

Basic Rules

When it is your air shift then YOU are responsible of everything that gets aired. You must control any guests, callers or music enough to ensure the safe and legal running of the station.

You must have a full and complete understanding of your responsibilities and legal requirements to be a programmer on the air.

Never, Never, Never leave the station with “dead air”. If you have a technical problem or just happening to be passing by and don’t hearing anything coming out of the radio then please immediately put some music on if on-site and call someone.

Always leave your mic potted down unless you are talking on it. **DO NOT leave it up and just turn it on and off.** It sounds bad on the air. It’s dangerously live if accidently pressed and it’s just a bad practice. You should turn on the mic a few seconds before going on. (This turns on the outside warning light and gives people a chance to quiet down.) Then pot up to a good strong level and speak. Then pot in back down and then turn it back off.

Try to always have the mic about a hands width away and slightly to the side. This should help reduce popping P’s etc. If you are a heavy breather angle the mic so that it is slightly above your nose.

Keep your voice levels equal to the music or other guests etc. Don’t make the listener turn up their radio to hear you and then get blasted by the music. Almost everyone here speaks too low.

PRE-READ your stuff. Whether it’s your underwriter or even just your liner notes or back announcements. Please for the love of God rehearse them. Read them **out loud** several times. Make it sound conversational and not like you’re reading something.

At the top of the hour (or close to) you must read a full legal ID. By legal ID we mean the complete ID read EXACTLY as written on the wall. {**KZYG Philo 90.7 FM, KZYZ Willits & Ukiah 91.5 FM, Fort Bragg 88.1 FM**} But every time you go on mic you should be mentioning who we are. It can be just a casual, “This is KZYG & Z.” or even just, “This is Mendocino Public Broadcasting.”

Re-introduce the guest or subject of the show every 15 to 20 minutes.

You can **not** announce call to actions. No, “Come to the show.”, “Call Joe for that lost dog.”, “You should go to city hall and protest.” These are illegal for us to do. We can say, “You **CAN** go to the show at 9.”, You **CAN** call Joe for that lost dog.”, “You **COULD** go to city hall and protest.”

NO Ticket prices are **EVER** said on the air unless it’s our own non-profit events.

Remember it’s not about you, it’s about the listeners.