(Updated September 2015)
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WRNC Contact Information

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Office: 715-682-1825
A Brief History of WRNC


1995 – NCSA recognizes Northland College Radio as an official student organization.

1998 – Broadcasting begins at 25 milliwatts.

1999 – Radio organizers discover that correct licensing paperwork has not been filed; FCC demands broadcasting cease.

2001 – Eric Schubring, Public Affairs Director at WOJB, is hired to write the LPFM tower construction permit.

2003 – The FCC grants Northland College a 100-Watt, low-power frequency to begin broadcasting in December.

2004 – Bob Grah serves as WRNC-LP’s first Station Manager

2005 – WRNC-LPFM begins broadcasting in May. The grand opening gala includes an appearance by Amy Goodman of Democracy Now!, as well as a musical performance by Sara Thomsen. Bob Grah is hired as the first student Station Manager.

2006 – Bob Grah graduates Northland. Adam Young is hired as the second Station Manager.

2007 – Adam Young resigns his position as Station Manager. The Communications Commission creates professional, part-time Station Manager position. Ed Morales is selected as the third Station Manager.

January 2008 – WRNC moves to 24/7 broadcasting and launches wrnclp.org.

January 2009 – WRNC becomes a Pacifica Network Affiliate Station

February 2010 – Northland College submits application for full-power construction permit
About WRNC
WRNC is Northland College’s student-owned community radio station. The Communications Commission owns the license to the station and serves as the station’s governing body. The Commission received the permit to construct a tower in 2003 and we began broadcasting in May 2005.

WRNC broadcasts 24 hours a day, and provides a variety of music, talk and news programming for the Chequamegon Bay. We also support Northland College students, staff and faculty by offering hands-on experience and a resource for developing projects that support the curriculum of the college.

WRNC Staff
Volunteers, with the exception of the Station Manager, Music Director, Public Relations Coordinator, and Writing Coordinator support WRNC almost entirely. The WRNC staff is available at all times to assist you with your show and is here to support your work as Programmers.

Volunteering with WRNC
Individuals interested in volunteering with WRNC do not necessarily have to host their own weekly show. In addition to the Programming staff, volunteers can contribute to many areas of station operations, including representing the station at special events or providing administrative assistance in the station office. We also need people to listen to and screen the large volume of music we are sent before it can air on the station. A Programmer is not limited to one type of volunteering, either. By assisting with the operations of the station, filling in for absent Programmers as a substitute, or by hosting original programming, a volunteer can contribute as often or occasionally as they see fit.

All volunteers must attend a station orientation to gain familiarity with the station and the work that goes into maintaining a Low Power radio station. Anyone interested in joining the Programmer roster must also complete a new volunteer Programmer training.
New DJ training

Participation at WRNC is open to all members of the community. WRNC is staffed almost entirely by volunteers. Training is necessary because all Programmers must be aware of and obey FCC regulations at all times. Violating these rules could result in the loss of the station. Training also gives individuals the technical knowledge necessary to operate station equipment. The training process at WRNC takes about four hours to complete. New Programmer applications can be picked up at the WRNC station office, or by e-mailing the Station Manager.

The training process is as follows:

- Complete a new programmers application and contract of understanding
- Shadow one or more current programmers for three hours.
- Produce a two-hour air-check tape for review
- Meet with a station staff member

Completing the training process does not, in of itself, guarantee participation at WRNC. It is the responsibility of WRNC management to approve Programmers that best serve mission of the station

WRNC Station Rules

As a WRNC volunteer, there are several important rules governing your conduct that you are expected to be aware of and follow. Station management will make reasonable efforts to communicate all changes to these policies, but it is ultimately up to you to stay current with this document. As a Programmer, you represent the voice of WRNC. It is critical that, when you represent WRNC, such as during your show, you act professionally and with the best interests of the station in mind.

