89.1 WIDR FM – AIRSTAFF TRAINING MANUAL – UPDATED: 9/8/23



**Airstaff Training**
**Manual 2023**



**Staff Agreement**

**WIDR Mission Statement:** 89.1 WIDR FM strives to inform and engage the communities of Western Michigan University and the greater Kalamazoo area by hosting quality programming and events. WIDR works to develop the confidence, creative expression, and technical skills of student volunteers by giving them a professional platform to use and discover their voice.

**Expectations of 89.1 WIDR FM:**

1. I will treat the equipment and spaces of WIDR with respect.
	1. This includes refraining from smoking, drinking, and consumption of anything in any WIDR studio or production room.
	2. I will ensure guests adhere to these policies and are approved through the Guest Request Form.
2. I will be respectful to volunteers and staff.
3. I will not slander WIDR on social media or other platforms.
4. I will not violate FCC policies such as profanity.
5. I will adhere to the station’s expectations on music.
	1. Alternative, non-mainstream music.
6. I will be punctual on a weekly basis.
	1. I will let WIDR’s Program Director or respective department head know via email if I will not be present.
7. I will adhere to our organization's most fundamental and necessary practices such as the Transmitter Logs and After-Show Reports.
8. I will strive to host quality programming with consistent preparation.
9. I will abide by any policies set forth by the Station Handbook and team manuals.
10. I understand that what I create at 89.1 WIDR FM has the right to be used, altered, or removed by 89.1 WIDR FM.

I, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ agree to adhere to these Eight Expectations of WIDR FM and understand that failure to uphold these standards puts me at risk of being removed from the Airstaff.

**Introduction**

WIDR is a student-run radio station at Western Michigan University. We strive to help our volunteers to hone their skills in on-air show hosting, production, promotion, and music. We strive for Radio Evolution - helping you evolve and improve your skills via radio.

**It Takes a Village**

WIDR airs twenty-four hours a day, 7 days a week, 365 days a year. The majority of this time on-air is hosted by students and community members who volunteer their time and creativity on personal radio shows. These volunteers (like yourself) are trained, assisted, and supervised by the station directors:

**Contacts**

**Program Director**: Your supervisor and the director you should contact first with any concerns and questions. The Program Director is responsible for recruiting, training, and evaluating volunteers; and maintaining the on-air programming schedule.

Email: widr-program@wmich.edu

**Music Director:** Communicates with promoters and artists to bring in new music and bands to the station, and is in charge of all volunteer music reviewers.

Email: widr-music@wmich.edu

**General Manager**: The director of directors, the “GM” ensures the station as a whole is operating, fosters community within the station, and has the final say in all station matters.

Email: widr-gm@wmich.edu

**Promotions Director:** Promotes the station locally and manages the volunteer street team, on-air giveaways, and website.

Email: widr-promotion@wmich.edu

**Production Director:** Responsible for much of the station’s recorded content: Underwriting, PSAs, and DJ Show Promotions; and any live events - in the studio and out.

Email: widr-production@wmich.edu

**Training Overview**

1. Applications begin through the **Experience WMU**.
2. Trainees are assigned a trainer by **Program Director** based off the availability of **Trainers** on the **WIDR Studio Calendar**.
3. First session, trainees are given checklist to track progress, and schedule future sessions.
4. On-air training at WIDR is broken up into three sessions and can be completed as many times as the volunteer feels necessary.

Session 1 Objectives:

* **Chapters 1, 2, 3**
* Learn the mission and vision of WIDR
* Know basic terminology and format of WIDR
* Learn basic board operation
* Learn about programming and shows at WIDR
* Discuss show ideas

Session 2 Objectives:

* **Chapters 4, 5, 6**
* Practice on-air speaking, transitions, and playback
* Demonstrate understanding of all studio equipment
* Successfully follow FCC regulations throughout duration of section

Session 3 Objectives:

* **Chapters 7, 8**
* Successfully run a supervised “Show Zero”
* Pass the written DJ test
* Select weekly show time

**Chapter 1 - Intro**

**Vision & Mission**

What is WIDR?

WIDR is the student run-radio station at Western Michigan University. It is a branch of the Student Media Group (SMG) alongside The Western Herald. WIDR is funded through the Student Assessment Fee (SAF) in addition to donations from community members.

Who is WIDR for?

