



# SUN PRAIRIE MEDIA CENTER VOLUNTEER HANDBOOK

Sun Prairie Media Center

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## **VOLUNTEER WELCOME**

### **Director Message:**

*Welcome to Sun Prairie Media Center, the home of KSUN Now & Life, KIDS4 and The SUN, Community Radio. The Media Center thrives on providing local content to its consumers that is created by volunteers for all ages. In recent years, the volunteers at the Media Center have logged production time that has totaled almost 10,000 hours. With this dedication, many hours of original TV and radio productions have come to life. We are proud of our volunteers for their dedication to creating and sharing their stories.*

*This volunteer handbook outlines station policies and procedures as well as volunteer responsibilities and conduct. The policies and procedures outlined in this handbook may be changed at the discretion of the Media Center Commission and/or the staff of the Sun Prairie Media Center as deemed necessary.*

*Each volunteer is issued one copy of the handbook and is responsible for knowing and abiding by the policies within. This will be a requirement before a volunteer can produce their first program.*

*When necessary, new or altered policies will be incorporated into the handbook and updated copies will be distributed to existing volunteers, typically via e-mail. The SPMC will have printed copies of the handbook available upon request. The policies and procedures in this handbook supersede all previous Sun Prairie Media Center volunteer handbooks and all previous policies covered in this handbook.*

*Thank you for choosing to volunteer with the Sun Prairie Media Center. We look forward to supporting your talents and interests!*

*With gratitude,*

***Rachel Packard***

*Rachel Packard, Sun Prairie Media Center Director*

## **MISSION**

Sun Prairie Media Center's mission is to serve Sun Prairie by educating, informing, entertaining and empowering its community through programming produced by volunteer members. To fulfill this mission, the Sun Prairie Media Center broadcasts coverage and promotion of Sun Prairie area events, city of Sun Prairie city meetings, Sun Prairie athletic and cultural events, locally produced community talk shows, and the music of artists from Wisconsin, reflecting and appealing to the diversity of the Sun Prairie population.

Sun Prairie Media Center consists of three main entities, each with its own individual mission:

**KSUN:** The mission of KSUN is to train and nurture Sun Prairie residents in providing original video programming designed to educate, inform, entertain, and enlighten the city of Sun Prairie. KSUN is Sun Prairie's Public, Education, and Government (PEG) channel. KSUN is divided into two channels, Now and Life. KSUN Now features live programming (or reruns of programming that originally aired live) and regularly updated news and information programs that are non-opinionated in nature including city meetings, school board meetings, sports and church services. KSUN Life features non-live original programming created by SPMC's community producers.

**KIDS4:** The mission of KIDS4 is to promote media literacy to the youth population of Sun Prairie as well as to teach students all aspects of producing original video and audio content. Students enrolled in KIDS4 become more discriminating consumers of media, better communicators, better collaborators, and receive vital hands-on experience on a wide range of media-making tools.

**103.5 FM The Sun Community Radio:** The mission of 103.5 FM The Sun Community Radio is to train and nurture Sun Prairie residents in providing original radio and podcast programming designed to educate, inform, entertain, and enlighten the city of Sun Prairie.

## **VISION**

Sun Prairie Media Center is an active and dynamic Media Center welcoming the community to access, engage and create entertaining and informative content. Through programming, the public gains a deeper understanding of their community while expanding their civic participation.

## **DESIGNATIONS**

KSUN Now and Life are community access television stations. KIDS4 is a community access station that is designated by the Federal Communication Commission (FCC) as a children's TV channel. WLSP-LP, 103.5 The Sun Community Radio, is licensed to The license for WLSP-LP is held by the 501(c)(3) nonprofit group the SUN PRAIRIE COMMUNITY FOUNDATION D.B.A FRIENDS OF KIDS4 in Sun Prairie, Wisconsin, by the Federal Communications Commission (FCC) as a non-profit, non-commercial LPPM (low-power FM) radio station.

## **SUN PRAIRIE MEDIA CENTER ORGANIZATIONAL STRUCTURE**

The Sun Prairie Media Center is overseen by the seven-member Media Center Commission as set forth in Chapter 2.44 of the Sun Prairie municipal code. Sun Prairie Media Center staff oversees the

day-to-day operations at the Sun Prairie Media Center. Volunteer producers provide much of the on-air programming for the KSUN channels, KIDS4 and WLSP-LP.

### **Media Center Commission**

The Media Center Commission is composed of six citizens appointed by the mayor, subject to the approval of the common council, each for a term of three years. The six citizens are joined by one council appointment that brings the commission to a seven-member board. The commission shall elect its own chairperson yearly. Any vacancy in the office shall be appointed by the mayor, subject to approval by the Common Council for the remainder of the term. No employee or person with financial or familial ties with the Federal Communications Commission shall be eligible for membership on the commission. The names of interested citizens willing and able to serve on the commission shall be accepted and submitted to the mayor for consideration.

The Media Center Commission provides oversight and direction to Sun Prairie Media Center staff and the operations of the City's Media Center as set forth in Chapter 2.44 of Sun Prairie municipal code.