Indecency Policy

- The easiest way for WRNC to lose its broadcasting license is to be fined by the FCC for an indecency or obscenity violation
- It only takes one complaint for us to lose our license
- Indecency and profanity are not allowed by the FCC between the hours of 6AM and 10PM. Let’s avoid it all times on WRNC!
- Please report any indecency from a broadcast to the Station Manager. Consequences for volunteers in this situation are:
  - 1st offense - Verbal or Written Warning
  - 2nd offense - Two week suspension
  - 3rd offense - You’re done with an option to reapply

**Attendance**

If you are scheduled to do a show or maintain office hours at a certain time, you must be there. If you cannot make it, you must notify the Station Manager at least 24 hours in advance. Programmers are responsible for securing a fill-in for the shift. If you are running late for your show, call ahead to the station to notify the current Programmer.

It will be considered an unexcused absence if and when you fail to show up for your scheduled show or office hours without notifying the Station Manager 24 hours in advance.

If you miss your show or office hours due to an unexcused absence, the following penalties will be enforced:

- **1st offense** – Warning
- **2nd offense** – One-week suspension
- **3rd offense** – Show is taken away for the remainder of the semester.

Penalties will not carry over from one semester to the next. However, you may not be able to do your show in your previous time slot the following semester.

**Filling out the program log**

The board operator of a music/talk show is required to fill out the program log for their timeslot. When filling out the log, use your real first and last name (no nicknames or on-air names), and initial each entry.

All Programmers are required to play at least one public service announce (PSA) per show, when available.
If an underwriting slot is assigned to your show it will be indicated on the program log. You are required to play it, mark the exact time it was played and initial it. We are under contract to play underwriting correctly.

**Food, Alcohol, Drugs:**
Food and drink must be kept well away from the station equipment. An accidental spill could end up creating a technical and financial nightmare and, worse, shutting down the station for several days. Smoking, alcohol and drugs are prohibited in WRNC studios at all times. Programmers are prohibited from operating station facilities while under the influence of alcohol or other substances.

**Filling out the online playlist**
You must fill out an online log of all the songs you play. This playlist is linked to our website for listeners to check out information about the music they are listening to. This information is also used for charting music at the station. The playlist is accessible on the station computer at wrnc.radioactivity.fm. You will be assigned a login and password when you join WRNC. Failure to log playlists with the station violates our music licensing agreements and could result in the station be fined up to $1,000 or more. Failure to log playlists will result in a warning on the first offense, one-week suspension on the second offense and further violations will result in termination of an air shift.

**Guests and Co-Hosts**
Any Programmer who wishes to invite guests into the studio may do so, provided guests follow all station policies. As a Programmer, you are responsible for any guests at all times. All on-air guests must read and sign the *On-Air Guidelines* form. Place completed forms in the Station Manager’s mailbox. These forms only need to be filled out once per individual, and are kept on file at the station.

**Equal Opportunity**
All staff and volunteers at WRNC have the right to work in an environment free from discriminatory intimidation, ridicule and insult. WRNC does not tolerate conduct or speech that discriminates based on age, race, sex, gender, sexual orientation, ability, religious affiliation
or other protected statuses. This policy encompasses all events and activities at which you are a representative of the station, and includes both on- and off-air conduct while in any WRNC-affiliated studio or office.

**Receiving complaints**
If you receive a complaint about something you air, thank the listener for their feedback and ask them to contact our Station Manager at 715-682-1664 or radio@wrnclp.org. We archive all correspondence we receive regarding our programming.

**FCC On-Air Regulations**
During training, you will learn about Federal Communication Commission (FCC) regulations. Whenever you are on the air, you are responsible for the content that goes over the airwaves. Breaking FCC regulations can have dire consequences for WRNC. You must follow these regulations strictly, even if you don’t agree with them. If an indecency occurs, immediately fade out the offending song, but do not draw attention to the indiscretion by commenting on it on-air.

**Indecency**
From the FCC Web site: "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’s criterion, the Commission has stated, ‘the determination as to whether a 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 no rise to the level of obscenity. As such, the courts have held that indecent material is protected by the First Amendments 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."

