

WVBU 90.5 FM
Bucknell University



OPERATING INSTRUCTIONS FOR WVBU FM
APPROVED BY WVBU BOARD OF DIRECTORS
Jan. 30, 1986

Lewisburg, Pennsylvania 17837
717/524-3489



What follows is a collection of information and guidelines for all WVBU staff members. The information is for your use. You will all be expected to follow the rules of operation at the station. Some of the rules have existed for many years at WVBU and some are new as of January; ALL will be observed without exception.

As you will discover, none of the guidelines are unreasonable and are being undertaken only to improve the quality of the programming at WVBU. This will result in an improved public image of WVBU and, therefore, it is in your best interest to cooperate.

Over January several technical improvements have occurred at the station; by February 1986, the technical quality of WVBU broadcasts should be flawless. Also during January, studios were moved and station space was put to better, more comfortable use. While many problems have been overcome, there still exists at WVBU a lack of professionalism among the staff and continuity in programming. These are two aspects of broadcasting that are vital to a radio station's successful operation. The first issue that will be addressed is continuity.

CONTINUITY

All radio stations try to maintain a sameness in their programming, that is continuity. Commercial radio represents one end of the spectrum with nearly total sameness from show to show and college radio is at the other end, offering a greater variety of music and on-air personalities. If one were to examine the many different types of music offered by WVBU, it would become obvious that the station has worked to maintain variety in its programming. WVBU is prepared to uphold its commitment to variety, however, it is important to realize that in order to establish a regular routine of programming, continuity must be achieved somewhere.

There are five basic elements of a radio show: Music, News, Weather, Time and Station Identification. The following is a brief description of some of them and their functions at WVBU.



NEWS: News can be obtained from the AP machine which is turned on at 6:30am and then turned off at 2am. The machine must remain on while WVBU broadcasts since it is part of the Emergency Broadcast System and as such might, at any time, warn participating stations of national, state and local emergencies. A unit of news is called an AP newsmminute or an AP newswatch. It contains the national headlines and usually a human interest story. Sports, local news, business and agricultural reports and extended human interest stories are also available through the wire. When the AP alarm sounds, there is a particularly important story coming over the wire. The alarm can sound 1 to 10 times. 10 bells signals either an EBS test, which requires no response from us, or the report of an actual emergency which would, of course, need to be read over the air. Other items of varying importance are designated with lower bell counts. For example, the attempted assassination of the Pope got 6 bells. Extended newscasts will be read at 5pm and 10pm by members of the news staff monday through Friday.

WEATHER: The weather is available through the AP wire but unless there is a storm situation, it does not come over more frequently than once every two hours. Therefore, if you need the weather for a show, it can also be obtained using the weather radio in the FM newsroom. The general forecast for our area is read every 20-30 minutes and it is easy to copy it down as the announcer reads. Once you have a good copy of the weather please save it for the next jock.

STATION IDENTIFICATION: The FCC requires that all college, non-commercial stations announce their legal IDs within 2 minutes before or 2 minutes each hour. This is required of all jocks regardless of the show time. WVBU requires that the ID is read more often during certain shows--see specific format descriptions herein. There are two acceptable legal IDs 1) WVBU 90.5 FM in Lewisburg and 2) WVBU FM in Lewisburg.

TIME: Jocks are responsible for announcing the correct time at the appropriate times during their shows. There will be an accurate clock installed in

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the FM studio. Until then, djs are responsible for finding an accurate watch or clock to use while on the air.

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FORMAT DESCRIPTIONS

7-9am

Mon-Fri

The function of this slot is primarily to inform the listeners of the facts they will need for the rest of the day.

- FORMAT:
1. News will be read every half hour. The same stories may or may not be read each time but each spot must include national headlines (usually found in the AP newsminute) and the weather. Each news sppt must also include one PSA from the local and campus event book located in the FM studio.
 2. The weather will be announced every 15 minutes. If it is not available from the AP wire, weather can be copied from the weather radio located in the FM newsroom. The general forecast is read every 20-30 minutes.
 3. The station's legal ID, ex. WVBU FM 90.5 in Lewisburg, will be announced every 15 minutes.
 4. The time will be announced at least every 10 minutes.

9am-8pm

Mon-Fri

The function of these shows is to offer a mix of information and entertainment.

- FORMAT:
1. The news will be read every hour on the hour. It must include at least one AP newsminute and the weather.
 2. The time will be announced at least every 15 minutes.
 3. The station ID will be announced at least every 15 minutes.
 4. Ateleast one PSA must be read from the event book per hour.

