

Policy Manual

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1. **Statement of Intent**

1. KPCRadio.com is a student-run Internet radio station for Pierce College, which is overseen by faculty advisers. It will be an interactive website that will serve as a community resource for local news, entertainment and happenings, primarily, in the San Fernando Valley and Los Angeles.
2. We will think, first and foremost, of our local public, but we will keep in mind the broad audience the Internet allows us to reach.
3. We will uphold journalistic and professional standards. We will strive to maintain fair and balanced programming. We will act as a community billboard that will allow an open forum on campus and in the community.
4. As a body of students in an educational setting, we will endeavor to be innovative and experimental. We will take full advantage of our creative license and realize that we have an incredible opportunity to change the future of our industry. This is the culmination of everything we have learned and will be a platform for multimedia.
5. This policy manual applies to all of the students, guests and faculty involved in the production of the station. It can only be changed by a two-thirds vote of the Board of Directors.

2. **Ethics**

1. We will follow the ethical guides of the Society of Professional

Journalists, the National Press Photographers Association, the Radio, Television, Digital News Association, and the NPR Code of Ethics and Social Media Guidelines.

1. Guidelines can be accessed by visiting the following pages:

1. <http://www.spj.org/ethicscode.asp>
2. <http://www.nppa.org/professional_development/business_practices/ethics.html>
3. <http://www.rtdna.org/pages/media_items/code-of-ethics-and-professional-conduct48.php?g=36?id=48>
4. <http://www.npr.org/about/aboutnpr/ethics/ethics_code.html>
5. A journalist collects and distributes news, happenings, information, etc. Journalists and reporters are expected to be unbiased and objective. They may report the news, may be non-fiction storytellers, or contributors.
6. Political commentators, programs based on personality and entertainment are welcomed, but programming of this variety, should be labeled as such.
7. Credibility:

1. Complete transparency is necessary to ensure the credibility of the whole station.
2. “Professional integrity is the cornerstone of a journalist’s credibility.” \*
   * + 1. Fowler, Nathaniel Clark. (1913). *The Handbook of Journalism: All about Newspaper Work.--Facts and Information of Vital Moment to the Journalist and to All who Would Enter this Calling.* New York: Sully and Kleinteich.

3. **Programming and Content**

1. With the Internet comes infinite opportunities to create non-linear, wide-ranged content. We will take into consideration the audience we are serving when creating content.
2. News and Features:
   1. Content: Community based news reporting, journalistic content, community service and non-fiction storytelling will be our highest priority. News reporting is the most scrutinized form of journalism.
   2. Features: By featuring members of the community, we will serve our public. Community members of the San Fernando Valley and surrounding areas will be our greatest story generators.
      * 1. We will strive to set ourselves apart from other college radio stations by providing hyper-local content that is deep and relevant to our audiences.
3. Music and Entertainment:
   1. Musical Variety: Profiling a variety of musical genres and musicians will be our priority. We will act as pursuers of new radio-appropriate music.
   2. The Music Director and Program Director must approve all music before it is played.
      * 1. Obscenities and indecencies, outlined in this policy manual, will not be tolerated.
   3. Entertainment: As a service to our art and theater departments, and in an effort to be a college radio station that is well known among its students, we will try to incorporate performances of the theater department into our website.
4. Sports:
5. Our demographic is interested in non-professional, professional and local sports, with an emphasis on the San Fernando Valley.
6. KPCRadio.com will use its resources to live stream as many Pierce College home and away sporting events, as possible.
7. Copyright: Do not use copyrighted material without proper, written permission from the artist, record label or owner of the material. Contracts are available upon request from the Program Director or Music Director. Guidelines outlined at copyright.gov must be followed.
8. Commentary: The best opinions are those, which help shape public discourse and contribute to a collective discussion. A well-researched opinion is expected and an uninformed opinion should be avoided.
9. Conflict of Interest: If there is a conflict of interest, you should steer away from commenting publically on said topic (e.g. If you’re the news editor, you shouldn’t have a show commenting on news where you air your bias.) Full disclosure must be practiced (e.g. If you’re interviewing an acquaintance, you must inform the listening audience by introducing your guest as someone you know personally.)

