

91.7 The Edge, WSUW Training Manual

Station Policies Overview (Please see the Policy Manual for additional policies and procedures)

We come under several FCC rules and regulations as a Federally licensed broadcast facility. As a facility licensed to the Board of Regents, we are subject to university policies and procedures. In addition, we have a few policies of our own that every member must be aware of and must follow.

Air Shift Attendance

DJs are expected to arrive at the station early enough to properly prepare for their show (5-10 minutes early). The preceding DJ must 1) have the studio “cleaned up” for the next DJ at that time and 2) program enough music to reach the top of the hour of the current hour if necessary.

If you cannot fulfill your radio shift, you must always contact the Program Director immediately. 24-hour notice is preferred. The Program Director will first ask if you have tried to find a replacement by going through the station contact list. Replacement forms are available on the website or in the station office. If you cannot find a replacement, notify the Program Director.

Operation Logs

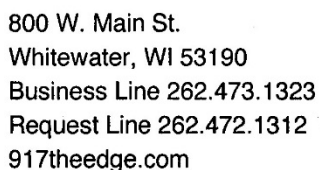
The Federal Communications Commission requires that stations keep a “Station Log.” Every licensed operator must fill out this log appropriately. The Federal Communications Commission requires WSUW to keep these logs on file for eight years. This log requires information on transmitter adjustments.

WSUW continues to maintain an “Operating Log.” Proper logging requires 1) Calculation of operating power which can be no more than 105% or less than 90% authorized power, 2) a notation of the time power was supplied to the transmitter, 3) notation of any deviance from operating parameters. If the operating power of the transmitter is not within the legal limits, contact the Station Manager or Program director immediately.

All entries must be made in military time. A conversion sheet is provided on the clipboard in the on-air studio. Names must be printed as well. If no one is scheduled after your shift, please sign AUTOMATION into the spot. Remember to sign AUTOMATION off before you begin your transformation. Logs start at 0000 and end at 2400. Start a new sheet after midnight.

EAS (Emergency Alert System) Tests are automated and may occur during your shift. If this happens, sit tight and wait for that lovely noise to cease. There is no need to record anything when the Test sounds. The Program Director or another member of the Executive Board will be responsible for the EAS Check.

An example of a filled-out operation log can be found below:



| EAS CHECK | | | |
|-----------|--------|-------|-------|
| | Weak | On | Off |
| | Signal | | |
| Channel 1 | | | |
| WHAD | _____ | _____ | _____ |
| Channel 2 | | | |
| WTMJ | _____ | _____ | _____ |
| Channel 3 | | | |
| NWS | _____ | _____ | _____ |
| Signature | | Time | |

| Time On | Licensed Operator (Do Not Leave Space Between Names) Please Print Legably | Time Off |
|---------|---|----------|
| 0000 | Automation | 0700 |
| 0700 | Bill Hartnell | 0900 |
| 0900 | Pat Troughton | 1000 |
| 1000 | Jon Pertwee | 1200 |
| 1300 | Thomas Baker | 1500 |
| 1500 | Pete Davison | 1600 |
| 1600 | Colin Baker | 1700 |
| 1700 | Sy McCoy | 1800 |
| 1800 | Paul McGann | 1900 |
| 1900 | John Hunt | 2000 |
| 2000 | Chris Eccleston | 2100 |
| 2100 | Dave Tennant | 2200 |
| 2200 | Matthew Smith | 2300 |
| 2300 | Peter Capaldi | 0000 |
| | | |
| | | |
| | | |
| | | |
| | | |
| | Use Military Time Start A New Sheet At 0000 | |

[illegible]

- Operators who initiate automation need to write "Automation" in the "Licensed Operator" column below their name and log the time.
- Operators turning off automation need to log automations "time off."

On-Air Behavior

While WSUW is a student activity, the nature of broadcasting and its powerful effects on the listener is subject to numerous rules of various degrees. Some policies are mandated and enforced by the Federal Communications Commission. Other rules are station policies because WSUW would like to maintain a professional working atmosphere.

Language Use

At no time are DJs allowed to use profanity or obscenities over the radio (18 U.S. Code § 1464 - Broadcasting obscene language). Staff must maintain language consistent with Federal Communications Commission. Anyone who violates this policy may be asked to leave the station and risk being banned from on-air studios.

Being on the radio means that you will have to apply a “filter” on your language and subjects of conversation. If ever you are unsure of whether or not you can say something, it is best to err on the side of caution and refrain.

Phone Calls

On-air phone interviews must be pre-approved by the Program Director. No caller may be put on air without their knowledge of the broadcast.

