

KTAI-FM
91.1
Texas A&M University-
Kingsville

This manual can be found online at
ktairadio.com

STATION INTRODUCTION

KTAI-FM 91.1 is a student-operated, educational tool at Texas A&M University-Kingsville. The music format is a blend of music featuring Tejano, Country, Oldies, and Top 40. It is a 100 MHz station with coverage area that extends just beyond Kleberg County, Texas. The first air date for the station was February 23, 1970.

CONTACT INFORMATION

Faculty Adviser – 361-593-3482

Station Main Phone – 361-593-2137

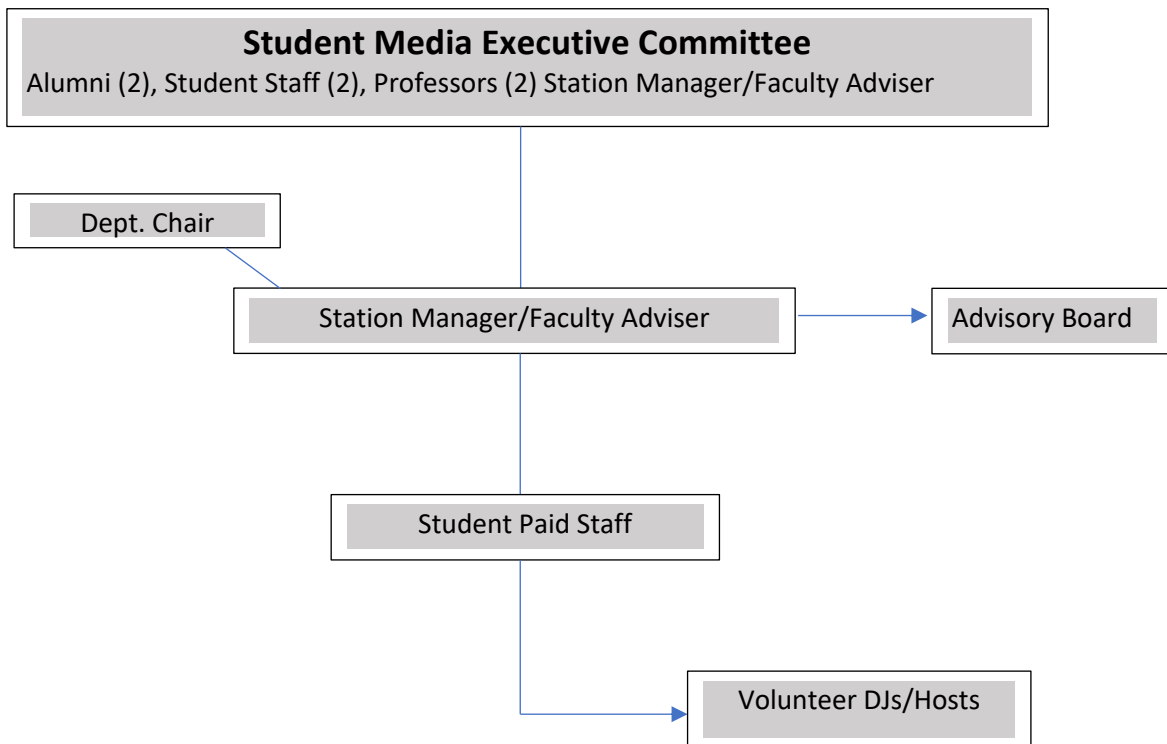
Main Office – 361-593-3401

Station Email - tamuk.ktairadiostation@tamuk.edu

Mail - 700 University Blvd., MSC 178, Kingsville, Texas, 78363

Office – Manning Hall, Room 167

KTAI-FM Organizational Chart



SAFETY & SECURITY POLICIES

No unauthorized personnel are allowed in the station.

Work before or after hours, on weekends, holidays or other breaks are limited to key personnel and require pre-authorization. If you sense that you or others are in danger, contact the following:

- Emergency – 911
- University Police – 361-593-2611
- Kingsville Police – 361-592-4311

TELEPHONE & EMAIL POLICIES

Be courteous to phone callers and when answering emails.

If a caller or other individual (other than members of station management) requests any personal contact information of any staff, interns, or volunteers, take a message and deliver it to the person whom the caller is trying to reach or place the message in the staff members box in the station office.

Never give out anyone's personal information over the phone, over the air, in an e-mail, etc. This is in accordance with the Federal Protection Act.

Refer all requests for personal information to management.

Avoid broadcasting announcements that a caller may request you to make. All announcements must be cleared by management before being broadcast.

ANGRY OR THREATENING CALLER

Be polite and answer their questions to the best of your ability without volunteering sensitive, personal, or unnecessary information. Log the incident and details thoroughly on the station call log, which is in the station office.

Try to get the caller's name, number, purpose for calling, and leave a note for management to return the person's phone call.

NATURAL DISASTERS OR LIFE-THREATENING EMERGENCIES

In the event of a natural disaster or any other life-threatening emergency, the Emergency Alert System (EAS) will be activated. If the EAS is activated it will automatically override your live show. ALWAYS heed the precautions or instructions of the EAS message and get yourself to safety if the message directs the public to do so. Automate the station only if there is time. Your safety comes first and is more important than possible dead air.

FIRE ALARM

Evacuate the building immediately and move as far away from the building as possible once you are outside.

Automate the station and shut all station doors, if possible, but quickly exit the station. DO NOT re-enter the building until the authorities declare it safe to do so, even if it is only a drill. Your safety comes first, and is more important than possible dead air.

FIRE HAZARD OBSTRUCTIONS

Keep all obstructions (boxes, bags, equipment) out of station doorways and hallways. KTAI is not responsible for theft or damage to personal property once it has been moved from station premises.

BASIC EXPECTATIONS AND POLICIES

All trainees and volunteers: Please wait in the hallway to be helped, unless you are prepping for your assigned on-air shift or are recording a show.

