Welcome!

WRRC 107.7 FM is Rider University’s student-run radio station. We are located on the bottom floor of the Bart Luedeke Center, across from the University bookstore. Our facilities boast three studios—on-air, conference, and production—and a library of more than 7,000 titles and counting!

Some of the benefits of volunteering at WRRC include operating your own live on-air program; listening to and promoting music by your favorite artists before their CD hits stores; planning exciting music events; using some of the latest broadcasting equipment and software; and most importantly, a hands-on learning environment that you can add to your resume!

WRRC’s music format

In the broadcasting industry, WRRC (as well as most college stations) is referred to as a “test station.” The songs you hear on Top-40 (WPST), Triple-A (WXPN), Urban (WKTU), and Alternative (K-Rock) stations are influenced heavily by the songs that get spun on college radio. Although WRRC does not have a specified format that we must adhere to, we would like to lean toward a format called Classic Triple-A.

Classic Triple-A, or “album adult alternative” is an up-and-coming format that focuses on songs released within the past 10-15 years. We prefer Triple-A because our primary target audience (persons age 18-24) grew up during that time period and can easily identify with that type of music. Through field tests, we found this music also fares well with our secondary audience (persons age 25-54).

What’s in this manual?

This manual is your official guide to WRRC, on and off air. In it, you will learn how to use the on-air studio, what to do if something goes wrong, and how to have a great show; you will find all our rules and regulations; and your DJ contract.

Getting Started

Before You Go On Air

Prior to going on the air, you must be trained. Training consists of reading the manual, signing our contract and becoming educated with our equipment. You must give the Program Director and/or the General Manager your contact information and DJ contract before you can start your show. **
WRRC Buzzwords

During your time at WRRC, you are likely to hear the following words quite a bit: Professionalism, Community, Consistency, and Promotion.

Here’s a rundown of what we mean by each:

--Professionalism: Many on our staff will are pursuing a career in radio broadcast. To them, WRRC is a hands-on learning environment. Furthermore, our signal reaches beyond Rider’s campus—we represent Rider to all of our off-campus listeners. We may be a “college radio,” but we must still act in a professional manner while we are on air.

--Community: EVERY radio station is licensed to serve the best interest of its community. As mentioned above, our community extends beyond Rider’s campus. Our signal reaches most of Mercer County; we are doing an injustice if we are not serving the county as well.

--Consistency: Everything we do, from following the most simplistic policy to how we act on air, must be consistent. Otherwise, how will people take us seriously?

--Promotion: Even if we’re doing all of the above right, we’re doing a disservice to ourselves if no-one knows we exist! *

A Few General Rules

WRRC is a great place to hang out. We welcome everyone who walks through our doors!

We still must have a few general rules in place, though, so that everyone can have a good time.

1. If you’re the first show of the day, you can get the station key upstairs at the Info Desk. (They have a list of DJs cleared to borrow the key.) You must give them your student ID, in exchange for the key.

2. If you the last show of the day, or if no-one comes in after you, lock the door! (There should be someone in the station at all times during our broadcast day, so there shouldn’t be a reason to lock the station at 3pm.)

3. Food and drinks are allowed in the lobby only. They are not allowed in any of the studios, the library, or near the lobby computer.

4. The lobby computer was horribly abused in the past. User names and passwords will be given out to the executive staff and selected others—they will let you access this computer. Furthermore, the computer is to be used ONLY for relevant purposes (e.g. for your program, or to write news, etc.). There are computer labs around campus for you to use if you want to chat on AIM or write a paper.

5. Please arrive 10-15 minutes before your show, and stay 10-15 minutes after. It sounds horribly unprofessional if you have to rush around at the beginning or end of your show. This 15 minute overlap allows you to do
Guide To the On-Air Studio

The Equipment and How To Use It

The Control Board—Here’s a rundown (left to right) of all the buttons on the control board:

--Mic 1—the mic in front of you
--Mic 2—the mic on the mic stand
--CD 1—the top CD player
--CASS 1—don’t worry about this one
--CD 2—the bottom CD play
--TT 1—the left turn table
--TT 2—the right turn table
--CART 1—puts the conference room on air
--CART 2—the production studio
--CASS 2—puts the computer on air
--TEL and CD 3—don’t worry about these two either

All Audition lights should be off above each pot. Only the program lights should be on.

