

WMHB Guidelines for Staff, On-Air or Otherwise

The text below sets forth the WMHB guidelines for all volunteer personnel including announcers, producers, program hosts, music directors, office staff, publicity assistants, music reviewers, training assistants, operators, and any other position as created by management.

Overview of WMHB

WMHB refers to the call letters of the radio broadcast license owned by The Mayflower Hill Broadcasting Corporation, doing business as WMHB 89.7FM, which hereafter shall be referred to as WMHB. The Mayflower Hill Broadcasting Corporation is governed by a Board of Trustees, who duly appoints officers of the Corporation as prescribed by the charter. The officers are hereinafter referred to as the management of WMHB. Together, the management, staff, and volunteer staff of WMHB constitute the membership of WMHB.

Insubordination and Determination of Station Policy

Station policy is determined by the WMHB management. Membership in WMHB is a privilege, and violation of station policy (see "Penalites" below) may result in membership revocation at the sole discretion of management.

Use of WMHB Property and Facilities

WMHB property and facilities may only be used for official business purposes as prescribed by management. WMHB property may not be removed from the main studio location without prior management approval. Anyone found purposely misusing or abusing WMHB property will be immediately dismissed and may receive a fine for any damages incurred.

Telephone, Computer and Internet Usage Policy

Usage of computer terminals at WMHB shall only be for official business purposes as prescribed by management. From time to time, management may make available internet access for on-air personnel to utilize at their own discretion on their own computer devices. Any such usage must follow the internet usage policies of Colby College, and WMHB is not responsible for the actions of personnel thereof. Usage of WMHB telephones for long distance calling shall be restricted to authorized personnel only, as prescribed by management. Such usage shall be for WMHB business matters exclusively. On-air personnel shall not use the studio phone for personal matters.

WMHB Guidelines for On-Air Staff

Program Content and Style

Determining program content and style is a prerogative of management and includes the authority to alter and/or terminate programming at its sole discretion. Management will work closely with on-air personnel in developing and maintaining all programs, and may endeavor to offer sporadic or regular guidance and advice, suggestions or required directives regarding the sound, style or content of the program as it develops in order to ensure it best meets organizational goals and in turn serve WMHB's listeners. On-air personnel are encouraged to participate actively in program development and evolution by presenting ideas and offering alternative views. However, final programming decisions rest with management and failure to follow and respect organizational directives may result in removal.

Cancellations

WMHB retains the right to move, shorten, preempt, terminate or cancel any program in its schedule at any time.

Expectations of Attendance

WMHB recognizes that on-air personnel are volunteers with commitments outside of WMHB. In order to maintain a regular series of programming, however, WMHB asks that on-air personnel unable to host their program for a particular time make a reasonable effort to find a replacement for that program. Such replacement must abide by the WMHB DJ guidelines and must be willing and able to conduct the program in its original concept as much as possible, including but not limited to a similar format and style. Notification of missed attendance must be made to station management following the protocol posted in the studios and announced at the beginning of each season.

Alternate Hosts / Program Guests / Format Change(s)

On-air personnel should not transfer responsibility for hosting their program(s) without management's prior awareness and approval.

All program guests (other than performers on regular live performance music programs, or on programs that regularly feature guests) must be approved by management in advance. Failure to approve any in-studio or on-air guests with management is grounds for dismissal from WMHB.

Any significant change in a program's designated format must be discussed with management in advance, for both consideration/approval purposes, and, if approved, to allow for quick evaluation and feedback.

On a case-by-case basis, on-air personnel may produce programming outside of WMHB studios. Any productions that do occur outside the WMHB studios are required to meet the same level of technical sound and production quality as a WMHB studio production. On-air personnel producing off-site understand that ownership and proper maintenance of off-site non-WMHB equipment is the responsibility of the on-air producer. WMHB shall take no responsibility for content produced off-site and has no responsibility to broadcast any such content, regardless of personal investment (time, monetary, or any other) placed into producing such content.

