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Welcome to WUPX! You have joined an organization that has come into its own as a voice for and of the students at Northern Michigan University.

WUPX is a non-commercial educational broadcast facility serving the Northern Michigan University campus and the surrounding area. We serve not only the campus community but also the entire Marquette area and the surrounding towns.
We take pride in the students who work hard to make WUPX a top-quality station because without you, there would be no station. WUPX takes people who either want to go into the broadcasting field or other similar fields, or just eager individuals desiring to achieve a goal as a DJ. Our primary goals are to entertain the public and to be a reliable source of information for our listeners.

We hope that you find this handbook to be helpful during your tenure here. It is designed to assist DJs and help Executive Staff members answer any problems or questions that may arise. Within this guide you will find the official policies, practices and procedures for WUPX approved by the WUPX Board of Directors. Almost everything you need to know is in this book. If for some reason you are unable to find the answer to a question, please feel free to ask a staff member for help; that is why we are here.

We want your time spent here to be an enjoyable and rewarding experience.

WUPX, 91.5 – FM
Northern Michigan University’s Student Radio
Northern Michigan University
Marquette, Michigan 49855

Radio X DJ Handbook, 14th Edition
by
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Special thanks to Peter Darga, Assistant Training Coordinator &
Adam Holloway, Station Manager

Managers and Executive Staff members can be reached through the office for non-emergency reasons at this number: (906) 227-1844
I. ORGANIZATIONAL HISTORY

WUPX celebrated its 40th year as a student organization on the NMU campus in 2010. We began as WBKX, broadcasting, at first as an AM outlet in 1970 and later as a cable-only station. After years of hard work and savings by the students of NMU, WUPX successfully became an over-the-air station at 91.5 on the FM dial in September of 1993. During the process of applying for our license, the FCC (Federal Communications Commission) informed us that we would no longer be able to identify ourselves as WBKX, and, as a result, we changed our station call letters to WUPX.

Since the very first day of airing, WUPX has been an active organization contributing to the quality of life on the NMU campus (and off campus.) Our core activity has been to provide both entertainment and information for the campus and the surrounding community. In doing this, we have regularly programmed live DJ-style shows, as well as national syndicated music programs. We have also recorded live music from clubs and concerts around the area.

WUPX has also contributed to campus/off campus life in other ways. We have hosted a number of concert events and benefits. In programming the station, we regularly offer prize giveaways and gifts to our listeners. We have hosted campus discussion and call-in shows to talk about various issues, and arranged two local media conferences with panels, discussions, and workshops open to all NMU students.

WUPX is on the air twelve months out of the year, and we are pleased to report that our staff and volunteers have made it possible to operate twenty-four hours a day, seven days a week throughout the school term. The number of students involved at the radio station, and the length of our commitment during the year, contributes to our belief that we are the most active volunteer organization on the NMU campus.

II. ORGANIZATIONAL STRUCTURE

The organizational structure of WUPX consists of three parts: The Board of Directors (the Board,) the Executive Staff (E-Staff,) and the volunteers (DJs, other affiliates). The Board is the main policy-making organization. The Board, working in conjunction with the General Manager and the Station Manager of E-Staff, establishes policies concerning the finance, programming, staffing, equipment, and facilities of the station. The Board is responsible for hiring the Station Manager and the General Manager, as well as approving each semester’s budget. The Board is made up of an administrative advisor, a faculty advisor, an at-large faculty member, a representative from the local professional media community, an ASNMU representative, and three at-large student members.

The E-Staff serves under The Board. This staff includes the General Manager, the Station Manager, Training Director, Music Director, Public Affairs Coordinator, Marketing Director, Production Director, IT Director, Engineer, and the Art Director. In general, it is the job of the E-Staff to determine the program schedule, assign shows, promote the station,
bring in music, arrange informational programming, oversee DJ training/preparation, and help the station comply with the FCC requirements and regulations.

Our staff of DJs make up the largest group of people at the station. The announcers provide entertainment and information for the university and its surrounding community every day. To qualify as a DJ, a person must be enrolled at NMU, go through the station training and orientation, take a written DJ test, and apply for a show time. The DJs are accountable to the station manager for their on-air work. Because WUPX is licensed to operate by the FCC, each DJ is responsible for understanding and upholding the required FCC rules and broadcast regulations.

III. EXECUTIVE STAFF

a. General Manager

The General Manager, in conjunction with the Administrative Advisor, is responsible for all financial aspects involving the WUPX budgets and purchases. Semester budgets will be completed by the second week of each semester. These budgets will reflect all fixed expenses and those projected for each semester with a contingency provided for unexpected costs. The GM will keep the staff informed of all budgetary developments.

The GM is the station’s biggest lobbyist, and maintains ties with all pertinent student organizations, the NMU Administration, and the Marquette community. The GM is strongly recommended to attend meetings for both ASNMU and SFC (Student Finance Committee) and, in the event that the need arises, defend and articulate station interests and policies to them. The GM also should attend all meetings of the staff, DJs and WUPX Board to keep lines of communication open.

Any and all outside communications and correspondences will either be conducted or approved by the GM. This includes any FCC correspondence. He/she will supervise this function with the help of the Station Advisors, and the Station Manager, if needed.

In the event of an FCC inspection, the GM will be responsible for assisting the inspector through the process along with the Station Manager. If neither of these two people is available, an available member of E-Staff will provide assistance. The Faculty and/or the Administrative Advisor will also be contacted to assist with the inspection.

The GM will work closely with the Station Manager and keep the E-Staff and the Board of Directors informed of all station activities. In conjunction with the Station Manager, the GM will be responsible for hiring and firing E-Staff members, and informing The Board of such events. The GM is responsible for involving the station staff in volunteer projects and community service activities.

The General Manager is the primary supervisor for the Promotional Department. This includes: The Public Affairs Coordinator, Marketing Director, and IT Director. He/She is also the immediate supervisor for the entire E-Staff before The Board.
Finally, the General Manager is to take minutes at every E-Staff meeting.

b. **Station Manager**

The Station Manager oversees all internal operations of the station, and is the primary supervisor for the Production Director, Training Coordinator, Music Director and Engineer, also making sure that the E-Staff and DJs are performing their jobs properly.

