



**KWSB 91.1 FM  
HANDBOOK  
2018-19**

## Introduction

Welcome to KWSB! **KWSB is a noncommercial-educational radio station licensed by the Federal Communications Commission to the Trustees of Western State Colorado University.** The station is run by students for the university and the community. At KWSB, we strive to broadcast the most entertaining programming possible. DJs are the lifeblood of the station. The following section is for the benefit of the DJ and its purpose is to outline guidelines and rules in order to provide for the best sounding shows.

This handbook has been put together as a resource for both COM 261 and KWSB in general. It contains FCC and KWSB rules and regulations, department descriptions and policies along with other miscellaneous information. (Please note that NOT ALL FCC rules are detailed in this handbook, only those which we feel are most valuable for you to know.)

## KWSB: An Overview

KWSB was originally licensed by the FCC in January 1968 and operated with a 10-watt transmitter atop Taylor Hall Auditorium with a staff of eight students. Now it averages a staff of 30 and operates at 100 watts with a transmitter atop "W" mountain.

KWSB is a member of the *Colorado Broadcasters Association*. Over the years, KWSB has competed with other members of the CBA in small market radio for awards in various areas. (You can view these awards in the lobby of the station.) KWSB also has memberships in the *Intercollegiate Broadcasting Association* and the *College Broadcasting Association*.

The Western Student Government Association (SGA) funds KWSB. All students are required to pay student fees. Some of those fees go to Council for Creative Expression (CCE). KWSB along with Mountaineer Media, *Top '0 the World*, *Pathfinder Magazine*, *Wordhorde*, and the Music and Art departments, receive a portion of CCE budget. Once divided between these groups, KWSB generally receives a budget of approximately \$25,000 to use at the discretion of the General Manager and Station Manager. The money is used to fix or replace equipment and to pay for the general running of the station. This is why underwriting is so important to KWSB. Underwriting is a donation from any for-profit organization or business in return for mention of their services. This extra money allows for KWSB to make larger improvements to the station such as buying a new transmitter or computers. By keeping our equipment updated, students receive a very realistic view of how professional radio stations look and run.

KWSB is run by a management staff that consists of Western students (with the exception of the General Manager). Each manager supervises a department in the station and the DJ's and students that wish to contribute to that department.

- **General Manager** - faculty member responsible for KWSB, works closely with the Station Manager and acts the agent for the licensee, the Trustees of Western State Colorado University. Dr.

Terry Schliesman ([tschliesman@western.edu](mailto:tschliesman@western.edu)) is General Manager for KWSB for 2017-18.

- **Station Manager** - This person hires management team, handles the budget and oversees everything in the station. The Station Manager for 2018-19 is Grace Flynn - [grace.flynn@western.edu](mailto:grace.flynn@western.edu).
- **Program Director** - This person enforces FCC and station rules, creates programming schedule. This year's Program Director is Christian Saez - [christian.saez@western.edu](mailto:christian.saez@western.edu)
- **Marketing Director** - This person contracts and bills businesses for underwriting, organizes promotional events and activities. This year Dana Potts is Marketing Director- [dana.potts@western.edu](mailto:dana.potts@western.edu)
- **Production Director** - This person produces Public Service Announcements (PSA's), stingers, and underwriting spots. Our Production Director is Katarina Seibert- [katarina.seibert@western.edu](mailto:katarina.seibert@western.edu)
- **Music Director** - This person communicates with record labels and promotion companies to obtain and review new music. This year's acting Music Director is Anna Flynn- [anna.flynn@western.edu](mailto:anna.flynn@western.edu)
- **Sports Director** - This person helps broadcast Western sport events, and works with the digital director to get reruns live. This year's Sports Director is Jimmy Pallotto- [james.pallotto@western.edu](mailto:james.pallotto@western.edu)
- **Digital Director** - Webmaster for KWSB.org, manages our automation system and looks after our social media. Leif Townsend is this year's Digital Director [leif.townsend@western.edu](mailto:leif.townsend@western.edu)
- **Station Trainer**- This person trains all new students/volunteers in on-air broadcasting. Rachael Stubbs [rachael.stubbs@western.edu](mailto:rachael.stubbs@western.edu) is our Station Trainer for 2018-19.