Observe all posted signs and notices in the station.

Be considerate and respectful of others at all times and conduct yourself professionally whenever you are at the station or representing the station in any capacity.

Respond diligently to all e-mail and telephone messages sent to you from station personnel.

SHIFT POLICIES AND PROCEDURES**1. Basic Expectations & Procedures**

- A. On-air shifts are not required during recognized TAMUK holidays and academic breaks.
- B. Prepare the system with prerecorded programming and playlists prior to each break.
- C. Notify the KTAI manager or adviser at least 30 minutes in advance if you anticipate being late for a shift.
- D. Notify the KTAI manager or adviser within at least 24 hours if you cannot make your assigned shift.
- E. If you are unable to attend an on-air shift, try to find a replacement for your show. If you are prerecording and miss your assigned studio time, you will be reassigned a time as space is available.
- F. If you are sick, stay home and get well. Notify management at least one hour before the scheduled start of your shift. You are not required to find a replacement if you are ill.
- G. Shut the studio doors and make sure the door is locked if you are the last individual out of the station.
- H. Studio guests must be approved in advance by the station manager or adviser with no exception. You will be held responsible for any and all approved guests.
- I. Non-university guests must receive preclearance by the station manager/faculty adviser and a parking pass must be arranged through the Business Office.

2. Legal IDs

As a federally licensed radio station, KTAI is required to identify itself with call letters and location at least once an hour. (KTAI-FM Kingsville). The IDs must be played in a period between five minutes before the hour and five minutes after the hour. The legal IDs should be pre-recorded and pre-programmed into the computer system in compliance with these regulations. They can be included in any playlist. If you are live, schedule your DJ breaks much earlier than these times, so that you do not get cut off. If you do get cut off because you are not paying attention, stop talking and let the ID play. "KTAI-FM Kingsville" is our legal ID, but not our overall identity, which is "91.1 The One." The legal ID is intended for only the top of the hour, while our overall identity is used to identify us during breaks.

Legal IDs containing our frequency, 91.1 are also legal at the top of the hour.

3. **Sponsors**

KTAI has businesses that sponsor different hours of programming, or have purchased a specific number of spots. Sponsors pay us to air these spots. They should be scheduled accordingly with their contract, and should be tracked daily. Place the time and date the sponsorship aired on the log in the studio daily. Never make fun of any sponsor spot that airs.

4. **Payola & Plugola**

Accepting cash, meals or any other benefits in exchange for playing songs or plugging products or events can be classified as payola or plugola. By doing so, you could expose the station and yourself to FCC sanctions and fines or possible imprisonment. This will also lead to your termination.

A. **Payola**

Payola is accepting or agreeing to accept anything of value in return for broadcasting songs or other material without disclosing that a payment was accepted. Section 507 of the Communications Act requires this station personnel to report such payments to a member of management. Failure to do so can result in up to a \$10,000 fine and it is punishable by up to one year in prison.

B. **Plugola**

Plugola is promoting a licensee's or on-air personality's non-broadcast activities on-air. These announcements can be made if you ask management ahead of time and carry the proper sponsor identification. Always ask first before making any announcements about outside activities. Do not assume it is okay.

5. **Always Occupy Your Post**

You are the operator on duty during any shift to which you are assigned. The control board and automation system must be under your positive control at all times.

6. **Public Service Priority**

When necessary, the broadcast of news updates and/or public safety information will take precedent over any other on-air programming. Also, if during your shift you get information from a caller or see a story that you think deserves immediate on-air attention, contact management immediately. Do not air such information without first receiving authorization.

7. **Multiple Show Hosts**

No more than two people will be authorized to host the same show. This is to minimize distractions, security issues, and to make show prep and on-air chemistry simpler.

8. Digital Millennium Copyright Act

The Digital Millennium Copyright Act (DMCA) is a federal law that governs webcasting. KTAI-FM has to follow these rules since our signal is streamed over the internet. The full restrictions are complex, but summarized, is the following:

- A. No more than four (4) songs by an artist in a three-hour period.
- B. No more than three (3) songs in a row by the same artist.
- C. No more than three (3) songs total from the same album in a three-hour period.
- D. No more than two (2) songs in a row from the same album.

9. Music & Format Policies

KTAI-FM 91.1 plays a mix of music, including Tejano, Country, Top 40 and Oldies. Shows in other formats are allowed, with permission from the Faculty Adviser.

PROCEDURES

1. Public Inspection File

- A. All broadcast stations have an FCC obligation to cover important issues facing their communities. They must maintain a Public Inspection File, which documents the broadcast of all programming addressing local community issues and which also contains all broadcast applications, station ownership reports, copies of contracts, FCC correspondence and information related to any cases pending or under investigation in a court of law.
- B. There must be an Online Public Inspection File, in the public file hosted by the Commission, linked on the KTAI-FM website at www.ktairadio.com.
- C. The inspection file must be kept up to date by the faculty adviser/station manager, or by any individual they appoint to the task.

2. Quarterly Reports

- A. The FCC requires each broadcast station to air a reasonable amount of programming responsive to significant community needs, issues, and problems as determined by the station. The FCC gives each station the discretion to determine which issues facing the community served by the station are the most significant and how best to respond to them in the station's overall programming.
- B. To demonstrate a station's compliance with this public interest obligation, the FCC requires the station to maintain and place in the public inspection file a Quarterly List reflecting the

“station’s most significant programming treatment of community issues during the preceding three-month period.” By its use of the term “most significant,” the FCC has noted that stations are not required to list all responsive programming, but only that programming which provided the most significant treatment of the issues identified.

