



Winthrop Radio
2009-2010 Handbook

Last Updated 24 May 2009

Winthrop University Department of Mass Communication

Mission Statement

The Winthrop University radio station, WINR-FM/DT, serves the campus community through two main objectives:

- I. To provide Winthrop Students with an opportunity to receive experience managing a campus radio station.
- II. To serve Winthrop University with programming for and about students in a professional manner.

WINR-FM/DT is a non-commercial FM and cable broadcasting station on 98.3 FM and Winthrop's own cable channel 99. WINR-FM/DT also broadcasts an online stream to off campus listeners via our website, <www.winrfm.com>. This station operates under the same rules and regulations as a business licensed by the government and Federal Communications Commission.

WINR-FM/DT will accept the privilege of broadcasting on the air as a public trust and therefore will be subject to certain rules and guidelines required to protect the public interest and basic needs of students at the University. The station is built upon professional standards and students who participate in WINR-FM/DT operation will meet these standards.

WINR-FM/DT will abide by all rules and regulations as well as subsequent ruling of the Federal Communications Commission as contained in the Code of Federal Regulations with respect to obscenity, indecency AND all other rules that apply to WINR Radio operations. *See page 3 for detailed information.*

WINR-FM/DT subscribes to the various codes of ethics of professional performance; I.E., The National Association of Broadcasters, the Society of Professional Journalists and RTNDA.

Keeping with this commitment, staff shall make every effort to avoid libel, obscenity, indecency, profanity, invasion of privacy and misstatement of facts on all broadcasts. When an erroneous statement is aired on WINR-FM/DT will issue a correction as soon as possible.

Big Brother & You

You are thinking one of two things right now; first, “How can management monitor what I say or do on the air?” and second, “All these rules and guidelines are not going to make this fun.”

We do not want the radio station to be a dull experience for DJs, but we have to be careful what we say, play and do on the air. People listen to WINR. In the past, we have had complaints from students and faculty on a variety of subjects.

Because WINR-FM/DT broadcasts online to potentially thousands of listeners, we have implemented an automatic recording system. Everything that comes out of the studio (even outside normal live broadcast hours) is recorded. In the event that this recording system is inoperable, the online streaming system will shut down automatically.

As a benefit to WINR-FM/DT, we have made it possible for DJ’s to download these recordings via a web site that can be accessed and downloaded only on campus. Please refer to the General Manager for further information on this system. Please note that the WINR-FM/DT archives are for DJ and management use only.

A Word of Caution

The studio is primarily a classroom, but it will also be treated as a professional establishment. The Department of Mass Communication allows us to use it as a radio station to learn about the broadcast radio industry and benefit from the experience we can gather from the chance of having a “hands on” learning environment.

If you are or were fortunate to get a job at any other radio station as an intern, or a full time job, you would have to abide by similar rules and guidelines. If you were to violate those rules, you would receive a fine or immediate termination. Your employer would have no regrets kicking you out of their radio station; and we will not either.

Access to the Studio

The WINR-FM/DT studios and management offices are located on the second floor of Johnson Hall, in Suite 231. Students needing to use the production room or studio for Mass Communication classes will gain access with permission from their instructor.

DJ's wishing to access the studio and/or production room outside of normal hours should e-mail (winr@winthrop.edu) requesting access at least 48 hours prior to when access is desired. WINR-FM/DT management cannot honor all requests but we will try to help as much as possible.

For DJ's who have the first shift of the day, it is imperative that you plan ahead and check that the studio door is unlocked. If it is locked, contact Campus Police (ext. 3333 or 803/323-3333) and ask them to come unlock the studio. You must have your Winthrop ID ready when Campus Police arrives. If you do not have a cellular phone, or do not have a signal, there is a phone down the hall near the dance studios available for your use.

WINR-FM/DT does not broadcast live material over University breaks and holidays. Exceptions include: Labor Day, Election Day, Martin Luther King, Jr. day, etc). DJ's are not permitted in the studio over these University breaks without written permission from management and Campus Police.

The following are the approximate dates WINR will be off the air during breaks:

For the 2009-2010 Academic Year

Fall Break:

Thanksgiving:

Fall Exams*/Christmas:

Spring Break:

Spring Exams*/Summer:

*DJ's wishing to hold their shows may continue to during exam periods, but are in no way required to do so.

A How-To Guide

If your show begins the broadcast day, you will begin at after the legal ID at approximately 4pm. Make sure you are ready to talk or play music after you flip the switch or listeners will hear nothing (silence).

- To play a CD:

1. Place CD in the CD player.
2. Press pause then select the song number you want to play.
3. Turn on the switch on the audio board and pot it up.
4. Finally, press the time mode button twice on the CD player. This will display the time left in the current song versus the time elapsed.

