

# *WCWP Radio Station Manual*



Abrams Communications Center  
Long Island University  
LIU Post Campus

## WCWP Station Manual

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All on-air personnel are required to read and know the information in this manual before being allowed to host a program on The Internet radio station or RADIO STATIONS OF WCWP.

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### History

S. Arthur Beltrone ('63) and Professor Virgil Jackson Lee of what then was the Theatre Arts Department founded WCWP in the spring of 1960. They decided that a closed-circuit (carrier current) radio station to provide entertainment and campus information for resident students would be beneficial to the student body. With a staff of about 20 students, the Radio Club of LIU Post College was initiated. From a small studio and control room, WCWP first signed on the air at 12 noon, October 18, 1961. The radio station operated from these quarters for two years. After this initial period of growth, plans were made to extend WCWP's services to the Long Island community through the facilities of a non-commercial, educational FM station, operating from the college campus.

In January of 1965, WCWP acquired its new quarters, the Benjamin Abrams Communications Center. Mr. Abrams was a pioneer in the communications industry, spearheading the development of the first self-powered portable radio, first clock radio, first transistorized pocket radio, first portable television receiver, and the first portable air conditioner. The Abrams Family Foundation has continued its generous support of the station over the years. In 1996-97, the Foundation provided funds that permitted the station to open a fiber-optic link to WLIU-FM on the Southampton Campus of L.I.U. As a result of WLIU's affiliation with National Public Radio, WCWP became an Associate Member of NPR. The two stations began simulcasting during various parts of the day in 1996. Funds were also provided to convert the station to digital operation, and to link it to the Public Radio Satellite Network.

### The Internet radio station – mywcwp.com

The Internet radio station began operation as a carrier current station in September of 1999. Through the use of transmitters, the station could be heard by student living in the LIU Post campus dorms. Significant changes took place during the summer of 1999. These included the complete renovation of an older studio and the purchase and installation of new digital equipment and audio streaming hardware and software. The potential audience of The Internet radio station is no longer limited to those students living in dorms. Students training on now The Internet radio station have the opportunity to reach anyone anywhere in the world that has Internet access.

## Station Ownership and Operation

WCWP is operated as a non-commercial, educational radio station in accordance with the rules and regulations of the Federal Communications Commission. The Internet radio station is operated as an internet station. WCWP is owned and operated by the Trustees of Long Island University. A professional station manager (Director of Broadcasting) directs its daily operation in cooperation with currently registered students, alumni, and faculty, staff and community volunteers. The Director of Broadcasting reports to the Dean of the School of Visual and Performing Arts and is responsible for all operations within the Abrams Communications Center.

A management system has been established to allow motivated students interested in leadership positions a chance to develop their skills. These positions enable students to engage in real life job skills in a learning environment. Through an application process, the director and coordinator positions are assigned according to merit and the satisfaction of eligibility requirements.

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### Membership

There are different levels of membership.

All members must comply with all station policy including any additional conditions stated here.

1. LIU/ LIU Post enrolled students in good standing.
2. LIU Post alumni who volunteered at WCWP as students.
3. High School Interns enrolled in a community service or equivalent credit bearing program by their High School.
  - a. Schools must supply requisite paperwork and parent signatures.
  - b. Can not be placed on the Security list.
  - c. Must be assigned to a specific department with a supervisor.
4. Friends of WCWP alumni association members in good standing
  - a. Limited to two (2) show periods per week.
  - b. Can be placed on security access list after six months of continuous service in good standing.
5. Community volunteers.
  - a. Limited to two (2) show periods per week.
  - b. Can be placed on security access list after six months of continuous service in good standing.

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### Membership Requirements

During the training period, new members may be required to work in the production department under the supervision of the Production Director. They will also may be required to assist in promotional campaigns at WCWP.

Some of the tasks required may include but not limited to:

- Insert updated generic promos into evergreen shows using Adobe Audition
- Working with Production Director on creating new promos.
- Represent WCWP at promotional events on and off campus.

Training is only complete after the Production Director, or their designee, has recommended to the Program Director that the new member is trained. Upon final approval by the Program Director the station member is free to join any station department.

### Requirements for working in a genre or department

You must be placed on the staff list of the department you wish to work in by its Director or Coordinator. To maintain good standing in the department and at the station, you must assist another genre or department.

