Handbook of Policies, Procedures and Operations

2010-2011
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WRMU Directors and Staff Members, Stagg Bowl (December 2008)

(Pages in this PDF document do not align with the hard copy of the Handbook)
Important Information

WRTU CONTACT INFORMATION
(330) 823-3777
(Business or news sources)
(330) 823-2414
(Only an incoming line- contest or request)
(330) 829-4913
(Fax number)

FOR EMERGENCIES ONLY
Mark Bergmann
(330) 206-5623 [Cell]
Randy Clark
(330) 704-7106 [Cell]

Important Information

If the power reaches over 2.1, call Station Manager or the Engineer (RPU)
If power exceeds 2.5, shut down the station immediately!

PROPER STATION ID (Said at the top of every hour):
- Example: WRTU, Alliance

RPU (Remote Pickup System):
- You say KPM 584 to (unit number)
- The engineer, Bill Weisinger’s unit number is 611
- Mark’s unit number is 311

STATION COMPUTERS:
Computers at WRTU are for station use only. Adding programs, software, downloads, etc. to any computer is strictly prohibited. Unauthorized changes to settings, backgrounds, screen savers etc. are prohibited. Computers are used for the day-to-day operation of the station and are not allowed to be altered (unless updates to software are performed by IT). Failure to follow this procedure will be cause for immediate dismissal from the station’s staff. If you have questions about the computers and their use, contact a manager, Prof. Randy Clark or Mark Bergmann.
I. Station Operations

1.1 Station Profile
Welcome to WRMU, located at 91.1 on your FM dial! WRMU is a non-commercial educational radio station licensed to the University of Mount Union Board of Trustees and is used as a learning tool and lab for the students of the University of Mount Union. Under professional management, students operate the station as a public service to the University campus and neighboring communities. The mission of each individual at WRMU is to provide quality service to these groups.

WRMU has an effective radiated power of 2,800 watts. The FM air signal covers approximately a 20 to 25 mile radius from the campus. Its primary signal reaches one million potential listeners. Since the fall of 2003, the station has successfully broadcast twenty-four hours a day. WRMU is a member of the National Association of University Broadcasters.

Broadcasting is a fascinating and ever-changing field with job opportunities in many different areas. The training one receives in audio production at WRMU can be utilized beyond radio broadcasting. The skills developed at the station can be employed in TV or film productions, multi-media presentations, theater productions, public relations work, speeches and just about anywhere else audio skills are used.

1.2 Purpose
WRMU is owned by the University of Mount Union located in Alliance, Ohio and is licensed by the Federal Communications Commission.

In accepting its license, and as stipulated by FCC Rules and Regulations, the station acknowledges that its primary purpose and function is to “serve in the public interest, convenience, and necessity.” The license requires that the station actively observe the needs of the community and to fulfill those needs to the best of its ability. Therefore, a primary purpose of WRMU is to serve the public interest.

The station falls under the jurisdiction of the Board of Trustees and the FCC, both of which ensure it complies with all laws, rules and regulations pertaining to the operation of the station.

WRMU is licensed to an education institution as a non-commercial radio station. Broadcast licenses for schools, religious institutions and public organizations are of the non-commercial and educational type. This designation means the station cannot air commercials. The station is required to provide informational, educational and cultural programming. Funding for the station comes from various sources such as private grants, corporate underwriting and public donations. The majority of WRMU’s funding comes from the University. According to the FCC, the primary goal of educational broadcasting is to provide the public with informative programming. WRMU’s goal is to provide this service in a professional manner.

The station is under the direct supervision of the Department of Communication and operates primarily as a supervised radio broadcast laboratory for students of that department and the University. Therefore, by nature of its ownership and curricular affiliation, the second purpose of WRMU is to provide a co-curricular radio broadcast training experience for students interested in either broadcasting as a career or an exploratory experience.

WRMU provides opportunities for research and innovation in creative programming utilizing the full resources of the department and the curriculum. In addition, because of its non-commercial licensure, WRMU provides, where
feasible and appropriate, an alternative programming service to Stark and outlining counties by broadcasting features not otherwise available to radio listeners and radio stations.

WRMU will at all times comply with the spirit of the Fairness Doctrine. Recognizing its position as a non-commercial license of a private educational institution, WRMU will not editorialize.

Opportunity to be involved in the activities of WRMU shall not be denied because of religion, race, color, national origin, age, sex, marital status, veteran status, handicap and/or sexual orientation.

WRMU, as a responsible broadcast licensee, will at all times retain the right of final judgment over programming decisions.

1.3 STATION HISTORY

The University of Mount Union’s radio station was born January 10, 1966 by a group of students. It started as a carrier current station using the University’s power lines to reach the residence halls.

The original station contained one studio and was located in the basement of Miller Hall. WRMU continued as a campus-only station until October 17, 1970 when the Federal Communications Commission (FCC) granted the University a license for WRMU to become a full-fledged FM station with the frequency 91.1. During the 70s, the station featured a mix of jazz, blues, classical and rock music. The station also began broadcasting Mount Union football and basketball games.

In 1983, the radio station relocated to the second floor of Memorial Hall and grew from two studios to four. A year later, in 1984, the station began broadcasting in stereo.

In May of 1996, the station moved into its new and current home in the Hoover-Price Campus Center, where visitors can watch radio talents through windows that look into the on-air studio.

Throughout the station’s history, Mount Union students have worked to provide the community and campus with the best programming possible. WRMU currently features jazz during the week, “oldies” during the weekends and student-run shows which air week days from 10 p.m. until 2 a.m. and feature a variety of formats.

1.4 MISSION STATEMENT

The University of Mount Union offers a liberal arts education that is guided by the principles, values and concerns of the Judeo-Christian tradition. The University, in all its endeavors, is committed to pursuing excellence. WRMU is a learning tool and lab for the students of the University of Mount Union. The mission of WRMU is “to prepare students for careers or graduate study in the broad field of mass media; to provide students with broadcast experiences that utilize critical thinking and communication skills; to put into practice the classroom learning related to the field of communication and broadcasting; and to provide co-curricular opportunities for students to display responsibility, sociability, self-management and integrity.”

1.5 AREA OF LICENSE

WRMU is owned by University of Mount Union and licensed to the city of Alliance. The FCC requires the station to “operate in the public interest” and to be responsive to the needs of the community of license.
Alliance, Sebring, North Canton, Louisville (Lew is vil) and Salem are several of the communities reached by WRMU’s signal. Though located in Stark County, WRMU is near the borders of Mahoning, Portage and Columbiana counties.

In Stark County, Canton is the county seat and the county’s largest city. Many of the area’s activities can be followed in the Alliance Review and the Canton Repository. Most people in the area are exposed to Cleveland-oriented TV news and programming.

1.6 STATION STAFFING POLICY

WRMU’s staff consists of University of Mount Union students. Students have priority in regards to all on-air shifts. All on-air staff are trained and held accountable to all information in the WRMU Handbook of Policies, Procedures and Operations. CM 140 (1 semester hour), as described in Mount Union’s course catalogue, is “An introduction to the functions, operations, and equipment found in the radio studio. FCC Rules and Regulations are emphasized. Required of all majors and students wishing to be on the staff of WRMU.”

All faculty and staff are eligible to be on air at WRMU, provided they complete a training program. Completion of the program does not necessarily entitle a person to an air shift. Assignment to an air shift is subject to time availability and may require successful completion of an audition for both style and program content.

If air shifts cannot be filled by students, approved and qualified people may fill an air shift. The person must meet all the qualifications listed for students and must be approved by the station manager, Communication department chair and the Dean of the University of Mount Union. Students receive top priority for air shifts. If the situation arises, faculty, staff and community members have to relinquish their airtime to qualified students. Community members will adhere to all WRMU rules, regulations and policies. The radio station will not be used for personal communication or editorials.

The Station Manager and the Dean of the University may dismiss anyone from an air shift without delay, if they have been found in violation of WRMU, the University of Mount Union or Federal Communications Commission rules and regulations.

1.7 CODE OF CONDUCT POLICY

WRMU will adhere to and be governed by all regulations set forth in this document and the University’s “Policy and Procedures Relating to Students Rights and Responsibilities.”