### **Staff**

Sun Prairie Media Center is a department of the City of Sun Prairie. Staff are employees of the City of Sun Prairie. Successful operation of the station relies on a partnership among the Media Center Commission, the many volunteers and staff.

### **Volunteers**

Volunteer producers are necessary to the fulfillment of the Sun Prairie Media Center mission statement. As such, SPMC is committed to the recruitment and promotion of volunteers. Most of the programming should ideally be the product of the knowledge, hard work, and creativity of volunteer producers. In addition, volunteers may contribute knowledge, hard work, and creativity to myriad off-air operations. Volunteers have no property interest in the Sun Prairie Media Center.

Volunteers are required to hold a membership at Sun Prairie Media Center for an annual cost. Membership provides access to Media Center studio spaces and use of its equipment for producing programming for broadcast. After completing the membership process, volunteers must complete equipment workshop/training sessions. Only after the satisfactory completion of these training sessions, and as determined by the staff of the Sun Prairie Media Center, may producers use equipment to produce TV/radio programming.

Volunteers perform many of the same functions as paid employees do at commercial TV and radio stations. As such, station policies listed herein, and all Media Center policies apply to all volunteers. These include a responsibility to know relevant FCC regulations and station rules.

Sun Prairie Media Center does not assume responsibility for the content of any programs seen on KSUN or KIDS-4. The producer or sponsor is fully responsible for assuring that the program is suitable to air. Criminal prosecution and/or civil lawsuits can result from the illegal use of community access.

The Media Center reserves the right to dismiss a volunteer or volunteer position at any time based on the needs of the Media Center.

### **Facility Closings**

The Sun Prairie Media Center is closed on the following holidays:

- New Year's Day
- Martin Luther King, Jr. Day
- Memorial Day
- Independence Day
- Labor Day
- Thanksgiving Day and the Friday after
- Christmas Day and the day after
- New Year's Eve

Sun Prairie Media Center follows the city's building closure procedure. Should city facilities be closed to the public, the Sun Prairie Media Center will also close. The building may also be closed for additional time periods. Staff will notify and coordinate with volunteers should the closures impact a volunteer's studio time. In cases where Sun Prairie Area School District cancels school or after school activities due to weather concerns, the Media Center would in turn cancel KIDS4 Crew meetings.

### **VOLUNTEER PROGRAM POLICIES AND PROCEDURES**

#### **Volunteer Responsibilities:**

As a volunteer, you are expected to:

- Support the vision and mission of the Sun Prairie Media Center;
- Be reliable and punctual;
- Be trustworthy;
- Respect those you work and interact with;
- Carry out the specified volunteer duties;
- Give productive feedback;
- Accept guidance/decisions of staff in fulfilling your volunteer duties;
- Adhere to the contents of the Volunteer Handbook;
- Participate and complete volunteer orientation/training;
- Wear clothing that identifies yourself as a Sun Prairie Media Center volunteer;

- Notify staff at earliest opportunity when you will be late or unable to volunteer; and
- Follow Sun Prairie Media Center guidelines, procedures, and the City of Sun Prairie Code of Conduct

### **Personal Conduct**

Volunteers serve as Sun Prairie Media Center representatives and are held to the City of Sun Prairie's [Code of Conduct](#). All volunteers are expected to know and be familiar with the Code of Conduct. Volunteers are required to conduct themselves in a professional manner at all times and will treat staff, volunteers, and members of the community with respect.

### **Policy of Non-Discrimination**

The City of Sun Prairie operates its programs and services without regard to race, color, and national origin in accordance with Title VI of the Civil Rights Act. If any volunteer feels that this policy has been violated by any person in the Media Center (including another volunteer, staff person, or a member of the general public), please notify the Media Center Director immediately.

### **Station Attendance and Tardiness**

Volunteer producers are depended upon for the hours that they have committed to. Volunteers who miss four or more scheduled appointments, whether to tape a recorded program or to do a program live, within a year may lose their volunteer privileges.

Volunteers are expected to be on time. Four instances of tardiness within a year may result in a verbal or written warning.

Any producer of a continuing on-air program may negotiate a leave of absence with the director. The director and staff will decide if the show will air in reruns or be replaced by other programming while on hiatus. Whether the volunteer regains their period upon return is at the discretion of staff. No program is guaranteed an on-air position or particular time period.

Live hosts are expected to start and end their shows on time. Volunteers are expected to behave courteously toward everyone they encounter at the station, including phone callers. No volunteer shall willfully obstruct or hinder another volunteer from completing assigned duties.

Failure to adhere to this policy may result in a verbal or written warning and/or dismissal.

### **Smoking**

Smoking is not allowed on the premises of the Sun Prairie Media Center.

### **Drug and Alcohol Use**

Possession, consumption or being under the influence of alcohol or illegal substances on the premises of the Sun Prairie Media Center is strictly forbidden. Persons who violate any part of this policy shall be subject to disciplinary action including possible arrest.

## **Security and Building Access**

The Sun Prairie Media Center is open to the general public during regular business hours, Monday through Friday 8:30 a.m. through 5 p.m. The building is locked on holidays and at all other times. The director and staff may decide to stay late or come early to accommodate a volunteer, but they are not required to do so.

