

The University of Montana Western  
January 2015

# Radio Station Handbook



90.9 FM KDWG, Dillon, MT  
“The Dawg”

This handbook belongs to:

KDWG Station Handbook

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# **Overview**

## **I. Mission Statement**

KDWG's mission is to provide a non-commercial, alternative-oriented radio station for the students, faculty, and staff of the University of Montana Western and the broader Dillon, Montana community. KDWG shall provide a forum for the free exchange of ideas and be operated by the students of the University of Montana Western. The format shall provide diverse programming, exposing the listening audience to innovative radio programming that is entertaining, informative, and provocative.

## **II. History**

In the fall of 1998, the students at the University of Montana Western voted to implement a fee of fund a student-operated radio station. KDWG filed for their FCC application on May 13<sup>th</sup>, 1999. Approval by the FCC was granted on November 28<sup>th</sup>, 2000. The staff of KDWG then proceeded to construct studio facilities, develop programming, and train on-air DJs. KDWG's first broadcast aired on January 17<sup>th</sup>, 2001.

## **III. Staff**

The staff of the KDWG college radio station is comprised of the Radio Board (consisting of a Faculty Chair, Vice Chancellor, Station Supervisor, KDWG General Manager, Student Senator President, and two Student Representatives), a Music Director, PSA Director, Educational Programming Coordinator, and Engineer.

## **IV. Radio Board Responsibilities**

The Radio Board is responsible for the general oversight of KDWG and is the administrative body accountable to the Chancellor of UMW. Specifically, the Radio Board serves the following functions:

- The Board provides yearly budgetary oversight.
- The Board assures that FCC regulations are maintained.
- The Board hires and provides oversight and guidance to the General Manager. Communication about station management is relayed from the Chair of the Board to the General Manager.
- The Board reserves the right to take disciplinary action against any member of KDWG given adequate evidence and by majority vote of the Board.

Further details of the Radio Board's functions are provided in their Bylaws.

# Operations

## **I. Guidelines for Staff & DJs**

KDWG operates under several sets of rules, all of which must be followed in order to ensure that we are allowed to continue to serve both the campus and the broader Dillon community. These guidelines are intended to summarize the most important of those rules relative to our license and status as a non-commercial, public campus radio station.

All of the rules –regardless of whether they are initiated by KDWG, UMW, the State of Montana, or the federal government– are of equal importance. If one set appears more restrictive than another, default to the more restrictive rule until you receive clarification otherwise by a member of the station staff.

Keep in mind that the first priority of KDWG’s staff and management in administering these rules is to preserve the station’s license, so we may continue in our mission of serving the interests of UMW’s students and campus programs, and the Dillon community as a whole.

### **A. Federal Communications Commission**

The Federal Communications Commission (FCC) is the federal agency that regulates the radio and television airwaves. The airwaves are considered to be a national resource, meaning that they belong to everyone. The FCC does not own the airwaves, but oversees their use as an agent of the American public. The FCC regulates such things as the broadcast spectrum (assignment of channels) for AM and FM radio and television, licensing of stations, and most technical aspects of broadcasting. While the FCC does not exist to censor broadcasting content, they will charge to regulate the airwaves for the public good, responding to complaints lodged by the public against broadcasters with penalties for airing inappropriate material. Historically, federal courts have backed the FCC in such matters.

Each person involved with KDWG is expected to uphold the laws and regulations of the FCC. Deliberate violation of any FCC policy will result in the immediate termination of the relationship between KDWG and the individual involved.

### **B. Emergency Alert System**

The Emergency Alert System (EAS) is in place so that the President can interrupt our broadcast in the case of emergency. Therefore, we must know that it is properly working. At the moment, tests are run manually on Sundays, as they need to be run on a weekly basis. However, if there comes a time when someone requires *you* to test the system, you need to be prepared to do so. To check the system, locate the Gorman Redlich box. Press Display Received Header, then down. When finished, press clear or exit to return to the main screen. FEMA’s messages come in around 11am on Wednesdays. Montana’s alerts route from KERR 750am Polson. Our alerts immediately route from Butte. The green radios in the Studio provide input to the EAS Box from that station. If they don’t terminate their emergency test, call them. Test transmissions on the top red row, then record it *legibly* in the log.