Since the attitude and behavior of each volunteer helps define the overall image of the staff, the station and the University, all members are required to adhere to a “Code of Conduct.”

Anyone who, in the judgment of station management, behaves in an inappropriate or unprofessional manner will be suspended from the station.

The following are rewritten from all-inclusive University Department policies to specifically reflect activities at and concerning WRMU:

A. BROADCASTING RESPONSIBILITY

The operating logs are University documents which show compliance with certain FCC Rules and Regulations (see section 1.10) and must be maintained accurately. Therefore, the person whose signature appears on the logs for a certain period of time is fully responsible for the materials broadcast during that time and for proper operation of the transmitter. Any and all irregularities must be recorded on the log and
brought to the attention of the Program Director. Similarly, staff personnel in the radio station are responsible for actions that take place in the station. All personnel must ensure that any visitors or telephone callers are respected and that strangers are offered assistance and have specific business with the station. Each staff member is responsible for the security of the entire station, including the music library holdings. If any staff member has questions, he/she should contact the Program Director or other Station Managers.

Doors to the station are to remain closed when either no one is located inside the facility or after 5 p.m. on weekdays. Doors are locked and closed for security purposes. There are no exceptions. WRMU staff members have access to the station via their Purple Plus Student ID. The board operator is in charge of admitting visitors. All broadcast facilities operate in this manner. The FCC encourages stations to control studio access.

B. STATION USE AFTER HOURS
Those staff members wishing to use the station facilities after 5 p.m. should see either the Station Manager or the appropriate department head for keys to locked studios and studio equipment. For security purposes, do not prop doors open at night. You are responsible for who you allow in the station and studio. Improper use of equipment will not be tolerated.

C. NOISE
Noise levels are to be kept at a minimum everywhere in the station. Faculty, staff, students and managers are active in non-station pursuits in other offices in the station wing.

Studio monitors are to be kept at a reasonable level to avoid damage to the speakers and avoid interference with other activities at the station or in the station wing.

D. DISCIPLINE FOR STATION STAFF
Staff members will be suspended or dismissed from all duties and office for:

1. Blatant disregard for Log procedures (this includes not signing in and out of shifts and not properly documenting a song substitution);

2. Unexcused failure to report for assigned duties (board shifts, news and sport assignments, staff meetings, production, etc.);

3. Removal, without permission, of any station property (including CDs). Public Safety will be notified in the case of all thefts. Disciplinary action will be taken either through the Office of Student Services or criminal prosecution;

4. Eating, drinking or smoking in any Department of Communication equipment rooms, including WRMU Master Control Room, Production Control Room, News Room and computer room;

5. Vandalism, such as marking on or purposefully destroying property in the station. If this occurs, the on-air operator should contact security immediately;

6. Profane, obscene or indecent language on the air (see Station Obscenity Policy 1.9);

7. Playing of any audio on air that is blatantly obscene, profane or indecent or which recommends use of illegal drugs (see Station Obscenity Policy 1.9);

8. Inappropriate conduct while representing the station (which would be detrimental to the image of the station, the Department of Communication and the University);

9. Any action which violates FCC Rules and Regulations;

10. Any other specific action that may result in censure by unanimous vote of the Station directors;
11. Possession or use in the station of alcoholic beverages, illegal drugs, dangerous chemicals, firearms or explosives, as well as found being impaired by alcoholic beverages or illegal drugs;

12. Tampering with (such as “fixing”) any station equipment;

13. Failure to attend mandatory meetings called by the Station Manager or by any other Station directors for his/her specific department. Absences should be cleared in advance. Unexcused absence from a mandatory meeting may result in suspension from activities in the specific department involved. Repeated unexcused absences from mandatory meetings will result in dismissal from WRMU.

In each case of violation of station policies and procedures, the Station Manager along with the Station directors will determine if the incident is severe enough for suspension or dismissal and will inform the involved staff member(s) of its decision. All suspended or dismissed staff members will be notified in writing and a copy of that notice shall be placed in the student’s personnel file at the station.

E. APPEALS

Appeals of Station Management decisions for suspension or dismissal may be presented in writing to the Station Manager within ten (10) days of the decision by the person suspended or dismissed. The Station Manager will review all facts and assertions presented both to Station Management at the time of its deliberation as well as in support of the appeal within five working days. The Station Manager will make a final decision on the appeal.

F. LOGGING VIOLATIONS

Programmers will receive written notice from the Program Director of all Operating Log violations. For those who do not correct their log violations within a week, the following actions will automatically be taken.

1. First Offense: Written or verbal reprimand.

2. Second Offense: Suspension of all on-air duties for a period of one semester of time the student would normally be in school.

3. Third Offense: Dismissal from the station for the remainder of the student’s academic career at Mount Union.

4. Other: Extraordinary situations, as determined by Station Management, will be dealt with separately.

All Operating Log violations are subject to entry of such in the student’s personnel file at the station.

G. STATION PERSONNEL FILES

A file will be maintained in the office of the Station Manager on each student involved in the station. This file will be accessible upon request as follows: (a) to the student, (b) to Station Management during deliberation of personnel matters involving the student, (c) to the Station Manager, and (d) to the Program Director.

The personnel file of a student may be used when he/she applies for a station management position or staff position, requests a letter or recommendation, under consideration for a radio station or department award or is under consideration for suspension or dismissal from the station.

All records of activities by that person will be kept in this file at WRMU, including statements and evaluations concerning work performance and any disciplinary actions taken, applications for staff positions and whether or not awarded, statements of achievements of note while working for the station,
awards presented by the station or the Department of Communication and other materials deemed pertinent.

**DISPOSITION OF FILE:** The “Active” file will pertain to all personnel currently on the station staff or who were on staff during the prior regular semester. When the person leaves the station, his/her records will be retained in an “inactive” file for a period of one calendar year for those not yet graduated. For those who graduate, pertinent materials from the files will be retained for a period of two (2) years in the office of the Station Manager, in the event of requests for letters of recommendation. “Inactive” and “Graduated” files kept in the Office of the Station Manager will be discarded at the end of the stated retention period.

**APPEAL PROCEDURE:** If an individual believes the materials in his/her file are misleading or inaccurate, an appeal may be made to have such materials corrected or removed from the file. The appeal will follow procedures listed below:

1. The individual must submit a letter of appeal to the Station Manager in specific detail which materials are felt to be false, misleading or inaccurate and also what he/she believes would be appropriate.

2. Within a reasonable time, but no more than ten (10) working days, the Station Manager will arrange a meeting with the individual filing the appeal, at which time the individual may present any evidence to support the appeal claim(s). A written record of this meeting will be made, with copies to the individual and the Station Manager.

3. The Station Manager will make a final decision and present that decision in writing to the individual.

4. During the time that an appeals decision is pending, any materials in question will not be used in matters concerning the individual.

The final decision by the Station Manager is binding. At the time of the decision, appropriate action will be taken as regards that individual’s personnel file at WRMU.

**H. BULLETIN BOARDS**

Important station information will be posted regularly. Each staff member is expected to read and be responsible for any posted changes in policy, procedures or regulations.

**I. TELEPHONES**

All staff members are responsible for answering the phone as quickly as possible. The correct response is (but not limited to), “HELLO, WRMU. HOW CAN I HELP YOU?” If someone is not in, ask to take a message.

WRMU has five incoming lines. **TELEPHONE NUMBER 823-2414 SHOULD BE USED AS A REQUEST LINE OR CONTEST LINE ONLY.** For business or news sources, telephone number 823-3777 should be used. The other three lines should not be given out to the public. 823-2414 is only an incoming line, for outgoing calls use one of the other numbers listed on the telephone.

Off campus dialing at WRMU requires an access number. Students living off campus must see the Station Manager to receive an access number.

For general questions about the University of Mount Union, direct callers to the University’s Campus Center at 823-2878.

Remember not to leave a caller on hold for more than one minute. If someone or the information that is being requested is unavailable, take a message and assure the caller that their message will be returned as soon as possible. Phone messages for Station directors should be left in office room 100. Staff member phone messages should be posted publicly.
J. Fax
The fax number for WRMU is (330) 829-4913. The fax machine in the newsroom is for station use only. Fax messages for Station directors should be left in office room 100. Announcements received via fax that are intended to be read on air should be placed in the station announcement folder in the newsroom.