Rule 1: Do not over modulate (or go into “the red”)—When you’re broadcasting, the legal limits of the VU meter (found on the audio console) are between 95-105%. If the needle goes above 105% the signal gets distorted—it will sound poor coming through a stereo, and may interfere with neighboring stations. If a neighboring station finds it to be a constant problem for them, we could be reported to the FCC and have our license revoked.

The Computer—Most of what you need for your show is on the computer. All of your Public Service Announcements (PSAs) and Legal Station IDs are on here, as well as most of the songs you are required to play.

The program you will use for your show is called Wavecart. It’s easy to use! Choose the file you wish to play, highlight it by clicking on it, and drag it over to the left side of the screen. When you’re ready to play it, just press the play icon.

There is another program called Simian. WRRC uses Simian for automation between shows during the day/evening and for the overnight hours. Only use Simian
when there is a gap between your show and the next, or when your show is the last live shift of the day.

**Rule 2: Do not download anything onto ANY computer**—Our computer systems are designed to broadcast music and run production software. Although we do have AIM on our computer system, the station’s screenname WRRCFM, should be the only screenname logged in. We encourage our DJs to retrieve their news, weather, and any other information relevant to the content of their program either before their show or on the computers provided in our lobby.

**Tip 1: Any and every sound the computer plays WILL go on air**—If you have Cart 2 on, then everything from the song you want to AIM sounds will be broadcast, hence why we ask that you ONLY use the songs, PSAs, and IDs that are already in our system.

**Tip 2: Have a back-up plan**—it’s a good idea to always have a few songs, IDs, and PSAs ready just in case something happens. It’s also good if the DJ after you is running late. Dead air is never a good thing. WRRC also has a “silence sensor” that turns off the transmitter after a certain amount of dead air. See the “Transmitter Control” section below for more info.

**The CD Players**—Turn select the track you want to play, turn the knob. To play your selected track on air, press CD 1 or CD 2 on the console and the song will start. The time on your selected track will flash when you have only a few seconds left.

**The EAS system**—We have the EAS console in case of emergencies—should an emergency arise, our signal will be blocked.

A test is done each week, and the output for us is those receipt-like papers that print out. **DO NOT THROW THEM AWAY!** Instead, give them to the Traffic Director so that they may be logged.

**Transmitter Control**—On the shelf to the left of the CD decks is a yellow telephone that is a direct line to the WRRC transmitter control. To turn the transmitter on or off, see the instructions under “Remote Control” further down.

If there is dead air for more than 90 seconds, the transmitter will automatically shut off and the phone will ring to notify you of this.

On the console under “control room” there is a button called “EXT.” Make sure this button is lit up at all times, and “Program” and “Audition” are turned off. This allows you to monitor the on air signal to make sure that there’s no dead air.

You must log when you turn the transmitter on and off. Must also note if the transmitter was shut down by the silence detector.

**The Phone**—A phone is located in the on-air studio for your convenience. Currently, WRRC does not allow jocks to place callers on the air.

**Rule 3: Do not answer the phone over the air**—Hearing only one end of a conversation feels very awkward and tends to push our listeners away. You want to make listeners feel as though they’re a welcomed addition to your show. As a
member of the WRRC staff, you will be learning how to sound like a radio professional, and answering the phone while you’re on the air sets you back significantly. If you are talking during your show and the phone rings, don’t panic—the caller will ring back if it’s important enough, or you can go to your next song, then answer the phone.

The logs—There will be four logs in the on-air studio. They are your friends. One binder is for the Transmitter—if you turn the transmitter on or off, you must record that, as well as the date and time.

