

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

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August 2023 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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Some glossary definitions (Part G) are taken from
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Tenth Edition
Hausman, Messere, Benoit, and O’Donnell

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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 August 2023 edition is a 161-page book with a picture of an drum kit on the cover. Parts 9-12 cover Studio A in detail.

Volume III - Computer Playback (Automation) 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 August 2023 edition is a 147-page document with a picture of a wall of audio cassettes 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/ 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.

Reader's Notes

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

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.

Reader's Notes

2.B. Recruitment of New Staff Members

New volunteer staff members are recruited at the beginning of each semester at a well-promoted new staff meeting. Veteran staff members are also encouraged to solicit new volunteers from among their friends and acquaintances.

Perhaps a veteran staff member knows someone who is especially knowledgeable or enthusiastic about one of WMUL-FM's formats. A friend with a passion for sports, news, or another topic we cover may find that WMUL-FM is the place to share that passion. Someone who has a good voice - and likes to let people know it - might find the perfect activity at WMUL-FM! Bring anyone who is interested to the station!

Because of space considerations, not all volunteers will be assigned shifts at WMUL-FM. If an airshift becomes available later in the semester, it will be offered to the unassigned volunteers first.

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.

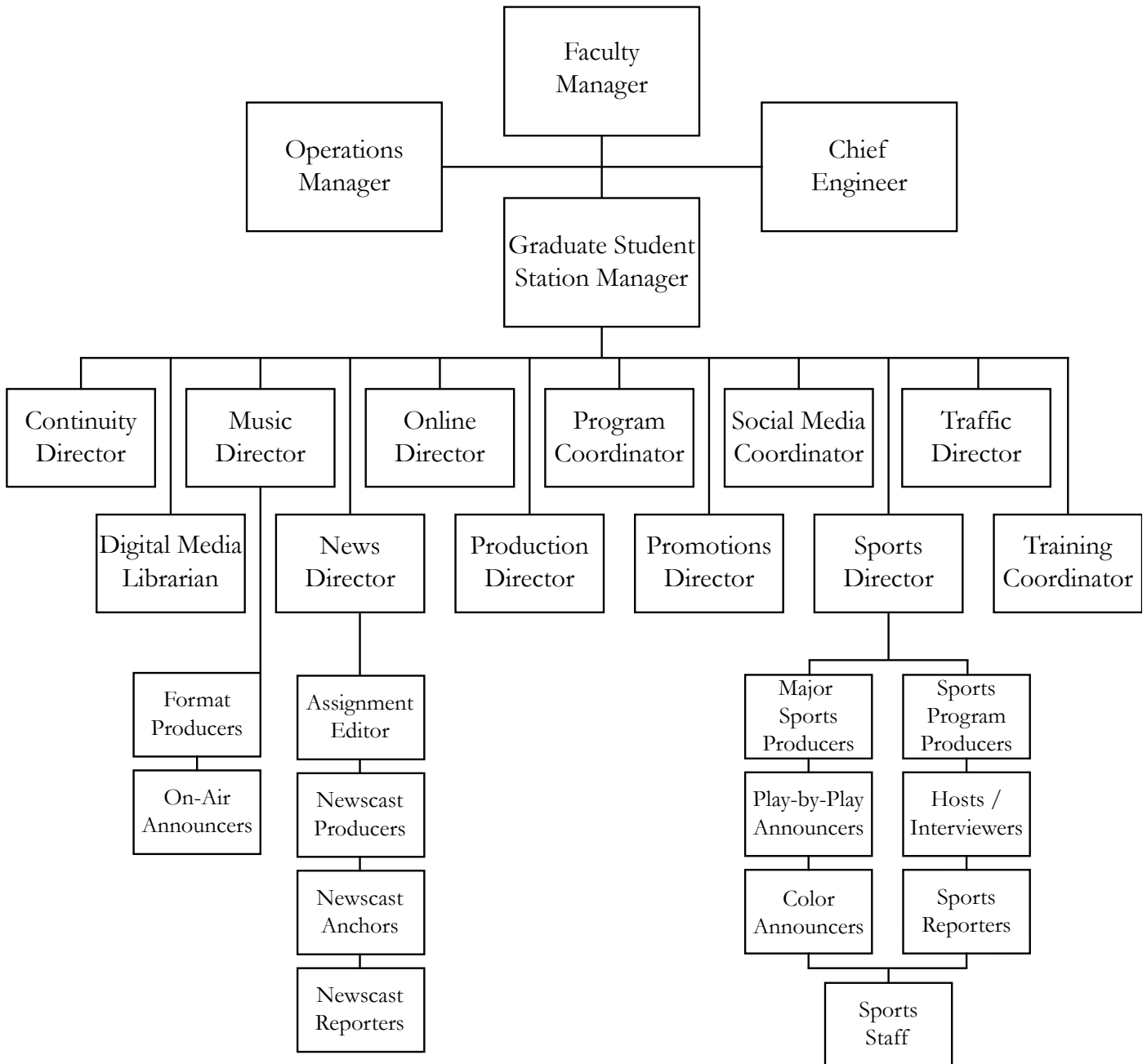
Appropriate notices soliciting qualified applicants are forwarded to minority organizations on campus and in the community. These notices are in accordance with the Marshall University Affirmative Action Program. WMUL-FM is an equal opportunity student activity.

