

WMCR

The Sound

Handbook

Introduction

This book lists all the rules and regulations that will be followed at The Sound-WMCR. It also serves as a reference guide; providing you with information and contacts should any complications arise. We are all adults here at WMCR and there should be no problems if everyone follows the rules. Above all, have fun and have a great show.

EXECUTIVE STAFF

<u>Name</u>	<u>Position</u>	<u>Phone</u>	
Kyle McEwen	Station Manager/Program Director	309-337-0694	
Kevin Lindsay	Music & Production Director	708-712-1372	
Kelly Klikas	Sales & Promotions Manager	708-807-0291	
Will Grunow	Human Relations/Traffic Coor.	224-723-9694	
	News & Sports Director		
Will Grunow	Executive Assistant	224-723-9694	
Michael Coates	Web Content Manager		
Chris Goble	Advisor	2216	

Other Numbers...

WMCR Studio: 3060

Rules and Regulations

❖ **All DJ's must show up to the required amount of shows.**

All COMM 115 students will be assigned at least 3 hours a week. . If at any point in the semester you fail to earn any hours during a week without the instructor's permission, your show will be cancelled and if you are in COMM 115 you will fail the workshop.

❖ **No DJ may be in the studio without permission.**

If you are not scheduled to do your show, then you are not to be in the studio unless you have permission from either the Station Manager or the Advisor. If there is an open time slot and you are interested, or if you intend to switch with another DJ, the Station Manager **and** Advisor need to be informed. If you are found in the studio without permission, you will be removed and run the risk of having your show terminated.

❖ **The phone in the studio is to be used for incoming calls only.**

You are not to call out to a room on this phone. Anyone that you talk to on the phone must know that they are on the air and that they are being broadcast. Any violation of this rule will result in possible suspension of your show.

❖ **You MUST fill out a Program/Commercial log & Sign in/out log for each show that you do.**

The Program/Commercial log sheets are a tool that the executive staff uses to determine who was in the studio and also what is being played. This Sign in/out log will be used to determine attendance and the Prog/Comm log is used to show you are doing the required show elements. Not filling out your logs will be considered the same as if you didn't show up for your shift. Any errors or false information on the log will result in losing those hours, a second offence will result in your show being cancelled and failing the workshop (*See Attached Example*)

❖ **You must play commercials during your show.**

The commercials that we have at WMCR are played in exchange for the goods that the different companies give us. Therefore, we are legally bound to play their advertisement. Please do not take this lightly. In the log there is the schedule for what ads are supposed to be played each hour. We ask that you follow this schedule, and then after you have played the ad, initial in the appropriate box.

❖ **You must play at least two (2) songs from the WMCR New Music per hour.**

Each week, the Music director will be putting together a rotation of new music and recurrent hits (about 40 different artists). These songs will be located in the I-tunes folder *WMCR New Music*. You are *required* to play at least two (2) songs from this rotation for every hour of your show at the 15 and 45 breaks on the hot clock. The purpose of this is to get more of the college sound back into WMCR and less of the Top 40, Pop sound. You are encouraged to play more, but two is the minimum. If there is an artist that isn't on rotation that you would like added, see the Music Director.

❖ **Each DJ must do at least one (1) promotion for their show.**

This is required of those DJ's in the CATA115 class, but open to all DJ's. Promotion is a great way to get out there and make sure that people know about your show. Each radio show must complete a promotional power point slide for their show. The slide must be turned into the Promotion Director before the show is allowed on the air. DJ's are encouraged to do other types of promotions; fliers, message boards, remotes at events, etc. All promotions **MUST** be approved through the Promotion Director before taking them public.

❖ **Foul and obscene language is NOT allowed.**

Under no circumstance will foul language be allowed on the air. This notice serves as your first warning. Use your best judgment. The standard rule is, if they can't say it on NBC, ABC, CBS, or FOX then you can't say it on WMCR. If you are heard using foul language, you will be removed from the studio and will have a hearing to decide the future of your show. You do not need to edit music, you just need to edit your own language.

❖ **No food, drink or smoking in the studio.**

Obviously, the smoking is pretty clear. As far as the food and drink go, it will be very tempting to take food and drink into the studio with Scotland Yard and Scot's Market now within eyesight. All the equipment in the studio is expensive, so please do not take food or drink in there. If you are found with food and drink in the studio, you will be removed from the studio, and that show will be counted as an unexcused absence.

