

**A HANDBOOK OF
FOR
WIZARDS**



PART ONE:

Welcome To The Wizard

HISTORY

WZRD is Northeastern Illinois University's radio station. It is a 100 watt noncommercial FM radio station that broadcasts primarily to Chicago's north side and northern suburbs.

Our signal has reached listeners as far as Cicero, Hoffman Estates, and Chicago's far south side. WZRD's reputation has reached even further, with reviews appearing in national and European magazines that laud WZRD's professional and unique style of broadcast.

WZRD is Chicago's affiliate for the Pacifica Foundation, an international news and informational radio station network. We are a member of the National Federation of Community Broadcasters, the Intercollegiate Broadcasting System, and the Emergency Broadcast System.

Our reputation as a source of alternative entertainment is the result of years of work by hardworking, creative, and technically resourceful students. In 1971, WRNE (Radio Northeastern) was chartered as a radio club that broadcast in a carrier current capacity within the school only. This original group of students worked to obtain an actual broadcast license from the Federal Communications Commission. The FCC granted a 10 watt FM non--commercial license and assigned the call letters "WZRD" in 1974. The reason the FCC granted this license and the vision these students had for their new station, is described in a document entitled Exhibit Four. This document is the basis for WZRD's philosophy, programming policies, and format.

In 1979 WZRD, along with a consortium of other 10 watt Chicago college and high-school stations, began applying for a power increase to 100 watts. This power increase was granted in 1984. As a 100 watt major market radio station, WZRD has a potential listening audience of millions of people. If you scan the radio dial in Chicago, you will find that WZRD has its own distinct sound. This is no accident. We consider ourselves responsible for providing a truly unique radio experience for the listening community.

There are many ways to contribute to WZRD's tradition. Besides the popular on-air announcer positions at the station, there is work to be done behind the scenes-in public affairs, promotions, special productions, and engineering (live broadcasts). We will be happy to train you in all aspects of the operation of the station and its equipment. New applicants will often be asked to demonstrate their commitment to the station by filling

nonprime air slots or doing some other form of work before being considered for the most desirable times.

We hope you too, will become a Wizard!

THE WZRD PHILOSOPHY OF COMMUNITY SERVICE

WZRD is a 100 watt FM outlet in a market already served by many commercial and noncommercial radio stations. In order for WZRD to provide a meaningful community service, we must present programming that offers a different perspective from that found elsewhere in mainstream media. There are more powerful stations that offer the listener rock music, "talk" radio, and a quick glance at news headlines. As a noncommercial [station, WZRD has the choice of examining obscure or complex subjects that are ignored elsewhere.

PURPOSE

WZRD's purposes (in approximate order of priority) are as follows:

- 1) to inform;
- 2) to entertain;
- 1) to provide a forum for worthwhile events and services available within our various local and school communities;
- 3) to train students in good programming, management practice, and proper operation of broadcast equipment.

However, all of these purposes must be integrated into a larger directive, which is to provide programming not found elsewhere on the airwaves in Chicago. Without our unique programming, WZRD would not serve the community interest and thus would not have reason to exist.

PROGRAMMING POLICY

The following policy was passed at a station meeting in 1995:

WZRD's format is free form and unique. This means that every Wizard is expected to play a wide variety of musical genres or styles on their shows. Additionally, Wizards are expected to program music that would not be normally heard on other media outlets. Therefore, it is expected and normal that many different types of music should be heard on the station throughout the broadcast day.

In addition, WZRD requires each Wizard to dedicate at least 10% of his or her show to news and information important to the community. Each member of the organization is equally responsible for completing informational programming.

Finally, WZRD does make an exception for the Pacifica Programs Democracy Now and Free Speech Radio News . WZRD authorizes Democracy Now broadcast at a set time, Monday through Friday at 7:00 a.m and at 8:00 a.m and Free Speech Radio News at 4:00 p.m Monday through Friday. Feature programs that are aired on a repetitive basis may be aired on WZRD if an individual Wizard wishes it to be placed on his or her airshift. If a Wizard has failed to fulfill his or her informational requirements, the Program Director may place an informational program on his or her show. If a Wizard transfers into a new time slot and does not like a program previously scheduled during that time slot, he or she may work with the Program Director to transfer that show to a different time. However, in order to maintain programming consistency, not all shows may be transferred.

All new feature programs must be approved for airing by a majority vote in an open meeting. This includes programs proposed by the Station Manager, the Program Director, individual Wizards, and outside individuals and groups. A proposed program must be submitted to the Program Director at least seven days before consideration in either a written proposal or recorded full sample. Once a program has *been* approved for airing, the Program Director must work with individual Wizards to find an appropriate time slot. If an individual member or a group of members have a problem with a prerecorded program, they may present their concerns at an open meeting for discussion and a possible vote.

Nothing in this policy shall limit the Program Director's discretion, power, and duty to remove programs and/or reschedule programs in the best interest of station policies, laws, or FCC regulations.

AUDIENCE

WZRD serves a unique segment of the population; one that is bored (even offended) by the state of the radio broadcasting art as practiced by most large commercial outlets. As a non-commercial station, without any sort of corporate sponsorship or underwriting, we are privileged with the freedom to be of service to a sophisticated community. For WZRD to truly serve the university and the surrounding community, it must be programmed by the same type of people--active, open-minded, and concerned. These are the most important qualities of a WZRD staff member.

FORMAT

The Wizard has a 'freeform' format regarding music and entertainment programming. In keeping with this format, no announcer is allowed to play a block of one particular kind

of music as a regular feature of his or her show. This doesn't mean that you can't play a `see of one type of music. If you go to a Swedish wedding, and become inspired by the `Hambo', it is perfectly all right to play an hour of them on your show. But doing so on a weekly basis under the auspices of 'The Hambo Show' is a violation of station policy.

In addition to the 'freeform' format, the Wizard's entertainment programming should be of a nature not widely broadcast on radio. While it may be all right to play a set of 'Hambos' on your show, it would not be all right to air a historical retrospective of Def Leppard. There are other stations our listeners can turn to if they want that kind of programming. In addition, other generic 'college radio' stations play hours of college rock. Originality is vital to the station's success in serving our listeners.

