

**WISBF**

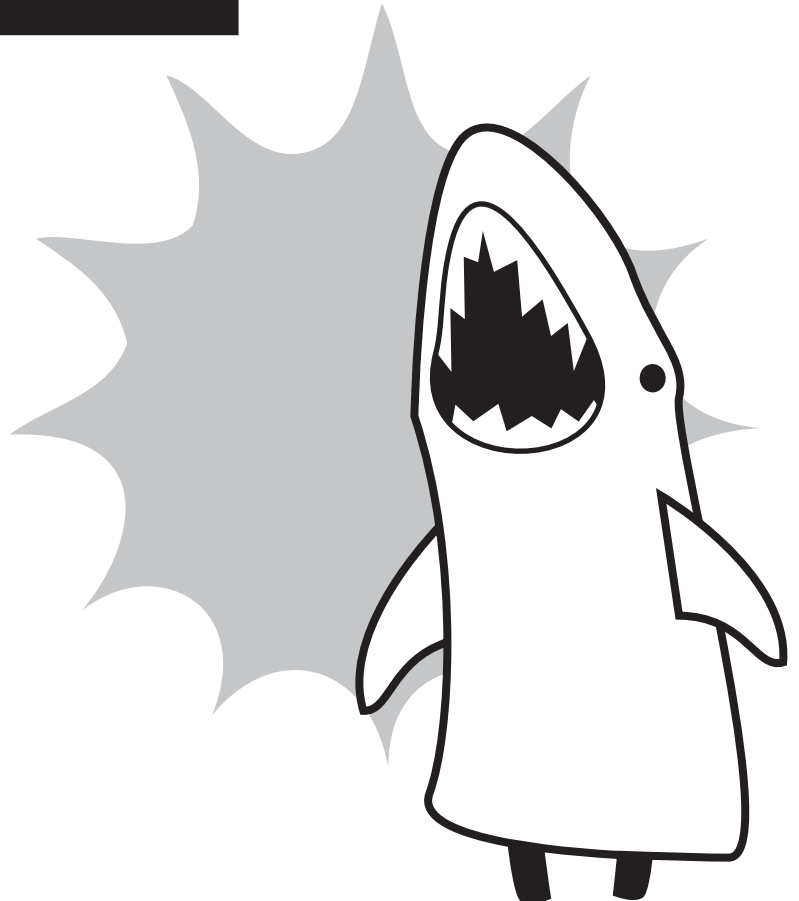
**FM Clemson**

# THE DJ HANDBOOK

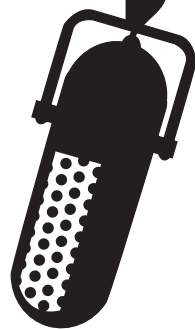


# table of contents

<i>General Information</i>	2
<i>Becoming a DJ</i>	6
Training	
Show types	
CD reviews	
Fishbowl points	
<i>Rules &amp; Procedures</i>	11
Station rules	
Programming and general rules	
The FCC	
EAS procedures	
<i>Disciplinary Action</i>	18
FCC violations	
Absence policies	
The Point System	



# GENERAL INFORMATION



## In this section:

- Station positions and numbers
- WSBF's history
- Eligibility
- Staff meetings
- Keys and card access
- Station teams



## Station Information

Type: Class A  
Format: Non-commercial, educational radio station  
Location: 315 Hendrix Student Center  
Radiated Output Power: 3000 Watts  
Frequency: 88.1 MHz  
Legal Station Identification: WSBF-FM Clemson  
Email Address: [wsbf@clemson.edu](mailto:wsbf@clemson.edu)  
Website: <http://wsbf.net>

## Phone Numbers

Studio A / Request Line: (864) 656-9723  
Music Director: (864) 656-4010  
General Manager: (864) 656-4009  
Transmitter: (864) 656-4012  
Fax: (864) 656-4772

## Our Advisor

Faculty Advisor: Jackie Alexander  
Advisor Email: [jalexa5@clemson.edu](mailto:jalexa5@clemson.edu)  
Advisory Office Phone Number: (864) 656-7671  
Advisor Cell Phone Number: (770) 820-9878

---

## Senior Staff Positions

### General Manager:

Oversees programming and business operations

### Chief Engineer:

Maintains and makes decisions about technical equipment

### Chief Announcer:

Maintains on-air quality of DJs and coordinates interns

### Music Director:

Keeps rotation fresh

### Computer Engineer:

Maintains studio software and website functionality

### Production Director:

Produces live events, underwriting, and show sweeps

### Events Coordinator:

Organizes events and facilitates contracts

### Promotions Director:

Promotes WSBF station and events around Clemson

### Member-at-Large:

Represents interests of Full Staff to Senior Staff

**[gm@wsbf.net](mailto:gm@wsbf.net)**

**[chief@wsbf.net](mailto:chief@wsbf.net)**

**[announcer@wsbf.net](mailto:announcer@wsbf.net)**

**[music@wsbf.net](mailto:music@wsbf.net)**

**[computer@wsbf.net](mailto:computer@wsbf.net)**

**[production@wsbf.net](mailto:production@wsbf.net)**

**[events@wsbf.net](mailto:events@wsbf.net)**

**[promo@wsbf.net](mailto:promo@wsbf.net)**

**[member@wsbf.net](mailto:member@wsbf.net)**

## A Brief History

WSBF-FM, affectionately pronounced as “Wiz-biff,” began as a closed-circuit broadcasting facility on May 1, 1958 and made its first broadcast on April Fool’s Day, 1960. The intention of the radio station was, and is, to provide Clemson University students with news, music, and educational entertainment. In the early days, WSBF broadcasted such shows as an agricultural show by Bob Mattison, the “Voice of Clemson,” which was also broadcast on AM stations in Anderson, Spartanburg, and Columbia. Other shows included one broadcasted from Harcombe in the mornings, a “Late, Late” show featuring old standards, and a “Concert Hall” show featuring the classics. By 1965, WSBF had changed format to include sports broadcasts, such as “The Frank Howard Show” and “Pigskin Preview,” as well as a few classic radio dramas, such as “Night Beat” and “East of Midnight.”

