

**Don't just listen to the radio--Do Radio!!**

**WMCB-**

**lpfm**

**Greenfield Community Radio**

**Handbook**

## **WMCB: The Mission**

At a time when the mainstream media severely limits the range of information, opinion, music and cultural programming available, WMCB-FM intends to provide a broadcast voice to the diverse and culturally rich members of the Greater Greenfield community through the operation of a volunteer-based, democratically-controlled low power FM and internet streaming radio station.

## **WMCB: The Organizational Structure**

WMCB-FM is a project of Greenfield Community Television (GCTV), a legally chartered non-profit organization whose mission includes enabling and encouraging the open exchange of ideas and information within the greater Greenfield community. WMCB-FM exists with-in the organizational structure of GCTV and therefore operates under its non-profit corporation Bylaws, Operating Rules and Personnel Policies. GCTV applied for and was granted the FCC Low Power FM Station License; secured a \$12,000 start up loan to purchase the necessary equipment; and created an Ad Hoc LPFM Committee charged with over-seeing organization and operation of the station. Under this current arrangement, all LPFM operations, rules, policies, and procedures must comply with the GCTV organizational guidelines and be approved by GCTV Board of Directors through the normal voting processes described in the Bylaws.

The Ad Hoc LPFM Committee initiated public meetings to enlist the efforts of community volunteers and created 7 Work Groups to develop and implement policies and procedures in the following areas:

### **Membership Coordination**

Responsible for coordinating member interests, needs, abilities and availability for the purpose of developing and operating the station.

### **Training**

Responsible for the creation and implementation of a training and certification program for all members wishing to produce programming.

### **Programming**

Responsible for developing and overseeing an on-air program schedule that reflects the mission, principles, and interests of WMCB-FM and its members.

### **Technical Operations**

Responsible for setting up and overseeing the operation of all studio and station equipment in compliance with FCC regulations and assessing the need for additional equipment.

### **Facilities**

Responsible for assessing station needs and acquiring the facilities necessary to produce and broadcast 12 hours of programming daily.

### **Public Relations and Fundraising**

Responsible for developing and implementing a program to inform the community about WMCB-FM and acquiring the funds necessary to operate the station and sustain the organization.

### **Governance**

Responsible for coordinating the development of the organizational structure, policies and procedures necessary to oversee and operate WMCB-FM in a democratic manner.

## **UPDATED: Organizational Structure**

The initial work of the LPFM ADHOC Committee and its sub-groups formed the basic foundation for this Handbook which was revised, legally reviewed, and voted into official use by the GCTV Board of Directors on May 5, 2008 as the fundamental guides and rules for the operation of WMCB.

After four years of operation it became apparent that the initial ideal of an “all volunteer” run station was not being realized and most of the day to day work and guidance was being performed by either GCTV staff or Board of Directors members. A vast amount of inconsistencies in operation and policy enforcement as well as professionalism and disrespect was being displayed by DJ’s and other volunteers revolving around the LPFM station.

Working upon the reports and recommendations of the GCTV Executive Director and GCTV Personnel & Finance Committees, the LPFM Adhoc Committee would be given a reduced guidance role in the project and the actual specifics of management and decision making were shifted to the Director and Board. In general the overall Governance and decision making became the Board of Directors responsibility; Technical Operations, Training, Programming, and Facilities were moved onto the Director and paid staff; while through the full Board of Directors the LPFM Adhoc Committee would work on the Membership Coordination/Recruitment and Public Relations and Fundraising for the station. During the discussion of the change in mode of operations it was decided that funding needed to be addressed as staffing commitments were becoming apparent and sponsorship and membership fees would need to be enforced and maintained in order to operate the station and address the continuing rise in expenses.



Upon successful completion of the training, you are eligible to receive a regularly scheduled program through the GCTV Director or Staff.

## **WMCB: Programming Principles:**

- 1. WMCB-FM will provide a forum for the expression of the diverse opinions and ideas of its members and the Greater Greenfield community on local, national and global issues in accordance with the First Amendment and existing law and FCC Regulations.**
- 2. WMCB-FM intends to provide a broadcast alternative to the mainstream media which often encourages diatribe and discourages dialogue. Moving beyond the current laws and FCC regulations which define and limit hate speech, personal attack, libel, slander, etc., WMCB-FM programmers are expected to be inclusive, respectful and courteous in presenting their ideas and opinions and in responding to those of others.**
- 3. WMCB-FM will provide a variety of musical and other cultural programming with an emphasis on airing a diverse range of offerings not generally available in the Mainstream media.**
- 4. WMCB-FM will strive to support members in all ways that Enable them to produce reliable, technically sound, “state of the art” radio broadcasts**
- 5. WMCB-FM programming will be consistent and reliable. Producers who have been given scheduled air-time are expected to adequately prepare their programs and either be present at the studio or deliver any pre-produced programming to staff so to it can be aired at the proper time.**

## **WMCB: Producer Policies**

- 1. Each Producer is solely responsible for the content of his or her programs and must sign a Producer Agreement/Station Indemnification Form (Appendix A) which affirms that the producer will operate in accordance with**

existing law; FCC regulations; and WMCB station policies, principles and procedures.

