

# WMUA Station Manual

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Last revised 11/28/06  
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# The Constitution of WMUA

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## The Student Radio Station at The University of Massachusetts at Amherst

WMUA is a federally-licensed broadcast facility managed by the Student Activities Trust Fund (SATF)-paying students of the University of Massachusetts to serve the Connecticut River Valley of Massachusetts, Connecticut, and Vermont. WMUA operates in stereo at 91.1 megahertz, FM channel 216 as authorized by the Federal Communications Commission. WMUA broadcasts with an effective radiated power of one thousand (1000) watts, in both the vertical and horizontal planes.

Adopted on April 6, 1987. Rewritten and adopted: February 25, 1991; May 8, 1995; March 23, 1998; March 12, 2001; February 12, 2003; April 26, 2004.

### Statement of Objectives

- \* WMUA will serve as a training facility in all facets of management and operations of a non-profit radio station.
- \* WMUA will promote and support the process of student empowerment.
- \* WMUA will serve as a forum for individuals and groups that historically have not had access to broadcast media.
- \* WMUA will provide programming and services that promote a sensitivity to the different social and educational needs of the listening area.

### Article 1: Name

The name of the organization shall be WMUA, so designated by the official call letters of the student-operated radio station at the University of Massachusetts in Amherst.

### Article 2: Membership

Membership in the organization is conferred upon any individual who has read the station manual and attended three consecutive meetings of the Membership; this membership becoming effective at the completion of roll call at that third consecutive meeting. A Member forfeits their membership if they have been absent without excuse from two consecutive meetings of the Membership. Only a Member can be excused from a meeting of the Membership. Further rules, responsibilities, and types of membership are discussed in the accompanying by-laws.

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### Article 3: Adherence and Cooperation

Members shall adhere to this constitution, by-laws, operating policies, and guidelines established by the Executive Committee and the membership. The EComm may suspend or revoke the membership and associated privileges of any station member who has violated the constitution, by-laws, or operating policies of the organization.

Members are responsible for sharing their knowledge, skills and experience with others by making themselves available to answer questions, critique work, and give technical assistance to those requiring assistance.

### Article 4: Executive Committee (EComm)

The EComm consists of two elected S.A.T.F.-paying undergraduate members serving as Manager and Programmer, and WMUA's Advisor. Each member of the EComm has one equal vote on the EComm.

The responsibilities of the EComm fall into three areas with one area corresponding to each EComm member. The Manager is responsible for the business aspects of WMUA. The Programmer is responsible for the broadcast aspects of WMUA. The Advisor is responsible for training and educating student leaders.

The EComm shall function on behalf of the Membership in developing and promulgating management, programming, personnel and engineering policies. The EComm shall coordinate the activities of the organization on a day to day basis, while working to serve the public's interests, necessity, and convenience.

### Article 5: Grievances and Appeals

WMUA's Grievance Policy exists to provide a fair and consistent method for resolving disputes within the organization. Its goal is the promotion of an enjoyable and educational environment consistent with WMUA's Mission Statement.

While the Grievance Committee follows prescribed procedures, the Committee need not follow the rules and procedures found in a Court of Law, nor is the Grievance Process intended to function in the place of a Court of Law. Potential disputants are encouraged to attempt to settle their conflicts before resorting to the WMUA Grievance Procedure by using alternatives found within the UMass community (Ombuds Office, Campus Mediation Team, etc.).

The WMUA Grievance Policy can be found in Appendix A of the Station Manual.

Potential disputants should follow this procedure in order to initiate the Grievance Process:

1. Determine whether you are eligible to initiate a Grievance Procedure by reading Section 2 of the WMUA Grievance Policy, entitled Eligibility for a Petition.

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2. If you are eligible, prepare a written Petition for a Ruling, using the guidelines prescribed in Section 4, Petition for a Ruling. Note that the Burden of Proof rests on the person who submits a Petition for a ruling (see The Burden of Proof).
  3. Upon receiving a Statement of Notification of a Hearing, prepare your case. You should gather all pertinent witnesses and evidence that you think will help you present your argument. Additionally, you may seek the help of a Judicial Advocate provided that your counsel is not an attorney (see Judicial Advocates).

Note that the Grievance Committee reserves the right to exclude evidence and witnesses (see Rules of Evidence and Witnesses).

4. Familiarize yourself with the procedure for a Hearing (see The Hearing).
5. Attend your Hearing. If you miss it, you will lose your opportunity to present your case and your option to appeal the outcome.
6. After the Hearing, wait for the Grievance Committee to send you a Majority Ruling. This is the decision of the closed Deliberative Session that follows the Hearing.
7. If the outcome is not in your favor, you may appeal it if you meet the criteria found in the section entitled Appeals. No person can petition the Grievance Committee for a second appeal.

## Article 6: Disruptive Behavior

The following shall constitute violations of the WMUA constitution and may subject a person to disciplinary action (by the Executive Committee) including, but not limited to, letters of warning and/or reprimand, disciplinary probation, suspension and termination of membership:

1. “Harassment”, which includes but is not limited to:
  - a. “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 customary or usual affairs, puts the person in fear for his or her physical safety, or causes the person to suffer actual physical injury.
  - b. Conduct less than a physical attack or physical interference which interferes with a person in the conduct of his or her customary or usual affairs, such as the posting of threatening letters directed to the person, the use of threatening language directed at another, harassing or threatening telephone calls, or vandalism of a person’s property.
2. A willful interruption or disturbance of the day-to-day conduct of the business of WMUA.
3. Failure to comply with the directions of University officials acting in performance of their duties.
4. Endangering the safety of persons (self or others) or property, or any action that might lead to loss of life or serious physical harm to others.
5. Failure to comply with any authorized WMUA sanctions.

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## Article 7: By-laws, Operating Policies, and Procedures

*By-laws* correspond to specific articles of the Constitution. By-laws elaborate on the articles of the Constitution to which they are associated. *Operating policies* describe the actions that WMUA's Members and EComm are constitutionally obliged to take with regard to the specific issue addressed in the operating policy. *Procedures* describe methods and modes of operation not meant to be included in the WMUA Constitution but still necessary to the smooth functioning of WMUA.

Bylaws, operating policies, and procedures for the organization shall be developed by the EComm and Members. In the course of this development, the EComm and Members shall solicit the input of the Membership, as well as recognized professionals in the area of concern.

The EComm shall then present the developed by-laws and/or operating policies in writing to the Membership for approval and adoption. The adoption of a by-law requires a two-thirds vote of the Membership. The adoption of an operating policy shall require a majority vote of the Membership. Procedures require the approval of the EComm to enact.

## Article 8: Adoption of this Constitution

This constitution, after approval by a three-quarters majority vote of the full EComm, shall be presented to the Membership for review at a Membership meeting. A motion to adopt must be made and then automatically tabled for one meeting, so as to provide time for review. At the next Membership meeting, the first order of business shall be the adoption of the constitution. This constitution shall require a two-thirds majority vote of the Membership present and voting for adoption. It shall then be considered in effect and will supersede all previous constitutions on the date of its ratification by the Undergraduate Student Senate.

## Article 9: Amendments

Any proposed amendment to this constitution shall be presented in writing to the Membership, and then automatically tabled for one meeting. Ratification of the amendment may then take place at the next Membership meeting, requiring a three-quarters majority vote of the Membership present and voting.

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# Bylaws to the WMUA Constitution

## I. Membership

### A. Types

There shall be two types of membership:

1. *Student members* are defined as University of Massachusetts, Student Activities Trust Fund-paying undergraduate students of the University of Massachusetts at Amherst; and
2. *Community members* are defined as persons who do not meet the student member criteria, including continuing education, graduate, and five-college students, as well as University employees, and other community persons.

### B. Service Hours

A requirement of membership in WMUA is that each individual volunteers a total of 10 hours of their time to help the station on a yearly basis. These 10 service hours are to be broken into two separate five (5) hour commitments, one to be completed by November 30<sup>th</sup> and the other to be completed by May 31<sup>st</sup> of each year. If individuals want to complete their service hours over one six-month period, they must petition the General Manager

Volunteer hours are in addition to time put into preparing for or hosting any on-air show. Examples of volunteer time shall include being involved on a staff, and helping with numerous other tasks as requested of the general body by the EComm and Department Directors. Members may also petition to have an individual idea accepted toward their service hours.

Each individual will be required to log their service hours with the appropriate Department Director. Once a task is complete, the member should contact the Department Director by email or a note should be left in his or her mailbox to verify completion of the service hours. The Department Director will then report these hours to the Office Coordinator on a weekly basis.

### C. Voting

Both student and community members have full voting rights in the organization unless the voting rights of the community members are suspended under the following conditions:

1. Fifty-one percent of the student members petition the Manager to enter *executive session*.
2. The student members, the Advisor and Community Representative will enter executive session to debate and vote about rescinding or reinstating the voting rights of

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community members. A vote to rescind or reinstate the voting rights shall require a two-thirds majority of those present and voting to pass. The advisor and the Community Representative shall be allowed to vote in executive session.

3. The vote to rescind or reinstate voting rights shall stand until the student members, the Advisor and Community Representative re-enter executive session, and decide by vote.

The voting rights of both types of members shall be equal, excepting that only community members may vote for the Community Representative. At all times the composition of the organization must consist of a majority (51%) of student members. In the event that community membership exceeds forty-nine percent (49%), the surplus of these members shall be designated temporary associate members in the order of least seniority. An associate member shall have the rights of full membership except the right to vote in any elections or votes.

Members may vote via proxy by notifying the Office Coordinator prior to the start of membership meetings of their desire to have another member cast a vote for them. Members may cast only one (1) proxy vote in addition to their own vote

Alternately, a member may submit an absentee ballot to the Office Coordinator prior to the start of membership meetings. Absentee ballots must be sealed in an envelope and must have the name of the member on the outside of the envelope.

### **C. Meetings**

Membership meetings will be arranged by the Office Coordinator and chaired by the Manager or a designee. In the event that the Manager is not present, the Programmer shall serve as the presiding officer at all WMUA staff and membership meetings and may chair meetings or allow a designee to do so. The Manager or designee may conduct the meeting in accordance with their own procedures, or by Robert's Rules of Order. A petition for adherence to Robert's Rules of Order shall be accepted by majority vote of those members present and voting.

Arrangements for membership meetings shall include the posting of the previous meeting's minutes, along with the date, time, location, and agenda of the meeting in a prominent place on a bulletin board, at least one week before the meeting is scheduled to take place, barring immediate necessity.

Membership meetings shall be held biweekly during the academic year, or more frequently as deemed necessary by the E-Comm. At the start of each semester, the Manager will determine and post a tentative schedule of membership meetings for that semester.

Quorum for a membership meeting shall be 50% plus 1 of the Membership.

An agenda for the membership meeting will be presented to the membership by the Manager at least 72 hours prior to the meeting. A member can place an item on the agenda by submitting it to the Manager at least 72 hours prior to the meeting. The Manager may postpone a submitted agenda item if there is already a full agenda. New business may be presented at the end of all scheduled items on the agenda.

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A member may petition the Manager for a membership meeting if at least fifty percent of the station membership so agree in writing on the petition.

#### **D. Excuse Forms**

For those members who know that they will be forced to miss a meeting, an excuse may be submitted to the Office Coordinator prior to the meeting. If a member cannot make the station meetings throughout the semester, they must contact the Office Coordinator explaining why. Thereafter that shall serve as an excuse for the entire semester.

#### **E. Privileges**

Any person who is a WMUA member in good standing is entitled to the following privileges:

1. To cast one vote in any votes taken during membership meetings.
2. To be a board operator, i.e. the producer of an aired program
3. To borrow equipment from the Production Director, as per the Equipment Borrowing Policy.
4. To request time in the production studio as well as production materials. An exception is made for non-members currently enrolled in PROGRAM PRODUCER training and working towards membership. These people may request time in the production studio.
5. To enjoy any special and/or temporary privileges that may be granted by the EComm.

## **II. Elections**

#### **A. Date**

Elections for Manager and Programmer shall be conducted at the last Membership meeting in March. Elections for Community Representative shall take place at the next meeting.

EComm elections will be considered a special order.

#### **B. Candidates**

Candidates for all positions must be duly nominated and seconded from the floor at the time of election.

Only student members of WMUA are eligible to be elected to the EComm. Only community members are eligible to be elected as the Community Representative.

The term of office for elected members of the EComm and Community Representative shall begin on May 15, and end the following May 14.

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## C. Procedure

No one can preside over an election for which he or she is a candidate. The station membership meeting(s) in which elections for executive committee members and the community representative are held can serve only to conduct those elections and can serve to conduct no other station business. Announcements can be made as time permits.

The procedure for electing candidates shall begin with a short presentation by each of the candidates. After all the presentations are complete, one candidate at a time will field up to ten (10) questions from the membership. A member asking a question may ask a follow-up question if desired. These questions are specific to each candidate. Thereafter the candidates will leave the room for the membership to discuss the candidates. This discussion should last no longer than fifteen (15) minutes and minutes are not kept. The candidates for the next position then follow the same procedure until all the candidates for all the positions have gone. Voting will take place at the end of the meeting.

A candidate emerging with more than fifty percent of the vote shall be considered the winner. In the case that no candidate emerges with a majority, a run-off election will be immediately held between the two leading candidates.

If the Manager or Programmer are unable to fulfill their term, an election to fill the vacant position will be conducted at the next regularly-scheduled membership meeting.

During any election or vote on station policy, members designated as sergeants-at-arms are to be posted at all exits. Once the roll has been called, the sergeant(s)-at-arms will monitor any flow of station members to and from the meeting. In addition, the sergeants-at-arms monitor the collection and redistribution of any official ballots of exiting and reentering members. The Manager will select individuals to serve as sergeants-at-arms and/or to assist with any election-related clerical duties at his or her discretion so as to ensure those tasks do not interrupt the conducting of elections or votes.

During EComm elections or votes on station policy the Office Coordinator, in addition to taking notes on proceedings, may call the station roll in order to free the Manager to organize the meeting's agenda and to maintain order.

## III. EComm

### A. Description

The EComm shall be composed of two student members who are elected to serve in the capacities of Manager, Programmer, and a third individual, selected by a search committee of the University of Massachusetts, hired to serve in the capacity of an advisor. A student member must be a qualifying University undergraduate student at the time he or she takes office.

The primary responsibilities of the EComm are to implement this constitution and its associated policies and regulations, and to ensure strict compliance with all Federal

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Communication Commission rules and regulations, and Student Government Association Registered Student Organization regulations. The Grievance Committee shall hear and act on grievances, complaints, and appeals.

## **B. Recall**

When ten percent of the membership so petitions, a motion to recall an elected member of the EComm or the elected Community Representative, shall be considered by the membership. Such a motion shall be automatically tabled for one meeting, in order to provide the EComm with the opportunity to conduct a review of the circumstances. Prior to a vote to recall, the EComm must report its recommendations to the membership. A motion to recall shall require a two-thirds majority vote of the membership present and voting.

## **C. Meetings**

The EComm will meet no less frequently than once weekly. A Special EComm meeting shall be held when a majority of the EComm so petitions.

The Manager shall post the date, time, and location of each EComm meeting in a prominent place at least one week before the meeting is scheduled to take place, barring immediate necessity.

Quorum for an EComm meeting shall be two-thirds of its full membership. EComm meetings shall be open to any member wishing to bring a specific issue to the EComm. Members must first ask to be and then placed on the agenda. The EComm may vote to proceed in EComm executive session to discuss sensitive issues. A majority vote of the EComm is necessary to call for EComm executive session. During EComm executive session only duly elected EComm members and appointed department directors may be present.

Any EComm member who is absent without prior notice from two consecutive meetings will forfeit one week's pay.

## **IV. Department Directors**

### **A. Search**

To effectively carry out the duties of managing the organization, at the end of the spring semester, the EComm-elect shall convene a search committee which shall advertise for, interview and appoint qualifying undergraduate students to serve in the following positions as department directors:

Music Director	Sales and Underwriting Director
Production Director	Publicity Director
Fund Drive Director	ALANA Affairs Director
Women's Affairs Director	Training Director
Visual Media Director	Office Coordinator
News Operations Director	News Editorial Director
Sports Operations Director	Sports Production Director
Technology Coordinator	

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The search committee shall be composed of the Manager-elect, the Programmer-elect, the Advisor, and two other members appointed by the EComm-elect. The appointed committee members shall be reputable members in good standing for not less than two semesters. The Manager-elect shall serve as chair of the search committee.