4. **Shows**

1. While on the air:
   * 1. Have sound fill your entire program. There should be no DEAD AIR.
     2. Unless you are a Board of Directors member, refrain from knocking or entering the station when the “ON AIR” light is on.
     3. Creative freedom is welcome, but refrain from using inappropriate language ruled out by the FCC standards outlined in this policy manual.
2. Punctuality: Live air shifts will be determined by the Program Director at the beginning of each semester. To be in radio means to be prepared and most importantly be on time. If you miss a live-air shift without prior notice of more than 24 hours, you may forfeit your position as radio staff to another student temporarily or may face permanent dismissal.
3. Preparation:
   1. Show topics and guest name(s) must be e-mailed to the Program Director, 24 hours before your show is scheduled to be recorded.
4. Guests should be lined up, pre-interviewed, if need be, and backups for guests should be on call.
5. Segments of your show should flow. Map out topics and make outlines. Practice reading until it sounds like you are not reading a script. Spend time making sure you are prepared.
6. Any pre-recorded content including show introductions, interviews or songs, must be in MP3 format and given to the Program Director at least 24 hours before the show is recorded.
7. Post Production:
8. Editing: If a host chooses to use pre-recorded material for a live show, i.e., an introduction, interviews, etc., it is the responsibility of the host to obtain an MP3 of the studio recorded segments of the show. The host must merge the studio recordings with any pre-recorded material that aired during the live show. After show elements are merged and edited into a single MP3, they must be returned to the Program Director for archiving within one week of the time the show aired.
9. Archiving: By the end of the day a show has aired, hosts are required to create a summary on Wordpress that corresponds to it. Show summaries must include: a photo, a description of topics and guests, specific category selections and tags. Photos should not only be inserted into a post but must also be set as a ‘featured image.’ Hyperlinks, for additional information related to the topic or guest, are optional.
10. Balance: Make sure that the show is fair and balanced. Not only should each show have a 360-degree viewpoint but also, each segment should balance out the next.
11. What not to talk about on-air and online:
    1. Any personal issues you may have with the radio station, specific professors, fellow students, etc. should be dealt with outside of the station.
    2. Uphold a professional atmosphere in every respect, especially on air. Any physical confrontations will not be tolerated and may result in dismissal from staff for all participating members and result in institutional disciplinary actions.
12. Requests and feedback:
    1. We will utilize the Internet, to the best of our ability, for user feedback. Chat rooms, polls, Twitter, Facebook and other social networking opportunities should be explored to ensure we are connecting with our public.
    2. Hosts are encouraged to create a social media account for listener feedback. Hosts are responsible for any accounts created.
13. Attire: Wear professional or appropriate attire. Hosts should not wear clothing with holes, unless it really goes with their style as a broadcast journalist. If you are dressed in casual attire, please bring a change of clothing. As a journalist, you must always be prepared.
14. Guest involvement:
15. It is imperative to involve community members, students and KPCRadio.com users. They must, however, uphold KPCRadio.com standards and are expected to follow our policies and guidelines and respect our journalistic integrity. Any one who is not willing to comply or shows disregard for said standards will not be welcomed back as a guest or member of the radio station in any capacity. User involvement includes, but is not restricted to:
    * 1. Weekly guest DJs from our audience pool and the community.
      2. Open-mic sessions
      3. On-the-mall reporting
      4. User-rated stories (e.g. diggit)
      5. Faculty with programs featured by our station.
16. Hosts must make sure guests are in the studio early, at least 15 minutes before a scheduled show or the host may forfeit the right to broadcast a show for the day.
17. Guests should either wait outside or quietly in the studio waiting room.
18. Guests may receive a parking pass from the Sheriff’s station that must be requested by the show host in advance.

5. **Obscenity**

1. The FCC says:
2. “Obscene speech is not protected by the First Amendment and broadcasters are prohibited, by statute and regulation, from airing obscene programming at any time. According to the U.S. Supreme Court, to be obscene, material must meet a three-prong test: (1) an average person, applying contemporary community standards, must find that the material, as a whole, appeals to the prurient interest (i.e., material having a tendency to excite lustful thoughts); (2) the material must depict or describe, in a patently offensive way, sexual conduct specifically defined by applicable law; and (3) the material, taken as a whole, must lack serious literary, artistic, political, or scientific value. The Supreme Court has indicated that this test is designed to cover hard-core pornography.”
3. “Indecent material contains sexual or excretory material that does not rise to the level of obscenity. For this reason, the courts have held that indecent material is protected by the First Amendment and cannot be banned entirely. It may, however, be restricted to avoid its broadcast during times of the day when there is a reasonable risk that children may be in the audience. The FCC has determined, with the approval of the courts, that there is a reasonable risk that children will be in the audience from 6 a.m. to 10 p.m., local time.