Examples of indecent:
1. WYSP-FM, Philadelphia, PA - “Howard Stern Show”
   “God, my testicles are like down to the floor...you could really have a party with these...use them like bocce balls.” (as part of discussion on lesbians) “I mean to go around porking other girls with vibrating rubber products”

2. KGB-FM, San Diego, CA - “Candy Wrapper”
   “I whipped out my whopper and whispered, hey, sweettart, how’d you like to crunch on my big hunk for a million dollar bar? Well, she immediately went down on my tootsie roll and you know, it was like pure almond joy. I couldn’t help but grab her delicious mounds…”

**Obscenity**

From the FCC Web site: “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).”

**Profanity**

From the FCC Web site: “including language that denot[es] certain of those personally reviling epithets naturally tending to provoke violent resent or denoting language so grossly offensive to members of the public who actually hear it as to amount to a nuisance.”

An example of profanity

1. “This is fucking brilliant.” The “f-word” was used during the national broadcast of the Golden Globes Awards on January 19, 2003. This was found to not be indecent because “use of the phrase at issue is within the scope of our indecency definition because it does not depict or describe sexual activities. We recognize NBC’s argument that the “f-word” here was used ‘as an intensifier.’ However, it was found to be profane.”
**Safe Harbor**
For WRNC, between the hours of 10:00pm and 6:00am Central Standard Time is safe harbor. During safe harbor indecent material is not restricted. However, obscene material is restricted at all times. DJs are prohibited at all times from using obscene or indecent language.

**Slander**
The FCC prohibits slander on the air. Slander can be defined as:

1. *Oral communication of false statements injurious to a person's reputation.*
2. *A false and malicious statement or report about someone.*

Ultimately it is in the best interest of the station if you avoid criticizing private individuals (ex-boyfriends/girlfriends, etc.) Public figures (the Mayor of Ashland, the President, City Council Members, etc.) can be criticized. However, if you are going to criticize a public figure, make sure your statements have a firm basis in fact and are not based upon fabrication.

**Political Speech**
Unlike print media or commercial stations, WRNC and its on-air personalities may not endorse any political cause or candidate. Doing so violates FCC law because we are a noncommercial, educational broadcast entity. You may express praise or criticism of a candidate’s public policy but you may not make comments such as, “Jessie Johnson is clearly the best candidate” or “Vote for Kevin Kelly.”

Any political discussion about specific political parties (Democratic Party, Republican Party, Green Party, Tea Party, etc.) or candidates on music shows is restricted to a forum appropriate for such views, such as political public affairs program or applicable news stories or commentary. Any of you who would like to pursue those venues in order to continue political discussion may contact the station manager. In general, a music show is not an appropriate place to discuss politically charged issues unless it is a political music show, which also must be approved by the station manager before any implementation.

**This is a zero-tolerance policy.** The station manager will immediately suspend anyone who is found to violate this policy whether directly or indirectly. Two strikes against a programmer and
he/she will not be allowed to continue his/her music show on 97.7 WRNC.

This is not an attempt to censor free speech. Programmers may continue to share views about a public office holder on a music show (after reading the disclaimer of course) as long as the office holder is NOT up for election and as long as the programmer is not making consistent statements ill or favorable for a specific political party.

Underwriting, Advertising & Calls to Action

Because WRNC holds a noncommercial, educational license, we are prohibited from airing commercials for profit-making businesses. We can, however, air underwriting. The difference between the two is that underwriting cannot include calls to action or comparative statements. An example of underwriting is: “WRNC is supported in part by the company which is located at address, is open from opening hours to closing hours and can be reached by calling phone number. Company sells x products and services. Company’s slogan (as long as it is well established e.g. ‘GE, we bring good things to life’ and not comparative e.g. ‘the lowest prices in town’).”

Many people new to WRNC do not realize they casually make calls to action in normal conversation. Calls to action encourage listeners to take action. For example, you may not say “check out” or “go to” a concert if the concert is for profit, nor may you mention the price of admission. You may mention a show or event but you may not say, for example, say “so you should go.” When mentioning events, it is prudent to mention more than one event or at least refrain from only promoting only one venue.