The search committee shall discriminate among the applicants for each position on the basis of pre-established criteria, and at the conclusion of the process appoint department directors, in accordance with established Student Government Association guidelines.

Department directors shall be appointed for a term of one year, beginning May 15, and ending May 14. The incumbent shall be allowed to re-apply for appointment in the ensuing search process.

## **B. Organization**

The Manager shall act as supervisor for the Sales/Underwriting, Fund Drive, Office Coordinator, Publicity Director, Women's Affairs, ALANA Affairs and Visual Media Director, and the Community Representative. The Programmer shall act as supervisor for the News, Sports, Music, Training, and Production Directors.

The EComm shall develop concise job descriptions for each Department Director position, in cooperation with the membership.

## **C. Performance Reviews**

Throughout the year, the EComm shall monitor the performance of each department director. If a majority of the EComm so wishes, a performance review of a certain department director shall be conducted. Also, if ten percent of the membership so petitions, the EComm shall conduct a performance review of the specified department director.

This performance review shall function to compare the performance and activities of the director to what is written in the job description. At the conclusion of a performance review, the EComm may make any of the three possible actions:

1. Recommend that the director continue in the position,
2. Reprimand the director for unsatisfactory work and allow them to continue in the position, pending specific improvement in performance.
3. Dismiss the director.

The reprimand of an appointee shall require a majority vote of the EComm. Dismissal shall require the unanimous vote of the EComm. When vacancies occur among appointed department directors, the EComm shall convene to seek and hire qualified candidates for the position.

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# General Information

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## Programming Philosophy

Over the recent past, professional radio stations-both public and private, have turned to ever more sophisticated market analysis in order to determine the format and music that will "sell" best. As a student, non-commercial station, in many ways insulated from the concerns of a commercial environment, WMUA need not make programming decisions based on demographics, market research, sponsor demands and other non-musical factors.

WMUA sees itself as a repository and mouthpiece for musics, new and old, that rarely get heard on the radio. This attitude provides an opportunity to learn about, and share with our audience, authentic music from various musical subcultures in the United States as well as the great musical cultures of the world. There is no need for us to duplicate the service that is found redundantly throughout the radio dial. WMUA thus tends to focus on music made by lesser known artists, or those working in styles that are judged by expert radio marketeers to be of limited commercial value.

WMUA is committed to music and public affairs programming that speaks to the diverse University and Pioneer Valley community. In this important way we are different than most student stations that tend to gear their programming towards a white college-age audience.

WMUA uses a format called "block programming". A block is a period of time that is devoted to similar musics each day. For instance, a 9am-Noon period devoted each weekday to jazz programming or a 5:30pm-6:30pm hour devoted to Public Affairs, are examples of block programming. This block format makes it much easier for listeners to tune in and know when a particular style of programming will be aired.

## Membership

### Membership Requirements

Membership in WMUA is attained by attending three consecutive, biweekly station meetings and reading this Station Manual. Membership is lost by members who miss two consecutive meetings during the academic year without confirming an excused absence with the Office Coordinator. If a member cannot make station meetings throughout the semester, he or she should inform the Office Coordinator explaining why and that will serve as an excuse notice for all that semester's station meetings. If a member loses membership, he or she can regain it by once again attending three consecutive station meetings.

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## Membership Privileges

Any person who is a WMUA Station Member in good standing is entitled to the following privileges:

1. To cast one vote in any votes taken during Station Meetings. Student SATF-paying members may not vote in the election of Community Representative.
2. To be a Board Operator, i.e. the producer of an aired program.
3. To borrow equipment from the station, through approval of the appropriate Department Director, as per the Equipment Borrowing Policy and the P.A. System Borrowing Policy.
4. To request time in the Production Studio as well as production materials. An exception is made for non-members who are currently enrolled in Program Producer. Training and working towards membership. These people may request time in the Production Studio.
5. To enjoy any special and/or temporary privileges that may be granted by the Executive Committee.

## Applying for Programs

Each semester WMUA's Program Director draws up a program schedule that reflects the station's commitment to providing listeners with a diverse range of music and public affairs shows.

Any station member who has successfully completed the Air-Clearance Training program is eligible to apply for an air slot. There is no exception in this requirement for Summer or Winter air slots.

Show applications are available in the lobby approximately one month before the end of each semester and are to be returned to the Program Director's mailbox. The Program Director might also request a cassette of a sample program, either a recording of an overnight or a tape put together for the application process. No program producer will be granted an air slot unless he or she has submitted an application.

Within the broad limits of the "block format" (one to three hour blocks of time devoted to a particular kind of music), the Program Director selects program proposals based on musical knowledge or desire to learn, and the originality and uniqueness of the proposal (see Programming Philosophy). Preference in assigning shows is given to UMass undergraduates. UMass faculty, staff, graduate and Continuing Ed students, 5-College students and community members may also apply for shows. In making a decision, the Program Director might also look to an applicant's commitment to WMUA, as measured by involvement "behind the scenes" (i.e. helping with the many tasks that keep us on the air with a quality sound).

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Because there are always more proposals than available air slots, not everyone will get a program. But most people who persevere will eventually get one. Making oneself available for fill-ins (the Program Director keeps an up to date list) and during Winter, Spring and Summer Breaks (when many student DJs leave town) is an excellent way of gaining on-air experience and getting your foot in the door.

## Getting Involved in a Department

Being involved at WMUA is much more than spinning records and going on the air. WMUA is a complex organization with an annual budget of approximately \$100,000. What you hear over the air is just the tip of the iceberg of our operation. WMUA is always looking for dedicated, energetic individuals who are interested in learning skills that contribute to our mandate to entertain and inform the University and Pioneer Valley community. The departments and the people who staff them form the backbone of our organization. It is important to remember that the things you can learn "behind the scenes": organizational skills, sales, radio production, publicity, office administration, etc., are much more transferable than being a Program Producer.

To start at WMUA you should talk to the different Department Directors, especially those that normally need large staffs (i.e. News, Sports, Music, Publicity). Joining a staff is the best way to gain experience, learn how WMUA is organized and get to know the people involved.

## On-Air Guidelines

When you sign onto the WMUA log, you are in temporary control of one of Western Massachusetts' most important cultural/educational resources. With a small number of exceptions, it is a position of power and responsibility unequaled among student-run organizations at UMass.

As a Program Producer you are providing a service: sharing with regular listeners and newcomers alike your love and knowledge of the material you are presenting. During your time on the air you are WMUA's "gatekeeper" - you are responsible for what is said (and played) over the air. Because the FCC limits the number of available spots on the dial, yours is a position of considerable importance.

One point needs emphasis: There are more people listening to your program than you can imagine. At 450 watts, our reach of 20-30 miles around Amherst easily includes hundreds of thousands of potential listeners.

Make sure what you're "putting out" is of interest to a large number of different kinds of individuals. Listening to a Program Producer talk about a private joke is of no interest to the vast majority of listeners. It will sound self-indulgent to them. They will shut the radio off or change the station. We want listeners; a radio station without listeners is like a teacher in an empty classroom.

Keep in mind that many of your listeners may have no other contact with the University of Massachusetts besides your program. In effect you are not only a representative of WMUA but also of the University.

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Something that separates WMUA from many other radio stations, including some non-commercial ones, is the creative authority WMUA gives producers in planning their program. One reason we sound so good is that we take full advantage of the creativity and expertise of producers. With this freedom in mind, some hints about good radio:

Prepare *before* you go on mic. What are you going to say first? Is everything you need handy? (run-down of tunes just played, PSA copy, weather, carts, etc.)

People start to get antsy if there is continual music for more than 30 or 40 minutes. When you go on-air your listeners might want to know some of the following:

1. What station am I listening to?
2. Where are you on the dial?
3. What time is it?
4. What did we just hear?
5. What are you going to play next?
6. What's the phone number for requests or questions?
7. What's the weather forecast?
8. What are some interesting things to do on campus or in town?
9. What's coming up after your program?
10. Are there other shows on WMUA that might interest me?

People are tuned in to hear music or news/public affairs/sports, not to hear you blather on. Give people the information they need, then get on with it. *You* are not the primary reason people tune in.

You should only put telephone calls on the air under specific conditions. The phone caller should have something to contribute to your broadcast. Under no circumstances are you allowed to call someone and put them on the air without their prior approval (see 47 CFR §73.1206, Appendix C). Remember, when a caller is on live, you have no control over what they say. Their use of profanity, for instance, instantly becomes your problem, so be careful about incorporating calls into your program.

Mistakes happen. Don't compound your error by dwelling on it over the air. You want people to focus on what sounds good, not what sounds weak.

Most listeners don't know, or care, what a "cart" or "PSA" is, or what it means to "pot" something up. Using such jargon alienates people; it creates an unnecessary division between you and your audience. You want to create the illusion that you are talking directly to each member of the audience.

It is extremely unprofessional to make disparaging on-air remarks about station management or other shows. Don't do it. If you have a problem or concern, anyone from the Executive Committee can advise you on how to proceed.

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Check your sound levels constantly. Wide disparities between the sound of carts, music, and on-air mics forces listeners to change the volume of their radios.

You are not allowed to falsely identify the station (e.g. false call letters, frequency or location.)

You must adhere to all Policies and Procedures related to on-air behavior included in this Manual. Ignorance of the law does not absolve you from following its provisions.

## Phone Etiquette

When at the station, any member can and should answer any phone calls except the request line, which is the responsibility of the Program Producer. When answering the phone say "Good Morning/Afternoon/Evening, WMUA" or any salutation, but ALWAYS include the station call letters. If the person the caller is asking for is not at the station, forward the call to the business office if appropriate, or take a message and leave it in the person's mailbox. Put the date, time, and your name at the bottom of the message so if the recipient has any questions they can get back to you. If someone is irate, be polite and diplomatic. Ask them to write in their complaints if you cannot resolve or fully understand their problem. Take a few minutes to familiarize yourself with our phone system by asking a Department Director.

## Underwriting

As a non-commercial student radio station, the FCC prohibits WMUA from airing paid advertising. However, the FCC does allow non-commercial stations like WMUA to seek underwriting support for its programming. Businesses may make tax-deductible donations to WMUA and in exchange we can acknowledge those donations with a short underwriting announcement which is read on the air by the producer.

There are limits (placed by the FCC) to what can be included in an underwriting announcement. We are forbidden from using any qualitative terms that describe the business' products or services. Phrases like "excellent view" or "delicious chicken wings" are illegal. We are not allowed to give "calls to action". We cannot say, "come on down..." or "Stop by..." There can be no price information given, even phrases like, "lowest prices in town..." DJs are not allowed to extend the announcement by giving personal endorsements of the business. Always read the announcement verbatim.

An underwriting announcement is read for each donation, (see Underwriting Director for rates). Each announcement underwrites one half-hour of programming.

The following is a typical underwriting announcement:

*[Name of program] is brought to you in part by an underwriting grant from Spirit Haus Liquor Store. Located at 338 College Street, Route 9 East in Amherst, Spirit Haus specializes in wines from all around the world, imported beers, and a complete selection of spirits. WMUA thanks Spirit Haus for their kind support.*

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If you know of any business interested in underwriting, please get in touch with our Underwriting Director. You may wish to join the Underwriting staff. Full-time undergraduate student staff members make a commission on every account they sign (see Underwriting Director, Job Descriptions).

## Fund Drive

The Student Government Association provides WMUA with some of the money needed to operate the station, assuming we will raise the remainder ourselves. WMUA raises additional funds by sponsoring vendors, selling advertising in our Program Guide and selling Underwriting. But by far the largest single fundraising event we sponsor is our Fund Drive - a one-week event where we interrupt our regular format and ask listeners for financial support over the air.

The entire event is coordinated by our Fund Drive Director. Here are a few ways in which members can help:

1. Join the Fund Drive Staff. Staff assists the Director with:
  - a. soliciting premiums (gifts given in exchange for listener's financial contributions) from local businesses and record companies;
  - b. doing inventory and ordering Fund Drive supplies;
  - c. making carts (recorded promotional announcements) heralding the event;
  - d. entering pledges (phoned-in commitments of financial support) into the computer;
  - e. stuffing, labeling and mailing pledge forms; and/or
  - f. assisting Director in readying the station for Fund Drive.
2. Sign up for shifts to answer phones and take down pledges.
3. Sign up to pitch (go on air to solicit money) with a Program Producer.
4. DJ's are encouraged to solicit premiums and/or make their own (you must inform the Fund Drive Director of your plans).
5. DJ's are encouraged to make their own arrangements to have a second person to pitch with and someone to answer phones (again, let the Director know).

## Cleanliness of Studios

No matter what aspect of the station a member is involved in, he or she should clean up after themselves. DJ's are responsible for returning albums and/or CD's back to their correct spot and also for the general tidiness of the Master Control Room. News and sportscasters are responsible for the cleanliness of the Newsroom. Any member using the production studio must make sure it is tidy and also that all the material they have used is returned to where it belongs. Please remember it isn't a crime to throw away a piece of garbage that isn't yours and you won't get hurt putting away an album that isn't yours. Take pride in the appearance of the station.

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## Important Dates in WMUA History

**September 1948** - A group of University students and transfers from the Fort Devens campus make plans to recreate the Fort Devens radio station on the Amherst campus.

**November 21, 1948** - WMUA goes on the air as a 10 watt carrier-current station at 650 AM, broadcasting 15 hours a week from the fifth floor turret of South College.

**1950** - Three women volunteer to keep the station on the air when the entire male staff leaves for a holiday weekend, thus paving the way for women at WMUA.

**1952** - Due to the crowded AM band, the FCC moves WMUA to 91.1 on the FM band. WMUA is one of the first college-run non-commercial FM radio stations in New England. WMUA is on the air 47 hours a week with 37 staff members.

**1956** - Due to a surplus in the construction budget for Marston Hall, new studios are built for WMUA. 100 station members broadcast 49 hours a week.

**1969** - The Black Mass Communications Project is founded.

**1973** - FCC grants WMUA an increase in power to 1,000 Watts. We are now a Class A station.

**1975** - Carlos Gonzalez institutes Concepto Latino.

**1983** - The School of Engineering ousts WMUA from Marston Hall to make room for offices. WMUA ends up in the basement of the Campus Center. With a membership of over 150, WMUA broadcasts 24 hours a day, 365 days a year.

**1999** - WMUA begins webcasting from our website, [www.wmua.org](http://www.wmua.org), through a server at Masslive in Springfield.

**2004** - WMUA begins broadcasting with its new transmitter, made by Broadcast Electronics (model FM2C), and located on Observatory Way, on the UMass Campus. The antenna, a Shively 6810, sits atop the WestTower monopole adjacent to the Observatory. Because the new antenna location is 96 feet higher than its predecessor, WMUA-FM now broadcasts at 450 watts Effective Radiated Power, with no change in our service area.

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# Board Operations

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NOTE: A glossary of broadcasting terms can be found in Appendix D of the Station Manual.

## What is a “Duty Operator”?

In the early days of radio, electronics was in its infancy. Equipment that made radio transmission possible was complex, and very unstable. To operate a broadcast *transmitter* (never mind *control board*) a station needed a full team of engineers. These engineers would work in shifts while the transmitter was on since it needed near-constant attention. The operators had to constantly watch that it was on the correct *frequency* (spot on the dial). They had to make sure it was operating at the licensed *power*, and adjust it if it was not. They had to watch the components in the transmitter to see if any were getting overheated. It was a full time job, requiring the operator’s full attention.

Transmitter operators during this period had to have a complete understanding of the inner workings of a radio transmitter, since they might have to repair it at any time. The Federal Communications Commission required the transmitter operators to pass a rigorous license exam covering electrical and legal operation of transmitters. The FCC required radio stations to have an FCC licensed operator on duty at all times that the transmitter was being operated. This person was called the “duty operator” and was *solely* responsible for the legal and technical operation of the transmitter while on duty. If the FCC made a random inspection of a station, the first person they wanted to see was the duty operator. If there were any legal or technical violations, the FCC would penalize the duty operator, as well as the station licensee. This is still the policy of the FCC.