Under programming direction Woody Culp, the style of the station became “progressive” in the early 1970s. The station’s new strategy was to give heavy airplay to new or relatively unknown artists. Prior to this, WSBF had focused on “Top 40” hits, but this changed; additionally, the station began broadcasting more off-beat news stories.

In the mid-1980s, the station shifted again from “progressive” to “alternative.” The alternative format included many genres such as progressive, classical, rap, jazz, punk, industrial, and indie, “alternative” denoting that alternative examples of all music genres were presented.

Today, the purpose of WSBF has developed into educating and entertaining the listener by exposing him or her to new genres and to the leading edge of more familiar genres. The current stated goal of WSBF is: “We provide the Upstate’s best alternatives of contemporary music over the air, online, and in the community. We play what other stations cannot and do not.” The station supports the community by putting on free shows that are open to the public as well as hosting events to raise money for charity.



## Eligibility

WSBF has an open door policy for any Clemson University student with at least a 2.0 GPA. First semester freshmen and transfer students may become members but must meet eligibility requirements after the first grading period. University employees and non-university affiliated members of the community may also become members of the WSBF staff.

## Full Staff Meetings

Unless otherwise notified, staff members should expect full staff meetings to take place the first Sunday of every month at 8:00pm. The meetings will take place in the McKissick Theater, located on the first floor of the Hendrix Student Center. The first full staff meeting of every semester is held on the first day of classes at 8pm. All staff members will be reminded of meetings at least one week in advance via email and postings around the station.

The Member at Large will take attendance at all staff meetings. Attendance at all full staff meetings is mandatory. Failure to attend will result in disciplinary action against the staff member. If a staff member is unable to attend a meeting, (s)he must write a valid excuse prior to the meeting and post it in the WSBF excuse log.

WSBF Interns are not required to attend full staff meetings, but they are strongly encouraged to do so.

## Station Access

Members may enter the station, Student Media suite, and the Hendrix Center loading dock using keycard access. Clemson University students and employees are granted card access on their Tiger1 cards. Community members are issued community access cards.

All members of senior staff are issued station keys at the beginning of their term. These keys are checked out from the Student Media Advisor with approval from the General Manager and must be returned at the end of the year.

If your show starts after the Hendrix Center has closed, keycard access is available on loading dock at the back of the Hendrix Center. If the keycard does not immediately grant access, first call the request line: (864) 656-9723. If this fails, call as many members of Senior Staff as necessary. You are not excused from your show until you have attempted to contact all Senior Staff. You should then contact Senior Staff repeatedly until card access is granted prior to your next show.

## Teams

Each DJ is assigned to a team upon completing his/her internship. Teams include the Green Monkeys, Purple Parrots, Red Jaguars, and Blue Barracudas. Occasionally teams hold social gatherings and other team activities. If you have not been assigned to a team, the Member at Large will make this happen.



## Noncommercial Educational Radio Station, Advertising, and Underwriting

WSBF is classified as a Noncommercial Educational (NCE) radio station, which means it does not accept on-air advertisements. However, WSBF may air underwriting spots, which are an FCC legal form of announcements funded by an external sponsor.

## Website

WSBF has an online presence at [wsbf.net](http://wsbf.net). There, the audience can listen to a live webstream, view station content and information, and keep up to date about station events. There is a DJ log in at [new.wsbf.net](http://new.wsbf.net) that allows DJs access to resources such as CD reviews, show subs, DJ profiles, and more.

# BECOMING A DJ



## In this section:

- Training and written test
- Internship guidelines
- On-Air tests
- Types of shows
- CD reviews
- Fishbowl points





## WSBF Broadcast Training Course

WSBF offers a broadcast training course at the beginning of each semester that is open to all students, faculty, staff members, and community members. An intern drop-in is held in the student media suite on Tuesday at 8pm on the third full week of classes. All attendees are invited back to begin training to become a WSBF DJ. Anyone who wishes to become a WSBF DJ must complete the process outlined below regardless of past DJ experience.

There is a one-time dues fee of \$20 upon completion of training.

## Handbook and Written Test

Before becoming an intern, all prospects will be issued an updated copy of the WSBF Handbook. At 8pm on the Wednesday and Thursday following the intern drop-in, the Chief Announcer holds a general training session about the handbook and discusses important information, rules, and procedures.

Applicants must then take a written test on the contents of the handbook. Those who score 85% and above may begin their internship at WSBF. Those who score lower than 85% may request to retake the test again after 24 hours have passed.

## Internship

Interns should supply the Chief Announcer with a list of times they are available for training, in order of preference. The Chief Announcer will use this information to create a schedule of DJs for each intern to train under and email it to the interns and full staff.

Interning begins the Monday after the intern drop-in. During their internship, interns are trained on board operation, station procedures, and putting together a radio show. Interns are trained using a checklist of all skills a DJ is required to know.

DJs must fill out and complete their intern's training form and sign off on training hours completed.

Upon fulfilling their board hours, interns must pass an on-air test (described below) before being allowed to become a DJ. In addition, an intern must pay one-time membership dues payment of \$20 and complete two CD reviews (PAGE NUMBER).

Interns must complete their hours and pass the on-air test within two semesters of taking their written test. For every successive semester after two, additional training hours must be completed before a test can be administered.

All legal documentation and applicable forms must be completed to become a DJ. The new DJ may then pick a show time for which (s)he will be responsible immediately.

### The Internship must meet the following requirements:

- the intern must spend 2 sequential weeks with each of the DJs assigned
- the intern must get at least 2 hours of sit-in time and 4 hours of board time
- the intern may get 1.5 sit-in hours at most from a single DJ
- the intern may get 2 board hours at most from a single DJ
- the intern must have at least 1 hour of sit-in time with a DJ before they can begin their board time with that DJ unless all sit-in hours have been completed with at least 2 other DJs
- the intern may train with DJs other than those assigned as long as no DJ has more than 2 interns at any time
- all training must be completed by the sixth Sunday after interning begins unless a valid excuse is provided

## On-Air Test and Selecting a Show

Once the required training hours have been completed, the intern must email the Chief Announcer when (s)he is ready to schedule an on-air test period with any member of Senior Staff. Interns may not be tested by someone they have trained with.

