



WFNP Training Manual



General Information

WFNP, a **NON COMMERCIAL EDUCATIONAL STATION**, operates on a time-share with another local FM station. **What does that mean?** Well, when you turn on 88.7FM Monday-Friday 5am until 7pm, Saturday & Sunday 5am until 10pm you will hear classical music, that is the other station!

SUNY New Paltz radio, WFNP, runs **Mon-Fri 7pm-5am, Sat-Sun 10pm-5am**. We have live DJs in the studio from 7pm-12am on weekdays, and 10pm-12am on weekends.

When we don't have a live DJ in studio, we are **AUTOMATED**. What does automation do? It plays music, Public Service Announcements (PSAs), and liners, drops, sweeps (what you hear in between songs identifying the station). This is all pre-programmed through software called **PlayItLive**. You will see automation running in the studio 24/7!

We have a webstream that airs 24/7, so whatever is coming out of the board in the studio will air on the webstream. During the day, it is either automation or daytime programming, and when we sign on to the FM, that also broadcasts to the webstream.

All about WFNP!

This training packet is used for both the daytime and FM training processes. You will begin your involvement by learning about our daytime operations, shadowing in the studio, and then hosting or co-hosting a daytime talk or music show.

You can also begin working with our FM operations by joining the news team, learning to engineer news/talk shows, and working with our FM DJs in the studio.

For those just beginning, please pay special attention to the information labeled DT (for daytime), as this is the information you will be quizzed on for your certification!

Welcome to WFNP!

ON
AIR

Types of Stations

Stations are classified based on their Height Above Average Terrain (HAAT), AKA antennae height, and watts.

WFNP is a CLASS A station

We operate with an antennae HAAT of 393

Our power is 230 watts



TYPES OF FM STATIONS

(HAAT is a common abbreviation for Height Above Average Terrain)

Class	Minimum Watts	Maximum Watts	Minimum Antennae HAAT	Maximum Antennae HAAT
A	100	3,000	—	100 meters (328 feet)
B1	3,000	25,000	—	100 meters (328 feet)
B	25,000	50,000	—	150 meters (492 feet)
C2	3,000	50,000	—	150 meters (492 feet)
C1	50,000	100,000	—	299 meters (981 feet)
C	100,000	—	300 meters (984 feet)	600 meters (1968 feet)

Public Inspection File

Stations are required to maintain records (logs of programs, PSAs, political files, employment records, applications, etc.) and update once each quarter, or 4 times per year.

The Public Inspection file can be accessed on our website at any time, and is maintained by Val, the Chief Operator of WFNP. There is also a paper copy in Val's office.



You will sometimes receive an email with a request for information or documentation for the Public File. Due to the nature of this report, and the timeline for the FCC's request for information, it is important to get the information back to Programming/Val/whoever requested it ASAP!

General Info

You will not be tested on this information!

- 1844 Samuel F.B. Morse (yes, Morse Code) developed the telegraph, the forerunner of radio!
- 1876 Alexander Graham Bell developed the telephone.
- 1897 the wireless telegraph was developed by Guglielmo Marconi - wireless messages across the Atlantic Ocean.
- 1920 - KDKA Pittsburgh, first radio program broadcast.
- 1927 the FCC, Federal Radio Commission was developed, and the Federal Radio Communications Act of 1934 was established to regulate telephone, telegraph and radio communications.

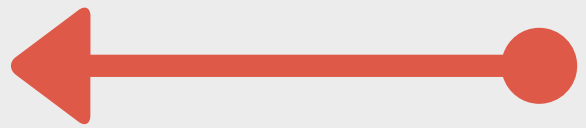
The Logistics of WFNP



STATION IDENTIFICATION (Legal IDs)

- Announcements must be made at the **beginning and end of each time of operation (sign on and sign off)** and **hourly as close to the top of the hour** (for example: 6:00, 7:00, 8:00, etc) as feasible at a natural break in programming.
- An official station ID consists of the station's call letters (WFNP) immediately followed by its city of license (Rosendale). You may insert the station's frequency (88.7) and/or the name of the station's licensee (SUNY Board of Trustees) between the call letters and city of license. Typically, Legal IDs are pre recorded and played from MegaSeg during your show.
- If you decide to LIVE READ, examples of possible Legal IDs for our station:

1. WFNP Rosendale
2. WFNP 88.7 Rosendale
3. WFNP SUNY Board of Trustees Rosendale
4. WFNP 88.7 SUNY Board of Trustees Rosendale
5. WFNP SUNY Board of Trustees 88.7 Rosendale



- You are **not allowed** to insert any promotional slogan or other information between the call letters and city.