As technology improved, the equipment used for broadcasting became more stable and easy to operate. It became less necessary to have constant vigilance over the transmitter by a trained engineer. Duty operators only needed the skills of being able to read a meter, and adjust knobs and switches. Stations found that they could assign the responsibilities of the duty operator to “on-air” personnel, or “DJs.”

While you are the “DJ” on WMUA, in the eyes of the FCC and WMUA’s Chief Operator, you are the duty operator. You are solely responsible for the proper operation of the station.

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## Pre-Scheduled Events

WMUA requires:

1. A legal ID within three minutes (:57:00-02:59) of the top of the hour.
2. A minimum of two public service announcements each hour (public affairs shows are exempted because they are a public service by definition).
3. A minimum of one WMUA “internal promotion” per hour. Internal promotions publicize WMUA programming or events. Internal promos can be pre-recorded or can be improvised on-air.
4. Underwriting announcements (found in the Underwriting book in the MCR), EAS Tests, news and other program elements, should be aired as listed.

## Legal IDs

By definition a *legal ID* is first the call letters of the station, then its community of license. Technical information, such as operating frequency and whether or not it is stereo, may be said between the call letters and the location. Words such as “in” or “at” may be used. The longest legal ID would sound like this: “WMUA, at 91.1 FM, stereo, in Amherst”, but all that is necessary is “WMUA, Amherst”. The FCC requires station within 3 minutes before or after the top of the hour. The preferred identification is “WMUA, Amherst”.

We recommend you identify the station each time you go on mic.

For more information on Legal IDs, see 47 CFR §73.1201 Station Identification in Appendix C.

## Logs

The FCC no longer requires that a station keep specific program logs. However, WMUA keeps program logs in order to keep a record of who is on the air when, and to have confirmation that certain necessary station business was taken care of.

## Operator Sign-In

By signing your name on the first page of the Program Log it means that you are responsible for everything that goes over the air, as well as everything that happens in the studios. You have the right and responsibility to call campus security (5-0012) if you feel that things in the station are beyond your control. If records or equipment are stolen while you are the signed duty operator, you may be held accountable if the Executive Committee feels that you did not exercise reasonable judgment in safeguarding WMUA property.

All on-air operators must sign their names and indicate the time that they were on (use 24-hour military time) in this section. The operator must also indicate their phone number, check for giveaways, take transmitter readings and indicate the time

you did your studio inspection. To report equipment trouble in any of the studios or the listening center, use the yellow “Equipment Trouble Report Book,” located in MCR or email engineer@wmua.org.

All equipment trouble reports are valuable data for the Chief Engineer, no matter how minor they seem!

## Filling Out Logs

1. Indicate the time program elements listed in “Program To Be Aired” column were actually aired, in the column marked, “Time Aired”.
2. Write the name of the PSA or WMUA Internal Promotion that you aired.
3. Write whether the PSA or Internal Promo was “live” or on “cart” in the column marked “Origin”.
4. Write the Power Output (gotten from MCR computer) in space provided.

A typical hour may look like this (in the actual logs it appears all on one line.):

SCHED.	ON	Aired	PROGRAM TO BE AIRED
24	00	00 23:59	LEGAL ID
24	00	00 24:00	<i>TO INFINITY AND BEYOND!</i>
		24:15	PSA
		24:30	PSA

Notes/PSA or Internal Promo Aired	LENGTH	ORIGIN
	3 00 00	Live
American Red Cross		Live
Seat Belt Safety		Cart

## EAS (Emergency Alert System)

### Explanation of EAS

EAS is a system that allows Federal, State, and local officials the ability to rapidly disseminate emergency information to the public via all broadcast stations. WMUA receives EAS data from three sources: WHYD-FM, Springfield; WSRS-FM, Worcester; and the National Weather Service. These sources are interconnected to Federal, State and local agencies that may want to use the EAS. Typical uses are for severe weather warnings, such as thunderstorms, floods, and snow emergencies. EAS is a national system mandated by Congress. The President of the United States has the sole responsibility to issue a national alert. This will allow the President access to all broadcast facilities, almost instantly.

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## Question and Answer

*“What equipment comprises EAS and where is it located?”*

- \* The EAS equipment WMUA uses is made by Sage Alerting Company, and the model is the “Endec”. It is located in the MCR transmission rack between the modulation monitor and reel-to-reel tape recorder. Also associated with EAS are a strobe lamp located on top of the MCR transmission rack, and an EAS switch, located on the MCR mixing console.

*“What happens when an EAS message is received?”*

- \* When an EAS message is received, the strobe lamp on top of the MCR transmission rack will flash. Also, the Sage Endec will print a paper tape of the EAS events. LEAVE THE PAPER TAPE ALONE.

*“What does an operator need to do when an EAS message is received?”*

- \* When an EAS message is received, the duty operator has 15 minutes to gracefully integrate the EAS message into their program. This is done by pressing (and holding down) the EAS switch until the EAS switch lights up. The EAS switch will remain illuminated for the duration of the EAS message. During this time, the MCR console is “bypassed” and nothing but EAS will air. If the operator is unable to take care of EAS within 15 minutes, EAS automatically cuts the program off and sends the message itself. \*Note: if the EAS message is given a high enough ‘priority code’ it may cut immediately into the program without the 15 minute waiting period. Presidential messages are an example of those that have no waiting period.

*“How do I tell the difference between tests and actual messages?”*

- \* You don’t. It doesn’t matter. There’s no difference in what you do operationally.

*“What does EAS sound like?”*

- \* EAS data sounds sort of like a fax machine or modem. There will be 3 long chirps, then 3 short chirps. That will take a total of 8 seconds. If there is a message (i.e. not just a test) the message will automatically be inserted between the short and long chirps.

*“What other requirements does WMUA have with EAS?”*

- \* WMUA must send a weekly test.

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## Responding to and Originating EAS Broadcasts

### Responding to an EAS Message

1. The EAS strobe will flash
2. Within 15 minutes press and hold down the EAS switch on the console until the switch-lamp lights up.
3. Resume program when the EAS switch-lamp goes out.
4. Leave the paper tape from the Sage Endec alone.

### Originating an EAS Test

1. Locate the Sage Endec, and the two buttons labeled “A” and “B” (the Sage Endec is in the MCR transmission rack between the modulation monitor and reel to reel recorder).
2. Press “A” then “B”
3. The EAS strobe will flash
4. Within 15 minutes press and hold down the EAS switch on the console until the switch-lamp lights up.
5. Resume program when the EAS switch-lamp goes out.

## Power Output Readings

When you are the duty operator of WMUA, you will need to take transmitter Power Output readings and log them on Program Log. It is true that this practice has been deregulated by the FCC. However, it should be understood that it is the LOGGING that was deregulated, and nothing else. Duty operators are still ultimately responsible for proper operation of the transmitter, and stations that do not have their transmitter at the studio are still required to have the ability to remotely meter (called 'telemetry') and control their transmitter, as WMUA does. WMUA must have a duty operator on duty at all times that has full knowledge of how to operate the transmitter. The best way to ensure that operators are familiar with this procedure is to have them DO IT, and log the readings. You are required to take and log power output readings *once during your shift, whatever length it is, at any convenient time.*

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## Transmitters

### Controlling and Monitoring the (new) Transmitter

Control and monitoring of the new transmitter is done via the “internet” computer in MCR. There is no transmitter telephone for the new transmitter.

1. Switch the computer monitor to the “internet” computer by pressing “Channel” on the Belkin OmniView, in the under-counter racks in the upper right rack position. You may have to press “Channel” a few times to make it switch from SpotBox to “internet” computer.
2. Look on the task-bar and see if “OperatorView” is running. If it is running, click on it on the task-bar to bring it to the front. Skip to instruction #3.
  - 2a) Close or minimize windows that are open until you can see the Windows desktop.
  - 2b) Double-click on the icon named, “Transmitter Control”
  - 2c) If asked for a password, type “gentner” in the dialog box and press “enter” on the keyboard.
3. To read the output power, look at the meter (there is only ONE). The value will be displayed directly below the meter icon. Record output power in space provided on Program Log (there are no more Transmitter Logs.)
4. The transmitter status is displayed by the “transmitter status” icon. YELLOW indicates the transmitter is ON. GRAY indicates that the transmitter is OFF.
5. To turn the transmitter on, click the “transmitter on” button
6. To turn the transmitter off, click the “transmitter off” button
7. To raise the output power, click the “raise power” button
8. To decrease the output power, click the “lower power” button
9. Do not adjust the output power if it is between 90% and 102%

### Use of Backup (old) Transmitter

There might be a situation when we will have to use our backup (old) transmitter. Go to the old transmitter telephone, located on the side of our equipment rack, near the posted station license.

1. Pick up the transmitter telephone and place it to your ear. You will hear ringing. You do not have to dial.
2. The transmitter will say, "Hello, this is the transmitter. Please enter access code."

You can press ACCESS CODE XMTR ON to turn backup transmitter on, ACCESS CODE POWER RAISE to raise power if power is below 90%, ACCESS CODE POWER LOWER if power is above 104.9%, ACCESS CODE XMTR READINGS to get a set of readings or ACCESS CODE XMTR OFF to turn off backup transmitter.

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## Station Shutdown Procedure

If, at the end of your show, there is nobody scheduled or available to take over and you are unable to continue broadcasting, you must put on Automation (key on, then fade up input labeled "Automation" on the control board.) Clean up studio and lock the front studio door behind you (press door button to lock.)

If Automation is not working, you must shut off the transmitter. (See "Controlling and Monitoring the (new) Transmitter", above.)

1. Play sign-off announcement.
2. Turn off the transmitter.
3. Verify that the transmitter is off.
4. Make sure you have placed all records, carts and CD's back where they belong. Clean up any mess in the studio.
5. Don't turn off studio equipment such as CD players, turntables, etc.
6. Lock and shut the Tech Room door, if open.
7. Lock the front studio door on your way out. The door is locks by turning the switch on the handle into the appropriate position.

NOTE: If you accidentally lock yourself out of the studios, you can sign out a key in the Campus Center Hotel Front Desk, located on the 3rd floor of the Campus Center.

## Secondary Method of Transmitter Shut-off

There might be an occasion when the usual method of turning the transmitter off does not work. If so, use secondary method:

1. Locate the Mosely STL Transmitter (just below the "OPTIMOD" in the MCR equipment rack)
2. Locate the "Operate/Standby" switch on the front right of the Mosely STL Transmitter.
3. Move the switch to "Standby"
4. Write a report in the yellow "Equipment Trouble Report Book" or write email describing everything you did, and everything the equipment did not do.
6. Leave a note for the next operator that the secondary shutoff should be placed back to "Operate."
7. Log the time that you turned the transmitter off on the transmitter log in the space provided.

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## Telephones

### On-Air Telephone Calls

Without a delay system there is risk in broadcasting telephone conversations. If you are interviewing an artist, the chances of profanity or embarrassing comments are low. If you air a telephone call to/from an acquaintance or random caller, you (as board operator) place your reputation and license, and the reputation and license of WMUA at risk. You also subject yourself to discipline by the EComm (see Obscenity/Indecency Policy).

Use good judgment before airing a telephone call. Program Producers should consider this: Is this conversation of interest to the majority of people listening?

NOTE: It is a violation of FCC regulation 73.1206 to put any phone caller on the air without his/her prior consent (even your friends). Don't do it! Don't pretend to do it! You need consent each time you put someone on the air.

For the complete text of the FCC's rule for broadcasting telephone calls, see 47 CFR §73.1206 Broadcast of Telephone Conversations in Appendix C of the Station Manual.

### Airing Telephone Calls

1. On the console, select "phone", select "program" input.
2. Establish connection with caller on the white, request line telephone.
3. When ready to air the call, place handset down, (do not hang up the telephone!), key-on the mixer module selected to PHONE and set the fader at 70.
4. Key-on and fade up the "PROGRAM PRODUCER" microphone (and guest microphones if needed). Phone caller will be able to hear the "PROGRAM PRODUCER" (and in-studio "guest") microphone(s).
5. Watch phone caller levels carefully; they vary widely from connection to connection. Adjust the caller's level using the fader on the mixer module selected to PHONE. Do not set the fader above 70. If you do not get adequate level even when fader is set at 70, ask the caller to speak up. Increasing the fader above this point will cause your voice to sound poor on-air.

NOTE: When the mixer module selected to PHONE input is keyed-on, the request line telephone instrument is disconnected from the phone line, and you will not be able to speak on it.

### Numbers Available to the Public

The only telephone numbers that should be given out to the public are:

The Request line: (413) 545-3691 (FM91)  
The Business line: (413) 545-2876

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## Telephone Operations

Station members should be proficient at executing the telephone operations likely to be encountered by the signed operator in the control room. You need to be able to answer the request line, and transfer if necessary. If the call is of a business nature you should know to tell the caller that they have reached the request line, inform the caller of the business telephone number (413 545-2876) and then transfer the call to the business office where it will either be answered or forwarded to voice-mail. Forwarding to voice-mail from the request line is NOT possible.

## System Concepts

### Unique Numbers

Every telephone instrument has its own unique number (except the doorbell phone and the transmitter phone).

Tech Room:	545-3080
News Studio:	545-3196
Production Studio:	545-2875
Listening Center:	545-3184
Master Control Room:	545-3215 and 545-3691

NOTE: There is no instrument with the number 545-2876.

### Digital and Analog Telephone Types

The telephone system at UMass is made by Ericsson, Inc. The system is digital, and is not compatible with standard “analog” telephones (like in our homes). Apparently, Ericsson did not anticipate that this system would ever need to interface with broadcast equipment; they designed no equipment to complete that task. Instead, they have provided regular “analog” lines to those who absolutely need them. The solution is not ideal, as it leaves WMUA with two different types of telephones that operate with different sets of instructions.

*Analog telephones* are those that need to connect to our studio equipment. They are the phones in the Production and News Studios, as well as the request line in MCR.

*Digital telephones* are those that are made by Ericsson, and have the “MD110” model number on them.

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## Specific Operating Procedures

### Business Line Ringer

WMUA's business number (545-2876) has no instrument associated with it. No telephone has the number 545-2876. The number "545-2876" merely *makes ringers ring* in the business office. Answering "545-2876" is accomplished by dialing "4" on any telephone. This instructs the system to route the call to the number of the telephone you are using.

### Master Control Telephones

There are two telephone instruments in MCR, an analog and a digital. The analog instrument is the request line, 545-3691, a public number. The digital instrument number is 545-3215, and is not a public number.

## Operating the Analog Telephone (Request Line)

### Answering Calls

Indication that the request line is ringing is made by the strobe flasher. To answer the call, pick up the analog phone. Please answer the request line by saying "WMUA, how may I help you?"

Calls of a business nature should be transferred to the business office. Calls for another person should be transferred to that person (provided you know where they are). If you do not know where a person is, transfer the call to the business office. If there is staff available in the office to answer the call, they will do so. If not, the call will be sent automatically to the voice mail system.

It is poor practice to ask a caller to redial the main number since they may incur another toll charge. Ask them to call the main number in the future and tell them the main number is 545-2876, then transfer them to the business office.

### Transferring Calls

The 2-digit codes listed below represent the extensions to which you will generally transfer calls.

Business office	11
News Studio	12
Production	13
Technical Room	14
Listening Center	15
MCR	16

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To transfer a call, press MEMORY, then dial the appropriate 2-digit code. Wait for the system to auto-dial and ring. When you hang up, the call is transferred. (Instructions are posted on request phone.)

*“What if the number I try to transfer to is busy?”*

If you get a busy signal, dial “2.” You will be reconnected to the caller.

*“What if I want to get the call back on my phone when I have started the transfer process?”*

To get the call back to your phone, wait for the system to ring the phone to which you are transferring. Instead of hanging up, dial “2” to get the call back on your phone.

### Placing Calls on Hold and Picking Them up Elsewhere

Press FLASH and hang up. When you are at the phone you wish to take the call on, call 5-3691. When you hear the busy signal, dial “8.”