WIDR is for the students and by the students, first and foremost. Always give voices and opportunities to the students (they paid for it). We aim to be a community-oriented, diverse, and progressive media outlet to engage with the people of Western Michigan University and beyond.

What’s our vision?

By supporting our staff and supplying creative and professional opportunities, we engage our students and community by providing innovative, fun, alternative, and mindful radio programming and multimedia content. This is a space for you to grow in any area of media that you’re interested in: award-winning audio production, radio shows, podcasts sports, news, and more.

What’s our mission statement?

*"89.1 WIDR FM is an inclusive student-run radio station educating students in broadcasting innovative media to the campus and community of Kalamazoo."*

**CHAPTER 2 - Policies**

**Equal Opportunity Policy**

What’s an equal opportunity policy?

The equal opportunity policy is a foundational rule for the organization’s involvement to ensure there is no discrimination based on any person’s identity.

Our equal opportunity policy is:

“89.1 WIDR FM shall not engage in discrimination constituting inappropriate or unprofessional limitation of employment or participation opportunity based on race, color, religion, national origin, sex, sexual orientation, gender identity, age, protected disability, veteran status, height, weight, or marital status.”

**FCC Policies**

What is the FCC?

The Federal Communications Commission (FCC) is an independent government entity responsible for regulating communications by radio, television, wire, satellite and cable. Five FCC commissioners regulate all aspects of the radio industry ranging from regulating Emergency Alert Systems, issuing broadcasting licenses or even sending impromptu inspectors to radio stations. In most cases, the FCC relies on the public complaints and routine investigations to evaluate what rules, if any, have been broken by a station and what the consequences will be (i.e. suspension of license or large fines).

Our Role

As a member of the staff of WIDR, you are responsible for understanding and abiding by both 89.1 WIDR FM and FCC rules. If you have any questions about these rules, always feel free to reach out to your Programming Department. The following section goes in-depth about the most important FCC and WIDR’s on-air regulations. These rules must be followed with no exceptions. Failure to uphold these rules may result in the following: dismissal from staff, removal/suspension of a radio show, a fine for 89.1 WIDR FM or Western Michigan University, of a massive amount of money and/or revocation of the station’s license. In short, THIS IS IMPORTANT.

Station Identification

The FCC requires that each station air a legal ID announcement at the top of every hour during a natural break in programming. The required legal ID announcements must contain the station’s call letters followed by the name of the city of the licenses as specified in that station’s license. Our station ID is “W-I-D-R Kalamazoo”, with nothing else included between those words. We have pre-produced legal IDs that give this announcement, and they are programmed to automatically play at the top of each hour when using the NEXTKAST automation system. However, if you are DJing manually, broadcasting remotely, or hosting a talk show, you need to pay special attention. The legal ID needs to be read 5 minutes before or after the top of the hour.

EAS System & Local Emergencies

All stations are required to participate in the Emergency Alert System (EAS.) This system is designed to alert our listeners to severe weather or other emergencies. Tests and actual announcements are logged in the Operations log. The EAS system broadcasts on air automatically and DJs will not be able to tell when it airs. If there is potential danger in our area, follow these three rules before you announce it on air:

1. Check multiple news sources.
2. Contact the station’s emergency contacts to verify it with them.
3. If the contacts approve, make the announcement carefully
	1. CITE your sources. DO NOT just go on air and announce the danger.
	2. If it is false, it violates FCC regulations and the station can get fined.
	3. Acceptable sources include other local news stations or the local department of Homeland Security.
	4. Example: "According to KDPS there is an active shooter in Heritage Hall."

Obscenity, Indecency, and Profanity

On Air Obscene content does not have protection by the First Amendment. WIDR does not allow any obscene content whatsoever.

For content to be ruled obscene, it must meet the following conditions:

1. An average person, applying contemporary community standards, would find the piece as a whole to be excessively sexual.
2. The material must depict or describe, in a “patently offensive” way, sexual conduct.
3. The material, taken as a whole, must lack serious literary, artistic, political, or scientific value.
	1. Indecent content portrays sexual or excretory organs or activities in a way that does not follow the conditions of obscenity.

Do not play something you wouldn’t be willing to defend in court and risk losing multiple thousands of dollars over. If you are unsure if you should play something, then you should not play it.