PART TWO:

ON-AIR DEPARTMENT

This section is concerned with how Wizards present themselves on the air. In keeping with our free form policy, WZRD encourages its Wizards to cultivate their own unique (and hopefully entertaining) broadcast style. Subject matter and musical styles you may air are virtually limitless. As Wizards, we have unparalleled freedom in this area. There are some elements of your presentation, however, which need to conform to the legal standards our license and visibility makes us responsible for maintaining. These issues are explained roughly in order of their importance. However, be advised that everything described here *must* be applied whenever you are on the air.

LIBEL

Libel is referring to someone in a disparaging manner; portraying them in a bad light; saying something is wrong with them. This is a complicated area of the law, but here is a compressed version of it to keep you and the Wizard out of trouble:

- a. Public figures are generally fair game for disparaging comments. The president of the United States, the governor of Illinois, and the Mayor of Chicago are all public figures. Michael Jackson and Barry Bonds are public figures. The president of NEIU is not. Generally anyone whose notoriety is due to association with NEIU is not a public figure.

- b. More slack is allowed when commenting on public figures. But if you know (or should have known) what you said was false about a public figure, you could be successfully sued. Even repeating information from a respected source is not a defense, if you knew it was false.
- a. More caution is required when non-public figures are involved. Repeating information about a non-public person from another source could be actionable, *even if you believed in good faith it was true*. If you repeat it and it is libelous, it is not a defense that you "read it on the Internet" or "saw it on Fox News," or you "heard it on talk radio," or "someone told you."
- b. Truth is an absolute defense, but it must be provable. If you are going to enter a controversial area, THINK FIRST! If you say, "The Catholic Church conspired to protect its image and revenue streams by denying pedophile priests existed and giving them access to as many victims as they could handle," it may be true, (and this may be your opinion, too) but what do we say when the Archdiocese attorneys come calling to the NEIU President and demand our evidence to back it up? The better practice is to say (if true) "Persons claiming to be victims of sexual abuse by priests have alleged that the church conspired to protect its image...etc." The point is that it is much easier to prove that allegations were made. THINK FIRST about what the most defensible position might be. If you are at all unsure, check with the Program Director FIRST.

It all sounds so simple! But, libel is the easiest way to silence (or cause trouble for) the Wizard. Libel can be a basis for an FCC complaint, a complaint to the university, and/or a lawsuit. Although defendants usually win these cases, the university hates being sued. There would be major repercussions for the station. You would be also named in the suit as a Defendant, and would have to hire your own attorney. No one can prevent anyone from filing the papers that begin a lawsuit. We must always maintain a defensible position.

Err on the side of caution. There are many subjects you can express yourself about, without being defamatory. Try to avoid:

- a. Stating that persons, institutions, or organizations have committed crimes, unless they have been *convicted* Being accused, tried or indicted does not mean convicted. Pleading guilty or being found guilty *does* mean being convicted;
- b. Stating that a person has a "loathsome disease." This used to mean a sexually transmitted disease, but could also include drug/alcohol abuse, sex offender, pedophilia, sexual harasser, child pornographer,

drug offender, even gang-banger. *Be careful!* It is so easy to say something like "Brittney Spears probably has Herpes;"

- c. Stating that someone is "gay, queer, bisexual, lesbian" etc., UNLESS you have their permission to do so. While most Wizards have no problem with this (perhaps it may apply to some Wizards) our audience may still find this disparaging. Also, this could (even if true) be a problem because it's too private to air. (See e, below);
- d. Portraying a person or organization in a false light. For example, "The ACLU takes money from and fronts for the Tali.ban." Or, "Howard Stern has fathered children all over the world."
- e. Airing private details about a non-public figure. Examples: "My neighbor, Ralph Spoilsport, changes his underwear once a year-when he takes his annual bath." Or, "Molly Strange dances nude for her cat with the shades open." These are not crimes, but these people are not public figures. Even if true, their private affairs, however offensive to you personally, do not belong on the air.

Note: d and e are not libel, but still are trouble. All of this being said, you *are* allowed to state your opinion on the air. You can say you do or don't like a band, a venue, the position of a politician on an issue, or even his or her face. None of this is libelous. But stay away from personal observations or drawing factual conclusions. Say it's your opinion, not that of the entire station.

OBSCENITY AND INDECENCY

As a Chicago station airing non-mainstream viewpoints, WZRD will irritate people. Those people, and others, could be motivated to silence (ie, terminate license of) WZRD. Alleging that WZRD operates illegally is their best weapon. The station must maintain a defensible position at all times.

Attacks on non-commercial stations like WZRD in Los Angeles, New York and other cities usually center on a claim of indecency or obscenity. The complaint is usually made to the FCC. If a tape or transcript is included, it will be taken seriously. To defend these complaints, even if they are eventually dismissed, can take years and cost \$20-50,000. Fines can be much higher. Our annual budget is under \$30,000.

This is a very sensitive area. It is a federal criminal offense to air anything indecent or obscene. YOU could go to prison for it, if you did it on WZRD. In addition, the FCC might ask for a sworn response not from WZRD management but from the NEIU Board of Trustees, (the licensee). The Board would seriously wonder about the cost-effectiveness of maintaining the Wizard we know and love if the board has to respond,

look bad, and maybe pay fines because a Wizard screwed up. WZRD would be a liability for the university, which would have to pay.

As Wizards, we sometimes want to shock or surprise our audience, and rebel against mainstream mores. This is great, as long as we don't run afoul of obscenity and indecency boundaries. If we violate, intentionally or otherwise, and the Wizard is silenced forever, the price is far too high for any mistake or momentary thrill.

So we all have to be really, really careful. It would be too easy to just say "Avoid any controversial music or subjects, no sex, drugs, religion, politics" and lock up 90% of the music library and make everyone have every piece of info and music approved in advance (like most stations). That would violate the spirit of the Wizard.

As a Wizard, you have very wide choices of what you want to present. The price for that is "judicious diligence." What does that mean? It means if you go to the edge, do it for a good reason. THINK FIRST. Spontaneous programming is great, but, when you approach the edge, THINK FIRST. If you are not sure, ASK THE PROGRAM DIRECTOR. The Program Director is the final authority for anything going over the air.

WHERE IS THE EDGE?