The on-air test covers all WSBF rules, FCC rules, and knowledge of how to properly operate all control room equipment. An intern must make a minimum score of 85% to pass the on-air test and become a DJ. Those who fail the test may be assigned additional training hours and may request to take the test again after 24 hours have passed. After passing the on-air test, completing two CD reviews, and paying dues, the new DJ may sign up for their show.



# Types of Shows

## Rotation Shows

Rotation show DJs are allowed to play any of the music out of the rotation bins located in studio A. Most of the music played should be out of the New and Heavy bins, while music out of the Medium and Light bins should be played less frequently.

The DJ has the choice of playing music from his/her own collection for up to 25% of the show, and these songs must be labeled as "optional" in the logbook. The show is measured in number of songs, not time. Example: If a DJ plays twenty songs, five of them are allowed to be optional songs. Songs from the jazz bin count as optional songs.

Re-file all albums and CDs properly.

• **Music Policy:** This music must be from bands that have never had a **Billboard Hot 100** hit or a **Gold Album**. You can check if an artist has a Hot 100 hit at [www.allmusic.com](http://www.allmusic.com). To check if an artist has a gold album, search [www.riaa.com](http://www.riaa.com) under "Gold & Platinum." The band must not use any profanity or sexually explicit language. Once an hour, DJs can play two tracks from the same band, but they must be back-to-back. No artist can be played on two consecutive shows.

## Specialty Shows

Specialty shows allow DJs to play an unlimited number of optional tracks and typically focus on a theme such as a specific genre or time period.

The DJ must write a detailed one-page essay explaining the format, genre, and general theme of the specialty show. The DJ must also submit a list of at least 100 artists to be featured on the show. The DJ must have access to these artists either through the DJ's personal collection or the station's music library.

Customarily, specialty shows are in the time slots between 7pm and 11pm, but all time slots are acceptable for a specialty show. A DJ wishing to do a specialty show must submit a specialty show application, list of featured artists, and three preferred time slots to the General Manager by 8 p.m. one week prior to the first full staff meeting (one week prior to the beginning of classes). Submitted applications are evaluated by senior staff and the Specialty show time slots are assigned.

Up to 25% of programming may be specialty shows. Only DJs who have been active for 2 semesters or more are eligible for a specialty show.

• **Music Policy:** All music must be from bands that have not had a **Billboard Hot 100** hit or a **Gold Album** in the last two years. The same rules listed under Rotation Shows regarding playing back-to-back tracks, playing an artist on consecutive shows, and profanity and explicit language apply.

## Jazz and Talk/Sports Shows

Jazz and Talk/Sports make up a small but important part of overall programming.

Jazz show DJs may play music from the jazz bin or their own jazz collection and are allowed an unlimited number of optional tracks.

Talk/Sports shows usually consist of interviews, news articles, and guest speakers. Talk/Sports shows should last the duration of the timeslot regardless of how much programming the DJ has or hasn't planned. Music may be played during these shows to fill the gaps in time between live talk segments. Music on talk/sports shows should follow rotation show rules unless a specialty show application is given or the music is used as talk-over music.

Talk shows are educational. Content should be objective, factual, and informative. The goal is to inform, not to offend. Controversial topics should be overlooked. Do not broadcast any intentionally offensive material. Avoid using offensive material to provoke discussion. Stay positive. Refrain from portraying WSBF, Clemson University, and all other entities in a negative way. "Political Correctness" is your friend. Minimize social and institutional offenses in occupational, gender, racial, cultural, sexual orientation, religion, beliefs or ideologies, disability, age, etc.

DJs wishing to do a jazz or talk/sports show should submit an application to the General Manager by 8 p.m. one week prior to the first full staff meeting (one week prior to the beginning of classes). The DJ should list the days (s)he wishes the show to be in order of preference.

As the on-air disc jockey, you are ultimately responsible for all content on your show. WSBF is governed by the Federal Communications Commission (FCC) and is required to operate according to FCC regulations. Failure to abide by the following rules can result in write-ups, suspension, and/or FCC fines. Unfortunately, the fines are very steep (upwards of thousand of dollars) and jeopardize the continuation of WSBF. In the event that WSBF acquires fines on behalf of a DJ, that DJ will be held financially responsible for both the personal fine and the station fine. In order to avoid dooming yourself and WSBF, please read carefully and abide by the following rules.



## Scheduling Procedures

Show assignments are made at the first full staff meeting of the semester which is usually held on the first night of classes. DJs choose their show times in the following order: Specialty shows, Senior Staff shows, Jazz and Talk/Sports shows, and then Rotation shows using the order determined from the “fishbowl method” (PAGE 10).

At the beginning of each semester, every DJ is required to fill out a “fishbowl application” (found at [wsbf.net](http://wsbf.net)) to determine the order of show selection. Fishbowl applications must be submitted by 5pm on the first day of classes for the semester.

DJs who do not submit a fishbowl application will pick their show times last.

ALL DJs planning to do a show are required to attend the first full staff meeting.

## Cohosting

As a DJ you have the option of cohosting your show. A cohost is someone who shares the duties of being a host and contributes regularly to the show. DJs wishing to cohost a show should declare so upon signing up for a show. If both cohosts are present during a show, they share equal responsibility in the event of a violation of WSBF or FCC rules. If only one host is present, he or she will assume responsibility for the violation. It is not required that both hosts are present during each show. Cohosts are equally responsible for missing their show if both hosts are absent and a sub is not requested by one of the hosts at least 24 hours in advance. Cohosts should notify the host if they are going to be absent. DJs may have a cohost that is not a WSBF DJ. In this case, the WSBF DJ assumes full responsibility for the actions of the non-DJ cohost. A non-DJ cohost may not operate the board; his or her role is to contribute primarily to music selection and mic segments.