**2. A Producer is responsible for providing a technically sound program for the day and time scheduled in a consistent manner for the duration of his or her commitment.**

**3. A Producer is responsible for the security and proper operation of station equipment used. Great care should be exercised in bringing anything into the studio that may cause accidental damage to equipment. No food or beverages (except water) are allowed in the studio at any time. Designated staff should be informed immediately of any equipment problems.**

**4. WMCB-FM is a non-commercial station. All fundraising activities are subject to relevant laws and FCC regulations and should be cleared through the Public Relations/Fundraising Work Group. Any on-air announcements of underwriting support must conform to the FCC guidelines for underwriting announcements on non-commercial radio stations.**

**5. In the case of on-air “personal attacks,” as defined by FCC Regulations, it is the Producer’s responsibility to perform the actions required by the FCC which include providing the person or group mentioned with reasonable “air time“ on their program to respond using the WMCB-FM notification form (Appendix B).**

**6. If a qualified candidate for public office appears on your program appears on your program “as” a candidate, you are required to provide reasonable “air time” for his or her opponents on your show or make arrangements for another producer to do so to fulfill the station’s requirements under current equal time FCC regulations.**

**7. The possession or use of illegal substances or firearms, smoking, drinking alcohol, etc. in the GCTV/WMCB-FM facilities is prohibited.**

**8. A Producer is responsible for filling their designated air time with updated new materials in order to keep our audiences involved. Consistent absences or frequently repeated programs will result in the loss of their time slot and will require a re-application for time slots. Programming decisions will be made by GCTV Director or Staff.**

**8. Any infraction of FCC regulations or WMCB-FM station policies and procedures is subject to a disciplinary procedure which can lead to suspension or revocation of Producer member status.**

## **Relevant FCC Regulations:**

**It is expected that all Producer Members are aware of, and will operate in accordance with, the relevant FCC Regulations. Failure to do so can jeopardize WMCB-FM's station license and may lead to disciplinary actions.**

### **1. Official Operating Logs**

**The FCC requires WMCB-FM maintain two logs, a Station Log and a Program Log (Appendix D). These logs are legal documents owned by the FCC and must be completely and properly filled out, in ink or on the computer, and signed by Producers operating the station.**

### **2. Emergency Alert System (EAS)**

**Producers must respond to all EAS tests and alerts, and interrupt their program to enable the EAS equipment to broadcast these alerts. (Specific operation of this equipment is contained in the Technical section of this manual)**

### **3. Station Identification**

**All producers are required to identify the station hourly, as close to the top of the hour as possible, by announcing the call letters of the station and its licensed location.**

**Example: WMCB-FM --Greenfield, Massachusetts.**

**The FCC does allow stations to insert the frequency of operation between the call sign and location or add additional locations after the licensed location:**

**Example: WMCB-FM--107.9--Greenfield and the Upper Pioneer Valley**

**Station identification must also be made at the beginning and end of each broadcast day. These identifications can be done either "live" or through pre-recorded announcements.**

### **4. Obscenity/Indecency**

**Obscenity is prohibited by the FCC and subsequent case law. The FCC considers any material that meets the following**

Criteria as *obscene*:

- 1.) The average person finds it lewd by contemporary standards.
- 2.) It describes sexual conduct in an offensive way.
- 3.) The material, as a whole, lacks serious literary, Artistic, political or scientific value.

Although the FCC does allow “indecent” material to be aired  
Between the hours of 12 Midnight and 6 AM, WMCB-FM  
Isn't on the air at those times!!!

The FCC defines *indecent* material as:

Language or material that depicts or describes, in terms patently offensive as measured by contemporary community standards for the broadcast medium, sexual or excretory activities or organs.

## 5. Personal attacks

“Personal attacks occur when, during the presentation of views on a controversial issue of public importance, someone attacks the honesty, character, integrity, or like personal qualities of an identified person or group. No more than a week after a personal attack, the station must transmit the following three things to the person or group attacked: (1) notification of the date, time and identification of the broadcast; (2) a tape, script, or accurate summary of the attack; and (3) an offer of a reasonable opportunity to respond on the air.” (from FCC publication, *The Public and Broadcasting*, June 1999)

## 6. Broadcast Hoaxes

“Broadcasting false information concerning a crime or a catastrophe violates the FCC's rules if: the broadcaster knew the information was false; broadcasting false information directly caused substantial public harm; and it was foreseeable that broadcasting the false information would cause substantial public harm. “ (from FCC publication, *The Public and Broadcasting*, June 1999)

The FCC also requires that any pre-recorded material that presents itself as occurring simultaneous to the broadcast shall be clearly identified as pre-recorded.

## 7. Clear and Present Danger

Although the FCC has determined that “enforcement should be performed by appropriate law enforcement authorities and not the FCC”, any speech that is “(1) intended to incite or produce dangerous activity; and (2) likely to succeed in achieving that result”



is prohibited. This applies to advocacy of using force, violence, or acting in violation of the law.

### **8. Broadcast of Telephone Conversations**

Before recording a telephone conversation for broadcast or broadcasting such a conversation “live,” any party to that call must be informed of the intention to broadcast the conversation. This doesn’t apply when that person is presumed to be aware of its broadcast, such as in the case of that party originating the call to a “call in” show.” or other program that regularly broadcasts telephone conversations with Producers.

### **9. Rebroadcasts**

No broadcast station can retransmit the program, or any part of a program of another U.S. broadcast station without the express authority of the originating station. A written copy of this consent must be kept and be available to the FCC upon request.

### **10. Political Broadcasting**

When a qualified candidate for public office has been permitted to use a station during an election campaign, the FCC requires that station to “afford equal opportunities to all other such candidates for that office”. This does not apply if this person’s appearance is part of a newscast, interview or documentary and her or her candidacy is “incidental” to the subject being covered.

### **11. Underwriting Announcements**

Non-commercial radio stations can acknowledge contributions over the air but they may not promote the goods and services of for-profit Donors or underwriters. Acceptable “enhanced underwriting” acknowledgements may include:

1. Slogans that identify but do not promote.
2. Location information
3. Value-neutral descriptions of a product line or service.
4. Brand names, trade names and product service listings.

