

## **KMSM USER, NOT ABUSER GUIDE**

### **Introduction:**

KMSM-FM is a non-commercial educational broadcast facility. This means that we do not broadcast commercials like other radio stations, but as a result, we don't have as much money as other radio stations. While this might seem like a bad thing, it's actually in our best interest, because that means advertisers cannot tell us what to play (free-format radio)!!! **As long as we are following Federal Communications Commission (FCC) guidelines and Montana Tech rules and regulations, we, the Disc-Jockeys (DJs) have complete creative control over what gets played over the airwaves.**

### **KMSM Mission Statement:**

*To operate a dynamic, nonprofit, noncommercial FM radio station dedicated to serving Montana Tech, students of Montana Tech, the Butte-Silverbow communities and a worldwide online listenership. KMSM will broadcast diverse and alternative programming in music and content which is produced locally and reflects the educational, cultural, artistic, civic, and business interests of the listening community all while having fun.*



**Responsibilities:**

There are several rules and regulations that must be followed. Failure to follow these rules will get you terminated, that simple. It is a job that you are taking on with this position, and you will be held accountable for doing the job. Do it well and many doors can open up for you, don't do it and the door may hit you in the rear on your way out.

**Basic Required Paperwork:**

The following logs must be filled out in a neat and legible way. By law, KMSM must hold onto this paperwork for several years for reflection by the FCC. If the sheets are not legible, we cannot use them. The logs are also verification that you were present in the studio and that someone had control over the transmitter. If the logs are not complete and readable, your attendance will be in question and you may lose your show. If you are in need of training on these logs, please consult management.

**Transmitter Logs:** You MUST sign your legal name (yes, your **legal** name...we don't make the rules) at the beginning and end of your show. ***This is the law!!!*** These logs are kept for years for the FCC to inspect at any time. *Only one log sheet needs to be filled out per day.*

If you are the person who turns the transmitter ON/OFF, you must write down the operating parameters (forward power, etc.) when signing on/off. Note: Our station is under automation and unless guided by management, there should be no reason to turn the transmitter off.

**Music Log:** Pretty straightforward. For everything you play, you must write down the name of the artist and song. Please fill out all information including; Date, Time, Show Name act. *You must fill one out for each show*, and again, these are archived for FCC examination. These logs are time specific, meaning that there are a few things you must pay attention to while filling them out.

1)ID/PSA/Underwriter is a track played at specific times. These particular tracks must be played at the times listed on the log. Follow the detailed instructions on which CD and Track to play at that particular time. Sometimes this will leave blank slots in the music log. This is ok. Only fill in what is used.

2)LIVE PSA READ: is a blank information spot that you decide what is being announced. To gain the information, visit <http://kmsmfm.org/radioevents.htm> and choose one of the current PSA's to announce. This decision is yours so you can find announcements that better agree with your shows flow. Any station announcements and/or promotions can be used in place of the PSA.

3)LIVE Concert Announcement Read: is a blank information spot that you decide what is being announced. To gain the information, visit <http://kmsmfm.org/radioevents.htm> and choose one of the current Concert to announce. This decision is yours so you can find announcements that better agree with your shows flow. Any station announcements and/or promotions can be used in place of the concert announcement.

**Station Identification:** Here's another law that we must follow- every HALF HOUR (:00 and :30 mark) a legal identification must be given over the air. This includes:

- 1) Call letters: **KMSM-FM**
- 2) Frequency: **103.9 Megahertz**
- 3) Location: **Butte, Montana**

Not only is it the law, but it's also important for people to know what they're listening to.

Here's an example: "You are listening to KMSM-FM, 103.9 in Butte, Montana"

Feel free to be creative, as long as these key pieces of information are included in your half-hour announcements.

If you must turn on/off the transmitter, you must read the "Sign On/Off" statement located in the studio.

