

WKKL

**Policy & Procedures
Manual**

**90.7MHz FM - WKKL Cape Cod Community College
Station Policy and FCC Rules and Regulations
Revised September 2017**

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90.7 WKKL POLICY MANUAL

INTRODUCTION

Radio station WKKL is licensed by the Federal Communications Commission under File Number BLED-19811029AQ, to operate as a noncommercial, educational station on channel 214A at 90.7 MHz in the FM band. The license is issued to Cape Cod Community College. The Board of Trustees is ultimately responsible for all policies and functions of the Radio Station. WKKL operates as an educational station. The Trustees have designated the General Manager through the President, as their agent under the Division of Arts and Humanities. Every ten years WKKL must renew its license.

WKKL can be heard throughout the Mid-Cape, north into Plymouth, and west into Wareham. Online the signal is streamed worldwide through a link at the college website.

Statement of Commitment Cape Cod Community College Board of Trustees

As licensees of WKKL FM, it has been our philosophy and commitment to provide broadcasting opportunities and educational experiences for Cape Cod Community College students while serving the needs and interest of the College community. The responsibility for the daily operation of WKKL is vested in the General Manager under the Division of Arts and Humanities. Policy guidelines, selection of staff, budgeting and daily operations are duties of the General Manager and her/his designees. Ultimately, however, the Board of Trustees, as Licensee, retains full authority and responsibility for the operation of WKKL, and is accountable for the adherence to and compliance with all laws and with the rules of the Federal Communications Commission.

The Board of Trustees recognizes that one method of providing students with educational opportunities is to delegate to them some operational responsibilities. The success of this delegation is contingent on students understanding their obligation to the license and to the community. That obligation encompasses program quality, diversity of entertainment, news, public affairs programs, and daily operations of WKKL. WKKL provides opportunities for student involvement without regard to race, creed, color, sex, national origin, or handicap.

Mutual acceptance and commitment to these obligations by the Board of Trustees and the students participating in WKKL will provide an environment for learning skills, personal development, and community support.

Statement of Objectives

- WKKL is committed to serving the needs and interests of Cape Cod Community College.
- WKKL provides broadcasting opportunities and educational experiences for Cape Cod Community College students.
- WKKL serves as a non-commercial, educational radio station working in the public interest.
- WKKL serves as a training facility of all operations of an educational, non-commercial radio station.
- WKKL is committed to serving the needs and interests of the community in the listening area.
- WKKL strives to provide programs that reflect the social and cultural riches of the listening area as well as its educational needs.
- WKKL provides opportunities for local musicians to be heard.

Legal Policies

The following policies must be adhered to without exception. If you are unsure whether you are applying these policies correctly, consult the General Manager. It is not worth risking Federal Communications Commission (FCC) fines to yourself and the station by breaking these policies. Depending on the nature of the violation, you may face immediate suspension or termination without warning. You must understand these policies thoroughly prior to being on the air. Each operator is legally responsible for any FCC fines imposed on WKKL while s/he is operating the station.

Airing Phone Calls

WKKL personnel are not allowed to air phone calls until they have completed specific training in the Radio Broadcasting class or from the General Manager. Phone calls may only be aired after receiving permission from the General Manager. No live phone calls may be aired without written permission from the General Manager. In most cases, phone calls are to be recorded to audio editing software, edited, and then played on the air.

A caller should never be put on the air without the caller's prior permission. You cannot call someone and put him or her on the air without his or her knowledge. Whenever you are recording calls, answer the air studio phone with "You are on the air with WKKL". If the caller states that they do not want to be on the air, stop recording them immediately. The current FCC fine for airing a caller without prior permission varies from \$5,000 to \$25,000.

Ascertainment of Community Needs

WKKL is licensed to work in the "community interest." All non-commercial stations are required by law to determine the outstanding needs of the community to which where they are licensed. We are required to broadcast programming that relates to these needs.

To assist with this mandate, WKKL provides public service announcements. We file descriptions of this programming and how these announcements respond to the public's ascertained needs in our Public File. In addition WKKL broadcasts college and community news and programming relating to community needs.

Broadcast Hoaxes

The FCC's prohibition against the broadcast of hoaxes is set forth at Section 73.1217 of the Commission's rules, 47 C.F.R. § 73.1217.

This rule prohibits broadcast licensees or permittees from broadcasting false information concerning a crime or a catastrophe if: (1) the licensee knows this information is false; (2) it is foreseeable that broadcast of the information will cause substantial public harm; and (3) broadcast of the information does in fact directly cause substantial public harm.

Any programming accompanied by a disclaimer will be presumed not to pose foreseeable harm if the disclaimer clearly characterizes the program as a fiction and is presented in a way that is reasonable under the circumstances.

For purposes of this rule, "public harm" must begin immediately, and cause direct and actual damage to

property or to the health or safety of the general public, or diversion of law enforcement or other public health and safety authorities from their duties.

The public harm will be deemed foreseeable if the licensee could expect with a significant degree of certainty that public harm would occur.

A "crime" is any act or omission that makes the offender subject to criminal punishment by law.

A "catastrophe" is a disaster or imminent disaster involving a violent or sudden event affecting the public.

Complaints alleging violation of this rule should be sent to the Federal Communications Commission, Enforcement Bureau, Investigations & Hearings Division, 445 12th Street, SW, Washington, D.C. 20554. Complaints should include the call sign and community of license of the station, the date and time of the broadcast(s) in question, and a detailed description of the public harm caused as a result of the broadcast. In addition, if possible, complaints should include a transcript or recording of the broadcast in question.