### Broadcasting Calls

See the section above entitled “Airing Telephone Calls”.

### Operating the Digital (Ericsson) Telephone in MCR

This telephone is used by WMUA staff to contact the MCR. If staff needs to contact the MCR, generally the call is important and a busy signal on the request line would not be acceptable. Additionally, it is not fair to the audience to tie up the request line with station business. The digital telephone is also part of the voice mail system. Not all people have touch-tone and cannot make a voice-mail selection. Callers that remain on-line after the voice-mail message are routed to this telephone.

### Answering Calls

This phone has a ringer. When you hear it ring, pick it up. The ringer mutes when microphones are on.

### Transferring Calls

Press “access 2” and dial the extension to which you want to transfer the call. When you hear the number ring, press transfer, then hang up.

Transferring to voice mail should be avoided.

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Transferring should not need to be done often from this telephone. If you answer and get a caller from the voice-mail system it means that:

1. Nobody answered the call in the office
2. The voice mail box they want is full or they are on rotary.

In either event, transferring back to the business office makes no sense. Take a handwritten message.

## Broadcasting Calls

Not possible. Transfer the call to the request line.

## Guest Microphones

The guest mics are connected to the Mackie Submixer. Guest mic 1 is connected to Mackie input channel 1. Guest mic 2 is connected to Mackie input channel 2.

To use the guest mics, you need to bring the Mackie up on the board. It is on the "A" input of mixer 2. It is labeled "SUBMIX". Set the control board fader at "70" and leave it there. Further level adjustments for your guests should be made on the Mackie. The Mackie has LED level meters. Look at them and adjust properly.

The red knobs have no application to simple in-studio guest interview. Ignore them. The blue knobs offer EQ to each individual channel. Leave them as is. The black knob pans the channel from left to right. For simple in-studio guest interview, leave them on center. There is a "MUTE" button on each input channel. Pressing it will silence the channel. Leave it alone.

Since the Mackie has its own meters, have your guest do a level check before going on the air.

Leave unused inputs faded all the way down on the Mackie.

Leave the MASTER output levels alone (2nd and 3rd faders from the right). They should be set at mid-scale, the point labeled "U", in the detented position.

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# Station Policies

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## Equipment Borrowing

There are various pieces of equipment such as portable tape recorders, microphones, etc. that are available for station members to use for station-related business. The Production, News, and Sports Directors, along with the members of the Executive Committee, are responsible for administering the use of this equipment.

When a station member wishes to borrow equipment, she or he assumes the following responsibilities:

1. He or she must sign the equipment out through the Production, News, Sports Directors, or an Executive Committee member by completing an entry on the equipment sign-out sheet.
2. The borrower must return the equipment on time to a Production, News, or Sports Director, or an Executive Committee member *in person*. Failure to do so will render the borrower subject to suspension of membership privileges.

The Production, News, Sports Directors, and the Executive Committee have the authority to deny requests for equipment that she or he feels will not entail station business. In addition, if there are more requests than can be filled at a given time, the Production, News, Sports Directors, and the Executive Committee have the authority to prioritize the requests as she or he sees fit. Such decisions can be appealed to the Executive Committee.

Anyone who removes equipment from the station without following the above sign-out procedure will have his or her membership privileges suspended.

### *Penalties for violating the Equipment Policy:*

1<sup>st</sup> OFFENSE: Written warning.

2<sup>nd</sup> OFFENSE: One-week suspension of all membership and staff privileges.

3<sup>rd</sup> OFFENSE: Indefinite suspension (i.e. the person must regain their membership).

## P.A. System Borrowing

In 2000 & 2001, WMUA purchased over \$6,000 worth of sound equipment to be used to provide sound for WMUA and non-WMUA events (hence dubbed *The P.A. System*). The P.A. System (which comprises of all items on the following page, hereafter referred to as the 'equipment list') is available for both station and non-station members to use for station and non-station related business. The EComm and the Production Director are responsible for administering the use of this equipment.

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### *Prices & Terms of Use:*

The borrower may rent any amount of equipment from the equipment list as needed. Prices for the rental of each piece of equipment for both RSO and non-RSO events are listed. A trained WMUA staff member must be provided to help setup and run the equipment during non-WMUA related events. This staff member is paid half of the total rental fee.

No matter what group or person borrows the P.A. System, it will remain under the supervision of a trained WMUA staff member at all times. This member will be considered responsible for the P.A. System during the term of its use. He or she, however, will not be held responsible for damages caused by the borrower or patrons of the event (See Equipment Borrowing policy).

### *Procedure for Borrowing:*

1. Borrower must reserve use of the P.A. System on the Sign-out calendar and by signing a rental agreement (posted in the WMUA office) through an EComm member or Production Director. The reservations will be available on a priority basis (i.e. station-related events first), and should be made a *minimum* of 2 weeks before the date of the event.
2. The trained WMUA staff member will return the P.A. System to the WMUA premises within 36 hours of the end of the event, unless previous arrangements have been made in advance. Failure to do so will render the WMUA staff member subject to the penalties listed below.
3. The EComm member and Production Director have the authority to deny requests for equipment borrowing that he or she feels is not legitimate, or is not made in time.

### *Penalties for Station Members:*

1<sup>st</sup> OFFENSE: Written Warning

2<sup>nd</sup> OFFENSE: Suspension of P.A. System use, for the duration of one month from the date of its return.

3<sup>rd</sup> OFFENSE: Indefinite suspension of membership (member must regain membership)

### *Theft of the P.A. System:*

Anyone who removes the P.A. System without the written consent of an EComm member or the Production Director will be considered to have stolen the equipment and will be subject to the following penalties. This policy holds true for first offense and any following offenses:

1. If the thief is a station member, he or she will lose their membership. The EComm reserves the right to make this a permanent loss of membership.
  2. If the thief is a University of Massachusetts student, he or she may be prosecuted under the terms of the Student Code of Conduct.
  3. WMUA can also prosecute the thief in a court of law.
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## Record and Equipment Theft

Things do not leave WMUA. The only exception is that recording equipment and records may be borrowed with the appropriate permission (see Equipment Borrowing policy).

### *Penalties for stealing from the station:*

1. If the thief is a member, s/he will lose their membership. The Executive Committee reserves the right to make this a permanent loss of membership.
2. If the thief is a University of Massachusetts student, he or she may be prosecuted under the terms of the Student Code of Conduct.
4. WMUA can also prosecute the thief in a court of law.

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## Missed Air Shift / Late-for-Shift

Because WMUA is committed to professionalism, and in fairness to board operators who have other responsibilities, all DJ's and engineers are expected to be on time for their shifts.

### *Therefore:*

- \* Call the current operator as soon as possible if you are going to be late for your shift.
- \* Being more than thirty minutes late for your shift constitutes a missed program.
- \* Plan ahead. If you know in advance that you are unable to fill your assigned shift, try to find a suitable replacement (and inform the Program Director of the change). If you can't find a replacement, let the Program Director know at least four days in advance.
- \* The Program Director has the discretion to review cases and waive penalties where sudden illness or personal emergency force a missed air shift.

### *Penalties for being late without prior notice:*

1<sup>st</sup> OFFENSE: A written warning from the Program Director.

2<sup>nd</sup> OFFENSE: One-week suspension of all membership privileges.

3<sup>rd</sup> OFFENSE: Termination of membership (i.e. the person must regain their membership).

### *Penalties for missing a program:*

1<sup>st</sup> OFFENSE: One-week suspension of all membership and staff privileges.

2<sup>nd</sup> OFFENSE: Indefinite suspension of membership privileges.

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## Obscenity / Indecency

It is against FCC rules, and therefore against WMUA policy, to air obscene material at any time, and material considered indecent between the hours of 6AM and 12 Midnight. In addition, WMUA policy prohibits the use of either obscene or indecent speech on microphone at any time.

The FCC definition of *indecent* is as follows:

*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 FCC considers any material the meet the following criteria as *obscene*:

1. The average person finds it lewd by contemporary standards.
2. It describes sexual conduct in an offensive way.
3. The material, as a whole, lacks serious literary, artistic, political or scientific value.

Any material that might be considered obscene or indecent must be approved by the Program Director prior to airing. Violation of these rules could result in revocation of our FCC broadcast license.

*Penalties for violating the Obscenity / Indecency Policy:*

1<sup>st</sup> OFFENSE: One-week suspension of all membership and staff privileges.

2<sup>nd</sup> OFFENSE: Two-week suspension of all membership and staff privileges.

3<sup>rd</sup> OFFENSE: Indefinite suspension of all membership privileges.

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## Public Disclaimer / Editorial

As a radio station we play a large role in shaping public opinion through the music we play, the Public Service and Promotional announcements we air and through what we say over the microphone. Because the medium (radio) through which we speak carries with it a certain power and authority, it is important for the listener to know exactly who is speaking and whose views the speaker represents. This is especially important when the subject is of a sensitive political or social nature.

Therefore, any radio program, including, but not limited to, public affairs shows, that contains the individual expression of views and opinions around political or social issues must preface the broadcast with the pre-recorded announcement labeled: "Disclaimer for Public Affairs Shows". One may choose to go on-mic and give the same disclaimer as appears on the cart. The announcement states:

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*The views and opinions expressed are solely those of the speakers and do not necessarily represent the views and opinions of WMUA, its management board, or the Board of Trustees of the University of Massachusetts.*

In addition, all public affairs programmers must fill out an “Issues/Program” form, as mandated by the FCC.

*Penalty for failing to air a public disclaimer:*

Disclaimers must be logged on the program log. Failure to air and/or log a disclaimer shall be considered a major log infraction.

*Penalty failing to complete an Issues/Program form:*

Failure to fill out an “Issues/Program” form is considered a minor log infraction.

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## **News / Sports Broadcast**

The news and sports broadcasts on WMUA entail a large financial commitment. Thus, we require that every producer adhere strictly to the news and sports broadcast schedules.

News broadcasts take priority over the board operator's programming. News broadcasts should begin exactly as scheduled. If a news broadcast falls between two shows it is the responsibility of the outgoing board operator to start the news broadcast. It is the responsibility of the news broadcast team to be prepared and communicate their readiness to the board operator at least one minute before the hour.

It should be stressed that WMUA newscasts should interrupt a board operator's programming, if necessary, to ensure airing news as scheduled.

A board operator shall be considered in violation of the News/Sports Broadcast Policy if he or she fails to air the newscast at its scheduled time.

A news or sportscaster shall be considered in violation of the News/Sports Broadcast Policy if she or he fails to be prepared for the newscast or communicate their readiness to the board operator.

*Penalties for violating the News / Sports Broadcast Policy:*

1<sup>st</sup> OFFENSE: Written warning from the Program Director.

2<sup>nd</sup> OFFENSE: Subsequent offenses will result in a one-week suspension of on-air privileges.

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## Alcohol

In accordance with the University's liquor license no open containers of alcohol are allowed in the Campus Center. This includes WMUA. In addition, the FCC prohibits the board operator from consuming alcohol while on-air. The signed operator (i.e. the PROGRAM PRODUCER signed into the logs) is ultimately responsible for the enforcement of this Policy throughout the station. If the situation goes beyond the operator's control, he or she is obligated to call the UMass police at 5-0012 for assistance.

*Penalties for violating the Alcohol Policy:*

Termination of membership (i.e. the person must regain their membership).

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## Food and Drink

WMUA owns tens of thousands of dollars worth of equipment in its three broadcast studios: Master Control, News and Production. This substantial investment in technology must be protected from potential damage caused by the careless handling of food and drink in the studios.

Located in the basement of the Campus Center, WMUA's studios have historically been subject to infestations of roaches.

Because of these two concerns:

- \* Neither food nor drinks (except water) are allowed in the Master Control, News or Production Rooms.
- \* Food and drinks may be consumed in the studio entrance area, tech room and the offices.
- \* Anyone eating or drinking in any of the allowed areas at WMUA is expected to properly dispose of all food, beverages and containers when done.

*Penalties for violating the Food and Drink Policy:*

1<sup>st</sup> OFFENSE: Written warning.

2<sup>nd</sup> OFFENSE: One-week suspension of all membership privileges.

3<sup>rd</sup> OFFENSE: Termination of membership (i.e. the person must regain their membership).

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## Smoking

In accordance with the University and Campus Center regulations, there is no smoking in any part of the WMUA studios. The signed operator (i.e. PROGRAM PRODUCER signed into the log) is ultimately responsible for the enforcement of this policy.

*Penalty for violating the Smoking Policy:*

Violations will result in a one week suspension of membership privileges.

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## Promotions

Giveaways are arranged as promotional items for WMUA to help keep the station in good relations with the community and the listeners. Since WMUA is a non-profit organization, any items donated to the station are appreciated. Support of the community is what promotion essentially is.

DJ's must make reasonable attempts to give away promotional items allotted to them. These items are arranged in the GIVEAWAY book located in MCR (Master Control Room). Giveaways are arranged by programming block, for example by BLUES, URBAN CONTEMPORARY, etc., and then allotted to specific DJ's by name and the specific date to give away. If no one has called to win tickets, etc. write "tried" next to name on giveaway sheet.

DJ's may feel free (and are even encouraged) to make their own outside contacts, and arrange their own promotional items, in addition to those arranged by the Publicity Director. However, any promotional items (including tickets, records, tapes, compact discs, gift certificates, coupons, etc.) that are to be given away over the air must first be brought to the attention of the Publicity Director, and then approved by the same.

*Penalty for being late without prior notice:*

A violation of this policy will be considered a major log infraction.

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## Log Infractions

WMUA enforces a policy of penalizing people who do not fill out their logs properly. The policy is written so that people are allowed to make occasional mistakes, but if it becomes a problem, the person involved may get suspended or they may be refused a program renewal. Maintenance of the logs are the responsibility of the Program Director.

There are two types of log infractions: *major* and *minor*.

The Major Log Infractions are:

1. ID not within three minutes of the top of the hour.
2. News not aired on exactly the top of the hour (see News/Sports policy).
3. PROGRAM PRODUCER did not sign in.
4. Any transmitter log discrepancy
5. Underwriting announcement missed.
6. Transmitter turn-on/off not logged.
7. EAS test sent/received not logged.
8. Discrepancy: log does not reflect what actually happened.
9. Disclaimer not logged.
10. Promotional items not given away.
11. Transmitter readings not taken.

*Penalties for Major Log Infractions:*

1<sup>st</sup> OFFENSE: Written warning.

2<sup>nd</sup> OFFENSE: One-week suspension of membership privileges.

3<sup>rd</sup> OFFENSE: Loss of show.

The Minor Log Infractions are:

1. No phone number indicated.
2. Underwriting not aired within three minutes of the top of the hour.
3. Two PSA's not aired in a given programming hour (with the exception of public affairs shows.)
4. Time on and time off not indicated (pg 1).
5. Studio Check not properly filled out and logged.

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*Penalties for Minor Log Infractions:*

- 1<sup>st</sup> OFFENSE: Written warning.
  - 2<sup>nd</sup> OFFENSE: Written warning.
  - 3<sup>rd</sup> OFFENSE: One-week suspension.
  - 4<sup>th</sup> OFFENSE: Loss of show.
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## Harassment

WMUA wishes to emphasize that discrimination and harassment against, by, between, or among WMUA members, visitors, and guests will not be tolerated. Discrimination or harassment based on a person's race, color, religion, sex, age, national origin, sexual preference, or disability is in violation of University policy.

WMUA operates under and fully supports the University's Sexual Harassment, Non-discrimination, and Affirmative Action policies. WMUA encourages any person who feels that they are a victim of discrimination or harassment to report any misconduct to the appropriate on-campus services:

Affirmative Action and Equal Opportunity Office	-	545-3464
Ombuds Office	-	545-0867
Every Woman's Center	-	545-0883
Dean of Students Office	-	545-2684

The victim should also contact the WMUA Advisor.

*Penalty for violating the Harassment Policy:*

Any person found guilty of discriminating or harassing another person under the University's policies will immediately and permanently lose their WMUA membership.