The SM is more or less the “policeman” for all deviant activities and will hand out warnings, suspensions, and dismissals to all individuals who abuse station property or policies. In the event of theft, the SM will contact Public Safety, the GM, and in some cases, The Board.

In conjunction with the GM, the SM is responsible for hiring/firing E-Staff members, along with the general staff (announcers/DJs.)

The SM works closely with all E-Staff members and is responsible for scheduling meetings for all station personnel. The SM is to be fully trained and educated in the FCC regulations, and is responsible for scheduling DJs during the hiring intervals throughout the year.

The SM is also responsible for the upkeep of the Logbook, and it is/her job along with the Training Coordinator to track down DJs that failed to fill it out correctly.

The SM is also responsible for the upkeep of the station’s Public File, making sure that all documents are in place and up to date. **This is extremely important:** This file will be the first thing FCC inspectors look at during an inspection.

The SM is the primary supervisor for the Music Services Department, the Programming Staff, the Station Engineer, and the DJs/announcers.

c. **Training Coordinator**

The Training Coordinator works closely under the Station Manager, and is responsible for coordinating with and training DJs to provide them with an adequate knowledge of the FCC rules and regulations, along with standard WUPX protocols. The Training Coordinator also offers a mentoring relationship with DJs, and is responsible for organizing continuing education for all staff members.

The TC is also responsible for preparing all DJs for the “DJ Test”, which is necessary for all DJ’s to pass prior to being given a static time slot/show.

d. **Music Director**

The primary responsibility of the MD is to insure that the station has the most up-to-date music materials available. They are required to keep the music library clean and orderly. The MD is to insure that no theft occurs, and if any disks or records are missing they are to report it immediately to the SM and GM.
The MD is responsible for cataloging all music into the computer, including disks, tapes, and vinyl. The MD and those working under him/her are responsible for scanning all disks, tapes, and albums for any songs NSFAP (not suitable for air play) BEFORE they go into the studio. Any songs depicting extreme sexual, violent, or vulgar imagery should and will be marked NSFAP.

The MD is responsible for initiating and keeping our relationships with all relevant music labels and making sure that the station receives all the pertinent new releases. If there are labels WUPX is currently not on, and they have materials we need, then it is the duty of the MD to get the station on their mailing list ASAP. The MD along with the Station Manager and Production Director will work together to determine what programming shall be placed into the automation system.

WUPX reports its most requested music to the College Music Journal, (CMJ,) weekly. This is necessary because the labels require the station to do so or they will not send their materials. They look at these submissions very closely, so it must reflect, as closely as possible, what is most requested or played on air. It is best for the MD to set up a system for him/her to keep track of these heavy airplay items.

e. Marketing Director
The main function of the Marketing Director is to design and create themes, events, and contests that will promote the station. This includes creating a program guide each semester of the school year. The Marketing Director will work in conjunction with the GM and SM regarding any promotions.

The Marketing Director is responsible for filing a complete list of rules and procedures in the Public File regarding all contests. This should include procedures dealing with contests ties. The PD is also responsible for keeping a list of prizes given away and those who have won them for the Public File. The Marketing Director is also responsible for general marketing, funds for events, public relations, and activities that may include: Radio X concerts, open mic nights, DJ “get togethers” (bowling nights, etc.), fundraisers, and any other event that may take place.

f. Production Director
The Production Director is the overseer of all the production that goes out over the air. This includes show promos, PSA’s, liners, and campus announcements. The Production Director must have a proficient knowledge of the equipment used to create professional sounding air spots. The Production Director will work closely with the Public Affairs Coordinator to insure that all PSA’s and promos are scheduled to be played according to relevance at the time. It is suggested that the Production Director keep a variety of office hours to allow greater access to the DJ staff when doing production work. The Production Director alone has the right to organize the production studio in whatever manner of his/her choosing, and in turn is fully responsible for its upkeep.
**g. Station Engineer**

The Station Engineer will be responsible for any and all repairs of station equipment. Equipment that falls into this category is – Transmitter Rack(s), Audio Equipment Rack(s), Production equipment, Touchscreen, Automation System, Digital board, All Remote equipment, and any other equipment not listed here that is owned by WUPX. The Engineer is to be available for all Radio X functions that involve remote equipment if needed. The Engineer shall also be on call 24 hours a day for emergency repair if need be.

The Engineer is responsible for the setup, layout, and maintenance of all equipment in the broadcast studio including, but not limited to, Telecom and Computer Equipment.

**h. IT Director**

The IT Director is responsible for all Computer Equipment in the Station. (Hardware, Software, and Computer Wiring). The IT Director is also responsible for all policies and protocol relating to the computers and internet/intranet data owned by WUPX.

As technology has evolved, the IT Director position has at the very least, doubled in responsibility and importance. We now have a state of the art web page with hundreds of new features that only a very qualified computer techie would be able to successfully manipulate and update. A separate job description for the IT Director is now on file that explores the new aspects of this position, and is readily available by request.

**i. Public Affairs Coordinator**

The Public Affairs Coordinator’s main duty is to script the announcements that are read over the air by DJs. He/She is also responsible for making the weekly local music calendar for the DJs to read over the air. To do this he/she has to contact all of the venues in the community that hold any music related events. The Public Affairs Coordinator also works with the Production Director to schedule Public Service Announcements (PSA) for the DJs to play. Finally the Public Affairs Coordinator will be deeply involved in planning and running community events and recruiting new DJs.