❖ **Keep the studio and front desk area clean.**

This goes along with the previous rule. Please treat the facilities with respect. If you make a mess, clean it up. Remember, we are in a central location and many perspectives/visitors/trustees will be walking by and wanting to see the studio. If you are found to be continually leaving a mess in the studio, you run the risk of having your show terminated. A sheet will be placed in the studio and DJ's will be expected to report when they find the studio in a mess.

❖ **Do not steal from WMCR.**

While it may be tempting to take a CD from the library or to "borrow" the headphones, it's not worth it. The WMCR Exec Staff is going to be taking a very strict inventory every week. If you are found to be stealing something, you will automatically be banned from the station and also charged for the missing items.

❖ **Do not solicit any products/services from businesses in WMCR's name.**

In FCC regulated broadcasting, this activity is called plugola/payola and is illegal. All prizes/commercials will be handled by the WMCR sales manager and promotion director. Any DJ caught using the name WMCR to get free/discounted merchandise from a business will have their show terminated, will fail COMM 115, will be reported to the college for academic dishonesty, and be reported to the police for theft.

- ❖ **The WMCR Exec Staff, along with its advisor, reserves the right to suspend or terminate your show at any time if there is just reason for that action.**

If there is a violation of any of the above rules, your show may be suspended or cancelled at any time. If your show is suspended or cancelled and you think that it was done unjustly, you may request a hearing. The hearing will include the Station Manager, the WMCR advisor, and the Chair of the Communications and Theatre Arts Department. A final decision will come of this hearing.

- ❖ **Anything not covered in these rules may be addressed at anytime by any member of the WMCR Executive Staff.**

The Executive Staff reserves the right to address any matter that might fall outside of these rules that they deem improper.

“On- Air”

Tips for a successful show!

Talk!!

The main reason most people listen to the WMCR is not to hear music. It is to hear you! Make you show interesting. Be about more than just playing music. Have fun and your audience will have fun.

Remind the listeners of “The Facts” or TNL

“The Facts” are a simple list of the basics that every listener should know. They are:

1. **Time**= The time, day of the week, the date.
2. **Name**= The name of your show and your name(s).
3. **Logo**= The name and motto of the station: “WMCR, The sound of Monmouth College”.

It is your responsibility to know these things and remind the listeners of them at least a few times an hour. A good gauge would be to do “The Facts” every 15 minutes, just to keep things fresh. And say “The Sound...WMCR” every time you talk!!!

Keep the audience informed

Don’t let more than two or three songs go by without reminding the listeners what they just heard. Especially if you are playing something new.

Read the news/events calendar

Radio audiences expect to hear the news and to hear about upcoming events. We all want to know what is going on around here, what better place to get that question answered than with your show.

Promote the Station

This comes along with doing “The Facts”. The Sound-WMCR will have many events it is sponsoring and information about these events printed up in the studio. Make sure to advertise these events on air so that we can get as many people as possible out there. Also, we want to make sure that everyone on campus knows what WMCR is.

Keep an emergency “life-preserver”

Have something ready to read or say in case you freeze.

Have personality

No one wants to listen to a boring person talk for an hour straight. Have some fun with your show. Be energetic and excited about what you are doing. Whatever you do, make the show yours!

Just do it

Don't say what you are about to do ("I'm going to play some commercials"), **JUST DO IT!**

Check your e-mail and read it.

Many times, the main point of communication that the Exec Staff has with the DJ's is through email. Be sure to check your e-mail to see about any special things going on at the station, like promotions or special hours that may open up.

Follow the rules and procedures

It might seem like there are a million rules, but in reality, there aren't that many and they are pretty simple to follow. Just go by the rules and have fun! When you get to the station, and throughout your show, go through the following checklist, and you'll be ok!

- ⊕ Did I fill out the "Sign-In/Sign-Out Log" when I when on/off the air, and then did I place it in the "Daily Sign-In/Sign-Out Log" box?
- ⊕ Did I complete the Program/Commercial Log? Did I write down the 2 new music rotation songs I played?
- ⊕ Did I play all the advertisements that I was supposed to play during my allotted time? Did I initial the Program/Commercial log?
- ⊕ Did I keep the listeners informed of "The Facts" and of the music I was playing?
- ⊕ Did I clean up my mess before I left the studio?

Program/Commercial Log Example

Date:			
Write down what you played/read.			Initial
8:15	Weather	<i>weather.com for forecast and temp</i>	
	PSA/Promo		
	New Music		
8:30	News	<i>from studio script</i>	
	Sports	<i>from studio script</i>	
	Weather	<i>weather.com for forecast and temp</i>	
	Commercials		
8:45	Weather	<i>weather.com for forecast and temp</i>	
	PSA/Promo		
	New Music		

WMCR HOT CLOCK