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 paid for twenty (20) hours per week.

Executive Director

When no graduate students are available, 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.

2.D.4.b. The Student Board of Directors

Each major department at WMUL-FM has a director or coordinator.

That individual is chosen to head the department for one semester.

The term "coordinator" reflects only a slightly different emphasis in the duties of those positions. The rights and obligations are the same as for directorships.

Coordinators are full, voting members of the board. Format producers are NOT members of the board of directors.

The following list is presented in alphabetical order.

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 or music scheduling 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 Newsroom 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. 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.

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.

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.

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/ .

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 logs accurately reflect when you ceased and resumed your program. You will have to sign off and back on again on both logs.

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.

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.

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, X (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 X (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

See [8. 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 and at 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, John Deaver Drinko library, Second 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.

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.4 Commercial Announcements

Reader's Notes

WMUL-FM is a non-commercial, educational radio station. That means that the station may not promote for-profit businesses or individuals. Prohibited behavior includes:

- **Calls to Action:** E.G. “Buy a new Thunder-Cougar-Falcon-Bird!”, or “Eat at Bob’s”
- **Prices:** E.G. “\$3 domestic, \$4 imports”
- **Inducement to Buy:** E.G. “Ladies drink free”, “First ten customers get a free Lorax.”

These prohibitions apply whether it is a paid announcement or not. Airing these types of announcements would violate the non-commercial nature of WMUL-FM’s license.

TERMINOLOGY

Many people confuse commercials, promos, and PSAs.

A commercial is an announcement (usually paid) made on behalf of a for-profit entity. E.G. “Drink Tantrum!”.

A promo is an announcement made by the station that promotes its own programming or events. E.G. “Tune in to Herd Roundup”.

A PSA or public service announcement is 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”.

4.B.5. Libel and Invasion of Privacy

Whether you are reporting for Newscenter 88, the FM-88 Sports Report, interviewing a band, or just conducting a one-hour DJ shift, you are subject to libel and privacy laws.

Libel is publishing information that is false and that harms someone’s reputation. A person or organization who has been libeled can sue you, the station, and Marshall University.

A full discussion of libel law is too extensive for this manual. The Student Press Law Center has an excellent discussion of the topic:

<https://splc.org/2001/06/libel-law/> .

Reader's Notes

Invasion of Privacy is another legal stumbling block that can easily create trouble for announcers. Invasion of privacy would include public disclosure of private and embarrassing facts, false light, and intrusion. Again, a full discussion would take several pages, and the Student Press Law Center has an excellent discussion: <https://splc.org/2011/06/invasion-of-privacy-law/> .

4.B.6. 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.6.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.

Our in-house rules (do not announce these over the air) for promotions and giveaways are:

- 1. All prizes will be kept in the Promotion Director's cabinet.
- 2. Any member of the WMUL-FM Student Board of Directors present is authorized to present smaller prizes to winners when they come to claim them.
- 3. Larger prizes should be given out by the Graduate Student Station Manager or the Promotions Director.

4.B.6.b. FCC Rules Regarding On-Air Contests

The FCC has very strict but simple regulations about promotions. The FCC amended its contest rules to permit posting rules on the Internet. The amended rules went into effect February 12, 2016.

- 1. The material terms of the contest must be fully and accurately disclosed. Such disclosure may be over the air or via a publicly available post on the station's website.

FCC Rule 73.1216, Note 1b states: "Although the material terms may vary widely depending upon the exact nature of the contest, they will generally include: how to enter or participate; eligibility restrictions; entry deadline dates; whether prizes can be won; when prizes can be won; the extent, nature and value of prizes; basis for valuation of prizes; time and means of selection of winners; and/or tie-breaking procedures."