## CD Reviews

*CD Reviews by our DJs allow new music to enter the rotation. Every active DJ is REQUIRED to write at least one CD review each month regardless of his or her show format. DJs are encouraged to review more than the required number of CDs to bring new music to the station.*

### How to Review a CD

You can check out CDs from the drawers labeled “CDs to be Reviewed” next to the entrance to the station. You may have three CDs checked out at one time.. You should bring a CD back within a week of its checkout date. Listen to the CDs, love them, and get to know them.



When you are ready to review your CD, login to <http://new.wsbf.net/wizbif/login.php> and click on “Go review a CD”. In order to see this option and review a CD, you must have an account on the website and be confirmed as a DJ by the computer engineer. Find your CD in the list and click “Review This”. Fill out the review including recommended tracks and no-air tracks, then click “Submit Review.” Promptly return the CD to the station and place it on the shelf on the Music Director’s desk labeled “Put Your Reviewed CDs Here”. If the entry is missing tracks that are on the CD or if no entry exists for that CD, inform the Music Director of the problem. Email the director your CD review, and then put the CD on his or her desk with a note explaining who you are and what the problem is.

### Recommended Tracks

Recommended tracks are the tracks from a reviewed CD you enjoyed the most. Marking them will help other DJs who are unfamiliar with the CD to choose good tracks. Since recommended tracks will often be played the most, you should only recommend tracks that will sound good even when airing for months at a time. DJs may play tracks that are not recommended provided that they are not no-air tracks.

### No-Air Tracks

If a song violates the obscenity law, you must mark the song as “no-air.” See page 13 for the obscenity law. Do NOT mark no-air tracks as recommended, no matter how good the song may be. Be sure to read lyrics and listen to an entire song to ensure it is appropriate for airing on the station. Watch out for cursing after the musical part of a track has finished as it does not usually show up on lyric sheets. If an inappropriate song is not labeled as “no-air”, the DJ who reviewed the CD will be penalized. In the event that an incorrectly labeled “no-air” song is aired, the DJ who played the song and the DJ who reviewed the CD will be penalized.

### A great CD review:

- is written by a DJ who enjoys the music. Don't review an album you don't like; let someone else who might like it review it. If it's truly a bad album, it won't (and shouldn't) go into rotation.
- has all information fields (Artist Name, Album Name, Label, etc.) filled out.
- ensures all tracks have names associated with them.
- describes the artist, the album, and the music, especially the recommended tracks.
- focuses on what the artist does best or differently without editorializing their shortfalls.
- marks only the very best tracks as recommended.
- designates all FCC "no-air" tracks as such.
- is concise and should be 400-750 characters long.
- is written in full sentences and is clear of spelling and grammatical errors.
- is done ONCE A MONTH.

## Fishbowl Method

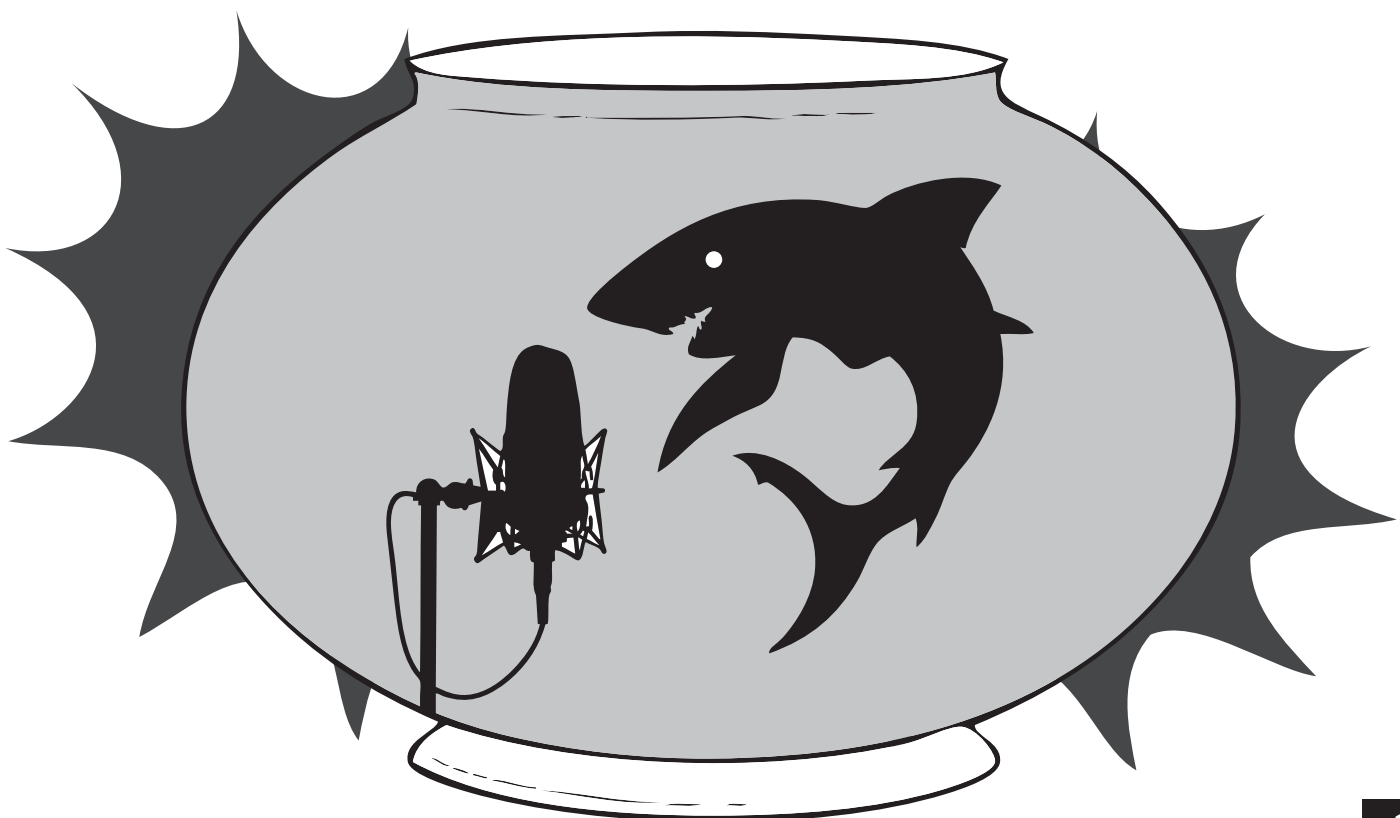
The fishbowl method of show assignments allows WSBF to give better time slots to those who have worked hard and performed well, yet maintains a degree of randomness to eliminate favoritism.

