Legal ID after the currently playing song ends.

There are various versions of the station ID. Format producers will determine which mix fits each format the best. All pre-recorded program intros, outros, and re-joins should include the station ID.

NEVER play a Legal ID as a "Jingle" or filler at other times. We should never hear the top of hour ID played at any other time within the hour.

Remember, a Legal ID consists of the station's call letters and community of license: "WMUL-FM, Huntington". This is the ONLY way to give a legal ID. Don't leave off the "FM" or the "W." Do not insert anything between the call letters and the city other than the frequency. "WMUL-FM in Huntington" is not a Legal ID. The FCC is very strict about this.

Reader's Notes section with 18 horizontal lines for writing.

## 4.B.2. “Sound Recording Performance Complement” Policy

The “sound recording performance complement” is a federal law that restricts the musical selection of webcasters. In short, it says that webcast stations (such as WMUL-FM), must observe the following rules in their musical selections.

Within a three-hour period, a station may not play:

- More than three selections from a single album, and not more than two selections in a row.
- More than four selections by the same artist, and not more than three selections in a row.
- More than four selections from a set or compilation, and not more than three selections in a row.

Since WMUL-FM’s computer playback system (automation) does not have the ability to track albums and compilations, WMUL-FM complies with this policy in the following way.

The station will not play, within a three-hour period, more than three selections by the same artist, and not more than two in a row.

## 4.B.3. Recording and Broadcasting of Telephone Conversations

FCC rules (73.1206) and state laws (W. Va. Code 62-1D-3(e)) govern the recording and broadcasting of telephone conversations.

The FCC requires that stations obtain the caller’s consent prior to broadcasting a telephone call (whether live or pre-recorded). The exceptions to this rule are when the person is aware, or presumed to be aware, that the call will be broadcast. Awareness is presumed to exist only when the caller is a station employee (such as a reporter), or the person has called into a program that usually features calls from the general public.

In regards to recording, West Virginia is a single-party consent state. That means that only one party of the conversation needs to consent to it being recorded. However, station policy requires that the other party also be aware that the call is being recorded.





## 4.B.5. On-Air Promotions and Giveaway Policy

Each announcer is encouraged to bring promotional ideas and suggestions for giveaway items to the Promotions Director for discussion and approval. A good promotional idea is worth its weight in gold. Do not presume your idea has been tried and found wanting. Let the director know your ideas.

For any station promotion or giveaway, the following rules must be observed:

“Ways to win” must be disclosed clearly, such as “the third caller” or “the first caller who can answer. . .”

Winners must be told how, when, and where to claim prizes.

Instructions will be made available to the announcers concerning individual contests.

These rules must be followed exactly. Often, the production department will prepare a special announcement for you to play.

### 4.B.5.a. Prize Claim Procedure

1. The station will mail a prize to the winner if the following conditions are met.
  - a. The total value of the prize is less than \$50 US. Two concert tickets individually valued at \$30 would not meet this criteria. Small miscellaneous prizes such as station stickers and window clings shall have a value of \$0 for the purposes of this rule.
  - b. The items may be mailed using a single first-class stamp.
  - c. The items are not time-sensitive.
  - d. The winner understands and agrees that the station is not responsible for items lost in the mail.
2. For all other prizes, winners must come to WMUL-FM in order to claim prizes
3. Winners must pick up prizes during regular business hours - from 9:00 a.m. to 4:30 p.m. unless other arrangements are made with the Student Manager or the Promotions Director.
4. Winners must have some form of identification with them.
5. Winners have two weeks to claim prizes. Any unclaimed prizes become the property of WMUL-FM.



Reader's Notes

5. If disclosure of contest rules is via internet post, the following rules apply.
  - a. Establish a conspicuous link to material contest terms on the home page.
  - b. Make clear, periodic, announcements that the contest rules are available on the website. Give the address of the website as part of the announcement.
  - c. Keep the rules posted for thirty (30) days after the contest has concluded.
  - d. Any rule changes must be disclosed on-air within twenty-four (24) hours, and periodically thereafter. It is sufficient for the announcements to say that the rules have changed and direct the public to the website.
  - e. Rules disclosed on-air and on the Internet must be substantially consistent.

#### **4.B.6. Community Bulletin Board Policy**

1. No board operator may announce an event in which the operator has a financial interest or has received any consideration for announcing. If they are letting you in free in return for the plug, you cannot announce the event.
2. Never mention prices. "Free" is a price. "Free to students" is a price. "Free if you donate canned food" is a price. "Open to the public" is okay.
3. The date, time and address of an event may be announced. However, you cannot tell listeners to "go" to this event. This is a "call to action" and is illegal on noncommercial WMUL-FM.
4. Make no comparative statements. Announcing "Twentieth Street Bar and Grill has the cheapest beer in town" is illegal.
5. Giving a telephone number is permissible.
6. Never make an inducements to buy. An example of an inducement is announcing that listeners will receive a gift of any kind for showing up at a particular establishment.



Reader's Notes

### 4.B.8. Underwriting Policy

WMUL-FM is a non-commercial, educational radio station. It is illegal for WMUL-FM to air announcements that promote for-profit entities such as bars, restaurants, or car dealerships.

The FCC does allow for non-promotional acknowledgments that an entity has donated money. The donation can be either to the station or to a specific program at the station. This donation is called underwriting.

By informal agreement with Marshall's fundraising arm, WMUL-FM usually does not seek these donations. However, circumstances sometimes dictate that we seek donations. The following policy governs those announcements.

- The full text of all announcements must be approved by the Faculty Manager and the underwriter before airing.
- All announcements will be prerecorded. Talent shall make no additional announcements or references to the underwriting entity.
- A full billboard announcement will be made at the beginning and end of the underwritten program. The billboard will consist of the following:
  - The name of the underwriting entity.
  - A brief, non-comparative, description of the services or goods the entity provides (if the entity is a business).
  - An address or contact information for the entity.
- A short billboard announcement will air during previously scheduled breaks. It shall consist only of the name of the underwriting entity as well as either the address or contact information.



## 4.C. Inappropriate Program Material Policy

### NOTE

The management of WMUL-FM will not debate the First Amendment with you. Nothing in the station's policies restricts your right to free speech as applied to broadcasting. If you think that WMUL-FM's policies are too restrictive, we invite you to pursue your broadcasting career elsewhere.

### 4.C.1 Definitions

The general public may use the terms “profanity”, “obscenity”, “indecent” as if they were synonyms, but the FCC and the Supreme Court of the United States do not. Each word has a specific, legally defined, meaning. They are not interchangeable. All FCC definitions are from [www.fcc.gov/consumers/guides/obscene-indecency-and-profane-broadcasts](http://www.fcc.gov/consumers/guides/obscene-indecency-and-profane-broadcasts).

#### 4.C.1.a. FCC Definition of Obscenity

Obscene material is not protected by the First Amendment to the Constitution and cannot be broadcast at any time. The Supreme Court has established that to be considered obscene, material must meet a three-pronged test:

- An average person, applying contemporary community standards, must find that the material, as a whole, appeals to the prurient interest.
- The material must depict or describe, in a patently offensive way, sexual conduct specifically defined by applicable law.
- The material, taken as a whole, must lack serious literary, artistic, political or scientific value.