Call to Action

In general a call to action is defined as "an exhortation or stimulus to do something in order to achieve an aim or deal with a problem." (Google online dictionary) In broadcasting a call to action is "a piece of content intended to induce a...listener to perform a specific act, typically taking the form of an instruction or directive. For example, *Buy now* or *Click here*." (Google online dictionary)

The FCC forbids a noncommercial station from issuing "calls to action" which could result in listeners purchasing products or services. This means that you may not suggest that listeners make specific purchases. For example, you may not urge listeners to buy a recording or attend a performance. Also prohibited is your praising a business establishment. For example, do NOT say something like, "Mary Lou's Coffee is the best. Check it out."

You are allowed to state facts that pertain to events which require tickets to be purchased. For instance, you may say that there is a particular concert coming to the area. That statement does not overtly tell listeners to take any particular course of action. However, you may not say that tickets are available through Ticketmaster because Ticketmaster is a for-profit enterprise. You are allowed to give a website or telephone number for further information, with a website reference preferable.

In addition, tax law prohibits the mention of prices for goods or services from non-profit organizations. This means that you may not mention the price of a concert ticket, even if a local school, the YMCA, or the Buzzards Bay Coalition is the sponsor.

It IS all right to say, "Listen to WKKL" or "Stay tuned to 90.7, the Cape's commercial-free alternative" or other directives specifically referring to WKKL.

It also is OK to state your opinion, IF you describe your statement as opinion. For instance, "The Beatles wrote hundreds of songs. The one that I could listen to forever is "Octopus's Garden." That comment on "Octopus's Garden" tells listeners that YOU like the song, not that THEY should like the song or purchase a copy.

Copyright Infringement

Announcers who read portions of plays, poems, or novels on the air are considered to be putting on a performance. As with any performance of copyrighted material, permission must first be obtained to put on the

performance, or else the announcer is guilty of copyright infringement. Copyright infringement also occurs when an announcer rebroadcasts another station's signal (by playing a recording of it) or broadcasting a syndicated radio show without permission or at a time other than the agreed one. Bootleg recordings of bands also may not be played without written permission of the band. Copyrighted recording may be played because permission to play them is given when the record company gives us the recording.

The Copyright Act (Sec. 102(a) defines eight categories of works that are eligible for copyright protection:

1. Literary works;
2. Dramatic works;
3. Musical works, both words and music;
4. Pantomimes and choreographic works;
5. Pictorial, graphic and sculptural works;
6. Motion pictures and other audiovisual works;
7. Sound recordings
8. Architectural works

What is not protected include:

1. Works that lack originality, e.g. logical comprehensive compilations like a phone book; unoriginal reprints of public domain works
2. Works in the public domain, including works on which the copyright has expired or works which are intentionally placed in the public domain by their creator, such as freeware;
3. U.S. government works
4. Factual material
5. Ideas, procedures, processes, systems, methods of operation, concepts, principles or discoveries, regardless of how they are described in copyrighted works.

Fair use permits certain uses of copyrighted materials without permission from the copyright owner for such purposes as criticism, comment, news reporting, teaching, research and scholarship. The law sets out four factors to analyze proposed uses to determine if fair use applies. The Copyright Act (Sec.107) describes the four factors to consider:

1. Character of the use, i.e., educational vs. for-profit;
2. Nature of the material to be copied;
3. Amount and importance of the part copied in relation to the original work;
4. Effect on market for the original work

The United States copyright law is contained in chapters 1 through 8 and 10 through 12 of [title 17 of the United States Code](#). The Copyright Act of 1976, which provides the basic framework for the current copyright law, was enacted on October 19, 1976, as Pub. L. No. 94-553, 90 Stat. 2541. The 1976 Act was a comprehensive revision of the copyright law in title 17.

Editorial vs. Opinion

Editorializing means expressing your opinion about a matter other than music that you include in a music program. Legally you may editorialize after you air a disclaimer. However, WKKL policy prohibits editorializing even after a disclaimer is aired. For instance, do not tell listeners that the Governor's plan to open 10 charter schools this year is a bad idea.

You may host on-air guests who express opinions about subjects other than the music you air. If your guest expresses an opinion about matters other than the music on your show, without specifically saying that it is

his/her opinion, then you must tell listeners that your guest does not represent WKKL or Cape Cod Community College.

WKKL may broadcast editorials by staff members or community members that are approved by the General Manager. Each editorial must be preceded by and followed by the editorial disclaimer to assist in protecting WKKL and its licensee from legal problems.

The common disclaimer is, "The opinions expressed in this program are not necessarily those of WKKL or its licensee, Cape Cod Community College. WKKL recognizes its obligation to air opposing views." That is simply a statement of public acceptance of this responsibility. Please use the disclaimer when discussing controversial opinions.

The FCC prohibits non-commercial stations from endorsing political candidates.

Fairness Doctrine

The Fairness Doctrine is contained in section 315(a) of the Communications Act of 1934 and was struck down in 1987. However, the basic principle remains important. The doctrine mandates that broadcasters have obligations to afford opportunities to discuss conflicting views on issues of public importance. At WKKL we try to present a balanced point of view on controversial issues. This covers any issue of controversy and is not limited to political campaigns or issues.

FCC Inspections

FCC inspectors visit stations on a routine basis or in response to a complaint. Generally, they will schedule an appointment in advance but are not legally required to do so. In either case, an inspector will want to look around the station and ask questions. Inspections may only take place Monday through Friday between 9:00 A.M. and 5:00 P.M.