The staff at Sun Prairie Media Center may decide to allow key access that would grant a volunteer access to studio space during off-hours. This will be done on a case-by-case basis only. In most cases, keys should be returned immediately to the designated location. Key access is a privilege that can be taken away from a volunteer without warning. In the case of a volunteer being denied further key access, any and all keys previously loaned to a volunteer are expected to be returned within 24 hours. The doors shall be locked at all times during weekends. To ensure the safety of the business offices and the equipment, the last paid staff member to leave the building on any given day shall lock the front door.

Off-hours access that has been granted via the use of a key to the Media Center does not extend to weather or other emergencies when the city of Sun Prairie has determined that city buildings are to be closed.

In the case of a volunteer being at the Media Center to use the radio studio during off-hours, that volunteer is required to lock the doors behind them to reflect the fact that the Media Center is not open for business at that time. Lobby lights should be kept off if possible. Off-hours radio studio access is restricted to the radio studio and restroom and does not apply to other areas of the Media Center.

Any guests/co-hosts on the premises during off-hours are the sole responsibility of the volunteer to whom key access has been granted. Guests/co-hosts on the premises during off hours are expected to be considered essential for the radio production taking place. Non-essential guests are not welcome on the Sun Prairie Media Center premises during off-hours.

Volunteers have the right to ask anyone to leave the Sun Prairie Media Center who is disruptive, threatening, or behaving suspiciously. If any situation threatens the building or interferes with station control of the broadcast signal, volunteers are expected to request assistance from staff or the police.

## **Volunteer Training**

All volunteers are expected to complete training prior and review the volunteer handbook prior to starting. As new equipment and/or facilities are added to the Sun Prairie Media Center, the director may require further training on said equipment. In addition, volunteers are encouraged to request further instruction as needed or wanted. Whether to charge for voluntary instruction will be at the discretion of the director. Volunteers are also encouraged to stay informed about the Sun Prairie Media Center, city events and happenings, music and radio equipment trends, and any other information that they find useful for the production of their show.

Volunteers perform many of the same functions as paid employees do at commercial TV and radio stations. Station policies listed herein apply to all volunteers and all paid staff. These include a



responsibility to know relevant FCC regulations and station rules. SPMC is committed to the recruitment and promotion of volunteers.

### **Housekeeping**

Volunteers are expected to keep work areas neat and orderly. Trash bins are located throughout the Sun Prairie Media Center. Recycling bins are clearly marked. Volunteers are expected to clean up after themselves, to place litter in the proper bins, and to return equipment and materials where they belong. Unless prior approval is granted by the director, volunteers shall not be permitted to store personal items in the station.

### **Property**

All volunteers are expected to exercise due care in the use of station property (building, supplies, and equipment) and to use such property only for authorized purposes. Negligence in the care and use of property may be considered cause for a verbal or written warning and/or dismissal. Personal use of station property is not allowed unless approved by staff per rental policy. All equipment that leaves the station must be returned in the same condition and within the agreed timeframe. Use of station facilities is coordinated by staff. Unauthorized removal of Sun Prairie Media Center property from the premises, or its conversion to personal use, shall be considered cause for suspension or dismissal.

SPMC telephones are used to conduct SPMC business. Local personal calls, either incoming or outgoing, are not allowed unless approved by staff.

All program material produced by Sun Prairie Media Center volunteers using SPMC equipment or materials remains the intellectual property of its volunteer producers. The SPMC retains the right to distribute the material in any way it sees fit, including over-the-air (either radio or TV), online streaming or online on-demand usage, for an indefinite period. Program segments may also be used by the SPMC for promotional purposes with no reimbursement due to the volunteer.

The station assumes no responsibility for loss or damage to the personal property of a volunteer.

Record albums, tapes, and compact discs onsite at the Sun Prairie Media Center are **not** available for loan. No recorded material may be taken from the station. All volunteers are expected to promptly refile anything used from the music library.

Volunteers are welcome to bring in their own music library for on-air use. SPMC accepts no responsibility for damage done to a volunteer's personal property when being used with station equipment.

While the Media Center should not serve as a volunteer's personal mailbox, at times personal mail may arrive for volunteers from media outlets, staff will contact volunteers and hold the item for up to 30 days.

### **Archives**

No original recorded material may be taken from the newsroom or the archives. Volunteers who want copies of recorded materials must acquire the permission of the director. Volunteers who request copies of their own programs must provide a device upon which to download the show.

Non-volunteer producers requesting copies of programs must pay the fee associated with the duplication service that is offered by SPMC.

### **Public Relations**

Volunteers must keep a clear distinction in public expression, written or oral, between an individual viewpoint and that of the station. Volunteers must obtain permission from the director before writing any letter or article for publication or making any public address in which they in any way officially represent the Sun Prairie Media Center. Upon completion, such article or address must be approved prior to publication or delivery. If approached by the media, volunteers are to direct communications to SPMC staff.

Volunteers may not use station letterhead for correspondence that expresses a personal conclusion or point of view. Any inquiry from representatives of the news media should be directed to the director.