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## Anti-Oppression

We live in a society that has historically and systematically discriminated against people of color, sexual orientation, religious minorities, women and people with mental and physical disabilities. In our Constitution and in our operations, WMUA has made a conscious effort to promote positive images of all social groups. As an organization, WMUA believes that no one is free until all are free.

Recognizing our unique and powerful role in shaping attitudes and opinions, each station member shall attempt to present programming that upholds these ideals and which does not promote negative images of any of the above-mentioned groups of people. Station members who present programming that, in the opinion of the Program Director, shows blatant disregard for these ideals shall be subject to disciplinary action.

*Penalty for violating the Anti-Oppression Policy:*

Penalties include revocation of on-air privileges, or, in extreme cases, loss of station membership. The specific action taken shall be decided by the Program Director, and shall be subject to appeal before the EComm.

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# Job Descriptions

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*All WMUA staff members are hired with the understanding that workload will, in almost every position, exceed paid compensation.*

## ALANA Affairs Director

### General Statement of Duties

The ALANA Affairs Director is responsible for working with the Program Director to develop programming that reflects artistic developments and political concerns of Americans of African, Latino, Asian, Native American decent, as well as people from the developing world. Emphasis should also be made towards *recruitment* of station members of ALANA communities and Developing World nations.

### Qualifications

- \* Applicant must be a full-time UMass undergraduate student.
- \* Applicant should be knowledgeable of issues concerning oppression, civil and human rights, and global current events, and should have knowledge of RSOs that serve ALANA and Developing World communities.

### Supervision

The ALANA Affairs is supervised by the Program Director.

### Supervision

The ALANA Affairs Director maintains and directs a staff as necessary.

### Examples of Duties

- \* Attend biweekly station membership meetings, weekly Department Director meetings, and biweekly meetings with his/her supervisor.
- \* Produce 1 ALANA-related news story/update to be aired weekly on the WMUA News.
- \* Produce 1 ALANA-related promo spot and 1 ALANA-related PSA spot every week.
- \* Actively recruit a diverse WMUA membership and on-air staff by publicizing employment and volunteer opportunities with ALANA-related organizations at UMass and in the community.
- \* Serve as a liaison between the Program Director and staff whose work particularly concerns ALANA and Developing World audiences.
- \* Work to establish a network of support and solidarity between the various ALANA and Developing World organizations.

### Payroll Commitment

Five hours/week at current WMUA student hourly rate.

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## Block Captain

### General Description

The Block Captain is a station member who assists the Music Director in various ways. Currently, there are Block Captain positions for:

- \* Blues
- \* Folk
- \* Jazz
- \* Loud Rock/Metal
- \* Rock
- \* RPM
- \* Urban Contemporary
- \* World

### General Statement of Duties

- \* Attend biweekly station membership meetings, weekly Department Director meetings, and biweekly meetings with his/her supervisor.
- \* Attend Music Staff meetings as required by the Music Director.
- \* Block Captains should compile weekly top-ten lists to be reported to the appropriate charting publications (e.g., CMJ, Jazziz, Jazz Times).
- \* Write reviews for records that deserve attention, for better or worse.
- \* Talk to company representatives and maintain service with existing companies.
- \* Maintain the record library, keep new releases separate, and weed out old stacks.
- \* Supervise the production of promotional carts for the block.
- \* Collect playlists from DJs in the related block.
- \* In consultation with the Publicity Director, coordinate WMUA-sponsored giveaways with local businesses and record distribution companies.

### Payroll Commitment

This is a non-paid position.

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## Chief Engineer

### General Statement of Duties

The Chief Engineer is responsible for the engineering and technical requirements of WMUA.

### Qualifications

- \* Applicant must have an Associate's Degree in electronics and two years of experience as a broadcasting engineer or six years of experience as an electronics technician or broadcasting engineer.
- \* The duties of the Chief Engineer require a broad knowledge of audio circuitry and equipment, including troubleshooting, diagnostics, repair, maintenance and familiarity with current industry developments.
- \* Duties also involve close eye-hand coordination, finger dexterity and manipulative ability when accuracy may be critical.

### Supervision Received

The Chief Engineer is supervised by the Organizational Advisor.

### Examples of Duties

- \* Repair, maintenance and where necessary, replacement of all equipment owned by the radio station.
- \* Engineering, design and fabrication of electronic systems supporting station broadcast operations.
- \* Maintains and secures all tools and parts inventories and circuitry documentation.
- \* Provides estimates of costs in the area of equipment purchases, parts and maintenance.
- \* Provides technical training on all radio station equipment where appropriate. Works with the WMUA Production Director to provide training in the proper use of station equipment.
- \* Performs other related duties.

**University Professional Position Level: 52**

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## Community Representative

### General Statement of Duties

The Community Representative represents the interests of WMUA community members to the entire station body, as well as to the Executive Committee. The Community Representative likewise communicates Executive Committee decisions and station developments to community members.

### Qualifications

- \* Applicant cannot be a full-time UMass undergraduate student.
- \* Applicant should demonstrate good interpersonal skills and public speaking skills.

### Examples of Duties

- \* Attend biweekly station membership meetings and weekly Department Director meetings.
- \* Contact all WMUA community members about Executive Committee decisions/plans and/or Department Director projects that are of particular concern to community members.
- \* Represent the interests of community members at all WMUA meetings.

### Payroll Commitment

This is a non-paid position.

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## **Fund Drive Director**

### **General Statement of Duties**

The Fund Drive Director coordinates all facets of the annual WMUA Telethon.

### **Qualifications**

- \* Applicant must be a full-time UMass undergraduate student.
- \* Applicant should demonstrate excellent organizational and time-management skills.
- \* Experience with computer database software is preferred.

### **Supervision Received**

The Fund Drive Director is supervised by the Manager.

### **Supervision Exercised**

The Fund Drive Director maintains and directs a staff, as necessary.

### **Examples of Duties**

- \* Attend biweekly station membership meetings, weekly Department Director meetings, and biweekly meetings with his/her supervisor.
- \* Establish a schedule for air-time during the week of the telethon.
- \* Solicit donations from local businesses to be used as telethon premiums. Set donation requirements for premiums. Work with Music Director and his/her staff to solicit records for premiums.
- \* Order regular station premiums and set donation requirements for same, in consultation with the Manager.
- \* Design and duplicate pledge sheets.
- \* Recruit staff for telephone answering, data entry, and mailing for the duration of the fund drive.
- \* Train on-air staff on the proper manner to solicit pledges.
- \* Maintain database of fund drive contributors.
- \* Collect and record all fund drive donations.
- \* Coordinate mailing of all fund drive premiums.

### **Payroll Commitment**

Nine (9) hours/week (for weeks worked) at current WMUA student hourly rate

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## General Manager

### General Statement of Duties

The Manager is responsible for WMUA's fiscal accounts and office functions, and serves as the chief financial officer for WMUA.

### Qualifications

- \* Applicant must be a full-time UMass undergraduate student.
- \* Applicant should have considerable knowledge of the workings of WMUA and radio station operations in general.
- \* Familiarity with accounting procedures and the RSO system is preferred.

### Supervision Exercised

The Manager supervises the following Department Directors

- \* Community Representative
- \* Finance Director
- \* Fund Drive Director
- \* Office Coordinator
- \* Publicity Director
- \* Sales and Underwriting Director
- \* Technical Coordinator
- \* Visual Media Director

### Examples of Duties

- \* Attend biweekly station membership meetings, weekly Department Director meetings, biweekly meetings with individual Department Directors, and weekly Executive Committee meetings.
- \* Serve as chief fiscal representative for WMUA to the Student Government Association and its associated committees, the Board of Governors, the Student Activities Office, and all other campus (and off-campus) organizations.
- \* Develop an annual budget proposal to be presented to the SGA Budget Committee.
- \* Manage WMUA's expenditures and fund raising activities throughout the year so as to maintain a secure financial status.
- \* Insure that WMUA funds are appropriated wisely and in accordance with SGA and University regulations.
- \* Chair Department Director and General Body Meetings.

### Payroll Commitment

Eighteen (18) hours/week at current WMUA student hourly rate.  
(Summer Months: Thirteen (13) hours/week at current WMUA student hourly rate.)

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## **Music Director**

### **General Statement of Duties**

The Music Director is responsible for acquiring, filing, and monitoring all recorded music at WMUA through seasonal play list mailings, and continual written and telephone correspondence with music distributors.

### **Qualifications**

- \* Applicant must be a full-time UMass undergraduate student.
- \* Applicant should have considerable knowledge of all types of music and be willing to acquire records which reflect the various types of music broadcast on WMUA.

### **Supervision Received**

The Music Director is supervised by the Program Director.

### **Supervision Exercised**

The Music Director maintains and directs a staff.

### **Examples of Duties**

- \* Attend biweekly station membership meetings, weekly Department Director meetings, and biweekly meetings with his/her supervisor.
- \* Maintain a wide variety of different music styles in the station's record library, with particular emphasis on new releases.
- \* Supervise Block Captains in securing record service and compiling weekly playlists.
- \* Publish playlists and mail them to record companies and radio stations on the WMUA mailing list. Update the mailing list as necessary.
- \* Create and maintain service relationships with as many record companies as possible in order to keep a constant supply of new releases in the station record library.
- \* Maintain the record library in an organized, accessible, and secure manner.
- \* Include comment sheets and additional information about new acquisitions on the record jacket or in the record sleeve.
- \* Enforce WMUA policy by reporting instances of theft to the EComm.

### **Payroll Commitment**

Eleven (11) hours/week at current WMUA student hourly rate

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## News Editorial Director

### General Statement of Duties

The News Editorial Director is responsible for the content and gathering of local news as well as the assignment, scheduling and management of reporters.

### Qualifications

- \* Applicant must be a full-time UMass undergraduate student.
- \* Applicant should be a strong writer, with a good news sense, with a considerable knowledge of current events and news reporting practices.
- \* The ability to manage a department and staff.

### Supervision Received

The News Editorial Director is supervised by the Program Director.

### Supervision Exercised

The News Editorial Director maintains and directs a staff in cooperation with the News Operations Director.

### Examples of Duties

- \* Attend biweekly station membership meetings, weekly Department Director meetings, and biweekly meetings with his/her supervisor.
- \* Assign WMUA News Staff to positions as anchors, producers and reporters, including the scheduling and staffing of all broadcast as assignment of beats and general news stories.
- \* Oversee daily news-gathering by editing and supervising reporters.
- \* Supervise the entertainment, crime, health and other specialty segment divisions of the News team.
- \* Provide on-going feedback to newscasters on newscast quality as well as conduct periodic evaluations of staff.
- \* Create and maintain ties with campus administration, RSOs and other news organizations, and arrange live broadcasts of important news events in consultation with the Program Director and News Operations Director.
- \* Oversee communication within WMUA News staff by chairing meetings and maintaining staff rosters.
- \* Oversee the proper operation and supply of the Associated Press News Desk, including the creation of broadcasts script formats for Nine/Noon Updates and daily half-hour Evening News broadcasts.
- \* Provide on-going feedback to newscasters on newscast quality as well as conduct periodic evaluations of staff with the News Operations Director.

### Payroll Commitment

Eleven (11) hours/week at current WMUA student hourly rate

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## **News Operations Director**

### **General Statement of Duties**

The News Operations Director is responsible for the training of the WMUA NEWS Staff in the practices and procedures of sound gathering, production and radio news broadcasting.

### **Qualifications**

- \* Applicant must be a full-time UMass undergraduate student.
- \* Applicant should have considerable knowledge of WMUA News department procedures.

### **Supervision Received**

The News Operations Director is supervised by the Program Director.

### **Supervision Exercised**

The News Operations Director maintains and directs a staff in cooperation with the News Editorial Director.

### **Examples of Duties**

- \* Attend biweekly station membership meetings, weekly Department Director meetings, and biweekly meetings with his/her supervisor.
- \* Train and assist any interested person in the operations of the News Department, including operation of the news studio board, production techniques (digital editing, etc.), and on-air style.
- \* Oversee the proper operation and supply of the Associated Press News Desk, including the creation of broadcasts script formats for Nine/Noon Updates and daily half-hour Evening News broadcasts.
- \* Train and supervise a staff of news engineers.
- \* Provide on-going feedback to newscasters on newscast quality as well as conduct periodic evaluations of staff with the News Editorial Director.
- \* Aggressively recruit membership for the News team.
- \* Supervise production time, Marantz usage, and audio tapes for the News team.

### **Payroll Commitment**

Eleven (11) hours/week at current WMUA student hourly rate

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## Office Coordinator

### General Statement of Duties

The Office Coordinator assists the Manager with the daily operations of WMUA.

### Qualifications

- \* Applicant must be a full-time UMass undergraduate student.
- \* Applicant must demonstrate excellent organizational skills and ability to prioritize tasks.

### Supervision Received

The Office Coordinator is supervised by the Manager.

### Supervision Exercised

The Office Coordinator maintains and directs a staff, as necessary.

### Examples of Duties

- \* Attend biweekly station membership meetings, weekly Department Director meetings, and biweekly meetings with his/her supervisor.
- \* Attend a Student Activities Office Signature Responsibility Workshop and accept the responsibilities of signatory power.
- \* Schedule meeting rooms for all WMUA meetings and other requested rooms for station business.
- \* Retrieve WMUA mail and packages from SAO and CC loading dock and distribute to WMUA personnel every business day.
- \* Maintain WMUA lobby bulletin board.
- \* Record, post, and archive minutes of WMUA General Body meetings and Department Director meetings.
- \* Monitor WMUA office supplies and order additional supplies as necessary.
- \* Copy WMUA documents and flyers as necessary.
- \* Other duties as assigned.

### Payroll Commitment

Five (5) hours/week at current WMUA student hourly rate

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## Organizational Advisor

### General Statement of Duties

The Advisor oversees all activities related to broadcasting at WMUA, including operations, budgeting, accounting, fundraising, orientation and training of student staff and interested students, and facilitates WMUA's program and group development.

### Qualifications

- \* Baccalaureate Degree and three years of experience in various aspects of radio station operations to include knowledge of FCC rules and regulations and budgeting, purchasing, and accounting procedures.
- \* Commitment to a student-run radio station and ability to teach and develop skills within students such as organization and management.

### Supervision Exercised

The Advisor supervises the Chief Engineer, and acts as a general supervisor for the station as a whole, and especially with regard to compliance with University policies and procedures.

### Examples of Duties

- \* Actively engages students in the process of clarifying and meeting WMUA's purpose and goals by facilitating the program planning and group functions of WMUA. Attends meetings, acts as a resource, challenges and questions students in a way that fosters their growth and development within the group experience.
- \* Acts as an advisor for WMUA by providing operational continuity, individual orientation and training of each member of the Executive Committee and department directors.
- \* Works closely with the station manager in budget preparation/presentation and in monitoring accounts to ensure maintenance of good financial standing.
- \* Sets repair priorities for the Chief Engineer following standard broadcast procedures in order to ensure that equipment maintenance and technical operations are within federal specifications.
- \* As a member of the Executive Committee, works with student members regarding policy development, goals and objectives, fundraising plans, license renewal, and general operations.
- \* Responsible for assuring WMUA's compliance with University and SGA policies and procedures and with FCC regulations.
- \* Participates in the planning and implementation of leadership training and development including workshop design and presentation.
- \* Understands, is committed to, and implements University and departmental affirmative action and non-discrimination regulations, policies, and principles as appropriate.

**University Professional Position Level: 52**

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## **Production Director**

### **General Statement of Duties**

The Production Director is responsible for performing radio production work at WMUA. In addition to producing a substantial volume of recorded cartridges, the Production Director maintains all official WMUA (traffic) program logs, reporting log infractions monthly, and approves the quality of produced carts. The Production Director also assists the Program Director in supervising on-air staff for technical quality.

### **Qualifications**

- \* Applicant must be a full-time UMass undergraduate student.
- \* Applicant should have excellent working knowledge of radio production equipment and techniques, and station regulations and policies.

### **Supervision Received**

The Production Director is supervised by the Program Director.

### **Supervision Exercised**

The Production Director maintains and directs a staff as necessary.

