



■ ■ ■ **MANUAL** ■ ■ ■  
2006 - 2007

PROFILE

<b>CALL LETTERS</b>	W M P H
<b>MAILING ADDRESS</b>	WMPH c/o Mount Pleasant High School 5201 Washington Street Extension Wilmington, DE 19809
<b>STUDIO PHONE</b>	(302) 762-7199
<b>FAX</b>	(302) 762-7042
<b>E-MAIL</b>	<i>radio@wmpH.org</i>
<b>NEWS E-MAIL</b>	<i>news@wmpH.org</i>
<b>WEB SITE</b>	<a href="http://www.wmpH.org">http://www.wmpH.org</a>
<b>FREQUENCY</b>	91.7 megahertz
<b>CITY OF LICENSE</b>	Wilmington (Delaware) Population Rating = 126 Rank = 78
<b>OWNERSHIP</b>	Brandywine School District (302) 792-3800
<b>FCC LICENSED SINCE</b>	1969 ** Non-Commercial **
<b>POWER</b>	100 watts
<b>AUDIENCE</b>	Over half million potential listeners Primary audience 13 - 27 years old
<b>NETWORK AFFILIATION</b>	None
<b>HOURS ON AIR</b>	24 hours everyday
<b>FORMAT</b>	Rhythmic Contemporary Hits (Pop-Dance-Disco) <ul style="list-style-type: none"><li>• Music - report charts to MAD Promotions</li><li>• News, sports, traffic, education</li></ul>
<b>COMMUNITY MEMBER</b>	New Castle County Chamber of Commerce

# PROGRAM SCHEDULE



TIME ON	PROGRAM NAME / SEGUE	FILTER	TYPE	SOURCE	LENGTH
1651	<b>PARTY PATROL (STUDENT SHOW)</b>	1	PGM	LIVE [ ]	9:00
1700	^ WMPH LEGAL IDENTIFICATION		ID	CART [ ]	:05
1700	<b>0433 PARTY PATROL (STUDENT SHOW)</b>	1	PGM	LIVE [ ]	10:00
1710	STATION BREAK <i>Talk 'Down' &amp; 'Up' Music</i>		>>>	CART [ ]	
	_____		PSA	[ ]	:30
	_____		PROMO	[ ]	:30
	_____		PSA	[ ]	:30
1711	<b>PARTY PATROL (STUDENT SHOW)</b>	1	PGM	LIVE [ ]	19:00
1730	FEATURE			[ ]	
	: PULSE OF THE PLANET TRACK # _____			4817 [ ]	2:00
	WEATHER UPDATE Dial 429-9000		WU	0008 [ ]	:20
1732	<b>PARTY PATROL (STUDENT SHOW)</b>	1	PGM	LIVE [ ]	18:00
1750	STATION BREAK <i>Talk 'Down' &amp; 'Up' Music</i>		>>>	CART [ ]	
	_____		PSA	[ ]	:30
	_____		PROMO	[ ]	:30
	_____		CU	[ ]	:30
1751	<b>PARTY PATROL (STUDENT SHOW)</b>	1	PGM	LIVE [ ]	9:00
1800	^ WMPH LEGAL IDENTIFICATION		ID	CART [ ]	:05

## MUSIC SCHEDULE

### Genres

**Dance** – General category for most songs

**Disco** – Songs primarily from the disco era (late 1970s – early 1980s)

**Club** – Fast beat dance songs (house, techno, trance) and pop song re-mixes

**Hip Hop** – Urban, old school, rap

*NOTE:* Beside the genre type is either a number **1** or **2**.

**1** - Songs with a 1 have a softer and often slower dance beat. These songs are scheduled to air during the work day.

**2** – Songs with a 2 have a harder and much faster beat. These songs are scheduled to air later in the evenings and overnight.

### SCHEDULE

**Student shows once per week - no one may have two radio shows.**

3:00 – 5:00 PM 2 hours – PLAN YOUR SHOW

Arrive at studios 10 minutes prior to show

5:00 – 7:00 PM 2 hours – PLAN YOUR SHOW

Arrive at studios 10 minutes prior to show

7:00 – 9:00 PM 2 hours – PLAN YOUR SHOW

Arrive at studios 10 minutes prior to show

⇒ No more than 3 students may sign up for a time slot.

⇒ Students must be juniors or seniors of Mount Pleasant, Brandywine, or Concord High Schools only.