Guest Policy

All guests must be logged on to the Guest Sign-In located in the on-air studio. If the person is a recurring guest, this notification must also be given to the Program Director.

All staff is responsible for the actions of their guests (this includes what the guests say on-air or their actions in the studios).

Off-Air Behavior

The WSUW staff includes many talented people, each with a different background and experience. Everyone is expected to treat each other with dignity and respect. While everyone is encouraged to assist other staff members if they have a question, performance criticism must be directed through station management or faculty. Please carefully consider whether the issue needs immediate attention or wait to be addressed during regular business hours.

Music Rules

WSUW maintains a professional centralized programming approach to its entire broadcast schedule. The Program Director coordinates all programming decisions.

- Two-hour rule: The same artist cannot be played within a 2-hour period.
- Three-hour rule: The same song cannot be played within a 3-hour period.

- The staff must maintain language consistent with the Federal Communication Commission's guidelines.
- Staff may not bring in their own music without the express permission of the Program Director and Music Director.

Station Property

All audio equipment and material received in conjunction with station activities are the property of the State of Wisconsin. The station provides all the necessary music and program material for an air shift on WSUW (except for specialty programs).

All materials sent to WSUW or intended use for WSUW become the property of the State. Removal or misdirection of such property from WSUW is a violation of law and may result in dismissal from the station and prosecution under state law.

Telephones

Everyone is responsible for answering the phones as quickly as possible. Each caller should be treated politely and courteously regardless of the nature of the call. It is essential to record the nature of the call and messages, if any, and a call-back number. Personal calls are not permitted on the station's phones.

Food and Drink Policy

Food and drink are never allowed in any of the studios. Food and beverages are permitted in the station office and may be stored in the refrigerator. Label your food and drinks, and please do not store food there for more than one day.

Station Cleanliness

Keeping the station clean is everybody's responsibility. If you see a mess, clean it up.

Alcohol and Illegal Drugs

No staff member is to be on-air or on station premises under the influence of alcohol or other drugs. Immediate termination may result if this rule is broken.

Social Media Policy

The station's Facebook and Twitter accounts promote the station and station-sponsored events. At no time should internal issues (i.e., technical difficulties or other problems) be openly discussed or posted on these sites. Failure to abide by this rule could result in termination.

Please contact the Programming Director or Station Manager to address internal technical difficulties or scheduling problems. Again, at no time should social media sites be used to address these issues.

Before Going On-Air

Signing On

See the section on *Operation Log* under *Station Policies*.

Checking Power

The operator's responsibility is to know how to turn the transmitter on and off and adjust the output levels.

The station must keep its power levels between 90 and 105. Use the following steps to take power readings:

1. Pick up the phone and dial 1315
2. Enter the password located in the studio
3. Enter 01
4. System will read "Channel One" then the reading. Enter this number on the log
Example: "This is channel 1, 1-0-0-9" = 100.9%

Always make sure reading is between 90 and 105.

If not in this range, Adjust Power:

1. Dial 01 for power reading
2. Dial 66, the system will say "OK."
3. Dial # to raise the power
4. Dial * to lower power *Adjust until power is 100*