The managers supervise each department and enforce FCC and Station rules. **Again, KWSB is licensed to The Trustees of Western State Colorado University by the Federal Communications Commission (FCC) and must operate under their supervision and authority.**

### FCC and Station Rules

#### **General Station Rules**

- No **BORROWING** and of course, no **STEALING** of albums, CD's or other KWSB property from the station. Equipment is the property of the State of Colorado and therefore stealing it is a criminal offence.
- No drugs or alcohol in the station at ANY time. This includes on-air drug or alcohol inebriation.
- Smoking is prohibited in Taylor Hall by State Law, and therefore forbidden in KWSB studios. This also includes vaping of any kind in the station and Taylor Hall.
- On the back of CDs in the station there is a marking labeled NP. This means No Play and is designated by the music director. Be sure to check each CD before use.

- Only on-air DJ's, managers, and those with managerial permission are allowed in the station after 10:00pm.
- The following two violations will result in immediate dismissal from KWSB:
  1. Alcohol or drug use violation.
  2. Destruction, theft, or vandalism of the station's equipment.
- All on-air interviews must be approved by the **Station Manager**.
- Fill out the music log and programming logs when doing a show. This is how managers will know if DJs are completing their shows.
- If a DJ would like to host a vinyl show, they will need to contact the Trainer to set up another time to be trained correctly on how to use the turn tables.
- Never editorialize or make any comments over the air about race, religion or politics. Political comments are authorized if you have an approved political talk show. Never advertise for a business.
- ONLY MANAGEMENT IS ALLOWED TO MOVE AND CHANGE EQUIPMENT.

**Guidelines for KWSB Shows:**

With thousands of songs in the ether, and countless CDs, albums and automation files in the station, there is no excuse for repetition. Try listening to some new genres, bring them to the station, and share them with the Gunnison Valley. While we can only encourage originality in your shows, there are some rules we must enforce:

- Do not repeat a band within a 2-hour period.
- Do not repeat a song more than 3 times in a broadcast day.
- Aggressive music (metal, hardcore, punk) should not be aired before 7pm. (Local businesses sometimes chose to play KWSB in their establishment and would probably not want Slayer playing during business hours.)
- Do not do personal dedications... it is a matter of sounding professional; KWSB is not your own personal announcement system.
  1. However, we do allow "general dedications" which may consist of: "this goes out to anyone writing a paper tonight". While a "personal dedication" would consist of "This is a song for Alex, rock on man!" is forbidden.
- Do not use your show to advertise a business, unless you show has OFFICIAL underwriting.

When you cannot make your show please contact the Program Director. You will need to let the Program Director know within 4 hours of your show time if you are not able to make it. If you do not do this, you will receive a warning, PLEASE COMMIT TO YOUR SHOWS!!!

**KWSB show procedure:**

Introduction of the show:

- Station ID ("This is KWSB on the air at 91.1 fm, Gunnison, and streaming at KWSB.org")
- Short greeting ("Good afternoon, thanks for tuning in...")
- Show name
- The temperature and weather (noaa.gov) as well as the Avalanche report(<http://cbavalanchecenter.org/>) when applicable- aka, if we have any snow.
- A minor preview of the music the audience will hear that hour.

Look in the music log to see if any of your music is the same as a previous DJ within three hours of your show time.