8pm-9pm

Mon-Thurs

These slots are used to spotlight a type of music or artist.

- FORMAT:
1. No news
 2. Station ID and time will be announced at least every 15 minutes.



9pm-11:30pm
Mon-Fri

The function of these shows is to entertain.

- FORMAT: 1. A complete newscast will be read by a member of the news staff at 10 pm. No other news is necessary.
2. The station ID and the time will be announced every 15 minutes.

11:30pm-2am
Mon-Sun

The function of these shows is to entertain.

- FORMAT: 1. No news.
2. Station ID and time will be announced every 30 minutes.

Weekend Shows
7am-8pm

All jocks with weekend shows falling within these times are responsible for:

1. News (a newsminute and the weather) every hour on the hour
2. Station ID and time every 15 minutes. An exception will be made for classical theatre. During that show, the dj will announce the ID and time whenever possible.

None of these formats will be difficult to follow. Should a dj choose to ignore the requirements of his/her showtime, the following policy will apply. DJs will be allowed two warnings, after the third incident the dj will lose 10 seniority points, the fourth time will result in a loss of the showtime and a drop to the bottom of the seniority list. Please note that a warning is a general term and a dj is only allowed two general warnings before disciplinary action is taken.

A second part of programming continuity involves the music a radio station plays. Although WVBU allows djs a large degree of freedom when programming their shows, there is a musical format posted in the FM studio and it must be followed by all the jocks on the air between 9am and 6pm. Specifically, each dj operationg during those hours must include 2 new, 3 hot and 3 recurrent/ 3 pop cuts in his/her show. The penalties for not following format are the same as above.



PROFESSIONALISM

the idea of professionalism is, for the most part abstract. It deals with everything from behaviour on the air to conduct around the station. Recently the largest problem in this area has been with show bagging.

In order to appreciate the gravity of missing a show, it is necessary to understand that WVBU, and every licensed radio station, exists only as a source of information and entertainment for the public. No station, therefore, can operate effectively unless it can broadcast with consistency. If a jock drops a show without finding a replacement, there is a chance that WVBU might be forced off the air during that show time. This has occurred in the past, in fact with disturbing frequency during the fall semester of this year. For general information the following policy will be observed when dealing with jocks who miss a show without finding a substitute.

1. The first show bag results in an automatic drop to the bottom of the seniority list.
2. The second show bag results in loss of the show time.

The second problem concerns the theft of albums from the WVBU library. WVBU is fortunate to be able to claim one of the largest record libraries in the area among college stations. The library is maintained for everyone's use. During the fall semester of this year, several albums were stolen. While it is true that WVBU is serviced albums by many record labels, the replacement of stolen albums is the responsibility of the station. During January alone, we spent over \$300 replacing stolen and damaged albums. We are still missing albums which would be valuable to own but which we can not afford.

As a service to WVBU personnel, and in an attempt to curb the theft of albums, taping facilities will be made available to djs during certain times. Details are forthcoming.

A third aspect of professionalism which is being ignored at WVBU is the maintenance of the logs. Each jock has at least two logs to keep: 1) the daily sign-in/sign-out sheet and 2) the log of songs played (FM Log). The



first jock on and the last jock off for the day must also sign the transmitter log which can be found on top of rack that holds the monitoring devices. Maintenance of all these logs is required by the FCC. Each record must be complete; that means signing your full name and recording the artist and the album and the title of every song played in the FM log. The penalties for ignoring log regulations are the same as those for format requirements.

Lastly, for the sake of everyone involved at the station it is very important that jocks re-shelve their records. If you've got a class immediately after a show, put the albums away during the show. It is inconvenient for other jocks to work around piles of used records and they make the station cluttered and generally unpleasant. Once again the penalties for ignoring these rules are the same as those for format violations.



INSTRUCTIONS FOR TURNING THE TRANSMITTER
OFF AND ON

1. Go to the FM Studio
2. You will be using two components
 - a. the BELAR FM RF Amplifier (BFRA)
 - b. the MCI Remote Control unit
3. On the remote control unit there are 2 windows. The one on the right displays the channel you have selected, the other one displays the percentage of full power at which we are broadcasting.
4. To turn the transmitter ON:
 - A. on the MCI unit press the button marked 1. In the channel window, the number 1 should be displayed.
 - B. on the same unit press the button above the letter R, marked with a number sign. Depress that button until the relative output meter on the BFRA moves.
 - C. on the MCI unit press the button marked 2. We broadcast on channel 2. The display in the power window should read 100.
 - D. Check the tuner and the receiver in the office to make sure we're on the air. All five green signal lights should be on.