#### **EXAMPLES**

- *If you are working on a sports show, you can assist the news department in writing or reading newscasts.*
- *If you are on the air in one music genre, you can assist another genre with their promotional events.*

There are certain requirements in each department that are created by the appropriate director or coordinator. Please consult with the director or coordinator of that genre or department for more specific information.

No student member of WCWP may only do an on air show, all members must participate in other aspects of station operations.

Any member found in violation of this policy will lose all privileges at WCWP for a period of time determined by the Program Director or Station Manager.

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### L.I.U. /LIU Post Campus Policies

#### Alcohol and Drugs

"The consumption of alcoholic beverages, or any other drug, is not permitted on campus property except in areas or at functions approved by the Associate Provost for Student Affairs or his/her designee." (Please see Student Handbook).

WCWP is not a designated area. Consumption of any alcohol or drug on the grounds of WCWP is not permitted. Individuals found violating this L.I.U. /LIU Post policy will be subject to WCWP and Long Island University disciplinary actions.

#### Sexual Harassment

"The University Officers share the universally held belief that a proper academic/employment environment can not be maintained when members of our community are subject to sexual harassment. Thus, the Officers reaffirm the University's policy which strictly and absolutely forbids the sexual harassment of any student or employee. The Officers adopt the Equal Employment Opportunity Commission's (E.E.O.C.) definition of sexual harassment: Unwelcome sexual advances, requests for sexual favors and other verbal or physical conduct of a sexual nature constitute sexual harassment when:

-submission to such conduct is made either explicitly or implicitly a term or condition of an individual's experience as a student (or employment).

-submission to or rejection of such conduct by an individual is used as the basis for academic or employment decisions affecting such individual.

-such conduct has the purpose or effect of unreasonably interfering with an individual's academic (work) performance or of creating an intimidating, hostile or offensive academic (working) environment.

The sexual harassment of students is unlawful pursuant to Title IX of the Education Act of 1972; similarly, sexual harassment of employees is unlawful pursuant to Title VII of the Civil Rights Act of 1964. The sexual harassment of either group is also unlawful pursuant to New York State law. Persons who violate these governmental prohibitions regarding sexual harassment shall be subject, as an individual, not only to any penalties attached thereto, but also, to appropriate University-imposed sanctions", (please see Student Handbook).

## Smoking/Eating

No smoking of any kind is permitted in the Abrams Communications Center. Failure to comply with this policy will result in appropriate action.



No eating in any studio of the Abrams Communications Center. Drinks are permitted in all areas in a closable container.

Eating meals is only permitted in the lounge.



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### Theft

All CDs, vinyl, promotional material, equipment is WCWP and University property. Removing anything from the Abrams Communications Center without permission is regarded as theft. Theft will not be tolerated and will result in immediate dismissal from WCWP and legal action.

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## Station Staff Meetings

Being a staff member carries with it the responsibility of attending station staff meetings.

General Staff meetings are held each month. Attendance is recorded

All WCWP staff is required to attend.

- Failure to attend 2 consecutive General Staff Meetings will result in loss of membership. You will be required to re-apply for membership.

Departmental Staff meetings called by any Director or Coordinator must be attended by those who work in those departments.

All departmental staff is required to attend.

Minutes of each meeting are recorded and published.

Failure to attend meetings will result in appropriate action.

## Communication

For you to be an informed staff member, it is important to check your mailbox, the lobby and studio bulletin boards, as well as your e-mail account at least once a day. It is the responsibility of each staff member to retrieve any information pertaining to radio station business. Any staff member seeking information, can visit us during business hours, or call (516) 299-2683 to schedule an appointment if required.

### **Outside Media**

Any staff member, who receives a verbal or written request for an interview from a member of the media, must receive approval from their coordinator before giving the interview.

### **Telephone Etiquette**

All staff members must answer the telephone with a standard greeting that is professional and polite. The standard greeting is: "Good morning/afternoon/evening WCWP". Offer assistance in any way either by directing the call to the appropriate individual or by taking a message and placing it in the appropriate mailbox. If you are taking a message, you must include the name of the caller, their phone number and WHY they called. Please write the message neatly and place in the appropriate mailbox or email the individual the information.

Remember: As a staff member, you are representing WCWP, the LIU Post Campus and Long Island University.