89.1 WIDR FM’s List of BAD WORDS

Because the FCC does not directly prohibit specific words from broadcast, we have our own list based on prior practice, community standards, and generally accepted words as determined by fellow broadcasters.

The following list is WIDR’s “List of Bad Words” and cannot be said on air at any time.

* Fuck, shit, bitch, God damn, goddammit, prick, cunt, cock, cocksucker, motherfucker, piss, penis, vagina, any slang to describe body parts (ass, twat, dick, balls, etc.), bastard, and any drug related lyrics that include repetitive calls to action.
* Additionally, no slurs directed at a group of people based on race, gender, sexuality, national origin, etc.
* This DOES apply even if you consider yourself to be a part of the group. Exceptions include: hell, and damn (NOT God damn). We are allowed to use these.
* Hosts and guests are NEVER allowed to use any of our bad words at any time.

Personal Attack / Defamation

While WIDR does not discourage DJs from voicing their opinions, there are some areas that warrant extreme caution. Defamation of character is the condemning of a person or place that would lead to injury of the person’s/place’s reputation and business.

There are two forms of defamation and the WIDR can get sued for both, so personal attacks are not permitted.

1. Slander - the action or crime of making a false spoken statement that can damage a person’s reputation.
2. Libel - published false statements that are damaging to a person's reputation; written defamation.

Keep these two forms of defamation in mind - and remember to never say something about anyone that is not true. Disclaimers do not exempt you from this rule. Even if it is your opinion, or something you heard - you and the WIDR can still get in trouble for you saying it.

Calls to Action

A call to action occurs when a DJ directly tells or persuades listeners to do something that is profitable for someone else (listening to music, voting for a specific candidate, visiting a restaurant, etc.). Calls to action are strictly forbidden on WIDR due to our noncommercial-educational license. You can give information on an event or artist without using calls to action - examples below.

* WHAT **NOT** TO SAY: “The Frogs and Toads will be in town tonight. Go see them at Shakespeare’s Pub!”
* WHAT TO SAY: “The Frogs and Toads will be in town tonight at Shakespeare’s Pub. More information can be found on their website.”

Rebroadcasting Other Stations' Programming

It is highly illegal to rebroadcast any other station’s programming. This includes anything AND everything of any length. WIDR staff members who violate this FCC-mandated regulation shall be held legally responsible for any and all violations.

Lottery and On-Air Contests

Mentioning prices is forbidden on WIDR, due to FCC restrictions on underwriting for noncommercial stations. There are strict rules about announcing the results of any lottery contests on-air.

* We are not allowed to mention any monetary amount/price. We can never say how much something costs - this includes free because free = $0.
* Do not report any other contest results from anywhere except official WIDR contests.
* The only contests allowed on-air at the WIDR are numbered caller giveaways, which are designed and prepared only by the Promotions Coordinator.
* All winners must be listed on an official sheet in the station, and records must be kept on file.
* If you run any unauthorized contest on-air, you will be held legally and financially responsible, and you will be dismissed from staff.

Quarterly Issues in Programs

The Quarterly Issues in Programs (QIP) is a report document filled out by the Program Director. This document is legally required to be part of our FCC Public File. The Document details the community-centric issued that were discussed on our airwaves.

**CHAPTER 3 – Terminology & Procedures**

The Transmitter

The Transmitter is an electronic device (with the aid of an antenna) that allows the station (through the use of an oscillator, modulator, and amplifier) to broadcast its signal throughout the Kalamazoo area. The Transmitter Logs As a console operator, you need to provide information on WIDR’s power outputs, voltage, and any other information specified as required on the transmitter logs. These logs are federal documents and should be treated as such.

\*You MUST fill the transmitter logs out and SIGN your name in the columns on the back along with the date and time on/off duty. This signature holds you accountable for transmitter operation during the time period in which you have signed; following FCC policy in that a transmitter operator must be listed on duty for every minute the transmitter is in operation. If there is a break in this continuity, it simply means the transmitter has been left unattended, ergo an FCC violation.

Monitoring the Power Level

Because of our remote transmitter operations, it is no longer necessary for the transmitter operator to raise or lower power. However, the following is necessary information that all staff should be aware of: The legal limit to our power is 105 watts. The lowest our power can legally be is 90 watts. \* If the power level goes higher or lower than this, please contact a director immediately!

