



98.3/102.1 FM
Simply Living Radio



102.1/98.3 LP-FM Broadcasting Guidelines

Introduction

WCRS is one of two stations sharing 102.1 FM. Each is owned by a local non-profit organizations:

WCRS - a project of Simply Living, broadcasting 3 pm to 8 pm daily.

WCRX - a project of Bexley Public Radio Foundation, broadcasting 11 am to 1 pm Monday through Friday.

Why Two Frequencies?

The FCC licenses us as "low power" stations, meaning we broadcast at a low wattage. People in northeastern Franklin County are the most likely to hear us on 102.1 FM. If you live elsewhere, tune into 98.3 FM, a "translator" station owned by the Columbus Institute for Contemporary Journalism. 98.3 broadcasts with more wattage and is more centrally located. (By FCC rules a translator station cannot originate programming. It can only rebroadcast another station.)

We are the largest market in the country to have a low-power station. Low Power FM radio is a special group of stations permitted by the FCC after 2000 to broadcast local and community interests. LP-FM's are owned and operated by non-commercial interests like non-profit organizations (Simply Living), community groups, faith organizations, schools and universities.

We are broadcasting programming available through the Pacifica Network including Democracy Now!, a national, daily, independent, award-winning news program, pioneering the largest public media collaboration in the U.S.

We also broadcast several of own programs made here in the community made by volunteers.

Vision and Mission of WCRS LP-FM

WCRS VISION & MISSION STATEMENTS

Vision Statement:

WCRS FM is a Service of Simply Living in Central Ohio to create a compassionate and sustainable world.

Mission Statement:

WCRS-LP FM is a non-commercial, listener-supported community radio station serving Central Ohioans, providing quality programming to:

- **Promote personal and civic responsibility, informed action and thoughtful living;**
- **Challenge cultural and intellectual assumptions;**
- **Celebrate local cultures;**
- **Air alternative points of view and facilitate understanding through dialogue;**
- **To provide media training and to foster community empowerment and participation.**
- **To provide representation for under-served and under-represented constituencies and viewpoints, and to provide news and information not commonly found elsewhere on the airwaves.**

Adopted 6.12.08

Broadcaster Guidelines

Definition

Broadcaster is defined as any person or organization producing and creating a regular (weekly, daily, etc.) program to be broadcast on WCRS.

Broadcasting Requirements

- Broadcaster must be 18 years of age/legal adult, unless under supervision of a WCRS official while in WCRS studio.
- Broadcaster must sign a written agreement between themselves and WCRS.
- Broadcaster must agree to follow FCC (Federal Communication Commission) guidelines and to uphold the mission and goals of WCRS.
- No Broadcasters should be allowed to endorse products or services or candidates or other commercial goods. The FCC prohibits this, but it's a gray area. Authors, for instance may talk about their books and mention where they can be purchased, as musicians can with their recordings or performances, etc. but the line is crossed when the host of a show recommends the book, or recording, or seminar, or service, etc. Also; political campaign workers may praise their particular candidate, but the program hosts are prohibited from encouraging voters to vote for them - but may offer an opinion, in a qualified way, on their own behalves. Having such a policy in place, though perhaps redundant, allows WCRS to exercise some discretion if the station feels that a broadcaster is providing disproportionate exposure to one particular candidate, band, author, or product!
- If the broadcaster is an organization, it must be non-profit/non-commercial.
- Broadcaster must attend periodic meetings and trainings when applicable and/or necessary.
- Broadcaster must understand that any accepted program will be initially broadcast for a 3 (three) month period. That program will be up for review every 3 (three) months. A decision will be made to continue, modify, or discontinue that program.
- Broadcasters submitting pre-recorded shows need to furnish their programs to the station by a certain deadline (to be determined by the person or committee primarily responsible for creating that day's playlist).
- Broadcasters producing live shows must arrive at the studio at least a 20 minutes prior to air-time.
- No broadcasting directly from CD's that have not been previously verified ON THE BROADCAST COMPUTER in advance of the scheduled air time.
- Broadcasters understand that having a program on WCRS is a commitment, not a subjective agreement.

- Fellow broadcasters, support volunteers, listeners, and staff are always to be treated with respect.
- Broadcaster is not allowed to make damaging statements on-air about other programs or broadcasters who are airing on WCRS or WCRX. Criticisms of individuals, organizations, or actions are to always be qualified statements.
- Obscene, Indecent, and Profane language will not be tolerated at WCRS. We want provocative and creative programs, but we are in no position to take on the FCC. Libel, slander, and calls to action will not be tolerated. See definitions of these at prometheusradio.org
- Broadcasters need to check with the programming committee if they wish to have political candidates or elected officials on their program as special rules apply to these situations
- Broadcaster understands that WCRS reserves the right to remove an individual or program from the air with due cause without prior notice.

Broadcaster Recommendations

- Broadcaster should provide a resume or C.V. or some statement, testimony, or document of qualification pertaining to WCRS or their particular role in or with the program proposed.
- Broadcasters whose programs are included in the WCRS schedule may be asked (if not required) to participate in the training of new volunteers.
- Broadcasters may be asked to make and are certainly encouraged to make Public Service Announcements (PSA's) to be aired on WCRS between or within programs. Additionally, broadcasters may be asked to produce promotional spots (similar to PSA's, but generally shorter) for their programs which can be aired at other times during the week at the station staffpeoples' discretion.
- Broadcasters are encouraged and may be asked to participate in WCRS activities outside of direct program creation. For instance you can volunteer to help staff a WCRS table at Comfest, help with a pledge drive, or travel to a radio/media convention or training.
- Broadcasters whose shows are approved for inclusion in the WCRS schedule encouraged to maintain a "reserve" (archive) of their programs at the station of previously un-aired editions of their show. These programs would be available to the station staff to air in case of

an un-planned absence or lack of new programs on the part of the broadcaster.

Program Technical Recommendations

- Half-hour programs should not 'greatly exceed' 25 minutes in length- for instance a 25 minute 17 second program is acceptable. Things do run over. 25 minutes is a recommended target length
- Likewise an hour program should not 'greatly exceed 55 minutes in length, and once again a 55 minute 23 second program is acceptable as well. 55 minutes is a recommended target length.
- These 'target' lengths are designed to allow ample Public Service Announcements (PSA) between programs, as well as shorts, Station ID's, and other elements as needed.
- All programs are encouraged to make a recognition to WCRS at the top and bottom the program.
 - The WCRS recognition is similar to a station ID and requires at minimum the following:

WCRS LP
102.1 & 98.3 FM
Columbus

- Those exact words are encouraged in your program. It is simple and takes 3 seconds.
- Programs must be available to WCRS to be broadcast by noon 12:00 p.m. the day of the scheduled broadcast, but it is highly encouraged to have your program turned in before this deadline. Failure to turn a program in on time may result in older versions of your program being broadcast or possibly another program.
- Please mark your CD's, mp3's and other material clearly with your name, name of the program, date and volume/number before they are turned in to WCRS.

So you want to be a broadcaster for WCRS LP-FM?

Please bring WCRS the following:

- Your completed program application
- A demo or recordings of previous work completed **is highly encouraged but not required** and will not directly influence the

programming committee's decision to accept or reject a potential program.

WCRS will continue to grow and change. Thus, the above guidelines are subject to change.

Report abuse of the above guidelines to WCRS Staff or Programming Committee.

WCRS Programming Committee
Feb 26, 2009

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