### **C. Language**

It is a violation of federal law to broadcast *obscene* material *at any time*. It is a violation of federal law to air *indecent* programming or *profane* language during certain hours. The FCC may revoke a station license, impose a monetary fine, or issue a warning if a station airs obscene, indecent, or profane material.

The Supreme Court has established that material is considered obscene if it meets the following three conditions:

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.

Unlike obscenity, indecent or profane speech is partially protected by the First Amendment to the Constitution and may not be banned altogether. It may, however, be restricted in order to avoid its broadcast during times of the day when there is a reasonable risk that children may be in the audience (not applied to radio streaming audience). The FCC has defined broadcast indecency as “language or material that, in context, depicts or describes, in terms of patently offensive as measured by contemporary community standards for the broadcast medium, sexual or excretory organs or activities.”

Indecent programming contains patently offensive sexual or excretory material that does not rise to the level of obscenity. *The FCC and KDWG prohibits that airing of indecent material between 6:00 a.m. and 10:30 p.m.* (Mountain Time, for our purposes.)

The FCC has defined profanity as “including language so grossly offensive to members of the public who actually hear it as to amount to a nuisance.” *KDWG does not allow the airing of profane speech between the hours of 6:00 a.m. and 10:30 p.m.* (Mountain Time, for our purposes.)  
(*FCC Guides, Obscene, Indecent, and Profane Broadcasts*)

Among the terms that are considered indecent or profane (and may rise to the level of obscenity depending on the context) are the following:

<i>Fuck (and any derivative or modifier of the word)</i>	<i>Shit</i>
<i>Bastard</i>	<i>God damn</i>
	<i>Asshole</i>
	<i>Bitch</i>

Included in this list are racial slurs and references to genitalia. If you think a word may be indecent, profane, or obscene, ask the General Manager and Station Supervisor before using it on the air. As a rule of thumb, British slang should be avoided.

*Please note:* The consequences of violating these policies can affect not only the DJs involved, but also the station as a whole. The FCC has the power to prosecute licenses who violate when these rules have been violated, and may do so based on even a small number of complaints lodged against the station by listeners. Having access to the airwaves involves a public trust which the University of Montana Western and KDWG management take very seriously, and we expect the same level of conscientiousness from all staff members.

#### **D. Legal Identification**

“Legal Identification” of a radio station is required by the FCC. The legal ID of KDWG is “KDWG, Dillon.” The Legal ID includes the station’s call letters (KDWG) followed by the community where the station is located (Dillon). A DJ may say anything (permitted) *before* the call letters and *after* the community, but they may not say anything *in between*. Legal IDs are to be made as close as possible to the top of the hour, every hour. They are also to be made at the beginning and end of broadcasting.

Examples of *unacceptable* legal IDs are:

- KDWG, 90.9 FM, Dillon
- KDWG coming to you from Dillon
- From Dillon, Montana, this is KDWG

Note: Each of the above is acceptable during other parts of a broadcast, but do not satisfy the requirements for Legal ID at the top of the hour.

#### **E. Non-Commercial Radio**

KDWG is a non-commercial radio station and is regulated by the FCC. The non-commercial nature of KDWG allows the station a wider variety of music and educational programming than a commercial station could provide. The FCC restricts what non-commercial radio stations can say about businesses and other private economic interests. DJs cannot announce price information, calls to action, inducements to

buy, and comparative or qualitative descriptions of businesses.