The other binder is your Program Log. In this you will keep track of what songs, Legal IDs, and PSAs you are playing and when. We need to know what songs we are playing for when we report to the College Music Journal (CMJ); we need to be able to tell non-profit groups that we are playing their PSAs so they will send us more. Finally, we need to be sure that everyone is playing the appropriate station IDs at the correct times.

One notebook is for documentation of any problems you may encounter (computer freezes, CD player stops working, microphone won’t turn on, etc). Please note the problem taking into account as many specifics as possible. Also note the time that it occurred. The other notebook is a caller log. Note the name of the listener, where they’re calling from, and the reason for their call (if it’s a request, note the song they wanted—title and artist if possible. Neither notebook is to be used for scrap paper. Please respect our property and understand that they are there simply to make WRRC as functional as possible.

Additional Rules

Play a legal ID at the top of each hour—This is not only our rule, but an FCC rule, and a general radio broadcast practice. This is an item that other stations check for when they listen to the competition. Also, we wouldn’t want to lose any listeners simply because they don’t know who we are! Therefore, we play a legal ID at the top of the hour (the FCC gives us a leeway of about four minutes before and after the hour).

WRRC’s legal ID is “WRRC Lawrenceville.” We have a bunch of station IDs on the radio—most of the legal IDs already have “legal” in the title. To be considered legal, the ID must say our dial position, call letters, and location. If it doesn’t have all three, it’s not legal (you can still play it anywhere else in your programmed, just not at the top of the hour). For example, the ID labeled “Ralph ID” is NOT legal because it doesn’t say we’re in Lawrenceville.

Do not play vulgar music or say vulgar things over the air—Obscenities will be kept off the air. The FCC doesn’t like them, nor do we. Random air checks will be performed for all programs throughout the year (this means your show will be taped
without you knowing it). If you are caught playing or saying something offensive you will have your on-air privileges taken away permanently. If you are interested in playing something with profanities and need it edited, please talk to an Executive Member to have it edited.

**No .mp3s/CD-Rs**—An .mp3 is an audio file whose sound quality has been compressed considerably. The professional-grade audio processors that WRRC uses makes even the higher-end .mp3s sound poor over the air. Some professional-grade CD players do not recognize CD-Rs, or become problematic when a CD-R is played in them; furthermore, some people use .mp3s as the source for the music they put on CD-Rs.

By not allowing CD-Rs, we leave less room for preferential treatment. If we allow people to bring in CD-Rs copied directly from “legitimate” CDs, that would leave room for people bringing in .mp3-sourced CD-R’s, as well as claiming that the music came from a legitimate source. We have neither the time nor the staffing to check each individual CD-R, so we just ask that DJs bring only legitimate CDs to their shows.

In the past, bringing in your own music was not allowed. We decided to loosen the rules a little bit because we want to trust our on-air staff, and we expect them to take broadcasting seriously. However, if you are caught using .mp3s or CD-Rs the penalty could not only have an effect on you but the entire on-air staff. Individuals may be subject to suspension of on-air privileges for two (2) weeks. The case will then be reviewed by the General Manager, Program Director, and Chief Operator. If they deem necessary, personal CD collections may no longer be allowed. This means that all the music you play on your program will be pre-chosen by WRRC’s music and programming departments. Don’t take sound quality lightly—it is one of the key ingredients to sound professional!

**Never give a dollar amount over the air**—Since we are a non-commercial station, WRRC is not allowed to announce any dollar amounts over the air. We can announce dates, times, and venues, but are in violation of our license when we start talking price. Tell your listeners that they can call the station [(609) 896-5369] if they’re interested in finding out a particular cost.

**Do not ignore PSAs or legal station IDs**—Our hot-clock will explain when and where to play PSAs (Public Service Announcements) and legal station IDs. Our legal ID should be played at the top of every hour. Do not ignore them!! If you do, you’ve not only violated a WRRC rule, but a strict rule mandated by the Federal Communications Commission (FCC). Though we probably won’t get a complaint from a listener, there could be another station listening. Radio stations often listen to each other for a few reasons:

--- To see what kind of competition is out there
--- To see if their competitors are following all the rules and regulations of the FCC
--To see if they can get their hands on our frequency!