Obscenity and indecency are two different things. Neither have clear unchanging definitions. They are based on morals, which are unclear and always changing.

The legal system is used to enforce violations in this area. The legal system operates by formulating clear and specific standards, and, when actual cases are decided, they become precedents, which are consistently enforced for decades to come. This does not work with morals, because the legal system cannot adapt and respond to such (relatively) rapidly changing moral conditions.

In 1962, WLBK's license was REVOKED by the FCC because Charlie Walker, the WLBK morning DJ made repeated comments about women's underwear. There were no swear words, no sexual depictions, no bodily functions described. The FCC found this to be obscene, revoked the license and this was upheld by the courts, but never reached the US Supreme Court. With this precedent, it established that underwear discussions are obscene (at least in 1962 South Carolina), but can we keep a straight face and say that in 2006?

Eleven years later, in 1973, the FCC said (and the US Supreme Court agreed in 1978) that you can't say cock-sucker, mother-fucker, fuck, shit, piss, cunt and tit on the radio, because it was indecent. (FCC v. Pacifica Foundation, 438 US 726 (1978)). Involving WBAI, New York, that case also upheld the FCC's power to formulate and enforce indecency standards.

Around this time, the Supreme Court also handed down Miller v. California 413 US 23 (1973). Miller says the test for obscenity is:

- a. Whether the average person, applying contemporary community standards would find that the work, taken as a whole, appeals to the prurient interest;
- b. Whether the work depicts or describes, in a patently offensive way, sexual conduct specifically defined by the applicable state law; and
- c. Whether the work, taken as a whole, lacks serious literary artistic, political, or scientific value.

This is the closest thing to a current standard for obscenity.

As to indecency, in another Pacifica case (this time involving KPFK, Los Angeles) in 1987, the FCC articulated "standards" for "indecency:"

- a. Speech that is patently offensive as measured by contemporary community standards for the broadcast medium;
- a. What is indecent is largely a function of context and cannot be adequately judged in the abstract;
- b. Speech involving the description or depiction of sexual or excretory functions must be examined in context to determine whether it is patently offensive under contemporary community standards applicable to the broadcast medium;
- c. Standards should be more strict when there is a risk of children in the audience.

To further muddy these murky waters, federal law prohibits the FCC from issuing any advance rulings about the legality or propriety of any programming, because that would be censorship.

THE (MYTHICAL) "SAFE HARBOR" PERIOD

Many of you are aware that, as an outgrowth of the above KPFK Pacifica case, and an act of Congress, the FCC came up with the "Safe Harbor" concept. The FCC suggested that

indecent programming could be "channeled" into hours when children would be unlikely to be in the audience. The time of midnight to 6 am was suggested. Many stations (some here in Chicago) embraced this, aired disclaimers and threw caution to the wind.

The problem was that the FCC still cited stations for indecent programming during the so-called "safe harbor" period. The FCC said "some" indecency was permissible but not "too much."

The safe harbor was a trap. The FCC encouraged indecency, then cited stations for violations.

RECENT DEVELOPMENTS

There have been a number of well-publicized cases of the FCC citing so-called "shock-jocks" for indecency. There was the so-called "nipple incident" at the super bowl. These show that the FCC commissioners are aroused by their own moral outrage or political expediency, hardly a consistent predictable legal standard.

WHAT THIS MEANS TO YOU AS A WIZARD

Most problems arise with "bad words," graphic depictions of sex acts or excretory functions, based on the cases. It could also arise with graphic violent acts.

TRUE WIZARD EXAMPLE: A single was found in the 7" vinyl records. It was a live cut by g.g. alien called "Expose Yourself to Kids." This was the chorus:

It's alright/expose yourself to kids
Pull your pecker in front of them/
And masturbate (crowd roars)

It was not marked NFA. There were no "bad words." Was this indecent? What do you think? What would you do with this cut? Discuss this with your trainer or the Program Director.

THE FINAL WORD

The WZRD Official Policy is that the broadcast of indecent or obscene material is prohibited AT ALL TIMES! Following a warning, you may be suspended indefinitely. Additional violation may result in permanent loss of an air shift and impeachment as a member. **THIS IS VERY SERIOUS!** The Wizard's license could be at stake. Any Wizard who does not practice self-censorship while on the air will be subject to penalties administered by the station in accordance with WZRD's Policy on Obscenity.

Note that WZRD makes every effort to preview music and other recorded material track-by-track, to screen it for obscenities. On occasion, one slips by. If you discover one that is not marked, please mark the cut "NFA" (Not for Airplay) on the vinyl label and album cover, or on the CD insert where the cuts are listed. If you are playing it on the air, take it off as quickly as you can before any more goes out over the air. **DO NOT APOLOGIZE, JOKE OR OTHERWISE CALL ATTENTION TO THIS ON THE AIR!!** Just move to another (hopefully safe) selection. Try to preview cuts that are unfamiliar to you, if you can.

A WIZARD'S MOST IMPORTANT DUTY IS TO PROTECT THE STATION!

PROMOTIONS AND UNDERWRITING

WZRD is licensed as a non-commercial, community service radio station. This means that there are legal restrictions on what you and the station may do on the air when announcing events for commercial or profit-making organizations. All programming must be non-commercial. Advertising on WZRD is against the law. All public service announcements must be for non-profit or not-for-profit organizations.

However, the FCC allows non-commercial stations to engage in underwriting, where businesses pay to have their names read on the air as having brought a program to the station. The difference between advertising and underwriting can be tenuous at times. Anyone who has watched Public Television over the years will have noticed that underwriting is coming more and more to resemble advertising. The basic distinction remains: in underwriting you are not allowed to state that your company product is good. You may make no subjective statements about the company or product. All that you can do is state the name of the company or product.

Therefore, legally speaking, WZRD as a station would be permitted to solicit underwriting from commercial ventures. But judging from the underwriting experience of other local college stations with more powerful transmitters, the kind of underwriting support the station could hope to obtain would yield minimum returns and drastically

alter the personality of the station. Therefore, WZRD maintains a policy of not permitting underwriting of any kind.