K. School closings
Our listeners want accurate information. The Station Manager will notify you of school closings to announce on air. If someone calls the station to give you a closing, verify the information before you air it. Take down their name, address and phone number.

1.8 Contacting outside companies policy
All station personnel must advise the appropriate Station director before contacting companies outside the University. Contacting outside record companies, news agencies, advertisers and public relations offices under the guise of WRMU without the knowledge of the department head will result in indefinite suspension from the radio station. The appropriate station management staff member must be aware of all outside correspondence.

1.9 Obscenity policy

| Section 1464 of the U.S. Criminal Code states: |
| "Whoever utter any obscenity, indecent or profane language by means of radio communication shall be fined not more than $25,000 or imprisoned for not more than two years or both."
| The US Supreme Court defined “indecent” programming as: |
| “Language or material that depicts or describes in terms patently offensive as measured by contemporary community standards for the broadcast medium, sexual or excretory activities or organs.” |

The WRMU policy regarding the broadcast of “obscene” or “indecent” material is based on the U.S. criminal code. The policy is based on the decisions of the United States Supreme Court in the Miller vs. California case of 1973 and the WBAI-“George Carlin” case of 1978 and the FCC rules and regulations.

WRMU broadcasts to a wide-range of listeners of all ages and backgrounds, and has traditionally combined “obscene” and “indecent” under the heading of “inappropriate.” Inappropriate may be defined as, “Any language one would not normally use in day-to-day conversations with parents, grandparents or in a job interview.”

Violations of this provision will result in immediate suspension from the station for at least one semester. Ignorance of the contents of a song or other recorded material is no excuse for broadcasting inappropriate material. All recorded material must be screened for lyric content prior to broadcast. If you have any doubts or questions about any piece of material for your broadcast, consult with the Station Manager or a Music Director.

1.10 FCC Rules and Regulations Guide
FCC is an acronym for the Federal Communications Commission, an independent government agency with its headquarters in Washington DC. Established by the Communications Act of 1934, the FCC regulates all non-Federal government use of the radio spectrum (including radio and television broadcasting), all interstate telecommunication (wire, satellite and cable) as well as all international communication that is originated or terminated in the United States.

The FCC consists of five commissioners who regulate all aspects of how the radio industry works. These commissioners tune-in to make sure stations follow regulations and make surprise station visits for inspection purposes. Stations who fail to follow FCC policy are regularly fined large amounts of money and may lose broadcast privileges.

It is the responsibility of all WRMU on-air announcers to be familiar with the many rules and regulations of the FCC. If you have any questions about FCC policy, you should contact the Station Manager or a station director.
THE LEGAL ID: The FCC requires all stations to identify themselves by their “legal ID” at the top and bottom of every hour and after each EAS test or alert. It may be said live or with a liner. The FCC stipulates the legal ID will have the station’s call letters and city of license, i.e. WRMU, Alliance. Incorrect legal IDs include “WRMU, 91.1 FM,” and “WRMU: The Radio Voice of Mount Union.”

FCC OPERATOR RESPONSIBILITIES: You are legally bound by the FCC to the following while operating WRMU:

- When beginning each air shift, you must sign two different logs (1) the Operating Log and (2) the Program Log. The Operating Log is located in the on-air studio near the window and the Program Log can also be found in the on-air studio in a marked binder near the board. While signed in on those logs, you are responsible for all materials broadcast by the station, as well as the station transmitter. Maintaining the operation of WRMU is your foremost priority while signed in as operator. This overrides all other duties such as answering phones and pulling music. Operators who are found to be in violation of their logging responsibilities will face penalties (see section 1.7, F).
- You are required by the FCC to record transmitter readings at least once every three hours. While operating at WRMU, you should record readings every two hours. If the transmitter readings show operation out of legal range, follow the procedures outlined in section 3.1, E.
- If you receive or send an EAS test or alert, you must take appropriate action, including properly recording it in the station logs (see section 3.1, H).
- You must keep accurate station logs. If errors are made on logs, draw a single line through the entry, initial the line, and rewrite the entry. Do not make the error unreadable or attempt to erase it. See section 3.1, D for more details on proper log procedures.
- WRMU must allow inspection by the FCC at any time we are on the air. If someone appears and claims to be from the FCC, first politely ask for their identification. If they have it, let them in and call the Station Manager at once. If they do not have identification, you are under no obligation to allow them on the premises.

The above listed rules are not comprehensive. It is the policy of WRMU to comply with all FCC rules and regulations.

1.11 MODIFICATIONS TO THIS DOCUMENT

Proposed changes to this document initiated within the station will be recommended by the station management staff for consideration. Upon approval, they become part of the Handbook of Policies, Procedures & Operations of WRMU.

Each WRMU staff member and on-air personalities are expected to have a copy of this handbook and are responsible for being familiar with all of the information contained within this handbook.
II. General Operations

2.1 Station Entry Procedure
A Diebold card reader maintains the security of the station. If scheduled for an on-air shift and you cannot enter the station using your Purple Plus Student ID, follow these steps:

- Call Campus Security at (330) 823-7365 and ask them for entry into the station. A message might have to be left on an automatic answering system. Security should return your call or arrive to grant you entry into the station within 15 minutes.
- If entering continues to be a problem, please notify the Station Manager.

2.2 On-Air Shifts
Each semester, numerous students volunteer or are required to have several hours on air per week. For students taking CM 240, a minimum of three (3) hours are required per week as well as several hours during weekends. Otherwise, students with appropriate training are more than welcome to pick up shifts not already filled by students in CM 240 or 246. They may also want to consider having their own show as part of WRMU’s R91 programming.

- Shift Change Procedure
All board operators are required to be present in the studio 15 minutes prior to on-air shift. However, if you are on the air and your replacement has not shown up:
  - At 15 minutes before the hour, check the shift sheets posted on the bulletin board and contact the individual, if possible, to check on their status.
  - Contact the Station Manager or the Program Director.
  - If the Station Manager or Program Director is unavailable, you may remain on-air for additional credit. If broadcasting a sporting event, at all costs, stay on the air.

If you are unable to cover your shift (in case of an emergency) you are responsible for finding a replacement. Do not simply choose not to show up!

- R91: Student-Run After 10 Shows
Formally known as “Student-Run After 10 shows,” the R91 moniker was implemented in the spring semester of 2010 to provide a catchy name that would resonate with the student body. R91, short for “Raider 91,” are the student-run radio shows on weekday nights during the school year that air from 10 p.m. until 2 a.m. These shows broadcast in a variety of formats, including rock, rap, pop and talk radio. Unlike the smooth jazz and oldies formats, which are meant to appeal primarily to the local community, R91 is geared to appeal to the Mount Union student body. The chief goal of R91, besides giving students the opportunity to play their own music, is to gain recognition from the student body as a popular entertainment source on weekday nights.

The following are the rules, established by the Music Directors, which govern R91 shifts:

General Rules
- In order to be considered for an R91 shift, you must have at least taken CM 140.
- When you commit to an R91 time slot, your show must be broadcast weekly (except during the first and last weeks of an academic year, finals week or if there is no school in session, such as an extended weekend or holiday break). Listeners who get into the habit of tuning into your show appreciate consistency. Therefore, you should not confuse or disappoint them by being on-air one week then off-air the next. School work is not an excuse. When committing to a slot you should be aware of your academic schedule and work load. If you have an emergency or legitimate excuse for not being able to commit to your show on a particular day, contact one of the music directors or Mark Bergmann as soon as you are aware of the conflict.
- If a show is off-the-air twice, and both times were unexcused, the show will be pulled. No questions asked.
- R91 shows are awarded based on a points system. The more points you have, the more flexibility you may have in choosing your time slot. You receive points by participating in volunteer WRMU activities.
If two shows with the same amount of points are vying for the same time slot, the DJ from each group with the second highest accumulated points will be considered in the total as well.