STATION LOGS

- ALL station logs must be maintained in an accurate, complete, legible and current condition and must be signed. There are 2 types of logs for WFNP (operator/traffic). All entries must be made by a properly licensed capable operator in actual charge of the transmitting equipment or running PSAs - that's YOU!
- Failure to sign the log can result in the suspension of your show and possible repercussion from the FCC to the station as a whole

OPERATOR LOGS

- Entries must include the date, time and signature of the operator.
- Time entries must be indicated as advanced (daylight savings) or non-advanced (standard) time - **Val does this part!**
- Operator logs shall be made available to any authorized FCC representative on request and may be removed from the licensees possession with proof of receipt from the representative which must be maintained on file.
- The logs may also be made available to the public through proper station authorities within a reasonable period of time.
- Our operator logs are located outside of the radio station, **SU Room 423**. Remember, YOU are responsible for signing when you are on the air or engineering a show, it indicates that YOU are responsible for the station at that time.

TRAFFIC LOGS

- Our traffic logs are located on the google drive in the studio on the small computer.
- At WFNP, traffic refers to the scheduled PSAs each hour, so, our traffic logs indicate what PSAs should be played, and when.
- Your job is to play them as close as possible to when they've been scheduled, initial and indicate the actual time played.

The Logistics of WFNP



POSTING OF STATION AND OPERATOR LICENSES

- The station's current license, renewal, construction permit and any other instruments of authorization shall be posted at what the licensee considers the principal control point of the transmitter (**these are currently available online, hard copies stored in Val's office**).
- In our case, these are posted to the FCC website, linked from our station's website, wfnp.org. They are also available from the Media Director upon request.

THE CHIEF OPERATOR

- The licensee of each station must designate a person holding a commercial operators permit or license to serve as the station's chief operator.
- At times when the chief operator is unavailable or unable to act (vacations, sickness, etc.) the licensee shall designate another licensed operator as the acting chief operator on a temporary basis.
- Chief operators for FM stations may either be an employee or serve on a contract basis.
- In our case, the chief operator is the Media Director (**VAL**). In most cases, when the Director is unavailable, the acting chief operator will be the **Bill Clark** in the Student Association Office.
- The designation of chief operator must be in writing with a copy posted with the operators licenses.
- The Chief Operator is responsible for the upkeep and maintenance of the station and appropriate records.

COMMERCIALS VS. PSAs

- **Commercials** - As the name implies, non-commercial stations are **prohibited** from airing commercials. Stations may solicit underwriting and grants. Underwriting differs from commercials and is allowed at WFNP (though we haven't had underwriting in a long time).
 - Underwriting solicits grants and donations. We broadcast appropriate announcements to identify the donors.
 - The announcements must include the donor's business name and may include their address and a generic description of their product or service, but you may NOT use wording that's considered promotional, qualitative ("This product is great!"), or comparative ("This product is better than any other!"). You may NOT urge the listener to action, such as buying, calling, or stopping ("Come see this show! Come stop by this table! Buy this!").
- Our **PSAs are NOT commercials** (hence why we call them Public Service Announcements). They are from non-profit organizations and we are not paid in any way to air them. This is why they are acceptable to play.
- Some of our PSAs are submitted by campus partners, faculty, staff (register to vote, the current show at Parker Theater, student evaluation of instructors) or even community members (local events and activities, announcements), while others we get pre-produced from ad agencies and national campaigns.

The Logistics of WFNP



RADIOTHONS

- A fundraising event called a radiothon or marathon generally consists of a station suspending part of all of its normal programming for a given period of time during which the station airs appeals for listener donations. **This is an acceptable practice for the station so long as the beneficiary is the radio station**, not a charity to the school or any one else. WFNP can host a radiothon as long as they get the proceeds raised.
- The station may air public service announcements for other activities and charities so long as it does not interrupt your normal programming.



