



# Station Handbook

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# Introduction

According to WEGL 91.1's constitution and bylaws, WEGL's main responsibility is to serve the public interest of the entire community. Thus, it should not represent any single group or single opinion, but must take into account all groups and all opinions.

The best way to accomplish this is to draw from the extremely diverse opinions and musical tastes of the student body and faculty. While the program and music directors will have special requests for the DJs from time to time, DJs will generally be able to submit and play the music they prefer from their playlist in the automation system. One important theme of our format is breaking new artists *first* (before other commercial radio stations) as well as breaking established artists from unconventional genres. WEGL is different from most radio stations in that we are non-commercial. We are not obligated to sell advertisements on the air in order to keep the station operational. This allows us to be different with our format and accommodate many different musical tastes into our programming. In summary, WEGL's format is: Variety.

WEGL Radio is Auburn University's student-operated, student-funded radio station, and it is unlike any other organization that you will encounter on Auburn's campus.

## Mission statement

As a 3,000-watt FM radio station licensed by the Federal Communications Commission, the primary mission of WEGL is to serve the public interest of Auburn University and the surrounding community. WEGL will provide a variety of music, news and information that appeals to a diverse student audience. WEGL will also function as a learning laboratory for any student wishing to explore and learn the business of radio broadcasting.

# The History of WEGL

WEGL was not the first radio station at Auburn University. In 1922, WMAV began broadcasting from Broun Hall with a 1,500-watt homemade transmitter. It became part of the University's Extension Service and received a new name, WAPI (for the school's name at the time: Alabama Polytechnic Institute). WAPI was later moved to Birmingham.

WEGL Radio began as a project of the Student Government Association and the College of Engineering in 1965. After a lengthy study, a committee comprised of students and faculty, headed by Dean James E. Foy, endorsed the idea of starting a new radio station at Auburn University. On June 1, 1970, the Board of Trustees authorized University President Harry Philpott to submit an application on behalf of the Board of Trustees to the Federal Communications Commission for a permit to construct and operate an FM radio station.

On April 25, 1971, WEGL Radio signed on the air with 10 watts of power and began broadcasting at the current frequency of 91.1 MHz, as assigned by the FCC. The studios were located in room 1239 of the Haley Center, where they stayed for nearly 20 years. After one year of operation, a student committee submitted a proposal to the Auburn University Board of Student Communication requesting a power increase. With the support of the University's President, WEGL's effective radiate power (ERP) increased to 380 watts in 1975. In June 1977, the station began broadcasting in stereo.

**In 1988, the station upgraded its power to 3,000 watts. This upgraded our designation to be a Class A Non-Commercial radio station.** During the 1989-90 school year, plans were finalized to move WEGL Radio from its home in the Haley Center to a location in Foy Student Union with other student groups, including The Plainsman (AU's newspaper), Glomerata (AU's yearbook), The Auburn Circle, Eagle Eye TV (AU's television station), the University Program Council and the Student Government Association. On October 8, 1990, Auburn President James E. Martin officially signed WEGL on for the first time from its location in 116 Foy Student Union. In August 2008, WEGL and Eagle Eye moved to the AU Student Center Suite 1105. They are now a part of the Auburn Student Media Group with the Plainsman, Glom and Circle.

# Rules and regulations: WEGl policies

## Staff eligibility

### **REQUIREMENTS TO APPLY- STATION MANAGER:**

The Station Manager Application requirements are greater than the requirements for other staff positions due to greater job responsibilities. Below is a list of all requirements for the position of Station Manager.

- Must be a full time undergraduate (12 hours) or graduate student (9 hours).
- Overall minimum GPA of 2.5
- At least one academic year of experience at WEGl 91.1 FM.
- Must have been enrolled at Auburn for a minimum of two semesters prior to applying for Station Manager.
- Must be enrolled as a student for the entirety of the upcoming academic year that he/she will serve in the position.
  - Note: Student is ineligible for the Station Manager position if he/she is scheduled to graduate in December.
  - Academic year begins in August and ends in July.

### **REQUIREMENTS TO APPLY- STAFF POSITIONS:**

- Must be a full time undergraduate (12 hours) or graduate student (9 hours).
- Overall minimum GPA of 2.5
- Minimum of one semester of involvement at WEGl or comparable media experience.

### **APPLICATION AND INTERVIEW TIMELINE-STATION MANAGER:**

The application for Station Manager is issued by the Board of Student Communications. The application is made available through the advisers for all qualified and interested students early in the spring semester of each academic year. The interview process takes place within three weeks before and after spring break. After the interview process is complete, The Board of Student Communications will select the new Station Manager.

### **APPLICATION AND INTERVIEW TIMELINE- STAFF POSITIONS:**

Once the Station Manager is selected, applications for staff positions are made available for all qualified candidates. Applications will be sent out through the WEGl listserv. Applicants will have a minimum of one week (7 days) to complete applications before the interview process begins. Interviews will be between 15-20 minutes. The new Station Manager has complete control over the staff selection process. Outgoing Staff members are only allowed to assist at the request of the new Station Manager. In addition, Advisers are available to assist. Neither the outgoing staff members nor the advisers will make the final decision in staff selections.

- Been gone a while? Due to changing FCC rules and regulations and WEGL policies and procedures, students who have not volunteered for three consecutive semesters will be required to retake the new announcer test, except in special cases determined by the station manager.
- So you say you are already a DJ? Often, radio stations will share DJs. As a professional courtesy, WEGL recognizes training received at other college and commercial radio stations. Those individuals with qualifying experiences, as determined by the station manager, may not be required to go through the training process. However, the individual must become familiar with the policies and procedures of WEGL before taking a shift.