**Please ensure that you have received the training needed to fill out these logs properly. These are legal documents that require accuracy.**



# HOUSE RULES

Being a DJ is easy, fun, and educational. Here's the catch... **DON'T SCREW UP.** The station is owned by the Associated Students of Montana Tech (ASMT), which means that while the students own the station, we do not get any extra money from the school. If we get fined by the FCC, the budget for the station would be depleted and there is a possibility that the station would get shut down. On most occasions the FCC will **also fine the DJ** responsible for the foul up. **Therefore, if you are not able to follow these rules or edit your music appropriately; get out; we don't want you to ruin it for everyone else.**

- **Tobacco, alcohol, illicit drugs are not allowed on campus. Period.** It is against KMSM regulations, Student Union Building rules, and FCC regulations. If security sees anything suspicious, you will be removed from the premises, management will then bring flaming wrath upon you and if necessary, legal action may take place.
- **Check your email.** Communication will be needed between staff and DJ's. It will be your responsibility to make sure you know what is going on and the way you will get that information is through email. Other forms of communication will be made, but this will be the most important. All we ask is once a week, check your email. If you do not have access to the internet at home, KMSM will provide internet access in the studio.
- A **Montana Tech PSA and Concert Announcement** must be read a minimum of once per show. These PSA's are online at [KMSMFM.org/RadioEvents.htm](http://KMSMFM.org/RadioEvents.htm) are to inform students of the happenings around campus. Please be aware of date sensitivity.
- **DJ passes must be carried at all times along with a valid picture ID (Digger Card, Drivers License, etc.).** Only a maximum of four (4) people can be in the station at a time. To gain permission for any more people in the station, it must be approved by management prior to event. Security will escort everyone out if these standards are not met.
- **The Student Union Building (SUB) will have locked doors.** If at any time the doors to the SUB are locked and you require to be let into the building, you must contact security. Security can be contacted by calling 496-HELP (496-4357).
  - While school is in session, the SUB is locked after 8PM, Monday through Friday. During the weekends, SUB hours vary depending on campus events scheduled in the building. Please plan accordingly to allow security time to escort DJ's into the building.

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- You are not permitted to prop the door open and leave it for any extended times. If you are found in violation of leaving the door open for guests, you will be removed from the station and reprimanded for your actions.
- If you are the last person in the studio and are leaving after the SUB is closed; you **MUST** contact security and notify them. When leaving, you must close and lock all doors to the studio and CD rooms, and turn off all lights.
- **Scheduled Time Slots:** a. KMSM greatly appreciates your volunteer time. We try our best to accommodate everyone's schedule and provide a time slot those suites them best. We do ask that if you are unable to arrive to your show, we simply ask that you contact the general manager and notify your absence. Contact can be made by phone (Voicemail), text, or email. If you can, find replacements for your shift. A current contact sheet is always available in the station hallway.
  1. If contact is not made and three or more shows are missed, your chosen time slot will become available to other volunteers to request. Excessive call offs will also not be tolerated. A determination of what is considered excessive will be made by the general manager. A live DJ is much more important than the automation and if management feels that the time slot can use another DJ to fill the void of your call offs, your shift will be handed off.
  2. Only one person is responsible for the time slot per semester/summer session(s). This person is the show Host. The host is responsible for the overall status of the show, finding fill ins and call offs.
  3. DJ fill ins are greatly appreciated. Remember though that you are "filling in". Always make sure that when doing announcements for the show name that you are filling in for. Fill in DJ's must also be trained. (Example: Announcement: "You are listening to Bob's Crazy Tuesday Night Hip Hop Show, my name is Stacy from Sunday's Silly Song Show, filling in for Bob this week...")
  4. KMSM encourages a live DJ more than a computer. If you would like to have more than one scheduled time slot, please contact the general manager for scheduling. If more than one show is scheduled, please note a primary time slot. All other shows are secondary. If another DJ requests a secure time slot in a secondary show, it will be scheduled for the newer DJ. (Example: Bill has three shows a week; Sally would like a show and sees that one of

the time slots that Bill has works for her. Sally's pick is one of Bill's secondary shows, in turn that time slot will be scheduled as Sally's primary time slot and Bill will move to two shows. All information is then approved by general manager)

5. Arrive a few minutes early. A lot happens during a shift change and preparation can prevent the station from sounding poorly. If you are going to be late, please call the DJ before you and see if they can cover for you. Otherwise, please place yourself in the studio 10 to 15 minutes prior to your show.
  6. Being a DJ is work that is offering services to KMSM FM 103.9 and Montana Tech University is a volunteer basis. Understand that you will receive no pay, benefits or other privileges of employment of any kind for services. You must also understand that you are not eligible for worker's compensation benefits if injured or become ill as a result of my volunteer work, and you are not eligible for unemployment compensation benefits when my volunteer assignment ends.
- **Respect the equipment.** Please communicate with management about equipment that is not functioning properly. The station cannot fix it, unless we know about it. **Do Not Attempt to repair equipment without first consulting management.** Much of the equipment is very expensive and not easily replaced. If you are not trained on the equipment, do not use it. Request a training session before use of any equipment. Destruction of KMSM property will get you banned from the station, possibly arrested and could have impact on academics.
  - **No food or drink in the on air or production studios.** There have been expensive accidents in the past. These types of accidents can cost the station thousands of dollars.
  - **Illegal Activities will not be tolerated.** If you are found to be involved in any activities that are deemed illegal by KMSM, FCC, Montana Tech, local authorities, State authorities, Federal authorities you will be removed from the premises and if necessary, legal action can take place. This includes theft of music or equipment.
  - **Absolutely NO Obscenity!** What is obscenity? If your actions will offend, do not do it. To gauge what is consider offensive or obscene, ask yourself these questions:
    1. Would my mother approve of this?
    2. Would my grandmother approve of this?
    3. Will the general manager approve of this?

