

INTERN BINDER

2021-22



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The WUML Intern Process

So you want to join WUML. You want to be a part of one of the largest and most unique organizations on campus, be on the radio, have your own show and play all your favorite music for the masses.

In order to do so, especially if you want to be on the air and host your own radio show, you must first become a DJ. Even if you simply want to help out behind the scenes with live sound or perhaps take up a directorship, DJs need to undergo training in order to prove themselves competent enough to be allowed on the air unattended. Just like any other radio station, WUML is subject to FCC rules and guidelines, and in the event that the FCC decides to pay a visit, whoever is in the on-air booth had better know what they are doing.

Shows and Meetings

You are required to attend your assigned show every week and every intern meeting. If you cannot attend your show one week, you must attend another show instead. You are not allowed to miss more than **one** intern meeting. If you do, you will not be allowed to take the intern test.

In addition to intern meetings and show attendance, all interns are encouraged to attend WUML events including concerts, UML events and anything else that comes up. We also encourage ALL interns to attend one Morning Drive By. These are commuter shows that take place between 7-9am, and are a fast paced learning environment where you can practice broadcasting.

Testing

There are two parts to the exam: a written part and verbal part. The written part includes things that a DJ should know and a directors matching section. You need to get a **90%** on the exam to pass the test, so get studying!

WUML Station Philosophy

At WUML, we pride ourselves in the services that we provide to the community, and to our listeners. Our main objective is to expose listeners to a wide range of underground music, from all genres. We provide content that often cannot be found anywhere else. We help break local artists in by giving them valuable airtime and discover new talent before corporate rock stations have caught on. Whatever you hear on WAAF, The River, etc. was probably played months earlier on WUML.

We are all volunteers, and we do our shows or take on directorial responsibilities because we love music and we love our station. College radio is a stronghold of good underground music, and we at WUML have shown immense support for the local scenes over the years, through airplay and through the many concerts that WUML sponsors.

Aside from underground music, WUML is a voice for the Lowell community, hosting a multitude of ethnic and community-based shows. We at WUML appreciate and respect diversity. WUML broadcasts in multiple languages over the course of the week, and provides programming that benefits different ethnic communities such as the Cambodian community, who perhaps would not otherwise have an outlet.

The station is an official Safe Zone, where individuality is treated with the respect it deserves. Acceptance and respect are important parts of WUML and we try to make everyone feel welcome and

that their time and effort is appreciated. WUML is about respecting differences, and about being amongst friends. The station is a democracy and everyone has a right to be heard. The uniting force of The station tries to resist the mainstream of music, culture, society and to provide an outlet for creativity and individuality.

A Few Basic Rules.

1. **Don't** steal.
2. **Don't** steal, in case you thought we were joking. The entire station will take turns kicking the crap out of you if you're caught. Because we are a school organization, WUML property is UMASS property. We'll make sure the school punishes you and there would be a good chance you will get kicked out of school. SO **DON'T STEAL**.
3. Put CDs and Vinyl back where they belong or many angry directors will hunt you down.
4. Don't skip your show without finding someone to fill in for you.
5. **DON'T LEAVE DEAD AIR.**
6. Fill out **ALL** playlists and logs properly.
7. Keep the station clean or the roaches and fruit flies will take over and feast on our brains (believe me, they do).
8. Take care of the equipment. It's worth more than your tuition.
9. **Do unto WUML as you would have WUML do unto you.**

Music on WUML

At any point during the day, you can turn on WUML and hear a variety of music. From punk to indie to hip hop to jazz to blues to folk to metal to EDM to our diverse ethnic programming that fills the weekend. One common thread runs through this diverse spectrum of music despite the differences-it's all music we love and it's all music that would otherwise go unheard if not for WUML!

With the tagline "Real Underground Radio" WUML lives up to that slogan in two ways. Not only do we play underground and unheard music, our studios are located deep beneath the earth in the Lydon Library basement. And we've been an alternative media source for over 60 fantastic years!

Back in 1952 when Mr. Ed. Bonacci began WLTI, they played rhythm and blues and jazz, even *before* the world started calling rock the devil's music.

Now, over 60 years later, we are still playing music that is outside of the mainstream or before it, or a generic watered down version of it, hits the mainstream. Some bands go on to huge mainstream success, like REM for example. WUML has all of their LPs from the early 80s, with original DJ comments from the time of the release. There are, of course, thousands of other artists who shun the mainstream and are quite comfortable to call the underground their home and wouldn't have it any other way. If you don't know a lot about underground music, don't worry. You will learn plenty.