If an FCC inspectors visits, contact the General Manager immediately. If the GM is away from campus, then also contact Campus Security and ask Security to contact a member of the college administration. While you are still responsible as the operator of the station, the administrator will assist the inspector through the majority of the inspection. Following are specific instructions:

1. Do not panic.
2. If a visitor identifies himself or herself as being from the FCC, then ask for identification.
 - a. If they **cannot** provide valid identification,
 - i. Explain that you will need to check with the security officer at the Department of Public Safety before allowing them entrance.
 - ii. Say that you are sorry for any delay, but it is station policy for the safety of the students, guests are to check in at the security office before entering.
 - iii. Dial "zero" on a station telephone to get to the campus operator and explain the situation. Ask her/him to contact Security and have them come to the station.
 - iv. Call the General Manager.
 - v. If the GM is not available, then contact the Dean of Arts and Humanities.
 - If they **do** provide valid identification,
 - i. Invite them in.

- ii. Ask them if this is a routine inspection or a response to a complaint. The latter situation is potentially more serious.
 - iii. Ask them if they would like to sit down and that you will contact an administrator to assist them.
 - iv. Call the General Manager.
 - v. If the GM is not available, then contact the Dean of Arts and Humanities.
3. Be polite and helpful, while maintaining your responsibilities as operator in the broadcast studio. Feel free to put automation on, but stay at your post in the broadcast studio.
 4. The FCC inspector may want to look at the logs, equipment, and Public File. Generally, they will not poke around too much. The basic Public File copy is available for anyone to see, and a copy is located in the Public File Copy binder in the air studio. The original Public File is locked in the General Manager's office. Pass them the copy file and explain that an administrator will arrive shortly to give them access to the original Public file.
 5. If they ask you to perform tasks regarding the transmitter, open the transmitter book to the section entitled, "Emergency transmitter procedures." Follow the directions as listed and make sure to log any changes on your transmitter log.
 6. An administrator and/or the General Manager will arrive shortly. Stay calm and professional. Most likely the situation has nothing to do with your individual air performance. It is important to remember, however, that anything you say to an inspector is acceptable as evidence in court. Never incriminate yourself or the station. If you do not know what to say, then politely decline to answer. If you do not know the answer to the question, then simply state that an administrator will arrive shortly and answer the question.

Indecency, Profanity & Obscenity

It is against FCC rules to air obscenity, indecency, or profanity between 6:00 am and 10:00 pm. It is a violation of WKKL policy to air obscenity, indecency, or profanity at any time.

Title 18 of the United States Code, Section 1464, prohibits the utterance of any obscene, indecent or profane language by means of radio communication. Consistent with a subsequent statute and court case, the Commission's rules prohibit the broadcast of indecent material during the period of 6 a.m. and 10 p.m. FCC decisions also prohibit the broadcast of profane material between 6 a.m. and 10 p.m. Civil enforcement of these requirements rests with the FCC and is an important part of the FCC's overall responsibilities. At the same time, the FCC must be mindful of the First Amendment to the United States Constitution and Section 326 of the Communications Act, which prohibit the FCC from censoring program material, or interfering with broadcasters' free speech rights.

Indecency

Indecency is a concept based on community standards. Remember, you are broadcasting from an educational institution that is supported by the Commonwealth of Massachusetts. Anything indecent is considered to have no artistic value and be offensive to "average" values or morals.

Indecent material used to be strictly defined by the FCC as material containing one or more of the following words, which you could never say on the air:

Shit, piss, fuck, cunt, cocksucker, motherfucker, tit

Although the FCC has redefined the use of this list, at WKKL you are not allowed to say any of those words on the air. (In its [Golden Globe Awards Order](#) in 2004, the FCC warned broadcasters that, depending on the context, it would consider the F-Word and those words (or variants thereof) that are as highly offensive as the F-Word to be profane language that cannot be broadcast between 6 a.m. and 10 p.m.)

In addition you may not broadcast recorded songs that include any of the words on the list. Your guests similarly may not say any of those words on the air.

The best way to ensure that none of the seven words goes out on the air is to never say them anywhere within the station, whether you are on or off the air.

Just because a word is not on this list, does not mean you can say it or play it in a song. The FCC has fined stations for the use of double *entendre* of a sexual nature (Euphemisms or slang terms for sexual acts whose meaning can be determined from context of the broadcast, which would offend the community. It does not matter if this is a known slang term or something you made up. If the context is offensive it is susceptible to fine). Crossing the indecency line will not only get you thrown off your air shift, but also get you in trouble with the FCC.

If you hear forbidden words on a recording that has been marked “OK” for airplay, immediately pull the disc and leave with a note for the General Manager. Remember, you are responsible for your broadcast. You must screen all personal choice items prior to airplay. If you accidentally play a song that includes any obscene, indecent, or profane words, fade out of that song and fade in the next song. Do not talk about the error on the air. Write a note with your name, date/time of incident and description of the incident, and submit it to the General Manager to avoid penalty.

You are ultimately responsible for your show. If a guest or caller speaks in an indecent manner, you will be held responsible. Phone calls should be recorded prior to airplay to minimize this issue, and guests are to be informed about indecency laws before being allowed on your program.

What makes material indecent according to the FCC?

Indecent material contains sexual or excretory material that does not rise to the level of obscenity. For this reason, the courts have held that indecent material is protected by the First Amendment and cannot be banned entirely. It may, however, be restricted to avoid its broadcast during times of the day when there is a reasonable risk that children may be in the audience. The FCC has determined, with the approval of the courts, that there is a reasonable risk that children will be in the audience from 6 a.m. to 10 p.m., local time. Therefore, the FCC prohibits station licensees from broadcasting indecent material during that period.