4. Will the A.S.M.T. approve of this? i. Only if your answer is “Yes” to all these questions, continue.
    - ii. Follow reference to FCC guidelines including 1. {47 C.F.R. §§ 73.4095 and 73.4170; FCC Rcd 7533 (1989)}
    2. {47 C.F.R. §§ 73.4165 and 73.4170; 18 U.S.C. § 1464}
- **Pick up after yourself.** Replace CD’s pick up books, scrap paper, trash or anything you might emit. It is respectful and helps keep the station organized. Chances are, your maid doesn’t work at the station, so be courteous to others and pick up your stuff.**Promotions.** Promotions will occur on a regular basis during your live show. Rules and regulations will always be posted for the promotion or giveaway online at [www.kmsmfm.org](http://www.kmsmfm.org). The rules and regulations may not be altered unless approved by both Promotions Manager/Director and General Manager prior to. Eligibility for DJ’s and staff may vary depending on the promotion. We encourage ALL staff to participate in station promotions. All contests must follow FCC guidelines concerning contests 47C.F.R. 73.1216; NAB Counsel Memo, “*Contest/Lottery/Casino Gambling Checklist*,” L-9908. a. The Promotions Manager/Director may design specific promotions during your show. If so, simply follow the instructions given to you. Failure to do so will limit the promotions and giveaways set for your show time. \*If you decide to place a promotion or giveaway on your show, please consult Promotions Manager/Director BEFORE proceeding. Following this step will ensure that all station regulations are followed and that proper build up for the promotion can be made.
  - **Music donations to the automation program.** All music donated to the Music Manager/Director must be clean in content. In other words, do not break House Rule number 9. Music director will have preferred methods of retrieving music from the DJ’s. If you would like to donate music, please consult the Music Manager/Director for proper instruction.
  - **Be sure to train!** All new DJ’s must meet with a member of management to cover equipment use. Experienced DJ’s may be asked to re-train with management as well. Training hours can be held during the management hours posted outside of the studio door. All trainees, must have the training checklist approved by management or a veteran DJ.
  - **Understand the chain of command.** There are many positions and job duties held throughout the station. Often times the question “Who do I ask?” arises and you will be expected to know the answer. Management has tried to simplify that question for you and many others with the answer [www.KMSMFM.org](http://www.KMSMFM.org). All management contact info is on the site along with descriptions of what individual persons are responsible for. Do NOT give

out phone numbers. You are welcome to give out emails and office times. If a person wants a phone number, they can request it in email

- **Phone usage.** We have the capabilities to place people on the air, however if wanting to do this, any staff must have prior permission from stations general management and abide by these rules:
  - Must record the conversation. Production room can be used for this.
  - Any cursing or swearing, the plug is pulled, the caller is hung up.
  - You must gain permission first. Nobody can go over the air without being screened first and notified about the broadcast.
  