**ON-AIR RULES**

- Remember to say "R91" as much as possible
  - Example
    - “You’re listening to [name of show] here on R91”
    - “You’re tuned into R91 - late night radio never sounded so good”
- Be sure to promote some of the other R91 shows on-air during your show (particularly if you have a show airing after yours).
- Just like general on-air rules, no swearing is permitted. Some of what is acceptable on other radio stations isn’t acceptable at WRMU. Keep it clean and always screen your music for profanities before airing it.
- No live calls (this includes Skype). Recorded calls are acceptable (since they can be screened and edited).
- Stick to your chosen format.
- Don’t forget - you still need to say the station ID at the top of each hour.

### 2.3 OLDIES WEEKEND

**WEEKEND ROTATION INFORMATION**

Each staff member has the opportunity to work a weekend shift. A weekend rotation schedule will be posted on the bulletin board on Monday each week. These schedules are posted two weeks in advance. Unexplained absences from program assignments are not acceptable. Any programmer who must be absent from his/her assigned shift must notify the Program Director or Station Manager as to when he/she will be absent and what competent substitute has been found for that date. Some special programming elements take place during the weekend. Each programmer should be familiar with the operation of all weekend programming elements. (See Appendix A.2)

**PREPARING FOR ON-AIR SHIFTS**

The oldies format moves at a much faster pace than Smooth Jazz. You MUST plan ahead and be ready for the next program element because the songs are very short. Follow the play list and program wheel. If you have questions about this format, ask station management. Concentrate on the music. Make people and phone calls wait until you have a chance to take care of them.

Do not play liners at the top of the hour. At the top of the hour, play an ID, then a song, and then announce the weather. The oldies program wheel in the on-air studio looks like this:

**OLDIES SEGUES**

- Let song number one fade out by itself. However, look at song one. If it is marked C on the log, the song ends cold, and you will not be able to fade out. Be ready.
- Look at song two. Check out the intro. The intro is printed on the CD case label. Do not play a liner, promo, ID over vocals. If the intro is short, start the song after the liner finishes. Do not talk and then play a liner or play a liner and then talk. Move your announcing to another break.

The diagram shows you how you should conduct a segue with a liner etc.
ANNOUNCING:
NOTE: There will be no news during the Oldies format unless there is a major news story. There will be no PSA’s during the Oldies format unless you need to play one as an emergency because you need an extra minute to get ready. It is okay to announce a local PSA from the Live PSA file.

Chatter other than to announce song titles and artists should be kept to a minimum. Listeners want music. We need to maintain a music intensive format to keep and attract listeners. This is our major advantage over commercial Oldies stations. You may have to adjust your announcing based on what is printed in the log to avoid announcing before or after a liner.
  o As an on-air personality, speak naturally on the air. **Use a conversational tone.** Be friendly and entertain the audience.
  o If you make a mistake, **don’t worry.** Keep on going. Don’t let the mistake bother you.
  o **Be confident and relaxed.** Good shows will attract listeners. Take pride in your performance. (Also see section 3.3)

2.4 CONTESTS
Occasionally, WRMU-FM will hold giveaways. It could be a t-shirt, tickets, CDs, etc. See the Contest/Give-A-Way form. (See Appendix A.3)

A copy of a sample script for a contest/give-a-way can be found in the binder labeled “WRMU Contests and Give-A-Ways” located in the on-air studio. **Please follow this format relatively closely because our sponsors are expecting to hear their name over the air.** Also, be sure to fill out the “official” contest form located in that same binder in the on-air studio. (Please fill out the form completely.) Once all the necessary information is on the form, place the form labeled “Contest Give-A-Way Form” in Office 100 as soon as possible. (If the office is locked, slide the form under the door.) Also, be sure to record an entry in the “Contest Give-A-Way Log” so that we may adequate records for our sponsors.

QUICK REFERENCE STEPS:
  o Follow script located in “WRMU Contest and Give-A-Ways” binder
  o Completely fill out Contest Give-A-Way form
  o Return form immediately to the Station Manager or a student director
  o Record an entry in the “Contest Give-A-Way Log”

2.5 REBROADCASTING TELEPHONE CONVERSATIONS
Before any telephone conversation is recorded or broadcasted, take the following steps:
  o Notify the other party that the recording will be broadcasted.
  o Receive the caller’s permission to do so. The only exception is during a live call-in show when it can be presumed that the caller is aware that he or she is likely to be on the air.

All telephone conversations must be recorded for replay on-air. This allows the programmer to screen the call to make sure it is appropriate for airing. No live calls should be on the air. Exceptions could be news reports or sports reports from WRMU directors or staff. Be responsible. You never know what someone will say on the phone.
III. Studio Operations

3.1 STUDIO & EQUIPMENT MAINTENANCE

We need to keep the equipment running smoothly. The following sections are guidelines for using the studios and station equipment.

A. EQUIPMENT/FACILITIES

No eating, drinking or smoking is permitted in any Department of Communication equipment rooms, including WRMU master control room, production control room, news room and computer room.

Unauthorized use or abuse of equipment/facilities will result in a student’s immediate suspension from all Department of Communication equipment use for one semester.

B. STUDIO/CONTROL ROOM EQUIPMENT

Changing of connections to any piece of radio studio/control room equipment will be done only by the engineers. The equipment has been installed to achieve most of the processes necessary to basic radio production and broadcast. Further flexibility is available through the use of the audio patch panels. Therefore, the changing of any connections must be done by someone who understands the system. Switching of cable connections will result in the immediate suspension of the student’s use of all equipment for a period of one semester.

C. EQUIPMENT CHECK-OUT

Any student taking out WRMU equipment or using the facilities will sign a form stating that he or she is responsible for its care. If a piece of equipment ceases to work properly while in use or is found out of commission when any use is intended, it is the student’s responsibility to inform the Station Manager of such in writing of:

- Which specific piece of equipment is out of order
- Date and time of the occurrence, and
- Conditions under which it went out of order, if known

For any equipment found to have been misused or abused, the student responsible will (1) be liable to suspension from all Department of Communication equipment use for one semester and/or (2) be charged for the repairs to the equipment.

D. LOG PROCEDURES

SIGNATURES

When a programmer (board operator) comes on duty, he or she is to write the time and sign their signature on the operating log when his or her responsibilities begin and again when his or her responsibilities end. Operators must use their full legal name including first and last name.

CORRECTIONS

Do not erase or scribble anything out. Simply draw a line through the incorrect entry and write the correction in the appropriate place. Corrections made before or at the time of broadcast must be initialed and dated by the person making the correction. Corrections made after the operator has signed off the log must also include the reason the change was made. Corrections may include (but are not limited to)
changes the board operator may deem appropriate during their shift (such as inserting a request into the playlist).

The operating logs are University documents which show compliance with certain FCC rules and regulations and must be maintained accurately. Therefore, the person whose signature appears on these logs for a certain period of time is held fully responsible for the materials broadcast during that time and for proper operation of the transmitter and for WRMU’s compliance with these regulations.

E. METER READINGS
Regular operating meter readings must be taken at least every two hours. The transmitter determines the amount of power the station is emitting. The readings can be recorded on the chart located in the on-air studio. FM radio stations cannot exceed 105% power. If a power reading reaches 2.1, notify Mark Bergmann and/or the Chief Engineer, Bill Weisinger, immediately. If a power reading exceeds 2.5, shut down the station immediately until a correction can be made to the transmitter.

F. RECORDING EVENTS ON THE OPERATING LOG
The board operator must log or write down the event and the time that it aired. For PSAs: (1) the number of the PSA, (2) the time it aired, (3) the name of the PSA and (4) a check mark (which indicates the announcement or event aired). Check off events that have been broadcasted.

G. AUDIO LEVELS
An important job as board operator is to maintain proper audio levels. When playing an audio source into the console, the correct audio level is between 80% and 100% with occasional flashes above 100%. Audio levels that are too low create noise in the signal and levels too high cause distortion. Always be conscious of VU meter levels.

H. EAS - EMERGENCY ALERT SYSTEM
All EAS tests sent and received should be logged. The operator should either log the test on the transmitter log or make sure the printed papers for the EAS machine are saved.

