

## **General Tenets and Operating Principles for WFCR**

(updated January 2013)

88.5FM WFCR, a public radio station, is licensed to the University of Massachusetts (the University) and operated by the University of Massachusetts Amherst (UMass Amherst) with the advice and support of Amherst, Hampshire, Mount Holyoke and Smith Colleges. Together these institutions constitute the five college consortium.

The consortium has nurtured and supported WFCR from its inauguration in 1961, recognizing that it reflects and conveys to the community important educational values that they and the station share — a commitment to knowledge, information and the arts, and to exploring and understanding our world through lifelong learning. WFCR is a partner for the university and colleges in fulfilling their educational and public service missions, and an important resource for the community.

WFCR operates under a license from the Federal Communications Commission, has been “qualified” by the Corporation for Public Broadcasting to receive federal financial support, and is a National Public Radio member station. WFCR and the University of Massachusetts are committed to respecting and following the framework within which WFCR operates and its obligations as a public broadcasting entity.

### **Programming and Public Service**

The Communications Act of 1934 states that broadcasters must operate in "the public interest, convenience and necessity." While true for all stations, this applies with special force to public broadcasters. The University holds WFCR’s license in trust for the benefit of the public, and is committed to maintaining the public’s confidence in the editorial integrity and independence of the station, and to assuring the public that station management is able to program and operate WFCR free of undue influence.

To meet its public service mission, WFCR produces and broadcasts programming of the highest quality, selected by its professional managers with the advice of listeners, the New England Public Radio Foundation, Inc. and the five colleges. The integrity and quality of the broadcasts will express the educational mission the station shares with the five colleges, and in so doing will reflect positively upon them.

**The responsibilities that flow to WFCR from these principles are:**

- to determine the best way to serve the "interest, convenience and necessity" of the public, guided by the professional experience of its managers;
- to report on current events and their social, cultural and historical background, to consider the world in all its diversity and richness, and to promote appreciation of our artistic culture;
- to produce programs of the highest quality;
- to report the news in a fair, accurate and balanced manner, following high standards of journalistic integrity;
- to select and create a program schedule using public broadcasting best practices to serve listeners as effectively as possible;
- to make independent editorial and programming judgments without regard to the political, financial or promotional interests of any individual or organization;
- to conduct the fundraising activities necessary to support the mission; and
- to fulfill all legal and regulatory responsibilities.

**The responsibilities that flow to the University and colleges from these principles are:**

- to assure through their leadership that WFCR's mission of service to the public remains paramount;
- to adopt policies and procedures which assure full public confidence in WFCR's editorial integrity, programming independence, financial stewardship and administrative practices; and
- to allow the station to pursue independent efforts at fundraising and marketing activities.

## **Fundraising, Marketing and Finance**

Resources will be developed, managed and allocated in a manner that advances the station's mission and sustains its financial viability.

WFCR will conduct appropriate fundraising to ensure its ability to provide programming. The University recognizes WFCR's special relationship to its listeners, and will permit and support the station's independent efforts to raise funds from them and from underwriters, major donors and grant providers.

Because 90% or more of WFCR's revenue comes from the community, WFCR must have a marketing identity and messages that clearly and effectively convey to the public the station's need for community support. Donors must clearly understand the relationship between them and the station. At the same time the station will find appropriate ways to convey to the public its unique relationship to the University as its license holder, and to the Five College Consortium.

The station will provide links to the University, UMass Amherst and the four private colleges on its website; identify the license holder every hour; and identify the five college consortium as "the Five Colleges", listing each institution, five times daily in each day part as part of an underwriting credit.

The station's studios in Hampshire House will be named "The Five Colleges Studios at UMass Amherst" and this name will be appropriately identified on-air for programming recorded in or originating from the studio.

The integrity of the station donor database will be protected. The station will safeguard its donor database and follow restrictive sharing guidelines.

Fundraising practices will adhere to nationally accepted professional standards. WFCR follows generally accepted accounting procedures and complies with all applicable laws and regulations.

Working together, the University and WFCR will ensure appropriate stewardship of all donated funds, including meeting the requirements of all funding sources, while ensuring the free exercise of good programming and journalistic practices.

## **Human Resources**

The station's professional staff will have the appropriate education, training, experience, and support to accomplish their work at the highest level of quality. Any students, interns and volunteers involved in support or on-air roles will be selected and supervised by station management in a manner similar to that for regular employees.

Staffing will be adequate to meet work expectations and needs.

Responsibilities and reporting lines will be clearly defined and understood.

### **Governance Structure**

The University of Massachusetts has sole governing authority for WFCR with advice and consent of Five Colleges, Incorporated, and the community, which is represented by the New England Public Radio Foundation, Inc., Board of Directors.

The staff of WFCR is employed by the University of Massachusetts Amherst. The General Manager reports directly to the Vice Chancellor for University Relations.

Originally incorporated in 1953 as the Western Massachusetts Educational Television Council, Inc., the Friends of WFCR, Inc., was established by the five colleges in 1982 as the fundraising support group for WFCR. Today the New England Public Radio Foundation, Inc., is an independent 501(c)(3) nonprofit group that exists to ensure WFCR's continuing viability as a public media organization and to support WFCR's mission, to provide diverse, high-quality information and music programs that entertain, educate, and inform its listening public.

The Foundation is not a policy making board, but it does advise on all matters concerning the station. Approved 501(c)(3) by-laws govern the work of the Foundation.

The New England Public Radio Foundation, Inc., Board is comprised of no more than 25 elected voting members of whom five members represent the Five College Consortium, representing each of the four colleges and the University of Massachusetts Amherst. The Executive Director of Five Colleges, Incorporated, the Vice Chancellor for University Relations (as the immediate supervisor of WFCR's General Manager), and a representative of the UMass Amherst Foundation serve as ex-officio, non-voting members.

Each elected board member may serve for up to three years and may be re-elected for one consecutive three-year term. The President and Treasurer of the Board are the only exceptions per the New England Public Radio Foundation, Inc., by-laws.

Five College representatives to the Board are not asked to engage in any direct fundraising for the station but may support fundraising efforts as they and their institutions deem it appropriate.

*Reviewed jointly by Robert Holub, Chancellor, University of Massachusetts Amherst and Five Colleges, Incorporated, (FCI) whose directors are:*

*Carol Christ, Smith College, FCI President*

*Anthony Marx, President, Amherst College, FCI Vice President*

*Joanne Creighton, President, Mount Holyoke College*

*Ralph Hexter, President, Hampshire College*

*Robert Holub, Chancellor, University of Massachusetts Amherst*

*Neal Abraham, Five Colleges, Incorporated, Executive Director and Clerk of the FCI Board of*

*Directors*

*March 2, 2010*

**This has been recognized as an accurate, but not proscriptive, description by the Chancellor of the University of Massachusetts Amherst and the Board of Directors of Five Colleges, Incorporated**

*Revised version reviewed February 12, 2013*

*jointly by Kumble Subbaswamy, Chancellor, University of Massachusetts Amherst and Five Colleges, Incorporated, (FCI) whose directors are:*

*Lynn Pasquerella, President, Mount Holyoke College, FCI President*

*Jonathan Lash, President, Hampshire College, FCI Vice President*

*Carolyn Martin, President, Amherst College*

*Carol Christ, President, Smith College*

*Kumble Subbaswamy, Chancellor, University of Massachusetts Amherst*

*Robert Caret, President, University of Massachusetts*

*Neal Abraham, Five Colleges, Incorporated, Executive Director and Clerk of the FCI Board of*

*Directors*