Emergency Alert System

The Emergency Alert System (EAS) is activated in the event of national, state or local emergencies. The purpose of the EAS is to provide information to our listeners in the event of any anticipated life or property-threatening situation.

The EAS only activates in truly life-threatening situations, the most frequent being tornado warnings. Since WIDR’s EAS unit is set for automatic operation, there is little you need to do. However, in the rare chance that the EAS is activated, there are few steps for you to follow in an emergency situation.

1. Stay within hearing range of the studio monitors, but even more so if you assess that we could be in a severe weather or other emergency situation.
2. The EAS will seize our signal without warning and you will hear the voice of a DJ from another station announce all of the pertinent information. The voice is likely to be from WKFR, our Primary Relay Station. If WKFR is off the air, WKZO, our Secondary Relay Station, will supply the information. It is important that you pay close attention to the announced information, for it may not be repeated.
3. After the information is given, WIDR is returned control over its signal.
4. If you missed any of the information or if no one cuts into the signal, access this information by visiting www.noaa.gov and entering WIDR’s zip code (49008) or you may contact WKFR or WKZO for information.
5. It is important that you inform our listeners frequently of these situations. Our listeners shouldn’t need to turn to another radio station to be safe. They are therefore relying on you.

You should therefore follow these steps regarding information relay:

* In the event of a thunderstorm watch, warning or tornado watch, repeat the information during every stop set.
* In the event of a tornado warning (or other emergency) repeat the information between every song.
* It is your responsibility to keep our listeners informed of these situations. To an extent, they are relying on you to keep them safe. Ignoring this responsibility is grounds for disciplinary action.

Severe Weather Terms

**Thunderstorm Watch**: Conditions are favorable for thunderstorms.

**Thunderstorm Warning**: A thunderstorm has been spotted and is approaching.

**Tornado Watch**: Conditions are favorable for tornadoes.

**Tornado Warning**: A tornado has been spotted and could be approaching. Weekly EAS Tests the FCC requires every broadcast station to run weekly and monthly tests of its EAS equipment.

According to FCC regulations, a test can be conducted at any time of the week but must not be conducted at the same time every week. These need to be done manually but are not conducted by DJs.

Console (Board) Operation

The console, otherwise referred to as “the board,” is the device in the control room that controls the station’s on-air signal. Each pot contains the following functions:

**Program/Audition Buttons:** The program (PGM) button must be pressed “ON” to air that pot’s signal. The audition (AUD) button provides a means of operating the board without airing the signal. Both buttons can be pressed in at the same time. However, the pot must be “in program” in order to air the pot’s signal. These are not to be changed for normal operation. Unless your signal is not going on-air, please do not worry about these buttons.

**Fader**: Also known as the slider, the fader controls the audio output (or gain) of the pot.

**On/Off Buttons**: The “ON” (red) button on each pot turns the pot on. The “OFF” (yellow) button on each pot turns the pot off.

**Cue Button**: When this yellow button is pressed in, it allows you to hear the pot’s audio through the cue speaker. You can adjust the volume with the cue level knob. The purpose of this button is to allow you to prepare, or cue, your next song before you air it. \*\*NOTE: If a pot is in cue, it CAN STILL go on air. If you want to cue, bring the fader on that pot to “0” (all the way down), and turn the pot off. Then press “CUE.”

**Mic Buttons**: To talk on air, turn the pot on and then raise the fader. When finished, bring down the fader, and then turn off the pot. Make sure you bring the fader down first before flipping off the mic.

**VU Meters**: Allow you to visually adjust the overall audio output of the console. When airing, the needle on the VU meter should stay around zero, with occasional peaks into the red area. It is very important that the needle does not stay in the red area, which indicates a distorted signal.

**Headphone (HDPN) Level:** Knob that adjusts headphone volume level.

**Cue (CUE) Level:** Knob that adjusts cue speaker volume.

**Control Room (CR) Level**: Knob that adjusts studio monitor volume. NOTE: This does not affect signal output levels, and low volume does NOT equate to low output levels.

NextKast

* NextKast is the software we use to automatically play music and imaging elements when no one is on-air.
* When you walk into the studio, NextKast should be running on the monitor.
* The computer password is **“Overlord”**
	+ The program should be set to **AUTO,** which means that it assumes that no one is intervening and continues to play music and required IDs.
	+ Look for a green button that says **AUTO** in the upper left corner.
	+ One click of this button switches the system to **MANUAL,** and the color will change to red. The system now assumes someone will be filling the airtime without it.
	+ *This is necessary to do as opposed to simply turning NextKast off using the board. If music continues to be played in the system, even if it isn’t going over the air, our logs will record that they were played, throwing off our reports.*
	+ When the song that is playing ends, the music will cease to play automatically. This is when you begin your show!