If an individual Wizard engages in any kind of on-air practice that could be interpreted as promoting a commercial venture, he or she is subject to immediate suspension from the air. If he or she promotes a commercial venture with which he or she may be involved with financially, in addition to being immediately suspended, he or she will be expelled from WZRD, according to procedures outlined in the By-laws. Remember Dick Biondi —and that "payola" is a serious offense for which you may be prosecuted under federal law.

Be careful with what you say on the air. When you are announcing ticket giveaways, you may not say, "This sounds like a really great show" or "I love this club" or "This band is great", etc. You may only announce the ticket giveaway in a value neutral tone. Additionally, if you are a member of a band, you may not play your own records. In order to protect the integrity of the station as a community resource and our noncommercial license, you as a Wizard will be responsible for engaging in proper behavior when you are on the air.

PERSONAL NAMES

Under no circumstances are personal names of Wizards to be used over the air. Show names or disc jockey names are not to be used either. A Wizard announcer concentrates on ideas and music rather than personalities and egos. Acquiring the skills in planning and programming a unique freeform radio show should be the primary task of all Wizards.

OTHER QUESTIONBLE SUBJECTS

Just as the names of Wizards should never be broadcast, neither should the station's business or WZRD's internal disputes be aired. Listeners really don't care. We sound foolish when we ascribe enough importance to these issues to air them. Please don't denigrate the Wizard on the air. We all work hard to promote the station, so using the airwaves to express negative feelings about anything having to do with the station is like kicking our collective selves in the groin. If you have a problem with the Wizard, bring it to the attention of the officers or bring it up at a station meeting. Your show should be a personal expression, however your goal is to entertain and inform — not to spew personal venom against the station or anything else.

PUBLIC SERVICE ANNOUNCEMENTS

In keeping with WZRD's philosophy and FCC policies regarding our broadcasting license, all On-air Operators are required to read at least two Public Service Announcements per hour. This allows Wizards to serve and inform the University and local listening audiences on a regular basis.

PSAs are updated on a weekly basis. They are bound in a notebook in Studio A. A Wizard may pick from any of the current PSAs in the binder as long as they haven't been read in the last four hours. As PSAs read over the air should concern non-profit, not-for-profit, or government agencies. They should contain information having to do with the public's well being. No prices should be read over the air. Public Service Announcements should reflect the unique philosophy and environment associated with WZRD.

TICKET PROMOTIONS

A number of musical venues give us tickets or passes to distribute to our listeners. They do this for publicity. In exchange for these tickets, they expect us to inform the listeners about their shows and make them sound attractive. As Wizards, we have no special privileges to these tickets. If we don't give at least some of them away, the venues can cut us off at any time.

The deal is a package. We must publicize all the shows we get tickets for. In return, we get tickets for major bands (i.e. insert your favorite band here) and "other" bands that don't get major promotion. Our publicity is more valuable to venues for the "other" bands.

Before doing a ticket giveaway on your show you must be familiar with and understand the procedure for recording the ticket winners and the responsibility for informing the venues of whom the winners are. This information should be available from the promotions director and listed in the binder with the available tickets. Do not give tickets away without knowing how to inform the proper persons of the winners. The worst publicity we can give ourselves and the venues is to have listeners, who think they have won tickets to a show, be turned down at the door of a venue because of our negligence. Here are some suggestions for promoting ticket giveaways and for keeping the venues interested in WZRD as a promotion vehicle:

- 1) Try a ticket giveaway on your show every week for at least one band you are unfamiliar with.
- 1) Pull an album or CD of the band and play a cut before or after you announce the giveaway.
- 2) Don't say anything negative about the band, its following, or the venue during the giveaway.
- 1) If no one calls, record the date and time of the attempted giveaway in the Ticket Book. This will serve as a record to the venue that we did try to promote their show. Do not announce over the air that no one called.

We all benefit from doing these promotions. We help young bands, we attract and maintain listeners: and we get free tickets for being kind Wizards!

PART THREE:

LEGAL AND INTERNAL RECORDS

STATION BROADCAST LICENSE

WZRD was awarded a non-commercial license in 1974 to operate at 10 watts Effective Radiated Power (ERP) at 88.3 megahertz (channel 202) on the FM dial. We are fortunate in that we have "exclusivity" on our 88.3 frequency in our immediate area, and we don't have to "time share" with another station (requiring us to sign off when they sign on, etc.). To maintain this, we are required to broadcast at least twelve (12) hours per day. As of 1984, WZRD has been authorized to operate with 100 watts ERP at 88.3 mhz, with area exclusivity. Our license is subject to renewal by the FCC. The FCC may inspect our facilities at any time we are broadcasting, and may inspect during the hours of 9am-5pm even if we are not broadcasting. We are licensed as "WZRD," not "WZRD-FM."

QUARTERLY ISSUES

WZRD, in accordance with our community service license from the FCC, is required to respond to the needs of our listeners. The station must conduct a survey of community leaders to find out what issues are of most concern to the community. This is how we compile our list of Quarterly Issues.

Each Wizard is required to present information on one of these topics each quarter. The information can be presented in various ways. For example, an expert on the issue could be interviewed; different sides of an issue can be presented in interviews, forums, or by presenting written material.

Following the airing of information concerning a Quarterly Issue, the Wizard must complete a written verification form. These forms state what topic was presented; the nature of the presentation; the date, time, and length of the broadcast; and whether it was live or recorded. Verification forms are obtained from the station or from the Quarterly Issues Director. When the verification form is complete, it should be returned to the Quarterly Issues Director, who files it in the Public File. The forms serve as evidence that WZRD is fulfilling the requirement of its license as a public service.

LOGGING

When on the air, operators are required to keep three logs:

- 1) The Operations Log
- 2) The Program Log
- 3) The Music Log

Accuracy, completeness, and legibility are important. The first log is required by the FCC. The second and third are essential to the music and programming departments of WZRD. Failure to complete logs adequately will result in a warning, then a suspension, and finally a dismissal from the air. For samples of the three logs, refer to Appendix C. Here are the guidelines for filling out the logs.

Operations Log

This is the most important of the three logs, since it is required by the FCC, and is the record of transmitter operations. Because it involves equipment, the Operations Log is featured in the technical guide (section 5).

Program Log

The program log is the record of all spoken word broadcast by WZRD. The FCC requires that all stations keep a record of their programming. This log also includes all special programs run by the station. It serves as proof of WZRD's fulfillment of its community service requirements. The FCC has specific guidelines on how these logs are to be kept.