EAS (Emergency Alert System)

- The EAS is the nation's principal means of communicating with citizens in times of emergency. It provides facilities for the president and the federal government as well as heads of state and local governments or their designated representatives with a means of communicating with the public during emergency situations.
- Stations have the option of becoming a participating or non-participating station. In a national emergency participating stations are required to carry the presidents message and nonparticipating (Non- EAS) stations must sign off. **We are a participating station.**
- All stations must install EAS equipment and must receive and log EAS Tests and can voluntarily activate the EAS at the state and local level even if they are non-EAS.
- The tone we all equate with "this is a test" has two functions and is called an attention tone. It gains the attention of the person receiving the tone and activates each stations encoder/decoder receiver, thus enabling stations to relay the tone from one to another.
- Entries must be made for all EAS Tests conducted and received and any actual EAS alerts including description, time and date in the traffic log.
- If you are scheduled to conduct an EAS test during your show, you'll see it indicated in the traffic log **(FM ONLY)**. You will play the EAS open from MegaSeg, wait for it to count down to 0, trigger the EAS test, and when you hear the tones finish, play the close from MegaSeg - **you will be taught how to run an EAS during FM certification.**

There may be, at times, situations when an alert comes on over your show without YOU physically triggering a test. Weather related emergencies, amber alerts or other national notifications will automatically take over the air in some circumstances. Your job is to just let it happen, no need to stop what you're doing at all.

The Logistics of WFNP



BMI & ASCAP

- Any recorded material that is copyrighted may not be played over the air, copied or used for most non-private purposes without permission from the licensor. A licensor is the company or individual holding the rights to the recorded material.
- In the fields of radio and television, the artists are represented by two companies: **ASCAP** (American Society of Composers, Authors and Publishers) and **BMI** (Broadcast Music Incorporated). These two companies charge a fee to every media that uses their clients works. Charges are based on the material used, the market size and the income of the station.
- A third licensor is SESAC (Society of European Stage Authors and Composers) which covers less than one percent of the copyrighted material that is available.
- Needle Drops are fees paid directly to the license holder of music and sound libraries. These fees are in addition to acquiring the recorded materials. Sometimes the licensee will charge a flat rate.
- WFNP is **ONLY** affiliated with **BMI and ASCAP**, and therefore not permitted to broadcast any movie clips, movie soundtracks or Broadway musical productions, as these are not covered by our licenses (including Disney).

How does this work for WFNP? How do they know what we play?

- When you log your playlist in Spintron, it gets archived by that program, and an additional service that the station subscribes to.
- Yearly, we are required to submit music logs to BMI/ASCAP, so your playlists go to these licensing groups. This is why it is important that you accurately track and log your music in Spintron.

We are notified with something like this:

**WFNP FM is requested to complete BMI logging for the following 3-day period:
2/25/2020 to 2/27/2020**

Your participation is vital to BMI and the songwriters and music publishers that we represent. The information you provide: (1) Helps us to accurately compensate the copyright owners of the music your station plays. (2) Ensures and supports a nurturing environment for the diverse types of music that your listeners love and appreciate.



CITIZENS GROUPS

- Citizens groups have the power to file petitions to deny, gain access to programming, and monitor the quality of broadcasting particularly in the areas of sex, violence, music lyrics, and children's programming.
- They have also forced broadcasters to sign citizen group agreements which is a form of a contract where the broadcaster usually promises to deliver certain types of programming, improvement in hiring policies, and limitations of certain types of programming in certain hours.

Broadcasting DO & DON'T List

When it comes to WHAT we put on the air, both over the stream and on the FM, it is very important to pay attention to the rules...



OBSCENITY

- Obscene content **does not have protection** by the First Amendment. For content to be ruled obscene, - - - it must meet a 3-pronged test established by the Supreme Court:
 - It must appeal to an average person's prurient interest.
 - It must depict or describe sexual conduct in a "patently offensive" way.
 - It must be, taken as a whole, lack serious literary, artistic, political or scientific value.
- The **broadcast of obscene material is prohibited at all times**. Obscenity is not part of the FCC's regulations, it is part of the United States Criminal Code. The FCC and Department of Justice, however, have the ability to enforce the law.
- Consequences: Up to \$10,000 in fines and up to 2 years in jail and license revocation.