- 2. The contest shall be conducted substantially as announced.
- 3. No contest description shall be false, misleading, or deceptive with respect to any material term.
- 4. If disclosure of contest rules is via on-air announcement, disclosures must be made periodically. Rule disclosures may air separately from announcements promoting the contest itself.

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.7. 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.9. 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. It is very easy to cross the line from acknowledging a donation to promoting a for-profit 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.

Reader's Notes

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-indecnt-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.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.

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. Emergency Alert System

The Emergency Alert System (EAS) is a nationwide network of electronic media facilities. It is used to warn the public of emergency situations.

See [12.B. Emergency Alert System \(EAS\)](#) in Volume II for the technical details.

WMUL-FM receives alerts from its assigned monitoring sources. These assignments are mandated by the “West Virginia Emergency Alert System Operational Plan”. This plan outlines the organization and implementation of the Emergency Alert System for all West Virginia radio stations.

The station is required by law to forward alerts with the following event code.

- National Emergency Message (EAN)
- Required Monthly Test (RMT)
- National Periodic Test (NPT)

WMUL-FM voluntarily relays warning and emergency messages for the listening area.

The DJs only duties toward the EAS are the Required Weekly Test and the Daily EAS Receiver Check. The Sage EAS Endec will automatically seize the on-air feed and forward any alerts that need to be forwarded.

4.D.1. The Required Weekly Test (Transmitted)

The Required Weekly Test (RWT) lasts about ten (10) seconds. It consists of the EAS header codes followed immediately by the End-Of-Message codes.

The FCC requires WMUL-FM to transmit one of these tests each week at a random day and time. The Sage Endec is programmed to automatically run these tests. Since the automatic system has never missed a test, it can safely be relied upon.

The automatic system keeps WMUL-FM compliant with the weekly test rules. However, all operators must still know how to transmit a Required Weekly Test.

An FCC inspector, State Fire Marshall, Civil Defense Coordinator, State EAS Coordinator, or a member of WMUL-FM’s management may enter the studio and require you to send a test.

Instructions on how to perform a RWT are posted in Studio A. They are tacked to the cork-board on the right-hand wall of Studio A. The top of the page says, “Emergency Alert System (EAS) Required Weekly Test Instructions”.

See [7.D.1. How to Send a Required Weekly Test](#) in Volume II.

Reader's Notes

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 morning show operator.

Load the "EAS Receiver Check" tab in the WMUL Logs webapp. It will list the date that the most recent check was performed. If a check was performed today, nothing more is needed. If a check has not been completed today, 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 WDGG, 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 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.

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.

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.
17. Going into excessive detail about personal matters. **DO NOT INVITE THE LISTENER TO STALK YOU!** Saying that you and your girlfriend are moving into together is fine. Saying that this Saturday, you and your girlfriend Annie Edison are moving into a second floor apartment on the corner of Sycamore Street and Lee Avenue is too much detail.

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. All music must come from the station's computer playback system (Rivendell Radio Automation), Compact Disk, or Vinyl record. Any music ingested into the computer playback system must come from either CD, Vinyl record, or legitimate digital download provided by the band or music promoter. All digital downloads must be sent to the music director or format producer. No music is to be played, or dubbed, from online sources such as Spotify, Pandora, or YouTube.
3. 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.
4. The stop sets (breaks) for the WEATHER are to be done as follows:
 - a. Before the song ends, insert the weather bed into the log.

There is a note in the playlist that includes the cart number for the weather bed. The station constructs the playlist this way so that, when there is no DJ, the computer skips directly from the PSA to the next song.
 - b. Back announce the last song you played. Tell the audience what they just heard.
 - c. Tell the listeners you'll be right back with the weather and tease the artist that will play after the weather.
 - d. Play the scheduled hourly promo, regular promo, and PSA.
 - e. Play the weather intro/bed and read the weather forecast.
 - f. Hit start on the song. The computer will automatically fade out the weather bed.

Weather stop sets are the wrong place for one to engage in much banter. The listener is getting a lot of information at once, so stick to the weather.

5. Take a break every two or three songs, depending on their lengths. Use station imaging located in the imaging groups to transition between songs when talking would seem inappropriate. Listeners enjoy and expect these breaks.
6. Read the upcoming liner card OUT LOUD before it is time for you to read it live. Nothing sounds more amateurish than an announcer stumbling through an unfamiliar piece of copy.

Reader's Notes

5.B.1.a. Additional Guidelines for DJs

Other situations have cropped up in the past that leave the station open to problems that are best avoided. Here are a few:

1. WMUL-FM policy does not mention dedications or requests by name.

We have no way of checking on the validity of these calls. This leaves the station open for a lawsuit if a phony or embarrassing dedication or request is made.