Rules governing endorsements, calls to action, and fabrications:

- At no time may a DJ issue any call to action for listeners to visit any business, foundation, individual, or like entity, or promote any sale from these entities, in relation to any products, sales, or services, or ask the listeners to spend money in any way, including fundraisers. This is a direct violation of FCC regulations governing non-commercial radio stations and would leave KDWG vulnerable to federal prosecution. All legitimate underwriting messages and public service announcements will be subject to review and approval by the General Manager before they are cleared for airing.
- If you receive a call while on the air, requesting you to air an announcement about a business, product, concert, or anything along those lines, direct them to the General Manager or Music Director. As a non-commercial station we are subject to strict guidelines regarding such announcements; let the appropriate people determine if the announcement can be made without jeopardizing the station's license.
- No DJ will accept money or any other form of compensation for playing music or for endorsing a product or event.
- On-air persons must never knowingly lie or provide false information that would cause substantial public harm (as in yelling "Fire!" in a crowded theater). Violation of this rule subjects the station to possible fines or revocation of its license.

#### **F. Transmitter Log**

Transmitter logs must be filled out accurately and completely for every hour you are on the air, including signatures and shift times for all on-air persons, initialed hourly notations of the station's power output (recorded within five minutes of the top of each hour). The log is kept on a clipboard in the studio.

#### **G. Computer Use**

KDWG computers are for the exclusive use of the KDWG staff. All work on KDWG computers must be radio station-related and must adhere to the computer usage and copyright policies of the University of Montana Western. DJs are not allowed to burn CDs or rip music off of the station's computers. If you would like music added to the automation, contact the Music Director. Station computers may not be used for personal work. Inappropriate material (e.g. pornography) may not be viewed or downloaded on the station computers. For more information on appropriate computer usage, refer to the UMW Student Handbook. There will be *absolutely no web browsing* on the studio computer, unless it is explicitly show-related. Check your email elsewhere.

When it comes to programming the Studio Computers, all DJs are prohibited from using the Arrakis Computer, unless on the payroll. Spotify is available for live show music. Staff members are in charge of programming music onto the automation system. DJs must determine their shows at least one week in advance. Show dates and times must be marked on the Studio Calendar to avoid double-booking hours. DJs that frequently miss their chosen time may lose that hour to someone more consistent.

#### **H. Disclaimer**

It is understood that the views expressed by on-air personnel are not necessarily those of the KDWG management or the University of Montana Western. In instances when views expressed may be mistaken for official station or UMW positions, the station disclaimer must be played at least once a day. All staff must play the station disclaimer when instructed to do so by the General Manager. Use of the disclaimer does not give you permission to broadcast indecent or profane material.

#### **I. Libel**

Attacks on an individual or organization's character, profession, or professional abilities that damage the entity's reputation in a community can be considered libelous. Libelous comments are not allowed.

Examples of libel are:

- “John Doe is a drunk and a liar.”
- “Beaverhead Home Center rips people off and doesn’t care about the customer.”
- “Dr. Smith is a horrible professor and can’t teach worth crap.”

#### **J. KDWG Music Library**

KDWG’s CDs are one of its most valuable resource. To maintain, preserve, and protect the CD library, please be considerate of the collection and follow these guidelines:

- CDs are not to leave the station.
- CDs & .mp3 files are not to be copied unless approved by the General Manager for valid (i.e. station-based) reasons.
- When the Student Union Building is closed, only KDWG staff members are allowed in the station.
- Staff members are responsible for the actions of any guests present in the building when the SUB is closed.
- All station equipment, including CDs and phones, is for the exclusive use of KDWG, and for station or University-related business. Some station equipment may not be removed from the station and no equipment may be used for personal needs, copied, or borrowed.

#### **K. Other Rules**

General rules for the broadcast and production studios:

- Wash your hands before entering the studio. Hands pick up a lot of dust, dirt, etc., that may be damaging to the recording, sound, and computer equipment.
- No food or drink is allowed in the studio (including water).
- No guests are allowed in the studio without the express permission of the General Manager. The DJ hosting the show on which a guest appears is responsible for all action of the guest while in the studios, and will be subject to the appropriate disciplinary actions, should the guest violate station policy.
- With regard to requests, do not promise to play a song unless you are certain it is available, appropriate for the time of day, and that there is sufficient time in the program to play it. Not all requests can be played, and listeners must understand this.