Material is indecent if, in context, it depicts or describes sexual or excretory organs or activities in terms patently offensive as measured by contemporary community standards for the broadcast medium. In each case, the FCC must determine whether the material describes or depicts sexual or excretory organs or activities and, if so, whether the material is patently offensive.

In our assessment of whether material is patently offensive, context is critical. The FCC looks at three primary factors when analyzing broadcast material: (1) whether the description or depiction is explicit or graphic; (2) whether the material dwells on or repeats at length descriptions or depictions of sexual or excretory organs; and (3) whether the material appears to pander or is used to titillate or shock. No single factor is determinative. The FCC weighs and balances these factors because each case presents its own mix of these, and possibly other, factors.

Profanity

Profane language, according to the FCC, includes those words that are so highly offensive that their mere utterance in the context presented may, in legal terms, amount to a nuisance. In its [Golden Globe Awards Order](#) the FCC warned broadcasters that, depending on the context, it would consider the F-Word and those words (or variants thereof) that are as highly offensive as the F-Word to be profane language that cannot be broadcast between 6 a.m. and 10 p.m.

Using the Lord's name in vain is profanity. It is considered illegal by the FCC. Phrases doing so do not belong on the air. This rule also applies to music that is played.

Obscene Speech

Obscene speech is not protected by the First Amendment, and broadcasters are prohibited, by statute and regulation, from airing obscene programming at any time. According to the U.S. Supreme Court, to be obscene, material must meet a three-prong test: (1) an average person, applying contemporary community standards, must find that the material, as a whole, appeals to the prurient interest (i.e., material having a tendency to excite lustful thoughts); (2) the material must depict or describe, in a patently offensive way, sexual conduct specifically defined by applicable law; and (3) the material, taken as a whole, must lack serious literary, artistic, political, or scientific value. The Supreme Court has indicated that this test is designed to cover hard-core pornography.

Safe Harbor

The "safe harbor" refers to the time period between 10 p.m. and 6 a.m., local time. During this time period, a station may air indecent and/or profane material. In contrast, there is no safe harbor for the broadcast of obscene material. Obscene material is entitled to no First Amendment protection, and may not be broadcast at any time.

Are there certain words that are always unlawful? No. Offensive words may be profane and/or indecent depending on the context. In the [Golden Globe Awards Order](#), the FCC stated that it would address the legality of broadcast language on a case-by-case basis. Depending on the context presented, use of the F-Word or other words as highly offensive as the F-Word may be both indecent and profane, if aired between 6 a.m. and 10 p.m.

Legal ID

A Legal ID comprises the station's call letters followed by the city of license. The correct WKKL Legal ID is **"WKKL, West Barnstable."** There are no words in between "WKKL" and "West Barnstable". The legal ID must be aired within two minutes of the top of the hour for all live programs (between :58 and :02).

You may add information to the legal ID either beforehand or afterward. For example at WKKL you may add the positioning statement, "The Cape's commercial-free alternative" or "90.7." After "West Barnstable" you may add "Cape Cod."

During automated times, the legal ID must be played hourly as close to the hour as feasible, at a natural break in program offerings. Always assure that you or the automation plays a legal ID when coming out of or returning to automation.

Licensee-Conducted Contests

We must follow the rules set out by the FCC and revised in 2015, available at <https://www.fcc.gov/>

Before conducting a contest, you need permission from the General Manager. The GM will define the rules and instruct you on how to conduct a contest.

Accepting unreported and unannounced payment for playing specific songs on the air is illegal and unethical. All record company representatives wishing to meet station personnel are to contact the General Manager for an appointment. All gifts such as, but not limited to, recordings, CDs, concert tickets, posters, key chains, etc. must be used for on-air promotion. No WKKL staff member may accept any free gift.

Payola

Accepting unreported and unannounced payment for playing specific songs on the air is illegal and unethical. All record company representatives wishing to meet station personnel are to contact the General Manager for an appointment. All gifts such as, but not limited to, recordings, CDs, concert tickets, posters, key chains, etc. must be used for on-air promotion. No WKKL staff member may accept any free gift.

Personal Attacks

An announcer should never attack the “honesty, character, integrity, or other like personal qualities” of any individual or group of individuals.

Promotion

WKKL is allowed only to promote its own interests and those of non-profit organizations. Promoting for-profit businesses can be deemed advertising and is not allowed. Do not “plug” your favorite businesses. See “call to action” and “underwriting” for more information.

Public File

Every station is required to maintain a Public File where various documents relating to the station are kept. This file is by law open by inspection by any US citizen during business hours (Monday through Friday, 9 am to 5 pm). It is also one of the places the FCC will go during an inspection. The basic Public file copy is available for anyone to see and is located in the Public File Copy in the air studio. The original Public file is locked in the General Managers office. If someone requests to look at the Public File and the General Manager is not present, find out the person’s name and reason for being there. See FCC inspections policy regarding FCC Inspections. If they are not from the FCC, ask them to sit in the reception area of the station, and offer the copy located in the air studio. If they would like to see the original copy, they can contact the General Manager at (508) 362-2131 extension 4455 if necessary; you can contact the General Manager on the emergency line for further instruction.

Rebroadcast

We cannot rebroadcast material from another station or copyrighted material without written permission from that source.