The Sun Prairie Media Center holds any volunteer personally liable whose unapproved public comments or behavior results in expenses, legal charges, or fines, and shall pursue legal remedies.

Failure to adhere to this policy may result in a verbal or written warning and/or dismissal.

### **Social Media**

Volunteers are encouraged to share or re-post SPMC's existing messages and posts on social media platforms. Volunteers may submit written text and/or pictures to SPMC staff to be posted on SPMC social media pages. SPMC staff reserve the right to edit, post, or remove any material from any social media page at any time and without consulting with any volunteer.

Volunteers are expected to refrain from posts to personal pages invoking their association with SPMC that are not relevant to their positions as volunteers at SPMC. Volunteers may be asked to remove or alter such posts. Refusal to do so may result in a loss of volunteer privileges.

### **Public Events**

There are several opportunities throughout the year to take part in an on-location live remote broadcast. Volunteers are not required but are strongly encouraged to take part in these remote opportunities. Scheduling of these opportunities will typically be on a first-come, first-serve basis but will ultimately be up to staff's discretion.

Remote broadcasts are a crucial way that the SPMC interacts with the community. It is expected that while working at a remote broadcast that volunteers use excellent judgment with how they interact with organizers of the event and the public attending the event. Requests for interviews should be made politely and without pressure to perform. Profanity, obscenity, or disrespect to others while representing the Sun Prairie Media Center will not be tolerated and could result in a loss of privilege to take part in such remotes or the loss of volunteer privileges altogether.

While at a remote broadcast, volunteers should make every effort to wear clothing that identifies themselves with the Sun Prairie Media Center. Staff at the Sun Prairie Media Center will make every effort to ensure that volunteers have identifying clothing to wear when representing the Sun Prairie Media Center at events.

Programs produced off-site by volunteers must submit the pre-recorded program to staff **at least two business days before the show is scheduled to broadcast**. Failure to meet that timeline will very likely result in the program in question not getting on the air in time.

### **Non-SPMC Public Events and Political Activity**

At public events, including any political activity, volunteers must make clear to others that they represent only themselves, not the SPMC. This includes serving as a DJ at a club or party and performing on stage. By policy, SPMC's political interest is nonpartisan.

Failure to adhere to this policy may result in a verbal or written warning and/or dismissal.

### **Participation in Non-SPMC Events and Causes**

The Sun Prairie Media Center encourages all volunteers to be active in community events and issues. However, the SPMC shall not join any organization or sign onto any proposition, petition, cause, or concern unless it is directly related to the station's mission statement. Any decision to sign onto any proposition, petition, cause, or concern directly related to the station's mission statement shall be approved by the director.

### **Criticism**

Every volunteer has the right to discuss or to criticize perceived problems within the station. Those who wish to criticize station policy and procedures, or the conduct or policies of individual personnel have the right to speak to the director or attend the monthly Media Center Commission meeting.

Use of a regular air shift to criticize station policy is inappropriate and strongly discouraged. Programmers are asked to consider the station's mission and the effect upon listeners of airing complaints about the equipment or facilities, or of commenting negatively about SPMC events or policies. Such conduct may result in a verbal or written warning.

Personal attacks will not be tolerated. The SPMC holds personally liable any volunteer who defames (as defined by law) an individual. Liability includes, but is not limited to, any related expenses, charges, or fines. The SPMC shall pursue legal remedies.

Volunteers may also exercise their right of free speech in speaking with other media. However, only Sun Prairie Media Center paid staff are empowered to speak on behalf of the station. Speaking for the station without permission of the director is grounds for immediate loss of producing privileges from the SPMC.

### **Equal Time**

During local political campaigns producers of SPMC programming may allow candidates to appear on air. Once the deadline for filing nomination papers has passed (typically the first Tuesday in January – extended to Wednesday if the first Tuesday is a holiday), producers must make the exact same opportunities available to all candidates vying for the same seat/office. These opportunities must be extended before any on-air appearances by any candidate, i.e., it is not acceptable to have one candidate on air and then to follow up with the other candidate at a later date. SPMC staff must make a record of when these opportunities were discussed and whether they were accepted or

rejected by the candidate. In all instances, all candidates vying for the same seat/office must be offered equal access as well as equal scheduling on SPMC channels. Sun Prairie Media Center staff reserve the right to not broadcast/stream/post any programming that is found to violate these equal time guidelines.

On-air producers are allowed to invite candidates in for interviews/debates. It is expected that all relevant candidates would be granted an opportunity to appear. If a candidate refuses or cancels such an appearance, it is expected that the on-air producer will directly address the candidate's non-appearance so as not to appear partial or biased toward candidates who are appearing.

On-air producers are allowed to express editorial opinions or can allow guests or phone callers to express opinions. It is the responsibility of the SPMC to make clear to the listeners that such opinions are those of the individuals and do not necessarily reflect the opinions of the station, its other volunteers, paid staff, or Media Center Commission.

### **Special Events**

The SPMC may at times host special events, including fundraising events and on-air fund drives. Participation at those events will be encouraged, however, participation is not mandatory. Ideas for events or ideas concerning already-planned events are always welcome and should be discussed with the director.