Material is indecent if, in context, it depicts or describes sexual or excretory organs or activities in terms patently offensive as measured by contemporary community standards for the broadcast medium.

In our assessment of whether material is “patently offensive,” context is critical. The FCC looks at three primary factors when analyzing broadcast material: (1) whether the description or depiction is explicit or graphic; (2) whether the material dwells on or repeats at length descriptions or depictions of sexual or excretory organs; and (3) whether the material appears to pander or is used to titillate or shock. No single factor is determinative. The FCC weighs and balances these factors because each case presents its own mix of these, and possibly other, factors.”

* + - 1. In an effort to measure-up to professional standards, KPCRadio.com will abide by these guidelines in its content and music choices.
      2. Specific words that are banned: Fuck, cunt, cocksucker, motherfucker, shit, or any variations of them.
      3. The four-letter word “damn” should be avoided, except when “damn” is used in a news quote or work of art and whose deletion of said word would result in a misrepresentation of what was said or felt by the subject.
      4. Sexually explicit content or lyrics: You can have logical and adult conversations about sex without being perverse. The key is to not take it overboard. Respect your public and their views, no matter how puritanical it may seem.
      5. Useless defenses: According to the FCC, these excuses will not be a sufficient defense to indecencies:

1. *Good faith judgment*: Just because you think it is okay, does not mean it should air. Even if it is proven that your local community is not offended by the obscenity or indecency aired. When in doubt, ask your producer or Program Director.
2. *You thought it was funny.*
3. *Lack of appeal to children.*
4. *Lack of pandering titillating appeal.*
5. *Innuendo, double entendre, indirect allusions.*
6. *Surprise:* You are responsible for what your callers say.
7. *Remedial efforts.*

6. **Station Personnel**

1. Board of Directors: In order for KPCRadio.com to function, it is essential that the positions of Program Director, Assistant Program Director and Community Outreach Director be filled at all times.
   1. Program Director:
      1. Duties:

Oversees all content created for the radio station and website.

Ensures the timeliness of each show.

Schedules programming and sponsored events.

Verifies that the website is updated with new content.

1. Qualifications: Must be proficient in Protools and Audacity.
2. Election Process: A letter of intent to run for Program Director is due at least two weeks before the end of the semester. Two individuals seeking the position of Co-Program Directors must apply together and have one platform.
3. Co-Program Directors must refer to the platform agreed upon when making decisions. In the case of a disagreement, a two-thirds vote of the Board of Directors will determine an outcome.
4. Assistant Program Director:

1. Duties:
2. Helps the Program Director in making sure that all live show hosts have completed their schedules on time and collects them.
3. Double checks with hosts that the guests scheduled for appearance in studio are aware and available during the allotted timeslot.
4. Ensures the website is updated with new content.
5. Steps in if Program Director is not in studio.
6. The Program Director may decide to name two individuals, Assistant Program Director.
7. Community Outreach Director:
8. Duties:
9. Promotes KPCRadio.com as a whole: the website, the station, its programs and events, on campus and in the community.
10. Maintains constant communication established with community groups.
11. Updates and reports to the Program Director regularly.
12. Music Director:
13. Duties:
14. Researches local music and musicians to play on KPCRadio.com.
15. Submits list of music to Program Director for final approval before it is played.
16. Maintains constant communication with music show hosts.
17. Updates and reports to the Program Director regularly.
18. Keeps a file with signed music release forms.
19. Ensures MP3S are properly tagged.
20. The position of Assistant Music Director can be assigned if necessary.
21. Chief Engineer:
22. Duties:
23. Edits and archives shows.
24. Conducts a weekly maintenance check of the station.
25. Steps in if there are no other engineers available.
26. Keeps schedule of the engineering staff to ensure that each program will have an engineer overlooking its production.
27. News Director:
28. Duties:
29. Researches Pierce College and local news to feature on KPCRadio.com.
30. Maintains constant communication with news show hosts.
31. Updates and reports to the Program Director regularly.
32. Qualifications: Must have taken Journalism 101.
33. Web Editor:
34. Duties:
35. Last line of defense: Checks all links on the site and reports any broken links, audio files of bad quality or copy errors.
36. Works with show producers/hosts to get archived shows on the website in a timely manner.
37. Updates website with new content.
38. Qualifications: Must be proficient in Wordpress.
39. Social Media Director:

1. Duties:
2. Maintains the Facebook page, Twitter account and all other social media sites.
3. Makes sure hosts promote in different arenas.
4. Collects demographics and measures audiences.
5. If this position is not filled the Community Outreach Director will assume this role as well.
6. Multimedia Director:
   1. Duties:
7. Creates content for website focusing on off-campus community related projects.
8. Maintains communication with Community Outreach Director.

1. Updates and reports to the Program Director regularly.
2. Live Stream Director:
   1. Duties:
3. Ensures that scheduled events are live-streamed.
4. Keeps a calendar of scheduled events that will be live streamed.
5. Updates and reports to the Program Director regularly.

7. **Studio Rules**

1. A member of the Board of Directors must be present in the studio, if the studio is being used for any reason, including all live shows and prerecorded shows, except if the Program Director or Assistant Program Director are in reach and consent to be in the studio has been granted or if an adviser permits a KPCRadio.com staff member to be in the studio.
2. Hours of studio accessibility will be determined at the beginning of the semester.
3. Be mindful of the expensive equipment in studio. No food or drinks are allowed with the exception of bottled water.
4. Even when not on air, behavior in the studio must always be at a professional standard.
5. The computer in the studio is to be used only for research, outreach, and for the production of live and prerecorded shows, projects and work that is being done for KPCRadio.com.

8. **Role of Advisers**

1. At least one of the Media Arts Department advisers must be on campus and aware the studio is in use for the studio to be open and used by students. The studio cannot be used without faculty consent.
2. At least one adviser must be present for meetings that result in the change of this policy manual. The meeting can be conducted, however, with the approval of all of the advisers.
3. The role of the advisers is to advise the Program Director, board of producers and individual staff members about news judgment, content, website management, professional ethics, conduct and other journalistic principles.
4. The advisers can often supply information that may be necessary to understand facts about a story or issue.
5. The advisers shall not impose editorial positions or content for KPCRadio.com, including the Policy Manual. News judgment is placed solely in the hands of producers and the Program Director. Pressure shall not be placed on producers or the Program Director to cover a story, event, etc.
6. Advisers do not have the right to change any content, make programming decisions or modify this Policy Manual without the consent of the Program Director.

9. **On the Field and Events**

1. Before you go: Murphy’s Law states that whatever can possibly go wrong, will go wrong. This means, take extra batteries, a cheaper/smaller version of your equipment (a Flip camera, a cheaper audio recorder, etc.) in case your better quality equipment breaks.
2. Leave extra early to get there without a fuss: Gas, money, parking and other issues may arise. If you leave for appointments, press conferences and interviews extra early, you can easily deal with any obstacles. Again, anticipate everything falling apart and prepare for it.
3. Public meetings: You are a student journalist – journalist being the operative word. You have the right to act as a member of the media and go to any public hearings where the general pubic is allowed. However, there may be occasions where you may run into resistance. Always carry your press badge, have your director, producer, program manager and adviser’s number handy.
4. In the face of resistance: Do what you can with what you have. Try your best in every situation to get the story.
5. Understand your rights: State and federal laws have been established to ensure the protection of members of the press, the only career outside the government to be mentioned in the U.S. Constitution. We must recognize this right and hold it dear. To do so, we must know our rights. Some laws that you should know:
   * + - 1. Brown Act\*
         2. California Public Records Act\*
         3. Reporter Shield Laws\*
         4. Freedom of Information Act\*
         5. FCC Standards and Guidelines\*

\*=Attach separately to the Policy Manual

1. Press Conferences:
   * + - 1. Fellow media members: More often than not, other media will be at press conferences. Be respectful toward other journalists. Make sure you’re not in anyone’s spot or shot. You are representing KPCRadio.com; therefore, act accordingly.
         2. Do not ask questions at inappropriate times: Refrain from asking questions during a speaker’s speech or shouting at inappropriate times.
         3. No scoffing, clapping or mocking speakers: It is unprofessional and grounds for dismissal from the radio staff.
2. Events: As KPCRadio.com is a student-run radio Internet radio station, which serves the local community; part of this service is hosting events for the community under the KPCRadio.com name. Events planned for KPCRadio.com must follow a certain standard.