#### 4.C.1.b. FCC Definition of Indecency

The FCC has defined broadcast indecency 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.” Indecent programming contains patently offensive sexual or excretory material that does not rise to the level of obscenity. The courts hold that indecent material is protected by the First Amendment and cannot be banned entirely. FCC rules prohibit indecent speech on broadcast radio and television between 6 a.m. and 10 p.m., when there is reasonable risk that children may be in the audience.



4.C.1.c. FCC Definition of Profanity

The FCC defines profanity as “including language so grossly offensive to members of the public who actually hear it as to amount to a nuisance.” As with indecency, profane speech is prohibited on broadcast radio and television between the hours of 6 a.m. and 10 p.m.

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**4.C.2. The Station's Responsibility**

As a trustee of the public airwaves, it is WMUL-FM's responsibility to screen all programming prior to broadcast. The station screens music and other programming for obscene, indecent, profane, or questionable content. Even material that is not in English must be screened.

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The Marshall University Board of Governors is the licensee of WMUL-FM and bears direct responsibility for all programming airing on the station. The Faculty Manager, as its agent, has final authority to approve or disapprove any programming. The Faculty Manager is assisted in the decision-making process by the Graduate Student Station Manager and the Student Board of Directors. All decisions are final.

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**4.C.3. Screening of All Material**

The Program Coordinator screens all public affairs programs. The Program Coordinator shall consult the Graduate Student Station Manager if the appropriateness of a particular program's content is in question.

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The format producers and ingestion clerks screen all music. The music producers shall consult with the Music Director if the music producers are unable to reach a decision about a song's lyrics.

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After screening, any programs or songs which are determined to be “obscene” or “indecent” shall not air. Any material determined to be “questionable” shall not air until a final review by management. The Student Board of Directors, Graduate Student Station Manager, and Faculty Manager will review the material. Only if management, as a group, gives clearance to this questionable material shall the program or song air.

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If the material can be edited to make it airable, the person screening the material may do so.

What may be airable on other stations may not be airable on WMUL-FM.

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### 4.C.4. Channeling/Restricted Clearance

Restricted clearance may be granted under certain conditions. If the Board of Directors determines that controversial material is airable, this material shall be channeled into late-night time slots. Late-night shall be defined as between 11:00 p.m. and 5:00 a.m.

The FCC has a "safe harbor" policy that allows late evening channeling of material too strong to be aired when children may be listening. Occasionally staff members bring up this policy when questioning why a particular song or program cannot be aired on WMUL-FM. The station does not utilize "safe harbor".

A decision by the Student Board of Directors, Graduate Student Station Manager, and Faculty Manager to forbid the airing of particular material is final, even if the FCC would permit its airing in a safe harbor time slot.

#### 4.C.4.a. Disclaimers

Disclaimer announcements shall air immediately before, during, and immediately after the broadcast of controversial but airable material. These announcements shall alert the audience that potentially sensitive material is about to be offered. These announcements shall also encourage those members of the listening audience who may be sensitive to such programming to tune away from WMUL-FM and to rejoin WMUL-FM at a stated later time when this type of material is not being aired.

### 4.C.5. Labeling of Obscene, Indecent, Profane, or Questionable Material

Programs and songs that are not to be aired shall not be ingested into the computer playback system. If the music format uses CDs, the unplayable songs shall be clearly marked. Format producers generally indicate the unplayable songs by physically marking the track listing on the album cover. (Marking a cut as unplayable does not always mean the song is obscene. It may just be a lousy song we do not want to inflict on our listeners.) Only play those songs that are not marked as unplayable.

Programs and songs that are to be channeled to an after 11 p.m. time slot are also to be marked as such.



Reader's Notes

### **4.C.6. Personal Albums, Reels, Cassette Tapes, or CDs**

Staff members may not bring in their personal digital recordings, albums, CDs, or tapes for airing without permission. Only the music director, not format producers, may give staff members this permission. Staff members who air their own material without permission will be subject to disciplinary action.

Except for music in the Gospel and The Rock formats, all music must be ingested into the computer playback system before it can air. All other formats play all music from the computer playback system.

### **4.C.7. Monitoring of WMUL-FM's Broadcasts**

It is the duty of management, the music producers, and all staff members to monitor WMUL-FM's broadcasts. Anyone who hears a possible violation of the station's inappropriate program material policy has a duty to report the violation immediately. Reports should be given to the Graduate Student Station Manager or the Faculty Manager.

If you hear something that strikes you as possibly inappropriate, you will be doing all concerned a favor by bringing it to the attention of management. The station's management will then review the possibly inappropriate programming. Management will render a judgment as to the suitability its content and take appropriate disciplinary action if needed.

### **4.C.8. Penalties for Violation of the Inappropriate Program Material Policy**

Any staff member who airs any material which has been marked as unplayable will be dismissed immediately, with no recourse to appeal.

Any staff member who airs material designated as controversial outside a late-night time-slot shall be given a written warning for the first offense. A second offense will result in suspension from the station. The staff member will be dismissed after the third offense.

Please become familiar with the above written policy on controversial or inappropriate material. If a staff member has any questions, please ask any member of the station's management.



### 4.D.2. The Daily EAS Receiver Check

Federal law requires that WMUL-FM personnel test the EAS receiver at least once daily. The first operator of the calendar day is the first person responsible for the receiver check. If the first operator fails to complete the check, the duty falls to the next operator, and so on. Usually, the first operator of the day is the midnight operator.

Look at the spot on the Operations Log for the EAS Receiver Check at the beginning of your shift. If the check has not been completed, it now becomes your duty to complete it.

See [8.C.2. How to Complete the Daily EAS Receiver Check](#) in Volume II.

### 4.D.3. What tests should WMUL-FM receive?

WMUL-FM should receive 2-4 RWT's each week. One test should be received from each of the four sources monitored by the EAS Endec. There should always be a test from WGGG, WRVC, and from KRLX/NWS.

During most weeks there will also be a test from IPAWS / DHS. However, IPAWS / DHS sometimes misses an alert. FEMA publishes a monthly summary of the tests sent by IPAWS / DHS. That summary is sent to the [wmul@marshall.edu](mailto:wmul@marshall.edu) listserv.

The Required Monthly Test (RMT) consists of the EAS header codes repeated three times, the two-tone, 8 second long attention tone, a test script, and the EOM codes. The EOM codes are also repeated three times. Sources outside the station generate the RMTs. WMUL-FM does not generate its own RMT.

An RMT or any actual alert may take the place of a RWT. An actual alert may take the place of an RMT.

### 4.D.4. What EAS records does WMUL-FM keep?

The Endec automatically keeps digital logs of every alert sent and received. The Operations Manager or Traffic Director will review, summarize, and print these logs weekly. These logs are stored in the Main Office and kept for two (2) years.

### 4.D.5. What other requirements are there for the station to be legal?

Copies of "West Virginia Emergency Alert System Operational Plan" and the FCC EAS Handbook must be posted in the on-air studio (Studio A).