## Steps to become a DJ

Potential WEGL DJ's must first fill out a DJ application form, which can be obtained through an adviser or staff member. Applicants must provide as much detail as necessary/possible when describing their show ideas in the form. In addition, applicants will be provided with the WEGL handbook to study for the DJ quiz that all applicants are required to pass in order to have a show. The time and date of the quiz will be determined by the staff. After filling out the application, applicants will return the form to the student adviser or staff member.

Once an applicant has filled out and turned in the application and passed the DJ quiz, candidates must complete thorough training of studio technology and equipment. A hands-on test will immediately follow this training.

After training is completed, a meeting between the applicant, program director and specified format director will take place for approval of show and to assign a slot time. The objective of this meeting is to acquaint the DJ with his or her format director and create a well-defined show for the DJ. After this meeting, a DJ will be ready to start operating in the studio but must meet one more requirement.

Before a DJ can begin a show, he or she must either sit in on another DJ's show or have a staff member present during their debut show so that the new DJ can feel comfortable with the studio equipment and operations.

## FCC guidelines

- **Obscenity:** The definition for obscenity was established by the United States Supreme Court in Miller vs. State of California (1974). To be classified as obscene, material must meet a three-pronged test:

1. The material, taken as a whole, must appeal to the prurient interest of an average person applying contemporary community standards.
2. The material must depict or describe, in a patently offensive way, sexual conduct.
3. The material, taken as a whole, must lack serious literary, artistic, political, or scientific value.

Law prohibits obscene material from the airwaves at all times. The courts have consistently held that the First Amendment of the Constitution does not protect this type of broadcast.

Obscene Material is not to be aired on WEGE at any time. Violation of this policy is grounds for immediate dismissal and further disciplinary action.

- **Indecency:** Indecency is defined as “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.”

Whether broadcast material, which deals with sexual or excretory organs or activities, may be indecent depends largely on the context in which it is presented. Although there can be no complete list of prohibited subject matter, FCC decisions indicate that the following subjects should be avoided:

- masturbation
- ejaculation
- breast size
- penis size
- sexual intercourse
- nudity
- urination
- oral-genital contact
- erections
- sodomy
- bestiality
- menstruation
- testicles

Indecent material is not to be aired on WEGE at any time. Violation of this policy is grounds for immediate dismissal and further disciplinary action.

- **Safe Harbor:** Safe Harbor had in the past been defined by the FCC as a period from 10 p.m. until 6 a.m., when indecent material may be played. In 1987, members of the U.S. Senate asked the FCC to abolish its Safe Harbor and the FCC cooperated. The decision was challenged in the courts by a group of broadcasters on the basis that this was a restriction of the First Amendment protected right of free speech. The Supreme Court upheld a lower court overturning the FCC's ruling.

Despite that ruling, WEGE does not have a Safe Harbor. Indecent material is not to be broadcast by any WEGE staff members.

- **Watch your mouth:** The FCC has ruled that there is certain material, as well as certain words, phrases, etc., that are not to be aired. "Obscene" broadcast content is never allowed; "Indecent" material is permitted only during Safe Harbor hours, but since WEGE doesn't practice Safe Harbor, it is never allowed. In 1978, the FCC vs. Pacifica case brought about the seven dirty words that are not to be used on the air: shit, piss, fuck, cunt, cocksucker, motherfucker and tits. Additional words have since been added to that list: asshole, bitch, fart, turd and twat.

Other than these words, the FCC has not been very specific on what is indecent. Double entendres of a sexual nature (euphemisms or slang terms for sexual acts) are indecent. When the content is "considered in context (to be) an integral part of a bona fide news story," then it is not indecent -- one of the few safe exceptions. The rule of thumb on these matters is, if you don't think you should say it, then don't say it. Violations of the FCC's policies on indecency and obscenity are punishable by fines from the FCC as well as disciplinary actions from the station.

In general, cursing is not allowed during WEGE shows. The only exception would be playing the school fight song or stating the phrase "War Damn Eagle."

- **Calls to action:** The FCC forbids a noncommercial station from issuing "calls to action." A DJ issues a call if he/she asks, urges or suggests that a listener perform some task which may result in a for-profit organization making money. (This rule does not apply when referring to nonprofit organizations, like WEGE, Auburn University or the Salvation Army.)

Calls to Action include:

1. Urging the listener to buy something
2. Urging the listeners to go to a place
3. Mentioning the price of something
4. Urging the listener to patronize a certain business

Examples of calls to action:

1. “The new US album is available at Warehouse Records, the best record store in Auburn! Buy it there!”
2. “The new Pearl Jam CD is available at Warehouse Records for \$8.”
3. “...and I want you to be there!”

Not considered to be examples of calls to action:

1. “The new US album is available at Warehouse Records and Pass It Around Sounds.”
2. “Here’s the new one from the Mustard Plugs. Check it out!”
3. “Go see WEGL at the WEGL/SGA blood drive this afternoon in front of the Student Center.”

To avoid calls to action, Stick to the facts. Avoid judgment calls, except musical opinion. Example: I love Hematovore’s Music. Hematovore is playing at Rooster’s tonight at 10. There is a cover.

- **Privacy:** Do not put a caller on the air without getting permission. Also, all callers should be screened before being put on air and briefly informed of what cannot be said. Do not give out phone numbers, full names or other personal information. Last names should never be given out over the air. Do not read addresses of private houses or apartments holding band parties. Instead, ask listeners to call the station for more information. The Talk Shows section of this book will go into more detail about this.