You walk a fine line when you say comments over the air such as, “this new CD is so great you should go out and purchase it.” Refrain from advertising, simply say, “this new CD is great.” Let people judge for themselves whether or not to buy it.
Miscellaneous

Preemption
From time to time, special programming may “preempt” regularly scheduled shows. It is important that you remain current with new information and station events to be aware of any such programming changes, which may directly impact your show. Special events may include lectures, remote broadcasts, in-studio performances or other programming that falls outside of the regular schedule. The Station Management will provide as much advance notice as possible when preemption regularly scheduled programs.

FCC Inspections
Officials from the FCC may visit WRNC with no prior notice, at any time, day or night. If inspectors show up while you are in the station, immediately alert the Station Manager, Student Assistant Manager and Campus Safety and ensure the inspector has proper identification. If you do not feel comfortable admitting someone to the station after regular business hours, you do not need to do so until one of the managers or campus safety has arrived. FCC inspectors will likely want to look over operations and program logs, EAS testing schedules, legal ID information, and the public inspection file. If you interact with an FCC inspector, be cooperative and treat them with the utmost respect and courtesy.
Appendix 1: Air-check Tapes

Completing training does not guarantee you will receive a slot in the program schedule. You have to submit an air-check tape as a demonstration of your skill and on-air capabilities. After completing all of your training requirements, you may submit a show proposal air-check tape to be considered for an on-air timeslot. The Station Management decides which shows will be aired. You must schedule a time with the Station Manager to get in to the studio and make an air-check recording. All air-check tapes are not physical tapes per se, but audio files recorded on our CF recorder. A member of the station staff will help you with this equipment.

Music Air-check tapes

Music tapes need the following:

- A Radioactivity playlist for a hypothetical one-hour show with the names of songs, artists, etc.
- At least 2 voice breaks
- One complete set of music with all segues. A set of music can be anywhere from 3-10 songs. This set of music should be telescoped, meaning that you only hear the beginnings and the ends of songs (NOT the middles). The format should be: beginning of song for 10-15 seconds, a cut to the end of the song for 10-15 seconds, transition into next song with 10-15 seconds of the beginning, a cut to the end for 10-15 seconds, transition into next song, etc.
- A legal station ID (97.7 WRNC-LP Ashland)
- A formal announcement read on mic (This can be from the PSA binder in Studio A, a PSA found online, or one of your own creation)

Station Management will evaluate music tapes according to the following criteria:

1. Content
   A. Music: The evaluator will be listening for continuity, originality, and diversity in musical selection. Songs should flow smoothly from one to another. Variety, imagination, and incorporation of new music on the tape are also desired qualities. Actual musical content will be taken into
consideration to make sure that the show is not repetitive, overly biased towards groups or songs, or poorly arranged.

B. Monologues: The evaluator will consider the voice quality (i.e. tone, inflection), delivery (i.e. execution, pace, reading ability) and content of monologues. Programmers should not strive for an artificial radio voice but rather maintain a natural conversational tone. Monologues should be pleasant, informative, and of reasonable length. The ideal monologue would demonstrate a Programmer’s knowledge of music that he/she play, and the ability to briefly relay that knowledge in a personable manner.

2. Engineering
   The evaluator will also consider technical ability, board control, proper use of the equipment, etc. The audio quality of the tape will also be evaluated. There should be no unnecessary sounds or silences on the tape.

3. Arrangement
   The evaluator will consider the tape’s overall smoothness and flow. The way in which a show is arranged is just as important as its content. Transitions from music to music or vocal breaks should not be awkward. A show should be interesting as a whole, rather than a random grouping of popular songs. It should show signs of effort and planning. Spontaneity is fine but a completely unplanned show sounds disorganized- not spontaneous.

Appendix II: Equipment available

WRNC Equipment is available for station volunteers to check out or use for special events and/or programs. To check this equipment out, talk to one of the station managers. Equipment available for checkout includes several different microphones, cables and recorders.
Programmer Contract of Understanding

I have read the entirety of this Programmer policy manual and have addressed any questions or concerns I may have with the station management. It is understood that violation of any station policies may result in my termination from WRNC. It is further understood that I, as a Programmer, am responsible for understanding any changes to WRNC policy.

________________________
Name

________________________
Signature                      Date