**Note** Some positions may be occupied by one or more E-Staff members. The decision of what positions stay or will be changed is to be decided by the board, advisors, and/or E-staff managers along with any input by the rest of the E-staff.
IV. STATION POLICIES

a. On-Air Issues

i. WUPX DJ Hiring Procedure

At WUPX FM, on-air DJs are hired and fired by the station executive staff. The hiring process that they follow consists of the following steps:

1) Each person interested in working as an on-air programmer at WUPX will fill out a DJ Application Form.
2) All applicants must be in good academic standing (as defined by the university Academic Proficiency Policy) and be free from sanctions imposed through the university’s Student Conduct Program.
3) The WUPX Hiring Committee will interview all applicants. This committee will consist of the GM and/or th SM. If one of the managers is unavailable, another E-Staff member will fill in.
4) The Station Manager shall make final hiring decisions.
5) Each DJ will go through a training session where they will learn information about the studio equipment and on-air procedures as well as WUPX rules and FCC regulations.
6) All new DJs will be considered probationary and will not be given an on-air show until they have completed the following steps:
   a. After the applicant has read the station’s DJ Handbook, they will be required to have a training lesson on the station protocols and equipment practices with the Training Coordinator.
   b. The applicant must shadow a current DJ for at least an hour so they may become more familiar with the equipment in the studio and radio etiquette. Afterwards depending on the mentor and applicant’s schedule a reverse shadowing will take place in order to have a remedial lesson and a safety net prior to their first solo show.
   c. Finally before becoming a full DJ a test will be administered to test the knowledge of station practices and equipment usage, a 70% is considered passing.
   d. After an applicant has passed the test and before they have been assigned a show, they will be required to fill out a WUPX DJ Agreement. In this, the DJ accepts responsibility for the material that they air on their show and agrees to abide by station and FCC rules and regulations. Only after all these conditions have been met will Dj’s have their name added to the roster and card swipe catalog

ii. WUPX Guest Policy

Guests (non-WUPX personnel) are permitted in the offices of WUPX with the following limitations:

1) Unless prior written permission has been received from the GM or SM, no guest is permitted within the broadcast studio.
2) Programmers are not allowed to have more than TWO approved guests in the station, unless special permission has been granted.
3) After the University Center is closed, no unapproved guest is allowed anywhere in the station without permission. This includes the lobby area. There are NO exceptions to this rule.

4) All DJs are responsible for the actions/conduct of their guest(s). DJs are responsible for making sure that their guests are aware of and abide by all station policies. Violations of station policy by guests may result in disciplinary actions up to and including dismissal and referral to the Dean of Students Office.

5) Under NO circumstances are guests permitted to enter the music library.

6) No guest at WUPX is permitted to broadcast over the air any material recorded or spoken in any form without prior permission from an e-staff member.

7) Guests are not permitted to explore the contents of cabinets or desks, nor are they permitted to use the production equipment or computers.

iii. Co-Host Hiring Policy

1) All interested persons must submit an application.

2) All applicants must also be in good academic standing, as stated in the guest guidelines above.

3) Applicants will be interviewed by the GM/SM.

4) Each co-host will go through a training session with the Training Coordinator.

5) A co-host may only be a co-host for ONE show. For example, if the person knows five different people at WUPX, they may not co-host on five separate shows. They are a co-host for the show they are applying to be a part of only.

6) A co-host may NOT DJ by themselves. They must be under the supervision of the DJ hosting the show. This means that the presence of the DJ who runs the show they applied to be on MUST be present at all times.

7) If the main DJ leaves or is fired, the co-host is no longer a DJ at Radio X.

8) If a co-host decides that they would like to become a full-time DJ, they must submit a DJ application.

9) No more than TWO co-hosts are allowed on a show.

iv. Copyright Infringement

1) Someone owns all the music that we play over the air at Radio X, and the owners have a right to profit from the use and sale of their songs. It is possible for one person to own the words and music to a song while another (or several others) may own a separate right to the performance of that song on disk. WUPX pays yearly fees to the performance rights organizations ASCAP and BMI for the use of the prerecorded CDs that we obtain from recording companies. These fees do not include local recordings of someone else’s copyrighted songs or bootleg recordings of your favorite band.

2) Any unauthorized use of copyrighted material creates a problem. Personal recordings of someone else’s copyrighted music should not be played on the air. This also includes bootleg recordings. If you want to play bootlegs on the air, we need to get written permission from the group, artist, or person holding the copyright. If they request payment, then we will not authorize playing their material on air.

3) It is always safest to play the recordings that the station has in its library. If you wish to play an independent recording, check with station management. If you have
received permission from the managers to play CDs from your private collection, you will still be held responsible for any and all improper/indecent material. In other words, make sure all the music you play is suitable for airplay.

4) Copyrighted material may include MP3s and other downloaded music, literary and artistic works, prose (fiction/nonfiction), poetry, scripts, musical scores and lyrics, photographs, motion pictures, videos, sound recordings, maps, paintings, sculptures, advertising layouts, and, in some cases, personalities. If you are in doubt, ask the station staff. The only stupid question is the one not asked.

v. Language

1) If our listeners hear profanity, offensive slang or obscenities, it could cause major problems between WUPX, the community, and the FCC. The policy at WUPX is to always follow the FCC guidelines. The WUPX Board of Directors will NOT allow obscene or indecent material to go over the air. (See FCC Regulations later in this manual).

2) Announcers will be dismissed immediately if they play a song that is marked NSFAP, say the words “Fuck” or “Shit,” or any variation of indecent, offensive language. In a nutshell don’t say anything that you wouldn’t say to someone else’s grandmother. Any possibly offensive statements can and most likely will be listened to, and the offender will be dealt with accordingly. Be smart, use your head. You don’t need to cuss to a community to be ‘cool.’

3) Depicting extreme sexual violence over the air also qualifies for an immediate dismissal.

vi. Listener Complaints

1) Whenever a listener calls in with a complaint about transmitter interference or program content, an announcer should politely ask for and take down the caller’s name and phone number and assure them that the Station Manager will get back to them within 48 hours. The announcer should then contact the SM or GM and inform them of the problem. If the listener refuses to provide their name and number, call the GM, SM, or Program Director. The reason? It is quite easy to spout a prank call at a radio station if you don’t have to answer for it.