The music played on WUML comes down to a simple philosophy which has sustained **WLTI/WJUL/WUML** for over 60 years: We provide an outlet for music and ideas outside of the mainstream that would otherwise go unheard.

With that out of the way, let's talk about how to be a DJ.

Intern Training Guide

Before You Go On Air

Are you...ON AIR AT ALL?! Make sure. You can check if you are on air by doing one of the following:

1. Listening to the off air monitor on the board
2. Listening to the speakers in the lobby
3. Seeing if the two meters on the left side of the board are moving
4. Call or text someone asking them to tune in

DEAD AIR IS BAD (It has the potential to get the station fined.)

Okay, now that you know you're on air, prepare before you go on mic. Are you wearing headphones? What are you going to say first? Is everything you need handy? If you aren't: Slow down, wait a minute. **Before you speak into the microphone, put on a pair of headphones** (preferably some that are plugged in.) They may be big and annoying, but there is a direct relationship between quality of the broadcast and frequency of headphone use. Wear them. You sound better when you can hear yourself.

Have you logged your music? As a DJ, you will have a Spintron account for your show. This is a website we use to log our playlists. **Fill this out, along with all PSAs.**

Listeners start to get bored if there is continual music for more than 30 or 40 minutes. When you go on air your listeners might want to know some of the following:

1. What station am I listening to?
2. Where are you on the dial?
3. What time is it?
4. What did we just hear?
5. What are you going to play next?
6. What's the phone number for requests or questions?
7. What are some interesting things to do on campus or in town?
8. What's coming up after your program?
9. Are there other shows on WUML that might interest me?

People tune in to hear music/news/public affairs/sports, not to hear you blather on. Give people the information they need then get on with it. You are not the primary reason people tune in.

Station ID

There are two types of station identification: legal and non-legal. The legal ID is: **“WUML, Lowell.”** That's it, nothing in between. Anything in between “WUML” and “Lowell” makes it a non-legal ID. To sign on and begin the broadcast day, do a legal ID, then say you are no longer listening to whatever prerecorded show was playing and then announce your show. If no show is coming on after you, do a legal sign off. Do a legal ID and announce it is the last show of the night. (More on this below).

Emergency Alert System (EAS)

The Emergency Alert System, or EAS, is used to notify the public in the event of an emergency. When a test occurs, don't panic. Just ride it out and identify the station afterwards.

Signal Facts

The station broadcasts at 91.5MHz on the FM band. (**FM=Frequency Modulation**). Our potential listener base is **2.2 million** people. The signal reaches up into New Hampshire around **Derry**, ends just above **Boston** because Tufts shares our signal, and goes out as far west as **Fitchburg**.

People Make Mistakes

Tons of things can go wrong while you're on air. A CD is skipping, a song had a swear in it you didn't catch, the back room exploded; as long as you act with confidence and grace during and while fixing the issue, you will be okay. Don't dwell on it. Pretend as if nothing happened. Go on air and talk about something else while the issue is being fixed. Play something from another medium. **DO NOT FREAK OUT**. If there was a swear on a track, immediately switch to another song and **LOG IT** (see section on POMs). But seriously if the back room explodes, play some music and tell someone there was an explosion. (More on who to call when there's problems, later).

Sounding professional

When talking on the air, please refrain from using the following phrases. These make your message muddled, and like public speaking, it can make you sound unprofessional.

1. uhgz
2. like, like, like, like, like
3. umm
4. err
5. duh
6. ehh
7. derp
8. (breathing noises)
9. burping
10. farting

Basically, if you have a nervous tendency to make non-word like sounds, don't do it.

People In The Studio

All DJs are limited to **two guests**. Each licensed DJ can bring guests. Things stolen by your guests are **YOUR** fault. Interns cannot bring guests. Guests may not be under the age of 18.

Breaking School Rules

If you are caught having sex in the station, drinking, smoking, etc **BY THE SCHOOL**, you will be punished. Getting caught breaking any of these rules calls for a full semester suspension. Example, if you are caught at the beginning of the semester, you are suspended till the *next* first day of classes. If you are caught in October, you are suspended for the equivalent of a semester (4 months).

Programming Concerns and Requirements

We, as a radio station, are required to adhere to FCC and WUML broadcasting regulations. These have influences on our format. Accordingly, you should follow the guidelines below:

Public Service Announcements (PSA's)

These are either pre-recorded PSAs on the computer, CDs, or written copies in the PSA binder. *You must air two per hour, and at least one must be read live.* You must log all said/played PSAs on Spinitron.