Once a week, WRMU must conduct an EAS tests. Tests listed in the program log are to be run as scheduled and noted appropriately on the transmitter log.

Every operator should know how to send and receive tests. Every operator should also know what to do in the event of an EAS. The booklet outlining the proper procedures is in the on-air studio. You should become familiar with how to use it. **There is no excuse for not knowing what to do.**

The EAS receiver in use by WRMU is tuned to WHBC in Canton. All emergency information will come from that station.

I. BOMB THREAT PROCEDURE
Be calm and smart.
- Do not broadcast the information over the air.
- Attempt to keep the caller on the line to obtain as much information as possible. Ask the caller:
  - Where is the bomb located?
  - What building?
  - On what floor?
  - In what room?
  - Where is the room?
  - What time is the bomb set for?
  - What is the size of the bomb?
  - Will the bomb cause fire alone or blast damage?
  - Is there any special way to identify it?
- If this works and the caller stays on the line, listen intently for any noise or sounds as to the location of the caller.
If possible, determine the sex, age, etc. of the caller, and any impediments that might give a clue about the location of the caller.

Notify the Alliance Police then call the Dean of Students, John Frazier, at his office (ext. 2243). Next call Mark Bergmann’s cell (330-206-5623).

Fill in as much information as you can on the attached sheet. (See Appendix A.1)

J. STATION IDENTIFICATION
The FCC requires all radio and television stations to broadcast station identification announcements (IDs) at the beginning and end of each broadcast day and hourly as close to the top of the hour as possible. The official ID must contain the station’s call letters, followed by the city of license i.e. WRMU, Alliance.

K. SELECTOR™
Radio Computing Services, Selector—The Music Scheduling System. The design model for Selector™ was the manual “index card” music rotation system. Selector™ works much like a manual index card system. However, the data is entered into a computer. When a song is entered, it is assigned a category. Clocks are designed to tell Selector™ when to select songs from which categories. This program should only be accessed and used by station management and directors.

L. TECHNICAL TRANSPARENCY
The audience should never be aware of a technical operation. When individuals listen to WRMU, they should rarely hear technical operations such as microphone switch noise, poor audio levels, background bangs and crashes and people talking in the background. Before turning on the mic, make sure the studio is quiet. “Standby” is the proper cue to silence the studio. In addition, doors should be closed and all faders should be cued and ready to go.

3.2 DEPARTMENTAL POLICIES

- **PROGRAM DEPARTMENT**
Programmers are responsible for any and all materials aired when they are signed in on the operating log. Any abusive, profane or obscene language either by the programmer or within his or her choice of music will be dealt with by station management. Care is to be exercised to prevent the use of materials suggesting drug orientation. Any music unfamiliar to the programmer must be previewed before airplay.

Unexplained absences from program assignments are not acceptable and removal from program responsibilities may be invoked by the Station Manager and/or Program Director. Any programmer who must be absent from his or her assigned program must notify the Program Director or Station Manager (or Music Director, for R91 DJs) as to when he or she will be absent and what competent substitute has been found for that date. The person assigned to the shift is still responsible for the proper operation of the station.

Only persons directly involved in a program in progress are to be in the on-air studio. The on-air programmer has the prerogative to request the departure of any person(s) disrupting program operation, with the exception of working engineering personnel. The number of people in the on-air studio should be kept to a minimum (maximum of four) to avoid interference with programming.

All complaints received by any person concerning programming on the station should be carefully noted and referred to the Program Director and Station Manager. Also, they should be dealt with politely.

Programmers should not deviate from their specific show format.

- **MUSIC DEPARTMENT**
CDs or other music media may be taken from the radio station only when authorized by station management or the Station Manager.

- **NEWS AND SPORTS DEPARTMENTS**
News, sports and other items from the Associated Press are filed in their respective categories on the AP computer. Newscasters who are announcing for a regularly scheduled news cast should be at the station
preparing for at least 15 minutes before the time of their broadcast. A board announcer should not be stumbling on words during the newscasts. Smooth delivery with proper pronunciation is critical.

Local areas are listed below in order to help determine appropriate news and sports content for newscasts:

**PRIORITY OF PRIMARY CITIES:**
Alliance, Canton, Sebring, Minerva, Salem, Atwater and Louisville

**PROPRIETY SECONDARY CITIES:**
Akron, Cleveland and Youngstown

Also, practicing pronunciation will improve your natural and conversational tone as an on-air announcer.

The Associated Press has pronunciation guides to help with words often times mispronounced. Use that as a guide to help with names of people and places. For example:

- **LOUISVILLE** (lew iss vill)
- **TUSCARAWAS** (tusk ah raw us)
- **MAHONING** (ma hoe ning)
- **OSNABURG** (oz nah burg)
- **NIMISHILLIN** (nim eh shill in)
- **MASSILLON** (mass ah lin)

All problems with the AP computer or printer are to be reported to the News Director or the Station Manager.

### 3.3 Studio Procedures

**Announcing**

Listeners want to hear who the artist was, the name of the song and the album it was from. **Do not** play more than three or four songs without announcing the artist and title of the song. Listeners are also interested in time, temperature and weather information. Board operators should also share upcoming events at the University with listeners. Don’t forget to give the ID at the top of each hour.

- Speak naturally on the air. **Use a conversational tone.** Be friendly and entertain the audience.
- If you make a mistake, **don’t worry.** Keep going. Don’t let the mistake bother you.
- **Be confident and relaxed.** Good shows will attract listeners. Take pride in your performance.
- Most important of all—**PRE READ.** Always read the materials you intend to read on-air prior to going live. You will make fewer mistakes and sound professional.

**Weather**

Weather forecasts come across the AP teletype three times a day. The forecast in the weather section for Canton and Stark County is located under zone forecasts. It is sent at 4:00 a.m., 10:30 a.m. and 3:30 p.m. Keep an eye on the wire for weather changes. When the weather changes, a new forecast will be sent no matter what time it is. Weather is very important to listeners because radio can broadcast weather updates immediately.

**RPU (Remote Pickup System)**

The FCC licenses equipment called remote pickup units (RPUs). An RPU may be a hand-held unit, mobile unit mounted on a vehicle or a base unit. The RPU system operates on professional broadcast frequencies that are shared with several other area broadcast stations. Stations using these frequencies for emergency or live on-air broadcasts always have priority use of the frequency.

The FCC requires users to monitor the channel prior to use to make sure it is not being used for priority broadcasts. Any communication related to the operation, testing, news gathering, etc. of WRMU is fine as long as the two highest priorities are observed. Located in the studio is a unit that looks like a telephone. You may receive a call on this or you may want to call out on it. To do so, the procedure would go as follows:
Press the button on the mic-stand (located by the transmitter equipment) and say:
“KPM 584 to (unit number)”

Example—to call Mark Bergmann you would say:
“KPM 584 to unit 311”

To sign-off after your conversation you say:
“KPM 584 base clear”

The RPU system is licensed for use on two channels. The master control base is normally monitoring channel 2, although it can be switched to channel 1 for broadcasting a remote from the field for use on the air. If you switch to channel 1, remember to switch back to channel 2 when you are finished.

Unit 311: Mark Bergmann
Unit 661: Bill Weisinger (Why sen gher)

Stations that share the RPU channels:

- WSTB, Streetsboro
- WKSU, Kent
- WKHR, Bainbridge
- WJER, Dover
- WKBN (TV), Youngstown
- WKYC (TV), Cleveland
- WYTV (TV), Youngstown

### 3.4 USING THE TRANSMITTER

**Turning it On**
- Use the “channel select” button to select channel 6. (Push the white buttons near the right-hand side of the Burke control panel.) Look at the small green screen to see number 6. Make sure you have channel 6 selected. (On screen the number after “B” indicates which channel you are on.)
- Push the dark green (up arrow) button (just to the right of the white channel buttons).

You should be on the air. The station ID must be given as you go on the air.