- To play music from your iPod or laptop:

1. Connect the iPlug to your headphone jack
2. Turn on the Computer/iPod switch on the audio board and pot it up

- To play audio for the studio desktop computer (Wave-cart or YouTube):

1. Turn on the AS/3 switch and pot it up.

- Be sure to watch the levels when playing music! If the needle is playing too far into the “red,” the music will be too loud or sound distorted on the air and online. In an ideal situation, you want your audio right around zero – not too soft, but not too loud. *It is ok* if the levels go above zero (into the red) but if they stay in the red then the signal will sound distorted and may ruin the equipment.

- The start each hour will be automatically marked with a Legal ID and news. Do not attempt to disable this system, it is a federal requirement that the legal ID and newscast are played.

- Public Service Announcements (PSAs): The best way to play a PSA is to play them like a commercial break (as in two or three at a time). We suggest that you sandwich your PSAs with sweepers.

Example:

-Song/Talk break; Sweeper; PSA1; PSA2; PSA3; Sweeper; Song/Talk break
You should play a PSA every 15 minutes, near :15, :30, and :45 past the hour.

- If your show starts after 4 p.m. be sure to check the “ON AIR” light above the door to the studio before entering. If the light is lit, wait until it goes off before entering. DJs should arrive at least 5 minutes before their show starts and should end every show with music so that the DJ arriving for the next show will have ample enough time to prepare the start of his or her show.

CLEAN UP YOUR TRASH AND DO NOT LEAVE THE STUDIO A MESS! LEAVE THE STUDIO THE WAY YOU FOUND IT!

If you are the last DJ for the day

- Turn all pots down to ‘zero’ and the switches off.
- Place the microphones where they are supposed to be.
 - The board operator’s microphone (#1) should be placed in front of the board
 - The second mike should be placed in front of the chair and the third mike placed at the end of the table.
- It is very important that you clean up all trash, throw away old daily newspapers or any other dated material, and place The Johnsonian on the talk set table.
- Push all chairs under the table or back up against the wall.

VERIFY THE DOOR IS CLOSED AND LOCKED, WITH THE LIGHTS OFF BEFORE YOU LEAVE

LASTLY, HAVE FUN! WE CANNOT EXIST WITHOUT YOU!

The Rules

The following is a list of rules and regulations set forth by the WINR-FM/DT management and the faculty advisor that must be obeyed by all personnel, Disk Jockeys and staff associated with WINR-FM/DT. Please read all information carefully for you will be asked to sign a statement on the last page saying that you understand and will comply with the guidelines set forth throughout this document.

1. BE ON TIME FOR YOUR AIR SHIFT: Arrive *at least* 10 minutes before your show starts. If you cannot make your shift or if you are going to be late for your shift let the DJ of the show before you know and let management know (via e-mail winr@winthrop.edu) at least **3** hours before your shift is supposed to start. Failure to do so will be cause for reprimand.

2. USE OF VULGAR LANGUAGE, PROFANITY (FROM DJ(s) OR MUSIC) OR ANY OTHER OBSCENITIES OR INDECENT BEHAVIOR WILL NOT BE TOLORATED: WINR-FM/DT follows the same rules and guidelines set by the Federal Communications Commission (FCC). Use of such words as “George Carlin’s Seven Dirty Words” will mean immediate removal from the air. Altering of words will not be tolerated (example: “puck” for “f*ck”). If a DJ becomes vulgar, irate, insulting, slanderous, malicious or defamatory of any kind towards any person, race, ethnic group or sex they will be removed from the air, **IMMEDIATELY**. Remember, it only takes once. A complete list of words that you will not be allowed to say will be placed in the studio, as well as in Appendix I of this handbook. Do not use those words or any other variation of those words that include them.

3. NO IMPROPER USE OF THE RADIO STATION: No more than three people are allowed in the studio at the same time unless you have permission from management for special guest(s).

4. NO ABUSE OF THE INTERNET CONNECTION: As a gesture to WINR-FM/DT DJs, management has installed a wireless router for DJs who wish to bring their laptops in the studio. Please see the Operations Manager for the wireless network name and password.

5. DO NOT ADJUST THE SETTINGS ON THE WAVECART

COMPUTER: This computer is meant for airplay use only. Anyone found adjusting such settings without prior permission from the General Manager will be reprimanded. However, if you have a specific request, we will be more than happy to help facilitate this with you. Just ask!

6. NO SMOKING, FOOD, OR DRINK IN THE STUDIO: Winthrop is a smoke free campus. You may smoke in designated campus areas only. If you must eat or drink, do so outside the studios in the hallway, but be sure to clean up your mess. The DJ who finds it must report any trash found in the studio and add it to the discrepancy log.