Rules governing telephone use and treatment of callers:

- Always be polite to callers. Occasionally, calls will be critical, whether of you, your program, or of the station. Do not tell the caller they are wrong or argue with them. If they have a legitimate complaint or become heated, give them the office number of the General Manager.
- Before recording a telephone conversation for broadcast, or broadcasting such a conversation simultaneously with its occurrence, a licensee shall inform any party of the call of the licensee’s intention to broadcast the conversation, except where such a party is aware, or may be presumed to be aware from circumstances of the conversation, that it is being or likely will be broadcast. Such awareness is presumed to exist only when the other party to the call is associated with the station (such as an employee or part-time reporter), or where the other party originates the call and it is obvious that it is in connection with a program in which the station customarily broadcasts telephone conversations. (*FCC §73.1206*)

#### **L. Personal Conduct**

KDWG’s staff and DJs are accountable to the University Administration for their personal conduct and must abide by the UMW Code of Conduct. As public faces of the University, all KDWG staff must consider the consequences of their behavior and act in acceptable ways as defined by the standards of the University community. Disciplinary decisions are made by the Dean of Students in consultation with the Station Supervisor, General Manager, and/or Chair of the Radio Board.

### **M. Student Union Building Policies**

- Drugs and alcohol are not allowed in the SUB.
- Pets are not allowed in the SUB.
- Smoking and smokeless tobacco are not allowed in the SUB.
- No one is allowed to be in the SUB after hours unless they are your guest or a KDWG staff member.
- When leaving the SUB, assure that the doors are locked.
- If so directed, follow the instructions of the ARGUS Security Guard in the event of an emergency.
- If the fire alarm sounds, you must evacuate the SUB.

## **II. Administrative Procedures**

### **A. Public File**

The Public File is a legal record of a radio station's activities that is required by the FCC. Some of the documents required to be in the Public File include applications, employment records, copies of contracts, FCC correspondences, etc.

The FCC requires that the Public File be open to anyone from the community. If anyone should ask to see it, direct them to the Station Supervisor.

The file is located in the Lucy Carson Library and no appointment is necessary to review it. The file may not leave the library and it is important that a KDWG staff member be present during its review.

### **B. Staff Responsibilities**

Day-to-day operations at KDWG are administered by several paid staff with specific responsibilities as outlined below. In addition to managing the station operations, the staff are available to provide support and aid to the DJs in the development of their programs. Additional information about these positions (including hiring procedures) can be found in the KDWG Radio Board Bylaws.

**Station Supervisor:** The Station Supervisor provides consistency in station operations and ensures compliance with federal, state, local, and University regulations. They also maintain the Public File, compile quarterly Public Issues Programming Reports, coordinates and monitors paid staff, maintains and updates the station's website, and coordinates budget matters.

The General Manager oversees the performance of all station departments and staff (including DJs), manages the station's fiscal affairs, maintains legal records, oversees program scheduling and staff training, serves as News Director, organizes promotional activities, and directs all other functions related to fulfilling the Mission of the University of Montana Western radio station. The General Manager shall work with the KDWG Radio Board and the student executives in operating the station in compliance with federal, state, and local regulations. In addition, the General Manager will act as an advisor to the KDWG Radio Board, helping to develop and implement general operational guidelines, develop longterm goals, and recommend program changes.

The Music Director is responsible for developing the programming for the station. This includes selecting quality programs, buying the programs, airing programs at the proper times, and assuring the sound is of high quality. The Music Director will also manage the musical resources of the station, and will work closely with the General Manager to properly schedule all programs and help maintain the legal records and program logs.

The PSA Director will be held responsible for aiding the General Manager, Music Director, and on-air staff with the technical aspects of their respective jobs. This will include maintaining the station computers and other hardware in both the broadcast and production studios, updating software and computerized music and PSA files as needed filing logs every quarter, and otherwise assisting personnel in the operation of these resources.

The Educational Programming Coordinator is responsible for the programming and logging of educational shows, as well as locating new material to air. They will also oversee and report on the live shows that follow educational criteria.