2. No outside firm, organization, or group will be credited as the producer of live music format programming at WMUL-FM. Only prerecorded programs will receive a credit for being produced by any entity other than WMUL-FM.

3. You must receive permission from the Faculty Manager to broadcast with two or more announcers. Generally, we reserve this privilege for morning shows. One shift, one DJ.

4. Unless your program features guests as part of its normal format, you must receive permission from station management prior to having in-studio guests. Requests to have a guest must be made at least 24 hours in advance.

5. No one except the on-air announcer or a member of the WMUL-FM staff is permitted to answer the phone in Studio A. 3.F.3. Telephone Etiquette on Page 54.

5.B.2. Morning Shows

Morning show DJs have the most freedom - as far as amount of time spent talking - of any format at WMUL-FM. You will be expected to be funny and prepare comedy material, both written and recorded, for airing during your shift. Because comedy is so subjective, some listeners will think you are hilarious and others will think you are a bore. Who's to say? Just have plenty of material on hand.

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.

Reader's Notes

5.B.5. General Guidelines for Weekend Formats

All weekend personnel must be trained by the Training Coordinator or training staffer before doing their first shifts. Call the station during the week for an appointment. No format producer may train new staff members.

All professionalism policies apply to weekend staff whether students or community volunteers.

The station is not a hangout. Unauthorized visitors will be asked to leave immediately. There will be NO exceptions to this rule. A weekend duty director is assigned to drop in on the station at random times. Having your friends kicked out is very embarrassing. Being fired in front of them is even more so.

NOTE

Unauthorized persons in the station complex, or roaming the hallways of the Communications Building or Smith Hall after business or class hours may be arrested for trespassing by Marshall University Police.

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.7. Community Bulletin Board Policy on Page 80. Announcements must be approved in advance by the Continuity Director before airing.

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.

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.

5.D.5. Weather

The weather is some of the most important information that WMUL-FM delivers to its audiences. Our listeners make plans, pick out clothing, and carry or do not carry umbrellas based on what is heard during our weather forecasts.

The current board operator is responsible for obtaining the most recent forecast. Any weather forecast more than six (6) hours old should be replaced.

See [9.D. Getting the Weather](#) in Volume II.

Keep the forecasts fairly short. Do not give wind speeds at WMUL-FM unless they are so high as to be of concern. Only give three time periods: Today, Tonight, and Tomorrow. For nighttime forecasts, give Tonight, Tomorrow, and Tomorrow Night. People want to know if they are going to get wet TODAY and what they can expect tomorrow.

Do not go into excessive detail about minor hour-by-hour changes to the temperature, cloud cover, or chances of precipitation.

Post the information on the cork board located above the console in Studio A. Be certain to include the date and time in which you recorded the forecast. The operators after you need to know if the forecast is current or not.

The temperature is available from www.weather.gov. Note: The url is weather.gov, not weather.com. Weather.com is a commercial website operated by The Weather Channel. Weather.gov is a government website operated by the National Weather Service.

Please give the temperature as an exact degree. The temperature should NEVER be referred to as “nearly,” “approximately,” or “about.” It is a particular temperature or it is not; be specific!

Another problem that broadcasters face is use of the term “outside” when giving the temperature. The audience knows that the outside temperature is what is being given. So do not say “outside our studios it’s” Even if someone else does. Also, do not specify that it is the “current” temperature. If the temperature is not current, do not give it.

A good format for giving the temperature is something similar to:

| “It is ____ degrees at The Cutting Edge”

Reader's Notes section with 15 horizontal lines for writing.

Reader's Notes

Occasionally there will be severe weather watches in effect. Those will be displayed on Huntington's page on Weather.gov. Other staff members may also bring you updates to these watches. These may be announced between songs. Just keep them brief. Specific Severe Weather and Winter Weather intro / beds exist. Feel free to use them when appropriate.

NOTE

No matter from what source you get the weather, never identify that source. Just give the forecast.

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 (≥ 50 percent of duration) canceled due to sporting events or other special programming, do not count against attendance.
2. Any DJ who is 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.

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.7. Label Area \(7\)](#) 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.7. 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. Organizing the Library - 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. Organizing the Library - 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: See *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.14 Cut Rotation](#) 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.D.1. 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.

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

14.A. Organizing the Library - 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.7. Label Area (7) 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.7. Label Area (7) 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.8. 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

personnel have a financial interest in the object being promoted.

[4.B.8. 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.9. 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.

