



THE BOOK

Fall 2010 – Spring 2011

YCRadio.org

THE VOICE OF TODAY'S GENERATION

PART I: INTRODUCTION

Welcome to YCRadio! This document is called The Book. The Book is your guide to becoming a part of one of the most exciting and rewarding experiences, working at a radio station. The Book is set up in a straightforward and comprehensive manner that will help you when used in conjunction with your training workshops. Although the book is as thorough as humanly possible, it may not answer all of your questions, so if you have a question, please contact the station at (718) 262-5293, or visit us in room 1G06G.

THE STUDENT

Without students, YCRadio would not exist. They are the lifeblood of the station. The students do all the work at YCRadio, from production to writing news and announcing. The General Manager is responsible for the day-to-day operations of the station. However, YCRadio is a student-driven radio station. To be on staff, you must currently be a student, have a GPA of at least 2.0, have completed all workshops. The GPA will be checked upon applying and at the beginning of each semester after the last day to register. If a member's GPA drops below 2.0, they are off-staff until their GPA registers above 2.0. This can be checked once per semester by the Graduate Assistant or General Manager. It does not make it a place where a student can do or broadcast anything he or she wants. There are a number of authorities that the students of YCRadio are beholden to, including the York College community and our external listening audience. Everything a student does at YCRadio has a *ripple* effect on a number of different people and entities. This is why we have the rules and guidelines of The Book.

HOW TO BECOME A STATION MEMBER

1. You must be a part or full-time student with at least a 2.0 GPA.
2. Attend General, Music, & News Workshop.
3. Attend two shows in studio.

THE LICENSE HOLDER

YCRadio's license is issued by Intercollegiate Broadcasting System. The radio station falls under the purview of the Division of Student Development. The Division of Student Development appoints a representative of the Division to oversee various aspects of the operation. This representative also serves as a liaison and supervises the radio station with the Board of Advisors and the General Manager. The college community has input through the Radio Station Advisory Board, which meets periodically to discuss and evaluate issues of concern with regard to YCRadio. The Radio Station Advisory Board consists of:

- President's Office (faculty/staff representative)
- Academic Affairs (faculty/staff representative)
- Student Development (faculty/staff or student representative)
- Administrative Affairs (faculty/staff or student representative)
- The York College Association (one representative)
- The Chief Information Officer (one representative)
- The Office of Student Activities (one representative)
- Faculty Member (any school)
- The Office of Institutional Advancement (one representative)
- General Manager (ex-officio)
- Two Student Representatives (appointed by the Head of the Office of Student Development)

This gives us twelve members to govern the direction of the radio station. All board members will serve varying terms of one, two, or three years. The General Manager acts as a resource to the Board. Funding for YCRadio comes from Student Activity Fee moneys earmarked for the radio station. All budgets and expenditures must be approved by the York College Association, Inc., which is the legal depository for student fees and fundraising monies. The Chairperson of the York College Association is the liaison on all Association matters.

PART II: POLICY

BY-LAWS

1. All changes and additions to the by-laws must be made by the majority vote of the advisory board. Proposals for changes in the by-laws must be submitted for consideration at an advisory board meeting and then voted on at the next full staff meeting. To vote, you must be on the advisory board at least one full semester.
2. Quorum for an Advisory Board meeting is a majority of the board.

RULES OF OPERATION

1. All YCRadio staff are expected to exhibit discipline and operate with a sense of professionalism.
2. YCRadio is not a place to hang out. If you are not doing work, you should not be in the station. Only YCRadio staff are allowed in the station. Guests must have written permission from a Director and/or the General Manager. Failure to comply will result in suspension depending upon the severity of the violation.
3. All YCRadio staff members must attend all staff meetings. If you cannot make a meeting, you must give notice 24 hours beforehand to the General Manager. If a staff member misses two staff meetings in a row without excusal (from the General Manager), they will be removed from their positions for the rest of the semester. Only a doctor's excuse or family emergency will be accepted. Notice of meeting date and time will be emailed at least two weeks beforehand.
4. All staff members are required to work in a department and do at least two hours of work per week (shows are not considered work). Failure to comply will result