Slander

Slander is “communication which exposes a person to hatred, ridicule or contempt; lowers him in the esteem of his fellows, causes him to be shunned, or injures him in the business or calling”. The rule of thumb is that whatever you say about someone had better be true and absolutely provable. This action can count for

businesses and groups as well. The only “fair game” for such commentary within the rules of editorializing is a public figure (so well known that they are a household name).

Transmitter

At no time is the transmitter to be on if no music or announcements are playing. “Dead air” is illegal. If automation is not working, it is recommended to put in a cd then follow the emergency procedures as posted.

Transmitter Readings

The FCC expects that the operator in the studio is ultimately responsible for the proper operation of the transmitter and that stations that do not have their transmitter at the studio are still required to have the ability to remotely meter and control the transmitter.

While the FCC has deregulated logging of the readings, the best way for operators to understand and be responsible for the transmitter’s operation is to take and log readings.

All operators must take and log readings once during their air shift. This can be at a convenient time (before or during your shift). Follow the directions as listed in the transmitter logbook. You must log the time of the reading (in military time), the output power, and your legal name (not your on-air personality name).

Underwriting

WKKL is a non-commercial educational radio station. Because of this license, the FCC prohibits WKKL from airing paid advertising. It does allow WKKL to seek and air underwriting support for its programming. Businesses may make tax-deductible donations to WKKL in exchange for underwriting announcements read on the air.

The FCC prohibits underwriting announcements using any qualitative terms describing the business’ products or services. Phrases like “the best chowder on the Cape” or “the hottest club in town” are illegal.

The FCC also prohibits calls to action. We cannot use phrases like “check them out” or “stop on by”. Be very careful of calls to action in all content of your show. A call to action happens when you push the listener to do something that results in a for profit organization making money. You can say that there is a great concert coming to the area, however when you say that tickets are available through Ticketmaster you cross the line.

Underwriting announcements cannot mention price information. They also can only have one point of contact (either address, phone, or website – not all three).

Announcers are not allowed to personally endorse the business. Read the announcement verbatim.

WKKL is non-profit; therefore you can promote its events without worrying about a call to action. Most public service announcements fall under this category as well. If you are not sure if a business is non or for profit, take the safe road and offer information without breaking underwriting rules. This question always comes up when local bands play area concerts. Obviously, these bands don’t make a ton of money and want promotion. You can mention the concert and where it is located, but do not do a call to action or mention price. The listener can always call the WKKL request line for more information.

Generally, every hour of WKKL programming has an underwriter or promotes a show with an underwriter. Read the announcement at the scheduled time(s) and initial on your log that the announcement has been read.

An example of an underwriting announcement is:

This hour of broadcasting has been brought to you by Joe's Pizza located in the Cape Cod Mall. Joe's Pizza offers fifty different toppings with delivery until midnight. Joe's Pizza in the Cape Cod Mall.

WKKL Station Policies

The following policies are WKKL station policies.
Violation of the policies will result in disciplinary action.

Absenteeism:

The success of WKKL is dependent on having quality announcers on the air consistently. Any circumstance, which requires you to miss an air shift, should be reported immediately to the General Manager. Emergencies do happen, but it is your responsibility to contact the General Manager when you cannot fill your shift

If you know of a date that you cannot make your shift, try to find a substitute active radio club member to fill in. Contact the General Manager by college email with your contact info prior to the fill-in. Remember, you are responsible for all activities during your scheduled time slot. Choose your replacement wisely and make sure they will show up at the designated time.

Air Checks

Airchecking is to make a recording of all announcements made over the microphone during your radio show. By recording your show, you have a record of everything that was said. This will help you improve, and also help you in any misinterpretation by the audience in regard to slander, indecency, or violation of WKKL or FCC policies. You must record all shows on cd.

Alcohol, Tobacco and/ or Drugs

No alcohol, tobacco, and/or drugs are allowed on campus. Use or possession within WKKL will result in immediate dismissal, possible judiciary action, and other legal prosecution.

No announcement concerning the availability of alcohol may ever be broadcast. WKKL does not promote the use of alcohol.

Audio File Formats and Quality

1. Do not play MP3 files over the air unless given permission by the General Manager
2. Stereo .wav files recorded at 44.1K samples/sec or greater and 16-bits per channel or greater is the preferred format
3. Do not play poor quality items over the air.

Automation:

WKKL has a state-of-the-art automation system. Basic training allows users to go from full automation to a manual show (where the DJ takes over playing songs from CDs or other approved media) and back to full automation. Further training allows users to use the automation system to organize music to be played in near real time. Additional training will allow DJ's to pre-record their shows for later play. Do not attempt to do more on automation then you have been trained to do.

When switching to automation at the end of your show make sure a legal ID from either you or the automation system is aired. Listen to the station as you leave to make sure automation is running correctly.

If there is a major automation problem, switch to a CD and call the emergency number for the General Manager. A rule of thumb – if you are listening to the station and you hear nothing, then automation/cd is down or not playing; if you listen to the station and hear static, then the tuner is switched off/wrong station or the transmitter is off the air. The general manager can explain how to fix the problem.

Bookending

It is imperative that the listeners know the station they are listening to. Proper format of vocal breaks include 90.7 WKKL at the beginning and end of each break. You should also include the station identifier at the beginning or end of the break. (The current station identifier is “the Cape’s commercial-free alternative”). The only exception to this rule is if the break is extremely short (under 15 seconds) –then only one mention of 90.7 WKKL is needed.

Building Security

Do not let anyone in the building. They should use their security card or obtain access through the Department of Public Safety. Make sure all doors are locked and windows are closed upon leaving the building.