Senior staff reviews the fishbowl applications and gives a rating of one to five to each DJ. The average ratings are determined and used to divide DJs into five fishbowls, Fishbowl 1 being the highest rated 20% of DJs and Fishbowl 5 being the lowest rated 20% of DJs. The order of show assignments is determined by drawing names from Fishbowl 1 until it is empty, and continuing down the fishbowl ranking.

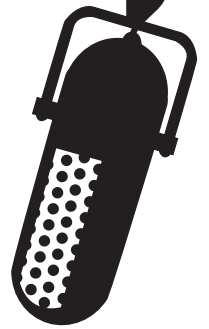
The fishbowl method incorporates three criteria for determining DJ priority for show time assignment: show quality, seniority (how long the DJ has been involved with the station), and fishbowl points.

The majority of fishbowl points are earned by performing volunteer work for WSBF. Volunteer activities that merit fishbowl points include but are not limited to:

- Loading in and loading out at WSBF concerts and events
- Assisting in event planning
- Promoting WSBF and WSBF events by tabling and posting flyers
- Assisting in station upkeep and maintenance
- Reviewing CDs



# RULES & PROCEDURES



## In this section:

- Station rules
- Dealing with the FCC
- Programming rules
- Tips for good broadcasting
- Control room procedures
- Tape deck usage
- EAS procedures



# Station Rules

Rules for a successful radio show and station.

**1.** Logs must be filled out completely and accurately, so:

- Sign in and out of the music logbook and the PSA logbook
- Completely fill out the music logbook and the PSA logbook
- List and initial all PSAs and underwriting played
- Record and initial the receipt and transmission of all EAS notifications

**2.** Play two Public Service Announcements (PSAs) per hour. If your show is 1.5 hours long, two PSAs must be played during the shared hour. Be sure to sign the PSA log each time you play a PSA.

**3.** If for some reason WSBF is coming back after being off the air (with no music) for at least 6 hours, the first DJ on the air must play the sign-on PSA (Sign On Cart) before anything else can be broadcasted. If WSBF is going to go off the air (with no music) for at least 6 hours the last DJ on air must play the sign-off PSA (Sign On Cart) as the final track is broadcasted on the air.

**4.** You may have up to four guests in the control room at any time. Only WSBF DJs or interns may operate the board. Guests may speak on the air only if they agree to comply with all applicable rules and regulations. You are responsible for everything your guests say on the air and everything they do while at the station.

**5.** WSBF telephone lines exist primarily to serve the station's business needs. The request line [656-9723] in the control room is reserved primarily for music requests, sports broadcasts, remotes, and interviews; personal calls are not allowed on this line. Requests are optional and do not have to be played. Be sure to log them as N, H, M, L, or O as appropriate. Do not play a request if it violates the obscenity laws or the music policy. The DJ may call people and put them on the air only if they are aware that they are participating in a live broadcast. Again, the obscenity laws and editorial rules must be explained and complied, and you are responsible for anything they say. The music line [656-4010] should only be used by the music director during business hours.

**6.** DO NOT comment negatively about:

- WSBF shows, programs, PSAs, or other station members
- Songs or bands aired on WSBF
- Clemson University affiliated personalities, organizations, or administrations

**7.** DO NOT bring food or drink into the control room, production room, or record library. If you want to eat/drink at the station, do it neatly in the lounge and away from the computers.

**8.** DO NOT give anything away during your show unless you have been authorized to do so by an appropriate member of Senior Staff (General Manager, Promotions Director, or Music Director).

**9.** DO NOT stream music from online sources. It violates our licensing agreements, and the stream is not reliable and its quality is unknown. This means no streaming music from YouTube, MySpace, Spotify, etc. It's okay to play music from iTunes, Windows Media Player, VLC, etc. AS LONG AS the song quality is at or above 256 kbps.

**10.** DO NOT play an artist until at least two hours have elapsed since the last time that artist was played. Try not to play the same song that was aired previously. Look over the music logs for the DJ that was on before you to ensure you are not playing the same artists that (s)he did.

NOTE: Only one set of two songs by the same artist may be played per hour. The songs must be played back to back and CANNOT be called a "double shot."



## WSBF DJ Rules

Rzules for active DJs; DJs are considered “active” if they host a show during the semester.

1. Each DJ is required to attend the monthly full staff meeting. If a staff member is unable to attend a meeting, (s)he must write a valid excuse on the WSBF excuse log prior to the meeting. Two unexcused absences will result in the loss of the DJ's show for the remainder of the semester.
2. DJs are required to complete one CD review per month.
3. DJs are required to host their shows each week of the semester (with the exception of university breaks and holidays). If a DJ is unable to make his/her show, (s)he must request for a show sub (PAGE 19) at least 24 hours in advance.

## FCC Rules

1. In the music you play and in your personal commentary:

- DO NOT use vulgar, obscene, or profane language
- DO NOT encourage the use of alcohol and/or drugs
- DO NOT make sexually explicit/suggestive comments
- DO NOT air your personal opinions

*Note: The General Manager should be consulted for advice concerning violation of the obscenity law. We broadcast well into the surrounding community, and our audience is not limited to college students. If you have to question whether or not you can air something, you probably shouldn't air it.*

2. The legal station ID is “WSBF-FM Clemson”. “WSBF-FM 88.1 Clemson” is also acceptable. “WSBF 88.1 FM Clemson” is not. The legal station ID must be announced once per hour at the top of the hour. DJs have  $\pm 5$  minutes from the top of the hour to announce the legal station ID. Be sure to log the station ID in the PSA logbook after you have announced it. You may say the station ID as little or as much as you would like during your show as long as you say or play the legal station ID at the top of the hour.