- **Editorializing:** Editorializing is going out of your way to express your own opinion about something other than the music you are playing. When editorializing, it must be made clear that it is your opinion. As a music DJ, do not editorialize. The Talk Shows section will explain this further.
- **Slander (Defamation of Character):** Slander is “communication which exposes a person to hatred, ridicule or contempt, lowers a person in the esteem of his/her peers, causes a person to be shunned or injures him/her in business or calling.” If you slander someone, they can sue you, the station and the university. If the person is a public figure, what you say must be true and absolutely provable. To avoid problems, avoid slander at all times. As slander could only occur in the context of editorializing, there is no reason at all that any music DJ should slander anyone. For more information, see the Talk Shows section of this book.
- **False Information:** It is illegal to broadcast something by radio that is patently deceptive or untrue. For example, “You’re listening to WEGl91 and a war has broken out in Antarctica.” Talk shows need to be particularly aware of this (see Talk Shows section.)
- **Payola:** It is illegal to receive benefits or money from a company or artist in return for playing their music more often than others.
- **Plugola:** It is illegal to receive benefits or money from a company in return for “plugging” a business.

Bottom line: If you don’t think that you should say it, don’t say it.

## **FCC potential fines**

FCC policy says, "We remain free to exercise discretion in situations that arise in specific cases," and stresses that these penalties will be strictly enforced as the inspection of college stations increases (1991).

### **Base Amounts for Section 503 Forfeitures**

Violation

Fine

Misrepresentation or lack of candor	\$20,000
False distress communications	\$20,000
Failure to permit inspection	\$18,750
Failure to respond to FCC communications	\$17,500
Exceeding power limits	\$12,500
Unauthorized emissions	\$12,500
EAS equipment not installed or operating	\$12,500
Transmission of indecent/obscene material	\$12,500
Political rules: Reasonable access, lowest unit charge, equal opportunities, discrimination	\$12,500
Failure to file required forms or information	\$7,500
Violation of public file rule	\$7,500
Violation of sponsorship ID requirements	\$6,250
Violation of lottery/contest broadcasting rules	\$6,250
Violation of technical logs	\$5,000
Unauthorized telephone broadcasting	\$5,000
Failure to conduct required monitoring	\$2,500
Failure to provide legal ID	\$2,500
Failure to maintain records	\$2,500
Miscellaneous violations	\$1,250

## **Broken Equipment**

The following steps are to be taken if a piece of equipment is broken:

1. The Station Manager and the Advisers are to be notified of the item broken.
2. The Station Manager, Engineer, and the Advisers launch an internal investigation into the matter seeking the following information:
  - a. Who was last in possession of the item?
  - b. Where was the item last seen?
  - c. Who last saw the item?
  - d. Has the student been properly trained to use the equipment?
  - e. How was it broken?
3. If it is determined that an accident occurred with a student while using the equipment, the student will be re-trained on how to properly use that specific piece of equipment. In some situations, they will be re-trained on every piece of equipment. This will depend on the individual situation.
4. If it is determined that the item was intentionally misused, the student will be immediately removed from the organization. A referral to Student Conduct will be considered.
5. The Engineer and Advisers will evaluate and determine if the piece of equipment is an easy in-house repair.
6. If it is fixable, but will require professional work, the Engineer will provide a quote of the cost to fix the product.
7. The repair cost will be compared to the cost of fully replacing the broken item with a new product. The budget will also be considered when making this decision.

## **Missing Equipment**

The following steps are to be taken if a piece of equipment goes missing:

1. The Station Manager and the Advisers are to be notified of the item missing.
2. The Station Manager and the Advisers launch an internal investigation into the matter seeking the following information:

- a. Who was last in possession of the item?
  - b. Where was the item last seen?
  - c. Who last saw the item?
  - d. Where were they assigned to go with the equipment?
  - e. Did they have permission/follow check-out protocol to take the equipment?
3. If the item is found within that period, the Station Manager and Advisers will determine if the item was stolen, misplaced, and if there was miscommunication with a student.
  4. If the item was indeed stolen by a member of the organization, the student will be immediately removed from the organization and the case will be turned over to Auburn University Student Conduct.
  5. If the item is not found after a 48 hour investigation, a police report will be filed with the Auburn City Police Department.

## **Other guidelines (campus and federal)**

- **Harassment:** WEGE does not condone or tolerate any activities that would be considered harassment. We follow University policies regarding discrimination and harassment.

In accordance with applicable federal law, Auburn University complies with all regulations regarding unlawful discrimination against or harassment of its students. Any form of discrimination or harassment related to a student's race, color, sex, religion, national origin, age, sexual orientation or disability (protected classes) is a violation of the student anti-harassment policy. This policy is intended to cover any prohibited harassment of or discrimination against a student by other students, employees or University agents. This policy also covers harassment of students by non-employees on University property or while engaged in University-sponsored activities, as well as prohibited discrimination against students by University contractors.

The term “harassment” includes, but is not limited to: slurs, jokes or other graphic or physical conduct relating to a student’s race, color, sex, religion, national origin, age, disability or sexual orientation. Prohibited harassment includes any coercive behavior based on protected class status used to control or influence a student. It may be manifested by verbal and/or physical actions, gestures, unnecessary touching, requests for sexual favors and physical assault.

WEGL is a place for all to come, have fun, hang out and relax, but we must always remember that we don’t all share the same sense of humor, and we need to maintain a professional atmosphere; to be safe, err on the side of caution. Again, see the Talk Shows section of this book.

➤ **Illegal downloads or copyright violations:** The Digital Millennium

Copyright Act is a provision establishing limitation of liability for infringement of copyright laws by users of computing resources at institutions of higher education. In compliance with the rules of this act, Auburn has designated an agent to receive statutory notices from copyright owners about infringements and to send statutory notices to affected subscribers.

In other words, do not download/copy music or software onto WEGL computers. Only WEGL staff should be loading software or music onto our computers.