In addition there can be no “call to action” in the announcement, e.g. “get right down to Bertha’s Kitty Boutique”, “Stop by the Chatterbox Café” etc.

The following is a typical underwriting announcement:

(Name of program) is brought to you in part by an underwriting grant From Spirit Hous Liquor Store. Located at 338 College Street, Route 9, East Amherst, Spirit Hous specializes in wines from all around the World, imported beers, and a complete selection of other spirits.

WMCB-FM thanks Spirit Hous for their fine support.

## **Station Rules:**

**Air Shifts:** All DJs are given regularly scheduled air shifts. The most important aspect of any radio station is what goes on over-the-air, and at any one moment the most important person is the announcer on-the-air. Exceptions to this rule may only be granted by the Facility Staff.

**Absenteeism:** It is the sole responsibility of programmers to be on time for their programs. Station staff and other DJs are not responsible for filling in for DJs who fail to show up for their shows. However, all DJs are responsible for ensuring that there is audio being broadcast from the station when they leave, by placing a musical or public affairs CD on continuous play/repeat.

In the case of a planned absence, it is the responsibility of DJs to find a suitable replacement for their shows. GCTV Director or Staff must be advised of all planned absences and fill-ins. Failure to do so may result in suspension or cancellation.

All unplanned absences will be investigated and documented by the GCTV Staff, who will, in turn, inform the Ad Hoc LPFM Committee to advise member of their status. In the case of unplanned absenteeism without cause, the Committee will send a letter of warning to the DJs involved. In the case of a second failure to provide a program in a period of three months, the program will be suspended for a period of four weeks. After a third absence in one six-month period, the program will face suspension.

**Alcohol and illegal drugs:** The use of alcohol and/or illegal drugs is prohibited on the station property. Smoking is also prohibited.

**Equipment:** Abuse of station property is strictly prohibited, as is any unauthorized possession of station property. Please treat the equipment gently and carefully and it will give us many years of service. Things may not be borrowed from the station, including music and equipment without written approval from the GCTV Staff. If you are having problems with any equipment or it is not functioning as you expect, note it in your log and inform the GCTV Staff immediately. Do not attempt to “repair” or “adjust” any of the equipment yourself. Any theft, vandalism, or damage incurred to the equipment will automatically result in removal of DJ status. The GCTV Board of Directors will determine whether further punishment is justified, which may include paying for damages or legal prosecution.

**FCC Rules:** This radio station is licensed by the Federal Communications Commission (FCC), all involved with the station will follow FCC guidelines regarding and not limited to voicing slanderous or libelous language and material, no foul or indecent language and keeping a log of all material voiced or played on the air. This includes music played, news/psa, guests, comedy skits, people calling in to go on the air, etc. If you are in any doubt as to whether a particular song or program is profane or obscene, do not air it. Materials that may be marginally indecent but appropriate for limited air play should still be cleared with the GCTV Staff prior to broadcast. Anyone maliciously or intentionally defying FCC regulations will be suspended, at the discretion of the GCTV Director or Staff.

**Food and Beverages:** All types of food or drinks are not allowed in the studio. Equipment can be ruined by a careless spill. If you must eat or drink during your shift, step outside the studio to do so. Water is permissible in the studio only if it is located far away from the control board and other audio equipment. A spill proof drinking container is preferred.

**Music:** The music we receive may be provided by various record labels to play at our station. Therefore, we have an obligation to do so. Further, the music played is reported to the record labels to chart and track up-and-coming artists. We are a member of BMI, ASCAP, and SESAC and to remain a member in good standing, we have agreed to do this.

**Professionalism:** When conducting yourself during WMCB-LPFM radio time, you are expected to maintain a high level of professionalism. WMCB-LPFM Radio time is any time you are working for the station, in the station office, production room, studio, or at any event. To maintain professionalism, do not talk poorly of the station, its members, or of any other person. If you have an issue or concern bring it up with the appropriate person and do not vent publicly. Negativity begets negativity.

**Program Logs:** Logs are legal records of what was broadcasted on-the-air. It is important that accurate logs be kept. Follow the log exactly and fill in the requested information, including information about the songs you played, the times you ran PSAs, news, and legal ids. Note any deviation from the log and write an explanation on the log. Make sure you sign the log in the appropriate place.

**Promotional Copies:** Often times CDs are provided by music labels for station use. Do not take these promotional copies from the facility these are the property of WMCB.

**Requests:** Callers requesting songs are gladly taken from the audience and can be played at the appropriate times indicated on the program log.

Before playing a request, look back to make sure it has not been played recently (within the last three hours). Be sure to write down the request on the program log and whether or not you were able to play it; what our audience wants to hear is important information we can use.

**Station ID:** The station identification should be announced regularly. Every half hour, give an ID, saying “WMCB, Greenfield.” Our station is a broadcast station, it is responsible for following FCC regulations pertaining to broadcast services, including regular identification announcements.

**Telephone Calls:** The phone is for station-use only. Do not use the telephone for personal use. Answer the phone promptly and courteously by saying, “WMCB-LPFM Radio.” Take messages as needed; these calls may be important business to the station. No long distance calls are permitted. Phone calls should not be excessive in length.

**Visitors:** All visitors must sign in to the facility. During your shift, visitors may help pass the time, but they may also distract you from doing your best. Avoid having people who are not on staff present in the studio; even if you know these people well, they may still pose security risks. Ask your friends to listen to your air shift, but not in the studio. Repeat, all visitors must sign in to the facility.

**Powers:** The activities and affairs of WMCB-LPFM Radio shall be conducted and all powers shall be exercised by or under the direction of the Greenfield Community Television Inc Board of Directors. The Board shall have the power to override any GCTV Director, Staff, or LPFM Adhoc Committee decision with a majority vote.