**Turning it Off**
- Provide the station ID (WRMU, Alliance) on air.
- Use the “channel select” button to select channel 6.
- Push the red (down arrow) button (just to the right of the white channel buttons).
- Wait 5 minutes.
- After turning off the transmitter, turn on and pot up the far right pot on the board. Music should be playing in the studio when you finish this procedure.
IV. STATION ORGANIZATION

4.1 ORGANIZATIONAL STRUCTURE

The University of Mount Union, as governed in descending order by the Board of Trustees, President, Vice-President of Academic Affairs and Dean of the College, and Chairperson of the Department of Communication, authorizes overall station policy, operating function and financial activity.

The Station Manager of WRMU is responsible for all day-to-day operations of the station as well as any activities representing the station.

Station management of WRMU consists of the Station Manager and those students appointed to station director positions by the Station Manager and senior directors.

- Station Manager (Position filled by faculty personnel)
- Program Director
- News Director
- Public Relations Director
- Sports Director
- Music Director (Typically, work required of this position is split between three [3] students)
- Promotions Director
- Sponsorship Director
- Podcast & Multimedia Director

The structure of station management of WRMU embraces the department concept of management. It is highly functional in nature. The members of station management are equal in voting stature.

The Chairperson of Station Management is the Station Manager. In the Station Manager’s absence, the Program Director assumes leadership.

Station management sets both immediate and long-range goals for the station and works to assure that goals are achieved. In doing this, among other activities, station management makes major program decisions on a long-range basis, coordinates station activities and reviews and evaluates the progress of station personnel. Station Management also approves appointment to any supervisory management positions on the station staff.

All other director positions are necessary in ensuring that the immediate and long-range goals are being executed effectively and efficiently. These positions also exist in order so that WRMU is constantly providing the public with professional and useful programming and resources.

For more details concerning station management positions at the station, contact Mark Bergmann during office hours or email him at bergmama@mountunion.edu. You may also contact the current Program Director for more information.

4.2 REGULATIONS FOR WORKING AT WRMU

- All students working at the station must be in good academic standing with the University and making satisfactory progress toward satisfying degree requirements as defined in the University of Mount Union Catalogue.
- All students applying for and/or holding station management positions must have and maintain a minimum overall GPA of 2.30.
- All student director positions and supervisory positions are eligible for student work-study through the Financial Aid Office. It is the responsibility of the student to coordinate with that office along with the Station Manager to ensure that they fill out the paperwork necessary for compensation.
- Students in director positions may register for practicum credit (CM 299) through the Department of Communication. It is the responsibility of the Station Manager to determine the number of hours to be earned by station management personnel and to act on requests for practicum registration.
Students involved with the station who don’t hold a position who wish to register for practicum credit (CM 299) must receive approval from the Station Manager prior to registration for the course. In addition, practicum students must sign the standard WRMU Contract and abide by the policies of both the station and Department of Communication.

NOTE: Practicum students are under the guidance of the Station Manager, who approves the student’s work at the station, with the advice of the appropriate station management member(s). Such students will abide by the Department of Communication Practicum Policies. The Station Manager shall determine the grade for the practicum student.

Any student who wishes to volunteer his or her services at WRMU for the purpose of gaining experience in the field and/or as a vocational interest should make an effort to do so. The nature of his or her service is governed by the student’s own interest and aptitude. Each student must abide by the policies of the station and the Department of Communication.

4.3 PROCEDURE FOR APPOINTMENT OF STATION MANAGEMENT

The procedure for appointment involves the incumbent Station Management, the faculty/staff of the Department of Communication and senior directors. Station management positions are normally selected near the end of the spring term for the following academic year. Applications for available positions are made available in April.

Selected positions may be filled as deemed appropriate by the Department for the summer months.

Vacancies may occur from time-to-time by resignations or other causes. When a position needs to be filled on the station management staff, notice of that pending or current vacancy is posted on the Department and radio station bulletin boards. Any student who wishes to be considered may apply for the position(s) by completing the Station Director Application Form and submitting it to the Station Manager or Program Director along with any other supporting documents on or before the submission deadline posted on the vacancy notice.

All candidates for a position will be evaluated and, potentially, interviewed, after which the station management staff will recommend and select the most qualified candidate. All candidates will be notified in writing concerning the final decision.

Station management has the option of voting to reopen any position for which a suitable applicant has not been determined. In such case, the notice of reopening of the position vacancy is posted and the above procedure is repeated. Persons who originally applied for a position that has been reopened may reapply for that position.

4.4 GENERAL DUTIES OF DIRECTOR POSITIONS

All student management staff personnel are responsible for fulfilling the following responsibilities:

- Set and attend weekly office hours (All directors must fulfill a minimum of three [3] hours per week, except for the Program and Sports directors who are required to do six [6]).
- Conduct performance evaluations of all persons working under their guidance when applicable. A written evaluation of each individual at the end of the semester will be submitted to the Station Manager for the inclusion in that individual’s personnel file.
Monitor station activities, especially those pertaining most directly to their departments, for the purpose of continually improving the station’s on-air sound and operations as well as the public image of the station presented.

Attend all station management meetings and general station staff meetings and to be prepared for the deliberations that will take place at those meetings.

Continually work with all personnel within their departments in a manner that furthers each one’s broadcast education and assures well-trained applicants for station management positions in future semesters.

Become skilled in the operation of software programs used in the operations of the station as they relate to each specific position, including (but not limited to) “Selector”™ by RCS Systems, Adobe Audition, Simian and iMovie.

Strive to improve their own professional demeanor and performance in order to be the best possible role model for staff members and other students at the University.

Represent the station at as many WRMU functions and events as possible.

Assisting and supporting other directors when necessary.

4.5 Specific Duties and Responsibilities of Director Positions

Each of the station director positions must fulfill specific duties and responsibilities, many which are described in the following paragraphs.

Program Director (Prerequisite: CM 140; CM 240; 4-semesters experience at WRMU):

The Program Director supervises the daily activities of the station by guiding the departments to set and accomplish goals. He or she is responsible for all additional duties delegated to him or her by the Station Manager concerning any aspect of the operations of the station. The Program Director chairs all station management and general staff meetings. They work closely with department directors while overseeing all aspects of station functions and coordinate activities and events sponsored by WRMU. He or she is a liaison between the Department of Communication and the station personnel. When possible, the Program Director, along with the other directors, should represent the station at all station functions.

News Director (Prerequisite: CM 140; preferably CM 250 or CM 245):

The News Director fulfills the programming functions in news, oversees the operation of the news department and coordinates directly with the Station Manager in determining scheduling of newscasts and other news programming. In addition, he or she is responsible for continually developing new contacts for news information, maintaining local (and regional, when feasible) news-beat assignments for personnel, providing equipment for newscasters to enhance their news reporting and developing ideas for covering areas of news interest. In addition, the News Director is responsible for keeping accurate updated files concerning issues of local interest. The News Director is to monitor the AP Teletype regularly to assure proper operation, sufficient paper and ink supply.

The News Director is responsible for coordinating all activities of the station relating to November elections. He or she is directly responsible for scheduling election-related programming. This includes maintaining accurate files pertaining to all local, major state and national election issues and candidates, overseeing research, writing, and production for airing of all election-related programming, responding to all inquiries to the station concerning election matters, and preparation and production of Election Night programming. It is his/her responsibilities to select, train and assign...
election staff personnel to accomplish these tasks.

In addition, the News Director is responsible for coordinating all activities of the station relating to the Schooler Lecture Series. He or she is directly responsible for scheduling lecture series-related programming. This includes production for airing of all lecture series-related programming, appropriate responses to all inquiries to the station concerning the lecture series and preparation and production of the Schooler Lecture Series night programming. It is his or her responsibilities to select, train and assign staff personnel to accomplish these tasks.

Overall, the News Director should attempt to build a strong news staff and hold meetings with them when necessary.

PUBLIC RELATIONS DIRECTOR (Prerequisite: CM 140; preferably CM 255):

The Public Relations Director is responsible for all public relations activities of the station, including both on-air and in-station promotions of station events as well as coordinating and maintaining an appropriate station image in non-broadcast activities. The role of this position is two-fold: external-to the public the station serves and internal-to communicate station activities to the entire staff. The Public Relations Director is the key liaison in all matters pertaining to the presentation of the station image. He or she is responsible for regular contact with the University’s Public Information Office, preparation and dissemination of press releases (in coordination with the Public Relations Office, when deemed appropriate), coordinating and frequently updating all materials for the internet (WRMU homepage, Facebook, Twitter, etc.), updating station bulletin boards, creating promotional signage to distribute around the campus (and, when necessary, the community) and assisting the Station Manager, Program Director and other station staff personnel in preparation of materials and presentation of the station to external groups or individuals. He or she is responsible for training and coordinating a staff to help fulfill these responsibilities.