2) The SM shall follow up all legitimate complaints within a 48-hour-time period. This is extremely important. Listeners have the right to go to the FCC with their complaints, but we would rather deal with them at the local level and not involve the federal government unless absolutely necessary. Listeners can, and will, take their complaints directly to the FCC if they feel they are being ignored.

vii. No Alcohol or Drugs

Rugs are illegal in this country, so why should our radio station be any different? Possessing alcohol drugs anywhere inside the station and you are fired immediately. Being under the influence of such substances also qualifies for instant dismissal along with a report to Public Safety. It is also a federal offense to have alcohol within 500 feet of a radio station.
viii. Requests and Telephone Etiquette

1) No one is required to play requests. As a DJ, it is half-expected, but not a life/death obligation. The only reason not to play a request is that it simply does not fit the format of your show. If you do not plan on playing a request, explain the reasons for this politely as possible. An example is informing the caller that their request does not fit into the genre of your show and politely ask if there is a song in the genre (hard rock, indie, country, etc.) that you could play for them. A strategic motto that even the professional commercial stations invoke is the term “I’ll see what I can do.” While we don’t want to end up coining it like a battle hymn, such responses avoid any technicality a listener could complain about.

2) **Always** be polite to callers. One of the favored appropriate methods of answering the Radio X line is: “Radio X, can I help you” or simply “Radio X” in a DJ-like manner. (You get the drift.)

ix. Signing Off at Unscheduled Times

1) Announcers shall never say that they are “signing off” at the end of their shift unless they are powering down the transmitter and truly going off-air. There are only one exceptions to the above rule: An emergency. In the event of an emergency, contact the SM immediately before signing off.

2) In the event of an emergency, it is possible that a law enforcement, Civil Defense, or campus security official could ask you to sign off the station. These people **must** identify themselves with an ID or by uniform. Under no circumstances will you turn the station over for someone else’s use without authorization from the SM or GM.

x. Station On-Air Logs

1) The station logs (sample in the appendices) are the station’s official record of what has happened on the air. They are used to record sign-ons, sign-offs, the names of the show hosts, meter readings, and the EAS test. In the event of an FCC inspection, these logs will be very important to the station.

2) All announcers must adhere to the station’s policy and fill out all logs appropriately. It is required that you sign in and out with your legal signature, not your on-air name. You must use only black or blue ink for this; **NEVER** use red ink or pencil.

3) Make sure to do the transmitter readings every two hours and record the results. The FCC requires the station to do this. Please do them accurately and on time.

4) All Emergency Alert System (EAS) tests must be logged and signed. (Instructions available later in this manual.)

5) Always double-check the work of the person you are relieving to make sure they have filled out all appropriate readings, as well as sign on/off properly. If you find a blank spot in the log, **do not fill it in.** Contact the Station Manager or Training Coordinator. The person who has left it blank will be contacted to fill it in.

xi. The Station Slogan or Logo

1) For advertising and identification purposes, we often call our station “Radio X.” As a DJ, it is important that you use this term on the air often, as it gives our station a sense of identity and branding. Always try to sound as professional as possible when announcing that we are Radio X.
2) **LEGAL IDS!! IMPORTANT!** The FCC does NOT consider the words “Radio X” to be a legal ID that we can use at the top of each hour. A legal ID consists of the station call letters followed by the city of license. As a result, “WUPX, Marquette” is a legal ID. “Radio X at 91.5 FM” is NOT a legal ID.

3) Never make up your own slogans or liners that sound like identifiers and use them on the air. If you have ideas for these, bring them to the attention of the E-Staff.

   xi. **Babble?**
   Sure we all do it. We love to hear our own voices, otherwise why would we be on the radio? Point is, the community listens to our station to enjoy the music that we have to offer. Juicy gossip is fine, along with casual talk and humor, but unless your show is geared towards chat, and favored in that sense, please put the music at the top of your priorities. Keep in mind that what you want and enjoy doing with the power of radio is not always what those listening enjoy.

   xiii. **Libel/Slander**
   1) According to the Associated Press, libel is injury to someone’s reputation. Words, pictures, or cartoons that expose a person to public hatred, shame, disgrace or ridicule, or induce an ill public opinion of a person are considered to be libelous. A person who has been defamed by such a statement may decide to take a DJ or the station into civil court. Just because you think it is funny to make a joke about someone you know, that person may not take it the same way.

   2) Exposing a person to public hatred, shame, or disgrace, or inducing an ill public opinion of a person is also considered to be a Student Code violation here at NMU. If the offense is considered to be severe enough, the Dean of Students Office has the ability to remove someone from the university.

   3) There is only one complete and unconditional defense to a civil action for libel: That the facts stated are **PROBABLY TRUE**. Quoting a news source correctly is not enough. If a statement is untrue, you are simply helping an unreliable source spread a libelous statement. (The media is famous for this.) You must be able to satisfy a jury that a potentially libelous statement is substantially correct.

   4) There is one exception to libel in broadcasting: Broadcasters are immune from libel cases when they carry the broadcast statements of political candidates who are in the news during an election or on the air as a result of buying commercial time. (How fascinating.)

   _YET ANOTHER BOTTOM LINE! IF YOU HAVE EVEN THE SLIGHTEST QUESTION THAT A STATEMENT YOU WISH TO MAKE WILL BE LIBELOUS OR SLANDEROUS, DO NOT ANNOUNCE IT OVER THE AIR. ALWAYS CHECK WITH THE STATION MANAGERS AND ADVISORS BEFORE MAKING POTENTIALLY DANGEROUS STATEMENTS ON THE AIR._

   b. **WUPX is a Non-Commercial Station**
   1) Do you know what this means? It means we are licensed to operate in the non-commercial band of FM frequencies, and we are NOT authorized to advocate services or promote products.
2) Therefore, there are several things that we do NOT do. We do not mention the price/cost of products or services. We do not ask people to go out and try a service or product, and we do not compare products or services, let alone in a biased fashion.

3) On the other hand, we do air a local music calendar. Some might argue that it qualifies as commercial since bars and clubs want to make money, but we consider it a public service since it is useful, unbiased information for our listeners. Reading the announcements for one bar only and describing their bands could become a commercial, in other words.