### **Personal Web Pages/ Social Media**

Students are encouraged to develop their personal web pages and a social media presence. If you choose to link your web page to the WCWP or THE WAVE home page, we ask that you notify us by submitting your web address to senior station management.

## Staff Phone and E-Mail Lists

Each semester new staff phone and e-mail lists are published. The list is located in the bullpen. If you have an active role at the stations, it is mandatory that we have paperwork on file so that a channel of communication can be established and maintained. You can acquire an e-mail address at Information Technology. All phone numbers and e-mail addresses must be submitted to the front office.

Staff lists are for

**INTERNAL USE ONLY  
PHONE NUMBERS ARE NOT TO BE GIVEN TO  
THE PUBLIC.**

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### WCWP- FM Staff Training

New staff must register for training with the Production Director. The training is done in studios under the production and engineering department. All staff members are trained in studio operations and must pass a series of proficiencies including but not limited to a written and practical test. All staff members must also train on presentation and on-air aesthetics. This is done under the direction of the senior talent coordinator.

New Staffers learn FCC regulations, how to use digital radio equipment, and how to plan and produce a radio show and or newscast.

WCWP operators must have completed training satisfactorily in the following areas:

- WCWP policy
- Board and equipment operation
- Metro news service
- Trouble reports
- Opening and closing the station
- FCC regulations
- Logs
- Telephone etiquette
- On-air delivery/style
- EAS Tests (FM only)
- Production

The Internet radio station staff members wishing to substitute or host a regular program on WCWP/88.1 FM station must receive approval from senior station management. WCWP/88.1 FM staff members wishing to substitute or host a regular program on the The Internet radio station must also receive approval from senior station management.

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### Trouble/Incident Reports

A Trouble/Incident report must be filed if anything out of the ordinary happens in the Abrams Communication Center. This is a multipurpose form, found on-line.

Go to [www.WCWP.org](http://www.WCWP.org) and click on the LINKS TAB > WCWP STAFF INFO  
A link to the TROUBLE REPORT will be on this page.

The screenshot shows a web browser window titled "WCWP Trouble/Incident Report" displaying a form. The form has a blue header with the title "WCWP Trouble/Incident Report" and a brief instruction: "A Trouble/Incident report must be filed if anything out of the ordinary happens in the Abrams Communication Center. Use this form to report malfunctioning equipment, loss of transmitter output, a grievance, an on-air mistake or an incident with a staffer, guest or listener." Below this, it states "All incidents must be reported." and "Required" for several fields: Name, Date, Item (if equipment problem), Location, and a detailed description. A "Submit" button is at the bottom. The browser's address bar shows a Google Forms URL. The Windows taskbar at the bottom shows the Start button and several open applications.

Fill out the form COMPLETELY and with as much detail as possible.

Use them to report malfunctioning equipment, loss of transmitter output, a grievance, an on-air mistake or an incident with a staffer, guest, or listener.

All incidents must be reported.

If the internet is down and you are unable to reach this site please fill out a PINK Trouble report form found by the mailboxes in the bullpen. (Room 100)

The report will be reviewed by station management and action will be taken. A copy of the report with the action taken will be returned to the person filing the report.

**\*\* All WCWP staff members will be held accountable for not completing trouble reports on malfunctioning pieces of equipment or facilities in a timely manner. \*\***

## Substitution Policy

If you are scheduled to host a program and can not cover your shift, you must attempt to get your own coverage. If you find someone to fill your shift, you must notify your coordinator immediately, they must inform management. If you fail to get coverage, notify your music coordinator and they are responsible to obtain coverage. The music coordinator has the ability to obtain coverage from scheduled on-air staff from other genres.

If a substitute can not be acquired, the Program Director must be notified and the regularly scheduled jock will be suspended for a minimum of one week.

Programs and music formats who can not maintain a regular schedule are subject to removal from WCWP at the Program Director or Station Managers discretion.

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### Opening and Closing WCWP

#### Opening:

An authorized Station Member who needs access to the building must call Public Safety at ext. 2222 at least one half hour prior to arriving and let Public Safety know what time you will be there. This allows security to disengage the alarm system and arrive when you do.

#### Closing:

The last on-air operator must complete the closing checklist and place in mailbox 1. Any station member who wishes to remain in the building after the last operator has left must sign the closing checklist.