### **Equipment Malfunction**

When equipment malfunctions, the volunteer on duty is expected to maintain normal program continuity and content as best as possible. The volunteer must report the equipment breakdown to the director as quickly as possible and as thoroughly as possible. If the malfunction threatens immediate station operation, the volunteer must immediately contact the director and proceed according to instructions. If the director cannot be reached, the volunteer must call other staff members on the emergency list located in the yellow binder in the large radio studio. Operators are expected to report all malfunctions promptly so that the repairs can be made quickly and normal station operations can proceed as soon as possible.

### **Severe Weather and Emergencies**

The Sun Prairie Media Center follows the city's building closure procedure and will close to the public in the event of severe weather.

### **Safety**

The SPMC expects all volunteers to be safety-conscious. If an accident or injury occurs, volunteers must immediately report it to appropriate staff. A first aid kit is located in the front desk. Volunteers are directed to follow the posted emergency operations plan depending on the hazard presented.

### **Studio Use Policy**

The principal use for SPMC studios is to produce material for SPMC broadcast. Any request to use the studio for any other use must be brought up with the director.

Users must clean up after themselves. Failure to do so will result in a verbal and/or written warning.

SPMC reserves the right to displace any studio user for SPMC operational needs at any time.

Requests by non-profit organizations to use the studio for non-SPMC programming will be accommodated when possible. Rates for the studio will be charged. If a Sun Prairie Media Center staff member is required, the rate will increase.

Priority use of the studio and related to SPMC equipment is:

1. Live remote on location programming that may or may not involve a live host in the studio. A live remote broadcast scheduled by the director or staff will take precedence over regularly scheduled studio programming. A volunteer whose airtime is being preempted for a live remote broadcast may be given priority to assist with the live remote broadcast in question, but they are under no obligation to do so;
2. Live programming;
3. Recording programming for future use;
4. Workshops or other volunteer training;
5. Equipment / software / music upgrades/maintenance;
6. Volunteer usage for non-SPMC programming

### **Volunteer Scheduling**

Volunteer scheduling is done on a first-come, first-serve basis. Should SPMC staff determine that a volunteer is abusing their privileges, they may be asked to give up time to accommodate other volunteers. Refusal to accommodate other volunteers upon request will be grounds for dismissal. Again, the use of the SPMC studios is a privilege and not a right. No volunteer is guaranteed an on-air slot.

Volunteers who wish to produce a live program will be on a three-month probation period. After said time, staff will review the request of the volunteer to begin producing a live show. Additional probation time will be at the discretion of the director.

During regular SPMC business hours, a volunteer may extend their on-air time if the following time period has not been previously reserved and if the volunteer obtains the permission of a Sun Prairie Media Center staff.

Outside of regular business hours, a volunteer will be expected to end their shift at the predetermined time unless they obtain the permission of Sun Prairie Media Center staff on duty.

Conflicts surrounding scheduling and studio time will be settled by the director and, if deemed necessary, the Media Center Commission. Their decision shall be final.

If a volunteer is using the studio for non-SPMC purposes, staff members are not available to assist. Rental fees will not be charged; however, volunteers will be charged for damages incurred during use of the studio.

If a volunteer is using the studio for non-SPMC purposes, staff members are available to assist only if payment has been agreed upon with the director and staff member availability has been confirmed with the staff in question. Rental fees will align with the current Sun Prairie Media Center service fees and volunteers will be charged for damages incurred during the use of the studios.

### **Preemption and Substitutions**

Decisions to interrupt regular programming are made in the best interests of the station and the community. Preemptions and substitutions should always be attempted in a spirit of cooperation.

Pledge drives are not preemptions. Off-air time due to power outages or equipment malfunctions are also not preemptions, nor are the occasional testing and maintenance of the transmitter or associated equipment that may require the station to go off the air.

Decisions to interrupt “regular” programming for breaking news or other announcements are those of the SPMC staff and are final.

### **Programming Cancellations and Schedule Changes**

The SPMC recognizes that its program schedule is and should be flexible to allow for new volunteers, new community programming, and other opportunities to help the station fulfill its mission. SPMC’s policy is to work with its volunteers to find a mutually satisfying daypart on its schedule to accommodate each volunteer’s program. Any changes affecting a volunteer’s shift or schedule will be discussed with the director and the affected volunteer.

While SPMC’s policy is one of cooperation, the director’s decision on scheduling is final. However, volunteers can directly appeal to the Media Center Commission.

### **Corrective Action**

Failure to adhere to the policies and procedures listed in this handbook will result in corrective action. Generally, SPMC’s disciplinary policy is one of progressive, corrective steps—“corrective” in order to assist the volunteer in changing their behavior and “progressive” in moving from less severe to more severe disciplinary actions depending on the circumstances of each situation.

Sun Prairie Media Center employees supervise all volunteers and, if misconduct continues, may impose appropriate penalties including but not limited to requiring that a volunteer meet with appropriate staff and suspending on-air privileges. Sun Prairie Media Center employees may impose disciplinary penalties to include warnings, suspension of volunteer privileges, or termination of access to the Sun Prairie Media Center. If termination of access is being proposed, the volunteer will be suspended until the Media Center Commission acts on the request from staff to terminate access.