4) Occasionally, WUPX is allowed to do announcements in the form of underwriting. This is a type of on-air credit given in exchange for services provided to the station. However, these announcements cannot be done as commercials. (See number two above.) What we can do is identify the sponsor by name, list their address, and mention the type of service/product they provide, if you are unsure if it is ok to read on the air contact the Station Manager.

c. Scheduling and Rescheduling Shows
   i. Absences
   1) It is the responsibility of the DJ to remember their assigned shift, and to be in the studio on time. It would be most wise for each DJ to arrive at least 10 minutes prior to their scheduled show, and to prepare or help out where needed. As a bit of friendly advice, it helps to more or less bond with the person you are relieving, and the person who is relieving you. If you have a problem with getting to the station on schedule, work something out ahead of time with the person you are relieving. **Phone calls work wonders.** Call if you feel that you will be the slightest bit late. Since this is a radio station, someone will usually be available to answer your call.

   2) If for some reason you are unable to make your scheduled shift, it is **your responsibility** to find a sub. A sub list will be posted and copies given to all current on-air DJs. The DJ Facebook page is also strongly suggested. **If any shift changes are to be made it must be done with the approval of the the SM ahead of time!**

   3) Illness or emergency situations are the only acceptable reasons for shift changes or absenteeism. A good quote to work by, “missing your show may mean you lose it.”

d. Holidays and Breaks
   1) WUPX will always try to stay on the air 24/7 during holidays and scheduled breaks. If you are in town during a break, why not try to do your show?

   2) The Station Manager will make a sign-up calendar to fill in times during a holiday or break. Look for those calendars in the WUPX studio prior to break. This is a good way for established programmers to find extra show times, as well as get new programmers to fit into the schedule.

   3) On a side note, being in town during breaks allows quite a bit of room on the schedule, so yes, you can do a 13-hour long show if you are in the mood.

e. General Meetings
   Each semester the E-Staff will host a number of general meetings for the announcers/programmers. Prior to the meeting, the SM will post an announcement of dates, times, and locations in the broadcast studio. **It is your responsibility to watch these**
postings. There will always be two scheduled times for each meeting, so that each DJ will be able to find a time to fit their schedule. Meetings are Mandatory if you are unable to make one of the scheduled sessions, contact the SM or GM at least one week in advance.

Lost one of these meetings may result in dismissal from the station.

f. Station Upkeep
1) The equipment in the studio is quite valuable, and not necessarily easy to replace. Please treat it with the utmost respect. Anyone caught abusing or stealing WUPX property or equipment will be immediately dismissed and criminal charges will be filed.
2) No equipment is to be removed from the station without the SM and/or Engineer’s permission. News and/or remote equipment must be approved by the Station Manager before it is removed.
3) Handle all records, tapes, and CDs with care. Cleaning solution is in the studio to help keep the equipment working properly. If for some reason you are unable to find any cleaning fluids, contact the Music Director ASAP. Other E-Staff members with cabinet access may be able to provide cleaning fluids as well.
4) Do not move any of the equipment around in the studio or adjust any of the wiring, even if you know what you are doing. The only people authorized to do any of this are the Station Engineer, IT Director, or the Engineering Staff from WNMU-FM Public Radio 90.

g. Station Security
1) All doors within the station should be locked whenever WUPX is off the air. Be sure to have your ID with you when you need to get inside the University Center and the station. Please report any broken locks and windows immediately. This affects our security.
2) If you are doing a show late at night, DO NOT prop the outside doors of the UC open in order to let the next DJ in. This presents a security problem for the university, potentially allowing unwanted people to enter the building. If you are expecting a DJ to arrive shortly, you are welcome to watch for them from inside the University Center, behind a locked door.
3) Once the UC is closed, no unauthorized guests are permitted anywhere in the station.

h. Studio Areas
1) When entering into the WUPX offices, do so in a quiet manner, so that you do not distract the on-air DJ. This also includes going into the studio. We do not want unwanted noise going out over the air.
2) Keep the studios clean. Pick up your own trash—do not expect someone to do it for you. If you make a mess on a desk, or the floor, or anywhere, clean it up.
3) No guests are allowed in the broadcast studio without first filling out a guest request form filled out properly and signed by either the GM or SM. NO GUEST IS ALLOWED IN ANY PART OF THE WUPX STUDIOS EXCEPT THE OFFICE/Lobby. The only reason for you to have a guest is to keep you company,
not to be your gopher. A violation of this rule will result in immediate dismissal and possible trespassing charges against your guest.

4) There will be no food or drink allowed anywhere near the confines of the studio. There is no exception to this rule. We have a lobby you can eat food in, so use it. The equipment in the studio is prohibitively expensive and carelessness can lead to damage that the station cannot afford to replace. Can you afford to replace it for us? Great, so eat the candy bar in the lobby, not the studio. **ABSOLUTELY NO SMOKING OR CHEWING TOBACCO OR ANY OTHER SUBSTANCES WILL BE ALLOWED WITHIN THE CONFINES OF THE WUPX STUDIOS.** This is in compliance with the NMU no smoking policy as well. If you must smoke, go outside.

V. **PROCEDURES**
   a. Register into the black DJ log book.
   b. Check the EAS/enter information into the blue EAS book. [process described ahead]
   c. Turn off automation if it’s on and then start your show.

VI. **EQUIPMENT**
   a. **THE EMERGENCY ALERT SYSTEM (EAS)**
      The purpose of the EAS system is to enable the President of the United States to speak to the citizens and provide important information during times of national disaster. Secondarily, the EAS system can be used by the NWS (National Weather Service) and the state of Michigan to disseminate information during local emergencies. WUPX is a participating station in this national service, and our Sage 1822 ENDEC system enables us to do this.

      i. **Weekly Tests**
         In order to make sure that the EAS system is always in working order, WUPX is required to test its equipment on a regular, weekly basis. These times are selected at random, along with monthly tests (more lengthy). If one of the E-Staff members asks you to conduct a weekly test, follow this procedure:
         1) Go to the blue Sage Digital Endec located near the top of the rack. Push the button under the word “Week” on the face of the ENDEC display screen.
         2) Enter the password: 1111 (Press the ENTER button four times.)
         3) You now see a “Proceed” or “Abort” message on the screen.
         4) Go to the touchscreen and under “WUPX stuff” press EAS OPEN
         5) Back to the Endec press the button under the word “Proceed,” and the test will begin.
         6) After the dial tone, go back to the touch screen and under the same folder press EAS Close.
         7) Finally on the Endec press the button under MSG, record the data in the EAS Log Book and then delete the data.
         8) In order to delete press “done”, “yes”, and then enter the pw 1111
ii. Monthly Tests
   1) The monthly EAS tests are like the weekly EAS tests and should be conducted once a month at the discretion of the Station Manager.