## **Disciplinary actions**

There is no finite list to define every way a DJ can warrant disciplinary action. Common infractions include: not taking appropriate breaks; fixing or stealing giveaways; violations of on-air policies; inappropriate/unprofessional behavior on the air or in the office; violations of FCC regulations; missing/dropping shifts; submitting illegal music; playing unedited songs.

In the event of disciplinary action, the eligibility of a staff member to continue working at WEGL is at the discretion of the station manager with advice from the program adviser.

If any member of the WEGL staff willingly violates FCC regulations, the result will be immediate dismissal from the staff. FCC regulations could lead to an FCC fine. These violations include but are not limited to, violation of broadcast of obscene material, broadcast of indecent material and broadcast of a “call to action.” The program director, with the station manager having final authority, deals with all infractions individually and confidentially on a case-by-case basis.

## **Dismissal of a DJ/Announcer**

To dismiss a DJ, the policy for a DJ not meeting requirements must be followed. For infractions that are not zero tolerance, the Station Manager will have a one on one meeting with the student to issue a warning. When this step does not solve the issue, the Station Manager informs the student that they are removed from the organization. In zero tolerance cases, the students will be removed immediately from the organization without a warning. If a student wishes to rejoin the organization, they must be removed for one full semester before being allowed to return.

Reasons for dismissal:

- Missing 3 or more air shifts without an approved excuse.
- Not performing station duties on a consistent basis.
- Consistently being disrespectful to others.
- Intentionally submitting music that was illegally downloaded.
- Using profanity on the air. (Zero Tolerance)
- Willfully playing music with profanity. (Zero Tolerance)
  - If this happens by accident, a warning will be issued.
- DJ receives money from a business to plug the business on the air. (Zero Tolerance).
- DJ receives money from record label/artist/song writer etc. to play their music on air. (Zero Tolerance)
- DJ knowingly gives false information on the air. (Zero Tolerance)
- DJ slanders another individual/group on the air. (Zero Tolerance)
- DJ knowingly gives false information on the air. (Zero Tolerance)
- Theft of Auburn Student Media Group Property. (Zero Tolerance)
- Intentionally damaged station property. (Zero Tolerance)
- Student brings drugs or alcohol into Auburn Student Media Group spaces. (Zero Tolerance)
- When a student is under the influence of drugs or alcohol while in the suite, on the air, or representing Auburn Student Media Group at an event. (Zero Tolerance)
- Verbal abuse and harassment of another student. (Zero Tolerance)

Note: University Rules and State Law can override this policy.

## **Dismissal of a student staff member**

To dismiss a student staff member, the policy for a student staff member not meeting requirements must be followed. For infractions that are not zero tolerance, the Station Manager will have a one on one meeting with the student staff member to issue a

warning. When this step does not solve the issue the Station Manager informs the student staff member that they are removed from their position. They are allowed to remain a member of WEGl 91.1 FM. In zero tolerance cases, the students will be removed immediately from the organization. If a student wishes to rejoin the organization, they must be removed for one full semester before being allowed to return.

Reasons for dismissal:

- Missing 3 or more office hours without an approved excuse.
- Not performing staff duties on a consistent basis.
- Illegally downloading music and uploading it to the station's automation system.
- Theft of Auburn Student Media Group Property. (Zero Tolerance)
- Intentionally damaged station property. (Zero Tolerance)
- Student brings drugs or alcohol into Auburn Student Media Group spaces. (Zero Tolerance)
- When a student is under the influence of drugs or alcohol while in the suite, on the air, or representing Auburn Student Media Group at an event. (Zero Tolerance)
- Verbal abuse and harassment of another student. (Zero Tolerance)
- When a student is consistently disrespectful to others.
- Student is no longer a full time undergraduate or graduate student. (Zero Tolerance)
- Overall GPA falls below the minimum required GPA of 2.5. (Zero Tolerance)

Note: University Rules and State Law can override this policy.

## **Studio/ production room rules**

To ensure fair and accessible use of the production rooms by all, management will strictly enforce these rules. Failure to cooperate may result in loss of production room privileges. Any complaint, comments or suggestions should be directed to the station manager to any other management members who may be present:

1. The production rooms are only to be used by station personnel, production students and new announcer trainees. They are to be used for official station business, station personnel and production students with reserved timeslots and reviewing music.'

2. Please take care of the equipment. WEGE has no backup equipment. If you have problems with the equipment, ask someone to explain it to you.
3. To use the production room, DJs must contact the station manager prior to the time they want to use the room
4. If a person does not show up within 15 minutes for their reserved slot, the room is open to anyone. It becomes a first-come, first-serve basis for that hour only.
5. If you feel there is a problem with a piece of equipment, notify the a manager immediately.

## Security

The station office is open from 7:45 a.m. to midnight every day, meaning the last show each day starts at 11 p.m. Please note that hours may change during holidays. During hours in which the station is closed, both for the announcers' safety and to safeguard the station's equipment from theft, all doors to the stations should remain securely closed and locked. During closed hours, the on-air DJ or talk show host is responsible for the entire station.

Normal business hours are from 7:45 a.m. to 4:45 p.m., and the office automatically locks at 4:45. When DJs sign up for their shifts, they will be asked for their student ID numbers. This is to add them to the card swipe that is located on the front door. DJs will be given access to the station via the card swipe during their shifts only. Note that all entries into the station are logged and the adviser staff can access them.

Any staff member who is alone in the station at night should not allow anyone inside the station that is either not a member of the staff or has no legitimate business in the station. Be sure that anyone in the station at night has a valid reason for being there. Never allow anyone into the station that appears threatening. If you do not know them, do not open the door. If a DJ lets someone into the station that, in turn, destroys, steals or vandalizes any part of the station, that DJ is responsible.

