

WRFW-FM DJ Training Guide

Training for new DJs occurs in three parts

1. Presentation of policies and rules
2. Demonstration of studio and board
3. DJ quiz and demonstration of studio proficiency

WRFW-FM Policies and Procedures: Content and Limitations

Stating the Legal ID on the Air

The legal ID for the station should be stated at the top of the hour but it is also encouraged that it be stated at the bottom of the hour (:30 minutes).

It is "WRFW, River Falls." (Call sign and city, in that order.)

This is correct also: "88.7, WRFW, River Falls, Wisconsin."

(These are not official legal IDs: "88.7 FM River Falls", "WRFW-FM, playing your favorites in River Falls, Wisconsin" "WRFW-FM, 88.7 River Falls, Wisconsin")

Indecent Programming (Bad words and objectionable subject matter.)

The Standard of Indecent Programming, according to the FCC is measured by all of the following criteria:

- An average person, applying contemporary community standards would find the material offensive to the community.
- The material depicts or describes sexual or excretory conduct that is potentially offensive to contemporary community standards.
- An average parent would not let a child under 16 listen.
- The material as a whole lacks serious literary, artistic, political, or scientific value

Cursing

*The following section may be offensive but we intend to be clear about what words are not acceptable. Words that are never allowed: Sh*t, f*ck, b*tch, c*nt, c*ck, racial and ethnic slurs (including the "n" word. There is strong legal precedent for this, no arguments about it).*

Federal law dictates we assume children may be listening anytime between 6 a.m, and 10 p.m.. Use your *very best* judgment for what is appropriate and what is not. This goes for content of the lyrics, not just the lyrics themselves. Stay away from conversation and musical content that bashes gender, sex, religion, race, or songs that are repetitive on "allowed words" like a** or t*ts, etc. If the content feels like it's on the edge of a violation, reconsider broadcasting it.

Did a curse word go out over the air? Press the yellow "dump button" on the CD console. Provide a general on-air apology. ("We apologize that some inappropriate words were stated on the air.") Move on. Contact the program manager or general manager after the show and describe the incident.

No Advertising or Promotion of Products or Businesses

WRFW-FM is a public radio station, you absolutely cannot advertise or promote products or businesses on the air. Things that are ubiquitous like “ipod” or “Kleenex” can be mentioned or discussed, but it is illegal to talk about how you recommend shopping at Target instead of Walmart, or say “My dad owns an automobile dealership, the web site is GoodDealAuto.com, check it out.” A good rule of thumb is to avoid brand names of products and places or encouraging the purchase of a given product.

Music Sources with Advertising Included (AVOID!)

No music can be prefaced with paid advertising. Source your music accordingly and *within any user agreements*. Music sourced from a digital repository must be free of advertising and promotions.

Putting down WRFW / WPR and its Announcers

Non-constructive criticism and bashing of other WRFW programs is not allowed. “That gardening show is so boring, and I can’t stand that announcer’s voice, ” is not acceptable.

Advocating and/or joking about violence

“If you don’t like my music then shoot me,” would not be an acceptable comment on WRFW. DJs should refrain from statements that appear to advocate violence or harm to oneself or others even though it may be intended as a joke. Statements like this may cost you a point or more (see “3 point non-compliance violation score.”)

Complaints

Depending on the seriousness, it can take just one complaint for a radio station to get fined or have its license suspended. On-air personalities may have fun and be expressive with their shows, but they should also keep in mind that it doesn’t take much to get WRFW in trouble. Again, if the content feels like it’s on the edge of a violation, reconsider.

3-point non-compliance violation score

At any given time a program may be monitored randomly by the station’s general manager, the program director, or other campus community members. If the content of a program is found unacceptable, the DJ will be informed of the complaint and be assessed violation points accordingly. If the DJ is assessed 3 points in an academic year, the DJ’s privileges will be revoked. Multiple points can be assessed at one time according to the nature of the violation.

Points can be assessed for non-allowable words, inappropriate content related to sexual activity, promotion of violence, and willfully hurtful insults that demean and marginalize individuals and/or groups or other unacceptable content mentioned above.