- in suspension from staff for a full semester. New members will be assigned to a department by the General Manager. After working satisfactorily in their department, they may request movement to a department of their choice.
5. There is no food, drinking, or smoking in the studio. The College strictly prohibits the presence of any alcohol or illegal drugs in the radio station or any adjacent areas. This rule applies to faculty/staff, students, and guests alike. Alcohol and drugs are prohibited anywhere inside or outside the station. This is a college rule that, if broken, jeopardizes the operation of YCRadio. If these rules are violated, the student will be subject to the college disciplinary procedure and suspended for one full semester.
 6. YCRadio telephones are for business use only. If you need to make a personal phone call, use the pay phones in the hallway or use your cell phone.
 7. All YCRadio staff are responsible for the appearance and cleanliness of the station. Leave it better than you found it. The General Manager shall post a clean-up schedule whenever needed and there will be penalties for failure to do the job assigned to you. If other personnel are leaving the area a mess, let the General Manager know (and clean it anyway).
 8. It is the responsibility of each DJ to put away all CDs they have used in alphabetical order. Failure to do so will result in a two week suspension from their show. If records/cds are left from the prior DJ, they must be put away by the next DJ and the General Manager must be notified of the infraction.
 9. YCRadio property shall not be removed from the station without written permission of the General Manager. The person(s) must sign out the equipment with name, date, equipment taken, reason, and return date. Equipment must be returned immediately after use. Failure to comply with this procedure will result in immediate suspension. The willful abuse of any YCRadio property will be grounds for immediate dismissal.
 10. Movement or adjustment of any mechanical or electrical equipment is prohibited without permission of the General Manager.
 11. Priority for practice and listening in the station and listening areas is given to the person who is scheduled to be on the air at that time. Anyone conducting station business takes precedence over anyone else at the station.
 12. Staff must be cleared by the Production Director before they can use any equipment. Production time must be scheduled at least two days in advance on the sign-up clipboard in the station.
 13. You must show up to your assigned shift at least 30 minutes prior. If you cannot make your scheduled announcing shift, you must contact the Programming Director at least one week in advance. If you find your own replacement, you should get the Programming Director's permission. If you are going to be late for your show, you must let the DJ that is on air before or after you know that you are going to be late. Failure to comply with these procedures will result in a one month probation period. Failure to comply with the listed procedures during the one month probation period will result in an indefinite suspension period. The length of suspension will be determined by the Programming Director and General Manager.

14. If anyone broadcasts any obscene and/or indecent material or hears someone else do so, the General Manager and the Programming Director must be notified. The person will then immediately be taken off the air and suspended for a minimum of two weeks. The General Manager has full responsibility for this area.
15. If an announcer knowingly presents false information as fact on the air, the General Manager and Programming Director must be notified. The person will then immediately be taken off the air and suspended. Any loss of show will be determined by the Advisory Board.
16. Any station member knowingly falsifying information on YCRadio logs will lose their show and never be allowed on air again.
17. If a staff member presents himself or herself as a representative of YCRadio without prior notification and consent of a Board member, they will be dropped from the staff.
18. Any on-air jock who knowingly omits a scheduled newscast during their time on the air will be suspended for a period of two weeks. Any loss of show will be determined by the General Manager.
19. All Public Relations activities (talks with newspapers, other radio stations, TV, etc.) MUST be cleared by the General Manager.
20. A member of the administration, staff, or faculty may apply for air time if the following conditions are met:
 - a. They can add something unique that a student cannot.
 - b. They are approved by a simple majority of the Advisory Board.
 - c. They understand that they could lose their show if the uniqueness of it is no longer there, or they are taking on-air time that a student could make the same use of.
21. If a show is lacking in quality, the Programming Director will send a letter mentioning the problem and suggesting remedies. A copy of the letter will also be given to the General Manager. If the Programming Director feels there has been no improvement within the allotted time, he/she will send a cancellation letter giving all reasons for loss of show. A copy will be given to the General Manager.
22. All music interviews must be the result of thorough planning. This must be done by either:
 - a. Writing questions and going over them with the Programming Director beforehand.
 - b. Putting the interview on tape and playing it for the Programming Director.
 - c. All interviews must be run by the General Manager before they are scheduled.
23. Suspensions may be preceded by a warning and the minimum length of a suspension will be for two weeks.