- C. Please note that throughout the years the FCC has ruled that 5 hours of program time listed on a Quarterly List is inadequate but 10 hours of program time is sufficient. Therefore, we encourage our staff to make certain that each Quarterly List include at least 10 hours of long form programming that is issue-responsive.
- D. Given that program logs are no longer mandated by the FCC, the Quarterly Lists may be the most important evidence of a station’s compliance with its public service obligations. Taking extra time now to provide a thorough Quarterly List will help reduce risk at license renewal time.
- E. It should be noted that the FCC has repeatedly emphasized the importance of the Quarterly Lists and often brings enforcement actions against stations that do not have fully complete Quarterly Lists or that do not timely place such lists in their public inspection file. The FCC’s base fine for missing Quarterly Lists is \$10,000.
- F. **Preparation of the Quarterly List**

The Quarterly Lists are required to be posted in your station’s Online Public Inspection File by January 10, April 10, July 10, and October 10 of each year. Preparation should be completed by the faculty adviser/station manager.

3. Stations should keep the following in mind:

- A. Stations should maintain routine outreach to the community to learn of various groups’ perceptions of community issues, problems, and needs. Stations should document the contacts they make and the information they learn. Letters to the station regarding community issues should be made a part of the station’s database.
- B. There should be procedures in place to organize the information that is gathered and bring it to the attention of programming staff with a view towards producing and airing programming that is responsive to significant community issues. This procedure and its results should be documented.
- C. Stations should ensure that there is some correlation between the station’s contacts with the community, including letters received from the public, and the issues they have identified in their Quarterly Lists. A station should not overlook significant issues. In a contested license renewal proceeding, while the station may consider what other stations in the market are doing, each station will have the burden of persuading the FCC that it acted “reasonably” in deciding which issues to address and how.
- D. Stations should not specify an issue for which no programming is identified. Conversely, stations

should not list programs for which no issue is specified.

- E. Under its former rules in this area, the FCC required a station to list five to ten issues per Quarterly List. **While that specific rule has been eliminated, the FCC has noted that such an amount will likely demonstrate compliance with the station's issue-responsive programming obligations.**
- F. The Quarterly Lists should reflect a wide variety of significant issues. Fundraisers, blood drives, toy collection drives and other similar public interest events are not "issues" that qualify for inclusion on your Quarterly List. Generally, the broadcast of news bites and PSAs do not qualify because such short program segments do not provide enough coverage to be considered a discussion or debate about an issue.
- G. Accurate and complete records of which programs were used to discuss or treat which issues should be preserved so that the job of constructing the Quarterly List is made easier. The data retained should help the station identify the programs that represented the "most significant treatment" of issues, e.g., duration, depth of presentation, frequency of broadcast, etc.
- H. **KTAI-FM will prepare each Quarterly List one week before the due date to be posted in their Online Public Inspection File.** If the deadline is not met the FCC will know because the Online Public Inspection File shows the date and time when something is posted.
- I. Stations should show that their programming commitment covers all three months within each quarter.

Sample Quarterly List

**(Sample Page, Quarterly Issues/Program List)
Radio Station KTAI-Kingsville, TX**

ISSUE: What should be done to improve Your City's public transportation facilities?

Discussion of Issue:

The public transportation system of Your City is inadequate. Citizens complain of long delays during rush hour and poor metro service to the outlying suburbs. Discussions with leaders of citizens' groups and local government officials reveals that a large part of the problem appears to be lack of funding and disputes between local jurisdictions as to how assessments should be allocated.

Programming: WXYZ addressed this issue through several different kinds of programs, including public affairs discussions, news stories, and PSA'S. The following are illustrative examples of such programming:

WXYZ's Community Forum

8/16/2018

7:00-7:30 p.m.

Spotlight on the Your City & Beyond Railroad Co. -- a year end "report card" for the means of

mass transportation over 87 million commuters frequent per year. Views were presented by consumer advocate Richard Frost, who admonished the railroad for its fare increases and on-time performance rate, and Doug Jones, Director of Public Affairs for the YC&B Railroad. (Local)

4. **FCC Inspections**

The police, the FCC, and other legitimate legal officials have the right to inspect the station, its equipment and documentation at any time. FCC inspections are conducted randomly and sometimes unexpectedly, to ensure broadcaster's compliance with FCC regulations. If an officer or FCC Field Inspector arrives during your program, do not panic. Notify the station manager/faculty adviser. Be courteous, friendly and helpful, answering any questions they ask of you. If you refuse to answer their questions about the station or act rudely toward them, you could receive a citation. Give them access to records and documents as you can.

Document occurrence of the FCC or police inspection and note any important details or issues raised during the inspection.

If you do not know how to comply with any of the inspector's requests, please notify a member of management or call the posted management phone numbers until you reach someone. Then, courteously and professionally explain to the FCC inspector or officer that the faculty adviser or another member of management will arrive shortly to assist with their visit and provide the required materials.

5. **Common Things Asked By FCC Inspectors**

- Show them station logs, particularly, EAS logs
- Demonstrate how to conduct an EAS test (such as a required weekly test)
- Perform a Legal I.D.

6. **Meeting Attendance**

Attendance at all scheduled station meetings is mandatory. Absences, regardless of excuse, must be made up by reading and signing off on the published meeting minutes in front of the studio. This applies to all meetings scheduled at least 48 hours in advance.

7. **Emergency Alert System**

The EAS system is an information relay network between KTAI-FM and other broadcast stations that disseminates timely information that could save lives and/or property in the event of an emergency such as a flood, an earthquake, or war. The KTAI-FM EAS system is detailed in the binder marked "EAS Handbook" located in the studio office. Also, located in each studio is an abbreviated EAS manual.

The EAS system is set to automatically interrupt our broadcast signal and forward one Required Monthly Test (RMT) from one of our monitored sources; at least one station originated Required Weekly Test (RWT) every week; and all necessary emergency messages as they occur. We also receive at least one Required Weekly Tests (RWTs) every week from other

sources we monitor, but they are not rebroadcast over the air.