Criticism, Unprofessional Comments, and Speech

Critiques of a particular topic should be constructive. Consider mixing negative observations with perceived positive solutions. Propose how something could be better.

SUGGESTIONS

The following are not violations but can be considered unprofessional and/or "cringy" to some audience members.

1. Mimicking another person's speech in a demeaning way. Refrain from using a high pitch or low pitch voice to mock a person.
2. Revealing or talking about a person's medical condition or illness. If a person calls in sick, announce that the person is unavailable for their shift and don't describe their symptoms.
3. Expressing perceived problems of the campus or the community to provide a general put down. Example: "There's no good food on campus or downtown either, what's wrong with this town?"
4. Avoid using the put down, "this suck" or other similar phrases with the word "suck."
5. Revealing behind the scenes activities. Example: "I see someone is hanging around in the WRFW lobby. Not sure who that is...hold on a second...oh it's the janitor."
6. Excessive use of the word "like" between clauses and statements. (Same with "um.")
7. Expressing dislike by saying "I hate," especially when directed at a person. Example: "I hate coach Miller, he doesn't know what he's doing out there."
8. Inside information of a very narrow topic only a handful of people would find interesting. Example: "Do you know where professor Hibbert's office is in KFA? There's some really cool 3D art in that hallway now." Keep in mind that your audience is in a 30-mile radius and many people aren't familiar with campus. Consider providing context.

Shifts

Getting started

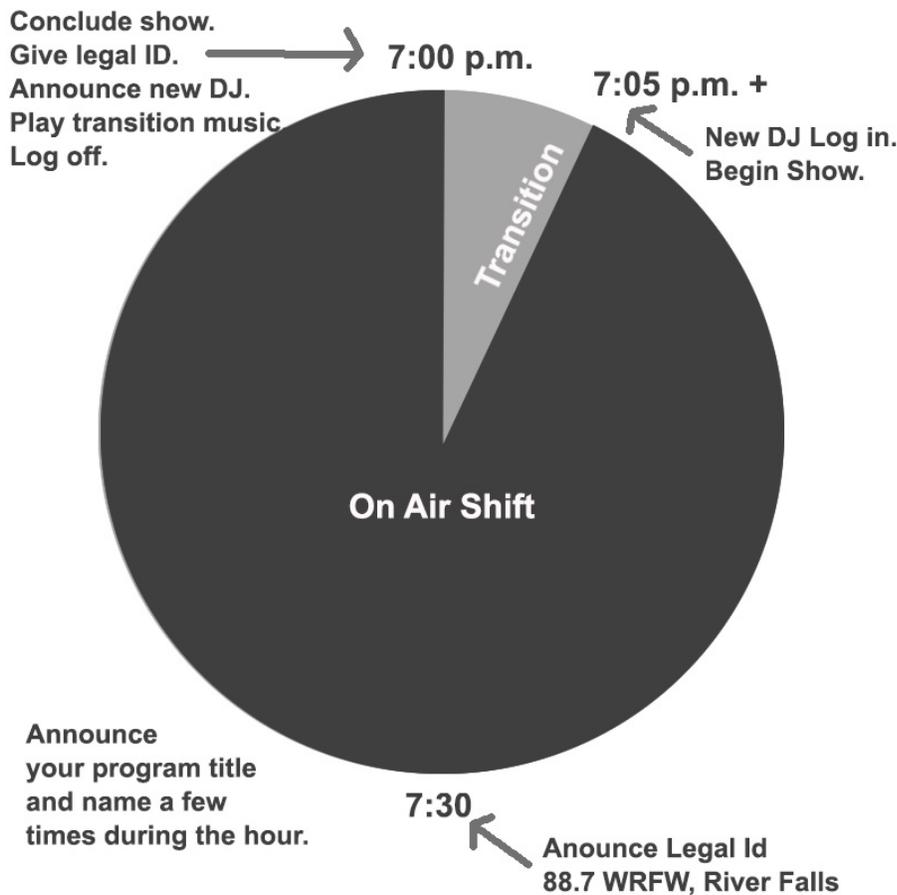
Please arrive 5 minutes before your shift begins. All DJs must sign the “sign in sheet” before each program; include the name of each guest. Log into the console computer before each shift. If the DJ after you is late then pot up WPR before you exit.