## **WMCB Disciplinary and Appeals Process:**

As an FCC licensed FM station, WMCB must operate in strict accordance with federal law and FCC regulations. The adherence to these laws and regulations is the ultimate responsibility of the GCTV Board of Directors as they hold the LPFM license. We are using their license to reach your audience so show them the courtesy and respect for allowing you to broadcast your show.

Of course, we aren’t professionals. We are a group of dedicated volunteers and it is likely that mistakes and omissions will be made. It is WMCB’s intention to create a clear and fair progressive discipline process to correct actions that violate FCC regulations and/or the principles, policies and procedures of WMCB/GCTV.

## **WMCB/GCTV Grievance Process:**

Any Producer grievances regarding WMCB that cannot be resolved with the parties directly involved should be discussed with the Ad Hoc LPFM Committee of GCTV. If that does not provide an adequate solution, a grievance may be filed following the procedure outlined by the GCTV Grievance Committee. In accordance with the GCTV Bylaws/Operational Rules all producer grievances will be resolved using the standard procedures of the corporation for the moment. Current copies of the GCTV Grievance Definitions and Procedures (Appendix C) are available in the Public File at the office upon request.

## **WMCB: Studio Technical Section:**

### **Overview of the Master Control Board (MCB)**

There are three “buses” or channels carrying audio signal. These are the red, blue and grey buttons along the top of the master control board (MCB). The red ‘PGM’ (program) buttons are used to broadcast audio. The blue ‘AUD’ (audition [not” audio”]) buttons are used to review audio in preparation for broadcast. The grey ‘CUE’ (queue) buttons are used to set sound levels and line up audio ready to go on air. The Mics (MIC) can be cued, set to the right levels and put on air using the same buttons.

There are currently 7 live audio lines with FADERS that run vertically on the MCB labeled: MIC, CALLER, CD1, CD2, JAZLER, AUX, PHONO. The button below each FADER line will (in the future) remotely stop and start the particular audio source it controls (i.e CD player). The FADERS increase or decrease volume by moving up or down. The last line and FADER to the right labeled ‘MONITOR’ controls the volume of the monitor speakers. The grey button just below this FADER dims the volume of the monitors immediately by 20dB (decibels). It has no effect on broadcast levels.

On the top right of the MCB are a group of nine buttons and three volume controls.

- a. The grey PGM/AUD button, top left, is used to send either the PGM or AUD buses (channels) to the monitors. ‘Up’ position for PGM and ‘down’ position

- for AUD (as long as the BUS/AIR button is in 'up' position). Pushing this button does not effect what is going over the air.
- b. The grey BUS/AIR button gives you the audio from the AUD bus in the 'up' position or the Monitor Air input (?) if the button is down. (In down position, the PGM/AUD selection is overridden.)
  - c. The grey OFF/Qmix button enables you to hear the audio being cued. When depressed the monitor volume of the audio going over the air dims and you can increase the volume of the cuing audio in order to preview it and prepare it for broadcast. Use the blue volume control labeled 'CUE' to increase and decrease cueing volume and to be able to hear (or not hear) what is being broadcast while cuing.
  - d. The black TALK/BACK button will come into use if we have a separate booth with which to communicate. Likewise the MONI/AUD and BOOTH buttons will be used with an external broadcast booth.
  - e. The MONO PGM/AUD button determines whether PGM or AUD buses are sent through the MONO output. This has to do with normalizing levels on mono sources when necessary.
  - f. The red METER PGM/AUD button relays audio from the AUD (reviewing) bus to the VU meter so that you can set meter levels visually. If you want to hear the audio as well as check the VU level visually on the VU meter, depress the grey PGM/AUD MONITOR button. Make sure the blue AUD button for the audio source (i.e. CD1, CD2) is also depressed.
  - g. The monitor volume while cueing audio is controlled by the blue volume control labeled 'CUE' all the way to the right.
  - h. The MONI/MONO button sends the monitor audio through a mono output to check on compatibility with stereo signals. It does not effect what is going over the air.
  - i. The last two buttons to the right effect headphone audio. The grey MONI/CUE button effects what is heard on the phones. When in up position the phones pick up the signal going through the monitors. When down the phones pick up whatever is being cued up. The white volume control to the right controls volume in the headphones.

### **Identifying what to broadcast (CUEing)**

Press the CUE button for CD1, CD2 or PHONO, etc. and the OFF/QMIX button to review CDs in the CD players, tracks from your own files, tracks on Jazler or on the turntable. Control the volume of what you are hearing by the blue CUE volume control. Once you have chosen a track be sure to press "up" the OFF/QMIX and the CUE buttons to return to normal monitoring of the program being aired.

### **Getting audio "On Air"**

Once you have a track chosen:

1. Set the fader low if you will bring the sound level up after putting it on air or up to or just below its on-air level if you want it to start at almost full volume immediately.
2. Make sure the PGM button for the audio to be aired is pressed down (and CUE button is off). It will not air until the CD player or turntable are started. However, be aware that JAZLER is playing all the time (whether on or off air), so as soon as you press the PGM button for JAZLER it goes on air or if you press it to 'up' position it goes off air.
3. When one track comes to the end turn off the CD player (at CD cue board) (or it will automatically turn off if set to play single tracks) or the turntable and quickly press the 'play' buttons on the CD control board or turn on the turntable, OR the PGM button for Jazler if airing something on Jazler.
4. Bring the volume up to level using the correct fader. Volume level should be around '15' on the fader or should show occasional red on the VU meter.