- **17. Plugola/Payola** - DJ's can have on air status revoked for indecency, but also for engaging in Payola or Plugola. These rules were created by the FCC, so we don't have any flexibility here. Payola involves accepting payment from a band, label, or anyone else in exchange for airplay or chart placement, or even favorable mentions. It is not the acceptance of the money or gifts that is illegal, but the failure to disclose to listeners that you have accepted payments from the label or artist. So it is fair to say, "These guys gave me a free CD and I gave it a listen, it's pretty good, here you go..." and you are not engaging in payola. KMSM's own internal policy, however, does not allow for receiving rewards in exchange for airplay, whether disclosed or undisclosed. Plugola occurs when you "plug" or make an announcement for a service, product, or business in which someone responsible for the announcement has a financial stake in what is being announced. For example, if you work for a business that is underwriting the station, and you read their underwriting notice twice during your show when it is only scheduled once, that is Plugola. Other examples include DJ's who might work for clubs, and describe club events on the air to boost club attendance without mentioning that they are an employee of the club This also applies to your guests or announcements. For example, it is okay to announce the time, date and place of a performance, but you cannot give out the cost of admission, announce what beer is on tap or use any sort of superlatives, ie, "This is the best spot for live music in Butte/Silverbow". That is plugola, and it is not allowed. Instead, if you have the name of the venue, tell them to call the venue for more of that kind of information (and tell them to tell the venue they heard about it on KMSM!). It is important that you don't give out ticket prices over the air for this reason, but also because it cuts down on the potential for announcing incorrect information! Lastly: Always try to use neutral language when describing any goods or services. This is more in regard to our non - profit status

not being allowed to air “advertisements” and can earn the station penalties. Do not say that an underwriter’s food is terrible, but don’t say it’s delicious, either.

- **18. Don’t get paid.** I understand that I will receive no pay, benefits or other privileges of employment of any kind for my services. I further understand that I am not eligible for worker’s compensation benefits if I am injured or become ill as a result of my volunteer work, and I am not eligible for unemployment compensation benefits when my volunteer assignment ends. The undersigned agrees to allow KMSM FM 103.9 and Montana Tech University System, and sponsors of its events to use his or her name, voice, photo, and likeness for promotional purposes without any cash considerations or payments.



## On Air Dos and Don'ts



The main goal of being “On Air” is to provide a professional sound. This does not mean that you should be boring, dull, or without character. It does mean, however, that your broadcast should be tasteful and enlightening to your audience.

**DO: Use your headset!!!!!!** Simple rule, you hear what is going over the air when you wear a headset. Plain and simple, use it and sound better!

**DO:** Know what you’re going to say. If you are going to read an article, or a PSA, it is a good practice to read it aloud before reading over the air.

**DO:** Be prepared. Try your best to have several songs lined up for your show. If one fails to play (skips, wont load, bad language), having a backup for immediate play is important.

**DO:** Give credit where credit is due. If you read an article from a website or magazine, make sure to always include words such as, “reported by \_\_\_\_\_, according to \_\_\_\_\_”. It’s just like plagiarism if you don’t give your source.

**DO:** Talk about the music you are playing. Many of your listeners will find your music unique and want to know more about it. From band names and song names, to off the wall info like the lead singers favorite colored M&M.

**DO:** Add flavor to your show. Music is great, but the little things give your show personality. Events that peak your interest, silly little clips from offbeat cartoons, and even reading the weather can make a huge difference in providing a quality show.

**DO:** Talk about KMSM. It should be a strong practice to say the call letters in every break. We want the listeners to have no doubt in their mind what station they are listening to. We are KMSM and we should boast that fact at every opportunity.

**DO:** Talk about other shows and the type of music that your listeners will hear. Cross promotion is an awesome way to increase personal listenership.

**DON'T:** Talk for an hour straight. Most people that listen to KMSM are tuned in for the music. Remember that sharing your points are important, but always keep to a guideline and try not to ramble. If you would like to start a "Talk Show", please consult management to obtain guidelines on how to run it.

**DON'T:** Play the unfamiliar. If you receive a request and don't know what it is, make sure to preview it prior to air play. Just because a caller says it's clean doesn't mean they are right.

**DON'T:** Make up information. If you don't know what's going on, be honest and don't report it. If you are unsure about the information that was given to you or don't have all the facts, do not share over the air. Remember, you are not a reporter.

**DON'T:** Handle equipment while on the air. This includes answering the phone, changing CD's, or moving the microphone. Our microphones are sensitive and pick up every little sound in the studio. It sounds bad when going over the air.

**DON'T:** Spit, snore, fart, and burp into the microphone. We have sound effects for these actions, use those instead.

**DON'T:** Mention other stations call letters. In our world, there is no other station besides KMSM. When they start paying our bills, then we might start mentioning them, until then...they don't exist.

**DON'T:** Sing along with the songs. Unless you are the original artist, your listeners do not want to hear your rendition of popular music.

**DON'T:** DEAD AIR

**DON'T:** Slam your friends/enemies over the air. You should not slam or put down ANYONE over the air. It is unprofessional and can be illegal.

**DON'T:** Give out proprietary information over the air. This includes phone numbers (yours included) email information, and addresses. Unless it is in an approved announcement, handing out this information is illegal, dumb, and very dangerous.