## 4.E. WMUL-FM's Online Public Inspection File

The FCC requires that certain records be maintained and be made available to public inspection. This public inspection file is maintained on the FCC's website. (73.3527(b)). Duplicate copies of all documents are kept at WMUL-FM's transmitter site.

The purpose of WMUL-FM's public file is to make particular information about the station easily available to the public. This is in line with our obligations as a public trustee. Any person may access WMUL-FM's online public file at any time.

The records that must be made available to the public and the period of time such records must be retained by WMUL-FM are set forth below.

The Operations Manager or Faculty Manager will periodically review WMUL-FM's local public inspection file to ensure that all of the required documents are included.

### **4.E.1. Contents of the Public File**

Not all items on this list apply to WMUL-FM. Some items only apply to commercial stations. In some cases, WMUL-FM does not conduct the type of business that requires that item. In other cases, items are only needed in support of certain events, such as license renewal.

1. **AUTHORIZATION:** A copy of the current FCC authorization to construct or operate the station and any auxiliary stations.
2. **APPLICATIONS:** Copies of all applications, exhibits, letters, initial and final decisions in hearing cases, and other documents pertaining to the station which were filed with the Commission and which are open for public inspection at the FCC. This list includes applications granted pursuant to a waiver. Applications are retained in the file until final action taken on the application.
3. **CITIZEN AGREEMENTS:** (For commercial stations). Copies of any written agreements with local viewers or listeners for the term of the agreement.







15. **JOINT SALES AGREEMENTS:** For commercial stations, the public file must contain a copy of every agreement involving the joint sale of advertising time involving the station. Confidential or proprietary information may be removed. While there is currently no rule indicating a specific retention period, these agreements should be maintained as long as the agreement is in force.

Reader's Notes

16. **LOCAL ANNOUNCEMENTS:** A statement certifying compliance with the local public notice filing announcements must be placed into the file within 7 days of the last day of broadcast of such announcements. The statement must be retained until final action is taken on the application to which it refers.

### 4.E.2. Retention of Public File Materials

Authorizations	For as long as they are current
Applications	Until final action is taken on the application
Citizen Agreements	N/A (For commercial stations)
Contour Maps	For as long as they reflect current, accurate information regarding the station
Ownership Reports	Until a new complete ownership report is filed
Contracts	For as long as they are in effect
Political	For a period of two (2) years
Equal Employment Opportunity (EEO)	Until the next grant of the station renewal application has become final
Public and Broadcasting	Until the FCC publishes a new version
Letters from the Public	N/A (For commercial stations)
Investigative Material	Until the licensee is notified in writing that the material may be discarded
Issues and Programs Lists	Until the next grant of the station renewal application has become final
Donor Lists	Two years
Time Brokerage Agreements	N/A (For commercial stations)

Reader's Notes

Joint Sales Agreements	N/A (For commercial stations)
Local Announcements	Until final action is taken on the application to which it refers

### 4.E.3. Items that do not belong in the Public File

Many documents and logs are maintained in the Traffic office, but are not part of the public file. These documents may be subject to FCC inspection but not public inspection.

- EAS Logs
- EAS Handbook
- West Virginia State EAS Plan
- Operator Logs
- Chief Operator Letter
- Discipline Letters

### 4.E.4. Biennial Ownership Report and Transfer of Control

WMUL-FM is licensed to the Marshall University Board of Governors (MUBOG). Every two years, the station must file a new ownership report with the FCC. The report contains information about the members of the MUBOG. Whenever there has been an aggregate change of fifty (50) percent of the members of the MUBOG, the station must file for a voluntary transfer of control.



**FM 88.1 MHz**

**The Cutting Edge**

January 11, 2018

Marshall University  
One John Marshall Drive  
Huntington, WV 25755-2635  
(304) 696-6640

[www.marshall.edu/wmul](http://www.marshall.edu/wmul)

To Whom It May Concern,

WMUL-FM, Marshall University's campus radio station, has designated Dwight Hensley to serve as the radio station's Chief Operator. If Dwight is unavailable or unable to act, then WMUL-FM designates Michael Stanley to serve as Acting Chief Operator. These designations are made according to the Federal Communications Commission's Rules and Regulations Section 73.1870.

The Chief Operator is responsible for either carrying out or delegating and supervising the following duties:

1. Inspections and calibrations of the transmission system, required monitors, metering and control systems, and any necessary repairs or adjustments.
2. Yearly equipment performance measurements or other tests as specified in the rules or terms of the radio station's license.
3. Review the radio station's records at least once a week to determine if required entries are being made correctly and to verify that the station has been operated within the rules and terms of the radio station's license. After completing this weekly review, the Chief Operator (or the person to whom this task has been delegated) must sign and date the log, make any necessary corrections, and advise the radio station's faculty manager of any recurring problems.

These designations are effective from this date until they are changed in writing and the new designations are posted.

In case of emergencies the Chief Operator may be contacted at the following addresses and telephone numbers:

Yours truly,

Charles G. Bailey, Ed. D.

Professor of Radio-Television Production and Management  
Faculty Manager, WMUL-FM



A STATE UNIVERSITY OF WEST VIRGINIA



# 5. On-Air Policies

## 5.A. Professionalism Policy

Because radio reaches people through words, music, and sounds, we expect all announcers to broadcast in a professional manner at all times. To facilitate professionalism at the station, guidelines have been developed that all on-air announcers will follow. Some of these guidelines are law and others are culled from the experiences of radio veterans. None of them are so strict as to prevent any WMUL-FM announcer from developing an individual style.

A criticism often heard about college radio is that it is nothing more than an “electronic sandbox”, a place for students to play disk jockey, with little control over on-air behavior and selection of music. Staff members will not find that situation at WMUL-FM.

The Station Philosophy lists a set of station goals. 1.E. Station Philosophy on Page 6. The on-air policies and the other policies contained in this manual ensure that the station philosophy is followed.

### **5.A.1. Three Good Rules For Radio Announcers:**

1. Know what to say.
2. Know how to say it.
3. Know when to say it.

### **5.A.2. Inappropriate Language**

By FCC Rule 73.3999 no inappropriate language is to be broadcast on WMUL-FM. This includes profanity, indecency, and obscenities. Use good judgment. Any use of inappropriate language affects the image of WMUL-FM and will not be permitted. 4.A.3. Station and FCC Policy Form on Page 66 and 4.C. Inappropriate Program Material Policy on Page 84.

### **5.A.3. Pronunciation**

Be careful with pronunciation of all words used during all broadcast shifts. Mispronunciations diminish the announcer’s credibility as a trusted source of information. Mispronunciations are more noticeable during news and sports broadcasts.