7. NO ALCOHOL! If drinking of alcohol is found to have taken place you will be immediately terminated and, depending on the offense, reported to Campus Police and/or the Dean of Students for possible expulsion or other charges.

8. NO ABUSIVE USE OF THE TELEPHONE: The station phone number is ext. 2122 (on campus) or 803-323-2122 (off campus). Use of the telephone may be for music requests, talk show formats or general phone calls coming into or out of the studio. Prank calls, harassing calls, and/or long distance calls are not allowed. '900' numbers, '976' numbers, dating, obscene, sex, psychic or any type of party hotlines will not be permitted. If it is found that anyone has been abusing the phone system the line will be disconnected and the violator will be relieved of his or her position at WINR-FM/DT. **When receiving phone calls from listeners the DJ(s) must be prepared to disconnect the phone or hang up if the caller becomes inappropriate.**

9. PLAY A "LEGAL ID" AND NEWS AT THE TOP OF EVERY HOUR: The Federal Communications Commission mandates that this be done at a "natural break in programming" as close to the top of each hour. The station automation system will place this natural break in for you. **DO NOT DISABLE THE SYSTEM!** If there is a problem with the news, please e-mail winr@winthrop.edu ASAP so we can solve the problem.

11. DJS SHOULD PLAY THE WEATHER AFTER THE NEWS:

Students listen to WINR-FM/DT for weather updates. Check <www.winthrop.edu/weather> Constant failure to report the weather will result in a reprimand. The temperature can be checked by calling (9) 327-0222.

12. PLAY PSAs DURING YOUR SHOW: This will not be strictly enforced down to the minute, but DJs should try to play them at the 15 minute intervals mentioned previously. Constant failure of not playing them will result in a reprimand.

13. NO EXTERNAL DEVICES CAN BE HOOKED INTO THE COMPUTER IN THE STUDIO WITHOUT PERMISSION FROM THE GENERAL MANAGER.

14. DO NOT REMOVE EQUIPMENT FROM THE STUDIO OR PRODUCTION ROOM.

15. NO INDIVIDUAL MAY USE THE STATION FOR PERSONAL FINANCIAL GAIN: If any DJ is found taking money to promote any advertisement or personal gain in the name of the station (without authorization from the General Manager) he or she will be relieved of his/her position and referred to the Dean of Students.

Termination-NON NEGOTIABLE

- **LANGUAGE:** A two-week trial period will be in effect in the beginning of the year. After two weeks, any obscene or indecent act – *from either the DJ or the music played* – will result in a verbal and/or written reprimand, and may include immediate termination.
- **OTHER REPRIMANDS:** Constant failure of a DJ to abide by the rules and regulations set forth by WINR management and the Faculty Advisor, can lead to dismissal.

In the event such problem exists:

- First, you will be given a warning (yellow slip)
- If the problem persists, you will be terminated (pink slip).

Indecency

Regulation of Obscenity, Indecency and Profanity

NOTE: The following material makes reference to a “safe harbor” between the hours of 10 p.m. and 6 a.m. This “safe harbor” does **NOT** apply to WINR-FM/DT, and air staff shall abide by these guidelines regarding obscenity, indecency, and profanity at **all times**.

What are the statutes and rules regarding the broadcast of obscene, indecent, and profane programming? Title 18 of the United States Code, Section 1464, prohibits the utterance of “any obscene, indecent or profane language by means of radio communication.” Consistent with a subsequent statute and court case, the Commission's rules prohibit the broadcast of indecent material ~~during the period of 6 a.m. and 10 p.m.~~ FCC decisions also prohibit the broadcast of profane material ~~between 6 a.m. and 10 p.m.~~ Civil enforcement of these requirements rests with the FCC, and is an important part of the FCC's overall responsibilities. At the same time, the FCC must be mindful of the First Amendment to the United States Constitution and Section 326 of the Communications Act, which prohibit the FCC from censoring program material, or interfering with broadcasters' free speech rights.

What makes material “obscene?” Obscene speech is not protected by the First Amendment and broadcasters are prohibited, by statute and regulation, from airing obscene programming at any time. According to the U.S. Supreme Court, to be obscene, material must meet a three-prong test: (1) an average person, applying contemporary community standards, must find that the material, as a whole, appeals to the prurient interest (i.e., material having a tendency to excite lustful thoughts); (2) the material must depict or describe, in a patently offensive way, sexual conduct specifically defined by applicable law; and (3) the material, taken as a whole, must lack serious literary, artistic, political, or scientific value. The Supreme Court has indicated that this test is designed to cover hard-core pornography.