Recording Yourself: You can record your show using Nextkast. We plan to include this process in the Airstaff Manual soon!

**CHAPTER 4 – Programming & Shows**The role of our programming is to uphold WIDR’s Mission as an Alternative and Indie Radio Station by creating reliable and consistent content that pushes the boundaries in creativity and cultural expression.

**PROGRAM CONTENT**

The role of our programming is to uphold WIDR’s Mission as an Alternative and Indie Radio Station by creating reliable and consistent content that is live or prerecorded. Any pre-programmed Programs are serviced through NextKast. The Program Director creates and schedules logs weekly, and during each shift, volunteers DJ the scheduled music live or pre-record their shift to air accordingly.

Want to learn how to create these programs: Program and Content Creation Guides

Talk Shows (Podcasts)

Talk shows are live or pre-recorded programs that are focused on news, community, or sports. They are focused on delivering relevant information to the students at WMU and the people of Kalamazoo. Talk shows take place before 12pm and can last between five minutes and one hour. They can be interview-based, solo, or co-host formatted.

Variety Shows

Variety shows are music shows. They can be centered around a specific genre or can be a mix of many genres. All new DJs begin by hosting a variety show. Each show is one hour long and takes place between 11am and 5pm.

Specialty Shows

Specialty Shows are conducted with the purpose of delivering in-depth information on a musical topic and genre. They are hosted by experienced DJs multiple days throughout the week, last two hours, typically taking place between 12pm and 12am.

Original Series (Video Podcasts)

Original Series are video and prerecorded podcasts hosted by students. Original Series are available to view online. They are produced by the production team and can range from thirty minutes to one hour, typically airing in the evening.

WIDRTALES (Audio Dramas)

WIDRTALES are original audio dramas that are solely scripted, produced by, and cast with students. Radio Dramas premiere on Fridays at 6pm, 9pm, and 12am. The new WIDRTALE is then played weekly on Wednesdays and Fridays at 7pm until a new one premieres. At that point, the previous WIDRTALE will play on Thursdays and Saturdays at 11pm. The entire collection of WIDRTALES plays every Sunday night at 10pm.

IDs

IDs serve to brand and promote the station, not only do they let our audience know who their listening to, but it also acts as another layer of sound in the radio feed, providing an experience of wonder and joy to hear the sound effects and different voices.

Legal IDs

Serves to fulfil legal obligation to the FCC to announce call letters at top of the hour: (W-I-D R) and city of operation (Kalamazoo)

Station IDs

Serves to brand the station, who we REALLY are. We are “89.1 WIDR FM”

PSAs

Messages that are a public service to the community, these can promote the good of the WIDR Earth (Ourselves, our families, and our community, the world and our global awareness) and the WIDR Consciousness (self-betterment, mind-expanding, edifying, and third eye opening).

Underwriting

Paid promotional material from buisnesses. Guaranteed to play a number of times within a rotaion.

Promo

Promotions of student-based organizations and information that would/should be heard by the students. Gathered by the promotions team to distribute as audio promo and live copy.

Skits

Short audio segments that are focused on delivering a goal other than specifically promoting the station. Usually skits are comedic, informative, random, or heartfelt.

**Knowledge**

WIDR gives a random fact to the audience. “Knowledge From 89.1 WIDR FM” “Did you know...?”

**Poems**

WIDR shares a student poem read by a student.

**Behind the Eyes of Nature**

An interview with an animal.

**What is (Blank)?**

Ask difficult questions such as “What is art?” “What is life?” “What is love?

**Majors & More**

Featurette of students talking about what they study, and what they are passionate about.

Program Guide

The Program Guide informs show hosts when they must play underwriting, PSAs, show promos, station support, and read event calendars. It is a written guide of hour-by-hour instructions found in the browser on the studio computer and online.

OverNiDR

WIDR’s late-night programming. Features experimental and paradigm shifting soundwaves.