⇒ Students must have good grades and school attendance records to participate at WMPH radio.

## TYPES OF ANNOUNCEMENTS

- **LEGAL IDS**

The Federal Communications Commission (FCC) requires every station to give a legal station identification at the top of each hour. Failure to do so can result in a maximum fine of \$2500. A legal ID consists of a station's call letters and city of license (WMPH / Wilmington).

- **STABS & IMAGES**

Use stabs & images often. These are not legal IDs. Use in between songs at random even though they are not required on the daily program log. Although it is not indicated on the program log, add either a stab or image after the sponsor on a bottom of the hour break. This identifies the station and sounds more professional.

- **SPONSORS**

WMPH is licensed as a non-profit radio station due to our frequency of 91.7 FM. All radio stations from 88.1 – 91.9 MHz are automatically designated as non-commercial. These stations are usually educational and may have sponsors to assist in operational costs.

For a donation, WMPH may mention a sponsor on the air. We may mention the nature of business, address, and phone number of the sponsor. We may not specify sales, promotions, and prices. WMPH can not make any biased statements such as "For the *best* in...". Sponsor messages are not commercials.

We acknowledge our sponsors daily with a pre-recorded 30-second message. For a monthly financial contribution or trade of equal value, we air a sponsor message according to the following:

\$--- per month = One message daily at :30

\$--- per month = Two messages daily at :30

\$--- **and over** = A minimum of three daily messages at :30 seconds each

It is very important to air the sponsor only when logged. Air only approved sponsor messages. **Payola** is accepting money for personal use when broadcasting a message without management approval. Payola is against the law in the United States.

- **OTHER PROMOTIONS**

WMPH also airs public service announcements, show promos, and community updates. These are not commercials. We promote our own shows, other non-profit organizations, and public welfare messages. Air the type of message according to the program log.

⇒ **TIME CHECKS** - should be given frequently. Simply state "It's \_\_:\_\_."

⇒ **WEATHER UPDATES** - air every other hour. Ten minutes prior to the scheduled weather update, call 429-9000. Write the weather conditions on a sheet of paper. Use the WEATHER UPDATE introduction (Cart #008 or in computer under SPECIAL). After the announcer introduces the weather, give the current temperature and conditions under the jingle.

<b>FOLLOW THE PROGRAM LOG</b>
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## STUDIO LOGS

1. PROGRAM LOG - Tells the board operator what type of announcements to air and when to air them.
2. DISCREPANCY REPORT - A type of daily journal for the station. Write anything note-worthy here, including on-air mistakes and dead air.
3. TRANSMITTER LOG - Meter reading of the transmitter are to be taken every two hours.  
Directions: Dial from any telephone to our Sine Systems remote control... 761-----.  
Enter code... 9 - 1 - 7 then  
02 - Forward Power      03 - Reverse Power      01 - Final Current      00 - Final Voltage

The following information may also be found on our web site at:  
<http://www.mphsknights.com/broadcast/wmphpolicies.aspx>

## ABSENTEEISM

All students and community volunteers are required to be at the studios at least 10 minutes prior to the beginning of your scheduled shift. At least 24 hours notice must be given to management should you be unable to attend your shift. A 'no call / no show' is cause for dismissal as well as 3 absences in a season. *Attendance will be taken.* You may miss 2 shows in a season maximum!

## GUESTS

Guests are never permitted at WMPH unless management has given prior approval. Reasons: 1) Security 2) Guests will distract you from your radio duties 3) WMPH is not a social hangout

## SCHOOL POLICY

WMPH radio enforces all policies of Mount Pleasant High School and the Brandywine School District. Refer to the Student Handbook for current policies. Such policies include restriction of weapons, alcohol and drugs, smoking inside studios, stealing and vandalism, etc.

WMPH may suspend or terminate any student for unsatisfactory grades or school attendance at the discretion of the school administration. Parents or guardians will be notified of deviant behavior.