You will know an EAS test is being received or broadcast when you hear the EAS system activating or there is a disruption in the broadcast. Your job is to simply let the EAS system work, and abide by all directives automatically provided by any originating source received by the EAS system. To view the content of an EAS message, view the print out from the EAS machine.

Every EAS message that is sent and received is printed out by the EAS machine. These printouts must be logged in the EAS binders located in each studio that correspond to that particular machine. Once a week, assigned personnel will maintain these logs. After the printout is logged, attach it to the log in the binder.

8. **Transmitter**

Once a month, assigned personnel will be required to inspect the transmitter located outside our station office behind Manning Hall on the Texas A&M University – Kingsville campus.

- A. This inspection should include checking the wires going into and out of the equipment.
- B. Checking the surrounding area for debris that could inhibit the equipment from performing correctly.
- C. Checking that the cooling fan is properly working.

9. Keeping a log of the transmitters power, voltage and temperature

10. **Power Outages**

In the event of a power outage, each station and its equipment will be temporarily powered by an Uninterruptible Power Supply (UPS). The transmitter itself is also backed up by a UPS in the event that there is a power outage at the transmitter site. For KTAI 91.1, even if the transmitter is down, we still broadcast on the internet and a DJ should operate as normal.

If there is an extended power outage, please contact management.

11. **Promotions and Giveaways**

Secure approval from the faculty adviser or station manager prior to posting or distributing any station related flyers, posters or promotional graphic materials for events or programming.

12. **Giveaway Regulations**

- A. Approved giveaways may be given out over the air during approved programming.
- B. All giveaways must be approved by management.
- C. Any on-air host may be asked to conduct giveaways during their programming.

- D. Once contest rules have been decided and dictated, stick with them and conduct all giveaways as directed.
- E. It is illegal to rig a contest in any way, such as forcing the outcome so that friends and family receive prizes. This is grounds for station dismissal and a personal FCC fine.
- F. Station employees and volunteers are not eligible to win station prize giveaways. Also, never let relatives win prizes. They are not eligible to win.
- G. The same listener may not win more than once every two weeks.
- H. Prizes must be picked up at the station. Please direct all prize winners to pick their prize up in Room 170 of Manning Hall. If the winner is out of town, please speak with management before agreeing to mail any prizes.
- I. Notify prize winners that their prizes may only be picked up during normal station hours. If not possible, have the winner contact the front office to make alternate arrangements.
- J. Prizes unclaimed after two weeks become station property and will be re-circulated for future giveaways.
- K. In the event of concert or event tickets, notify winners that tickets not claimed at least 24 hours prior to the event will be given to someone else. Please log when a winner comes to claim their prize. They must sign an acknowledgement of receipt.

13. **Prohibited/Restricted Broadcast Content**

Anyone may address the FCC with formal complaints about broadcast content or file petitions to deny the renewal of our broadcast license. KTAI-FM is expected to determine how best to serve its communities and what specific broadcast content policies to enact. Please follow the rules outlined below at all times.

14. **Prohibited Words**

The following words; Shit, Piss, Cunt, Fuck, Asshole, Cocksucker, Motherfucker, Cum, Pussy, Clit, Tits, Blowjob, Crap and any other variations are prohibited. Anything else deemed sexual or excretory is also prohibited.

This is not a comprehensive list. Management reserves the right to determine what can and cannot be said on air. Disciplinary action will be taken on any words or content deemed inappropriate, including suspension or termination.

15. **Prohibited Programming**

Aside from not saying any of the prohibited words, KTAI-FM may deem other content inappropriate. The simplest way to determine if something you are going to talk about is appropriate for broadcast is to look at it this way. When you go on-air, it is like walking into a room full of strangers. You do not know anyone's sense of humor, taste in music, culture or religion, etc. So, you should not go on-air and introduce content that you would not be comfortable telling to a stranger.

It is not just you, your friends, and family listening to your show, there could be anyone listening to you. The best rule of thumb is to imagine that your grandparents are listening. Music in the database has been screened for indecent lyrics. However, if you hear any language that may have escaped screening, immediately make note of the artist and the song and notify management. The offending song should be removed immediately from the music playlist. The FCC can assess severe fines for indecent language either spoken or played on the air, putting you and the station at financial risk, as well as putting the station's broadcast license at risk.

The FCC considers a broadcast to be indecent if it contains "language or material that, in context, depicts or describes - in terms of patently offensive as measured by contemporary standards for the broadcast medium - sexual or excretory activities or organs." This is a much broader prohibition than just staying away from the prohibited words listed above. If you are unsure if material is not appropriate for airing, consult your faculty adviser/station manager before doing so.

LOGS

KTAI-FM must maintain certain logs because, as required by law, certain information must be tracked. Some logs are required, some are for sponsors, and others are for in-house purposes. The forging of any information contained in the logs is against station policy and could result in disciplinary action and dismissal.

1. **Operating Log**

These are a legal requirement. At the beginning of a shift, you must sign the operating log. Use ink, use your legal name and record the time you are on and off the air. This log can also be used to track any problems you had on your shift. Any problems with equipment must be noted on this log. Any problems in the studio, such as trash left behind in the studio should also be noted as well.

2. **Program Log**

This log tells you what time during each hour to break and play sponsorships or PSAs. This log tells you what needs to be included in your break. Never play a sponsorship or PSA without first preceding it first with your own voice. Always come out of music with your voice. The accuracy of following the program log is important. Sponsorships and PSAs help support and promote the station so logs must be followed carefully as close to the minute as possible. Failure to do so may result in disciplinary action and dismissal.

3. **Music Log**

The music log provides a listing of tracks that have been scheduled to be played in a 24-hour period. It can be seen in each playlist, but also in the reports tab in radio.co. The assistant student manager must print this report daily. The music log serves three purposes:

- A. To provide great music to our listeners by preventing the repetition of songs and ensuring a mix of new and class cuts regardless of format.
- B. To satisfy record companies who provide music to play.
- C. To assist all DJs and hosts in programming a good mix of music within each format.
- D. Only music approved in the log should be played.