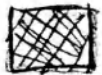
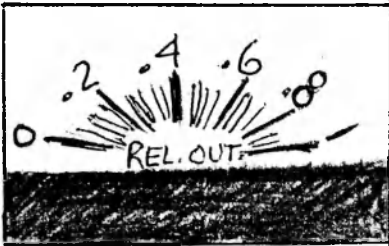
If, during any of these steps, a problem develops, call


B.J.	3-4452	Dave	3-4452
Robin	3-5525	Katey	3-4020


5. To turn the transmitter OFF:
 - A. On the MCI unit press the button marked 1. The display in the channel window should read 1.
 - B. On the same unit, press the button above the letter L, marked with an asterisk. Hold the button until the relative output meter on the BFRA reads zero.

Please note that it is necessary to hold the buttons on the MCI unit down for a second or two before they register.

Any confusion caused by the wording of these instructions can be cleared up with the assistance of the attached diagram



 BELAR FM RF

	<p>0 Limit Alarm 0 TM 0 DATA</p>	<p><i>Micro</i></p>  <p>CHANNEL</p>	<table border="1"><tr><td>1</td><td>2</td><td>3</td></tr><tr><td>4</td><td>5</td><td>6</td></tr><tr><td>7</td><td>8</td><td>9</td></tr><tr><td>*</td><td>0</td><td>*</td></tr><tr><td>L</td><td></td><td>R</td></tr></table>	1	2	3	4	5	6	7	8	9	*	0	*	L		R
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DJ RESPONSIBILITIES

Early Morning Jocks

1. Turn Transmitter on
2. Turn on the receiver and the tuner in the office
3. Turn power on in FM
4. Turn on the AP machine!
5. Get the weather from either the AP machine or from the weather radio. SAVE THE WEATHER REPORT FOR THE NEXT JOCK!

Daytime and Nighttime Jocks

1. Keep an eye on the amount of paper in the recycling can. Make sure that there is enough for a newscast but also keep the level under control. Fold any used or excess paper and place it in the box marked RECYCLING.

Late Night Jocks

1. Turn transmitter off
2. Turn off the receiver and the tuner in the office
3. Turn off the power in FM
4. Turn off the AP machine
5. Turn off all cart machines, tape decks and power in all the studios.
6. Fold the paper in the recycling can and put it in the recycling box.
7. DO NOT turn off any of the consoles themselves or the EBS monitor in FM.
8. Make sure all the doors are locked.



HINTS FOR A GOOD SHOW

1. Make ~~sure~~ that you check the new album section each week.
- 2 Ask for requests only if you intend to play them.
- 3 Do not invite your friends to visit the station during a show.
- 4 You are responsible for everything that goes over the air during your show whether it is originated by yourself or a visitor.
- 5 Practice talk-ups before you use them. Make sure that you know what you are going to say before you say it.
- 6 Follow the format and fill in all logs.
- 7 Never criticize WVBU over the air, and do not air personal gripes.
- 8 Avoid talking needlessly but don't let your listeners think that your show is automated.
- 9 Vary your introductions and talk-downs of songs. Never fall into the bad habit of using a crutch phrase or word; the audience will pick up on it immediately and change channels if they can before they fall asleep from boredom. Examples of crutch phrases are: "OK", "Getting back to the music..."



ENGINEERING SUGGESTIONS

1. Use slip-cueing for tight transitions.
2. Keep a cart or two on deck at all times to play in case something goes wrong with the turntables.
3. Experiment with the position of the mike and the levels to obtain the best voice quality.
4. Make sure that the hallway noises do not go over the air.
5. The only forms of a legal ID allowed by the FCC are:
 WVBU FM (in) Lewisburg
 WVBU FM 90.5 (in) Lewisburg
6. NOTE: You may talk around these IDs, however, for them to be legal, the call letters and town of location must appear as shown above.
6. Turn the mike before raising the volume. Lower the volume before turning off the mike. This prevents the click from going over the air. Also, be conscious of the turntable switches. Either turn them on and then raise the volume or use slip-cueing.
7. Always play a cart in its entirety. Never stop it before the end or before it has wound out and shut itself off.
8. If you notice a problem with any of the equipment at the station, leave a note on the engineers' clipboard which is hanging on the coatrack in the hallway.