**NO ONE IS TO BE IN THE BUILDING AFTER 1am WITHOUT STATION MANAGER APPROVAL.**

The last Station Member to leave the building must call security and inform them they are leaving the building, and ask them to engage the alarm.



## Visitor Policy

A visitor is someone who is in the radio station and is not a staff member. On weeknights between 5 pm - 1 am each staff member is allowed no more than two guests, unless senior management has given their approval. On weekends, staff members must request approval by Friday at 3 pm.

STAFF MEMBERS ARE RESPONSIBLE FOR THE ACTIONS OF NON-MEMBER GUESTS THEY ALLOW INTO THE BUILDING.

All staff is responsible to fill out the WCWP guest list for any non-member in a studio during a program or recording.

Guest list form can be found here:

Staff members who fail to follow the visitor policy will be subject to suspension by the Program Director or Station Manager.

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### Content Policy

All recordings supplied by outside sources played over WCWP must be free of traditionally accepted objectionable material.

The use of expletives in pre-recorded or live material is prohibited. All pre-recorded material which contains potentially prohibited material must be labeled "radio edit" by the manufacturer or cleared by the music and production departments and labeled as such.

Radio editing refers to the process of altering objectionable words in the lyrics of a song in order for it to be playable on the radio.

Anyone found playing non-radio edits on WCWP will be suspended from the program schedule.

1<sup>st</sup> offense – one week

2<sup>nd</sup> offense- two weeks

3<sup>rd</sup> offense- Six months

An offense is defined as one "non-radio edit" song or live occurrence.

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### Production

FACILITY TIMES: Weekdays 10 AM - 7PM

(Times are subject change)

The production studio time is for use by the following people in the following order:

1. Enrolled students who are on the WCWP station staff.
2. Current Communications faculty & students.
3. All enrolled LIU Post students who are not on the WCWP staff.
4. WCWP alumni
5. LIU Post alumni
6. Community volunteers who are on the WCWP staff and are actively involved in station programming and operations

Booking Procedure:

- You must sign up at least 24 hours in advance for a maximum of three hours a day.
- Check the availability of studio time at to [www.WCWP.org](http://www.WCWP.org) and click on the LINKS TAB > WCWP STAFF INFO
- All reserved studio time must have the approval of the Director of Broadcasting or their designee. Call 299 2626 or visit during business hours, Monday-Friday 9am to 4pm to book time.

Rules:

- All cancellations must be made 24 hours in advance.
- Make sure you report any equipment problems or necessary repairs on the Trouble/Incident reports.
- If you arrive 15 minutes late for your scheduled production time WCWP reserves the right to cancel your time.
- Everyone is responsible for leaving the studio in the condition they found it.

Consequences of Breaking the Rules:

First Time: 2-WEEK SUSPENSION

Second Time: 3-WEEK SUSPENSION

Third Time: MANAGEMENT DISCRETION

**\*\*Breaking or tampering with equipment: NO WARNING and you and your guests will be held accountable for the costs incurred for repairs or purchases. \*\***

## Underwriting

Non-commercial radio stations can not air commercials. Programming may be underwritten by outside supporters. The financial support is acknowledged in the form of underwriting announcements. These may take place at any natural break in programming (e.g., at the end of a program segment), including at the beginning and end of a program. Spots are typically 30 seconds in length.

### Guidelines for underwriting announcements:

- Announcements identify but not promote an underwriter.
  - A 1981 FCC ruling on enhanced underwriting stipulated that, in addition to sponsor name, address and phone number, a menu list of items offered by the sponsor can be given. (e.g., a list of products and services), but not “hyped” by the station (e.g., “go buy these”).
  - [http://www.fcc.gov/ftp/Bureaus/Mass\\_Media/Databases/documents\\_collection/86-161.pdf](http://www.fcc.gov/ftp/Bureaus/Mass_Media/Databases/documents_collection/86-161.pdf)
- Announcements cannot include:
  - **qualitative or comparative statements or adjectives.** (e.g., “delicious food”, “best in town”)
  - **mention of discounts or savings**
- Announcements may:
  - Use non-scripted sound and other content as long as it does not violate the above rules or make the sponsor announcement sound too similar to a commercial.
  - solicit donations on behalf of the station with “self commercials” (i.e. calls to action, qualitative adjectives, etc.) during station designated on-air fundraising campaign periods.