Transitioning between DJs

The exiting DJ should announce the next show and fade up the transition music or WPR based on the situation.

IMPORTANT: *At the top of the hour, before bringing up WPR or going to the transition music, the DJ should simply say*

“This is WRFW, River Falls” (this is an FCC rule).



During the transition time it is recommended to play music from CD player #2 between the close of one DJ's show and the opening of the next DJ's show. This allows the next DJ to log into the online resources after the previous DJ exits. "Shift change" music is playing on a loop through CD console #2 from a thumb drive. If music can't be heard when the "cue" button is pressed on the CD2 channel, troubleshoot by pushing the play button. *Please **do not** bring up the WPR channel to avoid dead air while DJs are actively changing shifts - use transition music.*

Can't make your shift?

If you can't make your shift, the program director or general manager needs to know. Please text the program director. If you can find a qualified replacement, that works, and report that to the program director. If not, the exiting DJ can turn on WPR. The program director or the general manager need to know! Phone numbers will be made available in the studio.

I'm going to be late.

If you are late getting on the air do not cut off WPR in mid-sentence; wait for an appropriate transition time (after a news story is completed or if the topic is about to change.) Ideally at the half hour mark is the best time to go on, so if you're going to be late, do it well 😊. If the person *after you* is late you can choose to fill in if you are certain they will arrive. If you are not certain you can fade up WPR.

Food and Drink

Under no circumstance is food or drink allowed in any studio space. We can't afford to replace equipment that has been ruined by spillage. There are no warnings; termination of DJ privileges is immediate for violating this rule. (Hint: Leave water bottles in the hall under the coat hooks)

Guests and Visitors

DJs are responsible for their guests. Maintain a 2:1 rule (two guests allowed for every trained DJ). Inform the general manager or program director who your guest will be (text or email them). Ask unexpected visitors to the studio to identify themselves and ask them why they are visiting. Ask if they have a campus ID. If they are a visitor from the FCC, ECB, or WPR please contact the general manager. The phone number is posted on the white board in the lobby.

Callers

When the phone rings, please answer the phone by saying "WRFW, this is (your name). How can I help you?" We like people to know who they are talking to. It is OK to disregard a ringing phone when you are speaking into a hot mic. Note the caller ID but refrain from announcing the ID of the caller on the air. "Hey, I see Lance Anderson is trying to call in, please call back during the next song," is not professional. How to put a caller on the air is documented on the wall in the Murray studio.

Sports

Falcon sports radio broadcasts may preempt a regularly scheduled program. You will be informed by the program director or GM in advanced.

Broadcasting times

WRFW-FM produced shows broadcast between 6 p.m. and 2 a.m. Monday through Friday and weekends 5 p.m. – 2 a.m. DJs may choose an available time slot within those hours (the website shows the schedule. wrfw887.com).

Equipment Broken or not working

Send a text message to the general manager of the student program director and/or leave a note on the console in the Murray studio. The phone numbers are posted on the white board.

North Hall Building Evacuation While on the Air

Bring local mix channels down (music, and mics) and bring up the volume on WPR. Follow the evacuation plan to exit the building.