You should never put a cd on and leave the station unattended during your show (to smoke, to go get food, etc). It is illegal and irresponsible. If you need to leave, do a legal id and turn on automation.

If you are scheduled for a radio show outside class times, you may be assigned a key card for access. This accesses the main door to the station during your scheduled time. You are responsible for the building when you use your keycard.

You are required to turn in the keycard at the end of each semester. Lost keycards are subject to a \$25.00 replacement fee.

All personnel are listed on the Security list at Public Safety. If your keycard is not working, you can always go to security for entrance.

Class Times

CCCC is fortunate to have a working studio in the Makkay Broadcast Center. This classroom is located in the radio station. It is important not to disturb the class in session. Class times are posted and no one is allowed to walk through a class in session.

Announcers whose shows are aired during class time must respect the classroom space.

Students entering/exiting the building, air studio, or news/production studio should be respectful and keep their voices to a whisper as to not disrupt the class or recordings that may be taking place.

Communication and Bulletin Boards

All memos and notices of importance to radio club members will be posted directly outside the air studio as you enter the station. Additional information is posted on the program directors board inside the air studio. Please

check this board each time you enter the station for your air shift. If you would like to post any information for general staff, please submit it to the Program Director for approval.

Computer Use

WKKL has several computers that are used for various workings of WKKL. Only specific computers are for general WKKL use. It is imperative that you know which computers you can and cannot use – misuse of computers can put WKKL off the air!

Please sign on to general WKKL computers under your own CCCC screen name. Projects should be saved to your personal y drive.

Do not download any programs to the WKKL computers. Do not save illegally downloaded songs on WKKL computers. WKKL computers are to be used for WKKL business and class activities only. Specific guidelines of their use are included in the CCCC Information Technology Student Handbook.

Disruptive Behavior

Students are subject to the CCCC Student Code of Conduct. For example, the following shall constitute violations of WKKL rules and may subject a person to disciplinary action:

- “Harassment”; “Physical assault” which includes but is not limited to physical attack upon or physical interference with a person which prevents the person from conducting his or her usual affairs, puts the person in fear for his or her physical safety or causes the person to suffer actual physical injury
- Conduct less than a physical attack which prevents the person from conducting his usual affairs, such as the posting of threatening letters directed to the person, the use of threatening language, harassing or threatening phone calls, or vandalism of a person’s property
- A willful interruption or disturbance of the day-to-day operations of WKKL
- Endangering the safety of persons or property, or any action that might lead to physical harm to others
- Failure to comply with WKKL, FCC, and CCCC policies, rules and regulations

Emergencies

In case of emergency call 911

If you need the Campus Security, call x3333. Outside regular school hours this will forward to the security officer’s cell phone on campus.

Call the General Manager for technical emergencies (such as equipment or transmitter failure). Make sure to leave a message.

Emergency Numbers

Contact information for the General Manager and Program Director are listed in the studio. Please note that there are email addresses, college extensions and personal cell phone numbers. Do not give out personal cell phone numbers to anyone. Any communication for station business (music calls, complaint calls, and general information) should be given to the college email or college extensions. The personal cell phone numbers are for station emergencies only (power outages, equipment failure, and problems).

Engineering

WKKL has a professional engineer to maintain the equipment, studios, and the transmitter. If there is equipment failure, do not try to fix it yourself. Contact your program director/general manager. They will be able to give you specific directions if it is a simple repair. Otherwise, it will be fixed by the engineer.

No student is allowed to unplug/plug in equipment or change wiring. No laptops should be hooked up to the board without written permission from the general manager and engineer.

Entering Studios

The only person allowed in the air studio is the announcer scheduled. The only exceptions are during training; two-person shows; scheduled interviews; newscasts; and signed in guest(s). Do not disturb the on-air announcer by entering during their show. Station management may enter at any time. If it is imperative you speak to the announcer, send a message through station management or call them on the request line.

The next scheduled announcer is allowed entry into the studio ten minutes prior to their scheduled shift. They should not talk or disturb the current announcer except to give them their first song to cue up and to tell them the focus of their upcoming show.

Students cannot run over time on their programs. Shows run from the top of the hour until :55 past the hour. This gives enough time for the announcer to stop and finalize their cd and make room for the next announcer. Please work together as to not disrupt the continuity of the programs.

Flash Drives/Burnt CDs

There is an Ipod dock on the third cd player. Make sure you are fully trained before using it. Note that there are different levels of quality and not all of the items on a burnt cd will sound good on the air. Also, not all burnt cds will play on the stations equipment.

Food and Beverages

Food and beverages are **not** allowed in any of the studios or by the classroom studio. The slightest residue of food or drink can damage WKKL equipment and touch screens. Food can attract mice that have, in the past, caused significant damage to equipment.

Please wash your hands before using the equipment. Dirty hands cause damage to equipment.

Grievances and Appeals

CCCC Grievance Policy exists to provide a fair and consistent method for resolving disputes within the organization. Its goal is the promotion of an enjoyable educational environment consistent with WKKL and

CCCC Mission statement. Potential disputants are encouraged to attempt to settle their own conflicts before reporting to the Grievance Procedure.

Guest Policy

When you are in the air studio, you are to be concentrating on your radio show. This can't be done effectively if you are spending the majority of your time talking to a friend in the studio. With that said, we understand that you want to share your radio experience with those you care about. **One guest is allowed during your radio show after your first month probationary period.** This guest must sign and is not allowed to use the radio station equipment or computers. They may be introduced on the air and say a couple things, but they are not to "co-host" your show. Two-announcer shows are only allowed one guest (not one guest per person). Remember, you are responsible for all content that goes over the air, including any remarks by your guest. You are also responsible for the radio station facilities; your guest's behavior ultimately represents you. Disruptive guests will be asked to leave or removed by security.