All underwriting agreements, copy and produced audio for airplay must reviewed and approved in writing by the Director of Broadcasting. The underwriting checklist must be completed and signed off by the Director prior to any announcement is placed in the programming.

## *Promos*

Production enhances the sound of the radio station and connects its programs to its identity.

What to include in promos:

- Call Letters or identity : WCWP
- Day and times of the program.
- Website name
- : 30 exactly.
- A music bed which matches the genre.
  - A bed includes more than one element of music and sound effects.
  - Vocals should ***not*** be under your voice.
  - Vocals can be used as copy.

Scripts should be written **BEFORE** production.

Station management may require the submission of a script before a promo can be produced or aired.

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### Pre-Recording Programs

Pre-recorded shows must be recorded in an assigned studio the hours of 10am and 7pm Monday through Friday ONLY.

The schedule for studio use is kept by the Director of Broadcasting. All reservations for studio time MUST be through the front office. (see page 19) Call 299 2626 or visit during business hours, Monday-Friday 10am to 4pm to book time.

You must sign up at least 48 hours in advance for a maximum of three hours a day.

All cancellations must be made 24 hours in advance.

Make sure you report any equipment problems or necessary repairs on the Trouble/Incident reports located in every studio.

Everyone is responsible for leaving the studio in the condition they found it.

If you arrive 15 minutes late for your scheduled production time WCWP reserves the right to cancel your time.

## Automation

WCWP and THE WAVE operate with automation systems when live programming is not scheduled. The system is managed by the Program Directors of each station.

## Recordkeeping of On-Air elements

Every element broadcast on WCWP must be logged in writing with the date, time and operator on duty.

Two forms of logs:

- Program log – the time of each element broadcast must be clearly logged. If an element is unavailable the operator must draw a line through the element and initial.
  - Logs must be filled out in blue or black ink only.
  - Every second of a 24 hour day must be documented on the logs.
  - This is done by signing on at the exact same time the person before you signed off.
  - Logs begin at 12:00 am and end at 11:59 pm (24 hours). If your show starts before 12:00 am and continues past 12:00 am, you may have to sign on and off two logs.
  
- Playlist- this is a record of the music which is played on the air. Each playlist must be filled out completely with all the information asked for on the form. Playlist forms are assigned by the music or program director to the specific genre, format or program. Completed playlists must be turned in to the music director for charting purposes and BMI/ASCAP fee calculations.

FCC regulations require that WCWP must account for its operators at all times. WCWP uses a log system, the scheduled staff member who is responsible for the operations of the audio board must sign on and off on that days log in blue or black ink. Any staff member who fails to do so will be notified by a log correction memo that will be located in their mailbox. If more than 3 errors occur, a meeting will be scheduled with senior station management.

**LOGS MUST BE COMPLETED IN REAL TIME  
DURING THE BROADCAST.**



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## Playlist -EXAMPLE

The playlist is the programmer’s blueprint.  
Songs are placed in the hour to assure the stations core identity is reinforced.

### SAMPLE:

- A= Heavy (hot) rotation
- B= New coming up or recurrent
- C= Experiment or novelty
- Q= Core artist
- L= Library

Name \_\_\_\_\_

Hour \_\_\_\_\_ to \_\_\_\_\_

Date \_\_\_\_\_

FILE	ARTIST	ALBUM	CUT
A			
L			
L			

:10 Liner “88.1 WCWP

L			
B			

:20 Break

C			
---	--	--	--

:30 Liner “88.1 WCWP

A			
L			

:35 Break

Q			
L			
A			
L			

:50 Break

B			
L			

:00 Top of Hour Liner

**Playlists like this do not apply to “Mix” programming.**

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The following are definitions of program elements each on-air personality should know and be able to execute.

### Back timing

Calculating the time it takes to reach the scheduled time to a break or programmed element and playing a song to end at that scheduled time.

Back timing will effect your on air performance. If done incorrectly can cause you to be off schedule with the elements required by the program log

### Talking up a song “to the post”

The act of calculating the intro time on a song before the vocal begins and then starting the CD or audio source with that song so that when the preceding audio element (usually something without music under it) ends, the vocal on the song you back timed begins directly at the end of the previous element.

If you do not calculate the time correctly you will step on the vocals of the song. This is annoying to the listener.

### Bumper

A pre-recorded audio element consisting of voice over music that acts as a transition to or from a stop set (commercials/recorded material) and other content.