**PSA** at :15 after the hour- play two to three PSAs from iTunes.

**Stinger, ID (and/or) PSA** at :30 after the hour- play one to two stingers from iTunes

**PSA** at :45 after the hour- play two to three PSAs from iTunes

Conclusion of the show:

- Station ID
- Short salutation, ("Thank you for listening...")
- When the show will be on again
- Fill out obligatory music and program logs.
- And ensure the sound levels are reasonable on the automation system, and the doors are closed if you are the last DJ of the night.

**Other suggestions:**

- If you can't locate a requested song, don't apologize, and simply play something else from the same artist.
- If you don't have anything intelligent to say, just continue playing your music.
- If you get tongue twisted, just remember you never sound as bad as you think. Keep calm and carry on!
- NEVER say the forbidden words (listed below) on the air.

**Forbidden words:**

The Federal Communications Commission forbids the use of seven dirty words, which may never go out over the air:

***Shit, Piss, Cunt, Fuck, Cocksucker, Motherfucker, Tits***

KWSB station rules forbid the on air use of the words:

***Nigger, Dick, Ass, any racial slurs, PSA, Ghost DJ, Stingers, Bitch*** and

other technical radio terms<sup>1</sup> KWSB holds ALL rights to terminate DJ's based on any un-ethical on-air or station behavior.

### **KWSB Programming Rules**

#### **IF YOU CAN'T MAKE YOUR SHOW:**

**Think RESPONSIBILTY!** DJs get 4 unexcused absences. If a DJ is not able to make their show, they will need to contact the Program Director. The PD will record each time a DJ is not able to make it.

- If a DJ does not contact the PD, they will receive their first warning. After 3 warnings, managers hold the right to terminate shows.
- After 4 misses, the DJ will need to meet with managers to discuss the contract.

#### **IF YOUR SHOW IS UNDERWRITTEN:**

Underwriting is basically airing information about a for-profit organization in return for a donation. KWSB may NOT encourage listeners to attend, participate, or spend money at a profit-oriented event, organization, or business. The following should help you understand what is acceptable to say about our underwriters:

#### **NO:**

"Be sure to check out the band tonight at the 'Mo."

#### **YES:**

"The Alamo is featuring a live band tonight."

This is better to say because it does not encourage our listeners to patronize the Alamo. Just state the facts!

#### **NO:**

"Hurry up and get up to Mt. Crested Butte, because they got dumped on last night!"

#### **YES:**

"Mt. Crested Butte got 8' of new snow last night!"

Again, it is important to just state the facts, don't encourage listeners to go to Mt. Crested Butte. The main thing to remember is this: Do not encourage listeners to attend or patronize any profit making organization or event, and NEVER mention qualitative or quantitative information when talking over the air. Do not say how much an event costs or that it will be the "greatest thing happening in Gunnison this Friday." However, KWSB may promote and encourage attendance for NON-PROFIT organizations, such as a few campus events,

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<sup>1</sup> This is simply a courtesy to listeners. Not everyone is going to understand the acronym PSA. The same goes for Ghost DJ, which is simply a colloquial term we use to describe our automation system in the station, and listeners will be unfamiliar with it. Stinger is also a term which listeners will not be familiar with, so for all of these simply say "announcement" or "let's take a break, stay tuned".

KWSB events, Red Cross, etc...

If someone brings in a promotional announcement while you are on the air, DO NOT READ IT!! Politely tell the messenger to put the announcement in the Production Director's box in the station lobby. It does not matter if it is the President of Western, if it's not approved don't play it!

All underwriting spots must be played at the time specified by the Program Director and the Development Director. Underwritten shows are especially important to the station. If a DJ misses their underwritten show without the Program Directors permission, the DJ will be suspended from their show for one week.