INDECENCY

- Broadcast indecency is **language or material** that, in context **depicts or describes, in terms patently offensive as measure by contemporary standards for the broadcast medium, sexual or excretory activities or organs**.
- It is (by FCC regulations) OK to broadcast indecent material between midnight and 6 A.M. using the rationale that it would not be likely that children would be listening. The courts have asked the FCC to clarify its rationale for this **"safe harbor"**.
- **HOWEVER..... WFNP policies prohibit the broadcast of indecent material at all times.**
- Consequences: The FCC can fine you and the station up to \$2,000 each and refer the case to the department of justice for criminal action involving stiffer fines and imprisonment.

Remember, WFNP does not broadcast obscene or indecent content, at any hour, of any day.

Obscene content does not have protection by the First Amendment. For content to be ruled obscene, it must meet that three-pronged test established by the Supreme Court

Indecent content portrays sexual or excretory organs or activities in a way that is patently offensive but does not meet the three-prong test for obscenity.

Profane content includes "grossly offensive" language that is considered a public nuisance.

Factors in determining how FCC rules apply include the specific nature of the content, the time of day it was broadcast and the context in which the broadcast took place.

Broadcasting DO & DON'T List

THINK about what you're saying, how you're saying it, and if you have permission to be discussing the content



LIBEL

- Libel is a **false statement** about a person or institution that results in public hatred, contempt or ridicule and one that can cause the person or institution harm. Harm, not necessarily financial harm.
- There are four parts to proving libel:
 1. The statement must be proven false.
 2. Prove that it was published. Radio and TV broadcasts are considered to be published.
 3. Prove the statement was defamatory.
 4. Negligence or malice must also be present for libel to occur.
- Fair comment allows the media a fair certain amount of freedom concerning public figures as long as it is in the public's interest and the public interest is paramount.
- Consent can also be used to escape libel charges. If the person gives consent for taped comments to be aired, then that person is liable for libelous statement. But, if you do not have a record of consent you are in trouble.
- Consequences: Fines into the millions of dollars and possible jail sentence.

PRIVACY

- Invasion of privacy can be broken down into four categories:
 1. Appropriation: refers to the use of one's likeness for some commercial purpose without their consent.
 2. Intrusion: generally refers to bugging or pestering.
 3. Private information: generally consists of the personal habits or life of public figures unless the information serves the public's best interest.
 4. False information: overlaps with libel law.
- Consequences: This may lead to criminal prosecution.

EQUAL TIME

- If a station permits **any legally qualified candidate for public office** to use a broadcast station, the station shall afford **equal opportunities to all other such candidates for that office** in the use of the broadcasting station.
- Exemptions from equal time:
 - Bona fide newscast
 - Bona fide news interview
 - Bona fide news documentary (if the appearance of the candidate is incidental to the presentation of the subject matter covered by the documentary)
 - On-the-spot coverage of bona fide news event (political conventions, etc)
 - Political news conferences

Broadcasting DO & DON'T List



FAIRNESS DOCTRINE

- It was designed to assure fair treatment of controversial issues of public importance.
- It provided an assurance of equal reply when someone is verbally attacked and when controversial issues are expressed in broadcast advertising.
- For example, when the station presents one side of a controversial issue of public importance, a **reasonable opportunity** must be afforded for the presentation of contrasting views. In fact, the station must seek out and broadcast these contrasting views.
- The fairness doctrine no longer exists, but most broadcasters follow the guidelines in the fairness doctrine up to the point of allowing the opportunity for the presentation of controversial issues.



PAYOLA

- Slang terms for illegal promotion or ads on radio or TV. Any employee of a radio station who accepts or agrees to accept consideration (money or gifts) for the broadcast of any material over the air without disclosing the fact to the station and the audience may be guilty of payola.

aka...the practice of bribing someone to use their influence or position to promote a particular product or interest, in our case, playing their music on the air.

- Consequences: up to \$10,000 per violation and/or up to 1 year in jail per violation.

****WARNING** Even though a station may receive materials in good faith for broadcast from an outside agency, the licensee is still responsible for the content of the information being broadcast and is accountable for the violations.**

Contests, Lotteries & Prizes

LOTTERIES



• In order for a contest to be a lottery, it **must** involve:

1. Prize - anything of value offered to a contestant.
2. Chance - the winner is selected by random draw or when the value of the prize is not predetermined.
3. Consideration - any contest or promotion which requires a contestant to (1) "furnish any money or other thing of value;" (2) "have in [his or her] possession any product sold, manufactured, furnished or distributed by a sponsor of a program broadcast" by a station; or (3) meet any other requirement which involves a substantial expenditure of time and effort by the contestant.