Using bumper music can help the transition from music to required break material back to music. Not required but enhances the sound of your show.

### Liner

A written sentence or sentences that a DJ says over an intro of a song or during a break between songs and spots. Usually, Liners stand by themselves and are meant to communicate concise station imaging.

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### WCWP Format Clock

The following is the default format clock for all WCWP music shifts. Program Directors may alter this format for the music program they are managing. Elements and times are subject to change. You must follow the log books as written.

:00:00 TOP OF THE HOUR LINER

:10:00 Recorded or LIVE LINER

: 20:00 Spot break

: 30:00 Recorded or LIVE LINER

: 35:00 Spot break

: 55:00 Spot break  
Legal ID

Coordinators may submit changes to the format clock for approval by the Station Manager.

*Station Breaks for Music Formats*

The break is the most important part of your on-air performance. You will either lose your audience or hold on to them depending on how smoothly you can carry them through what they may NOT want to hear, but you are required to air.

Breaks must be taken when scheduled in the program log.

ON TIME.

Within a minute before or after logged.

Breaks must be organized and planned.

Opening the mic and “winging it” makes for an awful performance.

The four “B”s to a good break:

**B**acksell – let your audience know what you played, who you are and what STATION THEY ARE LISTENING TO. Back sell all songs/artists in the set.

**B**ull – your chance to shine. This is your space in the break to develop your on-air personality. Use this time wisely, be prepared and keep them interested. You need them to be there after the required business of the break. Tease them to stay with you into the business.

THERE IS NO NEED TO PRE-SELL the BUSINESS PORTION OF YOUR BREAK.  
JUST DO IT.

**B**usiness – The business of the break, PSA – CBB – Weather etc.. Whatever is required in the program log.

**B**ack to it – Get back to the music. Pre-sell music and end with the CALL LETTERS into the song.  
(except during the last break in the hour, use legal ID)

## Legal IDs

The legal ID is logged and must be played at the appropriate time. Legal IDs are only LEGAL if broadcast once an hour between :55 and :05.

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### Weather

People plan their day's activities and dress around the weather. A music formatted station has an obligation to make sure our listeners are prepared for the day.

#### SHORT WEATHER

A short weather report includes:

- Current conditions and temperature
- Forecast for:
  - Today
  - Tonight
  - Tomorrow

Include high and low temperatures.

Do not include:

- Wind conditions, unless they are dangerous.
- Barometer readings because they are useless to the average person.

#### EXTENDED FORECAST

Current conditions and temperature

- Forecast for:
  - Today
  - Tonight
  - And 4 additional days into the future
- Include high and low temperatures.

Do not include:

- Wind conditions, unless they are dangerous.
- Barometer readings because they are useless to the average person.

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### Sports Broadcasts

All breaks must be preplanned except in game time-outs or injuries.

All recorded material must be loaded as far before the break as possible.

The following recorded material must be used:

- Pre-game announcement
- ID- Throw (FM or Web)
- Legal ID
- Post game announcement

They should be sport specific except ID throw.

#### **Procedure for ALL Breaks:**

Standard out cue for throw to studio:

MUSIC UNDER

. . . . on WCWP”

PLAY

ID-Throw

Now you can run the break as scheduled by the show producer.

MUSIC UNDER as a cue to rejoin the announcers.

*Legal IDs* must be played as close to the top of EACH hour as possible.

The last item in the broadcast is the POST GAME announcement.

This is the cue for the programming to start.

## Giveaways

Interacting with the audience by offering “free stuff” a radio station can attract new listeners and create loyalty among its existing listeners.

Giveaways acquired by the radio station must be promoted. Through production and live reads we can “tease” the audience. The goal is to maintain your current listeners and attract others to tune in by offering something they may want.

All appropriate paperwork associated with the giveaway should be completed and filed with front office **PRIOR** to any on-air announcement or promise of a giveaway promotion.

All giveaways should be accompanied by a print release to other media outlets TWO Weeks BEFORE the event.

- Each giveaway should be teased for at least a week prior to the giveaway cycle.
- Giveaways should have a produced promo.
- Giveaways should be format appropriate.
- A print release to other media outlets promoting the giveaway.