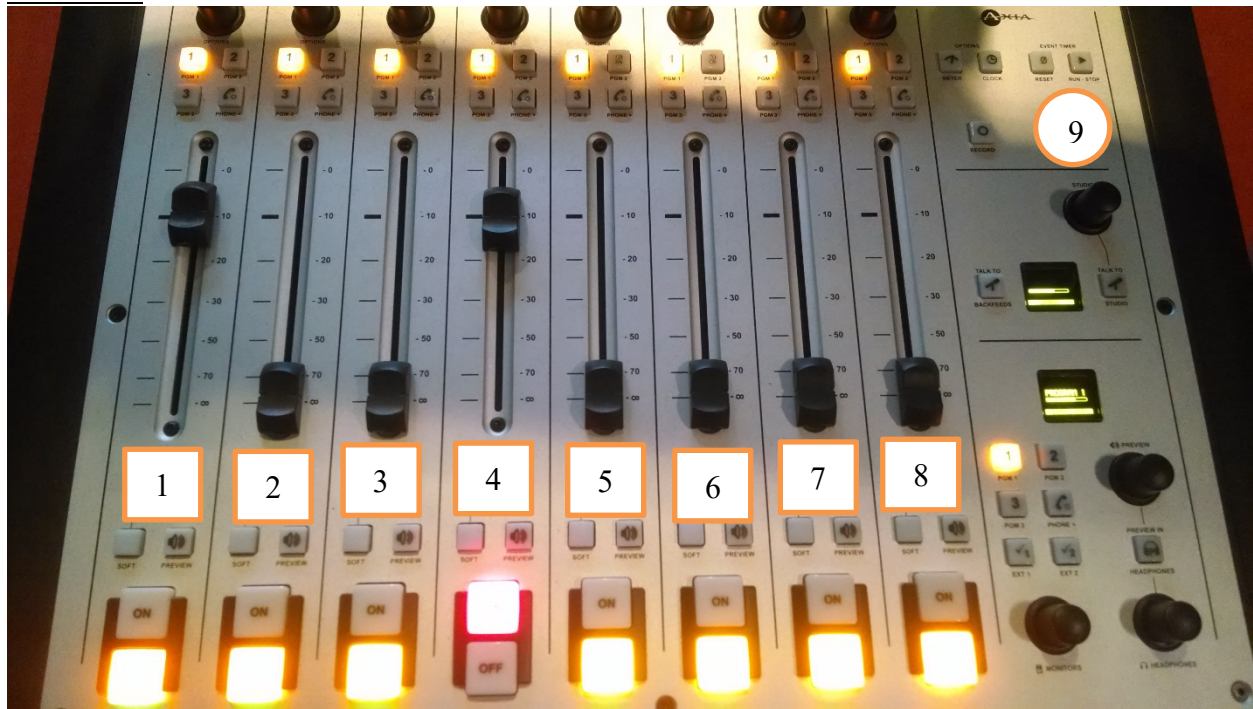
To Sign-on (if the system is OFF)

1. Dial 00, listen for the operator to say "system off."
2. Dial 66, the system will say "OK."
3. Dial #, SINE will say "Status On."

To Sign Off (only used in rare cases)

1. Dial 00,66,*, the unit will say "status off" and shut off

The Board



1. Host Microphone

Microphone 1 is the primary microphone that you will be using. Always make sure that it is in Program (and any other channel you will be using) before going on air. When you turn on the microphone, you will notice that the speakers in the studio cut out. This is to ensure that there will be no feedback when you are talking and is also why you must wear headphones on the air.

Watch the VU meter on the board to make sure you are not too loud (peaking) or too quiet. (Remember: the ideal level is -20dB). Use the slider to adjust your levels to find the right spot.

The proper distance between you and the microphone is about six to ten inches. Closer than two inches makes your voice sound lower than usual, so if that happens, move back.

If you have trouble with plosive sounds ("p" and "b" that overload the microphone), talk across the microphone at a 45 to 70-degree angle.

2. and 3. Guest Microphones

Mics 2 and 3 are for guests in the studio. Mic 2 is located closest to the studio door, and Mic 3 is close to the Fishbowl.

4. CD Lower

This is the bottom CD player located to the immediate right of the board.

5. OMT-air

This fader controls the level for content being played from the log in iMedia. If you look at the On-Air Computer, you will notice that the screen is divided into two halves; the iMedia log is on the left-hand side. It may be necessary to adjust the levels on this channel to assure correct VU levels are averaging -20dB.

6. OMT keys

iMedia2 is the right-hand side of the On-Air Computer and controls the volume of music beds, sound effects, and previews of songs' intros and outros.

Below is a picture of the On-Air Computer displaying iMedia1 on the left and iMedia2 on the right.



7. Aux

The Aux channel is used for playing music from external devices like a phone or a laptop. The cord is located on the left-hand table by the guest microphone mounts.

8. ttbl right

This is the right-side turntable.

9. Profile

The board can have four unique profiles that change the channel assignments for various types of programs. You can switch between profiles by pressing the Profile button and rotating the Studio knob to the desired preset. Press the Studio knob to select the desired profile. Program A, on-air, is the default setting. Talk shows and remotes should use Program D, remote.

MIXER

The Mixer controls mics 4, 5, and 6 located in the Fishbowl. Set the Master to zero and adjust the individual channels until you average 0db on the mixer VU. Pot down all unused channels to minimize noise in the signal chain.

Preview Function

The button labeled Preview gives you the chance to preview a channel without going over the air. Instead, the audio is directed to the speakers while potting down the on-air music. This volume can be controlled by using the Preview knob on the board.

You may want to preview a song from the library, beds, and song intros and outros.

Levels

All programming elements should average -20dB.

Headphone and Studio Volume

Each microphone in the studio has an independent headphone jack with corresponding volume control. Remember that the board's headphone knob is a master volume for all in-studio headphone jacks. The Fishbowl has its own headphone amp. The volume for the studio monitors can be adjusted by using the knob labeled Monitors.