In the event that enforcement of station rules becomes a problem (for example, if someone is destroying the production room), the announcer should call the station manager, who will advise them on what to do. In the event that no management member can be found, the announcer should call the police department.

# Advisory structure

WEGl91's advisory ladder is designed to keep checks and balances in the system. Below is the order in which power is delegated.

- **The Auburn University Board of Trustees:** The Board of Trustees holds the license to WEGl Radio. Trustees are ultimately responsible for the operations and on-air content of WEGl. Members of WEGl staff should always remember that we are allowed to operate the station on good faith of the Board. We must always work to protect our good relationship with the Trustees by operating the station in such a way that there are never any questions about the quality of our operation.
  
- **The Communications Board:** Created by Chapter 900 of the Student Government Association's Code of Laws, The Board of Student Communications is delegated management authority by the Board of Trustees to select a manager to operate the station, as well as to guide the station in a direction that is most appealing for the relevant Auburn University student body and community. The "Comm Board" is WEGl Radio's governing body and is responsible for approval of fundamental policies of the station. The Comm Board is chaired by a representative of the Division of Student Affairs.
  
- **The Program advisers:** Brit Bowen is broadcast adviser and the primary adviser for WEGl. Other advisers include Billy Ferris, technical adviser; Elizabeth Snider, advertising and marketing adviser; and Alec Harvey, editorial adviser. Elizabeth Stone is the manager of communications and marketing for Auburn Student Media Group and in the Division of Student Affairs.
  
- **Management Team:** The WEGl Management team is comprised of students. They ultimately run the station every day and are held accountable for the operations of the station. They are chosen by the station manager and must hold office hours. They have weekly meetings to discuss the week's work and are available to answer any questions/concerns. All management members are required to have at least five office hours each week. The station manager is required to have at least 10 office hours each week.

All managers are also required to attend staff meetings. A lot of stuff goes on at the station and management meetings are the best way to keep everyone informed. There is a policy regarding missed staff meetings

Strike 1 = written warning, Strike 2 = verbal warning/meeting with station manager, Strike 3 = termination.

If you miss three, you will lose your job. If you have a job that keeps you from attending any or all staff meetings, tell the station manager at the beginning of the semester. If something comes up, tell the station manager well in advance. This should not be a problem because we try to schedule meetings to accommodate everyone's schedule as much as possible.

## WEGL Management

- **Station manager:** the station manager is to provide leadership and encouragement to make WEGL happen. he/she serves as the acting voice of WEGL. The station manager establishes a program schedule with the program director, hires a management staff and seeks the best interest of WEGL and fights for it. The station manager serves as the link between WEGL and the university. The station manager coordinates all WEGL events and oversees personnel and equipment during these events. If the station manager cannot attend an event, he or she must delegate another staff member to take over his or her duties. The station manager is personally responsible to the Board of Trustees and communications board for all aspects of station operation. Assuring compliance with FCC and Communications Board rules, regulations and policies is the chief duty of the station manager. The station manager should work closely with the program director when dealing with station

matters, especially with respect to the DJ application process. The station manager can hire staff in positions additional to those in this document as needed.

- **Program director:** The program director reports directly to the station manager and is responsible for the programming of WEGL (rotation and specialty shows). The program director serves as the link between student DJs and the station, including communicating with DJs regarding show schedules and answering DJ questions. The program director sets the DJ schedule each semester and is a part of the DJ application process and the specialty show application process. DJs submit playlists to the program director who then approves the track selections and uploads any DJ-submitted music. In the absence of music submissions from DJs, the program director coordinates with the DJ's format director to prepare a playlist. The program director also monitors show attendance by DJs. The program director also coordinates and serves as the format director for Specialty Shows.
  
- **Chief engineer:** The chief engineer is expected to be knowledgeable in all areas of FCC rules and regulations pertaining to the operation of the radio broadcast station. The chief engineer is responsible for maintaining correspondence with the FCC and conducting major/minor repairs, overhauls and routine maintenance of all of WEGL's broadcast and production equipment. The chief engineer is on-call during station hours and will make prompt repairs when called upon to do so. The chief engineer also assists with setting up and breaking down of remotes.
  
- **Music director:** The music director reports to the program director and oversees solicitation, cataloging, reviewing (paying particular attention to obscenities and indecencies) and rotation of new music. The music director is responsible for maintaining WEGL's rotation, by overseeing the addition and removal of music from the station automation by the format directors. The music director will serve as the link from the station to record labels and promoters by soliciting music from labels and promotion companies constantly and consistently providing feedback about airplay to these entities. The music director also maintains any station logging of music or PSAs. The music

director reports regularly to the College Music Journal and yearly to Broadcast Music Inc.

- **Marketing director:** The Marketing director coordinates all station publicity (fliers, ads, press releases, etc.) and promotions (ticket/merchandise giveaways, special events, associations with businesses) and produces the concert calendar. The promotions director is also responsible for making and ordering bumper stickers, T-shirts and other special event promotional items with the approval of the station manager.
  
- **Production director:** The Production director is responsible for maintaining and updating the public service announcements on the station automation. The Production director is also responsible for selecting appropriate government and local PSAs, station ids, show promos and local PSAs to upload into the rotation. The Production director is responsible for maintaining the touch-screen button array in the studio. The Production director is expected to be technically proficient in the use and maintenance of all recording and playback equipment located in WEGE's production rooms. The Production director is responsible for assigning times the DJs can use the production room when necessary.
  
- **News/entertainment director:** This director oversees all non-music programming (news and other community affairs). The director should hire, train, evaluate and maintain a reporter staff. The director oversees all non-music, non-sports programming on WEGE, including the daily news block and entertainment talk show. The entertainment/news director works with the PSA director on keeping PSAs up to date with local news and events.
  