## FCC INSPECTIONS

The Federal Communications Commission (FCC) may inspect WMPH at any time. Refusal to permit inspection has a maximum fine of \$18,750. Be sure any agent of the FCC shows proper identification before allowing entrance into the station. The FCC may inspect for:

- ◇ EAS violations
- ◇ Public inspection file violations
- ◇ Power violations
- ◇ Documents

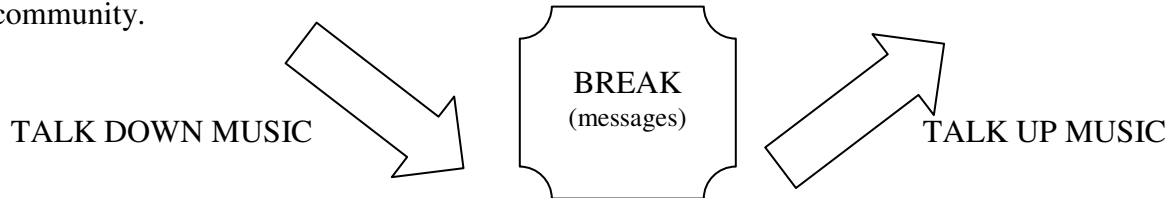
## OBSCENE BROADCASTING PROHIBITED AT ALL TIMES

It is a violation of federal law to broadcast obscene or indecent programming. The prohibition is set forth at Title 18 United States Code, Section 1464. The FCC may revoke a station license, issue a warning, or impose a monetary forfeiture for the broadcast of obscene or indecent material.

Obscene speech is not protected by the First Amendment and cannot be broadcast at any time. WMPH represents the Brandywine School District. In no way should WMPH offend the community by obscene material or degrading any group of people. This includes the music aired. The broadcast of indecent programming has a maximum fine of \$12,500 by the FCC. **The penalty for this offense is immediate termination from WMPH.**

## SEGUE BREAKS

The program log indicates when to air breaks. A break is every time you cut away from the music or talk program to air a pre-recorded message. At every break, the announcer must first *talk down* the music before airing a pre-recorded message. Talking down the music may consist of the announcer stating the songs that were mentioned, telling the listeners which station they are tuned to, and saying “We’ll be back after these messages.” After the break, you must *talk up* the music. Never go to a break without talking to the listeners. Your job is to be a host to the listening community.



Breaks are usually scheduled every 20 minutes. Follow the program log for your show to know when to break and what messages to air.

### SLOGAN “**Super 91.7 WMPH**”

Mention W M P H all the time! You may also use stabs & images to mention WMPH. It is important to let our listeners know who we are.

Our slogan is “Super 91.7 WMPH” – Say *Ninety One Seven* – not Ninety-One POINT Seven.

The secondary slogan of WMPH is “**The BEAT of Wilmington**” which corresponds to our music format.

## MICROPHONES

When any microphone is turned on in the control room, absolute quiet must be maintained in the studio except for the voice of the announcer. Never touch a microphone that is activated! Because the studio speakers mute when the microphones are turned on to avoid feedback, it is a good idea to wear headphones when talking on the air.

The microphones used at WMPH are directional (as opposed to omni-directional). Directional microphones respond best to sound from the front, while tending to reject sound that arrives from other directions. Talk directly into the microphone about two inches away. Below is a diagram of the pick up pattern of a directional microphone.

## TELEPHONE POLICY

WMPH has one telephone line for our studios (302) 762-7199. This number has priority to business calls. Radio personalities may answer the telephone only if no microphones are turned on. Never comment on the air that the phone is ringing (a light will flash to indicate phone ringing). For continuity, it is best that everyone answers the phone “**Hello, W M P H...**”

**DO NOT USE THE TELEPHONE FOR PERSONAL CALLS.** No music show may put a caller on the air live without the permission of the manager. You may pre-record the caller then air it using the current phone editing system. This is for advanced DJs only. See the manager for more information.

## MISSION STATEMENT

WMPH-FM is a unique broadcast learning center. The experience is intended to enhance the students' knowledge of communications, develop the thought process and organizational skills, increase community awareness, and BE FUN.

Our purpose in the community of Wilmington is to entertain and inform our listeners by presenting a positive and professional image.

WMPH gives great experience for students interested in being a DJ, radio host, television personality, public speaker, news journalist, sports announcer, or music promoter. Our radio students learn how to operate all broadcast equipment, communicate to a LIVE radio audience, develop a weekly radio show, and follow the rules and regulations of the Federal Communications Commission (FCC).

The WMPH music format is that of a dance party. Our music is not abusive in language, violent, or explicitly sexual in nature. Since 1969, WMPH has been a broadcast teaching facility operated by the students of the Brandywine School District but located at Mount Pleasant High School. At 91.7 FM, WMPH reaches listeners in northern Delaware including portions of Pennsylvania, New Jersey, and Maryland.

## QUESTIONS ?

If you have a question about anything, just ask.