To get the MIC on air, press the button below the fader, the red light comes on above the fader. Make sure the PGM button (up top) is in 'down' position. We have one mic at present which can be used for a single voice or multiple voices if positioned between the participants, including the operator. You will have to turn up the \_\_\_\_\_ on the \_\_\_\_\_ if using the mic for more than one person.

Once we have a phone connection, you will be able to take calls and put them on air or not as you wish, using the CALLER fader and controls.

### **Use of the CD CUE Board (to play CD1&2)**

1. The CD players can be set to play continuously from track to track or to play single tracks by pressing the (grey) 'single' button on the board. Make sure it is set to 'single' tracks if you don't want continuous play. This way you won't have to be turning the CD player off after each track.
2. The double arrows << or >> enable you to skip rapidly from track to track.
3. The CUE button stops play and returns it to the beginning of the chosen track. Use this button to ready a track for broadcast. Push the play/pause button when ready to play.
4. The pause/play button stops or starts the CD or track wherever it happens to be.
5. Use the (grey) 'time' switch on the board to view the amount of time left on the track (counting down) or amount of track already played (counting up). The timing is viewed on the digital screen below. The screen starts blinking when there are 30 seconds before the end of the track.
6. By rotating the large, round, black buttons on the left, you will be able to search rapidly through the track that is playing. Press the (grey) 'search' button just above and to the right. You will be able to increase or decrease the pitch of the track that is playing by rotating the large, black button while not in 'search' mode.

7. The small, buttons just above and to the right of the large button will 'exit' the CD from the player. You can also exit CDs directly on the CD players (to the right) themselves.

## **What To Do "On Air"**

When you sign onto the WMCB FM log, you are in temporary control of one of Greenfields' most important cultural/educational resources. We are very fortunate to have this access to the airwaves since the FCC limits the number of available spots on the dial. Make good use of it. What you present on air and how you present it will reflect on both the town of Greenfield and WMCB FM. Yours is a position of considerable responsibility.

As a Programmer you are providing a service: sharing with regular listeners and newcomers alike your love and knowledge of the material you are presenting. During your time on the air you are WMCB FM's "gatekeeper" - you are responsible for what is said (and played) over the air.

You have a potential of numerous listeners in the Greenfield and Turners Falls area. WMCB FM's potential listener base is very diverse. Listeners come from all walks of life and have many different interests. Make sure what you and your guests are "putting out" is of interest to listeners other than just you and your friends or guests. Listening to a Programmer talk about a private joke is of no interest to the majority of listeners. It will sound self-indulgent to them. They will shut the radio off or change the station. Without listeners our efforts are worthless.

Something that separates WMCB FM from many other radio stations, including some non-commercial ones, is the creative authority WMCB FM gives producers in planning their programs. We aim to take full advantage of the creativity and expertise of our Programmers. With this freedom in mind, some hints about good radio:

Prepare *before* you go on mic. What are you going to say first? Is everything you need handy? (run-down of tunes just played, guests' names, PSA copy, weather, station IDs, etc.)

People start to get antsy if there is continual music or talk for more than 30 or 40 minutes. When you are on-air your listeners might want to know some of the following:

1. What station am I listening to?
2. Where are you on the dial?
3. What time is it?
4. What did we just hear?
5. What are you going to play next?



6. Who are your guests? Why are they there?
7. What's the phone number for requests or questions?
8. What's the weather forecast?
9. What are some interesting things to do in town?
10. What's coming up after your program?
11. Are there other shows on WMCB FM that might interest me?

People are tuned in to hear music, interesting public affairs discussions, news, sports; not to hear you blather on. Give people the information they need, then get on with it. *You* are not the primary reason people tune in.

You should only put telephone calls on the air under specific conditions. The phone caller should have something to contribute to your broadcast. Under no circumstances are you allowed to call someone and put them on the air without their prior approval (FCC rule). Remember, when a caller is on live, you have no control over what they say. Their use of profanity, for instance, instantly becomes your problem, so be careful about incorporating calls into your program.

Mistakes happen. Don't compound your error by dwelling on it over the air. You want people to focus on what sounds good, not what sounds weak.

Most listeners don't know, or care, what an "ID" or "PSA" is, or what it means to "cue" something up. Using such jargon alienates people; it creates an unnecessary division between you and your audience. You want to create the illusion that you are talking directly to each member of the audience.

It is extremely unprofessional to make disparaging on-air remarks about station management or other shows. Don't do it. If you have a problem or concern, please read the grievance procedures on how to proceed. You will find that station members are willing to listen and help.

Check your sound levels constantly. Wide disparities between the sound of PSAs, music and on-air mics forces listeners to change the volume of their radios.

You are not allowed to falsely identify the station (e.g. false call letters, frequency or location.)

You must adhere to all Policies and Procedures related to on-air behavior included in this Manual. Please make sure you are aware of its contents.

## **Appendixes**

**Appendix A**  
**Station Indemnification Form**  
**(Producer Agreement)**

**Appendix B**  
**Personal Attack Notification Form**

**Appendix C**  
**GCTV Grievance Process**

**Appendix D**  
**WMCB Station Log**  
**WMCB Program Log**

**Appendix E - Additional Forms**  
**Visitor Log-In Form**  
**Producer Contract**  
**Broadcast Release Agreement**  
**DJ Form**

# Programming Agreement

## **Appendix A**

# **WMCB 107.9**

## **LPFM GREENFIELD, MA**

### **STATION INDEMNIFICATION FORM**

This is an important legal document, please read carefully before signing this form.

Date: \_\_\_\_\_

I \_\_\_\_\_ have read and do understand the WMCB training handbook in its most current form as it was presented to me for my on air training as well as all the accompanying FCC materials attached thereto.