Legal ID

* At the top of every hour, we have a *legal requirement* to announce our call letters and the city from which we are broadcasting.
	+ “W-I-D-R Kalamazoo”
* Part of our station agreement is that our full legal ID must be played over the air

once per hour within five minutes from the top of the hour. If this ID doesn’t take place, we may receive disciplinary measures from the FCC.

* We have many pre-recorded legal ID’s, so feel free to play one from the buttons on the right side of the screen in NextKast. You can also wait until the legal ID plays automatically before setting NextKast to Manual.

Station ID

* Every few minutes, ***we must*** say our station ID.
	+ “89.1 WIDR FM”
* While a legal ID is the hourly airing of our call-letters, a station ID is how we brand ourselves. For example, 104.9’s call letters are “WBXX” (their legal ID) and they call themselves “104.9 The Edge” (their station ID). Our legal ID is spelled out (W-I-D-R), but our station ID, “89.1 WIDR FM,” is said phonetically–as in, “wider”.
* This is how we want listeners to identify us.
* The station ID should be read off at least every fifteen minutes during talk shows and between every two songs during music shows.

Example:

* “What you just heard was “The Way You Move,” by Outkast, on 89.1 WIDR FM, or online at W-I-D-R-F-M-DOT-ORG.”

Slogan

* A slogan clarifies what a station does for its listeners.
	+ Our slogan is “your source for radio evolution”
* WIDR strives to play music that you won’t hear on any other frequency, and this slogan encompasses that message using a few short words! Feel free to sprinkle this into your talk breaks, typically after a station ID.

FCC Regulations

* When broadcasting on the air, Airstaff members must follow the rules and regulations put in place by the FCC. Failure to follow these rules and regulations places WIDR’s broadcasting license at risk. Therefore, failure to competently fulfill your duties in this regard will subject you to disciplinary action that may result in your suspension or dismissal from WIDR.
* Being on the air is a privilege and comes with responsibility. Please pay close attention to the instructions given by this manual, your training volunteer(s), and your Program Director. Also, remember you must never leave the console unattended for an extended period of time. It is your duty to be fully present!

Music

* Profanity is strictly prohibited, and any oversight in this department can result in termination.
	+ If you happen to play a song with profanity and don’t catch it in time, there is a button labeled DUMP that is located on the top CD player. This will delete the last seven seconds of your broadcast before it can be heard on-air!
* When playing music, no more than three tracks by the same artist can be played in a four-hour period.
* No more than 3 tracks from the same compilation album may be played within a three-hour period.
* No songs that have ever been aired on 103.3 or other popular radio stations may be played. Our slogan is there for a reason! We want to play music that you can’t hear anywhere else.
* Failure to obey these requirements can result in extreme fines for the station, and you.

Citing What You’re Playing

* **Frontsell:** To promote a song that is about to be heard.
	+ Example: “Thank you for tuning in, and this next song coming up is Blackbird by The Beatles”
* **Backsell:** To promote a song that was just played.
	+ Example: “Woah that was a jam! And if you’re just tuning in, that was Blackbird by The Beatles”

Practicing frontselling and backselling every two songs, along with the implementation of the station ID, is of utmost importance. We’re promoting artists’ work, so simply citing the songs can identify them to listeners. The average radio listener does so in their car for fifteen-minute increments, so moving through your show without IDing the songs or the station could result in them not knowing what was played and where. Even if the listener is tuned in to the station for longer than fifteen minutes, they might lose track of song titles if they are read back after more than two songs have been played.

After Show Report

* The After Show Report is a Microsoft Form consisting of a few quick and easy questions regarding your show. It has multiple features that are essential in helping the station to run behind the scenes. It can be accessed using the QR codes in and around the studio.
	+ The primary use of the report is to take attendance. If the form is not filled out on a weekly basis, the Program Director will assume that you have not been consistent with having your show. This puts you at risk of losing your time slot due to the high volume of students who would like to be a member of WIDR’s Airstaff.
	+ This form also keeps a record of discussions concerning relevant campus and community information, which is compiled into our Quarterly Issues and Programs Report.
	+ In addition, we want to hear about the things you did well during your show! WIDR submits to various organizations for awards, so let us know about segments that you felt were well-executed.
	+ Finally, there is a space available for any thoughts, questions, or concerns that you may have for any of the WIDR directors.
* Overall, your participation in this form is vital to upholding WIDR’s foundation!