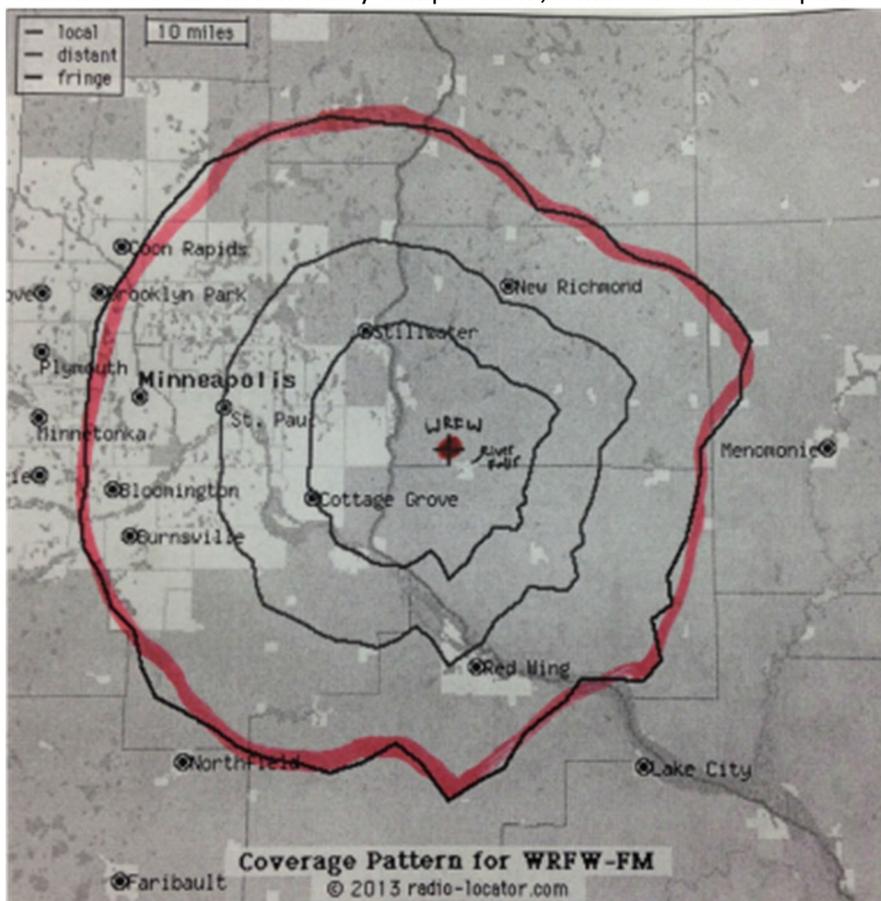
“Borrowing” and Theft

All equipment, music (CDs), and anything else inside WRFW-FM that you did not bring with you is the property of the station. If you take anything, you are stealing. This is not tolerated. Anyone stealing or “borrowing” items from the station without the consent from the GM or director will be banned from the station, and legal action WILL be sought.

The Airwaves

3000 Watts

WRFW is a 3000-watt FM radio station. The broadcast radius is about 30 miles from the tower and transmitter at the Mann Valley Campus Farm, 4 miles north of campus.



The FCC

The airwaves are owned by the public and the FCC regulates the airwaves on behalf of the public.

What is the FCC Public Inspection File?

WPR manages WRFW's monthly documentation to remain in compliance with FCC. The UW Board Regents holds the license, however. The public can view these documents at <https://publicfiles.fcc.gov/fm-profile/wrfw>

Please direct them to this site or have them search online for *"wrfw fcc public file"*

PSAs

PSAs are Public Service Announcements, and we air them because we are a public broadcast station that serves the community. They are useful to provide a break in the show. PSAs are available on the W: Drive or they may be available on a CD near the CD rack. It is best to queue your PSAs in advance by using Windows Media Player on the studio computer.

EAS

The Emergency Alert System. We are required to run a weekly random test to alert the local community about severe weather. Information about this process will be provided to you by the general manager or program director as needed.

Radio Station Website

WRFW887.com is the station's website. It is updated by the GM, program director, and designated DJs. The site hosts the schedule, the DJ sign up form, a live stream of programming and other information about the station. Check the schedule online to find out who else is on the air. During your show, on occasion, please announce that we have website at W-R-F-W-8-8-7. com

DJ Information on File

DJs will be asked to provide a cell phone number to the GM and Program directory. They will be asked to complete a compliance form upon completion of training. This is required to obtain a time slot. DJs may be asked to have a polaroid portrait photo taken to be posted in the WRFW studio or lobby (this helps other DJs recognize who is in the club).

Demonstration of the Audio Board

Audio Board Tutorial

A brief video tutorial can be found here:

<http://go.uwrf.edu/wrfwboard>

3 Important Things

There are 3 things on each channel that need to be activated to get your voice and/or music heard over the air.