I agree to abide by the rules and regulations as set forth or referenced therein or revised from time to time.

I agree to be responsible for all costs including but not limited to fines, penalties, legal fees and court costs arising from my acts or omissions in violation of the rules and regulations referenced above.

Agreed,

\_\_\_\_\_  
Signature of member whose name appears above.

# Appendix B

## WMCB FAIR RESPONSE FORM

This form is to notify you that your/your groups name was mentioned during a WMCB broadcast and to give you the opportunity to respond should you so wish.

\_\_\_\_\_ was mentioned  
(person's name/group's name)  
on \_\_\_\_\_ on WMCB on  
(name of program)  
\_\_\_\_\_ at approximately \_\_\_\_\_ pm.  
(day & date)

The context in which you/your group was mentioned was:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
(type of discussion, issues)

The following phrases were used

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

If you would like an opportunity to respond on air at WMCB please notify  
\_\_\_\_\_ by mail to \_\_\_\_\_ (address)  
or email \_\_\_\_\_ or phone \_\_\_\_\_.

At WMCB we try to offer equal access to all community members following the policies and procedures of the station and its umbrella sponsor GCTV.

# **Appendix C**

## **GCTV Grievance Committee – Definitions and Procedures**

### **1. Bylaws definition of the Grievance Committee (Adopted June 20, 1994)**

The Grievance Committee will hear complaints from members and staff of the corporation and other residents of the Town of Greenfield relating to claims of unfair treatment, rules, violations and improper management decisions. Complaints must be submitted to the Committee in writing only after being thoroughly pursued with GCTV management. The Committee has the right to refuse to pursue matters which it believes are trivial, irrelevant or beyond its scope. The decisions of the Grievance Committee are final except for grievances by paid staff, which must be 1) heard only by Board Members, and 2) be further referred to the Executive Committee for ratification.

### **2. Membership**

Three Directors

Two Producers (Individual or Institution)

Note 1: Wherever possible one of the Directors shall also be a Producer.

Note 2: this Committee was established by the Board of Directors in 1994 with the definition given above.

Note 3: The Committee has two forms. The full Committee considers grievances from producers and the public.

Only the Directors on the Committee will consider grievances submitted by paid staff of the Corporation.

### **3. Standard Procedures**

- a) The Committee will meet as needed to hear grievances. These may be submitted by members of the Corporation, Staff of the Corporation or any resident of the Town of Greenfield.
- b) In the case of urgent grievances, the Committee will meet within 7 days of receiving notification of the grievance.
- c) Prior to submitting a problem to the Grievance Committee the claimant must have pursued the problem thoroughly with the management of the Corporation (i.e. up to a final decision by the Executive Director.) In the case of Community Access Producers the procedures prior to

submission are described in the current version of the “Operating Rules and By-laws.” For Corporation staff the procedures will be described in the personnel policy manual.

- d) Grievances must initially be submitted in writing to the chairperson. The committee will then review the claim and decide whether to accept the claim and hold a hearing to decide the matter.
- e) Grievances submitted by paid staff of the Corporation will be treated in the following way. They may be heard only by the Directors on the Committee and the conclusion reached must be submitted to the Executive committee of the Board of Directors for ratification.

#### **4. Role of the Grievance Committee**

The role of the Grievance Committee is to review management decisions based on current rules, policy and practice. Since one source of a grievance is decision by management in an area where existing policy is not fully developed, the Grievance Committee may conclude that new policy needs to be established. It is not the role of the Committee to establish such new policy, but instead to recommend the need for it to the Board or the appropriate Board Committee. Meanwhile, the Committee will judge matters on the policy existing at the time of the incident, and on the intent of that policy. The Committee recognizes that current rules can never deal with every possible situation, and assumes that both management and producers will operate day by day in a reasonable fashion and in accord with the spirit of the policy as envisioned by the Board when each rule was adopted.

#### **5. Procedure for electing Committee members**

- a) The Chairperson will be nominated by the President and elected by the Board, and other Directors members shall be elected by the Board. The Board may elect more than one Director to a “shared” Committee position; in that case, the Chairperson will call on those Directors in rotation to act as members of the Committee.
- b) To fill the Producer positions, the Chairperson will make a public request that interested members submit a resume for consideration. In addition, any member may submit the name of another member/producer whom they consider is suitable to be on the Committee; the Chairperson will then determine if that nominee is interested to serve on the Committee. If any nominations are received an election process will be set up so that members can make known their preferences between those who wish to serve. Ultimately, the Chairperson will recommend names to the Board for appointment.
- c) All appointments have terms of one year.

- d) A quorum of the Committee is three (3) appointed members, two (2) of whom must be Directors.

## **6. Meeting Types**

- a) There will be two types of meeting: grievance hearings, and committee discussions about grievance problems.
- b) The format for hearing is provided below usually. The Committee's discussion meetings will be held as executive sessions due to the sensitive nature of the questions being discussed.

## **7. Meeting Attendance**

- a) The Committee relies on all members to attend meetings in order to provide diversity of opinions and the most authoritative judgments. If a member of the Committee is unable to attend two (2) consecutive grievance hearings, then the Committee Chairperson may request that the Board reconsider his or her appointment to the Committee, and arrange for a replacement.
- b) If a member of the Committee is absent for the hearing session of a grievance then he/she may not vote on the outcome of the grievance at any subsequent meeting. When a member is present for the hearing then he/she is expected to make every effort to attend subsequent meetings on that grievance and so follow it through to a conclusion.