### **Examples of Duties**

- \* Attend biweekly station membership meetings, weekly Department Director meetings, and biweekly meetings with his/her supervisor.
- \* Determine appropriate use of the production studio and schedule its use. Maintain security of production studio.
- \* Assist the Training Director in approving the quality of on-air staff.
- \* Approve content and production quality of all produced material for broadcast, in consultation with the Program Director.
- \* Maintain archives of WMUA special programming and other material.
- \* Maintain an inventory of production materials and station equipment, and lend such materials/equipment to station members as necessary.
- \* Monitor WMUA's program logs for proper airing of underwriting acknowledgments, public service announcements, legal IDs, and adherence to WMUA and FCC policies. Report infractions for violations of such policies and advise the Program Director when such infractions warrant the Program Director's disciplinary action.

### **Payroll Commitment**

Seven (7) hours/week at current WMUA student hourly rate

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## Program Director

### General Statement of Duties

The Program Director is responsible for all programming on WMUA.

### Qualifications

- \* Applicant must be a full-time UMass undergraduate student.
- \* Applicant must have considerable knowledge of WMUA programming philosophy, policies, and procedures.

### Supervision Exercised

The Program Director supervises the following Department Directors

- \* ALANA Affairs
- \* Music Director
- \* News Operations Director
- \* News Production Director
- \* Production Director
- \* Sports Operations Director
- \* Sports Production Director
- \* Training Director
- \* Women's Affairs

### Examples of Duties

- \* Attend biweekly station membership meetings, weekly Department Director meetings, biweekly meetings with individual Department Directors and weekly Executive Committee meetings.
- \* Establish programming on WMUA that informs, educates, and entertains.
- \* Ascertain the programming needs of both the student community and the surrounding community and establish a programming schedule that addresses listening audience needs.
- \* Attempt to keep WMUA on the air 24 hours a day.
- \* Arrange for Program Producer fill-ins at all times.
- \* Notify board operators of air shift preemptions.
- \* Remove or suspend board operators who violate FCC, WMUA, or SGA regulations/policies.
- \* Oversee and follow up on DJ Training process.
- \* Maintain an up-to-date listing of approved board operators.
- \* Monitor WMUA programming and provide constructive feedback to all board operators.

### Payroll Commitment

Eighteen (18) hours/week at current WMUA student hourly rate.  
(Summer Months: Thirteen (13) hours/week at current WMUA student hourly rate.)

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## Publicity Director

### General Statement of Duties

The Publicity Director is responsible for promoting WMUA, publicizing specific WMUA events, and cultivating positive public relations on campus and in the community. The Publicity Director is responsible for coordinating strategies to best promote station activities.

### Qualifications

- \* Applicant must be a full-time UMass undergraduate student.
- \* Applicant should have knowledge of techniques of publicity and marketing.
- \* Applicant must have a willingness to learn guidelines governing RSO activities and FCC guidelines governing activities of non-profit stations.

### Supervision Received

The Publicity Director is supervised by the Manager.

### Supervision Exercised

The Publicity Director maintains and directs a staff as necessary.

### Examples of Duties

- \* Attend biweekly station membership meetings, weekly Department Director meetings, and biweekly meetings with his or her supervisor.
- \* Coordinate events to promote WMUA each semester, with the objective of making the station better known to a wider listening audience.
- \* Coordinate distribution of the fall and spring Program Guides.
- \* Produce and distribute posters, flyers, table tents, press releases and other materials as necessary to publicize station activities and events.
- \* Maintain and update WMUA's display case located near the Campus Center Coffee Shop.
- \* Coordinate station giveaways, except those giveaways associated with the telethon.
- \* Aggressively recruit student membership for WMUA.

### Payroll Commitment

Seven (7) hours/week at current WMUA hourly rate.

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## Sales and Underwriting Director

### General Statement of Duties

The Sales and Underwriting Director solicits financial contributions from local businesses to underwrite WMUA programming and sells display ads for both the fall and spring program guides. The Director also coordinates other WMUA sales and revenue-generating promotional events.

### Qualifications

- \* Applicant must be a full-time UMass undergraduate student.
- \* Applicant must be able to work outside the WMUA studios and travel to local businesses to meet prospective underwriters and/or advertisers.
- \* Applicant must have leadership ability, and skills in developing and implementing training and personnel support for the underwriting sales force.
- \* Applicant must also possess a courteous and amiable disposition, with good telephone and interpersonal skills.

### Supervision Received

The Sales and Underwriting Director is supervised by the Manager.

### Supervision Exercised

The Sales and Underwriting maintains and directs a staff, as necessary.

### Examples of Duties

- \* Attend biweekly station membership meetings, weekly department director meetings, and regular meetings with supervisor.
- \* Solicit financial support from local businesses for WMUA programming throughout the year.
- \* Prepare a weekly schedule of underwriting acknowledgments in advance for the Production Director, and write FCC-legal copy for such acknowledgments.
- \* Sell advertising in Fall and Spring Program Guides, and obtain copy for use by the Visual Media Director to use in the Guides.
- \* Work with the SU/CC Commission to coordinate WMUA's Campus Center concourse vending.
- \* Collect, record, and promptly deposit all revenue.
- \* Maintain detailed computer records of all inquiries.
- \* Research and be familiar with federal regulations concerning the content of underwriting announcements.

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## Payroll Commitment

The Sales and Underwriting Director earns commission depending upon the nature of the deal: cash deals or trade deals.

*Cash deals* are a direct payment for on-air mentions, web banner, or program guide ads. The person responsible for attaining the deal will be awarded a commission, upon receipt of payment from the vendor, equal to 15% of the total value of the deal. Additionally, the person responsible for administering the deal (including, but not limited to, the mailing of 'invoices' and collection of money owed) will be awarded a commission, upon receipt of payment from the vendor, equal to 5% of the total value of the deal.

*Trade deals* are a trade for services: WMUA will trade and equivalent value on-air mentions, web-banner, or program guide ads for a vendor's services or products. The person responsible for attaining the deal will be awarded a commission, upon receipt of payment from the vendor, equal to 6% of the total value of the deal. Additionally, the person responsible for administering the deal (including, but not limited to, the mailing of 'invoices' and collection of money owed) will be awarded a commission, upon receipt of payment from the vendor, equal to 2% of the total value of the deal.

All trade deals require must be deemed of 'sufficient value' to WMUA by the General Manager. As rule of thumb, the General Manager will accept trade deals that entail products or services that WMUA would ordinarily pay for, however trades are not limited to deals of this kind.

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## **Sports Operations Director**

### **General Statement of Duties**

The Sports Operations Director coordinates all business-related aspects of the Sports Department. This person should keep track of all the accounts of the Sports Department.

### **Qualifications**

- \* Applicant must be a full-time UMass undergraduate student.
- \* Applicant should have considerable knowledge of sports, both intercollegiate and professional.
- \* Applicant must demonstrate organizational skills as well as knowledge of administrative duties.

### **Supervision Received**

The Sports Operations Director is supervised by the Program Director.

### **Supervision Exercised**

The Sports Operations Director maintains and directs a staff in cooperation with the Sports Production Director.

### **Examples of Duties**

- \* Attend biweekly station membership meetings, weekly Department Director meetings, and biweekly meetings with his/her supervisor.
- \* Procure and coordinate underwriting for sports broadcasts contact in cooperation with the Sales and Underwriting Director.
- \* Make all arrangements for broadcasting of remote sports events, including preemptions of air time, in consultation with the Program Director and the Sports Production Director.
- \* Make arrangements for all out-of-town sports broadcasts, including car rentals, hotel accommodations, and phone line requests, in a timely manner.
- \* Retrieve all information of teams from Sport's Information Directors at UMass and rival schools.
- \* Act as a contact between the Athletic Departments and WMUA, especially pertaining to traveling with any UMass Team.
- \* Keep records for all sports-related expenses and report them to the General Manager.

### **Payroll Commitment**

Eleven (11) hours/week at current WMUA student hourly rate

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## **Sports Production Director**

### **General Statement of Duties**

The Sports Production Director coordinates all sports programming on WMUA, including regular sports casts, selected home and away intercollegiate games, and a weekly telephone talk program addressing the sports interests of the community.

### **Qualifications**

- \* Applicant must be a full-time UMass undergraduate student.
- \* Applicant should have considerable knowledge of sports, both intercollegiate and professional.
- \* Applicant must have a working knowledge of engineering sports broadcasts and must be able to train others to do the same.

### **Supervision Received**

The Sports Production Director is supervised by the Program Director.

### **Supervision Exercised**

The Sports Production Director maintains and directs a staff in cooperation with the Sports Operations Director.

### **Examples of Duties**

- \* Attend biweekly station membership meetings, weekly Department Director meetings, and biweekly meetings with his/her supervisor.
- \* Procure and coordinate underwriting for sports broadcasts contact in cooperation with the Sales and Underwriting Director.
- \* Make all arrangements for broadcasting of remote sports events, including preemptions of air time, in consultation with the Program Director and the Sports Operations Director.
- \* Produce a schedule of broadcasters for sportscasts (games).
- \* Schedule and produce regular sport reports during WMUA newscasts.
- \* Act as a contact between athletic departments and WMUA.
- \* Train sports staff in proper engineering of a sportscast (both at home and remotely), including use of the News and MCR studios, Comrex, Max-Z, Fieldfone, and Mirantz.
- \* Provide feedback to sportscasters on broadcast quality.
- \* Maintain Inventory of all Sports Equipment and communicate discrepancies and repairs to the Chief Engineer.

### **Payroll Commitment**

Eleven (11) hours/week at current WMUA student hourly rate

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## Technical Coordinator

### General Statement of Duties

The Technical Coordinator maintains the functionality of all non-broadcast-related equipment, including, but not limited to, computers and their networks, printers, fax machines, and photocopiers.

### Qualifications

- \* Applicant must be a full-time UMass undergraduate student.
- \* Applicant should have excellent working knowledge of computer operating systems (Windows, MacOS, and UNIX), computer hardware, and computer networking, and should be able to diagnose and repair computer malfunctions.

### Supervision Received

The Technical Coordinator is supervised by the General Manager.

### Examples of Duties

- \* Attend biweekly station membership meetings, weekly Department Director meetings, and biweekly meetings with his/her supervisor.
- \* Diagnose and repair computer malfunctions.
- \* Advise the General Manager on computer and office-related equipment purchases.
- \* Train Department Directors and station staff in the use of WMUA computer systems when appropriate.

### Payroll Commitment

Six (6) hours/week at current WMUA student hourly rate

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## **Training Director**

### **General Statement of Duties**

The Training Director is responsible for providing training and support to WMUA staff in all functions of radio. The Training Director shall be responsible for the organization and implementation of Air-Clearance Training and DJ Retraining, and assist the News Directors, Sports Directors, and Production Director in training their staffs.

### **Qualifications**

- \* Applicant must be a full-time UMass undergraduate student.
- \* Applicant should have excellent working knowledge of radio production equipment and techniques, and station regulations and policies. Applicant should become familiar with the training needs of various WMUA departments, especially News and Sports.

### **Supervision Received**

The Training Director is supervised by the Program Director.

### **Supervision Exercised**

The Training Director maintains and directs a staff of trainers Air-Clearance Training and DJ Retraining.

### **Examples of Duties**

- \* Attend biweekly station membership meetings, weekly Department Director meetings, and biweekly meetings with his/her supervisor.
- \* Coordinate all aspects of training, including development of syllabi, scheduling of classes and test development.
- \* Assist the Program Director in insuring a high level of quality on the air.
- \* Notify the Production Director well in advance of training department use of the Production Studio.

### **Payroll Commitment**

Six (6) hours/week at current WMUA student hourly rate

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## Visual Media Director

### General Statement of Duties

The Visual Media Director is responsible for all facets of WMUA's Fall and Spring Program Guide and other visual media. The Director solicits submissions and coordinates production and printing of the Guide. The Visual Media Director assists all other department directors and station staff with visual media needs, and is responsible for coordinating specific projects as assigned.

### Qualifications

- \* Applicant must be a full-time UMass undergraduate student.
- \* Prior experience in computer desk top publishing, editing, and/or graphic design is essential.

### Supervision Received

The Visual Media Director is supervised by the Manager.

### Supervision Exercised

The Visual Media Director maintains and directs a staff as necessary.

### Examples of Duties

- \* Attend biweekly station membership meetings, weekly Department Director meetings, and biweekly meetings with his/her supervisor.
- \* Solicit submissions for the Program Guide from the WMUA station body.
- \* Work with the Sales Director to coordinate allocation of advertising space and determination of copy deadlines.
- \* Compare bids for printing costs and arrange printing.
- \* Design the layout of the Program Guide, with emphasis on aesthetic quality and readability.
- \* Design flyers, brochures and other promotion print items as directed.

### Payroll Commitment

Six (6) hours/week at current WMUA student hourly rate

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## Women's Affairs Director

### General Statement of Duties

The Women's Affairs Director coordinates programming that reflects the interests and concerns of women, educates WMUA members about issues of gender and *recruits* women to become members of WMUA.

### Qualifications

- \* Applicant must be a full-time UMass undergraduate student.
- \* Applicant should have knowledge of issues affecting women in the community and throughout the world.
- \* Applicant should have knowledge of RSOs involved with women's issues.

### Supervision Received

The Women's Affairs Director is supervised by the Program Director.

### Supervision Exercised

The Women's Affairs Director maintains and directs a staff as necessary.

### Examples of Duties

- \* Attend biweekly station membership meetings, weekly Department Director meetings, and biweekly meetings with his/her supervisor.
- \* Produce 1 Women's Affairs-related news story/update to be aired weekly on the WMUA News.
- \* Produce 1 Women's Affairs-related promo spot and 1 Women's Affairs-related PSA spot every week.
- \* Actively recruit a diverse WMUA membership and on-air staff by publicizing employment and volunteer opportunities with Women's Affairs-related organizations at UMass and in the community.
- \* Serve as a liaison to campus and community women's groups.

### Payroll Commitment

Five (5) hours/week at current WMUA student hourly rate

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# APPENDIX A: Grievances and Appeals<sup>1</sup>

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See **Article 5: Grievances and Appeals** in the WMUA Constitution for a brief summary of this document.

## Definitions

*Petitioner(s)*

The person(s) submitting a Petition for a Ruling.

*Respondent(s)*

The person(s) named by the Petitioner in a Petition for a Ruling who allegedly violated policy.

*Burden of Proof*

The responsibility of proving a disputed charge or allegation.

*Preponderance of Evidence*

A minimum standard of proof; a Petitioner's claim must be superior in weight, force, importance, or influence to the claim of the Respondent in order to meet the minimum standard of proof.

*Conflict of Interest*

A conflict between the private interests and the public obligations of a person in an official position.

*Plurality Vote*

A vote on a matter in which the greatest number of votes cast for a single party decides the outcome.

*Majority Vote*

A vote on a matter where the outcome is decided if the number of votes cast for a single party exceeds more than half of the total number of votes.

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<sup>1</sup> This document constitutes Article 5 of the WMUA Constitution. All rules pertaining to constitutional amendments apply to this document.

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## Appointment of the WMUA Grievance Committee

- Section 1.1** The WMUA Grievance Committee will consist of five (5) WMUA members in good standing.
- Section 1.2** To become a Grievance Committee member, a WMUA member must submit an application to the WMUA Executive Committee at least one (1) week before the last General Body Meeting of the Spring broadcast season. Applications for Grievance Committee membership will be considered by the outgoing Executive Committee, and membership will be decided by the outgoing Executive Committee by the last General Body Meeting of the Spring broadcast season.
- Section 1.3** During the first meeting of the WMUA Grievance Committee, the Committee shall appoint a Chairperson by simple plurality. The Chairperson then must appoint an Assistant Chairperson.
- Section 1.4** In the case that a Petition for a Ruling is submitted against a Grievance Committee member, that member may not serve in a deliberative capacity on the WMUA Grievance Committee.
- Section 1.5** Grievance Committee members are minimally obligated to disclose any potential conflict of interest to the Grievance Committee Chairperson if there exists a close personal relationship of an intimate or sexual nature between the Committee member and either the Petitioner or Respondent.
- Section 1.6** The Grievance Committee Chairperson has the discretion to dismiss any Grievance Committee member from a Hearing or Deliberative Session if the Chairperson believes that there exists a conflict of interest between the Committee member and a Petitioner or Respondent. In the event that the Chairperson dismisses himself/herself from a Hearing or Deliberative Session, the Assistant Chairperson shall perform his/her duties for the pertinent Hearing or Deliberative Session

## Eligibility for a Petition

- Section 2.1** In order to submit a Petition for a Ruling, the Petitioner must meet at least one (1) of the following criteria:
1. The Petitioner is a full-time undergraduate student.
  2. The Petitioner has membership status in WMUA.
  3. The Petitioner is on record as having attended at least one (1) WMUA Membership Meeting.
- Section 2.2** The Petitioner has ninety (90) days from the alleged incident to submit a Petition for a Ruling.
- Section 2.3** No Petition for a Ruling shall be admitted by the WMUA Grievance Committee for incidents that allegedly occurred prior to the adoption of the WMUA Grievance Policy.