Reader's Notes

### 5.A.4. Unprofessional Behavior

Unprofessional behavior could be doing, permitting, or consenting to any of the examples listed below:

1. Giggling or smirking while reading PSAs, liner cards, or other material
2. Editorializing.
3. Mocking or otherwise commenting on recorded PSAs or Promos.
4. Criticizing other staff members.
5. Allowing unnecessary talk on-air.
6. Downgrading the audience, any type of music, or other radio stations.
7. Playing bootleg copies of music.
8. Holding conversations with off-mic studio guests.
9. Telling inside jokes with members of the station's staff.
10. Using crude, frivolous banter during interviews.
11. Referring to the promos and PSAs as commercials or using clichés like “gotta pay the bills”. WMUL-FM is a non-commercial station and does not air commercials. The promos and PSAs do not “pay the bills”.
12. Saying “You know” (If the audience knew, you would not be telling them).
13. Using WMUL-FM to broadcast personal messages to a specific listener.
14. Perpetuating stereotypes about or making fun of any group that may be considered “different” from mainstream society. This restriction covers race, ethnicity, nationality, religion, color, sex, age, disability (physical or mental), mental illness, sexual orientation, gender identity, gender expression, parental status, marital status, political affiliation, socioeconomic status or background, neuro(a)typicality, physical appearance, or body size.
15. Promoting the use of alcohol, tobacco and drugs.
16. Begging people to listen to WMUL-FM or to call in song requests.  
Promoting the station is one thing, but whining that we need more listeners or their feedback is unprofessional.

Staff members may request an evaluation from the Faculty Manager or the Graduate Student Station Manager at any time if they believe such feedback would enhance their on-air performance.

Violations of the professionalism policies will result in a written warning. If violations continue, you may be relieved of your on-air duties.



### 5.A.5. Other On-Air Behavior

Reader's Notes

While WMUL-FM is a student activity, the nature of broadcasting and its powerful effects on the listener make your work here subject to numerous rules of varying strictness.

1. Some of these rules are laws, mandated and enforced by the Federal Communications Commission. To break FCC rules is similar to breaking traffic laws. Sometimes you do get away with it and other times you get caught and have to face the consequences.
2. Other rules are station policy. They are put into effect to ensure that WMUL-FM maintains a consistent quality sound across the many musical formats we broadcast.
3. Finally, there are suggestions based on experience. Everyone desires to sound as good as possible over the air. Other people have made the mistakes for you. Follow their suggestions and you'll be great (or at least professional sounding).

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## 5.B. Guidelines For Music Formats

### **5.B.1. Guidelines for All DJs**

This section will address policies and suggestions for most of the formats. Similar problems specific to each format seem to come up every year. By reading the policies and suggestions for your format you should be able to avoid these problems.

No one is trying to stop you from having fun at WMUL-FM. But there is a reason that the station wins so many awards - the experienced staff members know how to program and operate a superior college radio station. We learned this from the students who came before us. And we want to graduate knowing that WMUL-FM will be in good hands. Within the limitations put on us by both the FCC and good programming practices, the veteran staff at WMUL-FM have all had a good time here. So can you.

WMUL-FM, as most radio stations, has what is called a clock. This means certain things are done at certain times. Printed copies of the clock are in the on-air studio. The clock is also built-in to the music log. If you follow the standard of always deleting an existing song from the playlist for every song you add, you will stay reasonably close to the clock. It is your obligation to plan your musical selections to fit the times between required breaks. Listen to a commercial radio station and notice how songs always end exactly on time for the news. That takes planning.

The rules for music clearance apply to all formats. 4.C. Inappropriate Program Material Policy on Page 84.

1. Breaks, weathers, etc. are to be broadcast at specific times. Read the liner, give the weather forecast, etc. when it is listed on the clock. Each break entry on the clock includes a window during which that item is to be broadcast. For example, there is usually a liner card at 38 to 40 minutes after the hour. This means that you will read the liner card between those two times. So plan your music.
2. Don't talk before or after the station ID at the top of the hour. It sounds awful. The pattern is song - ID - song. WMUL-FM policy requires the Legal ID to air between two (2) minutes before and four (4) minutes after the top of the hour. 4.B.1. Station Identification Policy on Page 75.







Reader's Notes

The important things to remember are that you are not Howard Stern and that Huntington is not New York or Los Angeles. This means no jokes about personal functions, sexual or excretory body parts, and any other crude remarks that may actually be funny but have no place on WMUL-FM. Stern and the other so-called "shock jocks" broadcast on commercial stations in major markets. Their controversial behavior and language is backed up by advertising dollars. Their parent companies are willing to pay any fines the FCC might impose on them.

Sometimes it is difficult for students to understand that being clean does not mean being bland. Jack Benny was the most successful radio comedian of all time. In over thirty years of running a top five national radio show, he never once uttered anything resembling a crude remark. More recent examples of comedians who "work clean" and are successful are Gabriel Iglesias, Jim Gaffigan, and Ellen Degeneres. Their humor is based on astute observations of life's little absurdities, presented through carefully honed and specific individual comic personas. No one expects you to reach the level of skill these comics have spent years achieving. But you do have to develop a sense of what is appropriate for the Huntington market audience.

### **5.B.3. Jazz**

WMUL-FM's Friday daytime format is a good training ground for new staff members. Shifts are short and the musical selections are long. Jazz is a good place to gradually learn the ropes of being on the radio. If you do know something about jazz and the recordings that you are playing, share that knowledge with the audience. If it is all new to you and opening that microphone sends chills down your spine, relax. Even the best DJs were new once. Just make certain you take a break from the music every two or three songs. If you are not comfortable ad-libbing - do not do it. Simply tell the listeners what they just heard and what is coming up. No need to be fancy - just coherent.



Reader's Notes

### 5.B.6. Streetbeat/Urban CHR Programming

This popular weekend format features urban contemporary music. Due to the nature of this format, there are many possible situations that have the potential for trouble. We will address them here to inform all announcers working this format.

Language can be a problem with some of the recordings. In 1993, the FCC fined a college radio station in New York State for playing an indecent rap song. No material with indecent or profane language can be broadcast on WMUL-FM at any time. [4.C. Inappropriate Program Material Policy](#) on Page 84 and [4.A.3. Station and FCC Policy Form](#) on Page 66. Air personnel violating this rule will be dismissed.

Streetbeat also serves as an informal community bulletin board. Public parties, dances and other gatherings of interest to our listeners are announced. WMUL-FM is proud to be an electronic gathering place for a listenership all but ignored by the commercial stations in this market. However, unless one is careful one may inadvertently broadcast a commercial or violate FCC payola and plugola restrictions. All announcements must follow FCC regulations and WMUL-FM policies. [4.B.6. Community Bulletin Board Policy](#) on Page 80. Announcements must be approved in advance by the Continuity Director before airing.





**ON-AIR & ONLINE 24/7  
REQUEST LINE (304) 696-6651  
HTTP://WWW.MARSHALL.EDU/WMUL**



**THE CUTTING EDGE  
OF MARSHALL UNIVERSITY**

**PROGRAM SCHEDULE**

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
<b>MORNING SHOWS (Variety)</b> 6:00 a.m. - 9:00 a.m.						
<b>BLUES</b> 9:00 a.m. - 5:00 p.m.	<b>ALTERNATIVE (Progressive Music)</b> 9:00 a.m. - 5:00 p.m.		<b>JAZZ</b> 9:00 a.m. - 5:00 p.m.		<b>GOSPEL MUSIC</b> 6:00 a.m. - Noon	
5:00 p.m. Edition of <b>NEWSCENTER 88</b> 5:00 p.m. - 5:30 p.m.				<b>ROCKIN' THROUGH THE AGES</b> Noon - 6:00 p.m.		
<b>SPECIAL PROGRAMMING *</b> 5:30 p.m. - 9:00 p.m.				<b>HERD ROUNDUP</b> 5:30 p.m. - 6:00 p.m.	<b>THE ROCK (Religious Music)</b> Noon - 6:00 a.m.	
<b>ALTERNATIVE (Progressive Music)</b> 9:00 p.m. - 6:00 a.m.				<b>STREETBEAT (Urban Music)</b> Thursday: 9:00 p.m. - 6:00 a.m. Friday: 6:00 p.m. - 6:00 a.m. Saturday: 6:00 p.m. - 6:00 a.m.		