Competition / Exclusivity

On-air personnel must alert management of plans in advance to offer their on-air production services or any program material to another broadcast outlet. Management reserves the right to approve or disallow such arrangement(s) on a case by case basis.

Association with WMHB

On-air personnel must have prior permission from WMHB to represent officially the organization at special events or in special circumstances in public. In addition, all on-air personnel should recognize that their association with WMHB will be recognized by the public and should represent the organization in an appropriate and responsible manner. On-air personnel must also have prior permission to utilize any WMHB logo or marketing tool for show promotional purposes.

Program Funding

On-air personnel should neither solicit nor enter into negotiations regarding program funding of any sort without first notifying and receiving written approval from WMHB management. On-air personnel should refer any and all inquiries they may receive about on-air underwriting support to WMHB management.

On-Air Station Business Material

Management may require that certain station or programming material be included within programs, such as cross promotion, station event promotion, news and/or weather, special messages or other material on a regular or sporadic basis.

Community Calendar

On-air personnel with scheduled Community Calendar announcements should make their best effort to treat all submissions equally and not favor any one venue, geographic area or type of performance (unless specifically called for by log or in that program design; for example, folk concerts during a folk program). On-air personnel should not promote or mention in any way any event they are associated with in any way, without prior written approval of station management.

Studio Phone

On-air personnel should receive listener calls in a professional manner, regardless of the nature of the call. Threatening calls should be reported to Colby security and should not be dealt with by on-air personnel. All calls relating to music or business matters shall be referred to the office phone numbers as posted in the studios. At no time should on air personnel give the personal numbers of station personnel or management over the air. On-air personnel wishing to connect callers to the broadcast shall not do so without prior management approval.

Penalties for Violation of WMHB Guidelines

Any violation of WMHB guidelines shall be reviewed by the executive board of WMHB on an individual basis, and a penalty shall be issued depending on the severity and frequency of the offense. A violation may result in a warning, a suspension, and/or permanent removal from WMHB. Members who have committed an offense may

be entitled to a preliminary hearing at the sole discretion of management. Repeated offenses will be considered successively more serious.

WMHB On-Air Standards and Legal Guidelines

Management will in its sole discretion determine whether these standards have been adhered to faithfully or violated. Consistent with Management's overall control of programming, it may, in its sole discretion, alter or terminate programming without notice.

Personal Use of WMHB Services

On-air personnel are not allowed to air personal grievances on WMHB. This includes introducing content that endorses, compares or criticizes commercial products, institutions, companies, organizations, or individuals. In addition, on-air personnel should not dedicate programming or musical selections without prior knowledge of and approval from management.

WMHB does not allow the use of WMHB services for personal gain, financial or otherwise. On-air personnel should not include any content in WMHB or use WMHB to promote any off-air activities, appearances or interests for which they may stand to gain, financially or otherwise. The following section of this agreement address specifically Plugola/Payola and Conflict of Interest.

Conflict of Interest / Plugola / Payola

No producer will make any mention on-air of any event, activity or cause to which he or she (also including spouse, family member or companion) is connected in any way. This includes concerts, public appearances, commercial establishments or ventures; political organizations, causes, beliefs, or agendas; or any other non-broadcast activities or associations of the producer. Using the public air waves for individual gain (monetary or other, including material goods, services, gifts, recognition or other valuable consideration) is both illegal and against station policy.

On-air personnel will not air any recorded material on WMHB air for which they are being compensated, either by monetary means, material goods, services or other valuable consideration or gain. On-air personnel will not make any mention of establishments or entities for which they are compensated in any way. Compensation includes but is not limited to monetary or material goods or services, including free musical recordings, free concert tickets, meals and travel, etc.

FCC guidelines require that any such financial or other personal relationships (by either the on-air personnel or the employer/station) be properly and fully disclosed over the air, and therefore any personal relationships must be disclosed fully to management prior to any such airing so as to ensure proper and timely on-air disclosure will be made. However, in keeping with station standards and guidelines, WMHB does not allow personal use or gain from the public airwaves.