During the giveaway cycle:

- Live reads should be used to tease the giveaway at the :20 break.
- Produced promos should be aired once an hour according to the log.
- Actual giveaways should be done at the :35 break.
- Winners should be recorded and played back as part of the :55 break.
- DO NOT PUT WINNERS ON LIVE.

We lead the listener around the hour using giveaways.



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### Music Rotation

Program and Music Directors use rotations to assure that new music is played at a rate which enhances the station identity and exposes the audience to new music.

Songs are placed in rotation categories which will assure that they are played the amount of times a PD/MD wants them to air in a specific period of time.

Categories:

#### Heavy Rotation

- These songs are the latest best music which compliments the programming. They are played the most often and must be monitored carefully for listener burnout.

#### Medium Rotation

- These are songs which could rise to or are dropping from heavy rotation. They could also be songs that compliment the station image but are not as good musically then heavy rotation. Some songs may only be played in this rotation.

#### Light Rotation

- These are experimental or novelty songs. They may also have potential to rise to medium rotation. They have a short rotation life and must be monitored closely.

#### Identity Rotation

- These are a limited group of artists who are used as the main identity for your station image. These artists are played on a rotation, usually hourly assuring the station image is maintained.

The rest of the hour is filled with library cuts approved by the PD/MD to complete the hour. A request is honored only from approved cuts from the library. If a rotation song is requested when it comes up in the rotation that is when it honored.

Rotations do not apply to "Mix" programming

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## Outside Equipment

No one is permitted to bring in, and or connect any outside equipment without permission from the Station Manager. This action will result in temporary or permanent suspension.

## Copyright Policy

All media recorded at WCWP is the property of WCWP and Long Island University.

All media delivered, recorded or purchased for use at WCWP is the property of WCWP and does not leave the building without the permission of the Director of Broadcasting.

WCWP equipment can not be used to record copyrighted material for personal use.

The burning of copyrighted material on CD must be authorized by station management then labeled, logged and filed by the music director or his/her designee.

Any unauthorized CD burning or recording of any copyrighted material will result in an immediate two week suspension from participation at WCWP. Subsequent violations will result in expulsion from WCWP.

## Emergency Alert System (FM)

Federal and state regulations mandate radio and television outlets broadcast emergency messages. These messages alert the public to state and national disasters, emergencies, inclement weather, and potentially dangerous situations. If any emergency arises, EAS will interrupt programming and air the information automatically. All operators must know how to operate the EAS encoder system. WCWP schedules weekly tests to keep us in compliance with FCC regulations. FM staff must check their mailboxes and the FM studio for assignments.

### How to Run a Weekly Test:

1. Locate the EAS machine in the transmitter room. It is called the "Sage EAS Endec".
2. Press the button underneath the word "week".
3. Enter the password 1111, by pressing the button underneath the #1 four times.
4. Play EAS announcement

Listen for

"WCWP IS REQUIRED TO SEND A WEEKLY TEST MESSAGE USING THE EMERGENCY ALERT SYSTEM."

5. Press the button underneath the word "proceed".
6. When the alert is finished, a slip of paper will appear, tear it off and place it in the Director of Broadcasting's mailbox.

\*\* Failure to broadcast an EAS message is a violation of FCC regulations and can result in fines and or suspension or revocation of the station license. WCWP senior management considers this a major offense and violators will be dealt with accordingly. Any EAS messages received, must go to the Director of Operations. \*\*

The paper must read "Local Alert sent at..." for the test to have been performed correctly.

## WCWP Station manual

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### WCWP Management Plan

### Directors

#### Program Director

Supervisor: WCWP Station Manager

- Responsible for RADIO STATIONS OF WCWP local programming hours and all WebRadio programming.
- Nominates assistant for front office approval.
- Supervises all student staff.
- Nominates format coordinators for front office approval.
- Works with coordinators to develop and sustain formats.
- Establishes programming clocks and advises format rotations.
- Responsible for creating and maintaining an on-air talent development program.
- Reviews air checks with on-air staff.
- Reviews logs and playlists.
- Assures charts are completed the music department weekly.
- Meets weekdays with Station Manager. In person or by written report.
- Trains successor.