For example, **consideration can include:**

- payment of an entry fee
- requirement to purchase a sponsor's product
- requirement that an entrant submit a box top, label, or wrapper, admission ticket
- serving as an entry blank
- award of a prize, discount, or refund after purchase
- award of a prize to every 10th purchaser.

Examples of requirements that generally **do not constitute consideration include:**

- requirement that an entrant be present to win (provided that the drawing time is announced in advance)
 - need for an entrant to listen for his/her name to be called over the air
 - need to expend the cost of a postage stamp or postcard to mail an entry blank
 - eligibility requirements: having a valid driver's license, Social Security card, or being of a particular age to enter.
- It is against FCC regulations to broadcast an advertisement, or any information concerning any lottery, gift enterprise, or similar scheme containing these three elements. This is not restricted to station contests.
- Bingo and any contest that has the three elements are considered a lottery and could result in sizable fines, non renewal of license or revocation of license. However, **if a station contest only involves chance and a prize, it is not considered a lottery and is therefore acceptable by FCC regulations.**
- Exceptions to lottery rules: A station may give information about its states lotteries and adjacent states lotteries, provided its state has a lottery. Also exempt are sporting events.

All 3 elements must be present to constitute a lottery, so if any of these elements is missing, there is no lottery. KEY WORDS: PRIZE, CHANCE, CONSIDERATION.

So, can I do a contest on my show?



Yes, let's talk about it...

When it comes to station contests, the FCC says it would be irresponsible if you:

1. Disseminating false or misleading information regarding the amount or nature of prizes.
2. Failing to control the contest to assure a fair opportunity for contestants to win the announced prize.
3. Urging participation in a contest or urging persons to stay tuned to the station to win at a time when it is not possible to win.
4. Failing to award prizes or failing to award them in a reasonable time.
5. Failing to set forth fully and accurately the rules and conditions for contests.
6. Changing the rules or conditions of a contest without advising the public or doing so promptly.
7. Using arbitrary or inconsistently applied standards in judging entries.
8. Providing secret assistance to contestants or predetermination of winners.
9. Stating that winners are chosen solely by chance, when in fact chance played little or no part.
10. Broadcasting false clues in connection to the contest.
11. Conducting contests without adequate supervision.

A contest is a "scheme in which a prize is offered or awarded based upon chance, diligence, knowledge or skill to members of the public".

TO CLARIFY: Contests are allowed, as long as they are conducted responsibly (avoiding these 11 points). Lotteries are NOT allowed, and a contest only becomes a "lottery" if it contains all three elements mentioned in the lottery section (chance, prize, consideration).

- For example, winning tickets for being the 9th caller is a contest because each caller has a chance of winning, and there is a prize for the 9th caller.
- If the station requested money in order for someone to be entered into the contest, that would be consideration, which would make it a lottery and therefore unacceptable by FCC law.
- If someone is trying to offer you ANYTHING of value in exchange for a prize, it is no longer a contest.

Consequences: Non-renewal of license, fines, and loss of license.

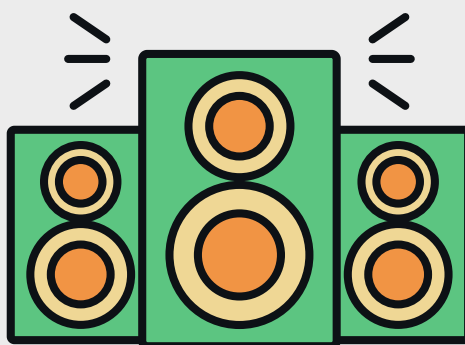
Note: Any contest conducted by a DJ needs prior approval from the executive board.