### **Termination of Media Center Privileges**

If Sun Prairie Media Center staff are recommending the termination of a volunteer, a written recommendation will be presented for the Media Center Commission to act on at a regularly scheduled Media Center Commission meeting. The volunteer will have at least one week's notice of that meeting and may choose to appear. The decision of the Media Center Commission shall be final.

### **Warnings**

Warnings can multiply even for different infractions and can be verbal or written. All warnings will be documented in the volunteer's file. Three warnings in a calendar period will result in a recommendation of termination to the Media Center Commission.

### **Immediate Suspension or Banishment**

In cases of severe misconduct or illegal activities, the director may bypass the progressive disciplinary procedure and issue an immediate suspension.

Such violations that could result in immediate dismissal include, but are not limited to:

- assault of another person on Sun Prairie Media Center premises or at a SPMC related event;
- failure to abide by Media Center policies and procedures;
- theft, willful destruction, or misappropriation of SPMC property;
- use of alcohol, drugs, or illegal substances;
- willful falsification of station documents;
- public misrepresentation of the station or dissemination of information detrimental to the welfare of SPMC

## **WLSP-LP, SUN PRAIRIE COMMUNITY RADIO STATION**

### **POLICIES AND PROCEDURES**

#### **Community Radio**

The (FCC) grants licenses to two types of radio stations, commercial and non-commercial. Commercial radio stations are licensed to a group of investors who make money on station profits. Non-commercial radio stations are licensed to a variety of nonprofit entities ranging from state agencies to school boards, universities, and community groups. Historically, most noncommercial stations were owned, operated, and financed by educational institutions. But since 1949, when the first Pacifica station was founded, non-commercial licenses have been granted to nonprofit corporations of community individuals. These are community radio stations.

#### **WLSP-LP History**

The license for WLSP-LP is held by the 501(c)(3) nonprofit group the SUN PRAIRIE COMMUNITY FOUNDATION D.B.A FRIENDS OF KIDS<sup>4</sup>. WLSP-LP broadcasts at 103.5 MHz in the FM band with 100 watts of power (ERP). WLSP-LP's studio is located inside the Sun Prairie Media Center at 1350 Linnerud Drive in Sun Prairie, Wisconsin. WLSP-LP's transmitter and antenna are located at the city water tower across from Sheehan Park.

#### **Producer Responsibilities**

103.5 The Sun volunteer producers are responsible for adhering to the following rules and policies.

#### **FCC Rules**

The Federal Communications Commission (FCC) is an independent federal agency created to regulate broadcast and non-broadcast spectrum use. The FCC is responsible for the regulation of licensing, technical operations, legal activities, and programming of all stations. Therefore, if WLSP-LP is to remain a licensed station, it is imperative that volunteers comply with FCC rules at all times. WLSP-LP on-air volunteers must comply with both FCC programming regulations and operating requirements as listed here.

#### **Commercialism and Underwriting**

Because WLSP-LP is licensed as a nonprofit, non-commercial radio station, WLSP-LP is not permitted to carry commercials. Volunteers are permitted to promote non-profit events at the discretion of the director and staff of Sun Prairie Media Center.

Underwriting messages or on-air speech involving a business must meet the following requirements:

- Products, events, or services may be described but their direct sale shall not be promoted;
- The perceived value or actual price of products, events, or services may not be referenced;
- “Call to action” statements may not be made (i.e., “Come on down to the big sale”);
- Comparative language may not be used (i.e., “We are the best”);



- Any inducements to rent, lease, sell, or buy may not be made;

Underwriting messages or on-air speech involving a business may:

- List a web address, telephone number, and an address for a business/organization.
- Describe a business or organization or agency's primary means of existence.
- Mention how many years a business, organization, or agency has served.
- Describe the underwriters' company or corporate objective.

Underwriting messages are not to exceed 30 seconds per business sponsor/program supporter.

Underwriting messages will not be accepted from organizations that promote gambling, from candidates running for political office, from religious groups, or groups of advocacy. The SPMC reserves the right to approve and reject all underwriting messages.

Volunteer speech promoting for-profit businesses that does not meet the above criteria is not allowed and may result in a verbal or written warning or dismissal. Volunteers are expected to play all underwriting announcements scheduled during their shift. Announcements recognizing underwriting support are typically prerecorded. Failure to play these announcements as scheduled is grounds for disciplinary action.

The SPMC accepts underwriting support mainly from businesses located in Sun Prairie, Wisconsin, and grant monies from regional and national agencies. In the case that accepting monies may be viewed for any reason as controversial – even if the on-air messages meet the FCC's requirements for noncommercial speech – the director and/or the Media Center Commission will decide on whether monies shall be accepted.

### **Obscenity, Profanity, and Indecency**

The Federal Communications Commission (FCC) bans the broadcast of **obscene** material at all times.

The FCC bans the broadcast of **indecent and profane** material between 6 a.m. and 10 p.m.

Following is how the FCC has chosen to define those terms.

Material is **obscene** if it appeals to the prurient interest, depicts or describes sexual conduct in terms patently offensive, and taken as a whole, lacks serious literary, artistic, political, or scientific value. Obscene content does not have protection by the First Amendment.