Promotions (Promos)

These are programming plugs for other shows. They are on the computer or they can be read aloud. It makes sense to plug other shows to keep listeners aware of our schedule. All shows are required to have a promo and a description on Spinitron for their show. *One promo is required to play each show.*

Potentially Offensive Material

As we are non-commercial radio, there should be great care taken to make sure we do not offend our listeners, the school administration, and most importantly the FCC. Profanity, overly explicit references to sex, drugs, etc. could fall into the offensive category. If these do occur and go over the airwaves (which is very, very bad) you **MUST**:

- log it in the swear log (what is said, sung, etc. and what time it happened.)
- if the POM came from a song, make specific notation on the CD/LP label (song number, swear word if you want. And example on a label could be “#6 POM ‘fuck’”.)

If you do not log POM's appropriately, punishments will be enforced accordingly. But, people make mistakes. You won't get in trouble for the first POM you let slip. Just log it and continue to act professional on air when it happens. **3 POMs in 90 days will result in a 2 week suspension.**

Once again, if you think there is a possibility of Indecent or Obscene material, think twice before you air something. On a related side note, WUML is part of UMass Lowell. Therefore, putting down the school in a really harsh way is not a good idea. Using the radio as an open forum for your hatred of the school is going to get you in a lot of trouble; use common sense.

Words you cannot ever say including but not limited to:

- Shit
- Fuck
- Goddamn
- Motherfucker
- Piss
- Bitch
- Cocksucker
- Asshole

If you really don't get it, look up George Carlin's 7 Dirty Words or Blink-182's Family Reunion.

Music Policy

The stacks of music in the air studio are all new CDs. That means that we had them for three months or less. The dates are noted on the CD label. **At least 1/3 of your show must be new music.** Make sure to note on your playlist that the song you played is from a new CD. That ensures that cool new stuff gets charted. Exposure is why we're here. If you liked it, note so on the CD label. Other DJ's appreciate suggestions for last minute picks. There's some great records in the stacks, play them!!!

Promotional Giveaways

Often times we have stuff to give to our adoring listeners; once you give something away, make note of

it so we don't give away what we don't have. *When giving stuff away, it goes to the first caller. No contests. End of discussion.* **WE DO NOT PUT CALLERS OVER THE AIR.**

Calls to Action

Calls to action are exactly what they sound like. When you call someone to action, you are telling them to do something like purchase a CD or go to a show. You **can not** do this. We are a non-profit station and it is illegal. Instead, *suggest* that they go to see a show, or get a CD. Say something like, "If you like Boy George, then I would recommend his new album." You also can't read any prices on the air for the same reason. This could be considered an advertisement, and we are a non-profit station. For example, if you're telling the listeners about a show coming up, don't give them the price. Recommend that they check out the website the show is listed under for more details.

TIC

TIC is a service that reads newspapers and books for the blind so we have as little dead air as possible. TIC stands for "Talking Information Channel" and is based out of Vermont. The **Public File** The public file contains information about the station, and we are required to make this information available to the public. It is located in Brenda Evan's Office in McGauvran on South campus.

Last Shift of the Night!

- 1. Legal sign off-must contain legal ID (see above)**
- 2. Queue up shows to play. (Your DJ will teach you how to do this).**
- 3. Make sure that pre-recorded shows are playing or TIC is on.**
- 4. Turn off all the lights:**
 - a. In the air studio and CD room
 - b. In the Fallout Shelter
 - c. In the Lobby
 - d. Leave the lights on in the fart and go room
- 5. Clean up all trash (Even if it isn't yours. We don't want rats and roaches).**
- 6. Make sure the door is locked.**
- 7. Go Home**

Transmitter Concerns: So Who Do You Call?

One of the first things that you need to do every time you have your show is fill out the transmitter log. **It must be filled out once every two hours.** The transmitter is crucial to our experience. Without it, we would have no station. It is also a very costly piece of equipment. The engineering department takes extremely good care of it and the Chief Engineer needs to be notified if anything should go wrong. There are ways that the on-air DJ can tell if something is malfunctioning. The easiest and most available way is the monitor in the studio. If the transmitter is in trouble, it will call. Sounds bizarre, but you'll know what I'm talking about if the event ever comes up.

What to do if:

The transmitter fails:

Call the Chief Engineer. Then call the GM.

The transmitter light goes out:

Call the Federal Aviation Administration (FAA) (1-866-TELL-FAA (1-866-835-5322)). They will take care of it. DO NOT mix the FAA up with the FCC. The FCC won't care. The information and phone numbers you need are posted on the bulletin board in the stacks. Also, call the Chief Engineer and GM.

Basically, common sense should prevail. The Chief Engineer will be far less annoyed with an overly cautious DJ, than a broken or irreparable transmitter because you failed to call.