VII. FCC RULES/REGULATIONS

   a. FCC Inspection Procedures
      As the government agency appointed by Congress to regulate broadcasting, the FCC and its field inspectors have the right to inspect our station to make sure that it is operating according to regulations. If you are doing a show and someone comes in claiming to be a FCC field agent, ask for some form of ID, offer a seat, and immediately call the GM or SM. Keep the following in mind:
      • All staff members should act in a professional manner, and they should be familiar with the FCC rules and regulations contained in this section of the WUPX DJ Handbook, 9th edition.
      • The E-Staff will attempt to keep the announcing staff aware and updated on all the FCC rules and regulations. Remember, the laws are rapidly changing and it is the announcer’s and the station’s best interest to know and abide by them.
      • In the event of an FCC inspection, it is important for you to immediately contact the management. The GM, SM, Administrative Advisor, and the Faculty Advisor must be notified quickly of an FCC Inspector’s presence at the station. The necessary phone numbers will be posted on the broadcast booth door.
      • Should you be on the air when the FCC conducts an inspection, DO NOT attempt to provide answers to the questions for which you are uncertain.
      • In the event of an inspection, you will most likely be asked to show where WUPX’s operating license, staff licenses, public service file, and underwriting contracts are located. ALL of these are located in the PUBLIC FILE. Please, show them to the inspector and go back to your regular duties. The Public File is located in the file cabinet adjacent to the CD storage room.
      • If time permits, it is courteous for local stations to apprise each other of an inspection. If you receive a call from another station about a possible inspection, notify the management ASAP. DO NOT go on the air and announce that we are about to get inspected. If WUPX happens to be inspected first, then we will contact the other radio stations in the area and let them know about things as soon as the visit is concluded.
      • The FCC can both levy a fine and/or suspend or revoke a radio station’s operating license. Therefore, it is important that the management should be there for the inspection and that all WUPX staff members should conduct themselves in a totally professional manner.

   b. Antenna Maintenance
      The WUPX antenna is located in Morgan Meadows a recent occurrence from it’s old position on top of the Wisconsin Electric Power Plant smokestack. Any maintenance to the antenna should be handled by the NMU Engineers, and actions of such should be known by WUPX Advisors, Managers, and the Engineer.
Note: If the Station is off air or sound funny report it to the Station Manager immediately!

c. Copyright/On-Air Guidelines
   i. Copyrighted Works
      Broadcasting a copyrighted work over the air constitutes as a public performance, for which performers can demand royalties or even bar the performance altogether. Broadcasting your own local recordings of other people’s copyrighted material, bootleg concert recordings, and downloaded music can cause problems.

      Bottom line: Do not play copyrighted music or television sound bites. Do not even read a piece of newsprint without first obtaining permission from the management.

   ii. Obscenity and Indecent Language
      1) According to the FCC, whoever utters any obscene, indecent, or profane language by means of Radio Communication can be fined up to an accumulative 3 million dollars or greater, but shall not imprisoned, for not more than two (2) years.
      2) This is not a joke. This is the real world out there, and people are listening. If you are caught doing any of these things you will be taken off the air.
      3) Obscene or indecent programming can cause the loss of the station’s license or the imposition of a large fine by the FCC. The WUPX Board considers these undesirable outcomes to be the same as destroying university property, which is a Student Code violation carrying the possible penalty of being separated from the university or withholding a diploma.

         In English: You say fuck or shit you are gone. You so much as utter a word that can be considered highly offensive, you are gone. It’s not worth it, so don’t do it.

         Never depict extreme sexual violence or sex acts over the air in any form.

         Do not issue a call to action regarding such matters.

         The Board of Directors for this station and the E-Staff will not make any exceptions to this rule. There is not, and never will be, any excuse for this type of behavior. There is ZERO tolerance for such actions.

   iii. Station Identification
      The FCC requires all broadcast stations to legally identify themselves at the top of every hour while the station is on the air. Legal IDs should also be played when signing off and on. Always play the hourly IDs as close to the top of the hour as possible. Do not improvise or come up with your own identification. The station logo is NOT a legal top-of-the-hour identification. A Legal top-of-the-hour ID consists of the station call letters and the city of license. All of these are acceptable legal IDs:

         WUPX, Marquette, Michigan
         91.5 FM, WUPX, Marquette
         Radio X, WUPX, Marquette
d. Our Non-Commercial License

WUPX is licensed to operate as a non-commercial station. This means that we do not advertise or advocate the use of any commercial product or service. The FCC has decided that there are three things that make up a commercial: Call to action, pricing, and qualitative statements. In a nutshell, WUPX is not one of those huge stations with celebrities and cuss words, brand names and dirty jokes.

i. Calls to Action

A call to action means that you are telling or suggesting that our listeners should do something. Whether it is trying, buying, swimming, or jogging, if it is doing then it is a call to action. If you suggest or tell over the air to buy a CD or go to a concert, you are guilty of the license agreement. This means that you are, in effect, doing a commercial on a non-commercial station. Even something as simple as the Mountain Dew slogan, “Do the Dew,” could be a problem. Do not do calls to action.

ii. Technicalities in Call to Action

A recent addition to the handbook, a technicality in this field would consist of a totally unlikely result to a subtle call to action. Example, if you say “hey folks it’s raining, roll up your windows!” Some person could roll up the windows, do something wrong, lose a finger, and guess who gets the phone call because of it? Therefore, avoid subtle call to actions at all times.

iii. Pricing

This simply means that DJ’s are not allowed to say how much a commercial product or service costs. So do not say prices on the air. It is not that difficult.

iv. Qualitative Statements

These are comments that compare one product or service to another. Calling someone the “best restaurant” or the “better video store” means that you are making evaluative judgments on the air. These are not permitted.

v. Payola Plug

Payola is the act of giving or accepting undisclosed payments or favors to influence program selection or content. (Some junky paying you to get him charted, etc.)