WMHB on-air personnel must be familiar with Sections 317 and 507 of the Communications Act. WMHB on-air personnel obligations to the two sections can be outlined and presented as follows:

Every WMHB on-air personnel is prohibited from accepting any money, service or other valuable consideration from any person other than WMHB for broadcasting any material over the station. Every on-air individual having any voice in the selection of broadcast matter is prohibited from:

1. Engaging in any outside business or economic activity which would create a conflict of interest in the selection of broadcast matter;
2. Accepting any favors, loans, entertainment or other consideration from any person seeking the airing of any broadcast matter in return therefore; and
3. Promoting over the air, except by means of an appropriate commercial announcement, any activity or matter in which the on-air individual has a direct or indirect financial interest.

WMHB on-air personnel must agree to the following statements:

I will comply with the provisions of Sections 317 and 507 of the Communications Act of 1934, as amended. I fully understand that any person who violates Section 507 of the Act is subject to the

penalties set forth in Section 507(g), consisting of a fine up to \$10,000.00; imprisonment up to one year, or both.

I also will comply with the policy of WMHB to prohibit every on-air individual having any voice in the selection of broadcast matter from (a) engaging in any outside business or economic activity which would create a conflict of interest in the selection of broadcast matter; (b) accepting any favors, loans, entertainment or other consideration from persons seeking the airing of any broadcast matter, in return therefore; and (c) promoting over the air (except by means of an appropriate commercial/disclosure announcement) any activity or matter in which the on-air individual has a direct or indirect financial interest.

New Music Standard

WMHB is a noncommercial radio station and strives to offer programming not generally available on area commercial stations. As such, all members shall uphold WMHB's new music standards at all times by playing a specified amount of new music, as defined by management, during each on-air appearance. Refusal to meet specified requirements may result in dismissal.

Derogatory and Slanderous Content

On-air personnel should not make or include any derogatory remarks or content directed at specific individuals or groups of persons or entity, or make or include any slanderous statements that make a false claim, with or without malicious intent, expressly stated or implied to be factual, that may harm the reputation, character or good name of an individual, business, product, group, government or nation. News personnel shall be subject to the additional guidelines listed below.

News Personnel Code of Ethics

News personnel are required to observe WMHB's adopted code of journalistic ethics, the Society for Professional Journalists Code of Ethics, available at <http://www.spj.org/pdf/ethicscode.pdf>. News personnel include any on air personnel, producers, and/or reporters involved in WMHB news, public affairs, or talk programming.

Lotteries, Contests and Promotions

On-air personnel will not undertake any sort of on-air lottery, contest or special promotional activity without first consulting with station management. This activity may be illegal, and it must be in adherence with station on-air aesthetics and giveaway/contest policies.

Reporting of Song Information

On-air personnel shall record information of songs played as prescribed by management. Song information must be entered in real time where possible in accordance with the requirements of the Digital Millennium Copyright Act (hereafter referred to as the DMCA). On-air personnel shall make their best efforts to ensure song airplay follows the requirements of all sections of the Act, and any other relevant legislation or ruling. All members should be familiar with the requirements of the DMCA. A summary of relevant requirements is available online at <http://wiki.live365.com/pmwiki.php?n=Broadcasting.DMCA>.

Indecency / Obscenity

On-air personnel will not allow any content which is indecent to air before 10 p.m., and will permit indecent material after 10 p.m. (in "safe harbor") only with advance management approval. On-air personnel will not allow any obscene programming in any part of our schedule. Violation of the indecency/obscenity clause shall result in immediate termination of the program in question. Indecent programming is defined as material that depicts or describes sexual or excretory organs or activities in a patently offensive manner as measured by contemporary community standards for the broadcast medium. Obscene programming, by contrast, is banned completely. Obscenity is defined as material that appeals to the prurient interest (that is, arouses lewd and lascivious thoughts and desires), is patently offensive as measured by contemporary community standards, and lacks serious literary, artistic, political or scientific value.