- **Sports director:** The sports director oversees WEGE's sports programming hours as well as runs the station's coverage of live sporting events. The sports director ensures that sports talk DJs are hosting one show weekly and guesting only on special occasions. The sports director also recruits, trains, evaluates and maintains a sports staff and meets with this staff at least on a biweekly basis.

- **Assistant program director:** An assistant program director is responsible for assisting the program director in the management and uploading of DJ-submitted music, as well as providing help with any program director responsibilities as delegated by the program director. The program director should decide how many assistant program directors are needed each semester.

## Breaks, rotation and other DJ information

- **Technical log:** The Technical log is used to track both the operation of the transmitter and DJ attendance. It is to be completed at the top of every hour during your shift.

To complete the Technical log:

1. Pick up the phone and press the “Line 1” button. It is right next to “Hold.” This is also how you answer the request line.
2. Listen for a dial tone and dial 4-0584. You will hear a sound, then, “hello, WEGL transmitter site.
3. Dial 1330. You should hear, “Alarms are clear.” If you hear something else, write it in the comments on the technical log. You will now hear, “For readings, enter the channel number.”
4. Press 1 for the plate volts, 2 for the amps and 3 for the power output.

Record this information in the technical log on the desktop of the studio computer. Not completing a technical log counts as a missed show. The programming director tracks show attendance using the tech logs.

- **Rotation:** WEGL 91.1 FM is a variety station. We focus on indie/rock, hip-hop/rap, country/folk, pop, jazz, sports, entertainment and news talk. These

formats rotate throughout each day so DJs are not locked into one specific time each day to do a show.

The program director determines WEGL 91.1's rotation for when DJs are not in the studio, with input from staff members. He/she makes decisions on what music to play and what music not to play. In addition, all music in rotation must be screened by him/her to insure that all FCC rules governing obscenity and indecency are met. Any music you want to play must be approved by the program director or before being added to the music library and subsequently played on the air.

The four-hour rule means that no song will be played more than once in a four-hour period. This does not apply to the artists of these songs, but it is best to limit the number of songs by any particular artist to two; the playing of these songs back-to-back is referred to as a "double shot."

- **Submitting music:** Every DJ is allowed to submit music to the program director for the rotation and or for a show. To submit music, the following rules apply:
  1. DJs must legally own the music, meaning the DJs must have purchased the music online or in a store. Steaming services such as Spotify and Apple Music are not allowed.
  2. The music must be submitted via flash drive or CD.
  3. The music must be in one of the following formats: WAV, MP3 or M4A.
  4. Attach a playlist with the CD or on your flash drive consisting of the following: Your name, Auburn email address, song order, song title and artist. **These should be submitted two to three days before your show.**
  5. The music must be clean.
  
- **Breaks:** A break occurs when a DJ interrupts the music by speaking and playing announcements. These are to last no more than three minutes apiece,

including all messages played. Breaks are taken three times an hour, at :15, :30 and :45 minutes after the hour.

**Here's what you can do during breaks. This must be followed.**

1. **Legal ID:** The Legal ID is required by the FCC at or near the beginning of the hour (+/- 5 minutes). The Legal ID consists of the call letters IMMEDIATELY followed by the city of license. Our Legal ID is "WEGE 91.1 Auburn." Pre-recorded Legal ID's are in the computer and may be played any time during the hour, but **MUST** be played at the beginning of the hour.
  2. **Back-selling:** Back-selling consists of stating the names of the artists and titles of the songs played since the last break, or, if at the :15 break, since the beginning of the hour. Before every back-sell, give the listener a station ID (i.e., "You're listening to WEGE91.")
  3. **Front-selling:** Front-selling consists of saying the artists and titles of the upcoming musical selections. These follow the messages indicated on the program log. After every front-sell, give the station ID once more.
- **Automation system categories:** There are several categories of audio on the control room computer. The program log will tell you which type to play.
1. PSA: PSA stands for "Public Service Announcement." PSA's are designated as "PSA #" with the title following it.
  2. Station promo: A station promo is used to promote shows or events on WEGE. Promos are designated with a "PRO" in the program log.
  3. Liners: A drop is a transition device, usually funny bits from movies or bands. Liners are usually played between songs. Sweepers are a special type of drop that mentions WEGE.
  4. Legal ID: See previous section about legal IDs.

- **No guest unless approved by the Station Manager AT LEAST ONE WEEK in advance. If you guest is already a member of WEGL, please tell your format Director via email 24 hours in advance.**
- **Specialty shows/events:** During special WEGL events (remotes, scheduled interviews, local shows) WEGL DJs may be asked to move their show just for one week to a different time slot. Special events will take priority over the scheduled show with the approval of the program director or station manager.
- **Talk shows:** Talk shows are a privilege at WEGL. They come with certain amounts of responsibility since most talk shows wind up discussing important people/events on Auburn's campus. Therefore, it is particularly important that talk show hosts know about libel and privacy law. Libel and slander are false statements of fact about a person that are broadcasted or communicated to others. The statement must be defamatory in order to sue for libel. At no time should a WEGL DJ push the envelope on libel standards. Remember that as a DJ, you are representing WEGL and Auburn University. During talk shows, it is obvious that names will be dropped, especially when discussing major changes at Auburn, but it is never OK to be slanderous or defamatory.

Privacy law in the media context is not a right necessarily guaranteed by the Constitution. Privacy law has emerged in four separate forms of invasion: public disclosure or private and embarrassing facts, false light, intrusion upon seclusion and misappropriation of name or likeness. In the simplest forms, no DJ is allowed to air details of a person's medical conditions or other private information; portray someone in an unflattering light (unless it's factual) gather and report information when someone had an expectation of privacy, or use a person's likeness without permission (this includes Auburn's logo.)