Affiliated with the Associated Press • Live coverage of Marshall Football, Men's and Women's Soccer,  
Men's and Women's Basketball, Volleyball, Baseball and Softball \*

\* **SEE WEBSITE FOR COMPLETE LIST OF SPECIAL AND ATHLETIC PROGRAMMING**



Reader's Notes

Format producers and air staff may NOT make this decision. Internal music genres within any given format will be the direct responsibility of the Format Producer. Music selection and scheduling will be determined by a committee consisting of the Format Producer, Music Director, and Graduate Student Station Manager.

Those on-air announcers who do not follow the guidelines set forth for music formats will be excused from duty.

### 5.C.3. Proposals for New Formats

WMUL-FM is committed to established music formats of proven popularity for the bulk of its programming. However, the Board of Directors will consider suggestions for new formats.

Proposals must be submitted in writing (typed and double spaced) to the Graduate Student Station Manager. Put your name and phone number on the top of the page. You should defend the feasibility and suitability of your proposal. "I like this stuff" is not good enough.

Radio is a mass medium. Even though WMUL-FM is an alternative to commercial music stations, we still must consider our potential audience. A proposal for a weekly program of funeral dirges sung in Urdu will probably be turned down. But there is still great music out there that we may not have discovered yet and which would be appropriate for our audience.

Let us know about these sounds and we will give your format proposal serious consideration. Gospel is a relatively recent addition to the WMUL-FM schedule, brought to us by staff members who thought that the station and its audience would benefit if this music were presented. We agreed - and it is on the air. Your music format might be, too!

A genre of music need not have an entire format block devoted to it in order to find a place a WMUL-FM. A single program, lasting an hour or two, could be the perfect way to showcase a genre. An example from the past is "Snob Rock Live!", a program that featured live interviews and performances across genres.

### 5.C.4. Other Programming Proposals

The Student Board of Directors is happy to consider suggestions for public affairs, sports, news, and other types of programming. See the Graduate Student Station Manager for the proper form in which to submit your proposal.



## Individual Public Affairs / News Program Information Sheet

To be used to generate accurate Quarterly Issues and Programs Lists for the WMUL-FM Public File as required by the FCC.

Master Program Title: \_\_\_\_\_

Individual Program Title: \_\_\_\_\_

Air Date: \_\_\_\_/\_\_\_\_/\_\_\_\_ Air Time: \_\_\_\_\_:\_\_\_\_\_ Length of Program: \_\_\_\_\_

Host(s): \_\_\_\_\_

Station Department or JMC Class: \_\_\_\_\_

Producer: \_\_\_\_\_ Telephone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

Guest(s) (Include titles): \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Briefly describe the format of the program: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

What topic(s) did the program cover? Why is/are the topic(s) important to the Marshall University and / or Huntington community? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Signed (Program Producer): \_\_\_\_\_

## 5.D. Miscellaneous Policies

### 5.D.1. Noise Etiquette

When it is necessary to enter a studio, please do so as quietly as possible. NEVER enter Studio A when the “On Air” light over the left side of the door is illuminated. It will upset the announcer’s concentration and create noise that listeners will hear.

WMUL-FM is not completely soundproof. Thus it is important that every person be quiet when inside the WMUL-FM studio complex. The studio hallway leading to Studio A, the Staff Room, and Graduate Student Station Manager’s office are particularly sensitive areas. By talking loudly in the studio hallway, one may disturb people working in four studios at once!

Also, please observe the “SILENCE” light in the staff room when this light is illuminated.

One of the most popular old time radio shows was “Quiet, Please.” Good advice in this day and age, too.

### 5.D.2. Station Slogans

“The Cutting Edge”, “The Student Broadcast Voice of Marshall University”, and “Marshall University’s Cutting Edge” are NOT Legal I.D.s. These phrases are slogans and are some of the ways we have chosen to identify WMUL-FM on the air. It is important that all announcers on WMUL-FM refer to the station in the SAME way and not confuse the listener.

Announcers should never make up their own slogans that sound like official identifiers and use them on the air. Please stick to the approved ways to identify WMUL-FM.

When giving a station slogan, say it with pride, confidence, and sincerity. Those few words or letters represent WMUL-FM to many of us, and they will mean as much to the listener as the announcer can put into them.

The current station slogans for WMUL-FM are posted in the Studio A control room. If you have an idea for a slogan submit it to the Continuity Director in writing via the director’s mailbox in the staff room. The Board of Directors will discuss it. If it is good, the board may adopt it.



Reader's Notes

### 5.D.4. Request Line

The WMUL-FM request line number is 304-696-6651. This number and the staff room number (304-696-6640) are the ONLY two numbers given out over the air. The staff room number should only be given when you have been asked to do so by the Graduate Student Station Manager or the Promotions Director.

Please remember that only a tiny segment of WMUL-FM's listening audiences use the request line and these callers do not reflect the tastes of all our audiences. For this reason programming exclusively by requests would be a terrible mistake. If the format you are working has a rotation, do not break this rotation to play a request. It has to wait its turn.

Never promise a caller that you will play a song. Usually, the only correct response to a song request is "I'll try to get that on for you." That way if you cannot play the song for some reason, the listener will give you the benefit of the doubt.

Exceptions to this:

1. When listeners call and ask for songs from a different format. People do call even when they are not actually listening. Never act as if these people are stupid. Simply tell them when the format they want will be on the air.
2. When the listener has just tuned in and doesn't realize that the song has been played within the last four hours. Ask if they have another request.
3. This one is fun: When the listener calls and requests a song you have just cued up. It is a pleasure to say, "Coming right up!".

Never tell the audience over the air that a particular song request could not be found. This is pointing out either a shortcoming of the on-air announcer or the station that is best left unspoken. Play another song by the same artist or a similar song, if at all possible.

**REMEMBER**

Never beg your listeners to call with their requests after you give the request line number. Telephone calls are not an indication about whether or not people are listening to WMUL-FM's programs.





Reader's Notes

### **5.D.6. Information Overload**

Information overload means giving the listener too much information during one break or stop set. When this happens, the listener is unable to retain all the information transmitted. Overload is something that could happen to any announcer. Following the clock helps prevent overload.