Talk Breaks

Inserting Talk Breaks

To insert a Talk Break, you must first select where you would like to put it in the playlist. When adding anything to the playlist, the computer will insert it before your chosen item. When you have your spot highlighted, simply press the blue TALK button on the lower portion of IMEDIA. When you have finished your break and wish to play the next item, simply press the pink box on the left-hand side of the screen. Please do not add more than one talk break at a time to the list, as you may forget that it was added, which may result in dead air. The program will automatically erase all talk breaks at the top of the hour, so plan ahead.



Speed Breaks

Speed breaks are short promotional breaks between songs without inserting an actual Talk Break. When a song's outro has begun, as indicated by the timer, this would be an ideal time to start talking. The next song will automatically start. Use the intro timer to track how much time you have left to talk.

Hitting the Post

When the *Intro* ends, so should you. This is called "Hitting the post" and is a great thing to strive for. This is where previewing Intros and Outros in cue comes into play. You want to be sure that you will have enough time to talk without the song cutting you off.

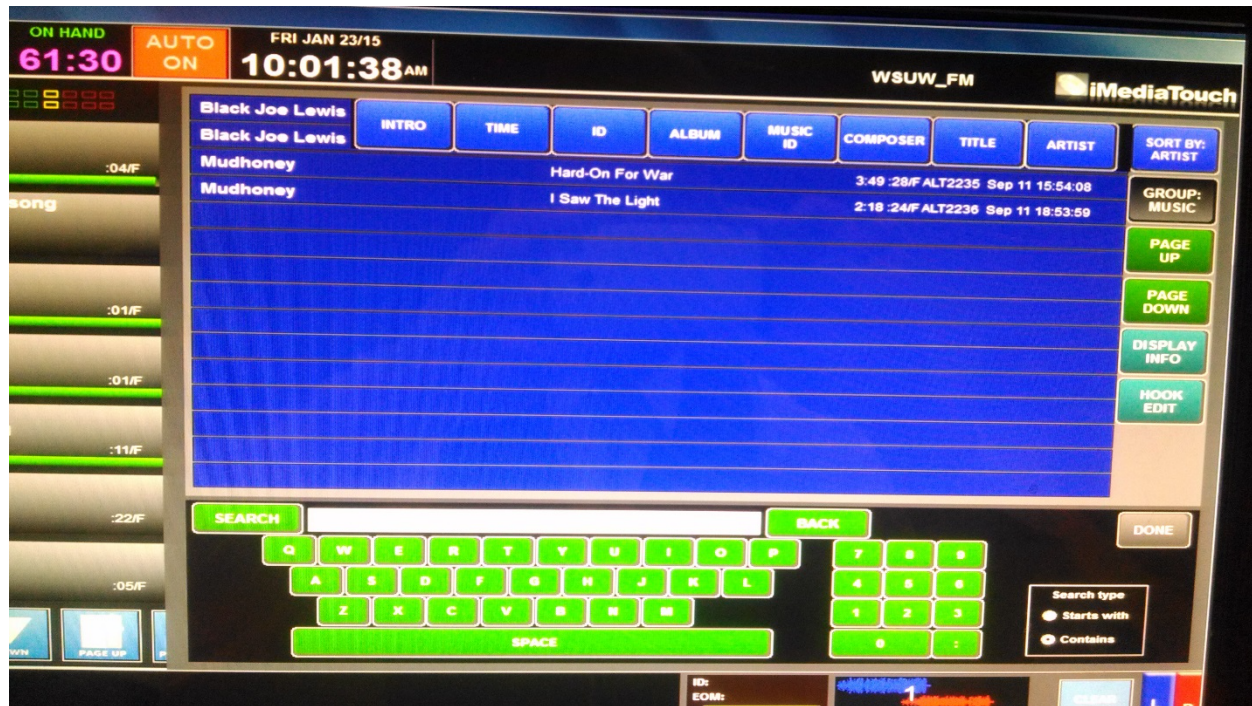
Back-selling and Up-selling

Back-selling involves announcing what songs just played, while Up-selling promotes what songs are coming up next on the list. It is a good idea to change up how you announce the songs. For example, do not keep saying "That was ____" and "Coming up next is ____." Find creative ways to do this without being repetitive.

Music Beds

Music beds add a great deal of production value to your talk breaks. Music beds can be found within the *Showlog* tab. Play music beds using the OMT keys channel.