Any DJ wanting a talk show will have to initial by number 13 on the volunteer agreement as well as signing it before they can take a show.

It is generally more difficult to work with a co-host but also more fun because the energy level is usually higher.

- **News and sports:** In addition to music, WEGL is committed to providing the area with up-to-date news, sports, and information.

When necessary, news will take precedence over any programming on the air. An example of this would be the events of Sept.11, 2001. As soon as the events began to unfold, WEGL broke from programming to join live coverage by news networks for about 18-20 hours that day. If during your shift you get

information from a caller, see an event happening on TV or see a story online that you think deserves immediate on-air attention, call the station manager or program director immediately.

1. **Daily newscasts:** Every day WEGl provides an hour-long news and sports update, each segment lasting 30 minutes apiece. Usually, a news talk host or DJ will provide the reading of the news, as decided by the news director.
  2. **Live Sports:** WEGl partners with Auburn Sports Properties allowing WEGl students to broadcast Auburn soccer and volleyball. WEGl is responsible for broadcasting all home games and select post-season games. Live sporting events will take precedence over regularly scheduled programming.
- **Public Service Announcement policy:** Public Service Announcements are spots promoting non-profit events and non-profit organizations. WEGl airs these announcements as a service to Auburn University and the surrounding community. Organizations that would like a PSA aired on WEGl should submit the information in writing to the PSA director. Announcements for specific events must be submitted at least two weeks before the event. WEGl reserves the right to reject any PSA that is deemed inappropriate for airplay. All PSAs should be cleared by the PSA director and broadcast adviser.
- **Staff passes:** Occasionally, promoters make passes to regional concerts available to members of the radio industry. WEGl's promotions director, or one of his/her assistants, is responsible for acquiring these and making them available to members of the WEGl staff on a fair and even basis.
- **Emergency Alert System:**

WEGl is an integral part of the Emergency Alert System. Our function as an EAS station is to provide information to members of the Auburn community in the event of an emergency. The system has been developed for emergencies on the national, state and local levels.

The governor, the State Emergency Management Agency, the National Weather Service, local government or public safety officials may activate the EAS. If a state or local emergency occurs and the EAS is activated, do nothing. It will override the music being played, and when it is finished it will return the station to normal operation. Continue to announce the information on a regular basis as long as possible.

In the event of a national emergency, the president can activate the EAS. The president issues an Emergency Action Notification alerting all stations that emergency information will be broadcast within the next few minutes.

The EAS weekly tests are automatically performed at random times during the week. This may be during your shift or someone else's. You need to do nothing except listen that it is indeed a test. You will know it is a test by listening to the broadcast and hearing the series of beeps. An actual emergency will provide information. Also, a statewide monthly test is done. This is normally the first Thursday after the Monday of a month; again, you don't have to do anything except wait for the test to complete.

In the event that the alert is not a test, but in fact an emergency, WEGL is responsible for informing members of the local community of the threat of dangerous weather conditions. All announcers should check the computer before the beginning of their shift to become familiar with the weather situation. Our listening area includes Lee, Russell, Tallapoosa, Chambers and Macon counties.

In the event that the area is placed under a tornado warning (or warning of similar significance), the announcer should interrupt a song to immediately inform the listeners.

## **How to be a good DJ**

If any member of the WEGL staff misses three air shifts that he/she is scheduled to fill, they will lose their show unless the program director is given prior notice so that he/she can find someone to fill the spot.

When on the air, it is essential that a professional manner be maintained at all times. This is true of all times of station operation.

1. Never discuss station policy over the air. This includes, but is not limited to, music selection, rotation, programming decisions, etc... If you have a problem with any of our policies, discuss it with the station manager or appropriate management.
2. Never downgrade or make fun of PSA or new stories over the air. If you have a problem, talk to management.
3. If you make a mistake, don't call it to the audience's attention. This will only make the mistake more noticeable.
4. Modulate your voice. Monotone is boring and will cause listeners to change the station.
5. In times of severe weather, you are responsible for staying on top of the situation, and informing listeners of current weather conditions.
6. Avoid using radio jargon while on the air. Instead of saying PSA, say public service announcement.
7. With the exception of lost pets, do not announce information that a caller asks you to broadcast. This includes party information, tickets, etc... Speak to the program director or station manager if you think there is an exception to this rule.
8. When referring to the station on-air, it is to be called "WEGl 91.1" If you are feeling wordy: "W.E.G.L. 91.1FM. Auburn University's student-operated radio station."
9. Do not break the four-hour rule, which states that no song performed by the same artist is to be played twice within a four-hour time span.
10. **Speak as quickly and clearly as possible. Say what you need, in as few words as possible. This does not mean you are not supposed to speak. Pros call this being "tight and bright" or getting "in and gone".**
11. Give out the request line phone number once per break: "844-WEGl, that's 844-9345."
12. When you are talking during your show, you should act like you are talking to a single individual.

Principles to live by in order to be loved by your fellow DJ's, Staff and mankind:

1. If you make a mess, clean it up. There is no WEGl maid service. The lobby is a place to eat and hang out, so please take care of it by cleaning up your mess. Do not leave food containers and trash everywhere. We have trash cans, so use them.

2. Respect your fellow DJs' time.
  - a. Do not enter the studio without first checking to see if there is a show going on. If someone is in the studio, get his/her permission to come in before entering.
  - b. You should do your end-of-show wrap-up a minimum of five minutes before the top of the hour. This lets you sign off and give the next DJ time to setup for their show.
3. Respect the equipment. We work hard to provide you with quality equipment. It can only remain quality if you treat it right. This means everything from the chairs to the computer.