- Have the "PGM" button selected,
- the "on" button selected.
- and the volume turned up,

Always have your headphones on when going on the air.

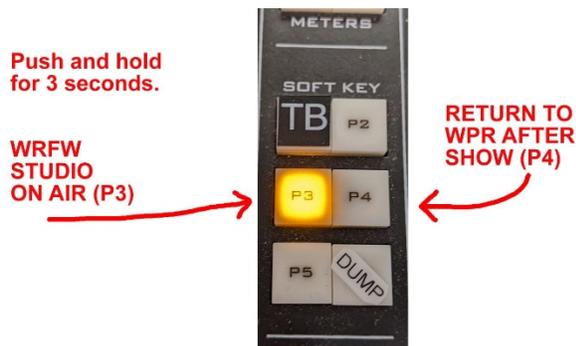
DJs can play music from a device that uses a standard USB connector, from CD, or sourced from the WRFW studio computer

Your trainer will explain the following functions...

Getting the audio board to connect to the on-air signal during broadcast hours.

Required:

1. Announcers should activate the "P3" soft key to get on the air. Have back up music channel potted up or talk into the microphone immediately after pushing the button to begin your show.
2. At the end of your show activate the "P4" soft key to return to WPR (only if there is no announcer following you.) * *



** It is also acceptable to fade up WPR on the board and walk away instead of pushing P4. Just ensure WPR I on the air

Note: it is essential P3 is lit our your music or commentary will not be on the air. If P3 does not light push P4 for one second, then push P3. Text or phone the GM if P3 Does not light.

Channel Sources and Settings

Channels are label LEFT to RIGHT based on their sources.



Mic 1-3: Counterclockwise starting with Mic #1 in front of the computer screen

Mic 4: Not regularly installed

WPR: Wisconsin Public Radio Feed

CD1: Second device on rack to left of Mic 1

CD2: Third device on rack to left of Mic 1

PC: Audio from the computer

(Power button is on the Dell computer under mic #3 and to the right in the rack)

USB1: Input for personal device on tabletop under mic 2

STU2 PGM: "Loren Studio" audio board feed

COMREX: Remote broadcast locations (e.g. Ramer Field)

Phone: Listener call in



Each channel can be assigned to multiple buses and outputs.

Input A: Leave On

Input B: Leave Off

PGM (Program): Audio output for on air – ensure it is lit (required to go on the air)

AUD (Audition): Feed goes to computer. Used for recording (with Audacity) -on

AUX: Feeds the Comrex (Remote announcers can here) -on

OL: Feeds phone so caller can hear the station

TB (Talk Back): Allows channel to be heard by talent but not broadcasted

Cue: Plays audio through board speaker to prepare for playback



On/Off Opens and closes the channel

Slider: Sets audio level (set for -6 to +6 on the LED meters)

Channel Volume

Set the slider to about "10"

This concludes this training guide. You are ready for in-person training.

Ver. 22-04-23

Quiz

WRFW Policies and Procedures:

The following is a list of questions that, once answered, will give you a better understanding of the policies and procedures of WRFW-FM. In order to start at WRFW you must follow all policies and procedures. Failure to do so will result in revocation of on-air privileges.

1. How many complaints does it take for a radio station to get fined or have its license suspended?
a. 1 b. 2 c. 3 d. 27

2. If you cannot make your on-air shift, what should you do?
a. Contact the program director by phone, text, or email
b. Ensure that WPR will be broadcast in your place
c. Or ask a qualified replacement to take your shift ahead of time (AKA: another certified board operator)
d. All of the above

3. What should you do if you are late for your shift? Circle all that apply.
a. Contact the Program Director or the general manager.
b. If applicable, go on the air when there is a content change or break in the WPR programming (the next half hour mark is best).
c. Start your show ASAP by quickly fading down WPR so people won't notice you are starting late.
d. Just don't show up

4. If your shift is over, and the next DJ has not yet arrived, what should you do? Choose which best applies.
a. If you know that the next person is coming, fill in until he/she arrives
b. If you must leave, turn on WPR
c. Contact the Program Director or GM
d. All the above

5. What is the Public Inspection File?
a. A monthly inspection to find out if DJs have been eating or drinking in the studio.
b. A compilation of FCC documents and records that WRFW offers for public viewing at <https://publicfiles.fcc.gov/fm-profile/wrfw> .
c. It's something only managers need to know about.
d. It's the report filed after maintenance is done on the transmitter and studio equipment.