SPORTS DIRECTOR (Prerequisite: CM 140; preferably CM 250; 1-semester experience at WRMU):

The Sports Director is responsible for all programming related to sports broadcasts at the station. He or she must audition and appoint all personnel who prepare and/or broadcast regular sports reports as well as play-by-play sports casts. He or she is the senior producer for all live sports broadcasts and is therefore responsible for all activities related to preparation, broadcast and follow-up of those broadcasts, including (but not limited to) preparation of and control over budgets for each event, scheduling of needed broadcast lines and transportation and room and board arrangements for sports personnel involved. The Sports Director is also responsible for appropriate training and critique of all sports department personnel. He or she is responsible for making sure each game is properly covered by an appointed staff. He or she is responsible for holding weekly meetings with his team and making a schedule to ensure each game is properly covered by an appointed staff. The Sports Director is also in charge of taking care of all media-related coverage of professional events, such as the Amos Alonzo Stagg Bowl.

MUSIC DIRECTOR (Prerequisite: CM 140; CM 240; 2-semesters experience at WRMU):

Music Directors are responsible for the music play list used within the program format and for transmitting any and all appropriate information regarding the play list to on-air personnel, the Program Director, record companies, reporting magazines and the general public as deemed advisable by station management. Music Directors are responsible for continually updating WRMU’s play list (by screening music sent to the station or ordering music), programming music through Selecter™ by RCS Systems, editing the music log using Simian and general security of the music records and CDs of the station. Music Directors should select music that fits into the three different genres of music played at WRMU (smooth jazz, oldies and rock).
Music Directors are wholly responsible for R91 shows and content. They are in charge of the student-run shows and must monitor their content to ensure they are broadcasting according to rules and regulations established by the FCC, the Board of Trustees, the Department of Communication and the WRMU Handbook of Policies, Procedures and Operations.

**PROMOTIONS DIRECTOR (Prerequisite: CM 140; CM 240; 2-semesters experience at WRMU):**

The Promotions Director is responsible for quality control of all pre-produced materials used on the air and is also responsible for maintenance of the sound effects and production music libraries of the station. He or she is directly responsible to the Program Director and works cooperatively with other members of station management to assist in the development of program materials for station use. The Promotions Director has the authority to reject any and all production materials not deemed of high enough quality for airplay on the station. Additionally, he or she should be familiar with all the components of production and should strive for creativity in production.

The Promotions Director is also responsible for reordering promotional items and coming up with ideas for new promotional items. They are in charge of community outreach, which means proposing and planning events that will be executed outside of the campus. The Promotions Director works at giving WRMU a face in the community.

**SPONSORSHIP DIRECTOR  (Prerequisite: CM 140; 2-semesters experience at WRMU):**

The Sponsorship Director is responsible for continually seeking new and repeat funding to support station activities. They may do this by contacting businesses, getting grant money from professionals and keeping track of personal donations to the station and the Department of Communication. The Sponsorship Director works directly with the Station Manager and any other person assigned by the Department of Communication to oversee accounts in order to assure full compliance with University guidelines and requirements for such activities. It is his or her responsibility to assure that all personnel on the sponsorship staff are fully trained in all procedures required by the University and the Department of Communication, to train, coach and critique all station staff members involved in grants activities in the best procedures for approaching constituencies in order to secure grants and to coordinate all activities in this area. All sponsorships or grants must be cleared through the Sponsorship Director.

**PODCAST & MULTIMEDIA DIRECTOR  (Prerequisite: CM 140; CM 240; CM 246; or sufficient experience with multimedia equipment):**

The Podcast and Multimedia Director position was created in 2010 in order to maintain and strengthen the video and audio content produced by WRMU. The primary duty of this position, then, is to create audio, video and other multimedia content that will primarily be distributed via the internet. The Podcast and Multimedia Director must be willing to collaborate with other directors at the station if they need audio or video help. This may include (but is not limited to) helping the Sports Director (filming sporting events), Promotions Director (attending and taping events put on by WRMU) and Music Director (taping concerts, interviewing R91 DJs). Students interested in this position must have some basic knowledge of video and audio production and equipment and are encouraged to recruit a small staff to help with the creation of multimedia content. This position requires extensive time to be conducted properly and effectively so the student must ensure that they make time to attend events, edit content and upload projects.

4.6 **OTHER APPOINTED STATION PERSONNEL (SUPERVISORY STAFF)**

Positions that are important to the operation of the station, though not Station Management level, may be designated by the various department heads when approved by Station Management. Examples of these include Assistant News Director, Web Director, Podcast Director, etc.

When Station Management approves a supervisory staff position, the appropriate department head advertises the position, accepts applications and
presents his or her recommendation(s) to station management who make the appointment of the individual to the specified position.

4.7 PERFORMANCE APPRAISAL SYSTEM

The Performance Appraisal System is based on the principle that a student should be kept informed of the quality of his or her work performance. A student director and/or Station Manager will conduct the Performance Appraisal. The Performance Appraisal will also be included in student’s personnel file. (See Appendix A.4) The performance Appraisal meets the following objects:

- Internalizes and supports the mission of WRMU-FM and the University of Mount Union
- Encourages continuous quality improvement and student participation
- Ensures quality service is given to the University campus and surrounding community
- Serves as an additional measure of student’s ability and growth

The following codes are used to evaluate student personnel:

**NM** Not Measurable: New student, student does not perform this function due to shift, etc., not enough information to evaluate/measure performance.

**NI** Needs Improvement: Improvement is needed to meet performance standards. Action Plan section must indicate goals established and a time period in which to reach standard performance.

**S** Standard Performance: Work performance consistency meets the standard expected.

**ES** Exceeds Standard: Work performance is consistently above the standard expected. The student consistently demonstrates the ability to go “above and beyond” the expected level of performance. Must be substantiated by examples in their behavior.

4.8 AUDIENCE DEMOGRAPHIC

The following is information regarding smooth jazz listeners (including ages, races, level of education, etc.);

- Most listeners are baby boomers. Core listeners are 35 to 54 years old. Smooth Jazz attracts adults in the 25 to 54 age demo as well as soft AC, hot AC and talk formats.
- The median age of smooth jazz listeners is 4 to 5 years younger than classical and news/talk listeners.
- Smooth jazz listeners are diverse, crossing all ethnic and racial lines. The average smooth jazz audience consists of 53% male and 47% female.
- Smooth jazz listeners are affluent. 27% of the listeners have annual incomes of more than $100,000. They are in the prime consumer demographic.
- Smooth jazz listeners are above the average in education and professional achievement.
- The majority of listeners are married.
- Smooth Jazz listeners like:
  - Luxury products
  - Travel (domestic and foreign)
  - Computers (especially PDAs)
  - Entertainment
  - Foreign luxury autos (more than $40,000)
  - Dining out
  - Fine clothing
  - Alcohol
  - Fitness
- Sporting goods and sports apparel
- Self-enriching activities hobbies and activities
- Political and charitable involvement
- Investment information on stocks, real estate, money market funds, etc.