### **5.D.7. Policy for Addressing Listeners' Complaints**

Listeners may complain by telephone, letter, email, or in person about interference or a program's content. Staff members should not attempt to handle the complaints. Direct listeners to the Faculty Manager's office, CB 211AA. However, if staff members receive complaint over the telephone, they should treat the complainant with utmost courtesy. Never resort to rudeness, abusiveness, or cuteness. Give the listener the Faculty Manager's phone number, (304) 696-2294. Keep this information in mind when interacting with the public.

WMUL-FM operates under an FCC license. People with complaints may go directly to the FCC for resolution if they think that WMUL-FM is not responsive to their complaint - even before the station has attempted to resolve the problem. We believe that we should be able to handle our problems without involving the FCC.

Complaints from listeners about the way they were treated by any staff member will result in disciplinary action against that staff member.



## 5.E. Voice-Tracking Policy

### **5.E.1 Policy on Directors' Airshifts**

Any director who has not operated a live DJ shift must carry a live DJ shift of at least one-hour during that director's first semester as a director. The airshift must be a DJ shift, not playing host, anchoring, or board-operating a program.

The purpose of this policy is to make certain that every director has a minimal familiarity with the On-Air Studio. The kind of familiarity that can only come with regular use of the studio.

Every director who has conducted a live DJ shift for at least one semester will then be permitted to play host on a Voice-Tracked show, provided time-slots are available.

### **5.E.2. Policy on General Staff Voice-Tracking**

1. Any DJ who conducted a DJ shift for four (4) complete semesters and has attended them consistently is generally eligible to host a Voice-Tracked show.
  - a. "Semester" is defined as the regular fall and spring schedules, as well as winter and summer breaks. Thanksgiving and spring breaks and finals weeks are excluded due to their short duration.
  - b. Consistent attendance is defined as absent for not more than thirty (30) percent of the possible shifts. Shifts canceled or mostly ( $\geq 50$  percent of duration) canceled due to sporting events or other special programming, do not count against attendance.
2. Any DJ who agrees to do a Voice-Tracked program must also complete a live DJ program of equal duration.
  - a. The Board of Directors will monitor attendance of the live DJ shift and may revoke the Voice-Tracked show if the DJ is absent without excuse for more than two (2) live shifts.
3. The Board of Directors has discretion to offer or not offer a Voice-Track program to each DJ, regardless of these policies. Overriding these policies requires a 3/4 majority of the Board of Directors.
4. At the beginning of the regular schedule, the Board of Directors will identify those DJ to whom it wishes to offer Voice-Track shows and contact them directly to offer shows.



Reader's Notes

## 5.F. Policies for Non-Safety-Related Emergencies

### **5.F.1. Programming Emergencies**

A programming emergency arises when certain difficulties make regularly scheduled programming impossible. This does not include any technical problems with a single computer playback workstation, turntable, CD player, etc. Other equipment in Studio A can be used to play recorded material. Other computers are available for on-air playback.

Programming emergencies DO include pre-recorded programs not being available for air play, no one showing up to play host for a scheduled live discussion show, and phone lines dying during a sports remote. All these things and more have happened at various times at every radio station in the world. The way these emergencies are handled by the board operator is what sets the true professional apart from the amateur.

In all cases, when you believe a programming emergency exists, use the following guidelines.

1. Try to handle the situation yourself. If a pre-recorded program that appears on the schedule is not available for play, substitute music programming. Use your good judgment. If possible, the music should be from the format usually broadcast during that time slot. For example, on Monday between 5 p.m. and midnight, substitute Alternative music.
2. Contact the Program Coordinator for instructions.
3. If the Program Coordinator is unavailable, call the Graduate Student Station Manager, Operations Manager, or Faculty Manager (in that order). The telephone numbers are posted in the on-air studio.

It is to the staff member's advantage to handle these problems without calling station management whenever possible.





# Equipment Discrepancy Form

This form is to be used in the event that a staff member finds any faulty or missing equipment.

Date: \_\_\_\_\_ Time: \_\_\_\_\_

Name: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Item missing or in need of repair: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Where is (or was) the item located? \_\_\_\_\_

Briefly describe the problem(s) with the item: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Signature: \_\_\_\_\_

Remove the form from the binder and place it in the Operations Manager's mail box.







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# G. Glossary

This glossary is identical to the ones at the ends of the other two volumes. Some terms are included to provide a general reference and knowledge about the field of radio.

**Air Check:** (1) A recording of an Airshift that focuses on the announcer.

Air checks can be used to critique the announcer's performance or as a component of the announcer's on-air portfolio.

(2) The master title of a documentary / public affairs program that is produced by WMUL-FM.

**Airshift:** A regularly scheduled time in which the operator is on-air, or in control of Studio A. The operator may be DJing or acting as part of a news, sports, or public affairs program to put programming on the air.

**AMBER Alert:** (America's Missing: Broadcast Emergency Response) A type of EAS message to alert citizens to, and provide information about, missing children. 12.B. Emergency Alert System (EAS) in Volume II.

**Analog:** In audio, a way of recording, storing, transmitting, and reproducing sound that produces a sound wave similar to the original wave.

Phonograph records, standard audio tape, and speaker/headphone systems are examples of analog audio.

**Associated Press Wire Service:** A news-gathering cooperative to which WMUL-FM subscribes. It provides news, sports, and weather copy. The wire service material is used to supplement WMUL-FM's news gathering resources.

**AUD:** Pronounced "Audition". One of the output busses of an audio console. Typically used with the phone module and to choose which sources are sent to remote sites. 9.A.1. Source Channels on the Console and 9.A.9. The SuperPhone Module in Volume II.

**Audio Console:** The device at the center of a radio studio responsible for amplifying, routing, and mixing audio signals. 9.A. AudioArts D-75 Audio Console in Volume II.

**Audition:** (1) One of the output busses of an audio console. *Also read AUD.*  
(2) Assessing material or talent in advance of production.

Reader's Notes

**Automatic Mode:** A mode in WMUL-FM's computer playback system where the system keeps playing songs until it hits a stop transition or runs out of log. *Also read Live Assist Mode and Manual Mode.* [14.D.6. Mode Indicator Button \(6\)](#) in Volume III.

**Back-Announce / Back-Sell:** To announce the song that just played. E.G.: "That was Seven Years by Single-Celled Paramecium." *Also read Front-Announce.*

**Board of Directors:** The group of students who run the day-to-day operations of WMUL-FM. [2.D. Station Hierarchy](#) in Volume I.

**Board of Governors:** The governing board of Marshall University and the ultimate owner of WMUL-FM. Most of the members of the Board of Governors are appointed by the Governor of West Virginia.

**Board-Operate / Board-Op:** To run the on-air audio console and computer playback. The term is almost exclusively used for a news or sports program, but DJing is also a form of board-oping.

**Board-Operator:** A person who is board-oping.

**Board, The:** *Also read Audio Console.*

**Bulletin Board:** A pre-recorded announcement listing nearby events that are of interest to the audience. [4.B.6. Community Bulletin Board Policy](#) in Volume I.

**Business Hours:** The time frame when WMUL-FM is open to the public's business. 9:00 a.m. to 5:00 p.m., Monday-Friday.

**Button Log Widget:** The Left-Hand side of RD AirPlay. It displays the current and next six songs. [14.E.1. Button Log](#) in Volume III.