**No food or drink in the studios**—WRRC houses three studios: the primary on-air studio, the conference room and the production studio. No food or drink should be taken into any of these areas. If you spill something on the equipment, you will be held responsible for the cost of repairs or replacement. Food can be brought into the station and eaten in the main lobby area, as long as it is not near the lobby computer. Finally, please clean up after your self when you are through—no one here is your mother.

**Do not introduce Public Service Announcements**—Although WRRC is a non-profit, non-commercial station, we are still required to play public service announcements (PSAs). They should still be treated as commercials—for example, you may say, “Stick around; more music is on the way after this.” (You sound amateurish if you say, “Okay, here’s a PSA.” The general public might not know what a PSA is.)

**Do not ridicule any campus or community announcement or event**—EVERY radio station is licensed for one reason: to serve in the best interest of the community. If you make fun of an event or announcement concerning your community then you are obviously not serving in its best interest. WRRC can be accessed throughout the surrounding area—not only are you serving the Rider community, but you represent Rider to off-campus listeners. If you are caught ridiculing any even or announcement, your on-air privileges may be suspended. You are here to represent your community in a positive manner.

**Do not make fun of songs or artists on the air**—A radio station can only be as good as their “on-air” staff- please be positive and enthusiastic both on and off air. DJs ought to sound as though they’re really into the music they play. Just imagine if you turned on your favorite station to hear the on-air personality talking about how bad this next song is. It sounds unprofessional and discouraging.

**Do not make sarcastic comments**—The best way to lose a listener is to berate them. Listeners, though opinionated at times, are the ones ultimately in control of whether or not your program gets heard. If someone calls, be as polite and courteous as possible. Thank them for calling, even if they are a bit of a pain. Do not make fun of them on the air.

**Do not sing along with a song on air**—Even if you had the best voice in your high school chorus, people are not tuning on to hear you sing karaoke. Singing on the air sounds very tacky, and is another good way to lose listeners.
**Don’t make promises you can’t keep**—Be honest with your listeners. Remember, we encourage our DJs to be as creative and inventive as possible, but if you announce something on air, then follow it through. All contests must be pre-approved by the Promotions Director and General Manager. If you announced that you’ll be giving away a new CD, then you’d better have a copy of that CD ready to give away. If you don’t, the contestant who was expecting this can complain and WRRC risks getting into trouble. Once there is a winner for the contest, please fill out the appropriate winner sheets and give to an Executive member, who will place it in our Public file.

**Do not sit still for too long**—Don’t let more than three songs go by without identifying the station frequency and call letters. Let the listeners know that you’re still alive!

**Don’t talk for too long**—Most professionals, unless they have a talk show, don’t talk on the air for more than about forty-five seconds! It’s just enough time for them to tell their listeners who they are, what they’re listening to, what number to call, and what to expect in the near future. If you find yourself talking for more than a minute and a half, you’re probably talking too long. This mistake is very common, so don’t panic. Remember, we want to hear you on the air, but we want your show to be as high-quality as possible. In the case of on-air commentary, less is more.

**Do not give out too much information**—Since many of our listeners are students who live on campus, their residence hall and room will appear on the station’s caller ID. It is best that you DO NOT give out that information so as to avoid any risk of the caller’s privacy being invaded. In others, you can ask where their listening from, and may say something along the lines of, “Joe in Lawrenceville requested…” But not say anything such as, “Jane Doe, in Wright A404…”

**General Troubleshooting**

**REMOTE CONTROL UNIT**

The Remote Control is a dial up device that allows the operator on duty to control our transmitter at the Bart Luedeke studio/transmitter site. The remote control starts up and shuts down the transmitters.