- a) Write the time of a program or announcement in the first left column. This is only required for regularly scheduled programs and legal IDs. Public Service Announcements (PSAs) and readings that you perform do not require the time to be noted in this column.
- b) In the next column, write a short description of the speech or program. Be as specific as possible, using the title of the item if it has one. When you read a PSA, indicate its subject. When reading from a magazine, write the date of the publication as well as the title of the article. If logging a pre-recorded program, note the name of the series, the title of the installment, and the installment number.
- c) The third column from the left is to mark the source of the program. One of the following letters is used:

L (Local)	The program was locally produced by WZRD and that at least half of the program employs live talent.
R Recorded	The program is pre-recorded and does not fit the 'Local' definition.
N (Network)	When the program is furnished to WZRD by a network, such as Pacifica.
O (Other)	Used when the program doesn't fit any of the above categories (This is the source for IDs)
- d) The fourth column from the left is to designate the type of program you are airing. One of the following is used:

GEN (General Education)	The program is educational or informational in nature, but not news or public affairs.
A (Performing Arts)	The program is artistic in nature or is being performed.
N (News)	Standard news reports of local, national, and international events, along with stock market/business reports, weather, etc. fall into this category
PA (Public Affairs)	Interviews, documentaries, panel discussions, readings, or extended coverage of public events.
LE (Light Entertainment)	A program that is primarily entertainment, with little or no informational value.
0 (Other)	Used when a program doesn't fall into one of the other categories (This is how IDs are classified).

e) The final two columns on the right are for the actual start and end of times of the program.

Music Log

The Music Log is a record of all prerecorded music played on WZRD. Each Wizard is required to complete this listing for their show. It's important to recite the number of each CD or record, for future reference. It is amazing how often we need to look up something from an old show. The "new" column is used by the Music Department to compile data and enhance service from record companies. Recording cut titles and artist names are needed mostly for readbacks. Please use both sides of the log to save paper.

PART FOUR:

A WIZARD'S RESPONSIBILITIES

You will be a part of a radio collective. You need to be a responsible individual so as to respect the rights of your fellow members. This section reviews some of the things you will need to be familiar with in order to create an atmosphere in which we all can work together. These items include: handling of recorded material, control of the station, station maintenance, and finding substitutes when you can not do your show.

It goes without saying that the recorded materials, (records, CDs, and tapes) are to a great extent what makes WZRD the Butt-kicking, mind-bending station that we all know and love. But to emphasize this fact — let it be said here — that we consider WZRD's collection of recordings irreplaceable, and therefore our primary asset!

With this in mind, as custodians of the WZRD Library, must handle its contents with the utmost care and respect. Because we're often in a hurry, tired, hung-over, or just because the task is so obvious, we sometimes forget. For this reason it is important that proper maintenance becomes a habit, so that the WZRD Library will be around for future generations of young Wizards, as it has been for you.

CONTROL OF THE STATION

While serving as the On-air Operator, you are captain of the ship, so to speak. You are responsible for what goes on in the studios and have the authority to kick out anyone who is disturbing you and the efficient operation of the station. In addition to responsibility for what goes out over the airwaves, you are responsible for the safety of the people at the station and the preservation of station property. You need to exercise this authority judiciously. For example, if someone enters the station and won't state their business, ask them to leave. Be polite but firm. If they refuse to leave, call Public Safety (ext. 4100), tell them you are in "E059," and ask them to send an officer immediately. This has rarely been done, but it is an option you need to be aware of.

Be advised that FCC regulations require that the Licensed Operator must be present in the studio and on duty at all times that the transmitter is on.

Additionally, you are responsible for the station until your relief has arrived or until the end of the broadcast day. If the Wizard who follows you is late for their shift, call them to find out what's up. Give them a few extra minutes to show up. If you can't get a hold of them and they still don't show, call the program director or station manager. Another option is to use the phone list to find an emergency fill-in. UNDER NO CIRCUMSTANCES MAY YOU SIGN OFF INDEPENDENTLY!!! We are required by FCC rules to broadcast twelve hours a day or risk losing our frequency. In a competitive radio market like Chicago, this is a serious threat. Signing off without permission or a technical emergency is cause for suspension.

HANDLING RECORDS

When handling records, never touch the playing surface with your grimy little fingers or you'll deposit this grime permanently onto the record. Grime destroys records so always handle records by the edges and use the discwasher. Don't forget to use the discwasher

fluid. Always pull the dishwasher towards you in the direction of the arrow on the side of the dishwasher.

When you finish playing a record, always return it to its sleeve — insert the sleeve into the cover with the opening facing up. Never place the inner and outer sleeve so that they open in the same direction, allowing the record to slide out. Records have a tendency to break into itty-bitty pieces when they hit the floor and less dust finds its way onto the disk this way.

HANDLING COMPACT DISCS

Similar care should be taken handling CDs. Like records, the discs should be handled by the edges. Always avoid touching the bottom of the CDs, as dust and oil can wreak havoc with the laser that reads the digital information.

HANDLING CASSETTE TAPES

When handling cassette tapes, avoid placing them near magnetic sources like speakers or areas where they may encounter excess head, as this may cause 'drop outs' — gaps in the recording.

RE-FILING ALBUMS

We must be aware of the importance of *carefully* re-filing albums, CDs, and tapes in their correct location, otherwise next time someone else wants to play that selection, they'll be out of luck. Need more be said? (You can pull out a neighbor album, CD, or cassette — 'mark your place' — as an aide to re-filing).

STEALING

Because of the communal nature of WZRD, stealing hurts everyone involved, therefore by stealing, you violate the trust the listening community as in you, as well as the trust of the other Wizards. If everyone started stealing, the only thing left to play would be Michael Jackson, Billy Joel, and Kansas. Any who are caught stealing from the radio station will be subject to immediate expulsion from WZRD, and we'll prosecute you legally as well.

