



REMOTE DJ HANDBOOK

- WLOY MISSION STATEMENT -

WLOY Loyola Radio is the student run radio station of Loyola University Maryland. WLOY provides entertainment through various radio programming and campus/community events, offers a diverse creative and educational environment for students to have hands-on experience in broadcast radio, and is committed to integrating itself into the greater Baltimore community through programming, events and outreach. Through all these endeavors, WLOY lives out the Jesuit ideal of men and women with and for others.

WELCOME TO THE TEAM!

First and foremost, welcome to the staff of WLOY! We are pleased to have you join us in making WLOY the best radio station in Baltimore. First Baltimore then the world! Now that you are part of an elite team of radio DJs, you have some notable privileges and responsibilities at your disposal. Remember, “With great power comes great responsibility” – *Uncle Ben*.

This handbook holds the information, rules and regulations an A+ DJ must know and follow. All DJs are obliged to follow the rules and regulations, outlined herein. Failure to follow the rules and regulations will result in removal from the air waves, and ignorance will be no excuse since you have the handbook in your possession. WLOY would like to emphasize that this handbook is essential for all DJs, returning and new. If you have any questions, please don’t hesitate to speak with the General Manager or Program Director.

DJ REQUIREMENTS, EXPECTATIONS, AND POLICIES

“WLOY DJ COMMANDMENTS”

What you’re about to read is the really, really important stuff – not that the rest of this handbook isn’t, but failure to follow these rules can result in removal from the air, for a show, semester, or for good. These rules are in place to meet Loyola campus policies and/or FCC regulations, and to protect WLOY itself. The following apply to all and apply immediately:

First thing first, it is ALWAYS pronounced W-L-O-Y, and NEVER said as Wuh-LOY.

1. Absolutely NO obscenity on the air from the DJ, guests or in any program material, regardless of whether spoken or musical. Note that is inclusive of ALL languages not just English. Obscenity includes words you can't say on the air or to your grandma; as well as anything that graphically or explicitly describes sexual parts, functions or activities. This should be pretty obvious but if you have a question contact the GM or PD before letting it on the air.
2. Absolutely NO slandering or insults of any student, faculty member, or potential member of the listening audience, public figure or others.
3. All DJs must log in their music during their live shows.
4. No person may represent WLOY to the general public without the express written authorization of the Operations Manager. Each WLOY staff member must further agree to protect the station's property and interests and to use his or her best efforts to prevent the use of any such material by any person or entity which has not been authorized by the Operations Manager to use such property or information. Violation of these policies is grounds for discharge and possibly campus or legal action.

ON-AIR POLICIES

Profanity and Censorship

Under no circumstances are you, the DJ, to use profanity on the air. Doing so will cause for immediate dismissal. Learn to use the DELAY system before you go on the air. It is simple and will keep profanity off the air – your own and callers. You are NOT permitted to air songs with profanity. Profanity includes not only the usage of curse words, but also content that is vulgar, inappropriate, or questionable in nature. If you have concern over whether or not something is vulgar, assume that is vulgar and do allow it to air. You are responsible for the content that is aired: ignorance is not a valid excuse. If you have a question regarding language or lyrical content, please speak directly with the Program Director for verification PRIOR to airing any material of concern. When creating remote shows you can use the “reverse” audio tool to select the profanity and make it indecipherable - please see the instructional video for more information on how to do this.

ON-AIR REMARKS

In order to continue to efficiently build up the reputation and listener base of WLOY, it is of utmost importance that NO DJ speak negatively of another show, DJ, staff member, or WLOY in general. This is particularly disrespectful to what many of us have worked for years to build and will not be tolerated under any circumstances, even as a joke.

