

# 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 to state it at the bottom of the hour (:30 minutes).

It is "WRFW-FM, River Falls, Wisconsin."

This is correct also: "88.7 WRFW-FM, 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

**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.

Did a curse word go out over the air? Hit the yellow "dump button" on the CD rack.

### No Advertising or Promotion of Product 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 Emma's Bar, how you're going there after your show, or talk about "My dad has an automobile detailing shop, and his web site is \_\_\_\_\_, check it out." It is perfectly okay to talk about on-campus stuff, though. A good rule of thumb is to avoid brand names of products and places.

### **Music with Advertising Included**

No music can be prefaced with paid advertising as is common with FREE streaming services. Source your music accordingly. Music sourced from a digital repository must be free of advertising and promotions.

### **Criticizing**

Critiques of a particular topic should be constructive. Consider mixing perceived negative observations with perceived positive perceptions. Consider stating an opinion about how something could be improved. Avoid putting people down and/or criticizing other DJ's programs and music choices.

### **Complaints**

It can take just one complaint for a radio station to get fined or have its license suspended. On-air personalities are to 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.

## **Shifts**

### **Getting started**

Please arrive 10 minutes before you shift. All DJs must sign the "sign in sheet" before each program include the name of each guest. If the DJ after you is late then activate WPR. Log into the console computer and before each shift.

### **Transitioning between DJs**

*Please do not bring up the volume on WPR to avoid dead air while DJs are actively changing shifts.*

During the transition time it is recommended to play music from CD player #2 (or from another source of your choice) 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. A "shift change" CD with instrumental music is on top of the CD rack and the same songs can be accessed using the blue USB jump drive in CD #2

### **Can't make your shift?**

If you cannot make your shift, the program directory needs to know. Please text the program director. If you can't find a qualified replacement, that is great. If not, the exiting DJ can turn on WPR. The Program Director or General manager needs 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 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 😊).

### **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 one trained DJ). Inform the general manager or program manager who your guest will be (text or email them). Ask 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.

### **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. 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 of GM in advanced.

### **Broadcasting times**

WRFW-FM broadcasts 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).

### **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 will not be tolerated. Anyone stealing or “borrowing” from the station without written consent from the GM or director, will be terminated immediately, receive a lifetime ban, 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 Mann Valley Campus Farm north of River Falls. Remember this when you mention the request line. Make sure you use the area code! You never know where people will be listening from. Also, make sure that your show content doesn't need to necessarily be about UWRF or River Falls. Branch out and explore your possibilities.

### **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**

PSA 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.

**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 the show When on the on occasion please announce that we have website at W-R-F-W-8-8-7. com

# Demonstration of the Audio Board

## Audio Board Tutorial

A brief video tutorial can be found here:

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



### 3 Things

There are 3 things you need to know about each channel to get your voice and music heard over the air.

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

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...

## 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 table top under mic 2

**STU2 PGM:** "Loren Studio" board feed

**COMREX:** Remote locations

**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)

Start sending audio from a source.

1. On/off switch
2. Volume controller
3. Output bus (PGM vs. AUD). Explain and demonstrate the idea with both an audio source (alternating AUD and no output bus selected) and the speaker channel (using PGM and AUD).
4. HEADPHONES ARE REQUIRED (explain).

#### Channel Volume

Set the slider to about "10"



# 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, and stay here, you must follow all policies and procedures. Failure to do so will result in disciplinary action.

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 or email  
b. Turn on WPR  
c. Find a qualified replacement (AKA: another certified board operator)  
d. All of the above
  
3. What should you do if you are late for your shift?  
a. Contact the Program Director, call the DJ ahead of you, and do not go on the air until there is a break in WPR programming ( the next half hour mark is best).  
b. Cut off Wisconsin Public Radio, who cares?  
c. Just don't show up
  
4. If your shift is over, and the next DJ has not yet arrived, what should you do?  
a. Contact the Program Director or GM  
b. If you know that the next person is coming, stay until he/she arrives  
c. If you must leave, turn on WPR  
d. All of the above are correct
  
5. What is the Public Inspection File?  
a. A regular inspection that comes in once a month to keep the station in check.  
b. A compilation of documents and records that WRFW offers for public viewing at normal at <https://publicfiles.fcc.gov/fm-profile/wrfw> .  
c. It isn't important
  
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 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. Ask them to display official ID and the reason for their visit  
c. Ignore them, they will go away eventually  
d. Kick them out

8. What if that person from question #7 is an 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 answers to know one!
  
10. WRFW is a 3000 watt station that broadcasts?
  - a. To all of campus
  - b. To the city of River Falls
  - c. To over seven counties in WI and MN
  - d. To the world over the Internet
  
11. Pure Radio 88.7's Legal ID is?
  - a. Pure Radio 88.7
  - b. WRFW-FM, River Falls, Wisconsin
  - c. River Falls Wisconsin's Pure Radio, 88.7 FM
  - d. None of the above
  
12. When should you say or play the Legal ID?
  - a. At the top of every hour
  - b. Every five minutes
  - c. Never
  - d. Next week
  
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
  - b. Apologize for it and move on
  - c. Notify the Program Director, in case someone calls and complains
  - d. All of the Above

15. What should you do if a piece of equipment is not working?
  - a. Bring the equipment to the chair of media studies department
  - b. Hide it and walk away.
  - c. Notify a director by leaving a notice describing the problem
  - d. None of the above
  
16. Who holds WRFW's license to broadcast?
  - a. UWRF
  - b. The students
  - c. The campus communication 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 regular 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 (ex. a fire alarm)?
  - a. Continue YOUR show because WRFW can't have dead air.
  - b. Put on a long song, and run for your life!
  - c. Call Public Safety
  - d. Immediately stop your show, announce your transition to WPR, and bring up WPR.
  
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 vetted visitors.
  
20. What is WRFW's web site?
  - a. Wrfw887fm.org
  - b. Wrfw887.com
  - c. [www.Uwrf.edu](http://www.Uwrf.edu)