GENERAL CONTENT

In general, there is no need for talk about drugs and alcohol on KTAI-FM unless it is a discussion about something that is topical with current events pertaining to that subject matter. Also, never make fun of a caller, the music or a sponsor on-air. That is bad for the station and can result in your immediate termination. Other general content warnings are listed below.

Graphic or explicit descriptions of sexual or excretory organs or activities: Material that appeals to pornographic interest.

Material used in a sexually suggestive manner toward listeners.

Material presented for tease or shock value.

Terms presented in a discriminatory, menacing, abusive, or otherwise offensive manner.

Overt drug references or promotion of drug use or abuse.

Material that is unsubstantiated, inaccurate, non-factual, or unfairly biased.

Official endorsement or opposition of political candidates for public office. Editorials, editorial comments, or controversial statements not appearing as part of a pre-approved editorial or opinionated talk show program.

Religious content or opinion.

DO NOT talk bad about the station or the university on-air. Material that aims to incite or produce dangerous activity. Such material will be grounds for immediate dismissal, along with punitive action by local law enforcement.

COPYRIGHT VIOLATIONS

Copying music or other recordings from the station's library for personal or private use is illegal and strictly forbidden and is a violation of federal copyright law.

All radio and television broadcasts, and all online audio programs are copyrighted. It is illegal to record and rebroadcast, or offer for sale, any radio, television, or internet programs without the prior written consent from the licensee or producer of the program.

In order to legally read more than one paragraph verbatim from any copyrighted publications such as newspapers, magazines, journals, public documents, on-line publications, or books, you must obtain prior and expressed written consent from whomever holds the copyright for the publication (usually the author, publisher, or distributor); credit (cite) the source (title, author, and publisher) over the air; and you cannot receive any financial or other consideration for the use and/or broadcast of the material. Otherwise, if you want to use material at greater length, re-write the story or summarize—don't plagiarize.

DISCLAIMERS

KTAI-FM does not hold opinions as a whole. However, DJ's and guests are entitled to their own opinions. When voicing such opinions, please make sure that you announce that the opinion is yours and yours alone. Say something to the effect of "the views and opinions presented on this program do not reflect those of the staff and management of KTAI-FM or Texas A&M University-Kingsville.

PERSONAL ATTACK

1. Attack of the legal or moral conduct (honesty, character, integrity or similar personal qualities) of a person or group over air is not allowed. Criticisms of one's ability, knowledge, reasoning or decisions (such as calling someone incompetent) are not considered to be a personal attack.
2. Victims of personal attacks must legally be offered the chance to respond, on the air, to all broadcast allegations within seven days and must be presented with:
 - Notifications of the date, time, and identification of the broadcast or responsible announcer.
 - A tape, script, or accurate summary of the attack.
 - A reasonable opportunity to respond at their convenience during prime listening hours.

3. Slander

The broadcast of false or undocumented information about an individual or an organization's character or professional abilities that causes them public contempt or ridicule, causes them to be shunned or avoided, or damages their professional reputation is the definition of slander. Libel is the same thing, only in written form.

In court, the origin of a slanderous broadcast statement is unimportant. For example, if you read a libelous newspaper article over the air, both you and the station can be sued. It does not matter how "authentic" or "genuine" the story or the source is. Falsehood is falsehood.

Any statements that question a person's or organization's character, especially the character of a private individual (someone not in the public domain), should not be made on the air. If you think it might harm or jeopardize the business or the reputation of this person or an organization in this community, then leave it alone. Seek guidance from your faculty adviser/station manager.

4. Protecting Yourself From Slander/Libel

Speak the truth and be willing to prove it. Always check your sources.

Always get advanced approval

Avoid listener phone calls that could potentially be slanderous. Get them off the air immediately.

If any slanderous event happens, document it immediately, and report it to your faculty adviser/station manager.

SUBLIMINAL PROGRAMMING

Subliminal techniques in radio and TV programming are designed to be perceived on a subconscious level only. Regardless of whether or not they are effective, all such programming is prohibited by the FCC on all broadcast media. Such subliminal perception is considered inconsistent with a station's obligation to serve the public interest because the material is

intended to be deceptive.

UNFAIR ADVANTAGE

No on-air staff may exploit their access to the public airwaves in order to promote any event, activity, or matter in which they or any of their friends, acquaintances, family, partners, or business associates have any interests or may stand to receive personal gain, financial or otherwise. This is known as "unfair advantage," and is strictly prohibited on non-commercial radio stations such as ours.

If any station staff or management member is paid (with money, meals, tickets, or any other arguable —compensation or benefit) to participate in an event, activity, or matter outside the station, the station may provide only "ordinary publicity" about the event or activity, at its choosing. It may be okay to publicize the event via an entertainment calendar, concert calendar, or on-air artist interview if it is pertinent to our station's format and public service mission. However, the event may not receive more publicity or advantage than other similar events promoted on the station.

POLITICAL GUESTS/CANDIDATES FOR PUBLIC OFFICE

Upon approval from management, you may interview a candidate for public office or a spokesperson for a political issue in an on-going campaign, provided you also offer equal time and reasonable opportunity for response, in writing, to opposing candidates on the ballot for the same office. Management is required to place a copy of such documents in the Public Inspection File for two years, along with verification of times, dates, and amount of air time given for each side.

UNDERWRITING

Non-commercial broadcast stations such as KTAI-FM may not legally broadcast advertisements. KTAI is not dependent on commercial advertising revenue to sustain our operation. We do have for-profit business sponsors of station promotions and programming, but on-air acknowledgments of these sponsors must be limited by law.

ALWAYS AVOID THE FOLLOWING

1. Calls to Action

Urging listeners to check something out, go somewhere, or patronize a business.