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## Proceedings Before the WMUA Grievance Committee

**Section 3** Proceedings before WMUA Grievance Committee shall be two-fold: the Hearing, and the Deliberative Session.

### Petition for a Ruling

**Section 4** A time-stamped Petition for a Ruling shall be submitted to the Chairperson of the WMUA Grievance Committee and shall contain the information prescribed herein:

1. The specific person submitting a Petition for a Ruling, i.e., the name of the Petitioner.
2. The specific person who has allegedly violated policy in the Station Manual or in the WMUA Constitution, i.e., the name of the Respondent.
3. The specific parts of the Station Policy section of the Station Manual or the WMUA Constitution that were allegedly violated.
4. The manner in which the stated policy was allegedly violated.

### Statement of Notification of a Hearing

**Section 5** Within ten (10) calendar days of the receipt of a Petition for a Ruling, the Chairperson of the WMUA Grievance Procedure shall issue a Statement of Notification to the Petitioner, the Respondent, and the Executive Committee of WMUA, which shall contain the information prescribed herein:

1. The date, time and location of the Hearing.
2. The name(s) of the Petitioner(s).
3. The name(s) of the Respondent(s).
4. The policy/policies allegedly violated by the Respondent(s).

### The Hearing Date

**Section 6** The Hearing date shall be set on a day more than ten (10), but no more than thirty (30) calendar days from the issuance of a Statement of Notification. If by mutual agreement of the parties, alternatives to the WMUA Grievance Hearing may be employed and no Hearing date shall be set.

The Chairperson shall honor a written request from the Petitioner or the Respondent for a change in the Hearing date, time or location, if the Petitioner or the Respondent meets one or more of the conditions prescribed herein:

1. Personal illness.
2. Family illness.

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3. Two (2) exams are scheduled for the day immediately following the Hearing.
  4. Required class meeting, other scholastic duty, or inexcusable work-related obligation.

## The Hearing

**Section 7.1** WMUA Grievance Committee Hearings shall be conducted in the manner prescribed herein:

1. The Chairperson of the Grievance Committee, or, in the absence of the Chairperson, the Assistant Chairperson, shall convene the Hearing in the following manner:

“Under the Authority granted to it by the WMUA Constitution, the WMUA Grievance Committee is assembled here today to hear the case of (Petitioner) vs. Respondent.”

2. The Chairperson or Assistant Chairperson shall explain the procedures of a Hearing and entertain any procedural questions pertaining to a Hearing.
3. The Petitioner shall present any and all information and evidence relevant to the allegations.
4. The Respondent shall question the Petitioner.
5. The Petitioner shall present and question his/her witness(es).
6. The Respondent shall question the Petitioner’s witness(es).
7. The Respondent shall present any and all information and evidence relevant to the allegations.
8. The Petitioner shall question the Respondent.
9. The Respondent shall present and question his/her witness(es).
10. The Petitioner shall question the Respondent’s witness(es).
11. The Respondent shall briefly present his/her closing argument.
12. The Petitioner shall briefly present his/her closing argument.
13. The Chairperson shall announce the procedure for appeals.
14. The Chairperson shall adjourn the hearing.

**Section 7.2** If a Hearing is adjourned due to a lack of quorum (1/2 of the Grievance Committee plus one), a second Hearing shall be scheduled.

**Section 7.3** If the Petitioner is absent during the scheduled Hearing, the Petition for a Ruling shall be withdrawn. No Petition for a Ruling that is withdrawn because of a Petitioner’s absence from a Hearing shall be re-submitted.

**Section 7.4** If the Respondent is absent during the scheduled Hearing, the Hearing shall proceed in his/her absence. The Respondent will not have an opportunity to appeal the decision of the Grievance Committee due to an absence from a Hearing.

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- Section 7.5** The Grievance Committee shall reserve the right to question any person at any time during the conduct of a Hearing.
- Section 7.6** The Chairperson may, for improper conduct, or for failure to obey the instructions of the WMUA Grievance Committee, expel a person from a Hearing.
- Section 7.7** If the Petitioner is expelled during the course a Hearing, the Petition for a Ruling shall be withdrawn. No Petition for a Ruling that is withdrawn because of a Petitioner's expulsion from a Hearing shall be re-submitted.
- Section 7.8** If the Respondent is expelled during the course of a Hearing, the Hearing shall proceed in the absence of the Respondent. The Respondent may still appeal the decision of the Grievance Committee despite an expulsion from a Hearing.
- Section 7.9** The Petitioner, the Respondent and any Grievance Committee Member may request and shall be granted a recess for a period of time which shall not exceed sixty (60) minutes cumulative over the course of the entire Hearing.
- Section 7.10** The Chairperson has the discretion to call a recess for any period of time.
- Section 7.11** All WMUA Grievance Committee Hearings shall be tape-recorded and the Assistant Chairperson shall maintain copies of the recordings in the permanent records of WMUA.

## **Deliberative Sessions**

- Section 8.1** Following the adjournment of a Hearing, the WMUA Grievance Committee shall set a time, place and location for its Deliberative Session, which shall be no more than thirty (30) calendar days from the date of the Hearing.
- Section 8.2** The minutes of a WMUA Grievance Committee Hearing shall be made available to the entire membership of the WMUA Grievance Committee at the Deliberative Session for that Hearing.
- Section 8.3** No member who is absent from a Hearing will be permitted to attend the corresponding Deliberative Session.
- Section 8.4** The proceedings of a Deliberative Session shall be closed and held in confidence at all times.
- Section 8.5** The WMUA Grievance Committee shall, by a majority vote of its membership in attendance at a Deliberative Session, and based upon a preponderance of the evidence, issue a written Majority Ruling.
- Section 8.6** If the WMUA Grievance Committee is unable to reach a Majority Ruling the Petition for a Ruling will be dismissed with no ruling. The Petitioner may appeal the outcome of a grievance that results in no Majority Ruling.

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## Majority Rulings

**Section 9.1** The Majority Ruling of the WMUA Grievance Committee shall be based only upon evidence or testimony introduced at a Hearing.

**Section 9.2** The Chairperson of the WMUA Grievance Committee shall issue the written Majority Ruling no more than fourteen (14) calendar days from the date of the Deliberative Session, and shall provide the Petitioner and the Respondent with certified copies of the ruling, which shall include the information prescribed herein:

1. The name of the Petitioner.
2. The name of the Respondent.
3. A summary of the evidence presented.
4. The Ruling of the WMUA Grievance Committee.
5. The rationale for the Ruling.
6. The signatures of the members having voted for the Ruling.

## The Burden of Proof

**Section 10** The burden of proving that a Respondent has violated WMUA policy or procedure in the Station Policy section of the Station Manual or in the WMUA Constitution shall rest, by a preponderance of the evidence submitted, with the Petitioner.

## Rules of Evidence

**Section 11.1** Only evidence submitted by the Petitioner and/or Respondent during the conduct of a Hearing shall be considered during the corresponding Deliberative Session.

**Section 11.2** Only evidence directly perceived by a witness is admissible.

**Section 11.3** Opinion based evidence is not admissible.

**Section 11.4** Evidence that is irrelevant to the Hearing is not admissible.

**Section 11.5** Student judicial records, confidential communication between persons and medical personnel, immediate relatives, judicial advocates, and University staff when acting in a counseling capacity, shall not be admissible unless the Respondent so permits.

**Section 11.6** The WMUA Grievance Committee, by a majority vote of its membership in attendance at a Hearing, shall be the sole judge of relevance and admissibility of evidence, except that all evidence obtained illegally is strictly inadmissible.

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## Witnesses

- Section 12.1** All persons making statements before the WMUA Grievance Committee, including the Petitioner and Respondent, shall affirm their recognition of the consequences of providing false information to the Grievance Committee by stating the following:
- “I, [*witness’ name*], affirm and recognize that misrepresentation before the WMUA Grievance Committee is disruptive to the grievance process, and is punishable by Article 6 of the WMUA Constitution.”
- Section 12.2** In the event that a witness, other than the Petitioner and the Respondent, is unable to attend a Hearing in person, said witness may submit a written witness statement.
- Section 12.3** The WMUA Grievance Committee shall give considerably less weight to written witness statements than witness statements given in person at a Hearing, during its Deliberative Session.
- Section 12.4** The Chairperson reserves the right to exclude witnesses presented by either the Petitioner or Respondent if said witnesses are unduly repetitious or irrelevant.

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## Judicial Advocates

**Section 13** Both the Petitioner and Respondent may choose to be represented by a Judicial Advocate provided that the Judicial Advocate is not an attorney.

## Appeals

**Section 14.1** The losing party in a WMUA Grievance Committee Majority Ruling may appeal the Majority Ruling, by filing a second Petition for a Ruling with the Assistant Chairperson of the WMUA Grievance Committee, provided at least (1) of the conditions prescribed herein is met:

1. There was a procedural error or irregularity that materially affected the Majority Ruling.
2. New evidence surfaced, that was not available during the Hearing, which would materially affect the Majority Ruling.
3. The Majority Ruling is unsupported by substantial evidence.

**Section 14.2** The WMUA Grievance Committee may, upon receipt of a second Petition for a Ruling, and upon a majority vote of its membership in attendance at a scheduled meeting, declare one of the conditions above to be present and may schedule a second Hearing for the Petition for a Ruling.

**Section 14.3** No party may submit a third Petition for a Ruling.

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## APPENDIX B: Staff Organizational Chart

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Manager	Programmer	Advisor
<i>Office Coord.</i>	<i>Music</i>	<i>Engineer</i>
<i>Fund Drive</i>	<i>News</i>	
<i>Underwriting</i>	<i>Production</i>	
<i>Visual Media</i>	<i>Sports</i>	
<i>Publicity</i>	<i>Training</i>	
<i>Community Rep.</i>	<i>Program Producers</i>	
<i>ALANA Affairs</i>		
<i>Women's Affairs</i>		
<i>Tech. Coord.</i>		

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## APPENDIX C: Important FCC Regulations

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For more information, or for the complete Code of Federal Regulations, visit <http://www.fcc.gov> or <http://www.gpo.gov/nara/cfr/>. For the complete United States Code, visit <http://www4.law.cornell.edu/uscode/>.

### 47 CFR § 73.1201 Station Identification

(a) *When regularly required.* Broadcast station identification announcements shall be made: (1) At the beginning and ending of each time of operation, and (2) hourly, as close to the hour as feasible, at a natural break in program offerings.

(...)

(b) *Content.* (1) Official station identification shall consist of the station's call letters immediately followed by the community or communities specified in its license as the station's location: Provided, That the name of the licensee or the station's frequency or channel number, or both, as stated on the station's license may be inserted between the call letters and station location. No other insertion is permissible. (2) A station may include in its official station identification the name of any additional community or communities, but the community to which the station is licensed must be named first.

### 47 CFR § 73.1206 Broadcast of Telephone Conversations

Before recording a telephone conversation for broadcast, or broadcasting such a conversation simultaneously with its occurrence, a licensee shall inform any party to the call of the licensee's intention to broadcast the conversation, except where such party is aware, or may be presumed to be aware from the circumstances of the conversation, that it is being or likely will be broadcast. Such awareness is presumed to exist only when the other party to the call is associated with the station (such as an employee or part-time reporter), or where the other party originates the call and it is obvious that it is in connection with a program in which the station customarily broadcasts telephone conversations.

### 47 CFR § 73.1216 Licensee-Conducted Contests

A licensee that broadcasts or advertises information about a contest it conducts shall fully and accurately disclose the material terms of the contest, and shall conduct the contest substantially as announced or advertised. No contest description shall be false, misleading or deceptive with respect to any material term.

NOTE 1: For the purposes of this rule: (a) A contest is a scheme in which a prize is offered or awarded, based upon chance, diligence, knowledge or skill, to members of the public. (b) Material terms include those factors which define the operation of the contest and which affect participation therein. Although the material terms may vary widely depending upon the exact nature of the contest, they will generally include: how to enter or participate; eligibility restrictions; entry deadline dates; whether prizes can be won; when prizes can be won; the extent, nature and value of prizes;

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basis for valuation of prizes; time and means of selection of winners; and/or tie-breaking procedures.

NOTE 2: In general, the time and manner of disclosure of the material terms of a contest are within the licensee's discretion. However, the obligation to disclose the material terms arises at the time the audience is first told how to enter or participate and continues thereafter. The material terms should be disclosed periodically by announcements broadcast on the station conducting the contest, but need not be enumerated each time an announcement promoting the contest is broadcast. Disclosure of material terms in a reasonable number of announcements is sufficient. In addition to the required broadcast announcements, disclosure of the material terms may be made in a non-broadcast manner.

NOTE 3: This rule is not applicable to licensee-conducted contests not broadcast or advertised to the general public or to a substantial segment thereof, to contests in which the general public is not requested or permitted to participate, to the commercial advertisement of non-licensee-conducted contests, or to a contest conducted by a non-broadcast division of the licensee or by a non-broadcast company related to the licensee.

## **47 CFR § 73.1217 Broadcast Hoaxes**

No licensee or permittee of any broadcast station shall broadcast false information concerning a crime or a catastrophe if: (a) The licensee knows this information is false; (b) It is foreseeable that broadcast of the information will cause substantial public harm, and (c) 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.

## **47 CFR § 73.1910 Fairness Doctrine**

The Fairness Doctrine is contained in section 315(a) of the Communications Act of 1934, as amended, which provides that broadcasters have certain obligations to afford reasonable opportunity for the discussion of conflicting views on issues of public importance. See FCC public notice "Fairness Doctrine and the Public Interest Standards," 39 FR 26372. Copies may be obtained from the FCC upon request.

## **47 U.S.C. 151 "Communications Act of 1934" § 315(a) Fairness Doctrine**

(a) Equal opportunities requirement; censorship prohibition; allowance of station use; news appearances exception; public interest; public issues discussion opportunities If any licensee shall permit any person who is a legally qualified candidate for any public office to use a broadcasting station, he shall afford equal opportunities to all other such candidates for that office in the use of such broadcasting station: Provided, That such licensee shall have no power of censorship over the material broadcast under the provisions of this section. No obligation is imposed under this subsection upon any

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licensee to allow the use of its station by any such candidate. Appearance by a legally qualified candidate on any -

\* (1) bona fide newscast,

\* (2) bona fide news interview,

\* (3) bona fide news documentary (if the appearance of the candidate is incidental to the presentation of the subject or subjects covered by the news documentary), or

\* (4) on-the-spot coverage of bona fide news events (including but not limited to political conventions and activities incidental thereto), shall not be deemed to be use of a broadcasting station within the meaning of this subsection. Nothing in the foregoing sentence shall be construed as relieving broadcasters, in connection with the presentation of newscasts, news interviews, news documentaries, and on-the-spot coverage of news events, from the obligation imposed upon them under this chapter to operate in the public interest and to afford reasonable opportunity for the discussion of conflicting views on issues of public importance.

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## APPENDIX D: Glossary of Broadcasting Terms

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**Monitoring “Air”** - listening through monitors or headphones, to a radio receiver tuned to 91.1FM, as opposed to listening to the “program” line, for instance.

**Air chain** - All machinery after the console output leading to the transmitter.

**Audition** - 1. (verb) to review some piece of program material before broadcast; to cue. 2. (noun) one of the two primary output buses of a broadcast mixing console.