Plugola deals with plugs (advertisements) by station personnel with respect to services or commodities produced over the air where the station itself, or its personnel, has a financial interest in the object being promoted.

**ANOTHER BOTTOM LINE! NEVER ACCEPT PAYMENT IN ANY FORM FOR PROMOTING ANY MUSIC, SERVICES, OR PRODUCTS. YOU SHOULD ALSO BE CAREFUL OF WUPX’S NON-COMMERCIAL STATUS. DO NOT MAKE ANY QUALITATIVE OR COMPARATIVE JUDGMENTS ABOUT ANY PRODUCTS OR SERVICES.**
If you receive a prize to give away on your show, simply mention what the prize is and the business donating it. For example, free hamsters from Meaty Rodents Extraordinaire would be appropriately addressed thusly, “Today we are giving away a free hamster from our friends at Meaty Rodents Extraordinaire.” Very simple, no commercial! A bad example would be, “We’re giving away a portable radio from our sponsor’s and the best shop in town Radio Hut!”

VIII. DISCIPLINARY PROCEDURE

a. Disk Jockey Staff
1) The Station Manager supervises all volunteer disk jockeys at WUPX. Accordingly, the Station Manager holds the responsibility for disciplinary sanctions for disk jockeys who violate station policy, FCC rules, or other regulatory items, including potential violations of the NMU Student Code and Ordinances.
2) Upon being called back for the training procedure of the hiring process, the Training Director has the ability to reject or send back an application to the management during this process, to either request a termination, or other disciplinary actions. Basically you should not take your training for granted, and if you think it is cute to misbehave during it, you will find yourself removed from WUPX.
3) Prior to making any determination of fault, the Station Manager will speak directly with the disk jockey in question to hear that individual’s version of events. Basically you get to speak your side of the story prior to any action being taken.
4) If the SM is not satisfied with this explanation, appropriate disciplinary action will be taken. In general, any sanctions imposed will be progressive and appropriate to the nature of the offense and the individual’s prior disciplinary record. Serious violations, however (those which involve a threat to the license of the station, health and/or safety of the station staff, guests, listeners, or which appear to constitute a violation of the NMU Student Code or Ordinances), may result in immediate termination of the disk jockey involved.
5) The sanctions imposed may include the following:
   a) **Warning:** An official written reprimand provided to the disk jockey involved in the incident. Generally, three warnings will constitute termination.
   b) **Probation:** A temporary status for a period of time not to exceed four months during which further violations of station policy will result in the termination of the DJ. Conditions such as supervision, guest limitations, and time restrictions are some of the steps that may be taken.
   c) **Suspension:** A temporary separation of the disk jockey from all formal interaction with the station for a period of time not to exceed four months. During this time, the DJ may **not** broadcast any material, use any station facility for any purpose, and/or participate as a member of WUPX in activities and events.
   d) **Termination:** The immediate and permanent separation of the DJ from all association with WUPX-FM. Once terminated, and individual will not be allowed to work at the station again.
6) The Station Manager shall review the incident and the disciplinary action will take effect immediately upon the notification, in writing, to the disk jockey.

7) The Station manager shall maintain a record of all disciplinary actions taken against the station staff, including a description of the incident prompting the disciplinary response, the notification provided to the disk jockey, and any subsequent appeals or correspondence related to the incident.

b. Appeal Procedure

Disk jockeys who receive disciplinary sanctions imposed as outlined in the foregoing section may appeal them in one of two ways:

i. Appeal for Leniency

If a DJ believes that the sanction imposed through the foregoing disciplinary process should be moderated due to extenuating circumstances, the DJ may make a formal written appeal for leniency to the Station Manager. The SM, after appropriate consultation with the WUPX administrative and faculty advisors, shall determine whether the penalty should be moderated or allowed to remain in effect as imposed.

ii. Appeal of Disciplinary Action

If a DJ believes that the Station Manager overlooked substantial facts in handling a particular incident, feels that the disciplinary actions taken in a given matter were arbitrary and capricious, and/or feels that the procedures outlined in the foregoing sections were not followed, then the disk jockey may make a written request for reconsideration to the Chairman of the WUPX Board of Directors. Upon receipt of such a request, the Chairman shall convene an ad hoc committee comprised of at least three but no more than five members of the Board of Directors, including at least one student, which shall:

1) Select from its membership a chairman; inform the Station Manager and General Manager of the appeal and obtain a copy of the disciplinary file related to the incident in question.

2) Review the appeal submitted by the DJ; have the power to call witnesses as it deems necessary provided that if any of the Station Manager, General Manager, or disk jockey involved is called as a witness, or be called to hear the testimony offered; ask questions of those persons directly involved in the incident and its prior resolution and any other individuals which may have pertinent information regarding the case; make a determination on the appeal which may be to:

   a) uphold the decision of the Station Manager, leaving intact the disciplinary sanction imposed previously.
   b) uphold the decision of the Station Manager while moderating the disciplinary sanction imposed previously.
   c) overturn the decision of the Station Manager.

All appeals shall be submitted by the DJ involved within two business days. Decisions on appeals for leniency shall be made within three business days of receipt and will be communicated in writing to the parties involved immediately thereafter. The Chairman of the WUPX Board of Directors will convene the ad hoc appeal committee within three business days of receipt of the written appeal from the disk jockey.
c. Executive Staff

In those instances where paid members of the Executive Staff of WUPX, while acting in an unpaid capacity as a volunteer disk jockey, violate station policy (FCC regulations, or other regulatory items, including the NMU SCÖ), it shall be deemed just cause for the termination of the E-Staff member. If the E-Staff member is placed on Probation, this shall be considered just cause for the termination of that individual’s paid employment at WUPX. Any decision resulting in Suspension or Termination of the E-Staff member shall result in the immediate and permanent termination of that individual’s employment with WUPX.

The appeals procedure for members of the E-Staff of WUPX shall be handled in accordance with the process discussed above.