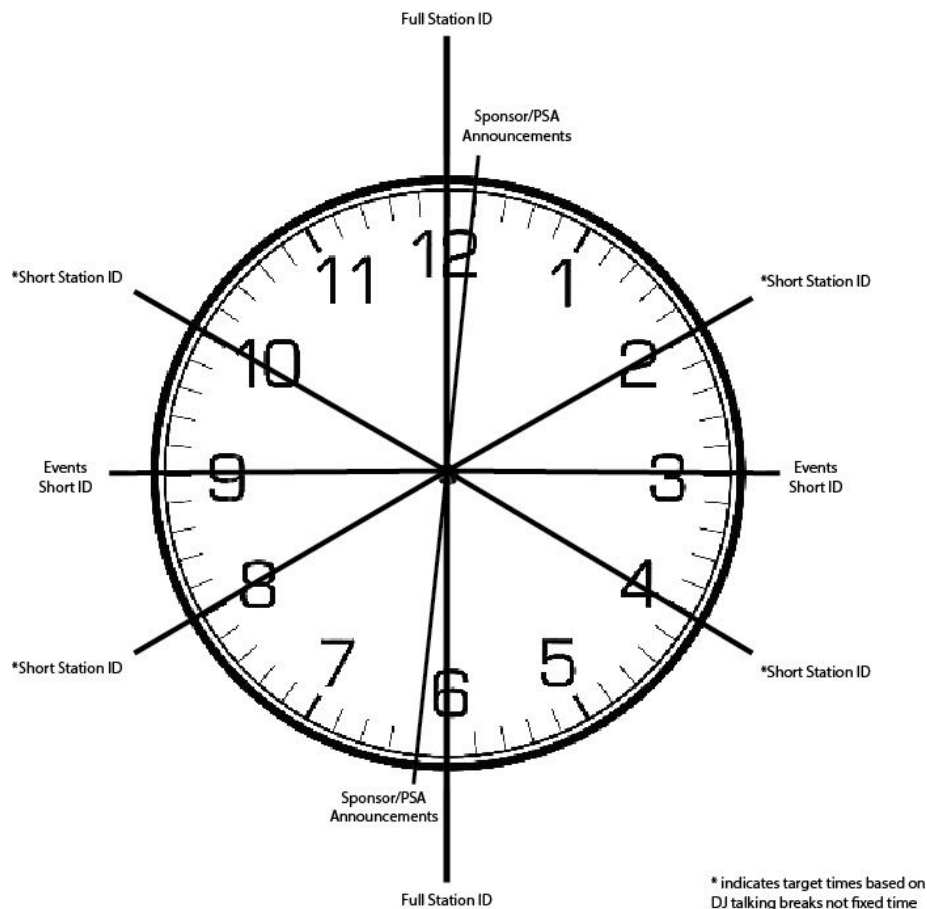
NO DJ at any time may encourage, promote, guide or suggest in any manner students and listeners to engage in abuse of alcohol or drugs. DJs are prohibited from the discussion or mention of bars, drink specials, or events relating to alcohol (ie. Rally in the Alley, etc.) regardless of whether those events

specifically include alcohol in their name. DJs in violation of this policy will be suspended. A second offense will result in the permanent loss of access to WLOY.

WLOY is an apolitical station and part of Loyola University Maryland. DJs are representing that when they are on the air. Do not use your show or air time to discuss political issues or support a particular political position, candidate or related issue. IF you have an approved talk show we will be happy to work out parameters for that content. NO DJ has a political show and no DJ should be taking a political stand on their broadcast unless pre-approved in writing by the Program Director, General Manager or Operations Manager.

ON-AIR CLOCK FORMAT

WLOY has a standard format clock that all DJs must follow. This maintains a reliable pattern for listeners and ensures that all necessary information will be broadcast. The format clock is posted around the station and below. Failure to follow the format will result in suspension.



Full Station ID (Top of the hour and :30 after) = “You’re Listening to WLOY Loyola Radio, Baltimore, streaming online at WLOY dot oh-are-gee.”

Short Station ID (:15, :45 after) = “WLOY Loyola Radio” – this should be a regular tag used in every DJ talk break during every show.

Sponsor/PSA Announcements (Top of the hour and :30 after) = Any posted announcements in the studio which are designated as this week’s announcements. If NONE, use Event Announcements in place. Note that some shows may include special sponsorship announcements. If that is the case we will work with the DJ for that specific show to clarify the language and usage requirements for your program.