### **C. Production Room**

The Production Room is available for the use of trained staff members only. The Production Room is to be used for producing PSAs, Promos, and transcribed programs. The Production Room is not for producing demo tapes or personal use.

Authorized users should sign up for Production Room time on the Production Calendar. Sign up for the day and time needed. Make sure to indicate starting and ending times. Reserving the Production Room can only be done in person.

The Production Room is only open when the Student Union Building is open. After house, Production Room use is prohibited unless approved by the Program Director or General Manager.

Return the Production Room to its proper state when finished.

### **D. PSA Policy**

Public Service Announcements (PSAs) describe events for non-profit organizations or community events.

All KDWG staff should be aware of the policies regarding PSAs. These include:

- KDWG does not accept PSA submissions over the phone. PSAs forms must be mailed, faxed, or dropped off at KDWG during business hours. Forms are available outside the station Studio.
- Any non-profit organization can submit information to be included in a PSA.
- Information must be typed or neatly written by hand. Posters, pamphlets, flyers, or pre-recorded tapes are also acceptable.
- PSA submissions should include the organization's name, a description of the event/message, relevant dates, times, and locations, phone numbers, a name of a contact person, and airplay start and kill dates.
- KDWG reserves the right to alter any PSA submission or to not use the submission.
- The PSA Director is responsible for all PSA development. Other staff members must defer to them.

### **E. Giveaways**

Station giveaways are procured by the General Manager. Giveaways are to be used for the sole purpose of promoting station activities and listenership. Giveaways are purchased with station funds or may be donated to the station by vendors. Vendors donating giveaways may have their names mentioned in association with the donation.

Specific rules for giveaways:

- A winner must pick up a prize within 24 hours of winning.
- A patron may win a contest no more than once every 14 days.
- Station staff and DJs are not eligible to win prizes.
- The spouse, partner, or roommate of a DJ is not eligible to win a prize while that DJ is on-air.
- Violation of these rules will result in disciplinary action against the DJ and revocation of the prize from the winner.

### **F. Underwriting**

Underwriting is a way for businesses to sponsor programming by a non-commercial station. In return for their donation, an announcement will be made identifying the donor, as required by the FCC. *Non-commercial stations are very limited as to what they can say about businesses, foundations, individuals, or some other entity when they sponsor the station.* The difference between an underwriter for a non-commercial station and an advertiser for a commercial station is that the underwriter helps

defray costs of the station and is identified, whereas advertiser s pay to get a specific message relayed to the public.

*Underwriting announcements are highly regulated. No calls to action, qualitative or quantitative measures, endorsements or comparisons, or prices may be mentioned regarding the sponsor.*

#### **G. Station-Sponsored Events**

Only the Program Director and/or General Manager may authorize KDWG to act as a co-sponsor to any activity.

All sponsored activities outside of the normal operations of the station (e.g. dances, contests) must be coordinate with the General Manager.

#### **H. Office Hours**

All staff and DJs must maintain scheduled office hours or commitments to on-air programming. Failure to appear for an on-air show or for office hours may result in loss of position unless approved by the Station Supervisor prior to the absence and with adequate time to make adjustments.

### **III. Sanctions for Misconduct**

**A.** Violations of minor policies included in this handbook will result in cautions and education on how to prevent those violations in the future.

**B.** Violations of major policies will result in the termination of the staff member.

**C.** Offenses by student staff or DJs may be referred to the Dean of Students for further disciplinary action.

**D.** Appeals of any sanctions implemented by the General Manager can be appealed to the Dean of Students, and then further to the Radio Board.

**E.** Appeals of any sanction related to the Code of Conduct must follow appeal and administrative procedures as outlined in the Student Handbook.

I, \_\_\_\_\_, will follow all policy found in this handbook, as well as all orders from staff and supervisors. When I am unsure of a rule, I will ask staff members before acting and will notify them immediately if I encounter complications or accidentally break policy rule.

\_\_\_\_\_

sign

\_\_\_\_\_

date