## **8. Meeting Dates and Agenda**

- a) There is no set schedule for meetings. They will be called as required in response to grievance filings. Meeting dates and times will be arranged in a flexible way to meet the needs and schedules of the participating Committee members. Meetings are not expected to exceed two (2) hours in length without prior agreement and notice.
- b) Usually, Committee meetings will be held at the GCTV headquarters.
- c) Dates and agendas for grievance hearings will be posted in advance on the bulletin board at Greenfield Community Television, the Community Bulletin Board, and local newspaper.
- d) Participants should remain aware that the Committee is a volunteer group, and that all its members have other pressing responsibilities to be accommodated in their schedules. While the Committee will always make a genuine effort to meet promptly, experience has



shown that it is not easy to assemble the full committee at short notice.

#### **9. The Normal Pattern of Events for a Grievance**

- a) First the grievor sends a brief description of the grievance to the chairperson. Ideally, this description will state the essence of the problem, the resolution sought, and the people involved.
- b) The Chairperson may follow up to get further information. In addition, the Executive Director will be notified by telephone and asked for the management's point of view.
- c) The Chairperson will discuss the grievance with Committee members. If the grievance is accepted for consideration, the Executive Director will be notified immediately. All necessary parties will be contacted by mail and may be asked to provide further information, in writing, to the Committee.
- d) In other cases, the Committee will set the date for a hearing and invite the needed participants to attend. Invitations, other than to Corporation staff, will be sent by certified mail. All participants will be asked to confirm in advance that they will attend the hearing. If the Griever fails to respond to the invitation by the due date, the Committee will assume that the grievance has been settled and will close the matter; in such cases the grievance cannot be re-opened. Failure to attend a confirmed hearing without adequate reason could result in suspension from Corporation activities and facilities.
- e) The hearing will normally be completed in a single session.

Following the hearing the Committee members will discuss the matter, gather any further information that they require, reach their decision about the grievance, and prepare documentation describing the outcome. Experience has demonstrated that the whole process is likely to take many weeks. A useful average estimate is about three (3) months.

#### **10. Grievance Hearing Format**

- a) Grievance hearings will normally be open to GCTV Greenfield members. However, if there is a serious objection, raised in advance by any party, the Committee may then agree, by a majority vote, to hold a closed session. In addition, grievances presented by staff will normally be heard in a closed session, with only the Directing members of the Committee present.
- b) Both parties to the grievance will be present throughout the hearing.

- c) The grievance hearing shall be structured as follows:
- The Griever makes a statement on his/her view of the grievance. Strictly time limited – usually a 15-minute maximum. The Griever may hand out further documents, and play video or audio tapes (equipment will be available if requested in advance).
  - The other party, usually Corporation management, makes their statement on the grievance. Again, strictly limited to the same time as the Griever, and in the same format.
  - The Committee members ask their questions of both parties.
  - The Committee may, at its sole discretion, have invited others to attend the hearing and ask questions of them.
  - The management makes a closing statement-limited to two (2) minutes.
  - The Griever makes a closing statement-again limited to two (2) minutes.
- d) After the closing statement, the hearing is over and the public portion of the meeting is complete. The Committee may continue to meet in executive session to discuss their conclusions.

## **11. Grievance Decisions**

- a) After the Committee decides the result of grievance complaint, that result will be documented and published, normally within two (2) weeks. The typical format of the decision description will include:
- Background Summary, a brief description of the essence of the complaint and the decision process;
  - Decision, the decision:
  - Findings, the main points which emerged during the Committee's deliberations and which influenced their decision;
  - Recommendations, any actions which the Committee would like to propose to the Board, Committees or Staff, which may help to avoid similar complaints in the future.
  - Note: When the Committee feels that a Finding or Recommendation is of a sensitive nature, it will be taken direct to Chair of the appropriate Board Committee for discussion and action, rather than documenting it in the grievance decision. The grievance Committee will always seek to present a positive and constructive position with respect to policy, management and operational concerns.
- b) The decision will be sent to all the parties by mail. A week later, the decision will be posted in the access center and in due course, published in the GCTV newsletter.

- c) Regular reports of the actions and decisions of the Grievance Committee will be made to the Board of Directors at Board Meetings and Executive Committee meetings.

## **12. Meeting Records and Minutes**

- a) A public file will be maintained in an easily accessible, well known location in the GCTV headquarters. The file will contain a copy of these procedures, meeting agendas, and grievance decisions.
- b) A file containing meeting minutes, hearing materials and other Committee documents is to be kept by the Chairperson.
- c) The minutes/materials file will be open to the Committee members and, on specific request, to any Board Member. It is not a public file.
- d) Responsibility for writing meeting minutes will rotate among Committee members as assigned by the Chairperson. Generally, the person who documents minutes for a particular grievance hearing should also write the minutes for any post hearing meetings on the same grievance.
- e) Occasionally, the Committee has been asked whether participants may make audio or video recordings of grievance hearings. The Committee's general position on this question, which may be varied in particular circumstances, is as follows:
  - The Committee may make recordings of open hearings, and, given the nature of the proceedings, the Committee will usually opt for an audio only recording. This will be done if the Committee believes that keeping such a record is desirable in a particular case, or if one of the participants requests it at least one (1) week before the hearing. The master tape will be retained by the Committee. A copy of the un-edited tape will be placed in the Corporation library and will be generally available for playback only at the GCTV headquarters. Under no circumstances may the recording be copied, edited, distributed or played publicly without gaining prior permission from the Committee.
  - All recording equipment will be set up before the hearing and left unattended (apart from necessary tape changes) throughout the proceedings.
  - No other form of recording will be permitted.