IX. SUMMARY OF INFRACTIONS

This listing is always subject to change. Not all infractions may be listed at this time. If you are unsure of the station regulations contact the Station manager.

- For each of the following infractions, an announcer will receive three (3) warnings, followed by a suspension and/or a dismissal.
- Not following the scheduled program clock, unless you have permission from the Station Manager to alter it for your show.
- Failure to do scheduled or sub shift (only when you are scheduled to do one,) or get a sub for your shift.
- Failure to clean up after yourself. This includes but is not limited to the broadcast studio, the lounge area, and the music room. If you make a mess then clean it up.
- Failure to return the key to Public Safety at the end of your shift. ONLY APPLIES TO THOSE WHO CHECK IT OUT.
- Being late for a scheduled shift without a reasonable excuse or without making prior arrangements with the DJ on before you. It is required of you to be at the station at least 15 minutes prior to your shift.
- Not signing in or out on the station transmitter log. It is required of you to sign in and out with your legal signature, NOT a nickname or initials

The following infractions will result in a single warning, followed by the disciplinary actions listed above.
- Copyright infringement.
- Libel/slander.
- Editorializing without a disclaimer message and permission from the management.
- Decrying station policy and/or programming over the air. If you have a problem with either of these bring it to the attention of the Station Manager. This includes newscasts, PSA’s, show promos, and personnel.
- Being abusive over the phone. The listeners are our bread and butter. If you alienate them, then we lose.
• Issuing a call to action.
• Having guests in the studio without permission.
• Eating or drinking in the studio.
• Giving false/fraudulent information over the air.
• Smoking within the confines of the WUPX station.
• Excessive swearing/cussing over the air. This includes, but is not limited to, general swearing (i.e. damn).

The following infractions will result in an immediate dismissal and in some cases criminal charges filed against the announcer.
• Playing music clearly marked as NSFAP.
• Saying “fuck” or “shit” or any derivative of those words. Also for depicting extreme sexual violence, or sex acts over the air WHETHER in music or words.
• Having alcohol and/or drugs of any kind inside, or within 500 feet of the WUPX studios, or being under the influence of these substances.
• Stealing records, tapes, CDS, and any WUPX equipment or property. In this case, criminal charges will be filed.
• Damage to any WUPX equipment by neglect or abuse.
• Failure to shut down the station after receiving a request from the Presque Isle power plant engineer to do so.

In any case, where you feel you have been treated unfairly, you have the right to ask the Station Manager or General Manager for a copy of the grievance procedure guidelines.

X. DO’s and DO NOT’s

DO show up early for your on-air shift.
DO have the first disks for your show selected and prepared before you go on the air.
DO locate the various on-air public service announcements you plan to use before you begin the show.
DO proofread and rehearse all materials before going on the air. Make sure that they are correctly written, properly dated, and easy to pronounce. People do not like to hear their own name or that of their town pronounced improperly. When they get upset, they call the station.
DO assume good body posture when speaking. This will help you project your voice. Enunciate clearly and always check pronunciations ahead of time.
DO develop a rhythm when speaking and relax.
DO update weather as necessary. Try not to sound like a weather person, because you are not. Big words do not always make you appear intelligent.
DO enjoy and have fun with your show.
DO make sure that your transitions and segues between songs are clean and seamless. Keep it tight. DEAD AIR IS A SIN.
DO always attempt to fill requests ASAP.
DO always double-check the log to be sure you have recorded everything as required.
DO ask a member of the E-Staff if you are unsure about a policy or procedure – that is why they are here!

DO NOT broadcast obscene or indecent language.
DO NOT mess with the headphones. They are not yours, nor are they yours to alter, damage, or steal. If you are caught tinkering with the headphones WUPX is kind enough to provide to you, being fired isn’t the only thing you will have to worry about.
DO NOT allow dogs or pets of any kind into the station, EVER.
DO NOT read something that has been dropped off in the studio unless you are positive an E-Staff member has given you clearance to do so.
DO NOT play disks marked as NSFAP.
DO NOT defame or intentionally embarrass people on the air.
DO NOT talk too much. You may like the sound of your own voice, but that doesn’t mean those listening to you do.
DO NOT air the station’s gossip during your show. If you have a problem with the station, its management, or another DJ, do not broadcast your opinions.
DO NOT announce something you are poorly prepared to talk about. This is self-explanatory, meaning if you do not know exactly what you are talking about, don’t say it. Critics will get offended and call you on it, and you may be accused of spouting out fraudulent information over the air.
DO NOT over modulate your signal on the board. This means don’t pin the meters. Red = bad, bad = don’t do it.
DO NOT interpret the news or PSA’s for our audience. When reading announcements, it is not your job to tell our audience who is right and who is wrong or who are the good guys and bad guys.
DO NOT EVER make fun of a PSA or news announcement.
DO NOT disturb the announcer in the studio. Enter the office area and studio area quietly.
THE FINAL WORD

Working at WUPX can be fun and rewarding. It is an enjoyable learning experience for many of us and a stepping-stone for others. Some of our DJs have continued on into other areas of the broadcasting industry, and some are even working right here in Marquette today.

WUPX needs people who are mature enough to make Radio X sound as professional as it has become. We are not here just to impress our friends and look good. Being on the radio is not a game, it is a privilege.

The rules and regulations you have just read are just that: RULES AND REGULATIONS. Follow them and no one will bother you while you are here. Most of the rules come from simple, common sense notions of fairness and decency. If you treat the equipment, the other DJs, and our audience with respect, you will probably have no real problems here; and by following the rules in this Handbook, you will make the jobs of the General Manager and Station Manager easier. What a concept.

Please try to become involved in station activities and get to know your fellow DJs. This is the largest student organization on campus. Let’s keep it going and growing. There is a lot to be learned from others, and your time here as a DJ is an excellent opportunity to do just that.

Working at WUPX can be a creative expression that will leave you with a feeling of pride and accomplishment. Radio X offers you a media experience that you will have trouble matching anywhere else. In the end however, it all comes down to this: Have fun responsibly.

Thanks and good luck from the Executive Staff and the Board of Directors of WUPX

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