To access the WRRC-FM Transmitter using the Remote Control:

1. The phone in the “On-Air studio” that says “Transmitter Phone” dials directly. When the remote control answers, you will hear Enter.
2. Enter the password “12345678”. It will say “Hello, This Is Transmitter”

3. To turn on the transmitter, press the “#” key, wait for “Enter security code,” then dial 66. Dial 01, then press the “#” key again to turn on. It will then say “Channel 1, status off, status on”

4. To turn off the transmitter, press the “*” key, wait for “Enter security code,” then dial 66. Dial 01, then press the “*” key again to turn on. It will then say “Channel 1, status on, status off”

5. To hang up, dial 99, wait for the “goodbye”, then hang up the phone. **THIS IS MANDATORY**

The speakers in the studio should be turned on and in “EXT” in order to make sure that the transmitter is in fact on.

**Oops! I hit the wrong button at the wrong time!**

--Don’t panic, and don’t stop what you’re playing! Just continue on as though it didn’t happen—the show must go on! This happens to even the best of us, and the worst thing you can do is to call attention to your mistake. (Just remember to have the microphones off or go into another room if you need to let out an expletive.)

**The song/PSA/ID I want to play won’t work!**

--If you have Simian and Wavecart open at the same time, files in Wavecart sometimes won’t work (even if you’re only using Wavecart). Try closing both programs (make sure CASS 2 isn’t lit on the sound board), and reopening Wavecart. If Simian was running before your show, you might want to let your first song be off a CD to avoid dead air.

--If you’re in the middle of your show, and individual audio files aren’t working, use another song/ID/PSA (or go to CD) as soon as possible to avoid dead air. (This is another reason why it’s good to always have a back-up.)

Wavecart won’t recognize an audio file with numbers or symbols in its title. We changed most of them, but some files escaped our notice.

Either way, your best bet is to go to something else, and write in the problem log which audio file wasn’t working for you.

**The computer is acting up, and needs to be restarted.**

--Restart it! (Remember to turn of CASS 2 so that the start-up sounds aren’t played on air.) You’ll have to go off CD until it restarts. Finally, report it in the problem log.
The CD player stopped playing in the middle of my song!
--If you’re using a CD-R, you got what you deserve. WRRC’s CD players don’t like CD-Rs, nor does WRRC.
--If you’re using a legitimate CD, go straight to your next song (you should have one cued up). Report this in the problem log.

I turned the transmitter on—but when I tried to monitor what going out on air, I hear nothing!
--Make sure the “EXT” button is lit up under “Control Room” and you have your headphones turned up. If you aren’t hearing anything, first check that the transmitter is on. Next, check that whatever you are using on the soundboard is lit, and that the volume is up.
If you’re doing everything correctly, and you still don’t hear anything, contact the Programmed Director and/or the General Manager IMMEDIATELY! They will in turn notify the Chief Operator if the transmitter is not working properly.

*Any problems not listed here should be reported in the problem log, and/or reported to the executive staff as soon as possible.*

Tips for a good show

--Follow the format and follow the hot clock.

--Keep your breaks (when you talk on-air) conversational—you’re talking to a live audience, not a wall. If you get stuck, take a picture of a friend and tape it to where you would normally look when you break—talk as though you’re speaking with him or her.

--Try to keep breaks as tight as possible: try for one thought per break, and be as concise as possible.

--Prep is important. Have at least a rough plan and a back-up in case things go awry. Don’t stray too much from your plan.

--Structure is also important. Your show should have a beginning, middle, and end.

--Practice! Practice talking slowly and clearly. Work on annunciation and practice your Bs, Ps, Vs, and Rs. Try reading the newspaper aloud or imitating TV news anchors. Remember, you will be taken more seriously and sound professional if your audience can understand what you are saying.
--Don’t try to sound like a “radio” person—sound real. You don’t have to be funny every time you open the mic.

--You’re talking into a microphone, not an ear.

--The most common sound in college radio is “dead air… ‘uh…’ dead air…” Avoid that by always have something playing—cross-fade between songs, and keep the space between songs and breaks tight. The goal is to avoid dead air at all costs, because thirty seconds of air wasted here and there can add up to a good few minutes during your show! Keep in mind, that if you were at a commercial radio station that dead air not only equals lost advertising revenue but your termination.