**ALL UNDERWRITING SPOTS, PSA'S, AND STINGERS MUST BE APPROVED BY THE PROGRAM DIRECTOR BEFORE AIRING!**

**AVOID OBSCENE / INDECENT BROADCASTS:**

● **Obscene and Indecent Broadcasts**

The following is an excerpt from the FCC on what is considered obscene and indecent:

***FCC Enforcement of Prohibition Against Broadcast of Obscene, Profane and/or Indecent Material***

*It is a violation of federal law to broadcast obscene, profane or indecent programming. The prohibitions set forth at Title 18 United States Code, Section 1464 (18 U.S.C. § 1464). Congress has given the Federal Communications Commission the responsibility for administratively enforcing 18 U.S.C. § 1464. In doing so, the Commission may issue a warning, impose a monetary forfeiture or revoke a station license for the broadcast of obscene, profane or indecent material.*

***Obscene Broadcasts Prohibited at All Times***

*Obscene speech is not protected by the First Amendment and cannot be broadcast at any time. To be obscene, material must meet a three-prong test: (1) an average person, applying contemporary community standards, must find that the material, as a whole, appeals to the prurient interest; (2) the material must depict or describe, in a patently offensive way, sexual conduct specifically defined by applicable law; and (3) the material, taken as a whole, must lack serious literary, artistic, political, or scientific value. See Miller v. California, 413 U.S. 15 (1973).*

***Indecent Broadcasts Restricted to 10 P.M. - 6 A.M.***

*The Commission has defined broadcast indecency as language or material that, in context, depicts or describes, in terms patently offensive as measured by contemporary community standards for the broadcast medium, sexual or excretory organs or activities. In applying the "community standards for the*

broadcast medium" criterion, the Commission has stated, "The determination as to whether certain programming is patently offensive is not a local one and does not encompass any particular geographic area. Rather, the standard is that of an average broadcast viewer or listener and not the sensibilities of any individual complainant." Indecent programming contains sexual or excretory references that do not rise to the level of obscenity. As such, the courts have held that indecent material is protected by the First Amendment and cannot be banned entirely. It may, however, be restricted in order to avoid its broadcast during times of day when there is a reasonable risk that children may be in the audience. For a complete summary of the Commission's case law regarding the indecency standard, see Industry Guidance On the Commission's Case Law Interpreting 18 U.S.C. ~ 1464 and Enforcement Policies Regarding Broadcast Indecency. 16 FCC Rcd 7999 (2001).

Consistent with a subsequent statute and federal court decisions interpreting the indecency statute, the Commission adopted a rule (47 C.F.R. § 73.3999) pursuant to which broadcasts both on television and radio - that fit within the definition of indecency and that are aired between 6:00 a.m. and 10:00 p.m. are subject to indecency enforcement action.

#### **Profane Broadcasts Restricted to 10 P.M. - 6 A.M.**

The FCC has defined profanity as "including language that denot[es] certain of those personally reviling epithets naturally tending to provoke violent resentment or denoting language so grossly offensive to members of the public who actually hear it as to amount to a nuisance." See Complaints Against Various Broadcast Licensees Regarding Their Airing of the Golden Globe Awards Program, FCC 04-43 (released: March 182004) ("Golden Globe Awards"). In announcing this definition, the FCC ruled that the single use of the "F-word" in the context of a live awards program was profane. The FCC further stated that it, "depending on the context, will also consider under the definition of profanity the "F-Word" and those words (or variants thereof) that are as highly offensive as the "F-Word," to the extent such language is broadcast between 6 a.m. and 10 p.m. We will analyze other potentially profane words or phrases on a case-by-case basis."

#### **FCC Inspections:**

In the event of an FCC inspection the on-air DJ will be required to:

- Make the station available to FCC representatives
- Contact the Station Manager and General Manager
  - Station manager: Christian Saez: (425)495-2522
  - General Manager: Terry Schliesman: (970) 901-8957
- Conduct any equipment tests or program tests asked of you by the FCC representative. These tests may include, but are not limited



to, EAS tests, transmitter tests, etc.