Music Library



Searching for Music

There are several ways to search for a song in the library. These include Artist, Title, Intro Time, Album, and ID. The search is precise. For example, to search The Killers, you must include "The" in the search. Or you can use the "Contains" option, and the library will search for anything containing the search terms.

Inserting Songs into Lineup

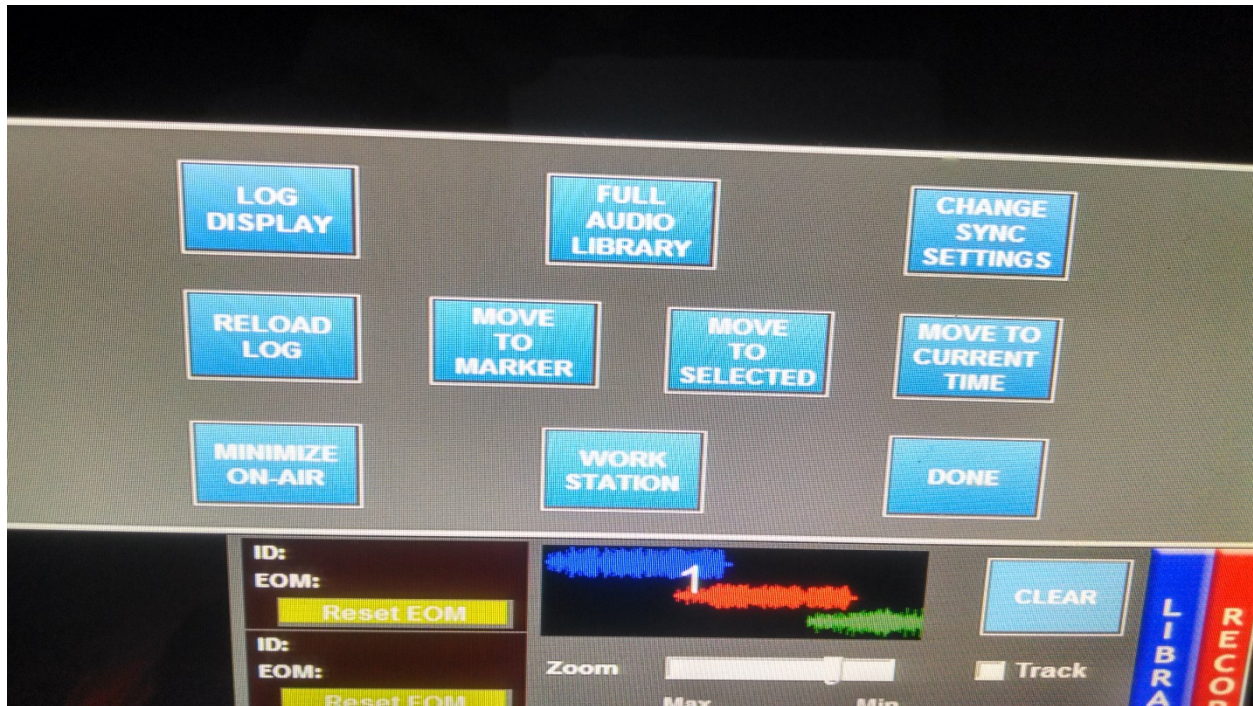
Songs are inserted in the same way Talk Breaks are; before the item highlighted in the playlist. When you find the song you want, simply select it. Just by clicking on it, it is added to the lineup.

You may find you have to add songs if the counter labeled *On Hand* is below the counter labeled *This Hour*. ALWAYS make sure that there is enough music on hand for the hour.

End of Shift

At the end of your shift, make sure that the DJ scheduled after you has arrived and sign out on the log. If no one is scheduled after your shift, sign in Automation into the log. Also, if there is no one after you, take the power reading for that hour before you leave and record it.

Another thing to do at the end of your shift is to move the playlist to Current Time. This can be done by selecting the *iMedia Touch* logo in the upper right-hand corner and selecting the *Move to Current Time* button.



Your shift ends at the top of the hour, and it is against policy to leave early without proper consent from the Program Director or Station Manager.

Emergency Alert System Test (EAS)

The FCC requires us to give a weekly and monthly EAS test. The monthly and weekly tests are automated and will play randomly over the air. DO NOT PANIC.

The Phone

The phone located in the On-Air Studio will trigger the light bulb on the metal pole to flash when a phone call comes in. Always identify 91.7 The Edge when answering and be polite to listeners no matter the subject matter of the call. Contact the Station Manager or Program Director if the caller requests information that you do not know or are uncomfortable giving.

Unattended Studio

All station doors must be closed and locked when leaving the station unattended.