--Smile! Your listeners really can hear when you smile, so relax!

**WRRC Events & Being an Event DJ**

All members of WRRC’s staff are expected to help out at any WRRC sponsored event. Because the amount of WRRC-sponsored events changes each year, we cannot set a specific number that members are required to attend; however, information for each event will be posted in advance around the studio.

If you volunteer to work an event, it is your responsibility to attend the event. We need all the help we can, whether it’s helping set up stage equipment, or walking around to see if everyone is enjoying themselves, WRRC likes to show up in strong numbers to its own events. Our events aren’t boring—you’ll have a good time, we promise! The more you expose yourself throughout campus, you have a higher chance of developing a fan base for your show.

And feel free to bring your friends!

Throughout the year, WRRC provides a live DJ service at various on and off campus events. Some are paid, some aren’t, but all are a lot of fun.

In the past, WRRC required its staff to DJ a specific number of events. The policy has changed, so you don’t have to DJ if you can’t.

However, we are always looking for volunteers. Interested individuals can join the staff as **Event DJs** if they so choose. In other words, you wouldn’t be required to be on-air or be on the executive staff and still be a part of WRRC. You would be expected to set up and use the mobile equipment, and to attend a certain number of events.

Even if you DJ only one event, you will still get a cut of the money if it’s paid! That’s just another perk to being part of WRRC!
General Rules and Regulations

1. All members of WRRC’s staff are required to put in weekly office hours. For every hour of on-air time that you are scheduled, you are required to put in an hour of office time. During this time, you may be asked to assist the members of our staff with various tasks such as opening mail, answering phones, recording promos, or helping plan events. You can also take this time to prepare for your next show or reviews CDs. This is essentially required hang out time with us—we feel that it’s a good way for the staff to get to know each other. Being on air is a privilege, and it is only fair that you log regular office time, in addition. You time can be split into half-hour shifts if you need to—we just ask that you keep your hours consistent.

2. All members of WRRC’s staff are required to review no more than five CDs per week. We get a LOT of CDs in each week, and we need all the help we can get in reviewing them. The Music Director will randomly distribute CDs to all members of our staff. As you listen to a CD, take in account its lyrical content—if it’s not clean, let us know which track so that we don’t play it—and which songs, if any, you think would sound good over the air. The Music Director should already have marked the classification of the CD on the sticker (i.e. heavy, medium, or low rotation). All CDs should have a blank sticker on the case, on which you should write:
   --what kind of music you think it sounds like (ex, “rocks like Radiohead”)
   --which tracks you think should be added to WRRC’s music database (no more than two, please)
   --which tracks are inappropriate (if applicable)

3. You must maintain a Grade Point Average (GPA) of 2.0 or above to be a member of WRRC’s staff.

4. DJs who are interested in having more than one show can take any of the open time slots. However, you run the risk of losing your second time slot if a prospective DJ is interested in the time slot.

5. No one is allowed more than two show hours per week, so that the most number of people may join WRRC. Two hours is not required—one hour shows are also available. You also have the option of splitting the hours into two one hour long shifts.

   The Program Director and General Manager must be notified about your absence at least a week in advance. Three unexcused absences will result in a 2 week suspension. Six unexcused absences will result in a semester suspension.
**Discipline Policy**

All staff members (on-air and executive) are subject to WRRC’s disciplinary measures. If you are caught violating any of WRRC’s rules, you will receive a warning. We understand that a lot of willing yet inexperienced people join our staff each year, and that everyone is entitled to make mistakes.

If you violate our policies more than once, you risk getting your on-air privileges suspended for up to two weeks. If you are suspended, you will still be expected to attend your regular office hours and risk being let go from the staff if you do not. Furthermore, if your are suspended, it does not mean that everyone suddenly hates you and you’re an outcast—it means you’re taking responsibility for your actions, and that you will learn from your mistakes.

Three or more offenses will be reviewed by the General Manager and Chief Operator, and may result in you being suspended for the semester or for good. But we trust you and hope that nothing will result in this.