- The following records should/be made available upon the request of the FCC representative:
  - EAS logs and receipts
  - Program logs
  - The Public Information File
    - The Public Information File contains: the stations license, applications and related materials, citizen agreements, contour maps, ownership reports and related materials, contracts relating to network service, management consultant agreements, political file, annual employment reports and related materials, a copy of the FCC manual, issues/programs list, list of donors, and local public notice announcements.

#### **FCC and Station Rules Regarding Underwriting:**

- Noncommercial-educational stations may acknowledge contributions over the air, but they may not promote the goods and services of for-profit donors or underwriters. Acceptable «enhanced underwriting" acknowledgements of for profit donors may include (1) logos and slogans that identify but not promote; (2) location information; (3) value-neutral descriptions of a product line or service; and (4) brand names, trade names, and product service listings.
- The following is an excerpt from the FCC regarding underwriting..

#### ***Announcements Promoting Goods and Services***

*Section 399B of the Communication's Act of 1934, as amended, and Sections 73.503(d) and 73.621(e) of our rules specifically proscribe the broadcast of announcements by public broadcast stations which promote the sale of goods and services of for-profit entities in return for consideration paid to the station. These rules, however, permit contributors of funds to the station to receive on-air acknowledgements. The Commission has articulated specific guidelines which emphasize the difference between permissible donor and underwriter announcements and commercial advertising. See Commission Policy Concerning the Noncommercial Educational Nature of Educational Broadcasting Stations, 97 FCC 2d 255 (1984) (hereafter referred to as "1984 Order"); Commission Policy Concerning the Noncommercial Educational Nature of Educational Broadcasting Stations, 90 FCC 2d 895 (1982) (hereafter referred to as "1982 Order "; Second Report and Order, 86 FCC 2d 141 (1981); First Report and Order and Notice of Proposed Rulemaking, 69 FCC 2d 200 (1978).*

*Recent cases before the Commission indicate that some noncommercial broadcasters have aired outright commercial messages on behalf of profit making entities in violation of our rules and the statute (footnote omitted). As our action in those*

cases attest, we will enforce our prohibition on the broadcast of commercial messages on behalf of profit making enterprises for which consideration is paid to the station. Information brought to the attention of the Commission regarding such practices will be scrutinized and licensees found to have engaged in them will be sanctioned.

### **Enhanced Underwriting and Donor Acknowledgements**

Beyond the airing of paid promotional announcements, our recent review of underwriting activities indicates that some public broadcasters may be airing donor and underwriter announcements which exceed the Commission's guidelines. In light of these instances and an ongoing debate in the public broadcasting community on these issues, we believe that a brief statement concerning the obligations of public broadcasters with respect to donor and underwriting acknowledgements is appropriate. In March 1984, we relaxed our noncommercial policy to allow public broadcasters to expand or "enhance" the scope of donor and underwriter acknowledgements to include (1) logograms or slogans which identify and do not promote, (2) location information, (3) value neutral descriptions of a product line or service, and (4) brand and trade names and product or service listings. 1984 Order at 263.

That action was taken as another step in our ongoing effort to strike a reasonable balance between the financial needs of public broadcast stations and their obligation to provide an essentially noncommercial service. It was our view that "enhanced underwriting" would offer significant potential benefits to public broadcasting in terms of attracting additional business support and would thereby improve the financial self-sufficiency of the service without threatening its underlying noncommercial nature. In this regard, we emphasized that such announcements could not include qualitative or comparative language and that the Order should not be construed as allowing advertisements as defined in Section 399B of the Communications Act. Id. (Footnote 1)

### **Underwriting Announcements on Noncommercial-Educational Stations.**

Noncommercial educational stations may acknowledge contributions over the air, but they may not promote the goods and services of for-profit donors or underwriters. Acceptable "enhanced underwriting" acknowledgements of for-profit donors may include (1) logograms and slogans that identify but do not promote; (2) location information; (3) value-neutral descriptions of a product line or service; and (4) brand names, trade names, and product service listings. However, such acknowledgements may not interrupt a noncommercial station's regular programming.