OBSCENITY AND INDECENCY

You are not allowed to broadcast anything that is obscene and/or indecent. Therefore, you should be careful in what you say and play on air. If you are not sure if something is

obscene and/or indecent, check with the General Manager beforehand. Here is a basic explanation from the Intercollegiate Broadcasting System:

Indecent language is defined as, “Language that depicts or describes, in terms patently offensive as measured by contemporary community standards for the broadcast medium, sexual or excretory activities or organs.”

To be obscene, “Material must meet a three-prong test: (1) an average person, applying contemporary community standards, must find that the material, as a whole, appeals to the prurient interests; (2) the material must depict or describe, in a patently offensive way, sexual conduct specifically defined by the applicable state law; and (3) the material, taken as a whole, must lack serious literary, artistic, political, or scientific value.”

It is not up to you to make judgments regarding whether or not something should be broadcast. If there is any chance that the material could be considered obscene and/or indecent, you must bring it to the General Manager. It is his/her responsibility to determine if it can be broadcast. Since all DJs should be familiar with what they are playing, they are responsible for everything that goes over the air during their show. They hold the important responsibility of keeping obscene and/or indecent material off the air. If someone broadcasts obscene and/or indecent material, or hears it, the General Manager must be notified. The person will then immediately be taken off the air and suspended for a minimum of two weeks. Malicious conduct in this area can result in permanent suspension from on-air. People who show they are not capable of responsible decisions in this area will not be allowed on-air. If you find a curse on a record that is not marked with a warning, write obscenity next to the song title on the cd jacket and label. Put a curse sticker on the cd.

PART III: STRUCTURE

GENERAL MANAGER

In addition to the above station By-Laws and Rules and Procedures, there is an additional structure that involves the General Manager. The College regards the station as a student-driven organization, but believes that there has to be someone who is ultimately responsible for the operations of the station. The General Manager is employed by the College and he/she assumes this role. In this regard, the General Manager can veto decisions of the students when he/she believes that they endanger the operations of the station.

The General Manager is an employee of York College hired by the Division of Student Development, and is responsible to the Division of Student Development, the York College Association, and the YCRadio Advisory Board for the following:

1. Overseeing and coordinating the day-to-day operations of the radio station and ensuring that the rules and procedures stated in the radio station’s Book are adhered to.

2. Supervising radio station staff and student personnel.
3. Seeking outside funding sources (government and private grants) and processing applications for such.
4. Enforcing guidelines for participation in YCRadio.
5. Preparing an annual operating budget. Preparing vouchers, purchasing orders, etc., and monitoring the budget on an on-going basis.
6. Acting as a liaison with the Radio Station Advisory Board.
7. Other duties and responsibilities may be assigned by York College.
8. Providing assistance on an individual basis to the student directors as outlined in the following departments and performing their duties in their absence.

The General Manager will be assisted by a college assistant (a CUNYCAP graduate student). He/She will assist the General Manager in the coordination of the day-to-day operations of the radio station, as well as the recruitment and training of new staff. He/She will also assist in the development and production of news and public affairs programs and interviews, overseeing student volunteers in all aspects of the radio station, the development of Macintosh-based computerized office systems, and assisting the department Directors.

ON-AIR ANNOUNCERS

YCRadio on-air announcers are the link between all of YCRadio's operations and the outside world. You are representing not only the station and your colleagues, but the college itself, so this position must be treated with great respect, responsibility, and professionalism. YCRadio DJs must present a show that is creative and diverse, while staying aware of the world around you and educating the audience through your presentation of music, sports, newscasts, etc. If a DJ proves incapable and/or unwilling of living up to his/her responsibilities, the Programming Director and General Manager will, after giving proper warning, take the privilege of being a DJ away.

All of the following departments may have assistant directors assigned to assist their respective department's Director with day-to-day operations of the station, and act on their behalf in their absence. Also, certain individuals in each department may have other specific duties not listed below to perform within their respective department.