EQUIPMENT SIGN-OUT

Northeastern Illinois University requires that a "Property Change Notice" be filed with the Property Control Office for any equipment move from one room to another, so they can keep track of where it is. The WZRD studios are treated as one room (**E059**). Most of our equipment is classified as "commodities," that is, cables, connectors, etc. Any equipment signed out must be approved by the Station Manager and can only be used for station activities. Any equipment signed out for five days or more must be approved by our Division Head (the Director of Student Activities). Since most remote recordings last one day, a Property Change Notice is seldom needed. Removing equipment from the campus should only be done when the 'talent' cannot come down to the station. Equipment should *never* be removed for strictly personal use or for events/activities unaffiliated with WZRD programming. Fortunately, there are plenty of things *on* campus that we can record, such as events sponsored by other student organizations, poetry readings, etc.

STATION MAINTENANCE

When you are on the air, you are responsible for the condition of the station. When you Sign-in as Operator, you are taking on responsibility for the condition that the previous Operator left the station in. If there is some kind of mess, make sure the previous Operator is dealing with it. This also applies for the equipment. If you find a problem

that you had previously known about with a piece of equipment, do not attempt to repair it yourself. Let the Station Engineer know about the problem, so that it can be attended to.

It is your responsibility to clean up after yourself. Re-file your records and compact discs; throw away any garbage that might have accumulated, replace magazines, etc.

Operators will be held responsible for any disorder left during their time slot.

Offenders will be disciplined on a case by case basis.

FINDING SUBSTITUTES

If you are granted a Wizard time slot, it comes with responsibility: that a competent Wizard will fill that slot each time. Eventually, all wizards have to miss a shift. **BUT YOU ARE STILL REQUIRED TO FILL YOUR SLOT EVERY TIME, EVEN IF IT'S YOUR BIRTHDAY, THANKSGIVING, SPRING BREAK, CHRISTMAS, NEW YEAR'S EVE, OR PULASKI DAY.**

HOW TO DO IT. Think ahead. First, offer to sub for others before you will need one yourself. That way it's easier to ask. Put up a note at the station or on the list serve that you are willing to sub and when. When called upon, do it. Second, plan ahead. As soon as you know you need a sub, start looking. Make sure you have a phone list.

Third, always call your sub the day before and confirm your sub will be there.

It is your absolute duty to provide a wizard for your shift. IT IS NOT ENOUGH to post a note that **you need** a sub, **IT IS NOT ENOUGH** to post a message on the list serve that you need a sub, **IT IS NOT ENOUGH** to leave messages for people that you need a sub, **IT IS NOT ENOUGH** to tell the program director that you need a sub, and **IT IS**

NOT ENOUGH to call the station that you won't be in. If this is all you do and no one shows up for your shift, you will be subject to disciplinary action, which could include immediate suspension or removal from your shift. A second offense will result in permanent removal.

WHY: WZRD is required to broadcast at least twelve continuous hours each day and we need dependable operators. If you have a sign on shift, listeners are waiting. If you have another shift, a fellow wizard is waiting for relief. It is extremely inconsiderate to these persons and the rest of the collective if there is one person who does not show up or produce a sub.

CRYSTAL BALL: Guess what? The end of the semesters, Thanksgiving, Christmas, New Years, Spring Break all happen at the same time each year! Check the calendar EARLY to see if your shift falls on one of these days you might need a sub. Just like booking discount airline trips for the holidays, BOOK YOUR SUBS EARLY to avoid last minute stress. On some holidays, the program director MAY be able to assist you in finding a sub. BUT IT IS YOUR PRIMARY RESPONSIBILITY TO FIND THE SUB!!!

Playing the News

An important aspect of WZRD's programming is the news programming that we carry. WZRD is a Pacifica Affiliate and we have the privilege of being able to broadcast the *news* programs *that* they produce. The current setup for these shows is that they are accessed through *the* web. There two main shows that get played Monday through Friday, on WZRD. The first is Democracy Now, which is aired at 7am and 8am, and the other is Free Speech Radio News, which is aired around 4pm.

Democracy Now - <http://www.democracynow.org/> - 7am & 8am

To access Democracy now, use the computer to log onto their website www.democracynow.org and click on the "Listen/Watch" link for Today's Show. The program will then play through the computer, through the mixer, and out to our listeners.

Free Speech Radio News - <http://www.isrn.org> - 4pm

Log on to www.fsrn.org and click on the link for the days "Regular Newscast." It is important to make sure that the link is there for the current day's show. Sometimes yesterday's show will be on the front page and you want to make sure that you play the show that was produced for the day that you are playing it on.

ACCESSING THE LIST-SERVE

The WZRD maintains a yahoo group list-serve as a communications device between Wizards. This list-serve is online and moderated by WZRD Management. It is important that Wizards have an email address to sign up for it because meeting announcements, sub-request, interview opportunities, special information, discussion, and many other important messages are sent out through it. It is important to remember that any messages sent through it are sent out to the entire group. It is a public forum and it is wise to act, behave, and communicate in a responsible manner. IF YOU HAVE A PERSONAL MESSAGE FOR SOMEONE OR A GRIPE OR RANT ABOUT SOMEONE, PLEASE DO NOT POST IT ON THE LIST SERVE!!! Please send it to the person directly. Everyone does not have to be exposed to others' personal stuff

To access it log on to the website: <http://groups.yahoo.com/group/wzrd-chicago/>

To post a message [email: wzrd-chicago@yahoogroups.com](mailto:wzrd-chicago@yahoogroups.com)

To subscribe to the list-serve [email: wzrd-chicago-subscribe@yahoogroups.com](mailto:wzrd-chicago-subscribe@yahoogroups.com)

To unsubscribe to the list-serve [email: wzrd-chicago-unsubscribe@yahoogroups.com](mailto:wzrd-chicago-unsubscribe@yahoogroups.com)

To email the list owner/moderator [email: wzrd-chicago-ovvner@yahoogroups.com](mailto:wzrd-chicago-ovvner@yahoogroups.com)

IMPORTANT THINGS TO KNOW

STATION ACCESS. If you appear at the station for your shift and find the door unexpectedly locked use a building phone to call Public Safety at x4100. Tell them you need entry to the Wizard and they will meet you at the Wizard door and open it for you.

DILLIGENCE: If you are on-air, keep an eye on who walks in. This is especially important when you are alone in the station and the school is open. Your primary responsibility is on-air, but keep an eye out as best you can. Don't be afraid to introduce

yourself to people in the station. If they mumble and leave you may have saved us from some unknown problem.