3. It is the responsibility of every DJ to have a working knowledge of ALL equipment in the control room. If you don't know how something works, ASK SOMEONE – FCC inspectors will test you on this.

4. If you feel you must editorialize, it is necessary to get the General Manager's approval of your written copy prior to broadcasting. Even then, you must state that this is your own opinion and “does not necessarily represent the views of WSBF, Clemson University, or the Board of Trustees.” You must say exactly that.

5. News items must be authentic and approved by the News Staff or Senior Staff before being aired. “Rumors,” no matter how good, are NOT considered news and may not be aired. Broadcasting false information is an expensive and illegal thing to do.

6. DO NOT broadcast while under the influence of alcohol or drugs.

7. DO NOT tell the listener what to do or make a “call to action”. You may recommend or encourage people to do things, but you may not directly tell them what to do. Not acceptable: “You should listen to this great band!” Perfect: “This band is great! I would definitely recommend listening to them.” There's a subtle difference, but one is illegal. The ONLY exception to this is WSBF sponsored events (but not Clemson University events). You may tell people to listen to WSBF, come to a WSBF event, etc. This is ONLY for WSBF sponsored events.

8. DO NOT give prices for any events, even WSBF events. “Free” is still a price and cannot be said.

9. DO NOT promote anything that isn't WSBF or University affiliated. Example: “Todaro's pizza is so great!” While this is true, it is NOT okay to air.

## FCC INSPECTIONS

As overlords tend to do, the FCC periodically visits WSBF to ensure that the station is operating according to FCC procedures. The DJ on air may be asked a series of questions regarding the operations of WSBF. It is the responsibility of every DJ to have a working knowledge of ALL equipment in the control room. There is a checklist of

all required DJ skills located in the intern training binder in studio A. If you don't know how to do something, ASK SOMEONE. Failure to demonstrate these skills to the FCC may result in personal and station fines that the responsible DJ is liable for.

Refer to the following in the event that you are present when the FCC shows up.

- Ask the FCC inspector for some kind of official ID. If he or she cannot produce identification then they have no business at WSBF and should not be permitted to enter the station. No ID means no entry. If the inspector produces proper ID, accommodate him or her to the best of your ability, keeping in mind the WSBF and FCC rules and policies.
- Once the inspector has shown proper ID, you MUST let him or her into the station. NEVER make him or her wait in the hallway.
- Next, call the Chief Engineer. Tell the inspector how long it will be before the Chief Engineer will arrive at the station. Next, call the Faculty Advisor (Jackie Alexander).
- The inspector may ask to see our Public File and Station Log. You must show these to them. The public file is located under the Music Director's desk in a box labeled "Public File." Our Station Log is in a notebook in Studio A along with the EAS Handbook, which the FCC requires us to make available to all DJs.
- Answer any questions and demonstrate any techniques that the FCC asks you to. This includes, but is not limited to:

- o performing an EAS test
- o showing how to control the transmitter (operating the board is controlling the transmitter)
- o demonstrating a working knowledge of all control room equipment. DO NOT MESS THIS UP.

- If you do not know how to answer an FCC inspector's question, do not answer it. It is illegal to provide false information to the FCC.

### **The Public File**

The Public File is a file containing WSBF's licensing information, programming content, community concerns, and more. The public file is located under the Music Director's desk in a box labeled "Public File" (because we're the creative type). Note that anyone may request to see our Public File including FCC inspectors. It is illegal to deny anyone this request since the file is public. Also note that all complaints from the public must be reported to the General Manager and filed in the public file.

### **WSBF Anti-Payola/Plugola Policy Agreement**

The FCC regulates what you can promote on the air. You must understand the FCC and WSBF policy on payola and plugola. In brief. WSBF Full Staff Members:

- Cannot accept money or gifts in exchange for airing any programming.
- Cannot use WSBF's broadcast signal for direct or indirect personal financial gain. Promotion for personal gain occurs when you select content or make statements on the air that promote your own product, service, or event.
- May use the station as their contact point with listeners. However, they cannot direct listeners to an address, website, or phone number for their place of business.
- Certify that neither they nor any member of their immediate family have any present direct or indirect ownership interest in (other than an investment in a corporation whose stock is publicly held), serve as an officer or director of, whether with or without compensation, or serve as an employee of, any person, firm or corporation engaged in:
  1. The publishing of music.
  2. The production, distribution (including wholesale and retail sales outlets), manufacture or exploitation of music, film, tapes, recordings, or electrical transcriptions of any program material intended for radio broadcast use.
  3. The exploitation, promotion, or management of persons rendering artistic production, and/or other services in the entertainment field.
  4. The ownership or operation of one or more radio or television stations.
  5. The wholesale or retail sale of records intended for public purchase.
  6. Advertising on WSBF, or any other station owned by its licensee (excluding nominal stock holdings in publicly owned companies).
- All members who are currently vested in such conflicts must sign and strictly follow "special case" rules as written by WSBF and disclose any financial interests that might create a conflict of interest. Failure to



comply with the above rules and requirements will be grounds for a minimum penalty of lifetime suspension.

- May accept tickets to events as long as no promise is given to review, mention, or play music in support of the event on-air. WSBF senior staff must first approve such compensation packages.
- May mention, when working remotely, from where a broadcast originates, but must not promote the venue (i.e., do not express opinions on the place, its products, or its services)

If programmers or producers violate the payola/plugola policy, both them and WSBF can receive fines of up to \$10,000 and imprisonment up to a year for each violation. Below are sections 317 and 507 of the Communications Act and the Commission's Rule 73.1212. Full staff members must understand the penalties outlined in Section 507. Members must comply with WSBF's policy stating that any person who creates or selects broadcast matter will not:

1. Accept money, services, goods, or any valuable consideration from individuals, organizations, or other entities to broadcast material.
2. Promote any activity or matter in which he or she has a direct or indirect financial interest.
3. Air material which requires sponsorship identification as described in Commission rule 73.1212 and which does not include such announcements.