We recognized in our 1982 Order that it may be difficult at times to distinguish between announcements that promote and those that identify. For that reason, we expressly stated that we expect public broadcast licensees to review their donor or underwriter acknowledgements and make reasonable good faith

judgments as to whether they identify, rather than promote. 1982 Order at 911. We saw no purpose at the time, or at the time we adopted our 1984 Order, in fashioning rigid regulations or guidelines to ensure the v noncommercial nature of public broadcasting, and we were concerned that such guidelines would inhibit public broadcasters' ability to seek and obtain the funds needed to present quality programming and to remain financially viable. It continues to be our view that the public broadcaster's good faith judgment must be the key element in meeting Congress' determination that the service should remain free of commercial and commercial-like matter. In response to requests for guidance, however, we will attempt to further clarify the guidelines applicable to public broadcasters' exercise of their discretion.

We reiterate that acknowledgements should be made for identification purposes only and should not promote the contributor's products, services, or company. For example, logos or logograms used by corporations or businesses are permitted so long as they do not contain comparative or qualitative descriptions of the donor's products or services. Similarly, company slogans which contain general product line descriptions are acceptable if not designed to be promotional in nature. Visual depictions of specific products are permissible. We also believe that the inclusion of a telephone number in an acknowledgement is within these general guidelines and, therefore permissible.

Several examples of announcements that would clearly violate the rule may be helpful:

A. Announcements containing price information are not permissible. This would include any announcement of interest rate information or other indication of savings or value associated with the product. An example of such an announcement is:

-- "7.7% interest rate available now."

B. Announcements containing a call to action are not permissible. Examples of such announcements are:

-- "Stop by our showroom to see a model"

-- "Try product X next time you buy oil."

C. Announcements containing an inducement to buy, sell, rent, or lease are not permissible. Examples of such announcements are:

-- "Six months' tree service";

-- "A bonus available this week";

-- "Special gift for the first 50 visitors."

Additionally, examples of proscribed product messages can be seen in the instances where the Commission has assessed forfeitures or issued letters of warning for rule violations.

**Footnote 1.**

We repeat that the Commission will continue to rely on the good faith determinations of public broadcasters in interpreting our noncommercialization guidelines. We emphasize, however, that we will review complaints and, in the event of clear abuses of discretion, will implement appropriate sanctions, including monetary forfeitures

**Footnote 2.**

Section 399B [of the Communications Act] provides, in pertinent part:

(a) For purposes of this section, the term "advertisement" means any message or other programming material which is broadcast or otherwise transmitted in exchange for any remuneration, and which is intended -

(1) to promote any service, facility, or product offered by any person who is engaged in such offering for profit;

(2) to express the views of any person with respect to any matter of public importance or interest;

(3) to support or oppose any candidate for public office.

**Footnote 3**

The following are representative of and illustrative of the types of announcements **found objectionable by the Commission:**

[Music] ...Genessee Beer...the great outdoors in a glass, talks with wildlife cameraman Scott Ransom: Working outdoors all the time sounds like a perfect life but it does have its disadvantages, like sitting with your camera and the mosquitoes for six hours to get one good shot at a beaver swimming. That's when I start dreaming about a nice campfire, dry clothes and a Genessee beer. Our one brewery makes it best. . . Genessee, the great outdoors in a glass. Genessee Brewing, Rochester.

What's the difference between a fine fur and an exquisite fur? You can always find the difference at Knowle's Fur Shop at 595 Highway 18 in Brunswick. For if you don't know furs you should always know your furrier. At Knowles Fur Shop they manufacture furs, specializing in custom made furs with one of the largest selection of exquisite furs in stock. They also handle expert remodeling and repair work on their own premises as well as cleaning and glazing. So for that fur that stands above the rest it's Knowles Fur Shop at 595 Highway 18 in Brunswick.