What makes material “indecent?” Indecent material contains sexual or excretory material that does not rise to the level of obscenity. For this reason, the courts have held that indecent material is protected by the First Amendment and cannot be banned entirely. It may, however, be restricted to avoid its broadcast during times of the day when there is a reasonable risk that children may be in the audience. ~~The FCC has determined, with the approval of the courts, that there is a reasonable risk that children will be in the audience from 6 a.m. to 10 p.m., local time.~~ Therefore, the FCC prohibits station licensees from broadcasting indecent material during that period.

Material is indecent if, in context, it depicts or describes sexual or excretory organs or activities in terms patently offensive as measured by contemporary community standards for the broadcast medium. In each case, the FCC must determine whether the material describes or depicts sexual or excretory organs or activities and, if so, whether the material is “patently offensive.”

In our assessment of whether material is “patently offensive,” context is critical. The FCC looks at three primary factors when analyzing broadcast material: (1) whether the description or depiction is explicit or graphic; (2) whether the material dwells on or repeats at length descriptions or depictions of sexual or excretory organs; and (3) whether the material appears to pander or is used to titillate or shock. No single factor is determinative. The FCC weighs and balances these factors because each case presents its own mix of these, and possibly other, factors.

What makes material “profane?” “Profane language” includes those words that are so highly offensive that their mere utterance in the context presented may, in legal terms, amount to a “nuisance.” In its Golden Globe Awards Order the FCC warned broadcasters that, depending on the context, it would consider the “F-Word” and those words (or variants thereof) that are as highly offensive as the “F-Word” to be “profane language” that cannot be broadcast ~~between 6 a.m. and 10 p.m.~~

What is the “safe harbor?” ~~The “safe harbor” refers to the time period between 10 p.m. and 6 a.m., local time. During this time period, a station may air indecent and/or profane material. In contrast, there is no “safe harbor” for~~

~~the broadcast of obscene material.~~ **Obscene material is entitled to no First Amendment protection, and may not be broadcast at any time.**

Source: Obscenity, Indecency & Profanity - Frequently Asked Questions, Federal Communications Commission. <http://www.fcc.gov/eb/oip/FAQ.html>

WHAT DOES THIS MEAN FOR WINR-FM/DT?

WINR-FM/DT will use the FCC guidelines as a model for our obscenity, indecency, and profanity policy. In the event that a DJ is caught (or reported) airing inappropriate material, we will objectively review the situation and make a determination as to whether the DJ is terminated or their shift reinstated. While such a determination is being made, DJ(s) in question will be temporarily relieved of their position pending a decision from management.

In terms of profanity: There is a list of words in the studio that may **NOT** be used **AT ANY TIME** on the air. This list is not meant to be all-inclusive, so please use good judgment. (This list is also in the back of the handbook – Appendix II)

To make things simple: We like to use the following concept as to whether or not something is/is not objectionable on the air: If you wouldn't say it in front of your Grandmother, it's probably not wise to say it on the air.

Again, this is not meant to be all inclusive, as everyone is different. If you have any questions regarding obscenity, indecency, or profanity, please contact the station management for clarification.

George Carlin's "Seven Words"

The seven dirty words are seven English words comedian George Carlin listed in his monologue "Seven Words You Can Never Say On Television", released in 1972 on his album *Class Clown*. At the time, the words were generally considered inappropriate for use on the public airwaves in the United States, particularly on over-the-air television and radio stations.

Here are the original seven, plus more modern additions.

THIS LIST IS NOT MEANT TO BE ALL INCLUSIVE

- shit
- piss
- fuck
- cunt
- cocksucker
- motherfucker
- tits
- bitch
- bitch-slap
- Any word or phrase used/meant to negatively define a person or culture (includes but is not limited to: nigger, cracker, spic, whap, beaner, fudge packer, douche, douche bag, rump-rider)
- Any words describing genitalia (puss, pussy, dick, Johnson, Peter, Rod, flesh rocket, sexbox, snapper, twat, etc.)
- Any slang words or phrases for sexual acts.

Station Agreement Form



I, _____ (DJ's first and last name – please print), have read, understand and will comply with all rules and regulations set forth in the 2009-2010 WINR-FM/DT Station Handbook.

In addition, I have **read** and **understand** the policies regarding Obscenities, Indecency, and Profanity outlined in this handbook

I understand that if I break these rules or if I have knowledge of any violation and fail to report it, I may be subject to reprimand (up to and including dismissal), with discretion reserved by station management. I understand that management's decision is final.

DJ Signature

Date

General Manager Signature

Date

Studio Manager Signature

Date

This agreement is to be kept on file by WINR-FM/DT management for a period of three years after endorsement.