(The above research was conducted by and ascertained from Intercep)
IV. Appendix

A.1 Bomb Threat Call Checklist
All of the following information should be taken in the event that the station receives a call about a bomb threat:

- Time call was received
- Exact words of caller
- Male/Female
  - Young/Middle age/Old
  - Accent (Yes or No)
  - Nationality (If possible to determine)
  - Familiar voice (Yes or No)
- Phone number/line call came in on
- Time caller hung up
- Other important information/remarks
- Recipient of call

A.2 United Avenue Methodist Church Service Broadcast Procedure
WRMU broadcasts the Union Avenue Methodist church service, live, every Sunday at 11 a.m. The following information will illustrate how to prepare for and broadcast the program:

- Set up “church feed” in cue at about 10:50 a.m. The second pot in from the right side of the board controls the church feed. That pot should be on the “B” side of the board. The red light at the top of the pot should be lit. The label for this pot is SW1 (switch 1).
- At about 10:55 a.m., check to see if the board is receiving the feed. Turn up the cue monitor. You should hear the noise of people and/or organ music.
  - If you hear nothing, call the church at 823-9270 to make sure they have their appropriate equipment turned on. If the problem is from our end, please contact the Station Manager or the student director on weekend duty. If and when the feed is patched, the broadcast is ready to air.
- Now that the connection has been made, finish Evelyn Brown's Spirituals, give the station ID and put up the United Methodist church service.
- At the conclusion of the service, be prepared to come on and give the station ID. You must also put down the service’s feed and be prepared to put up all three of the music decks.

A.3 Contest Give-a-Way Guidelines
The following information must be collected and logged by the DJ that is on-air during the time the contest is being held. Once the information is collected, it should be given to either the Station Manager or a student director.

- Date and time of contest
- Name of contest winner
- Winner’s address and zip code
- Winner’s preferred phone number
- Prize(s) awarded
- On-air personality who performed the contest and gave a way the prize(s)

A.4 Performance Appraisal
WRMU Mission
The University of Mount Union offers a liberal arts education that is guided by the principles, values and concerns of the Judeo-Christian tradition. The University, in all its endeavors, is committed to the pursuit of excellence.

WRMU 91.1 FM is a learning tool and lab for the students of the University of Mount Union. Students operate the station as a public service to the University campus and area communities. The station shall be operated in a
professional manner. The mission of each individual at WRMU is to provide quality service to the University campus and area communities.

Beyond its educational purpose, the radio station is an interdisciplinary, co-curricular activity for all students. WRMU is licensed to the University of Mount Union Board of Trustees.

**OBJECTIVES OF THE PERFORMANCE APPRAISAL PROCESS**
- Internalize and support the mission of WRMU and the University of Mount Union
- Encourage continuous quality improvement and student participation
- Provide quality service to the University campus and surrounding communities
- Measure of student’s ability and growth

**INFORMATION REGARDING PERFORMANCE APPRAISAL**
The performance appraisal system is based on the principle that a student should be kept informed of the quality of his or her work performance. The Station Manager will conduct the performance appraisal. To indicate the rating of any factor, an “x” in marked in the appropriate rating column using the following evaluation codes (as previously outlined in section 4.4 of this handbook):

**NM** *Not Measurable*: New student, student does not perform this function due to shift, etc., not enough information to evaluate/measure performance.

**NI** *Needs Improvement*: Improvement is needed to meet performance standards. Action Plan section must indicate goals established and a time period in which to reach standard performance.

**S** *Standard Performance*: Work performance consistency meets the standard expected.

**ES** *Exceeds Standard*: Work performance is consistently above the standard expected. The student consistently demonstrates the ability to go “above and beyond” the expected level of performance. Must be substantiated by examples in their behavior.

The following chart will behave as a guideline when evaluating a student’s performance.

<table>
<thead>
<tr>
<th>Performance Tasks</th>
<th>NM</th>
<th>NI</th>
<th>S</th>
<th>ES</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Pronunciation</strong> - Demonstrates ability to properly pronounce words of people, places and names (Associated Press Guide).</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Delivery</strong> - Demonstrates vitality and inflection in voice.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Tempo</strong> - Maintains proper rate of delivery; appropriate pacing.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Smooth Transitions</strong> - Demonstrates suitable transitions from program element to program element.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Adherence to Policy</strong> - Follows regulations and policies of WRMU and the College (Station Handbook).</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Job Knowledge</strong> - Possesses the technical and practical knowledge required at the station.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Punctuality</strong> - Maintains overall attendance record; is punctual.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Initiative</strong> - Seeks new assignments and assumes additional duties when</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
necessary.

**Creativity** - Proposes ideas and improved methods for station operation.

**Independence** - Performs work with little or no supervision.

**Interpersonal Relationships** - Demonstrates willingness and ability to cooperate and communicate with all constituencies of WRMU.

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**A.5 PROGRAM WHEEL FOR SMOOTH JAZZ**
A.6 MUSIC REVIEW SHEET

If a music director plans to either review music or add music to WRMU’s library through RCS, they must fill out the appropriate paperwork. The music review sheet will look very much like example 1. (Other directors and staff members are more than welcome to review new music). Example 2 should be filled out when new music is added to RCS. (This responsibility should be handled by a music director only.)

**EXAMPLE 1**

<table>
<thead>
<tr>
<th>Artist (1):</th>
<th><strong>Rick Braun</strong></th>
<th>Artist (2):</th>
</tr>
</thead>
</table>

**Album title:** *Body and Soul*

**Recording label/company:** *BlueMoon Records*  
**Media:** *CD*

<table>
<thead>
<tr>
<th>Song ID:</th>
<th><strong>0012</strong></th>
<th>Music Category:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>N - New Release, R - Recurrent, T - Top Forty</td>
</tr>
<tr>
<td></td>
<td></td>
<td>S - Smooth Jazz, A - Archive, B - Big Band</td>
</tr>
</tbody>
</table>

**Play List:**

<table>
<thead>
<tr>
<th>Track/Category</th>
<th>Song title</th>
<th>(Open/Ending)</th>
<th>Track length</th>
<th>(Intro.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>11 (R)</td>
<td>Hymn For Her</td>
<td>(C CF F) 4:06</td>
<td>( )</td>
<td></td>
</tr>
<tr>
<td>02 (S)</td>
<td>Missing in Venice</td>
<td>(C CF F) 4:17</td>
<td>( )</td>
<td></td>
</tr>
<tr>
<td>01 (S)</td>
<td>Notorious</td>
<td>(C CF F) 4:32</td>
<td>( )</td>
<td></td>
</tr>
</tbody>
</table>

**Reviewer’s Initials:**  
**SLT**  
**Date of entry:** *5—16—00*

**EXAMPLE 2**

**Music Director Use Only**

**Music Category:**  
R - Recurrent, A - Archive, S - Smooth Jazz, I - Inactive

<table>
<thead>
<tr>
<th>Song ID:</th>
<th><strong>1164</strong></th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Track/Category</th>
<th>Song title</th>
<th>(Open/Ending)</th>
<th>Track length</th>
<th>(Intro.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>11 (R)</td>
<td>Hymn For Her</td>
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<td>01 (S)</td>
<td>Notorious</td>
<td>(C CF F) 4:32</td>
<td>( )</td>
<td></td>
</tr>
</tbody>
</table>

**Music Director’s Initials**

31
A.7 STATION CONTRACT

WRMU-FM 91.1

STATION CONTRACT
ON-AIR STUDENT DJS & STUDENT DIRECTORS

WRMU MISSION

The University of Mount Union offers a liberal arts education that is guided by the principles, values, and concerns of the Judeo-Christian tradition. The University, in all its endeavors, is committed to the pursuit of excellence.

WRMU-FM 91.1 is a learning tool and lab for the students of the University of Mount Union. As a student staff member you will operate the station as a public service to the University campus and area communities. The station shall and will be operated in a professional manner. The mission of each individual at WRMU-FM is to provide quality service to the University campus and area communities.

Beyond its educational purpose, the radio station is an interdisciplinary co-curricular activity for all students. WRMU-FM is licensed to the University of Mount Union Board of Trustees.

The mission of each individual at WRMU-FM shall be: To prepare for careers or graduate study in the broad field of mass media; To gain broadcast experiences that utilize critical thinking and communication skills; To provide an environment where mastery of technical skills, cultivation of artistic values and praxis of classroom learning relating to the field of communications and broadcasting are achieved; To provide co-curricular opportunities to display responsibility, sociability, self-management, and integrity.

I hereby am aware of and understand the specifics included within this WRMU-FM Station Handbook of Policies, Procedures & Operations and will comply with all the standards set forth within.

Student Signature ___________________________________________________________ Date _____ / _____ / _____

Station Manager Signature ____________________________________________________ Date _____ / _____ / _____