## Programming Rules

The programming rules for WSBF cover only the aspects of on-air presentation concerning scheduled weekly programs, issue programs, and one-time programs. This refers to programs that have been recorded from other stations, programs that have been pre-recorded, and any other form of syndicated programs aired on WSBF. Thus, the rules are very brief. Other aspects of on-air presentation are covered in rules for the specific department involved.

1. All programs aired by WSBF must be run in their entirety with the exception of commercial advertisements, which should be edited out during broadcast. As a non-profit, educational radio station, WSBF is NOT allowed to advertise.
2. Any staff member wishing to compose and/or air an issues program must get approval from the General Manager before the program is aired.

## Other Things You Should Be Aware Of

1. You must abide by all Hendrix Center rules. Smoking is not allowed in the Hendrix Center.
2. No alcoholic beverages, drugs, or any other intoxicants are allowed in the station. This includes chewing tobacco.
3. Unauthorized removal or theft of WSBF property is a major offense. All WSBF property is owned by Clemson University and the state of South Carolina. Misuse of station property will be grounds for station and University disciplinary action.
4. The on-air DJ has total responsibility over every person and every bit of property within the confines of WSBF. The last DJ on air is responsible for securing the station or leaving the responsibility to a senior staff member. For your own safety and sanity, the station doors are always locked and only those with keycard access or a key can enter the station. You may refuse entrance to anyone (with the exception of the faculty advisor and senior staff members).
5. If your name is not on the online schedule, email and call the Computer Engineer until it is fixed. If you aren't on the schedule, you won't be able to log in to do your show.
6. The semester you pass the on-air test is considered your first semester.
7. WSBF does not have a station mommy, so please keep the station tidy by cleaning up after yourself.
8. Be sure to turn off all unnecessary sounds that can interrupt your show. This includes sounds from your computer such as volume change sounds and Facebook notification sounds (but you're not on Facebook during your show anyway, right?) as well as cell phone sounds such as ringtones and text tones. These are very distracting and make for poor programming.



## Tips for Good Broadcasting

- 1.** Smile into the mic. The mic is your friend; it will not hurt you. It also projects a warmer voice to the listeners.
- 2.** Don't mumble. Try to show some enthusiasm. You're a radio personality, after all.
- 3.** Watch the mic levels when speaking. This often means getting very up close and personal with the mic. The levels should be as high as when a CD is playing (just below peaking). Speak directly into the mic at all times.
- 4.** Only do a mic segment when you have something to say. Don't babble. Think about what you're going to say before getting on the mic. If you are stuck, announce the time, your name, or look on the announcement board.
- 5.** Avoid using the same word at the beginning of each mic segment. Pay attention to what you are saying. Repetition can get boring.
- 6.** Announce the music frequently. Generally you don't want to play more than 4 songs without announcing what you have played.
- 7.** Never apologize for a mistake you make on the air. The people who heard your mistake already know about it, and the people who didn't hear it don't need to know.
- 8.** Avoid dead air. Keep something cued up at all times in case something goes wrong with the equipment (it will). A short, 2 or 3 second, pause is NOT dead air. A short pause can make a good transition with most music.
- 9.** Talk-over music is a subtle but effective trick. Always wear headphones while doing a talk-over. Do NOT use music you are not familiar with. Instrumental and non-lyrical music work best for talk-overs. Be sure the music level is low enough so that the audience can hear and understand you clearly (usually about 1/3 volume). Bring the volume of the next song up immediately after you finish talking.

## CONTROL ROOM PROCEDURES

### Giveaways

WSBF hosts giveaways featuring prizes such as concert tickets, CDs, and merchandise. If you are scheduled for a giveaway, please make every effort to give the prize away. In order to earn the prize, the caller must win some sort of challenge, such as trivia. The challenge should be geared toward the type of prize you are giving away. You are allowed to create your own challenges and pick which caller will win unless informed otherwise. However, members of WSBF staff are not eligible to win prizes from WSBF giveaways. All giveaways must be authorized by senior staff.

### Delay System aka The Dump and Cough Buttons

WSBF is on a 20-second live delay. This is so inappropriate content, such as a curse word, that is accidentally aired can be removed. The dump button can be used to remove the last 6.6 seconds of audio played. Since there is a 20 second live delay, you can use the dump button three times before you are live in real-time. Once you have used all of your dumps, the live delay slowly accumulates until it reaches the original 20 second.

If you know ahead of time that there is inappropriate content that needs to be blocked, such as cursing in a song, you should use the cough button. The cough button mutes what is currently being recorded (not the delayed live-stream) and only for the duration that you hold it down. For example, if you are playing a song with cursing in it, you should press and hold the cough button during the entire curse word to block it from airing.

### Tape deck usage

The official WSBF tape deck is located to the left of the mixer board, above the NEW drawer. It's equipped with a special two sided tape head reader that allows it to play a tape, front to back or back to front, without requiring the user eject the tape to flip it around. This is pretty neat.

Finding a song on a tape in the tape deck:

1. Select input B on turntable 1.
2. Insert tape with the tape head pointing down. I recommend inserting side A facing out. The tapedeck's two sided head reader can read both sides of the tape without removing the cassette.
3. To play from side A, use the right pointing arrow (>). To play from side B, use the left pointing arrow (<). To fast forward through side A /rewind side B, use the double right arrow (>>). To rewind side A/fast forward side B, use the double left arrow (<<).

To cue the tape, press cue while following the steps above.

## EAS PROCEDURES

The Emergency Alert System (EAS) is used to inform listeners about potential emergencies such as severe weather, amber alerts, etc. Weekly and monthly EAS tests will automatically air and temporarily override your show. It is the duty of the Chief Engineer to perform a required EAS test when necessary. However as a DJ, you must still know how to respond to an automatic EAS alert and how to perform an EAS test yourself.