Examples

- Stop by our showroom to see a model.
- Try product X the next time you buy oil.
- First 10 people in the door win a free t-shirt.

Acceptable Alternatives

The new Beck CD entitled —Power to the People, is available at XYZ .

2. Inducements to Buy, Sell, Rent or Lease

Mention of sales, specials, prices, limited time offers, or other indication of savings or value associated with a product or service.

Examples

- 30% off all CDs in stock at XYZ Records, now through Saturday!
- The Kingsville Lounge has 99-cent burgers every Wednesday night. Drink specials all night.
 - 7.7% interest rate available now.
 - Six months free service....

Acceptable Alternatives

- The Law Firm of Smith & Smith, serving the Kingsville community since 1902.
- Kingsville Bank, specializing in student checking and online banking.
- XYZ Records features a wide assortment of popular and eclectic CDs and vintage vinyl. More information is available online at www.address.com

3. Quantitative Value Judgments (Positive or Negative)

Bad Examples

- “Local Pizza Parlor, more cheese than any other pizza in the city.”
- “Local Motors, the lowest price for the highest value.”
- “Shop Kingsville Market for the friendliest service and the freshest produce.”
- “Local Sports Bar...it’s not your ordinary hangout.”
- “Kingsville Automotive has ASE-Certified technicians”

Acceptable Alternatives

- “Local Pizza specializes in cheese pizza and homemade garlic sauce.”
- “Kingsville Market, proudly serving the city for over 30 years.”
- “Local Sports Bar offers local poolside dining.”

4. Comparative References to Pricing

Examples

- “Kingsville Hardware won't be undersold!”
- “You won't find it anywhere else for less!”
- “We’ll beat any competitor’s quote.”
- “Kingsville Restaurant has the best food for less, 24 hours a day and perfect for TAMUK students on a tight budget.”

Acceptable Alternatives

- “Kingsville Hardware, featuring the items of everyday life.”
- “Kingsville Restaurant, 24-hour dining for TAMUK students and the Kingsville community.”

5. Over-Reception of Contributors Name

Example

“Local Bookstore is located at 245 North Main Street in Kingsville. Kingsville Bookstore is open 7 days a week, and late on weeknights. The bookstore features textbooks, school supplies, and is on-line at www.kingbooks.com. Kingsville Bookstore has been serving Kingsville since 1953. Kingsville Bookstore, proud 91.1 supporters.”

Acceptable Alternative (usually no more than 3 mentions in one spot):

“Support for 99.1 The one is provided in part by Kingsville Bookstore at 245 North Main Street in Kingsville, open 7 days a week and late on weeknights. They feature textbooks, general books, office, art, and school supplies, and they’re available online at kingbooks.com. Please join us in thanking Kingsville Bookstore for their support of 91.1 The One.”

6. Use of Overly Descriptive Adjectives**Examples**

- “The Local Inn features fast DSL internet connections, luxurious goose down comforters, and 27”smart LED televisions in each room.”
- “Local Department Store features the latest in designer fashions, jewelry with semi-precious stones, and Local’s exclusive line of blue agate accessories.”

Problem: The adjectives used cross the line between merely identifying the contributor and providing a generic list of the contributor’s services, and blatantly advertising the contributor through the use of enticing or persuasive language.

Acceptable Alternatives

- “Kingsville Office Supply offers 24-hour printing service with color copies available.”
- “Kingsville Clothing features lady’s swimwear, men’s jeans, and leather accessories.”

PRODUCTION

Student station managers will produce Public Service Announcements, Underwriting Announcements, and other audio.

PSA Policies

- The Production Director must be given at least 72 hours-notice before an event to produce a PSA for said event.
- A Public Service Announcement must not include pricing information.
- To sign up to use the production room for any purpose, use the signup sheet hanging on the wall beside the room.
- To request a Public Service Announcement to be made, please use the PSA request form located at KTAI-FM. You may also contact the faculty adviser/station manager, whose contact information can be found at ktairadio.com

SHOW/HOST POLICIES

The following are policies regarding the requirements to start and continue hosting a show on KTAI-FM 91.1.

1. DJ Orientation

Each semester, the station will host a DJ/Host Orientation meeting for new and returning DJs/Hosts. Every DJ/Host, no matter how experienced, must attend the Orientation to keep their show. Hosts with more experience will have time slot preference over less experienced

and beginning DJs/Hosts.

2. **Training Policies**

All new DJs/Hosts with the station will be required to go through the same training. New DJs/Hosts will be required to go through three separate training sessions. Each session will last around a half an hour and no two training sessions may be completed on the same day. After the initial three training sessions, new DJs/Hosts must complete a performance evaluation test to show that they know how to operate the equipment. Returning DJs/Hosts do not have to go through the three training sessions after they have completed it their first semester with the station. Returning DJs/Hosts must only complete the performance evaluation test to show that they remember how to operate the equipment and perform other functions during their shift.

If returning DJs/Hosts have not hosted a show for an entire semester (excluding summer semester) then they must go through all three training sessions and complete the performance evaluation test just like a new DJs/Host. Shows can either be prerecorded or live. Any technical work, such as editing, on a prerecorded show must be completed by the host, with assistant from student managers as needed. If a host misses more than one schedule show, their show could be cancelled. Prerecorded shows should include a minimum of two (2) prerecorded shows to ensure a show is not missed. Shows may take a hiatus during university holidays and breaks.

Violating FCC or station rules and procedures can also result in a cancellation of shows.

3. **Other Volunteer Positions**

Aside from hosting a show, volunteers at the station may also assist in the daily operations of the following: news, production, sports, and music review in conjunction with student staff and faculty adviser/station manager.

4. **Your Air Shift**

All hosts must arrive for their shift at least 10-15 minutes before it begins. This will give you time to get organized and prepared for your shift. You should also wrap your show up at least 10 to 15 minutes before it ends to give the next DJ time to get in the studio and prepare for their show.