Event Announcements (:15 and :45 after) = Any posted Event Announcements in the studio or email which are designated as Event Announcements must be read.

An optional form of a Station ID that may be made in any of the short breaks is the mention of RadioFX, a college radio streaming app—“Don’t forget to download the RadioFX app to listen to WLOY on the go! It’s free and available on the App Store and the Google Play Store.”

At any point during your show you may also optionally tell listeners that their in-home smart speaker may be told to “Play WLOY” - this should work with virtually all smart device speakers and even Siri devices. Brand name mentions are not encouraged or necessary but Echo, Alexa, etc.. work.

PRE-RECORDING AND REMOTE RECORDING SHOWS

All shows that are pre-recorded must be completed AT LEAST 72 hours (3 days) prior to their airtime. This is the only way to ensure that sufficient time exists to review, edit and schedule them. Pre-recorded shows must include time for additional top-of-the-hour scheduled events. This means that your 1-hour show should be 57-59 minutes long. When creating a 2-hour show, please make it in two (2) sections, make each section 57-59 minutes long, and label the files as H1 and H2 to indicate order. Shows that are submitted in excess of 59:00 will be edited as needed to fit our automation format clock. Files should be saved as stereo 320kbps MP3 format, 16-bit depth, 44.1kHz sampling rate. File name formatting for these shows should be standardized as SHOWNAME-DATE-HOUR so it is clear for the Program Director: ie “CrucialCuts-071120-H1.mp3” would be the first hour of the Crucial Cuts program for July 11th, 2020.

When you finish recording a show, send an email to the Program Director (kchan@loyola.edu) that states that you have finished editing your show and it is ready for airing. Please include your name, the show name, planned air data and the length of the show. For sending the actual show files we recommend 2 steps be used:

- 1) Upload your finished show with the correct name format to your Loyola OneDrive and share the file with the Program Director (kchan@loyola.edu)
- 2) Using the website wetransfer.com send the file to the kchan@loyola.edu and jdevecka@loyola.edu so that it can be downloaded in case OnDrive is problematic.

If you don't follow the steps above, DO NOT expect your show to get on the air. There are a lot of steps for everyone involved, and we need to be consistent in order to make sure all the shows get on properly!

SPORTS BROADCASTING POLICY

WLOY alumni work for numerous sports media nationwide and have won significant awards. WLOY can serve the campus population and beyond with coverage of games, whether live, pre-recorded or condensed. It can serve to train students in play-by-play commentary and to produce unique coverage of events. But, it should not do so at the expense of full time DJ staff except in special situations. Arrangements for full seasons of broadcasting should be made as early as possible in the semester and discussed with the General Manager and Program Director so that the proper DJ scheduling can be made or adjusted. WLOY currently maintains 2 sports programs per week (Monday and Friday) and interested students are welcome to discuss joining those programs or contributing materials.

DJ NAMES & SHOW PROMOTION

All DJs should have a written bio about themselves and their show theme. These should be emailed to the General Manager and Chief Announcer immediately upon acceptance of their show. This will be added to our Show page on the website.

You may use your own name or any creative (appropriate) pseudonym you wish for your on-air name. In many cases it is easier to just use your first name, or a pseudonym that catches the ear. If you are considering a professional career in media, a memorable pseudonym can be helpful.

All DJs must provide high resolution image(s) for promotional use on WLOY's TV Channel, social media and website. These promotional materials must be submitted to the Graphics Manager. The image selected or created must be original (NOT taken from the internet) to represent the show. Our graphics team can adapt it to our social media needs.

DJs who wish to create their own promotional posters should speak with the General Manager for guidelines on their creation. Finished posters must be submitted to the PR Director in .psd format with all layers so that the graphics team can make any corrections needed. All designs for show posters will be reviewed for approval by the General Manager or Operations Manager. Your posters will be shared on WLOY social media and the WLOY website.