WFNP 15 Points (aka, rules to live by)



1. No indecent or obscene language including lyrics (swearing, excretory or sexual references).
2. Legal ID at sign on, sign off, and top of the hour. Drops/sweeps (The Edge) and frequency (88.7 FM) at least every 15 minutes, PSAs at the :20 and the :50, frequent mic breaks.
3. Staff members will not publicly mock or degrade shows, musical selections, personalities or the station. This qualifies as an immediate suspension.
4. Sign on and off exactly on time.
5. WFNP property stays at WFNP. Thieves will be prosecuted.
6. All problems with equipment must be reported in a timely manner to Programming Director and Station Manager.
7. No lotteries or unauthorized contests.
8. Last show must lock and secure studio.
9. WFNP staff meetings are mandatory for all members. If you must miss a meeting, you must notify the Station Manager in advance, and get a copy of the meetings minutes.
10. Follow and complete all appropriate logs and traffic schedules in blue or black ink.
11. No eating, drinking or smoking in the studios.
12. Always backsell, presell, and make a playlist.
13. Arrive on time (at least 20 minutes before your show).
14. If you must miss a show, you must find a substitute and notify the Programming Department at least 48 hours in advance.
15. All news and sports information must be attributed. This station cannot editorialize. All emergency information must be emailed to Station Manager and will not be broadcasted until further notice.

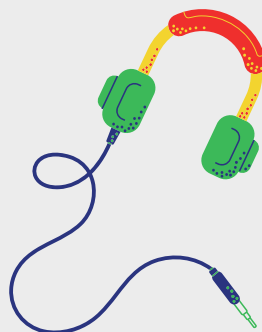




DAYTIME TIPS & REMINDERS



- Prepare, prepare, PREPARE! Map out your show ahead of time, where you might talk/WHAT you want to talk about. Never turn on the microphone without a plan!
- Be sure that when you are preparing for your show, that you SCREEN your songs for profanity/expletive language . Sometimes streaming services don't have the little notification on there that the song contains NSF(RADIO) language.
- The operator logs are located outside SU 423 in the hallway. You must record the time, and sign your name on them prior to your show each week.
- Legal IDs identify the station and must be played at the top of every hour (from MegaSeg). You can choose whichever Legal ID you want to play,
- WFNP is a noncommercial- educational radio station, meaning that we do not air commercials.
- This also means that we can't promote businesses or services on the air with a call to action
 - For example - Cuddy's has wing night on Mondays, great prices and the best wings, you should go...**that is a call to action, and an advertisement.**
- We do play PSAs (Public Service Announcements) instead.
- PSAs are played a total of 4 times per hour, two at the :20 minute mark, and two at the :50 minute mark, listed in the electronic traffic log on the little computer.
- You should play the scheduled PSAs as indicated, but, if for some reason you cannot find one that has been scheduled for you, just pick another one (that isn't scheduled during your hour) and email wnfp.secretary@gmail.com to let our traffic person know something is missing.
- Mic breaks should be done every 15 minutes or so to identify the station, your show, and talk about the music you are playing.
- You have the freedom to talk about almost anything, but you cannot use profanity, payola, or neither endorse nor slander a product or service.
- You should also plan to play a drop or sweep every couple of songs, between mic breaks, in order to identify the station.
- Playlists for a one hour show should be around 15 songs and must not contain any expletives.