Production [of the program] has been made possible by grants from: A&J Luxury Limo Service. For a fabulous night on the town, spoil yourself or a client with a relaxing and comfortable evening in one of A&J's luxurious limousines featuring a retractable moon roof, color television, stereo, cellular telephone, intercom and wet bar. For the perfect way to enjoy a perfect and safe evening, call us at 360-8444.

## **STATION POLICIES IN EACH DEPARTMENT**

### **Promotion Department Policies**

The Promotion Department is responsible for organizing promotional events and activities such as concerts, parades and club fairs.

- The Promotion Director must approve all station-conducted contests.
- Under FCC rules and regulations, stations that broadcast or advertise information about a contest that they conduct must fully and accurately disclose the material terms of the contest, and they must conduct the contest substantially as announced or advertised. Material terms include the factors that define the operation of the contest and affect participation.
- All remote broadcasts must be approved by the Program Director.
- All remote broadcasts must follow all FCC and station rules regarding on-air conduct including the drug and alcohol policy. (if these conduct rules are violated you may be terminated, by GM judgment, as well as previously listed conduct policies)
- Managers are REQUIRED to participate in all promotional events and activities unless they notify the Station Manager at least a week in advance. Students are VERY STRONGLY encouraged to participate too!

### **Music Department Policies**

The Music Department is KWSB's lifeline to the newest and hottest music. The staff talks with promotion companies and record labels to obtain new music. When the station receives new music, the staff reviews it for FCC compliance as well as quality so that the DJ's can know what songs are clean and which songs are the best on any given album. The main rule of the Music Department is DO NOT steal the music!!

The following are the guidelines KWSB follows when reviewing music:

KWSB reviews ALL new music that comes into the station. This includes vinyl, CD's, 7's, etc... We review music for two reasons: 1) to check for FCC compliance (the 7 dirty words and other unsuitable lyrics, samples, etc...) 2) to help other DJ's identify the "better" songs on the album through labeling. The Music Department personally reviews most of the music the station receives. However; the amount of music we receive is overwhelming, so students and DJ's are asked to help. Unfortunately, not all of the music KWSB receives is good. If you happen to be reviewing one of the "bad" CD's, please finish reviewing it! We ask that you return music you are reviewing within 24 hours. The faster you get the music back, the faster it can start being played.

How do you review music?

First, apply "graffiti to the CD AND the book with KWSB 91.1 FM. We do

this as a theft deterrent. Second, apply labels to the front, upper left corner of the CD case and the lower, right corner of the back of the case. The labels are used to help file the CD's by writing the genre, name of the band, name of the album and the date reviewed on the first upper left label. The second upper left label will contain the first four letters of the band's name. The back label will contain recommend tracks and "no play" (NP) tracks.

The different genres are:

Reggae, Punk, Ska, Soundtracks, Various, Metal, World/Cultural, Rap, RPM, Seasonal and Core. (Core is the biggest category. It consists primarily of rock, so most of the music you review will be Core.)

When reviewing CD's, listen for:

- The 7 dirty words: shit, piss, cunt, cocksucker, fuck, motherfucker and tits.
- Objectionable lyrics: "I want to rape your sister"

Songs that contain any of the above listed content are considered "no plays" and are not to be played on KWSB. Label those tracks NP and the track numbers (NP: 7,9). If the CD is clean then write "ALL CLEAN" next to NP.

While you are listening for NP's, also listen for songs you would recommend. Try to be open-minded when doing this. Label those tracks REC and the track numbers (REC: 4, 8).

When you are done reviewing:

- Make sure the disc has been covered in KWSB 91.1 FM.
- Make sure the labels are complete
- Return the completed CD to the Music Director

### **Production Department Policies**

The Production Department produces all of the station's stingers/liners, PSA's, and underwriting spots. Anyone that has gone through training is welcome to participate in producing stingers/liners or PSA's for KWSB.