Headphones

All scheduled announcers are to provide their own headphones for use while on the air and in the production studios at WKKL. You must wear your headphones when speaking on the microphone – no exceptions! Guest headphones are generally located in the air studio and can be used for interviews.

Holidays and Hours

WKKL is on the air 24-7, yet there are days when the college is closed. If the college is closed because of weather or an emergency, you are not allowed to do your radio show. Students are allowed to do their shows on single holiday closures. If the college is closed for an extended period (Thanksgiving, Christmas, Spring Break), you generally are not allowed to do your show. Information will be posted on the programming board.

Students are only allowed in the Makkay Broadcast Center between 6:00 am and 10:00 pm for their scheduled shows or scheduled work. No one is allowed in the station between midnight and 6 am.

Housekeeping

It is important to keep WKKL neat and attractive. With so many people using the facility it can easily get messy if individuals do not pick up after themselves. Please secure your work area before leaving and return all materials to their proper places. Help out by straightening up studios, placing overflowing trash in the dumpster, and general housekeeping. If the announcer prior to you continually does not pick up after himself or herself, contact the General Manager.

Please contact the General Manager if you cannot fill your shift due to illness. Germs can spread in a radio station. If you think that you are sick, then do not enter WKKL. Find a substitute for your shift. Never spray a microphone with antibacterial or any other spray product. It can damage the mic.

Illness

Please contact the General Manager if you cannot fill your shift due to illness. Germs can spread in a radio station. If you think that you are sick, then do not enter WKKL. Find a substitute for your shift. Never spray a microphone with antibacterial or any other spray product. It can damage the mic.

Internet Based Music Sites

Students are not allowed to play music from web sites directly over the air.

Interviews

All live interviews must be approved in writing by the General Manager prior to the interview (with the exception of scheduled, approved shows with such a component.) Do not promise live interviews/live airplay to bands. While this is ultimately possible, certain steps need to be taken in order to avoid problems. Always suggest a pre-recorded interview first. This can be completed in the production studio or via phone. This will give you a real feel for the band. Realize many artists do not like to be censored and may use obscenities in their everyday speech and songs. Recording allows you to edit the material and still give it airplay. Also, this avoids unwanted guests in the station. Bands sometimes come with groupies, friends, and promoters, leading to a situation that could get out of control.

The number of guests in the station during these events is limited to six unless given permission by the General Manager. Anyone who will be in the air studio must sign the guest announcer form that they have read and will follow the rules and regulations of WKKL and the FCC.

Failure to follow this policy will result in immediate suspension and possible termination of the host.

Logs

You must log all of the music you play plus underwriting, PSA and promos on the daily program log for each shift. Also, be sure to log your transmitter readings once per shift.

Monitor Volume

The facilities are used for on-air, recording, classroom, meetings, and office activities. Excessive volume from the monitors disrupts these activities. Keep the monitors at a low level and wear your headphones.

Remember to keep your monitor select on "Air". This allows you to hear what is going over the air. "Program" simply monitors what you are playing in the studio. If when you listen to the station on "Air" and you hear static, check to see if the receiver (knee height above the CD recorder) is programmed to 90.7. If not, someone likely hit it with their knee. If it is programmed to 90.7 and you hear static, you may be off the air and you should check by taking a transmitter reading.

Music Repetition

Check the program logs of the announcers before you and try to avoid repetition. Under no circumstances should a song be repeated within three hours. You are not allowed to play more than two cuts from the same artist during your show.

Outside Promotions

Announcers should remember that they represent WKKL and CCCC at any and all outside promotions of the station and whenever they wear the station logo. Be careful to conduct yourself in a manner that will bring credit to the station. The WKKL banner cannot be associated with any event involving alcohol. WKKL

members that make outside appearances at dances or other events may not do so without prior permission of the General Manager.

Parking

Parking for the station must be in the general parking lots. There is absolutely no parking in front of the station. Security will ticket and/or tow violators. Contact Security if you are nervous about walking to the parking lot during a late night shift and require an escort.

Personal Hygiene

For the comfort of everyone, it is important to maintain good personal hygiene. Students are expected to bathe and wear clean clothes and shoes while using the Makkay Broadcast Center. The studios are small and odors can linger. Many people have allergies and are very sensitive to smoke, perfume, and cologne smells. Please respect yourself and others by practicing cleanliness.

Personal Materials

No audio equipment or laptops are to be brought in and installed without prior permission from the General Manager.

Do not bring whole CD libraries in for personal choice. Plan ahead and bring a few CDs with you as not to get them mixed up with the station's library.

Do not leave personal materials in the radio station.

Power Outage

If CCCC loses power, we go off the air. Wait a few minutes to see whether the power comes back on. Log the time of power outage on the transmitter log.

When power returns, follow these instructions.

If the transmitter is on

1. Give a legal id.
2. Go into a song.
3. Take a transmitter reading.
4. Write the time the transmitter came back on, plus the readings in your log.

If the transmitter is off

1. Follow the technical emergency procedures as listed in the air studio.
2. Call the emergency number for the general manager and leave a message; she will call you right back after turning on the transmitter via the telephone.
3. Have a cd ready to play.
4. When the station comes on, give a legal id.
5. Go into a song.
6. Obtain a transmitter reading.
7. Write the time the transmitter came back on, plus the readings in your log.
8. At this time, station management will call back to verify that you are on the air and explain how to reboot automation (if necessary).