**Call to Action:** Words that direct or encourage someone to do something. E.G.: "Buy my book!" [4.B.4 Commercial Announcements](#) in Volume I.

**Cart:**

1. A single song within Rivendell Radio Automation. Can consist of one or more cuts. *Also read Cut.* [14.A. Carts, Cuts, Cart Numbers, Groups, and Scheduler Codes](#) in Volume III.
2. A magnetic-tape based object for storing pre-recorded announcements. No longer used by WMUL-FM.

**Cart Machine:** A magnetic-tape based device for airing pre-recorded announcements (Which are stored on carts). No longer used by WMUL-FM. *Also read Cart.*

**Cart Number:** The six (6) digit number that uniquely identifies a Cart within Rivendell Radio Automation. *Also read Cart. 14.A. Carts, Cuts, Cart Numbers, Groups, and Scheduler Codes* in Volume III.

**Cassette, Audio / Cassette Deck:** A form of audio tape. Historically used by consumers for music and by WMUL-FM for field recordings (news interviews, etc.).

**Channel:** An input on an audio console, along with the controls for that input. 9.A.1. Source Channels on the Console on Page 91 of Volume II.

**Clock:** *Read Program Clock and Wall Clock.*

**Codec:** An abbreviation of coder/decoder. A device or software program that encodes audio into a digital format for transmission over a modem or internet connection.

**Commercial:** A commercial is an announcement (usually paid) made on behalf of a for-profit entity. E.G. "Drink Tantrum!". 4.B.4 Commercial Announcements in Volume I.

**Compact Disk (CD) / CD Player:** A device to play back a digitally encoded disk using a laser that reads the code on the disk. 10.I. CD Players in Volume II.

**Control Room:** (Or "CR") On audio console markings, the room (on-air studio) containing the audio console. E.G. A "CR Mic" is a microphone in the same room as the audio console. *Also read Studio.*

**Cue:** A special buss on the console attached to a small speaker. It allows the operator to preview a piece of audio before placing it on-air. 9.A.4. Using the Cue in Volume II.

**Cut:** A single peice of audio inside a cart. *Also read Cart. 15.B.10. Carts with Multiple Cuts* in Volume III.

**Dead Air:** Silence over the air. At WMUL-FM, an alarm will sound when this happens. The alarm will be audible throughout the complex.

**Delay Box:** A device that delays the audio before it goes over the air. It allows accidental unacceptable material to be removed from live programs. 10.D. Broadcast Delay Box in Volume II.

**Digital:** In audio, a way of recording, storing, transmitting, and reproducing sound based on the translation of the original sound source into a binary computer language.

**Digital Router:** A device that allows audio throughout the station to be re-routed. 10.D. Broadcast Delay Box in Volume II.

Reader's Notes

**Director, Coordinator, Librarian:** Different titles for members of the Board of Directors. The different titles reflect slightly different emphasis on the duties of the position. [2.D. Station Hierarchy](#) in Volume I.

**Disk Jockey (DJ):** An announcer who plays host of a music program.

**DJ Shift:** An air shift during which the announcer is producing a program of pre-recorded music selections.

**EAS:** *Also read Emergency Alert System.*

**EAS Receiver Check:** A once-a-day check of the EAS receiver. [8.C.2. How to Complete the Daily EAS Receiver Check](#) in Volume II.

**Emergency Alert System:** A federal network for alerting the public of war, natural disaster and other emergency situations. [12.B. Emergency Alert System \(EAS\)](#) in Volume II.

**Equipment Discrepancy Form:** A form to alert the Operations Manager of problems with equipment. [5.F.4. Equipment Discrepancy Form](#) in Volume I.

**FCC:** *Also read Federal Communications Commission.*

**Federal Communications Commission:** The federal government entity that regulates radio broadcasting (among many other things).

**Feedback Loop:** Reamplification of a sound, resulting in a loud squeal from a loudspeaker. This is often caused by microphone pickup of the output of a speaker that is carrying the audio from the microphone.

**Flash Recorder:** A device that can record the W-PGM signal to a computer file and copies that file to the file server. [10.E. Using the Flash Recorder in Studio A](#) in Volume II.

**Format:** A radio station's programming strategy, utilized to attract a particular audience. The mix of all elements of a station's sound, including the type of music played and style of announcing. *Also read Music Format.* [5.B.10. Station Format](#) in Volume I.

**Format Producer:** A subordinate to the Music Director. Each format producer is in charge of a specific format. [2.D.4.b. The Student Board of Directors](#) in Volume I.

**Front-Announce / Front-Sell:** To announce songs before they are played.

E.G.: "Here's The Marionberry Reduction with their new release Redshirts".

**Full Log Widget:** A component of Rivendell Radio Automation that displays, and allows the user to edit, the full day's log. [14.E.3. Full Log](#) in Volume III.

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**Group:** In Rivendell Radio Automation, songs are organized into groups that represent the different formats. *See also Cart Numbers, Scheduler Codes.*

14.A. Carts, Cuts, Cart Numbers, Groups, and Scheduler Codes in Volume III.

**Hertz (Hz):** A unit of frequency, also called cycles per second. Named for Heinrich Hertz, whose scientific discoveries made radio transmission possible.

**Indecency:** Indecent programming contains patently offensive sexual or excretory material that does not rise to the level of obscenity. 4.C. Inappropriate Program Material Policy in Volume I.

**Legal ID:** An announcement that includes the station's call letters followed by its community of license. Must air every hour at the top of the hour. 4.B.1. Station Identification Policy in Volume I.

**Levels:** The VU level (volume) of a piece of audio. Adjusted with slide-faders and monitored with VU Meters. *See also VU Meter.* 9.A.2. VU Meters on the Console in Volume II.

**Live Assist Mode:** A mode in WMUL-FM's computer playback system. WMUL-FM does not use this mode. *See also Automatic Mode and Manual Mode.* 14.D.6. Mode Indicator Button (6) in Volume III.

**Logs:** *See Operator Logs.*

**Manual Mode:** A mode in WMUL-FM's computer playback system where the system stops after each song plays. *See Automatic Mode and Live Assist Mode.* 14.D.6. Mode Indicator Button (6) in Volume III.

**Marti RPU:** A device for sending audio from a remote site back to the station. It uses a 450 MHz radio link. 3.E.1. Marti Remote Broadcast Transmitters in Volume I.

**Modulation Monitor:** A device for monitoring the actual on-air signal as it is being transmitted. 9.E. Modulation Monitor in Volume II.

**MP3 Format:** A file format for storing audio files. It uses less space than a WAV formatted file by sacrificing audio quality. MP3s are not to be used at WMUL-FM. The only exceptions are MP3s that come to the Music Director from music promoters, when no other formats for the songs or liners are available.

**Music Format:** A block of time devoted to a particular type of music.

Reader's Notes

**Music Log:** A record of which songs have played during a particular time period. May be required by the Music Director, a format producer, or by WMUL-FM's contracts with performance rights organizations.

[8.K. Music Logs](#) in Volume II.