- DO NOT air any produced material without the approval of the Production Director and Program Director.
- All material must meet professional standards or it will not be aired (this does not mean that you are not free to experiment and learn production techniques).
- All material must be saved properly in the computer. Material that is not saved properly will be erased!
- All PSA blocks will be updated within two weeks of their original airtime. Old and overplayed stingers will also be removed from rotation in a timely manner.

### **Sports Department Policies**

- While executing coverage of any Western sport event, all station and FCC rules are in effect, including those aimed at preserving

KWSB' s integrity with its contracted underwriters. Legal ID's are also required.

- There must be a trained DJ or Manager running the board throughout the entire broadcast.
- All sports coverage must be approved by the Program Director in order to allow normally scheduled DJ's to be informed of the status of their show in a timely manner (at least a week in advance with the exception of playoff coverage).

### **KWSB Training Policies**

The KWSB station trainer is responsible for training ALL new students and volunteers in equipment operation and all FCC and station policies before they are licensed. The trainer this year is Maya Jones

KWSB training consists of the following five steps:

1. **Department introduction training:** The main 4 steps of training will allow trainees to become a DJ. This final step is designed to introduce DJs to the management departments of the station, and simply consists of the trainee obtaining an introduction training sheet and visiting the individual managers during their office hours. Managers will explain their positions and roles in the station, and hopefully entice trainees to become involved
2. **Simulated Show:** Following the DJ sit-in trainees will return to the production studio to set up a 30 min "simulated" show. The DJ will practice with 3 songs, practice an opening, PSA, and closing. This is just to get an idea about what a show will look like. Trainees will become familiar with station equipment, automation, soundtrack pro, and turning on and off the microphones. The show will be monitored and reviewed by the station trainer. Articulation suggestions by the station trainer are to be expected.
3. **Test:** The test is administered directly after the trainee completes step 3, and consists of general questions related to on air rules, and about the station itself. Trainees should fill out a show contract form after the test to get a show.
4. **DJ Sit-in:** This will be a chance for trainees to enter the on-air studio and learn how to run a show from a Manager that is on the air. The Manager will go over a checklist that will need to be signed by the Manager and the trainee. (See DJ sit-in checklist)
5. **Live Hour:** The trainee is now ready to go on the air for one hour. It is important that the station trainer or another manager is there to help should something go wrong, and to answer questions.

## **KWSB Automated System**

The Automation System and Digital Director are under the supervision of the GM, Station Manager and Program Manager, and Digital Director. This system was brought to you at a considerable cost so that all KWSB DJ's will have the opportunity to experience some of the ins and outs of a modern radio station.

The Automation System is not intended to replace the DJ nor the live show where a DJ plays CDs and records; rather it is to be available to you as another option. In fact, you might find that with "live assist" you can build an entire show with the music that's part of automation and the structure that's programmed within.

Do not ever touch any of the equipment without proper training and authorization. If you wish to learn how to operate the system, contact your trainer or a member of management.

- You may prerecord your entire show and select the available music from the hard drive.
- You may play selected or all tracks for your show from the hard drive.
- You may do a traditional KWSB live show.
- Automation System will automatically bring up and play required tasks such as PSA's, Underwriting, and news.
- All shows, automated or not, are regulated by the FCC and subject to station rules. See *Programming Rules*.
- If you do a completely automated show, the system accurately records all of your logs and you will not need record this information in the logbooks. However, if you do not use the automated system for your show you are still required to fill out the handwritten paper logs.

## **Conclusion**

Remember that the purpose of KWSB is to develop students' interests and skills in all elements of radio broadcasting as well as give a starting point for students to further a career in sound production. It also provides interaction with the community on a professional level doing public service announcements, participating in local events and doing remote broadcasts.

The management staff at KWSB encourages everyone to get involved in the radio station, be it in one department or all departments. It is because of students and volunteers that KWSB has become such an excellent learning resource at Western State Colorado University.