## **Appendix D**

**WMCB Station Log**

**WMCB Program Log**





## **Appendix E - Additional Forms**

**Visitor Log-In Form  
Broadcast Release Agreement  
DJ Form  
Programmer Agreement**





**BROADCAST RELEASE AGREEMENT- WMCB-LPFM 107.9 GREENFIELD, MA**

The undersigned Band, Artist, Performers, or Recording Company or Copyright Holder(s) of the submitted material (the "Copyright Owner") hereby grants GCTV/WMCB 107.9 LPFM a Massachusetts non-corporation, and its licensees and assigns, GCTV/WMCB-LPFM the following authorizations:

1. Copyright Owner hereby grants to GCTV/WMCB-LPFM a non-exclusive worldwide license to broadcast live performances and recordings and the musical composition(s) embodied therein (the "Performances") as specified on this Broadcast Release Agreement (the "Agreement").
2. Copyright Owner hereby grants to GCTV/WMCB-LPFM a non-exclusive worldwide license to transmit the Performances, in any way now or hereafter known, as part of an interactive or non-interactive program or channel as specified in this Agreement.
3. Copyright Owner hereby authorizes GCTV/WMCB-LPFM to reproduce the Performances to the extent necessary for a professional and technically satisfactory transmission of the Performances either via radio waves, across the internet or by any means that GCTV/WMCB-LPFM in its sole discretion shall determine.
4. Except as specified in Paragraph 6 below, it is agreed that neither party shall be under any financial obligation to the other pursuant to the execution of the Agreement.
5. Copyright Owner warrants that Copyright Owner has the unfettered right to enter into this Agreement.
6. Copyright Owner agrees to indemnify and hold GCTV/WMCB-LPFM, its members, officers, directors, employees, agents and assigns, harmless from any costs incurred by GCTV/WMCB-LPFM in connection with this Agreement and the representations made herein.
7. Pursuant to the terms of this Agreement, Copyright Owner grants to GCTV/WMCB-LPFM the right to use the title(s) of the Performances, the Copyright Owner's name, likeness and biography, and any images used publicly by Copyright Owner in connection with the Performances.
8. This Agreement may be terminated at any time by the Copyright Owner, such termination being effective on the date which is thirty (30) days after written notice of such termination is received by WMCB-LPFM care of Greenfield Community Television at 393 Main Street Greenfield Massachusetts 01031.
9. All notices by the Copyright Owner shall be directed by verifiable means of delivery to the above address.  
Notices to the Copyright Owner shall be directed to the address listed below unless amended by Copyright Owner in a notice to GCTV/WMCB-LPFM.
10. This Authorization will be governed in accordance with the laws of the State of Massachusetts.
11. Both parties have read and understand the terms of this Agreement and, by signing where indicated below, agree to be bound by these terms:

\_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_  
Authorized Representative, GCTV/WMCB-LPFM / Date Copyright Owner /Date  
Address:\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**WMCB 107.9 LPFM**  
**DJ info sheet**

Name:

Address:

Phone & best time to call:

E-mail:

Experience:

Availability:

Describe show you would like to produce:

Can you produce from home?

What other talents and skills have you to offer WMCB?

Would you like to collaborate with others in a radio drama, or comedy?

# WMCB-LPFM Programmer Agreement

This document is a mutual agreement between WMCB-LPFM and the undersigned individual and refers to policies and procedures contained in the WMCB-LPFM Handbook (and other training materials distributed by WMCB-LPFM). A "WMCB-LPFM Programmer" is defined as any individual who creates and/or controls radio program content or who operates production or broadcast equipment on behalf of WMCB-LPFM. Any individual wishing to serve as a WMCB-LPFM Programmer must enter into this agreement with the station, and in doing so is regarded by station management to be qualified and certified to serve as a WMCB-LPFM Programmer and is entitled to all the rights and privileges therein.

**As a WMCB-LPFM Programmer I will:**

1. Strive to fulfill the Mission Statement and General Operating Principles of WMCB-LPFM.
2. Comply with all WMCB-LPFM policies and procedures and FCC regulations.
3. Complete all required training and review WMCB-LPFM Programming Principles annually.
4. Serve and respect our listeners and present programming in the public interest.
5. Portray WMCB-LPFM in a positive manner and participate in on-air fundraising, promotion and outreach.
6. Make a reasonable effort to participate (to the best of my ability) in off-air activities that support WMCB-LPFM.
7. Understand that station management and the Program Advisory Committee reserve the right to rearrange the programming schedule as necessary, and that they may find it necessary to preempt regularly scheduled programs in order to broadcast special content in a timely manner.
8. Understand that station management and the Program Advisory Committee reserve the right to revoke my authorization to broadcast on WMCB-LPFM if they determine that I have willfully violated the terms of this agreement, and that I may appeal any such revocation through the GCTV/WMCB grievance policy.

**WMCB-LPFM Management will:**

1. Treat all WMCB-LPFM Programmers with respect and equitably and consistently enforce this agreement with all signatories.
2. Insure that the rights and privileges to which all WMCB-LPFM Programmers are entitled (as described in this agreement and WMCB-LPFM Handbook) are upheld.
3. Provide all WMCB-LPFM Programmers with training, written policies and procedures, supervision and timely and constructive feedback and information relating to programming.
4. Provide all WMCB-LPFM Programmers with opportunities to participate in collaborative decision-making with regards to policies and procedures, programming, and other station affairs.
5. Maintain station equipment and facilities in serviceable condition and respond to reported equipment problems in a timely fashion.

**Authorization:**

I, the undersigned, have read and understand the responsibilities of a WMCB-LPFM Programmer as described herein and fully agree to comply with the terms set forth in this agreement.

Title:	Printed Name:	Signature:	Date:
WMCB-LPFM Programmer:			
WMCB-LPFM Management:			

WMCB-LPFM Version May-08