**Block programming** - A specified broadcast time devoted to a type of music (eg. a 9pm-12am urban music block.)

**Board** - A device designed to mix and process the signals from the outputs of a number of other audio devices (mikes, tape machines, turntables, etc.) for recording or broadcast purposes; also called “mixing board,” “audio console,” “mixing console.”

**Bumper** - Short, pre-recorded material, with or without a music bed, used to segue between elements.

**Bus** - A circuit in a mixing board which carries signals from one or more inputs to any output or set of outputs, e.g., the “program” channel of a broadcast board.

**Call sign** - Set of letters and/or numbers assigned by the FCC to radio stations for identification.

**Cart** - A continuous loop of 1/4” recording tape on a single spindle inside a plastic case; short for “cartridge”. Tape carts have become obsolete in recent years, and the term more often refers to digitally prerecorded material.

**Cart Machine** - A tape machine that records and/or plays carts, and which can re-cue a cart to the beginning without rewinding.

**Channel** - A path that an audio signal follows, such as the “audition” channel of a board, or left and right channels of stereo devices.

**Chief Engineer** - person responsible for the engineering and technical requirements of a radio station, including repair, maintenance and purchase of equipment and electronic systems.

**Chief Operator** - The person responsible for inspection and calibration of the transmission system, required monitors, metering and any necessary repairs. Also responsible for weekly review of station’s records.

**City of License** - Community which the FCC has licensed station to serve.

**Class A Station** - Broadcast facility on FM with limit of 6,000 Watts effective radiated power (ERP), at a height of 300 feet or less, with a minimum of 100 Watts, ERP. WMUA is a Class A facility.

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**Control board** - Central piece of a control room, primarily used for mixing (ie. controlling level of) audio equipment; also used to adjust and select monitoring points, and possibly the remote control of equipment; also known as a “console”.

**Cue** - 1. to listen to an audio element before it is broadcast or otherwise used. 2. the separate bus that most boards have for this purpose.

**Duty Operator** - The person solely responsible for the legal and technical operation of the transmitter. The person signed onto the WMUA program log is considered our duty operator.

**EAS** - The Emergency Alert System allows rapid dissemination of information by government agencies via broadcast facilities. Messages from the National Weather Service, for example, are routed and relayed through a network of stations.

**(WMUA) Equipment rack** - Set of equipment located next to turntable 3 in MCR, which includes EAS, modulation monitor, audio processor, STL and stereo generator, among other things.

**Fader** - A linear or rotary device which attenuates (controls) audio level.

**F.C.C.** - Federal Communications Commission. See <http://www.fcc.gov>.

**Feedback** - The result of an output signal from an audio device being fed back into its own input; when audible, this potentially damaging situation is characterized by a “howling” or “ringing” sound.

**Indecent** - According to the FCC, language or material that depicts or describes, in terms patently offensive as measured by contemporary standards for the broadcast medium, sexual or excretory activities or organs. See Obscenity/Indecency policy in the Station Policies section of the Station Manual.

**Input** - Port on audio gear for receiving audio voltages.

**Internal promotion** - A pre-recorded or live on-air message that promotes upcoming WMUA programming or station wide initiatives (eg. Fund Drive, Poster Sale.)

**Interrupted Fold Back (IFB)** - Headset channel used to communicate into one ear of on-air talent. (Orange button on MCR console allows main mic to talk to News Room headphones.)

**Legal ID** - Station call letters and community of license (eg. “WMUA, Amherst.”) Legal ID must be aired 3 minutes before or after the top of the hour. See 47 CFR §73.1201 Station Identification in the Appendix C of the Station Manual.

**Levels** - Voltages produced by audio equipment.

**MCR** - Main Control Room

**Marantz recorder** - A portable cassette recorder.

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**Mix** - 1. (verb) to combine two or more audio signals (inputs) into one audio signal. 2. (noun) The combination of two or more audio signals.

**Mixer Module** - Device for selecting and controlling the level and destination of a piece of source equipment.

**Modulation Monitor** - Device for analysis of transmitted information from transmitter.

**Monitor** - Loudspeakers, located in the MCR, and in the Production Studio.

**Mono** - Pertaining to a sound reproduction system that produces a signal output signal from one or more input signals; short for “monaural” or “monophonic.”

**Obscenity** - According to the FCC is material that: 1) describes sexual conduct in an offensive way, 2) the average person finds lewd by contemporary standards, 3) lacks serious literary, artistic, political or scientific value. It is illegal to broadcast obscene material at any time.

**Optimod** - Brand name of our stereo generator enabling stereophonic transmission.

**Outcue** - The last portion of a program element, important to know so producers can effectively segue to next element.

**Output** - 1. In an audio device, the place (both the connector and the circuit) from which a signal is sent to another device. 2. The outgoing signal being sent from one device to another.

**Overmodulating** - Sending a signal into a circuit or device which is at too high a level to be processed properly, usually resulting in distortion.

**Patch** - 1. (verb) to connect by means of a patch bay and patch cords. 2. (noun) A connection thus made.

**Patch bay** - A centralized bank of jacks, each of which is hard-wired to a cable leading to the input or output of a piece of equipment in a production room or studio, used to alter the normal interconnection of the equipment; also called “patch panel” or “jack field.”

**Patch cord** - A short cable with a plug at each end, used to make connections between input and output jacks located in a patch bay.

**Peak** - 1. the loudest part of a sound sequence; or, any portion of particularly high volume. 2. (verb) To reach highest volume. 3. (verb) To light up the peak flasher.

**Peak flasher** - The small light, red, situated near a meter on a tape machine, which flashes to indicate peaks in signal.

**Playlist** - A list, kept by the program producer, of music played on-air. Compiled by the Music Department and reported to trade journals and record labels.

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**Pot** - An antiquated term for level control device, supplanted by “fader” or “attenuator”.

**Public inspection file** - A binder, containing station’s ownership report, license renewal, employment report and “The Public and Broadcasting”, an overview of FCC regulations governing broadcast facilities, that stations must make available to visitors.

**Monitoring “program”** - Listening through monitors or headphones to the “program” output bus.

**Program channel** - The main output of a mixing board.

**Program element** - Part of a radio presentation.

**Program log** - The written record of the material broadcast every day on a radio station, item by item.

**PSA** - Public Service Announcement

**RCA Connector** - A type of plug or jack, commonly used in audio equipment and especially in home stereo equipment; also called “phono connector.” (since an RCA connector is always mono, two of them must be used to carry a stereo signal.)

**Reel** - A large, flat spool on which recording tape is wound; common audio tape reel sizes are 5”, 7” and 10 1/2”.

**Safe harbor** - A period of time (12:00am to 6:00am, as defined by WMUA) during which it is permissible to broadcast indecent material.

**Segue** - A transition between any two foreground elements or program segments, made by using a fade, a crossfade, or a cut.

**Signal** - An electrical variation that conveys meaningful information and/or program material.

**Skimmer** - A cassette recorder, located at the bottom of WMUA equipment rack, configured to record when microphone is fired and pause when mic is turned off.

**Splice** - 1. (*verb*) To physically attach two pieces of recording tape by butting their ends together and joining them with a piece of splicing tape. 2. (*noun*) A tape join that is made by splicing.

**Standard Reproduce Level (SRL)** - 0 (zero) VU on a tape recorder.

**Stereo** - Two channels of sound, one for left ear and one for right ear, in order to create an audio panorama.

**(Mosley) Studio Transmitter Link** - Microwave unit for conveying program audio from Campus Center basement to the transmitter site.

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**Stylus** - A precision cut diamond that fits in the groove of a vinyl recording in order to transcribe the program recorded on the disc.

**(Mackie) Submixer** - Mixer for auxiliary devices whose output appears on a fader input of another mixer console. Controls WMUA auxiliary, or guest microphones.

**Tone arm** - Device for transcribing recorded information from vinyl disc, or similar substance, using a stylus and magnetic cartridge.

**Transmitter** - 1) device for conveying information without use of wire; 2) device which places carrier on the radio band.

**Transmitter log** - Written record of transmitter's operating parameters, recorded, along with sign in, by each WMUA duty operator.

**Underwriting** - Tax-deductible donations to non-profit radio stations such as WMUA are acknowledged through airing of short underwriting announcements. Qualitative terms, price information and calls to action are prohibited.

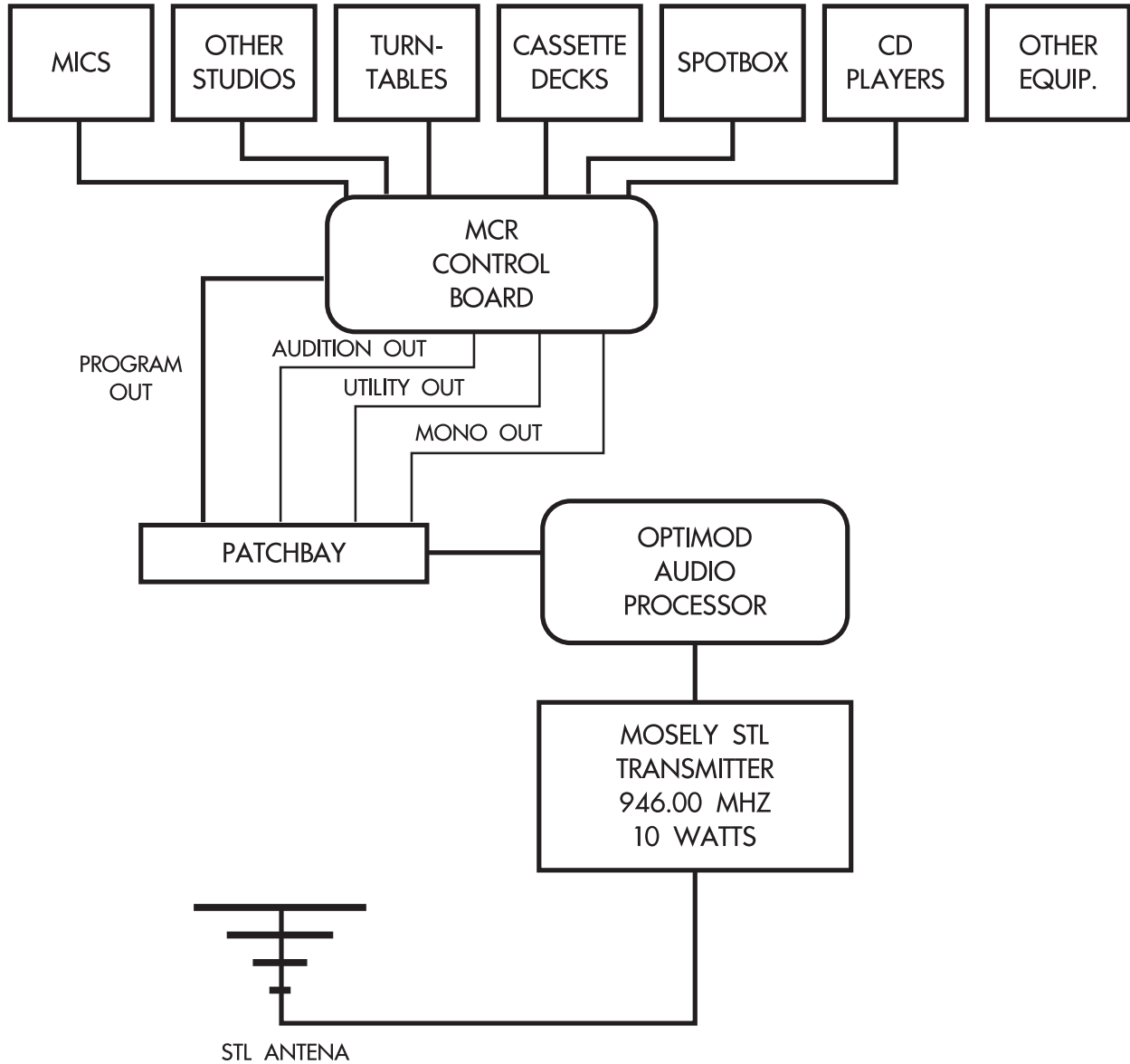
**VU Meters** - Volume Unit Meter. Device for monitoring level of audio signal.

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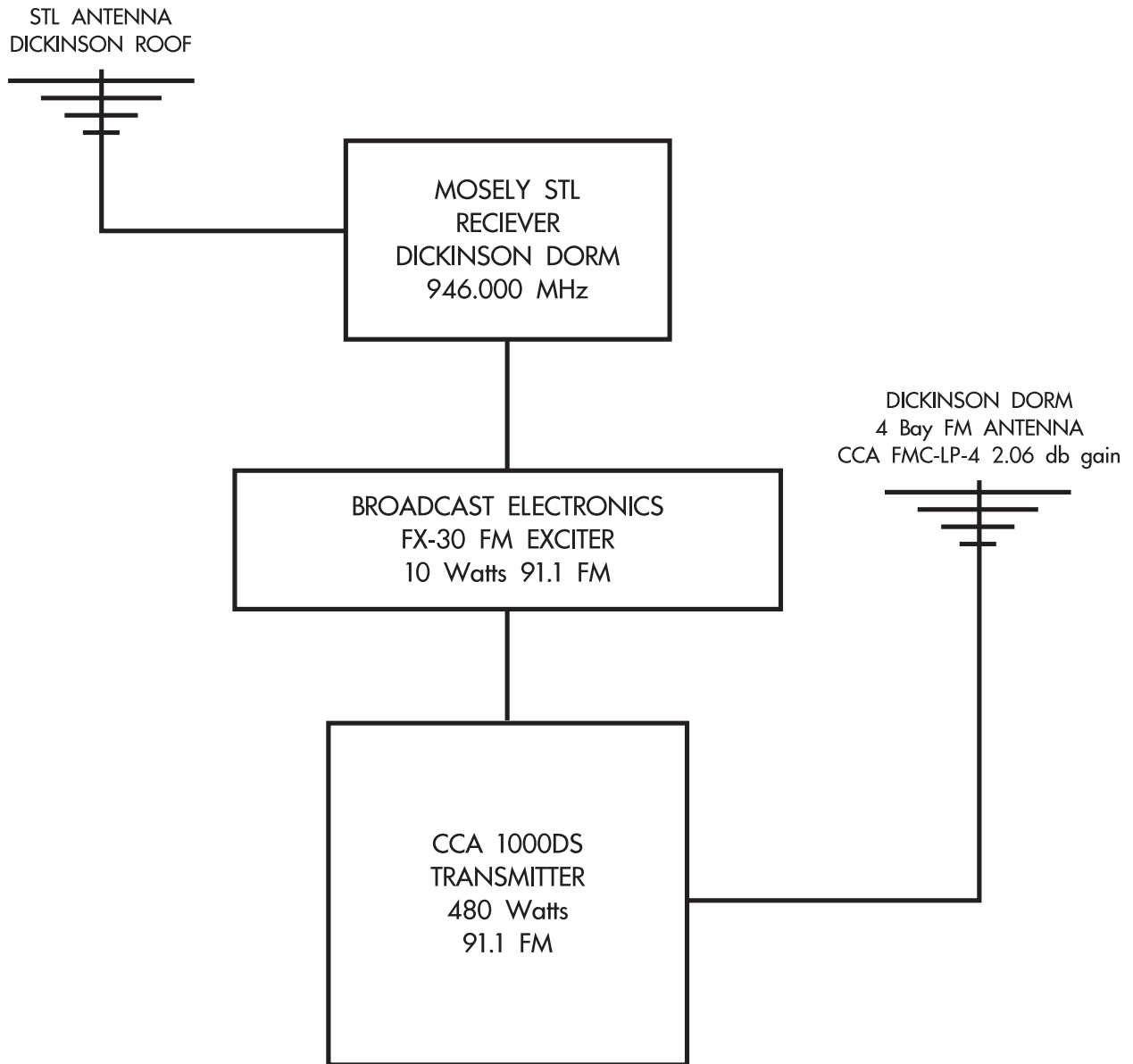
# APPENDIX E: Technical Diagrams

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## Studio Signal Chart



# Transmitter Signal Chart



$$2.08 \text{ db gain} \times 480 \text{ Watts} = 1000 \text{ Watts ERP}$$