POWER FAILURE. Sometimes, power failures occur. Often when the lights go out, there is still power for the equipment and the station stays on the air. DO NOT ABANDON THE STATION IF THE LIGHTS GO OUT!!! It will be dark, but the power may return in a minute, and there is a flashlight in the studio.

EQUIPMENT. Please do not attempt to caress, manipulate, or operate equipment that you have not been trained to operate AT THE WIZARD. Modem equipment, to the extent it exists at the Wizard, is expensive and fragile. Simple repairs take months.

PART FIVE

TECHNICAL GUIDE

While we do not expect our on-air staff to become radio engineers in order to run the station, you will need to familiarize yourself with some technical facts in order to correctly operate the equipment. These technical considerations are the most important things that you will need to know to become a Wizard, since the transmitter is the heart of

the radio station. Without a transmitter, the station will be as dead as a man (or woman) without a heart.

LICENSING OF OPERATORS

In the past, Wizards were required to be licensed by the FCC to operate our transmitter. Now, WZRD is required by the FCC to make sure no one operates the equipment without full training and compliance with all legal requirements. This is very important, because violations jeopardize WZRD's license.

After you complete your training and demo tape, you will prepare for the WZRD Operator Exam. This will test your knowledge of WZRD policies, mechanical station operation, and FCC rules and requirements. Only after full compliance with the rigorous training process will you be certified as a Wizard.

As a "licensed operator on duty " you are fully and personally responsible to the FCC for whatever is aired. regardless of its source! Your signature on the operations log means that from the time you sign in as operator, to the time you sign out, you are fully knowledgeable of, and abide by, FCC policy. Anything negative that happens because of what you allow to be broadcast during your time slot on the air, is *your personal responsibility*. You are liable for any violations of FCC regulations. Be a wise operator!

Operations Log

This is the most important of the logs. It is a record of the operators of the radio transmitter. When on the air, your primary responsibility is monitoring the transmitter. Anyone can spin records, but no one will hear you without a properly functioning transmitter. The transmitter is the heart of WZRD's operations and your most important duty is making sure that it is operating correctly and that the log of its operation is accurate and timely. This also required by federal law.

This is what is necessary to keep the Operations Log:

- a) **When taking over the controls of the station sign in by writing your name/signature and time. You must also sign out when leaving. Signing in and out must be done for each period of time you are responsible for operating the transmitter.**

- b) Logging transmitter meter readings must be done on a regular basis. The FCC requires that power readings be taken at sign-on, at intervals not to exceed three hours while on the air, and at sign-off. WZRD requires operators take power readings within five minutes after sign-on, within ten minutes before or after every even hour, and within five minutes before sign-off.
- c) The power readings include measurements of the Amps, Volts, and Transmitter Power Output. The Amps, which can be on either channel I or channel II if the remote, are written in the log under the column marked 'Ic.' The Volts, located on channel I, go under the 'Ec' column, and the Transmitter Power Output on channel I goes under the 'TPO' column. The time must also be noted in its column for every reading.
- d) If the meter readings exceed or fall short of legal limits and you have to perform an emergency shutdown (described in the Technical Guide) you must log a complete power reading before turning the transmitter off. In the column to the right of the meter readings, you must explain why you took this action.

At the bottom of the Operations Log, there is a space to log receipt or transmissions of Emergency Ion System (EIS) test. Upon receiving or transmitting an EIS test, you must log the time and initial it.

THE PUBLIC FILE

We are legally required to keep the following documents in WZRD's "Public File." This file is available for anyone who may want to view it:

- 1) Copies of all correspondences and applications made by WZRD when it applied for status as a new radio station to the FCC, served Public Notice that it would become a station, etc.
- 2) Copies of all applications made as a licensee, including those for construction permits, extension of construction permits, correspondence to and from the FCC, program service changes, contract reports, violation notices, petitions to deny, etc.
- 3) Copies of all ownership reports and supplements.
- 4) Copies of each annual Employment Report.
- 5) A copy of the FCC Rules & Regulations, sub-part 73: 'The Public and Broadcasting.'
- 6) Letters received from the public.
- 7) Quarterly Issue topics and program reports

The Public File is located in the Record Room. It is bound in several volumes.

STATION IDENTIFICATION (IDs)

WZRD uses two phrases to legally identify itself on the air:

- 1) "WZRD, Chicago"
- 2) "WZRD, Northeastern Illinois University, Chicago"

Station identification (wherein you say one of the above phrases) must be made during the SIGN-ON Announcement, at every hour as close to the hour as possible, and during the SIGN-OFF Announcement. Hourly IDs should not be more than five minutes before or after the hour, so plan for a break in your programming or voice the ID over your programming in progress, during this interval. The ID most people use is the first one because it's fast and simple. Be careful to learn the legal way, and to say the ID correctly each time because bad habits are hard to break.

An ID consists of the following elements:

- 2) The call letters (WZRD) followed by
- 3) The transmitter location (Chicago)

Inserting the Licensee Name (as in the second example above) is optional. What is most critical is the no extra words be inserted into or deleted from the ID announcement. Try to get into the habit of saying "WZRD, Chicago" throughout your show so that it becomes automatic.

Here are some examples of incorrect IDs:

"WZRD in Chicago"

"WZRD 88.3 FM, Chicago"

"WZRD-FM, Chicago"

"WZRD, the Wizard, Chicago"

Here are some examples of some correct IDs:

" WZRD, Chicago 88.3 FM"

"WZRD, Chicago, the Wizard"

"88.3 FM, WZRD, Chicago"

Every time you perform an ID announcement, the time should be noted in your program log as L (local) 0 (other)

WHAT DOES ALL THIS STUFF MEAN?

On-air Wizards create WZRD's modulation through their programming. There are two aspects of this modulation that you need to be aware of as you are broadcasting. First, it is against FCC rules to broadcast an unmodulated signal. This means that you need to be certain that you properly turn-off the transmitter if you ever have a closing shift. If you fail to extinguish the transmitter, you will be breaking federal law.