PROGRAMMING DEPARTMENT

The Programming Department consists of the Programming Director and staff. Together, this department keeps log of, and produces, recorded materials to play on air, such as taped public service announcements, taped station promotional announcements, local music, pre-recorded shows, sweepers, and sponsorship spots. The Director and his/her staff meet once a week (or more) to produce these materials as a team. The Director works with the General Manager on regular production workshops, both basic and advanced. This helps to ensure uniform operation and training. Anyone wanting to work on production equipment must attend the basic workshops. The Director works with the

General Manager to make sure all expendable supplies for production/programming will always be in stock.

The Programming Director is responsible for:

1. The overall sound of the station.
2. All aspects of programming.
3. A printed schedule of all programming.
4. The scheduling of all authorized announcers to fill air shifts.
5. Filling air shifts in the case of absences, lateness, and emergencies.
6. The monitoring, evaluating, and approval of all announcers.
7. Meeting with the General Manager regarding the competency of on-air personnel.
8. The content and quality of all programming.

PROMOTIONS DEPARTMENT

The Promotions Department consists of the Promotions Director and staff, and they work together in a number of different ways to promote not only the station, but activities and events in the college community, such as fundraisers, festivals, concerts, sporting events, prize give-a-ways, etc. This department formulates and implements a comprehensive and on-going promotional campaign for the station.

The Promotions Director is responsible for:

1. All promotions.
2. Formulation and implementation of comprehensive and on-going promotional campaign.
3. Coordinates all give-a-ways (tickets, prizes, etc.)
4. Gathers and writes information on local clubs and concerts for DJs to read on the air.
5. Contacts local clubs and concerts for tickets, and makes contacts for prizes.
6. Writes up ticket and prize give-a-way sheets.
7. Calls winners in to clubs and packages and mails out prizes.

MUSIC DEPARTMENT

The Music Department consists of the Music Director, the Playlist Coordinator, the CD Librarian, and staff. YCRadio receives cds each year from record companies. Companies give the station these cds because they want us to play their music in the hope that listeners will want to buy the cd. The Music Department is responsible for keeping in touch with these companies. They do so by producing weekly playlists that include all the music DJs play. The playlists are composed on the computer and are copied and mailed to record companies. When we receive cds, they are catalogued by the music staff and put in the new release bins in the on-air studio, and then organized in the record library.

The Music Director is responsible for:

1. The operation of all areas related to recorded music.
2. The recruitment of personnel into the music department.
3. All communication with outside agencies (i.e. record companies, management firms, etc.) regarding the acquisition of recorded material.
4. Maintenance, cataloguing, and filing of all incoming recorded music.
5. Working in communicating to the on-air staff new artists, trends, and history in music in order to keep YCRadio's programming creative.
6. Coordinates music staff in their various departmental duties. Coordinates and oversees the administration of all Music Department business, and other music directors, who may be assigned to specific genres of music; these other music directors would share the same responsibilities as the music director, but for their respective programs.

The Playlist Coordinator enters and tallies plays for playlists, and mails playlists to appropriate record companies.

The CD Librarian checks the cd library every week for proper filing, keeps track that DJs are putting cds away, and makes a list of the missing cds.

NEWS DEPARTMENT

The News Department consists of the News Director, reporters, and newscasters who work as a liaison with Pandora's Box and York College's Journalism Department. The News Department is responsible for airing daily newscasts, as well as producing weekly interview programs and covering local news stories. The department works to make sure YCRadio is doing the best job possible to serve York College with news, information, and public affairs. The Director trains all news personnel (newscasters, reporters, editors) in basic news operations. The Director and his/her department schedule all newscasts, and the director works with the Programming Director. Pandora's Box works as a news liaison with YCRadio.

The News Director is responsible for:

1. All news and public affairs programming.
2. The recruitment of news personnel.
3. The training of all news personnel, running workshops.
4. The monitoring, evaluation, and approval of all news personnel.
5. A written schedule of all news programming.
6. The content and quality of all news and public affairs programming.
7. Oversees all news and public affairs programs and newscasts.
8. Serves as a liaison to the Journalism Department, and works closely with the Broadcast Journalism discipline.

Reporters cover and report at least one local story every two weeks.