Basement DJs (10 PM to Midnight) must end their show at least 15 minutes before midnight and be out of the building by 11:50 p.m. University police are asked to patrol the building at this time to make sure it is vacant.

Show up on time! You will be considered late if you show up less than 5 minutes before your show begins. If you do not show up at all, you may be subject to disciplinary action, including suspension or losing your show.

5. **MIC Levels**

This is one of the biggest areas that DJs need to pay attention to. Always test your levels before you go on-air for your first break. Always do MIC checks with the microphone in audition. Always fade into and out of breaks and never leave your MIC level up where you

need it. Just take a mental note and fade up to that level when you begin your break. Make sure to always keep an eye on your levels during any break as you could move further way from or closer to the MIC without realizing it.

6. **Headphones**

Every DJ must wear headphones anytime they are on-air. It will give you better knowledge about what the listener is hearing and will allow you to adjust levels and keep the right distance from the microphone.

7. **DJing/Hosting Tips**

Personality may be the most important part of being a DJ or a show host. It would be easy to have a computer pick and play music all day, but without the voice of DJ, that station has no personality. Make sure listeners get a sense of who you are. The main point is to make sure that you sound like a “real” person on the radio. Do not confuse this with being unprofessional. Don’t alter your voice when on air. Listeners want their experience to feel personal. Use your regular voice. Do not cultivate a “radio” voice. The only exception is when we are creating sponsorship spots.

Imagine you are talking to a friend on the phone. Don’t talk louder or softer than you normally do. You do want to speak quicker than average, but not too fast. This simply means do not take long pauses. If it takes 10 seconds to say something normally, do it in seven. It can take practice.

When you are on the air, try to imagine your audience. Picture someone across from you and talk to them. This is key to being a great personality. Remember. Shorter is better. Listeners do not want to hear a DJ or host ramble on for two minutes about nothing. Say what you have to say quickly. Eliminate useless words and don’t ramble. Always know what you plan to say before you on air, or the listener will know you do not know what you are talking about and are unprepared. This is not professional. Plan ahead.

8. **Song Requests**

From time to time, you will get phone or social media requests from listeners. You should always be courteous to people on the other end. If someone makes a request, always let them know that you will try to play that in a little while. If the request does not fit with the format playing at the time or your show specifically, tell them politely that you are only playing a certain type of music right now, but you will write down the request for the next DJ to play. It is your option whether to play a request or not, but you should never tell a caller that you will not play something because you do not like it.

Do not put phone calls or phone interviews on-air unless you have been trained to do so and have permission. Do not put a caller on air unless the caller agrees to do so. Also, warn the caller about language and other obscene material, as we do not have a delay mechanism. You will be held responsible if FCC rules are violated by a caller.

9. **Guests**

DJs will only be allowed to have in studio guests who are contributing directly to a topic being discussed on-air. This means that you cannot invite your friends to hang out with you while you host a show. All guests must be pre-approved by management.

10. Food, Drink & Smoking

None of these are allowed in the studio or building. They can damage equipment and must be left outside the studio and editing room until your shift is over. If you need a drink during your shift, you may do so in the break room.

11. Cell Phones

Please turn off your cell phones or silence your ringer when you begin your shift. All phones can cause interference with the speakers in the studio and will sound bad over the air. If you need to make a phone call, please exit the studio before doing so. If you absolutely must leave your phone on while in the studio, put it on silent and leave it as far away from the equipment as possible.

12. Promo Spots

All program hosts must work with the stations student managers to record a promotional spot for their show each semester. This will be addressed with all hosts and is a requirement to host an on-air show or a prerecorded show.

13. Flyers

All program hosts also have the option to work with the manager and other staff members to create a flyer to hang around the TAMUK campus. This is used to promote your show and is strongly encouraged. The flyer requires preapproval.

14. Promotional Items

All promotional items are property of the station and must not be taken out of the station at any time for any reason without permission from management.

15. Show Modifications

Any modifications to any format or show must first be approved by faculty adviser/station manager. If you would like to host a talk show about a certain subject or host a show that plays a genre of music other than the normal format, you must first talk to the faculty adviser/station manager or the Student Station Manager and propose a show. Changes in format without approval are subject to disciplinary action.

16. Violation of Rules

You will not be able to host a show without first signing a form stating that you understand all of the rules. New and returning DJs/Hosts must all sign a new copy of this form each semester they are going to host a show. Disciplinary actions for violation of station rules are outlined in the Disciplinary Enforcement & Procedure section of this manual.

17. Remote Broadcasts

KTAI-FM holds various remote broadcasts each semester. For each remote broadcast, there will be a sign-up sheet in the staff room to sign up for various parts of the remote broadcast. Members of staff will be assigned to perform certain aspects of a remote broadcast. All staff must make sure that equipment is returned to the station after a remote broadcast is complete.

18. Radio.co

91.1 FM currently uses radio.co to feed our FM station and live stream. Specific tasks must be completed each week by the Music Director and Traffic Director only. Those tasks include the following:

- Adding music to the system
- Scheduling shows and playlists
- Scheduling sponsorship spots and PSAs
- Ensuring copyright regulations are followed regarding airplay

Instruction sheets and how-to's can be found for each of these tasks on the radio station's shared drive.

19. Paid Staff Positions

The station employs student staff members each year. All of these positions are part-time and are hired before each Fall semester. Paid staff positions include student station manager and an assistant student station manager.

Job descriptions and duties can be found on the station's shared drive. Paid student staff will receive an annual evaluation of performance by the faculty adviser/station manager.