If the power does not come back on (and it is time for you to leave)

1. Leave a note for the next announcer explaining the situation.
2. Call the technical emergency number(s) and explain the situation.
3. Pot up automation.

Production Studios

The Makkay Broadcast Center hosts two studios that can be used for training, the production studio and the classroom studio. There are schedules posted for each studio on which you can reserve production time.

The microphones at the classroom console may pick up noise from people entering/exiting and WKKL activities. Be respectful toward others if you need them to quiet down while you are recording.

Remember, you can record your voice in the production studio, save it to a flash drive and then open it up for editing on the classroom computers. Always wear headphones while recording in a studio.

The classroom also has a computer lab that can be used for editing and WKKL work when class is not in session. Use the classroom editing computers as much as possible for non-microphone work so to open up the production studios for other members.

Promotional Copies

Materials sent to the station from record companies are property of WKKL. All mail is to be picked up from the mail room and distributed by the General Manager. Gifts of music or tickets as reciprocation for playing particular artists are considered payola and are illegal. Gifts of any kind should not be accepted without prior permission of the General Manager.

Anyone receiving material from record companies must enter details in the General Manager's log. The material is state property and is not to be removed from WKKL. Sometimes record companies will offer passes to shows, T-shirts, or CDs to individuals. It is unethical to play their music in exchange for such gifts. Never promise airplay. All items used on-air or for giveaways must be logged.

Public Service Announcements and Station Promos

Public Service Announcements (PSA) and station promos are to play when indicated on the program log. There are live and recorded PSA's and promos to be played. You need to write down the name of the psa or promo on your log and the time played. To maintain our license as an educational station "working in the public interest" we must play public service announcements. Public service announcements must be submitted to the Public Service Director for editing and logging before used on the air.

Repairs and Maintenance

WKKL is fortunate enough to have some of the nicest studios in the state. However, we also have one of the largest air staffs using this equipment. If a piece of equipment breaks down during your shift, do not complain about it on the air. Move on. If it is something that requires immediate attention in order to stay on the air, put on automation and follow the emergency procedure contact list. If it is not an emergency, leave a note for the program director/station manager and also inform the next announcer about the technical problem.

Restroom

The Makkay Broadcast Center has a unisex bathroom located in the classroom; there are also restrooms located directly inside the Commons Building.

Security Cameras

The Makkay Broadcast Center is monitored by video and audio surveillance. This surveillance can be monitored outside the station via the network, so please act professional and follow the policies of the station. By accepting a position at WKKL, you give your permission for surveillance and understand that it can be used for proof in policy violations.

Sign in

With the exception of students during class periods, everyone must sign in upon entering and leaving the Makkay Broadcast Center. Guests must also sign in.

Smoking

CCCC is a smoke free campus. Smoking is not permitted anywhere in or around the radio station. Do not put on a cd and leave the station to smoke.

Social Networking

WKKL understands the importance of using social networking sites to promote individual radio shows and station events. If a WKKL member creates a page on Facebook (or other social networking site) that could be affiliated with WKKL, the site information and contact information for the person responsible for the page should be forwarded to the Program Director and listed with the WKKL General Manager. WKKL and CCCC do not take any responsibility for pages developed by others.

Realize by posting materials to Facebook, you are authorizing Facebook to make copies of the content posted and use the content for virtually any purpose.

In addition, problems can arise in regard to copyright, use of pictures/video, and discrepancy of information. If you are going to use a social networking site to promote your show, maintain it as a professional site. Please follow the following procedures in promoting yourself, WKKL, and CCCC in a positive manner.

1. Set up a social networking page (such as Facebook) only for your radio show. The page cannot be named WKKL or be a general WKKL page. It instead needs to be entitled your DJ name. Do not put personal information on the page. Do not use the station logo or CCCC logo. Make sure the page looks professional. All rules that pertain to being on air/part of the CCCC radio club carry over to your social networking page. Do not put anything on the site that would embarrass the station or the college. Do not put up pictures of station staff without their prior permission.
2. You may link the streaming/WKKL website to your page.
3. Know how to remove items from the page and delete the page when finished.
4. Email the program director the link to the page. Your page will be viewed by station management and the General Manager.
5. Become a friend of the WKKL main page and promote your page on it.
6. Be safe and do not share personal information about yourself, the station, or staff to “fans”.

7. Remove the page when you are no longer doing a radio show on WKKL.

Remember, your social networking page represents you on WKKL. Any behavior that violates WKKL, FCC, or CCCC rules on this page will result in written warning, suspension or termination from WKKL. Simple rule – don't do anything that would embarrass the station or the college.

Station Property and Theft

Station property may only be borrowed with written permission of the General Manager and only for WKKL purposes. CDs and equipment may only leave the station when signed out by the Music Director for screening purposes. Failure to return these materials will be considered theft and will result in freezing of your student account and grades, immediate termination and State or Federal court if applicable.

Station Use

The Makkay Broadcast Center is a working radio station. The station is only to be used for those purposes. The student work office door is to remain open when the office is in use. Students are not allowed to “hang out” in the station.

Tardiness

Tardiness is a particularly serious matter in the radio business. If, for any reason, you cannot report at your scheduled starting time, contact the announcer on air and the General Manager.

Trade

At times, WKKL will provide an underwriter acknowledgement in trade for materials or services that can be used for promotional giveaways or station use. Students cannot use “trade” as sponsorship for their radio shows. See the Underwriting Manual for current trade rates and policies.