#### Production Director

Immediate Supervisor: Program Director

- Nominates assistant for front office approval.
- Assure that all out of date or material is removed from WaveCart.
- Assure that all assigned productions are produced in a timely manner.
- Develop and maintain a training procedure.
- Trains all staff in technical operation of all user equipment.
- Testing and evaluation of all staff.
- Maintain proficiency reports of all staff.
- Responsible to schedule qualified engineers for all programming.
- Responsible for the stocking and maintaining of all studios.
- Meets weekdays with Program Director. In person or by written report.
- Weekly reports to Program Director.
- Trains successor.

#### News and Public Affairs Director

Immediate supervisor: Program Director

- Nominates assistant for front office approval.
- Responsible for selecting and training news staff.
- Supervises producers of talk programming.
- Submits a written report with each newscast or feature script aired.
- Submits weekly report.
- Trains successor.

## WCWP Station manual

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### **Music Director**

Immediate supervisor: Program Director

- Nominates assistant for front office approval.
- Train and supervise a staff.
- Responsible for acquiring music for all formats.
- Supervises all entertainment coordinators.
- Station contact with all music suppliers.
- Maintains all libraries.
- Submits weekly charts.
- Distributes all music information (tip sheets, trade journals) to appropriate format coordinator.
- Works with coordinators to select music for rotations.
- Assists coordinators in the compilation music and artist information for each format.
- Maintains database of companies and contacts.
- Submits weekly report to Program Director.
- Trains successor.

### **Sports Director**

Immediate supervisor: Program Director

- Nominates assistant for front office approval.
- Responsible for training a staff.
- Preparing sportscasts for news department.
- Coordinate activities with the Long Island University Public Radio Network.
- Maintain contact lists and be the sole contact with sports information directors.
- Pre-production and production of live and pre-recorded events.
- Submits weekly report to Program Director.
- Trains successor.

### **Public Relations Director**

Immediate Supervisors: Program Director

Responsible to: All formats and station management.

Public Relations:

- Nominates assistant for front office approval.
- Coordinates with University Public Relations.
- Responsible for training a staff.
- Write press releases.
- Editor of Radio Active Newsletter
- Maintain contact lists with all media for distribution of releases.
- Submits weekly report to Program Director.
- Trains successor.

## WCWP Station manual

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### Management Plan

### Coordinators

#### Promotions Coordinator

- Interacts with Directors and Coordinators to develop on-air campaigns to promote the station.
  - Station contact person for all promotional material.
  - Acquisition and distribution of giveaway material.
  - Supervise the writing of live reads and scripts for promos for promotional material.
  - Assure production of promos.
  - Coordinate distribution to winners.
- Submits weekly report to Program Director.
- Trains successor.

Assistant nominees can not be in the same graduating class as the Director.

Assistants should not assume succession.

Crossover between departments will be limited to department staffers only.

No person can hold a Directorship and a Coordinator position simultaneously.

#### Traffic Coordinator –Appointed Work study student

Immediate Supervisor: Technical Operations Director

- Develop and maintain program logs
  - Interact with Production Director to assure spots are logged and played
  - Assure all On –air elements except music are logged and executed
  - Interact with Program Director and entertainment coordinators
- Submits weekly report to Tech Ops Director.

#### Sales/Underwriting Coordinator

Immediate Supervisor: WCWP Station Manager

Responsible to: Program Director, Production and Traffic coordinators

- Nominates assistant for front office approval.
- Implements a rate card and selling plan with Station Manager approval
- Acquiring advertising for The Internet radio station
- Acquiring underwriting for WCWP-FM
- Assure that all assigned productions are produced in a timely manner for clients.
- Assure that all productions are placed properly in the program log.
- Maintains relationship with clients
- Get approval for all contracts from Station Manager
- Submits weekly report to Station Manager.

## WCWP Station manual

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### **Programming Coordinators**

A programming coordinator is responsible for a specific entertainment or public affairs format.

To become a coordinator you must:

- Thoroughly research and present a proposal to the Program Director for a format you wish added to the program schedule.
- The PD will present the proposal to Station Management for approval and airtime.
- Program coordinator positions are created on an as need basis.

### **Program Format Coordinators**

Immediate Supervisor: Program Director

- Develop and sustain a format.
  - Rotation sequence w/PD.
  - Select Music.
  - Report charts to MD.
  - Compiles artist information for format.
  - Schedules on-air talent.
  - Responsible for on-air talent maintaining the schedule.
  - Assists PD in on-air talent development program.
- Submits weekly report to Program Director.

**All Directors/Coordinators must maintain a cumulative 2.75 GPA**



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