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

**Profanity** refers to patently offensive words, including, but not limited to, the following words which the FCC has previously and specifically determined to be offensive: shit, fuck, piss, cunt, cocksucker, motherfucker, tits.

**Passing** means of brief duration, casual. (In terms of profanity, this refers to the occasional occurrence of "offensive" words within some music.)

**Pronounced** means distinctly or forcefully uttered. (In terms of profanity, this refers to any occurrence of "offensive" words within a spoken word piece (whether accompanied by music or not), or any instance in which those words are loudly, repeatedly, or indiscreetly used in music, as in the chorus of a song or in a sample placed within a song.)

**Excessive** means repetitive, more than reasonable or in good taste.

### **WLSP-LP Policies on Obscene, Profane, Indecent Programming**

**Obscenity** is never allowed on the air.

On-air volunteers may not use, nor allow their on-air guests or callers to use, **profanity** on the air. If a guest or caller uses offensive language, the volunteer must enact the eight-second delay switch. The on-air volunteer must give them the offending guest or caller an immediate warning. Upon a second occurrence, the on-air volunteer must enact the eight-second delay switch and dismiss that guest or caller from the program.

**Prerecorded occurrences** of profanity may be allowed on the air under the guidelines below.

Any use of profanity (**passing, pronounced, or excessive**) may only be allowed on the air between 10:00 p.m. and 6:00 a.m., by FCC regulation.

If volunteers are unsure of any prerecorded material they wish to play within their programming, they should present questionable material to the executive director. The executive director's decision on such material will be final.

All complaints received regarding controversial language or material should be reported to the executive director for documentation.

Persons who violate any part of this policy shall be subject to a verbal and/or written warning. Particularly flagrant violations may, at the judgment of the director, be grounds for immediate dismissal and banishment from the Sun Prairie Media Center.

### **Personal Attacks**

The FCC's personal attack rule is: if a broadcaster attacks the "honesty, character, or integrity" of an identified person or group while discussing a controversial issue of public importance, then that broadcaster must contact that person or group within a week, provide a script, tape, or accurate summary of the attack, and offer a reasonable opportunity to respond over the same station without charge. The FCC interprets the "personal" element of the rule strictly; attacks not going to personal character do not count.

The SPMC holds personally liable any volunteer who defames (as defined by law) an individual. Liability includes but is not limited to any related expenses, charges, or fines. The SPMC shall pursue legal remedies.

## **Broadcast of Telephone Conversations**

The FCC requires that a person called by a broadcaster either while on the air, or to be taped for later broadcast, must be advised beforehand that they are on the air or are being taped for broadcast. Before a volunteer broadcasts a telephone conversation live or records a telephone conversation for later broadcast, any and all parties to the call must be notified of the station's intent to broadcast the call. Prior notification and consent must occur before any portion of the conversation is broadcast. Prior notification is not necessary when someone actively calls in to the station to take part in a call-in show.

## **Broadcasting and Copyright Laws**

It is illegal to rebroadcast the broadcast of another radio or TV station, either simultaneously or delayed, without the express, written permission to do so from the originating station. Copyright laws also apply to on-air reading aloud of print material. On-air programmers are permitted to make "fair use" of copyrighted material in reading or quoting from it on the air, but are not permitted to read or quote at length without express written permission of the copyright holder. As a rule, before reading copyrighted material at great length on the air, a volunteer is responsible for considering whether doing so could reasonably interfere with the copyright holder's ability to sell the material in WLSP-LP's broadcast area.

In general, it is legal to broadcast any material that has been commercially recorded, including music and spoken word recordings except when otherwise indicated on the recording. WLSP-LP has broadcast licenses with ASCAP, BMI, and SESAC which allows airing of these recordings. It is not legal to broadcast bootleg records or other non-commercial recordings without permission of the artist. If a volunteer has questions about copyright, he or she must consult the director.

Any resulting fines or legal actions because of broadcasting copyrighted material are the responsibility of the individual volunteer.

## **Music Policy**

Streaming services (Pandora, Spotify, etc.), YouTube, and pirated music are all prohibited. If the host owns the music or SPMC owns the music, it is fair to play. Volunteers are highly encouraged to bring their own music or choose songs from the SPMC library. Both radio studios have several available connections for producers to plug in their personal devices into the audio board.

## **Station Identification**

The FCC requires all radio stations to identify themselves at particular times: sign-on, sign-off, and hourly. WLSP-LP's legal ID is "You're listening to 103 point 5 FM, The Sun Community Radio, WLSP-LP, Sun Prairie, Wisconsin."

All on-air volunteers are expected to either play a recorded version or read an exact live version of this ID at the top of the hour or as close to the top of the hour as possible.

Failure to provide the legal ID will result in a verbal and/or written warning.

## **FCC Rules for Noncommercial Radio Stations Offering Streaming**

The FCC requires that noncommercial radio stations who also stream online adhere to the following guidelines:

During a **single episode** of your radio program, you may:

1. Play no more than three songs from a particular album;
  1. Play no more than two songs consecutively from a particular album;
  2. Play no more than four songs by a particular artist;
  3. Play no more than four songs from a boxed set; and
  4. Play no more than three songs consecutively from a boxed set.