## Finances

WEGL has two funding sources:

- **Student Activity Fees:** The bulk of funding for the operation of WEGL is allocated by the Student Government Association and comes directly from Student Activity Fees. The Station Manager submits a budget to the Communications Board. Upon receiving approval, the SGA Senate Budget and Finance Committee determine the exact amount of the annual allocation through annual hearings. This happens at the beginning of each fall semester. WEGL's fiscal year runs from October 1 through September 30.
- **Grants:** In addition to Student Activity Fees allocation, WEGL is permitted to solicit donations, or grants, from local area businesses. These donations are then acknowledged on the air within the guidelines set forth by the FCC's policies for non-commercial radio stations.

The FCC limits WEGL in what we can say to thank a business for donations. FCC grant announcements allow identification of the donor, location and identification of product lines. It should be "value-neutral" and must not contain words that could be interpreted as assigning value. It is essential to keep in mind that any "call to action" (or statement urging the listeners to do anything) is strictly prohibited by the FCC. A typical announcement in

response to a donation, known as a grant, is about 30 seconds long and contains the following:

1. Sponsor's name.
2. Goods or services they provide.
3. Contact and location information.

The main thing about any grant message is that it must be value-neutral. We cannot say how great, nice, big, tasty, sweet, friendly, fun, fast or whatever the donor's group may be.

The station manager, program adviser and the grants director must approve all arrangements. For more information, or to become a member of the grants staff, email the grants director.

# Volunteer agreement

I understand that, as a volunteer at WEGE RADIO (“The Station”), I agree to the following responsibilities:

1. I understand that proper completion of the Operations Log, Program Log, and Music Log (“The Logs”) is required by WEGE Radio and the Federal Communications Commission (“FCC”), and that improper maintenance of “The Logs” can result in WEGE Radio and “FCC” imposed penalties upon me.
2. I will NOT remove station materials from WEGE Radio studios without approval of the management staff. I give the management of WEGE Radio the right to inspect my personal album collection, as well as personal belongings within the station, at any time without prior notice.
3. I will strictly follow all rules regarding office behavior, on-air performance, and station maintenance as found attached to this document and also information found in the WEGE Radio Operating Manual, including but not limited to:
  - A. I will follow music rotation as outlined for my particular hours of broadcast and document on my Music Log all songs and artists in the order they are broadcast.
  - B. I will leave all stickers on CDs, cardboards, and records.
  - C. I WILL NOT DEFACE ANY PROPERTY OF WEGE Radio. I will not break or improperly use equipment of furniture.
  - D. I will leave the Control Room and Production Rooms as I have found them.
  - E. **No FOOD or DRINK allowed in studio**
  - F. No guests unless approved by station manager one week in advance. No more than two guests per show. Only the DJ and their approved on-air guest can be in the studio at any given time (This means NO friends, boyfriends, girlfriends, family members, neighbors, acquaintances or strangers are to be in the studio unless they are part of the show.
  - G. Invitations for bands to appear in studio must be approved by station manager and broadcast associate two weeks in advance
  - H. Cursing on air is not allowed.
  - I. I will attend meetings and participate in events (such as remotes) as required. Typically DJs are asked to help out with a minimum of three remotes per semester.
4. Announcers are not to state their own political beliefs on the air. Expression of opinions on political candidates, public office holders, societal issues, etc. is not allowed during a music shift. Only approved members of staff may have “talk shows”.
5. Announcers may never issue a call-to-action, or message urging our listeners to do something. This is especially important for situations where the listener is encouraged to do anything that requires spending money. This would be a violation of FCC regulations and is an offense for which the announcer would be held personally responsible.
6. At no time will I purchase any items or services as an agent of WEGE Radio.
7. When I am on the air I accept full responsibility for the *entire* “Station”. This includes the actions and behaviors of any people who are in the station with me. If I am on the air at any time other than the regular office hours (7:45 AM- 4:45 PM, Monday - Friday) I understand the front door must stay locked and accept **full** responsibility for the wellbeing of the entire “Station” and its equipment.
8. If I, at any time, am unable to do my shift, I accept full responsibility for locating someone to substitute for me, and I will inform the Program Director or Station Manager of any substitutions beforehand – preferably with a 24 hour notice. If I miss my shift three times during a semester, I agree to give up my shift and to submit to any reasonable reprimand that the Program Director or Station Manager see fit.

Initial: \_\_\_\_\_

9. I understand the content guidelines set forth by the “FCC” and station and will follow them.
10. I give the Division of Student Affairs permission to assure that I am a duly enrolled student in good standing at Auburn University so that I may take part in Auburn University student activities. I certify that I am a faculty/staff member or an enrolled student by my signature on this form.
11. I understand that I am legally and fiscally responsible for any “FCC” fines and compensation for damage to WEGL Radio property, incurred as the direct or indirect result of my actions.
13. I fully understand the rules concerning Libel and Privacy Law (as well as FCC rules and regulations) as stated in the New Announcer’s Book, and I agree to abide by them. I take full responsibility for my actions and the actions of my guests, and understand that I am fiscally responsible for fines that I may incur.
14. In the event I do not meet the responsibilities delegated to me or am in violation of this volunteer agreement, my continued services as a DJ or student management member will be terminated or, I will accept sufficient reprimand.
15. I understand that Auburn University email is an official form of communication of the University and that WEGL Radio will use this email address to communicate with me.
16. I understand that the Station Manager/Program Advisor may change the rules at any time without prior notice.

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Print Name

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Date

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Signature

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Cell Phone #

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Student ID #

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Auburn Email