## *Community Chest*

**GO TO JAIL**

**Go Directly to Jail**

**DO NOT PASS GO**

**DO NOT COLLECT \$200**



## KMSM USER, NOT ABUSER GUIDE

### Contract Information Sheet

#### Time Slot:

Weekday: \_\_\_\_\_ Time: \_\_\_\_\_

#### Contact Information (Please Print):

Name: \_\_\_\_\_ [HOST ]  
Phone: \_\_\_\_\_  
Email: \_\_\_\_\_  
Emergency Contact: \_\_\_\_\_

Show Format: \_\_\_\_\_

(Rock, Hip-Hop, Metal, Folk, R&B, Jazz, etc.)

Show Name: \_\_\_\_\_

(If not named, management will name show for web site purposes)

Social Networking Site: \_\_\_\_\_

#### DJ Contract:

I, \_\_\_\_\_ have received, read, and agree to abide by the terms and conditions as stated in the *KMSM USER, NOT ABUSER GUIDE* (<http://www.kmsmfm.org/files/KMSMUserNotAbuserGuide.pdf>) and the guidelines listed plugola payola SEC. 317.[47 U.S.C. 317]. I also understand that changes may occur in this guide. Changes will be posted and/or proposed verbally by management as they occur updates will be made to website. I also acknowledge that this position is on volunteer basis. I know that violation of these terms will result in removal of DJ privileges and I may face other criminal charges. I also acknowledge that taking on a radio show is a serious commitment and if I am unable to make the show or have any other issues, I will notify the management.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Office Use Only

Management: \_\_\_\_\_ Date: \_\_\_\_\_

1<sup>st</sup> Show Date: \_\_\_\_\_ Contract End Date: \_\_\_\_\_

Training Checklist and Show Prep must be completed and approved before taking over your own show.

### On-air skills and studio equipment skills checklist:

Trainer and Trainee please initial and date:

Trainers Name: \_\_\_\_\_

Trainee: \_\_\_\_\_

Date: \_\_\_\_\_

\_\_\_\_\_ Understanding of station layout.

- On Air Studio
- Production Studio
- Transmitter Room
- CD Collection and online bible

\_\_\_\_\_ Understand location of website and DJ resources

- Website
- What's Happening Tab/PSA page
- KMSM Social networks

\_\_\_\_\_ Understanding studio equipment

- Mixing Board and sources:
  - Identify major controls of mixing board:
    - Faders and level control
    - Volume control Demonstrate proper outputs levels and verify the trainee is aware of and maintains appropriate board output levels
    - Headset
    - Cue, Program, and audition
    - Locate input sources (Mic 1 and 2, CD 1 and 2, Aux, Computer, etc)

\_\_\_\_\_ Demonstrate proper microphone technique.

\_\_\_\_\_ Demonstrate basic playback operation of all CD decks.

\_\_\_\_\_ Demonstrate basic playback operation of all auxiliary and computer use

\_\_\_\_\_ Discuss proper Logs

Transmitter Log (Where, when and how to keep readings)

Music Log (Location, Artist/Title/Notes, ID PSA UNDERWRITER CD, Notes)

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# Show Prep:

Quick description: \_\_\_\_\_

\_\_\_\_\_

List 40(+) Artists that may be included on your show format:

- |           |           |           |
|-----------|-----------|-----------|
| 1. _____  | 17. _____ | 33. _____ |
| 2. _____  | 18. _____ | 34. _____ |
| 3. _____  | 19. _____ | 35. _____ |
| 4. _____  | 20. _____ | 36. _____ |
| 5. _____  | 21. _____ | 37. _____ |
| 6. _____  | 22. _____ | 38. _____ |
| 7. _____  | 23. _____ | 39. _____ |
| 8. _____  | 24. _____ | 40. _____ |
| 9. _____  | 25. _____ | 41. _____ |
| 10. _____ | 26. _____ | 42. _____ |
| 11. _____ | 27. _____ | 43. _____ |
| 12. _____ | 28. _____ | 44. _____ |
| 13. _____ | 29. _____ | 45. _____ |
| 14. _____ | 30. _____ | 46. _____ |
| 15. _____ | 31. _____ | 47. _____ |
| 16. _____ | 32. _____ |           |

How would YOU describe the genres that will be played in the show?

\_\_\_\_\_  
\_\_\_\_\_

Feature Outline (example Artist Spotlight, community interview):

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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103.9 FM  
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