**CHAPTER 5 – Airstaff Conduct**Speaking on your true voice and being your authentic self is key to being on the radio. It is your space; you have earned the right to speak and share your voice with the WIDR-World.

The Best Advice of Speaking on the Radio

1. Relax and breathe
2. Relax and breathe
3. Enjoy yourself
4. Enunciate and speak clearly
5. Have a goal of what you’re trying to say
6. Who are you? Why should the audience care?

Attendance

The first step towards becoming a successful DJ is actually being present. This may seem simple, but your attendance reflects on you as a DJ. If you do need to miss your show, let the Program Director know with as much time in advance as possible (minimum 24 hours).

If you need time off, please ask! Program Directors are people too and are sympathetic to situations that may be preventing DJ’s from attending. Absences, even excused ones, have limits. If you are missing shows frequently (excused or not), the Program Director will contact you to discuss them. Each situation is different, but every DJ will be held to the same standard at WIDR. We have basic expectations for everyone, and if you’re not able to meet those, that will need to be addressed. It may be that WIDR is not the best fit for you, or that it is too much of a time-commitment.

Discipline

Like in any organization, the on-air volunteers of WIDR are expected to follow all of the rules and procedures to the best of their abilities. If those are not followed, there will have to be consequences as a result. These consequences will vary depending on the severity of the infraction. WIDR directors and management are here for you for any questions or problems you have with anything involving the organization. In most cases, any things of this nature should be resolvable by discussion and training.

In the rare event that a positive outcome cannot be attained after repeated discussion, intervention, and training, WIDR staff reserve the right to enact disciplinary action including but not limited to meetings, show sit-ins, testing, retesting, training, retraining, probation, and dismissal.

There are, however, certain things that will result in immediate disciplinary action of meetings, probation, or dismissal. These things include the following:

* Consecutive playback of FCC dirty songs, whether one after the other, throughout the show, or continued playback through weekly shows.
* Use of FCC dirty content or words by the DJ during talking segments.
* Vandalism, theft, or damaging of studio equipment, including CDs & Vinyl.
* Modification of files or programs on studio computers without permission from directors.
* Other extreme cases as deemed necessary by the directors, keeping in mind the above policies of working constructively towards positive outcomes.
* The conduct of all WIDR staff members falls under the Western Michigan University Student Code. All violations of the code will be handled accordingly. DJs have the right to bring disciplinary actions to the attention of director staff.