6. Is food and/or drinks aloud in the main studio?
a. Only foods or beverages that are not sticky and that can easily be wiped from surfaces.
b. NO, never in any situation or under any circumstance is there to be food and/or drink in the main studio.
c. Only water is aloud.

7. If someone tries to enter the main studio during your shift, what should you do?
 - a. Invite them in, and offer them a beverage
 - b. At a convenient program break, ask them the reason for their visit and to show campus ID
 - c. Ignore them, they will go away eventually
 - d. Don't acknowledge them and call security

8. What if that person from question #7 is a government FCC inspector; what should you do?
 - a. Ask them for ID
 - b. Try to contact someone in WRFW management
 - c. Know where the public Inspection File is located
 - d. All of the Above

9. Who owns the airwaves? Who regulates the airwaves?
 - a. The Board of Regents and the FCC
 - b. The People and the Board of Regents
 - c. The People and the FCC
 - d. WRFW owns and regulates both and answers to no one

10. WRFW is a 3000 watt station that broadcasts...?
 - a. To all of campus
 - b. To the cities of River Falls, Hudson, Woodbury, Cottage Grove and Stillwater
 - c. Into five counties in Wisconsin and Minnesota, and online.
 - d. All of the above

11. The station's legal ID is?
 - a. Pure Radio 88.7 WRFW
 - b. WRFW, River Falls
 - c. River Falls Wisconsin's Pure Radio, 88.7 FM
 - d. None of the above

12. When are you required to say or play the Legal ID?
 - a. At the top of every hour
 - b. About every 10 minutes
 - c. When the show starts and at 30 minutes
 - d. Once per day, find out if it will be your shift

13. The Standard of Indecent Programming according to the FCC is measured by which of the following criteria?
 - a. An average person, applying contemporary community standards would find the material offensive to the community.
 - b. The material depicts or describes sexual or excretory conduct that is potentially offensive to contemporary community standards.
 - c. An average parent would not let a child under 16 listen
 - d. The material as a whole lacks serious literary, artistic, political or scientific value
 - e. All of these

14. If profanity or indecent language goes over the air, what should you do?
 - a. Try to DUMP it, using the yellow dump button
 - b. At a convenient break apologize for it and move on
 - c. Notify the Program Director or GM to prepare for a possible complaint
 - d. All of the Above

15. What should you do if a piece of equipment is not working?
 - a. Notify the chair of the media studies department
 - b. Try to repair it.
 - c. Notify the director or GM by leaving a text message and/or note in the studio describing the problem
 - d. None of the above

16. Who holds WRFW's license to broadcast?
 - a. UWRF
 - b. The students
 - c. The campus communications board
 - d. The Board of Regents at the University of Wisconsin System

17. Special Programs such as speeches, sporting events, breaking news and remotes...?
 - a. Will pre-empt regularly scheduled programming
 - b. Will have absolutely no effect on you, because they are picked up by Wisconsin Public Radio

18. What should you do if there is a need to evacuate North Hall (e.g. a fire alarm)?
 - a. Continue your show because WRFW can't have dead air.
 - b. Put on a long song, and leave the studio
 - c. Call Public Safety
 - d. Immediately stop your show, announce your transition to WPR, bring up WPR and exit the building.

19. Who can access the studio?
 - a. Management, DJs, and anyone who knocks on the door and asks to come in.
 - b. Only people who have card swipe access, approved guest, and visitors presenting ID.

20. What is WRFW's web site?
 - a. wrfw887fm.org
 - b. wrfw887.com
 - c. www.uwrf.edu

21. What time should an on- air shift begin?
 - a. Whenever you're ready and not nervous.
 - b. Transition at the top of the hour and over the next several minutes (e.g. 7:00 – 7:05)
 - c. Log off the computer and transition at the end of the hour at about 55 minutes.