Additionally, you need to be aware that it is also against the law to over-modulate a signal. This means that it is illegal to have six or more peaks per minute in excess of 100%. Because there is an Optimod at the transmitter site which limits or averages the peaks in modulation in programming, it will be difficult for you to break this law. However, in order to maintain the best sound quality and to maintain the equipment in good operating condition, you need to monitor your broadcast studio board, which indicate the levels of modulation. The level should be kept as close to 100% as possible, peaking only rarely into the red.

Once the modulation is created in the station, it is sent via telephone wires to the transmitter site, where it first enters the Optimod. The Optimod performs two functions. Besides averaging the peaks of modulation, it also contains a low level, 10 watt transmitter or exciter, where the modulation is first combined with a radio signal or carrier wave. The resulting radio signal is then sent to the transmitter, which boosts it to 109 watts. This is our Transmitter Power Output (TPO).

TRANSMITTER POWER OUTPUT

WZRD is licensed by the FCC to broadcast at 100 watts of Effective Radiated Power (ERP). ERP is how much power actually makes it out into space from our antenna. The difference between the TPO and the ERP is called Reverse Power. This is power which is lost in transmission lines and in the antenna and which is reflected back into the

transmitter. EXCESSIVE REVERSE POWER CAN CAUSE SEVERE TRANSMITTER DAMAGE!! The operator can monitor reverse power. If it exceeds 5% (TPO > 105%), operator must sign off and call Chief Operator. Taking readings every two hours may not be enough. In order to have an ERP of 100 watts, the TPO needs to be maintained at approximately 109 watts. Although we are licensed in terms of ERP, it is impossible to measure the antenna's actual output into free space. Therefore, we measure TPO and maintain it between 90 to 105% (98 — 114 watts).

It is critical that our TPO be maintained within these limits. In fact, *IT WILL BE YOUR MOST IMPORTANT DUTY AS AN ON-AIR OPERATOR TO MAINTAIN THE TRANSMITTER WITHIN THESE LIMITS!*

YOUR MOST IMPORTANT JOB

The most crucial part of your job as a Wizard is your operation of the radio transmitter. Anyone can spin CDs, but not everyone has a radio transmitter to operate. Not only is it against the law to broadcast outside of these limits, but ***exceeding 105% TPO can blow up the transmitter!*** When the TPO exceeds 105%, it is a symptom that the level of Reverse Power returning into the transmitter is mounting. If reverse power gets too high, it will blow up the transmitter. There is no method of directly measuring the Reverse Power, so it is critical that we keep our eye on the TPO, as an indicator of the level of Reverse Power.

The TPO is monitored via meter readings of a remote transmitter control. While the details of meter readings are explained in greater depth in another part of this document, you need to be aware that if the TPO exceeds 105% panic! But don't do anything rash. Simply sign off the air immediately, following the normal Sign-off procedure, advising our listeners that we are experiencing technical difficulties. Then call the Station Manager and let them know what's happening. Keep in mind that, the TPO is more prone to rising on days where there are severe sleet, ice or snow storms. In this type of weather, ice can coat the antenna and prevent power from escaping out into space. On

these days, you will be required to monitor the TPO hourly and to turn the deicers on manually.

Measurement of the **TPO** via the remote control unit is reasonably accurate and sufficient for our purposes. However, it only contains a sampling of the TPO and is not definitive. As an on-air operator, you need to be aware of two additional methods of measuring TPO: the Direct and Indirect Methods.

The Direct Method uses a calibrated calorimeter type power meter to measure the transfer of energy from the transmitter to the transmission line. This type of power meter and measurement exists at the transmitter site only.

The Indirect Method employs a basic equation used in electricity and physics. This formula expresses the relationship between **Volts (E), Amps (I), and Watts (TPO)**, where **E** and **I** are collected at the last amplifier stage transistor in the transmitter and modified by an **Efficiency Factor (F)**. Therefore, the equation states that:

$$E_c * I_c * F = TPO$$

Far out, man!

(**E** and **I** are read on the remote control unit of Studio A. **F** is supplied by the manufacturer.)

SIGNING ON

A copy of the SIGN-ON Announcement is posted on the console in the broadcast studio. It must be read word-for-word, as it has been carefully written to include all items required by the FCC, along with a general disclaimer.

This is the procedure for Signing On:

- 1.) Organize a set of logs for the new broadcast day.
- 2.) Turn the transmitter on.
- 3.) Take a complete set of meter readings and log them.
- 4.) Read the SIGN-ON Announcement.

5.) Begin programming.

It is imperative that you do not broadcast anything on the air before reading the SIGN-ON Announcement!

Log the SIGN-ON Announcement on the program log. (See section on logging above.) If you sign on in the middle of an hour (i.e. 10:48 AM) you will need to perform an hourly ID at 11:00 AM.

SIGNING OFF

The Protocol surrounding the SIGN-OFF Announcement is similar to the SIGN-ON, only in reverse order. Like the SIGN-ON, the text of the SIGN-OFF is posted on the console in the broadcast studio. It, too, must be read word-for-word and nothing may be broadcast after it has been read. Doing so is illegal because you, the "operator on duty" (who is responsible for all transmitter related activities) would be *broadcasting an unidentified signal*. In addition, if you read the SIGN-OFF Announcement and fail to turn off the transmitter, you would be breaking the law and putting at risk the Wizard's equipment and broadcast license. If you read the SIGN-OFF Announcement and turn off the transmitter immediately after it has been aired, you are legal.

This is the procedure for Signing Off.

- 1.) Read the SIGN-OFF Announcement.
- 2.) Take a complete set of meter readings and log them.
- 3.) Turn the transmitter off.

After signing off, refile any program materials. Leave all equipment on but do turn off lights. Do not extinguish the satellite receiver or the main power switches. Finally, make sure that the doors to the station are locked.

EMERGENCY ALERT SYSTEM (EAS)

Federal law requires all radio and television stations to participate in the Emergency Alert System. Each licensed announcer must know how and when to use this system, which is designed to relay important information in the event of a disaster. Natural emergencies include floods, tornadoes, earthquakes, and the like. Man made emergencies might involve bomb threats, hazardous chemical releases, or a war.

EAS can be activated by national, state, or local officials if required. EAS operation is covered in a separate document posted in the on-air studio.

APPENDICES TO BE ATTACHED:

- A: WZRD by-laws (constitution/charter)(4 pages);
- B. Log samples (3 pages)