WIDR Airstaff On-Air Rules

1. Calls to action are absolutely prohibited. A call to action is defined as “an encouragement to the listeners to perform a given act.” For instance, saying something like “You should go to Larry’s for the best food in town” or saying anything like “come on down to…” or “check it out” is strictly prohibited as well.
2. Opinions or personal beliefs are not to be aired at WIDR, unless the program is formatted for this content and an FCC disclaimer is read beforehand (this is posted in the studio for your reference).
3. On-air discussion of WIDR policy, procedure, programming changes, music, and information, format, business, or board of directors’ matters and decisions is not allowed under any circumstances, unless deemed okay by directors. Discussion of these matters to other media organizations is also prohibited.
4. The General Manager is the spokesperson for the station. You must consult the directors before speaking with the media of any kind.
5. On-air discussion of broken equipment, studio malfunctions, or missing CDs/albums is also strictly prohibited. The listeners should never know if there are malfunctions in studio, nor should they be aware that sometimes we lose music (whether to poor cataloguing, carelessness, or theft); your level of professionalism will be monitored closely by the Program Director, and all efforts should be made to provide the most professional listening experience for our supporters and listeners.
6. WIDR’s non-commercial license prohibits the airing of dollar amounts. Examples include ticket prices, product prices, and any other fees or services for which there is a charge. You can, however, say something is “free.” Due to WIDR’s non-profit status, you may be allowed to air prices for some WIDR related events and/or fundraisers, subject to management’s approval. You can direct listeners to find more information online where they can view prices and details themselves (but remember to give them the option, not suggest or encourage).
7. Announcements of any sort must be approved by management before airing. Plugging a business, product, service, event, or cause is prohibited without proper consent. Management approved events are listed in the studio and on the website for you to promote during your show.
8. Outside involvement in businesses that you participate in, sponsor, represent, manage, or have an interest in cannot be promoted unless there is a grant exchange between the business and WIDR. If you know of a business that may be interested in such an exchange, please contact the Promotions Director or General Manager.
9. Songs deemed inappropriate for airplay are marked with blue and struck-through. Blue songs are never to be played on the air. If you play a song that is not marked with blue and should be, it is your responsibility to indicate this on the liner notes or track listing of the recording. Simply cross out the track name and/or write “no play.” We have a “Dump Button” on the console, which cuts out about 8 seconds of audio, for when this happens. Use it!
10. The Production Director and/or Program Director must first approve any and all production materials made by staff with the intent of airplay, prior to airplay.
11. . It is expected that WIDR DJs will take an active role in the improvement of their on-air skills and performance. The Program Director will regularly monitor the performance of all staff members, and it is expected that DJs will attend sessions to discuss their performance and work with the Program Director to improve their conduct and programs. DJs have the right to address concerns in this regard to the General Manager.
12. All forms of profanity are explicitly prohibited from broadcasting over WIDR’s airwaves. According to the FCC (47 C.F.R ss 73.4165 and 73.4170; 18 U.S.C. s 1464), material is considered obscene if: a. The average person, applying to contemporary community standards, would find that material appeals to the prurient interest. b. The material describes or depicts sexual conduct in a patently offensive manner. c. Taken as a whole, the material lacks serious literary, artistic, political or scientific value. Considering the ambiguity of these regulations and the sizable forfeitures imposed for violations (thousands of dollars and loss of station license), it is extremely important that you take the greatest care possible in avoiding offensive content. What isn’t offensive to you may offend someone who regularly applies “contemporary community standards.”
13. Obscenities, profanities, or any offensive material will not be tolerated under any circumstances. Such an occurrence is grounds for immediate dismissal from WIDR. Offensive language may also include euphemistic language and acronyms. For instance, saying “WTF?” over the air may not be ostensibly obscene; however, the astute listener may find this offensive. Be mindful of the language you use. It is easy to present oneself in a way that is both genuine and respectful. Also, special care should be taken not to utter obscenities in and about the studios, as these expressions may sometimes be heard over the air.

How to Leave the Studio

When coming into the studio, the DJ before should have left it nice and tidy. This is what all DJ’s should do when they leave their show.

1. Make sure all channels on the board are off, except for the NextKast,
2. Set all sliders to negative infinity, except for the NextKast (at unity or 0 db).
3. Pick up any and all trash in the studio. Even if it is not yours
4. If you use the turntables, make sure they are off and covered back up to prevent dust
5. Do not turn the CD players off, just the channels on the console
6. Wrap the headphones back up, to prevent them from being broken
7. Make sure you have left the studio in the best possible condition, turn the lights off and leave.

**CHAPTER 6 – Music Policies**WIDR Is known for its diversity of music! Music reviewers cater our sound based off these values...

**MUSIC MISSION STATEMENT**

“WIDR strives to play groundbreaking music from Kalamazoo and greater Michigan. In addition to highlighting the cultural music from regions of the world represented by students at Western Michigan University.”

**WIDR CORE MUSIC VALUES**

LOCAL

DIVERSE

CULTURAL

INNOVATIVE

MEANINGFUL

Playing Music You Want

DJs are expected to play music from our libraries, if there is music you would like to play on your show, you are expected to communicate with the WIDR Music Director to request certain songs and albums. Please give at least a week or two to receive the files if they can be obtained.

Core Music System

Green: Upbeat, heavy rotation

Yellow: Slower, medium rotation

Red: Slow, light rotation

Blue: No-play.

Genre’s Available in Our Library

1. Indie-Pop (IP)
2. Rap/Hip Hop (HH)
	1. Local
	2. Current
3. R&B/New-Soul (RB)
	1. Local
	2. Current
4. EDM/House (ED)
	1. Local
5. Rock (RO)
	1. Local
	2. Current
6. Metal (MT)
	1. Local
	2. Current
7. Non-specific Cultural Music (CU)
8. Latin Music (LA)
9. Middle Eastern Music (ME)
10. Pan-African Music (PA)
	1. Afrobeat
	2. Carribean
	3. Reggae
11. East-Asian Music (EA)
12. South Asian Music (SA)

Curated tracks and requested albums are dropped into each DJ folder by our Music Team.

**CHAPTER 7 – Resources**Incorporating these resources into your training will ensure you are well prepared and have a meaningful time on-air.