The newscaster reads news on the air at an assigned time.

SPORTS DEPARTMENT

The Sports Department consists of the Sports Director, Sport Commentators, and staff. The Sports Department serves the local community with coverage of York College's sports. There is a wealth of sports to cover at the college and in the community. The sports department will conduct live broadcasts of sporting events, with commentary, interviews, and statistics, as well as regular sports programs throughout the week.

The Sports Director is responsible for:

1. All Sports programming.
2. The training of all sports personnel.
3. Devotes substantial time and effort in organizing the day-to-day, game-to-game proceedings within the Sports Department.
4. Authorizes formats of all sports programs.
5. Attending meetings.
6. In control of the behind-the-scenes work of all sports events broadcast by YCRadio.

The Sports Commentator's job is to paint a word picture of everything that is happening regarding the event in question. The color commentator analyzes the event in progress.

UNDERWRITING DEPARTMENT

The Underwriting Department consists of the Underwriting Director, Account Executive(s), and staff. The Underwriting Department works to raise money from outside sources. This includes businesses and individuals. The Director works with staff members to solicit businesses for contributions. Once the donation is obtained, the General Manager receives all paperwork and gives a final approval on the content of the underwriting announcements. Then the announcement is scheduled for airing.

The Underwriting Director is responsible for:

1. All fundraising activities in conjunction with the General Manager.
2. The recruitment of underwriting personnel.
3. The training of all underwriting personnel in conjunction with the General Manager.
4. All written material used to solicit donations.
5. All copies used in underwriting announcements. The General Manager must also approve all announcements.

6. The production of underwriting announcements in conjunction with the Program Director.
7. The scheduling of underwriting announcements.
8. The accounting of all donations in conjunction with the General Manager and the York College Association office.

The Account Executive(s) solicits donations from local businesses, makes contracts with underwriting proposals, gives signed contract to the Director and General Manager, makes sure all announcements are produced and in on-air studio, and gives airing times to the General Manager.

PART IV: STATION PROCEDURES

TEAMWORK

Everything at YCRadio depends upon teamwork. All staff members must work together to reach the goals of the station. There will always be problems, disagreements, etc. We should all understand that this is just inherent to the operation of the radio station.

THE COMPUTER

YCRadio has both PC and Mac desktop computers and laptops. If you would like to learn how to use them, you should ask the General Manager or Graduate Assistant. They are easy to learn and you are encouraged to become familiar with them. No one is allowed to change the configuration of any computer at the station. No one is allowed to download or store files on the computer unless it is station business.

THE PHONE

Proper handling of incoming and outgoing calls is essential to the operation of YCRadio. The Business Line is (718) 262-5293.

Phones are limited to station use. They are not for personal phone calls. The only exception is for making quick calls for taxi, pick-ups, etc. If you are caught making a personal phone call, you will be politely asked to cut it short and hang up.

YCRadio receives some very important phone calls every day. Therefore, it is of the utmost importance that the phones be answered correctly. If you hear a phone ringing, pick up the phone and say, "YCRADIO...how may I help you?" If the call is not for you, put the call on hold, and then go see if the person they wish to speak with is in and politely ask them which line to pick up. If the person is not in, take a complete message. Make sure you take the person's full name, phone number, date and time called, and of course, the message. Then put the message in the appropriate mailbox.

SECURITY

One of our top priorities is that everyone should feel safe and secure in the radio station. All students, staff, and faculty must carry both a YCRadio and College ID. We also maintain a YCRadio access list that is on file with the College and is updated regularly. Public Safety Officers may come in at any time and check to see who is in the station and if people have IDs. All station members must adhere to instruction of College Public Safety Officers. If you believe that there are any problems with these procedures, you must talk to the General Manager. If there are problems with specific officers, you must get the name of the officer and give it to the General Manager.

If there is any kind of emergency, you must immediately call the Office of Public Safety at (718) 262-2222.

STATION APPEARANCE

We all take great pride in the appearance of the station. A lot of money has gone into making YCRadio a professional looking operation. We often have important guests and visitors. Keeping the station clean is every staff member's responsibility. If you see a mess, clean it up, "Do It Yourself."