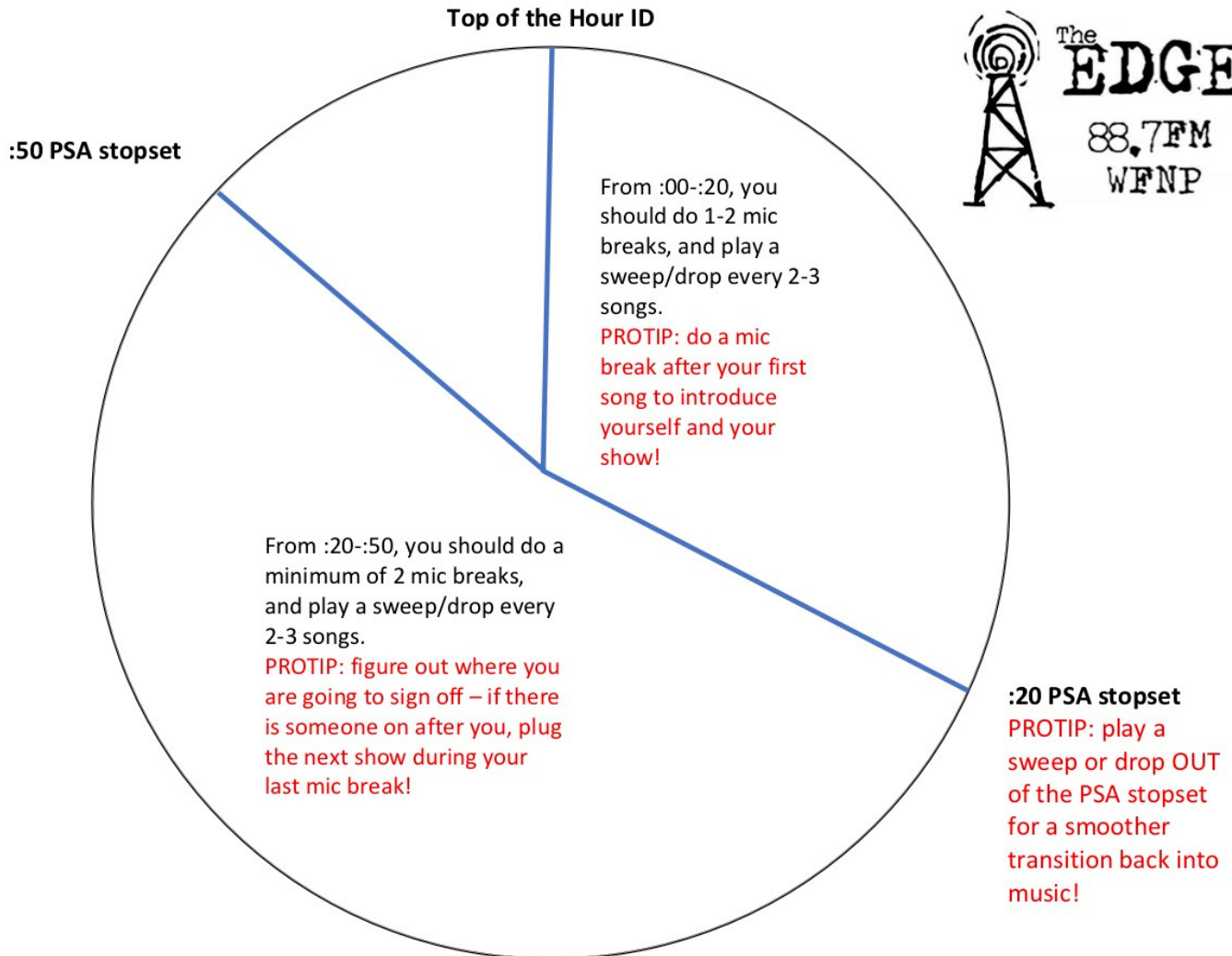


What should my hour look like?



WFNP Hourly Clock

Use this as a guide to help develop your show and make it sound more professional! This will also help the station sound more uniform and create smoother transitions!



General rules:

Go into your show with a game-plan!

Doing a theme show? Have some facts about the songs/artists.

Playing only live songs? Have background information about the concerts/venues.

Always forward promote, while it's ok to back-sell the song you just played (you just heard....), telling your audience what is coming up rather than listing off all the songs you just played will get them to stick around longer.



WFNP Vocabulary



Automation: The system we use to run programming when we are not on the air. It is pre-programmed and runs 24/7. Songs, drops, sweeps, legal IDs, etc.

Public File: All of WFNP's legal paperwork and information. The Public File can be accessed at WFNP.org, and a paper copy is located in Val's office.

Pot: A line on the board that controls that specific piece of equipment. Microphone, MegaSeg, Automation, AUX...

Fader: The slider on the board that controls the output of that specific pot or line.

Program: All the pots need to be in PROGRAM (PGM) in order to feed the airwaves (FM or stream).

Cue: A way for you to preview something off the air. In order for CUE to work properly, the pot needs to be down, or the content will go out over the air.

MegaSeg: The system we use to house PSAs, Legal IDs, drops, sweeps, music and pre-recorded shows.

PSA: Public Service Announcement. We air these hourly, at :20 and :50 after the hour.

Legal ID: Station identification. Simply stated, "WFNP Rosendale" - our call letters and city of license. Played at the TOP of every hour (minimally).

EAS: Emergency Alert System. Tests run regularly on the FM. Sometimes an alert will crash your show in the event of an emergency.

Logs: Operator (paper copies, sign on/off for your show. Traffic (when PSAs and Legal IDs are played, electronic).

Presell: This is when you talk about a song that will be coming up. (In just a few we'll hear from Beyonce, or, ACDC on the way).

Backsell: This is when you talk about a song that you just played. (You just heard from Taylor Swift, or, John Legend's latest on 88.7FM...).