The FCC also forbids a radio host from posting the show on his or her own website. The station's licenses from the PROs and statutory license administered by Sound Exchange do not cover the performance of the program by anyone other than the licensee of the station. Hosts need to obtain their own licenses to transmit any copyrighted content on any server other than the station's. They are not covered by the station's licenses.

### **Music Acquisition / Usage**

WLSP-LP consists of a music library largely donated by staff, volunteers, members of the Media Center Commission, and other community members. Volunteers are encouraged to bring in additional music as necessary for the production of their programs. WLSP-LP generally does not purchase recorded music. Volunteers are allowed to purchase recorded music for their programs but should not expect compensation for such purchases.

Volunteers are expected to be familiar with the recorded material they are using during their programs. Any material that could reasonably be considered profane or obscene must be avoided. If recorded material is used by a volunteer that is indecent or obscene, a verbal and/or written warning will be issued.

Recorded material should be played at the discretion of the volunteer. Should it be discovered that a volunteer has accepted compensation in any manner for playing material, a verbal and/or written warning will be issued.

## **KSUN Now & Life and KIDS4, SUN PRAIRIE COMMUNITY TELEVISION STATION**

### **POLICIES AND PROCEDURES**

#### **Definitions**

In 1976 cable TV was introduced to Sun Prairie, Wisconsin. At that time two Public, Education and Government (PEG) access TV channels were provided to the City of Sun Prairie, KSUN and KIDS4. KSUN served as the community channel while KIDS4 was designed as a television channel for kids to serve as the creators of the content that was aired on this channel. KIDS4 embraced the slogan 'TV for kids, by kids'.

In 2011, Sun Prairie Cable Access changed its name to Sun Prairie Media Center. Due to high demand for local programming, in 2023 an additional TV channel was added by rebranding KSUN into two different channels, 'Now' and 'Life'. KSUN Now focuses on programming that live or re-aired live programming. KSUN Life features non-live original programming created by community producers.

#### **Producer Responsibilities**

The producer is responsible for making all appropriate arrangements and obtaining all appropriate clearances from broadcast stations, networks, music licensing organizations, performers, performer's representatives, and without limitation by this list, any and all other persons as may be necessary for authorization to edit and/or cablecast the material in their program on KSUN Now & Life or KIDS4.

The producer is responsible for assuring that the program meets federal regulations against obscenity established in the Supreme Court case *Miller v. California*, using the following three-part test:

- 1) Whether an average person applying contemporary standards would find that the work, taken as a whole, appeals to the prurient interest;
- 2) Whether the work depicts or describes, in a patently offensive way, sexual conduct specifically defined by applicable state law; and
- 3) Whether the work, taken as a whole, lacks serious literary, artistic, political, or scientific value.

The producer is responsible for complying with federal, state, and local law, which states that a program cablecast live or as a delayed broadcast on a public access channel, may not contain the following:

- 1) **Gambling:** A program may not promote or conduct any lottery, raffle, contest, or game involving prizes awarded in whole or in part by lot or chance.
- 2) **Commercial Identification:** A program may not promote, or make reference to any product, service, trademark, or brand name in any manner which does not in some way correlate with the message being brought forth in the program being produced for cablecast on the public access channel.

- 3) **Solicitation:** A program may not solicit funds or other property of value from viewers, with the exception of non-profit fund-raisers, which must be approved by the director.
- 4) **Misrepresentation:** A program may not contain any material which is intended to defraud the viewer or designed to obtain money by false or fraudulent pretenses, representations or promises.
- 5) **Advertising:** A program may not promote the sale of products or services, including prices, or promote or endorse a trade or business unless linked to a paid sponsorship.
- 6) **Products and Services:** A program may not discuss or show products or services made available by persons, corporations or institutions which have a commercial interest in the subject of the programs.
- 7) **Illegals:** A program may not contain any material which constitutes libel, slander, incitement to riot, defamation, invasion of privacy or publicity rights, unfair competition or violation of trademark or copyright or which may otherwise violate any local, state or federal law.



All hosts, all engineers, all on-air programmers and off-air volunteers are required to sign a statement acknowledging that they have received a current copy of the Sun Prairie Media Center Volunteer Handbook / Station Policies and Procedures and understand that they are responsible for its contents. The Media Center Commission suggests you read the handbook and know your rights and responsibilities.

For questions and/or comments, please call 608-837-4193 or e-mail [staff@sunprairiemediacenter.com](mailto:staff@sunprairiemediacenter.com)

I, the undersigned volunteer at Sun Prairie Media Center, have received a copy of the current Sun Prairie Media Center Volunteer Handbook / Station Policies and Procedures. I understand that I am responsible for knowing and abiding by the rules and policies set forth herein. I understand that I will receive one copy of this booklet electronically; and is available online.

Name

\_\_\_\_\_ (printed)

Phone Number

\_\_\_\_\_

Alternate Phone Number

\_\_\_\_\_

e-mail

\_\_\_\_\_

Signed

\_\_\_\_\_

Date

\_\_\_\_\_