**News Package:** A audio cut containing a reporter's voice combined with interview sound bites, and natural sound.

**Obscenity:** A work, taken as a whole, that has sexual material that lacks serious literary, artistic, political, or scientific interest. [4.C. Inappropriate Program Material Policy](#) in Volume I.

**On-Air Operator:** A person who is in control of the console in Studio A (Control Room) and is monitoring the transmitter.

**On-Air Producer:** A person who produces material for airing on WMUL-FM.

**Operations Log:** One of two operator logs that each on-air operator will complete during every air shift. It provides a record of compliance that the transmitter is operating within its authorized power range (90%-105%). It also records compliance with the daily EAS receiver check.

[8.C. The Operations Log](#) in Volume II.

**Operator Logs:** The pair of logs that each operator will complete during every air shift. These are WMUL-FM's official record of what was aired during a particular broadcast day, and who aired it. *See also Operations Log, Program / Announcer Log.* [8. WMUL-FM's Operator Logs](#) in Volume II.

**Over-Modulated:** When the level of an audio signal is amplified too high and the signal distorts.

**Patch Panel:** An auxiliary device that allows certain pieces of equipment in the air chain to be by-passed or routed to other destinations through the use of patch cables. [10.B. Patch Panel](#) in Volume II.

**Payola:** The practice of giving or accepting undisclosed consideration to influence program selection or content. [4.B.7. Payola and Plugola](#) in Volume I.

**PGM:** Pronounced "Program". One of the output busses of the audio console. Any channel intended to go over the air must be in PGM. [9.A.1. Source Channels on the Console](#) in Volume II.

**PICON:** Public Interest, Convenience, Or Necessity. Usually shorted to "the public interest". [4.A. You, WMUL-FM and the FCC](#) in Volume I.

**Plugola:** Plugola deals with "plugs" by station personnel with respect to services or commodities promoted over the station where the station itself or its



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personnel have a financial interest in the object being promoted.

4.B.7. Payola and Plugola in Volume I.

**Post:** The point in a song where the lyrics begin.

**Profanity:** Language so grossly offensive to members of the public who actually hear it as to amount to a nuisance. 4.C. Inappropriate Program Material Policy in Volume I.

**Program / Announcer Log:** One of two operator logs that each on-air operator will complete during every air shift. It provides a record of which programming aired when and who produced it. 8.B. The Program / Announcer Log in Volume II.

**Program Clock:** The list and description of the major events that are to occur during a DJ shift or program. *See also Wall Clock.*

**Programming:** The selection and arrangement of music, speech, and other program elements in such a manner that appeals to WMUL-FM's listeners.

**Promo:** An announcement made by the station that promotes its own programming or events. E.G. "Tune in to Herd Roundup". 3.D.3. Promotional Announcements Policy in Volume I.

**PSA:** *Also read Public Service Announcement.*

**Public File:** *Also read Public Inspection File.*

**Public Inspection File:** A file containing of certain records about the station. The FCC requires that this file be maintained and made available to public inspection. 4.E. WMUL-FM's Online Public Inspection File in Volume I.

**Public Service Announcement:** An announcement (usually unpaid) made to provide the public with needed information or to promote the public good. E.G. "Don't Drink and Drive". 3.D.4. Public Service Announcements Policy in Volume I.

**RD AirPlay:** A component of the computer playback system. This is the program through which most audio is played. 14.C. RD AirPlay Overview in Volume III.

**RD Library:** A component of the computer playback system that allows the operator to search and browse all the available audio. 14.H. RD Library (Searching) and 15.B. RD Library (Managing) in Volume III.

**RD Log Edit:** A auxiliary software program that is part of the computer playback system. It allows the logs to be editing prior to airing. 15.A. RD Log Edit in Volume III.

Reader's Notes

**RD Panel / Sound Panel Widget:** A component of the computer playback system that allows playing arbitrary audio cuts. [14.F. The Sound Panel and RD Panel](#) in Volume III.

**Required Monthly Test:** A test of the Emergency Alert System that includes header codes, attention tone, a script, and end-of-message codes. These tests originate outside WMUL-FM and are retransmitted by WMUL-FM. [12.B. Emergency Alert System \(EAS\)](#) in Volume II.

**Required Weekly Test:** A test of the Emergency Alert System that includes only header and end-of-message codes. WMUL-FM receives these tests and originates its own tests. [12.B. Emergency Alert System \(EAS\)](#) in Volume II.

**Riding the Gain:** The board-operator paying close attention to the volume level of the audio signals to ensure that the program is not over-modulated for extended periods of time.

**Rivendell Radio Automation:** The computer playback system that WMUL-FM uses for on-air playback.

**SFX:** *Also read Sound Effects.*

**Skimmer:** A digital device that constantly records what is airing and saves those recordings to computer files. [10.F. Using the Skimmer](#) in Volume II.

**Sound Effects:** Any sound, other than music or speech, that is used to help create an image, evoke an emotion, compress time, clarify a situation, or reinforce a message.

**Sound Panel Widget / RD Panel:** See RD Panel / Sound Panel Widget.

**Sound Recording Performance Complement:** A law that restricts the music programming decisions of webcast stations. [4.B.2. "Sound Recording Performance Complement" Policy](#) in Volume I.

**Station ID:** *Also read Legal ID.*

**Studio:** When marked on an audio console, "studio" refers to an attached room with additional microphones. (At WMUL-FM, this usually refers to the Classroom / Performance Studio.)

**SuperPhone:** A module on an audio console that helps connect remote sources including telephone lines. [9.A.9. The SuperPhone Module](#) in Volume II.

**Underwriting:** Donations to the station to cover operating costs or to a specific program. Can also refer to the announcements made in acknowledgment of the donation. [4.B.8. Underwriting Policy](#) in Volume I.

**Voice-Tracking:** A pre-recorded a DJ shift using a computer program to insert voice-over segments between musical selections. The shift is played back at a later time, thus eliminating the need for a live DJ to be on duty during that time. 5.E. Voice-Tracking Policy in Volume I and 15.D. Voice-Tracking in Volume III.

**Volume Unit (VU) Meter:** A component of an audio console that measures the audio going through the console and provides a visual readout of loudness. 9.A.2. VU Meters on the Console in Volume II.

**Wall Clock:** The actual clock telling what time it is. *Also read Program Clock.*

**WAV Format:** Digital sound files stored in a Microsoft pulse-code-modulation format. Typical setting for a WAV format at WMUL-FM is 16-bit, 44.1 kHz, stereo.

**Widget:** A component of the computer playback system.

**Working Hours:** The hours during which the station is open to staff members for work. 9:00 a.m. - 9:00 p.m., Monday-Thursday, 9:00 a.m. - 5:30 p.m. Friday.

**W-PGM:** The audio signal that is being sent to the transmitter, but before it goes through the delay box.

**WMUL Air:** The audio signal after it has been transmitted and received by the Modulation Monitor.

**XLR Connector:** A type of three-pin connector commonly used with microphones at the radio station. Some connectors have a push-lever mounted on the female connector that locks the connectors in place. It makes a snap when making the connection. To remove, press the lever and remove the male end by the connector; do not ever pull on the wire.

**XY Controller:** The user interface for the Digital Router. 10.A. Digital Router in Volume II.