10. **Social Media Guidelines**

1. We understand that using social media sites as a communication portal can help us exercise our mission to reach our public through any means. However, problems arise with using theses tools.
2. Understand that:
3. Everything is public: No matter what your privacy settings, items you post on the Internet can potentially be viewed.
4. Your credibility can be damaged: If you are serious about a professional journalism career, understand that you start building your credibility now. Your colleagues in the newsroom now may be your coworkers or editors later on in life. It is a smaller community of journalists than you may think; keep in mind that the impression you leave at an early point in your career may stick with you forever.
5. Reposting: Linking to articles, podcasts and segments is highly recommended, but reposting or reproducing any material from KPCRadio.com is not allowed without prior permission from the program director or appointed personnel.
6. Fine Print: Most social networking sites have terms and conditions that allow the company to subsequently own anything you post to their sites. Also, your postings or any information gathered online, can be obtained by law enforcement agencies through a subpoena.

11. **Our Image**

1. Do not use any image on KPCRadio.com without the consent of its producer or copyright holder. To be sure, ask the Program Director for permission.
2. This includes social networking sites, for commercial use, on business cards and letterheads, and any other form of distribution.

12. **Ownership of Content**

1. Content belongs to its creator, but first publishing rights belong to KPCRadio.com.

From www.thefirstamendment.org:

THE "REPORTER'S PRIVILEGE"

THE BASICS

The Reporter's Privilege is a non-statutory doctrine that also offers protection to those seeking to protect the identity of confidential sources and unpublished information. The Reporter's Privilege is recognized in most federal and many state courts, including California.

WHEN TO USE IT

The Reporter's Privilege should be invoked in situations in which the Shield law does not apply, such as:

Federal Law or the law of a state without a shield law applies

The threatened sanction is something other than contempt

The one seeking protection is not one to whom the Shield Law applies

HOW IT WORKS

The Reporter's Privilege is a qualified, not absolute, privilege in all situations. In California, a court will only require a newsgatherer to reveal sources and unpublished information if:

The information is relevant and goes to the heart of the plaintiff's claim

The plaintiff has exhausted all other alternative means of obtaining the information

The plaintiff's need for the information outweighs the public interest in protecting confidentiality, including, for example, the need to protect whistle blowers; and

The plaintiff has made a showing of merit of the case (in libel cases, present evidence of falsity) Mitchell v. Superior Court, 37 Cal.3d 268 (1984).

NOTE: Most Federal courts apply a similar test.

WHAT TO DO IF:

You receive a call from a prosecutor of a defense lawyer asking you about a story you have written.

Be careful not to disclose any unpublished information. You may waive your right to use the Shield Law for that information.  If you are threatened with a subpoena,

End the conversation

Call your lawyer

You are not a party to a lawsuit and you are served with a subpoena requiring you to appear in court.

Contact your lawyer

Appear in court and assert the Shield Law or Reporter's Privilege. You should not just ignore the subpoena  ? If you are ordered to disclose the information, request a written decision and delay of five days before a contempt citation is issued

You are not a party to a lawsuit and you are served with a subpoena requiring you to provide information directly to the parties.

Contact your lawyer

Assert the Shield Law or Reporter's Privilege in a letter to parties  ? If the parties persist, consider bringing a Motion to Quash Subpoena to the court

You are a party to a lawsuit and you are served with a discovery request seeking the identity of a confidential source or unpublished information.

Object to the discovery on the basis of the Reporter's Privilege

I, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (printed name), have read the KPCRadio.com Policy Manual and understand what is expected of me. I understand that if I violate any of the terms set forth by the Policy Manual, I may be asked to leave the station and not return to it in the capacity of a staff member or guest.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(Printed name) \_\_/\_\_/\_\_ date

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(Signature)