DISCIPLINARY ENFORCEMENT & PROCEDURES**1. Managerial Rights Reserved**

Station management reserves the right to issue immediate suspension or termination from all station activities and positions held, in response to severe policy violations including, but not limited to:

- Willful insubordination or violation of station or FCC policies
- Theft of any kind (stealing anything belonging to other students, the university or radio station).
- Being "Under The Influence." It is illegal to be under the influence of alcohol or any illegal substance while operating a radio station. It could cause the FCC to revoke our broadcast license. Anyone caught under the influence of alcohol or any illegal substance while functioning in an official station capacity will be immediately relieved of their duties and reported to the appropriate University or legal authorities if necessary. At KTAI-FM you are considered under the influence of alcohol or any illegal substance is detectable on your breath, even if there is no visible impairment in your physical functions.
- Violence in the workplace. Even verbal threats, harassment, or coarse jesting of a personal nature legally qualify as Violence in the Workplace and will be taken and treated seriously.
- Sexual Harassment. Keep your talk clean and keep your hands to yourself. No crude jokes, touching of any kind, etc.
- Sexual assault in any form, including acquaintance rape and other forced or nonconsensual sexual activity.
- Conduct, whether careless or intentional, that creates a substantial risk for physical harm or threatens the health or safety of others.

- Willful destruction, misuse, negligent treatment or tampering with station property or any property within the building while functioning in an official station capacity.
- Possession of alcohol or any illegal substance while functioning in any station capacity or anytime while on station premises.
- Possession or use of dangerous chemicals, firearms, or explosives while functioning in any station capacity or anytime while on station premises.
- Airing profane, obscene or indecent language, or music.
- Violating the station's, No Food, No Drink policy.
- Having unauthorized visitors or guests.
- Working on non-station work while in the station.
- Rigging a contest
- Slander, emotional abuse, racial slurs or harassment of others over the air.

2. **Progressive Disciplinary Action**

Violation of any of the previous or others rules will result in disciplinary action. The progressive disciplinary action is as follows:

- Written Verbal Warning
- Written Warning
- Suspension From On-Air Activities
- Suspension From Duties for a number of days (Managements Decision)
- Termination From Employment

All non-faculty positions in the A&M System are "at will," meaning that any non-faculty employee may be dismissed from employment with or without cause. Any such dismissal must be in compliance with federal and state law.

If and when discipline is used, the degree of discipline imposed by TAMUK for violation of work or safety guidelines, or for other misconduct, depends upon the seriousness of the violation or in light of all the circumstances involved in a particular case. Some violations may result in termination for the first offense. Other violations may result in lesser disciplinary action for the first offense, such as a verbal reprimand, a written reprimand or suspension without pay. Heads of departments or similar administrative units are responsible for their employees being informed of the rules and regulations to be followed, the standards of conduct to be met, and the job performance to be achieved.

Employees are expected to fully acquaint themselves with the rules, procedures, and standards of conduct and performance of their departments or units. Employees who do not assume the responsibilities set out by these rules, procedures, and standards may be subject to disciplinary actions. When and if discipline becomes necessary, any of the following actions may be taken depending upon the circumstances involved.

- Documented Personal Conference (with the record in personnel file).
- Written reprimand (with the record in personnel file).
- Temporary suspension without pay (with the record in personnel file).
- Dismissal from employment.

PAID STAFF POSITIONS

Student Station Manager

The Student Station Manager is in charge of supervising the overall operation of KTAI-FM, in consultation with the faculty adviser/station manager. He or she supervises all other student managers and DJs/Hosts at The One in a collaborative manner with other staff, developing music policy and ensuring overall quality of The One. The Student Station Manager is expected to listen to 91.1 FM often and to review all programming content. The Faculty Adviser/Station Manager facilitates communication between student managers, DJs/Hosts and other staff and volunteers. Other duties as assigned. Must be a student in good standing with TAMUK and eligible for student employment. The position is for both the Fall and Spring semesters, paid part-time, up to 19 hours a week.

Assistant Student Station Manager

The assistant student station manager is responsible for the training and supervision of the student DJ on-air staff and hosts. The assistant student manager is expected to listen to 91.1 FM often and to review all programming content. The assistant works closely with the Student Station Manager and the faculty adviser/station manager in all station activities. Must be a student in good standing with TAMUK and eligible for student employment. The position is for both the Fall and Spring semesters, paid part-time, up to 19 hours.

**KTAI-FM 91.1 – TEXAS A&M UNIVERSITY KINGSVILLE
STATION RULES & POLICIES
RECEIPT AND AGREEMENT**

I, _____, have received a separate copy of Station Rules and Policies. I agree to abide by all the rules, including the rules preventing Payola & Plugola and banning indecent and obscene materials. I will not broadcast or utter any indecent or obscene material at any time.

VOLUNTEER STATUS

I agree that I am a volunteer serving at the will of KTAI-FM and that I may be suspended, disciplined, or dismissed at the will of the faculty adviser/station manager.

TOBACCO, FOOD & DRINK

I understand that the use of tobacco products, alcohol, and illegal drugs are prohibited while in the radio studios or offices of KTAI 91.1 and that I may be dismissed for their use. Food and drink are prohibited from posted areas, including the areas immediately surrounding the radio mixing console and studio equipment.

TICKET GIVEAWAYS

I understand that I will not give away or arrange to give away any tickets or items of value on the air without the explicit written permission of the Student Station Manager or designee.

ON-AIR MUSIC

I understand that all music played on my show will be played from the station's music library on the hard drive unless prior arrangement has been made with, and written permission obtained from, the faculty adviser/station manager or student manager. All music played on the station must be pre-screened for indecent material.

SECURITY

I understand that the door to the radio studio is to be kept closed at all times when not in use. Doors to the building cannot be propped open for afterhours entry. I will not remove any station item (including music or manuals) from the premises without express written permission from station management. Violation of any policy is a serious offense and may result in immediate suspension or dismissal from the station staff. If course credit through an internship is involved, this may result in a failing grade for the course.

Signature: _____ Date: _____