### Weekly Required Tests

All required weekly EAS alerts will occur automatically. If the Sage EAS Endec receives a transmission during your show, initial the logbook and put the time on the "received" line in the PSA logbook. When the transmission is finished, you may continue on with your show as if nothing happened. DO NOT mention the required EAS tests on the air. You don't need to touch the EAS Endec machine unless asked to do so by the FCC or someone on senior staff. If you are asked to transmit a required weekly test, press #1, then press #2. Initial and put the time on the "transmitted" line in the PSA logbook.

### Monthly Required Tests

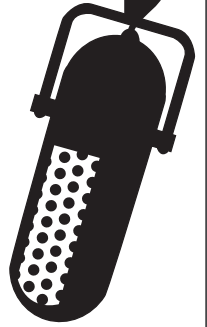
Required monthly tests are performed automatically. The required weekly EAS test does not need to be performed on the week that a monthly test is performed. For monthly tests, the PSA logbook should be filled out the same way as in a weekly test. DO NOT mention the required monthly test on the air. The schedule for MRTs is located in the same notebook as the station log

### Actual Emergencies

If the Emergency Alert Network is activated during your show (for reasons other than a test), just sit back and wait. The president will issue a message that will play on every TV channel and radio station in the country. Log this in the PSA logbook, play the "sign off" cart, shut everything off, turn off all the lights, and go home to your family in your last moments on Earth.



# DISCIPLINARY ACTION



## In this section:

- Incident report forms
- FCC violations
- Vandalism and theft
- Absence policies
- The point system



## Incident Report Forms

An incident report form is used anytime a WSBF, FCC, or Clemson University rule or regulation is broken. Any staff member can fill out an incident report form. Incident report forms are located across from studio A on top of the bookshelf. Completed forms should be placed in the Chief Announcer's mailbox. This allows the station to have a written record of all problems that arise at WSBF and the actions taken to solve them.

## Spaz Sheets

If you are in the middle of a show and a piece of equipment is acting up, fill out a Spaz Sheet and put it in the Chief Engineer's mailbox.

## FCC Violations:

FCC violations will be handled with an incident report form, unless the FCC decides to press charges. If the FCC does press charges, both the station and the DJ responsible will be fined. Keep in mind that the DJ responsible for the fines must pay ALL fines, including the station fine and the personal fine.

## Vandalism and Theft:

Any vandalism or theft of station property will be placed in the hands of the Clemson University Police Department. Fines and/or imprisonment may follow. If members of WSBF staff are involved, their staff privileges will be revoked immediately and they will be forever banned.

## Excused and Unexcused Absences:

Each DJ is allowed 2 excused absences and 1 unexcused absence from his/her show per semester. Each DJ is allowed 1 unexcused absence from full staff meetings per semester.

Excused absences include, but are not limited to, community service, conferences, exams scheduled during your show time, etc. Unexcused absences include, but are not limited to, filling out a sub request less than 24 hours in advance, forgetting about or oversleeping through your show, last minute cramming before a test, one dollar sandwiches at Jimmy John's, etc. Computer problems are also not a legitimate excuse for missing your show because the station has a plethora of resources you may use to conduct a good show.

Being ill or attending a WSBF event such as a meeting, workshop, or social event does not count toward excused or unexcused absences. Having your sub request fulfilled will also not count as one of your absences – as long as someone is on the air during the time of your show, you will not be considered "absent" from your show. In the event of a sudden emergency that will keep you from attending your show, contact the Chief Announcer immediately.

### Show Subs

If a DJ will not be present at his/her show, (s)he must complete a show sub request form at least 24 hours in advance of the start time of the show for it be considered as excused. To complete a show sub, log in to new.wsbf.net. Click "go request/fill a show sub" and fill out the show sub form appropriately. Note: Simply submitting a show sub does not guarantee your excuse will be considered excused. See above.

# Point System

Policies set in place are to ensure the success of the station, and violations of WSBF or FCC rules will result in disciplinary action. Each DJ is allowed up to 12 discipline points each semester. In the event that a DJ accumulates 12 points, (s)he is subject to losing his/her show for the remainder of the semester. Points are reset at the beginning of each semester but will be reflected during the fishbowl application processes.

All write-ups are evaluated by Senior Staff, and it is at the discretion of Senior Staff to deem a punishment acceptable of a violation. In certain cases, points may be removed in exchange for certain amounts of extra work for WSBF. It is at the discretion of Senior Staff to decide if and how many points may be removed. If disciplinary procedures are insufficient, ineffective, or if the nature of the offense is very serious, Senior Staff has the right to permanently suspend a DJ or issue other sanctions as they see fit.

The following is a list of offenses and their point values. Note: this list is not inclusive.

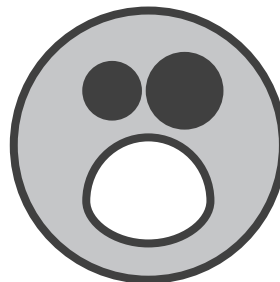
## Major Major Offenses (12 points)

- Cursing on air during a mic segment
- Broadcasting under the influence of drugs or alcohol
- Removing or vandalizing station equipment
- Performing Payola/Plugola



## Major Offenses (6 points)

- Violating the obscenity law in the music selection
- Not marking a no-air track as such on a CD review
- Not saying the legal station ID at the top of the hour, logging for the station ID if you did not play it, or saying the legal station ID incorrectly at the top of the hour
- Making a call to action
- Streaming from online sources



## Less Major Offenses (4 points)

- Not completing the required monthly CD review
- Not logging EAS tests
- Not playing 2 PSAs
- Disregarding the music policy



## Minor Offenses (2 points)

- Incorrectly filling out the music logbook or not logging out of the music logbook
- Incorrectly filling out the PSA logbook
- Using the station phone for personal use
- Commenting negatively about WSBF shows, Clemson University, etc.
- Eating and/or drinking in the control room
- Being more than 10 minutes late to a show

