CKUW 95.9 FM

Orientation

Contents

# A Tour of the CKUW 95.9 FM Radio Station

Welcome to CKUW

CKUW is located in Room 4CM11 in Centennial Hall at the University of Winnipeg.

The station is open from 7am - 11pm each day for programmers and our staff is available during the day.

The station is divided into six areas.
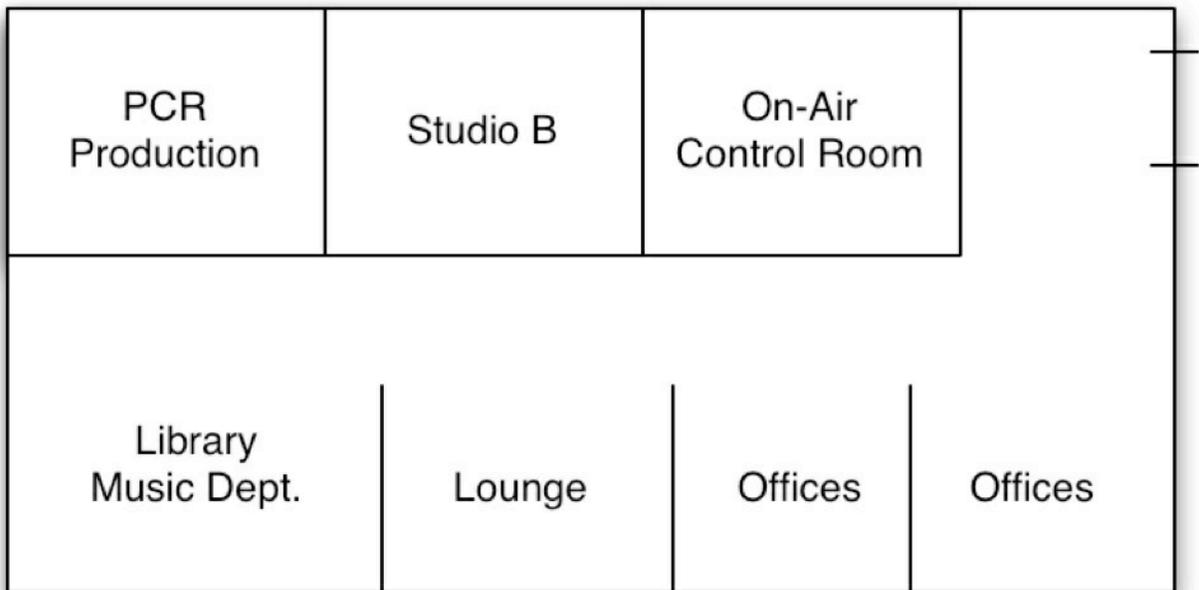
The On-Air Control Room

The On-air control room is where we broadcast live. This room is filled with equipment one needs to create a radio program.

Studio B

The Studio is a shared space, used when interviewing large groups of people or when a band is in to play live. The Studio is shared between the On-Air and Production rooms so that one could record an interview in Production while a live program is being created in the on-air room.

The Production Control Room

The Production Control Room or Production is used to create production spots, pre-recorded programs and interviews. The room can also be used as a backup for MCR in emergencies.

The Lounge

The Lounge area is where guests usually sit before appearing on your program. Volunteers also use the area to prepare for their show. The music department uses the white board across from the couch to inform volunteers about new and notable entries into the music collection.

Offices

Full-time staff works in this area.

The Music Collection

CKUW 95.9 FM has one of the largest and most diverse music collections in Manitoba. Made up of CD, vinyl, tape and digital entries, the collection contains unique entries from around the world.
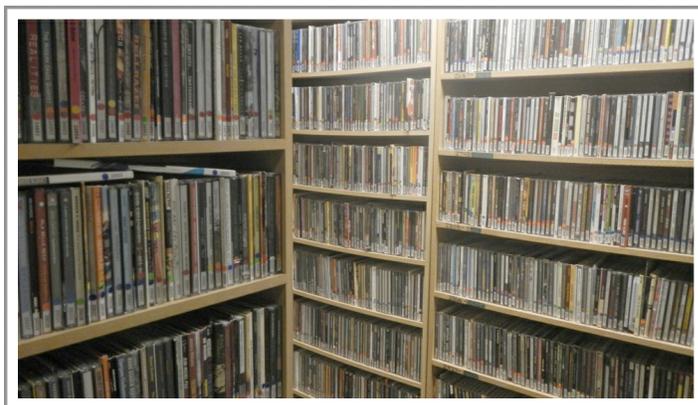
Search the collection at home at http://collection.ckuw.ca

An introduction to CKUW

What is CKUW?

CKUW 95.9 FM is an on-campus FM radio station at the University of Winnipeg in Manitoba, Canada.

We are an artistic non-profit radio station managed by the Winnipeg Campus/ Community Radio Society.

We broadcast at 95.9 MHz with 450 watts of power. Our transmitter and antenna are on top of #7 Evergreen Place in Osborne Village.
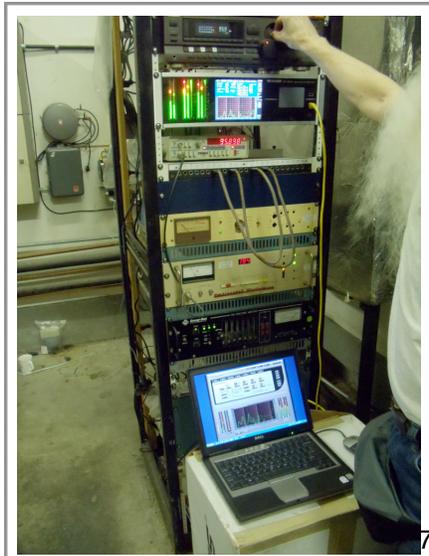
The station operates 24 hours a day 7 days a week with all the programming being done by volunteers. CKUW has sufficient strength to cover the entire city of Winnipeg. You can also listen online and download podcasts at ckuw.ca.

CKUW History

Beginning as CJUC, the station was started in 1963 by David Shilliday and physics professor Ron Riddell. In 1968 the call letters were changed to CKUW to mark the founding of the University of Winnipeg. At that time the station operated as a closed circuit station broadcasting to Lockhart Hall lounges, the Buffeteria and the Bulman Students Centre. Despite the small presence on campus CKUW was well known in the local music scene.
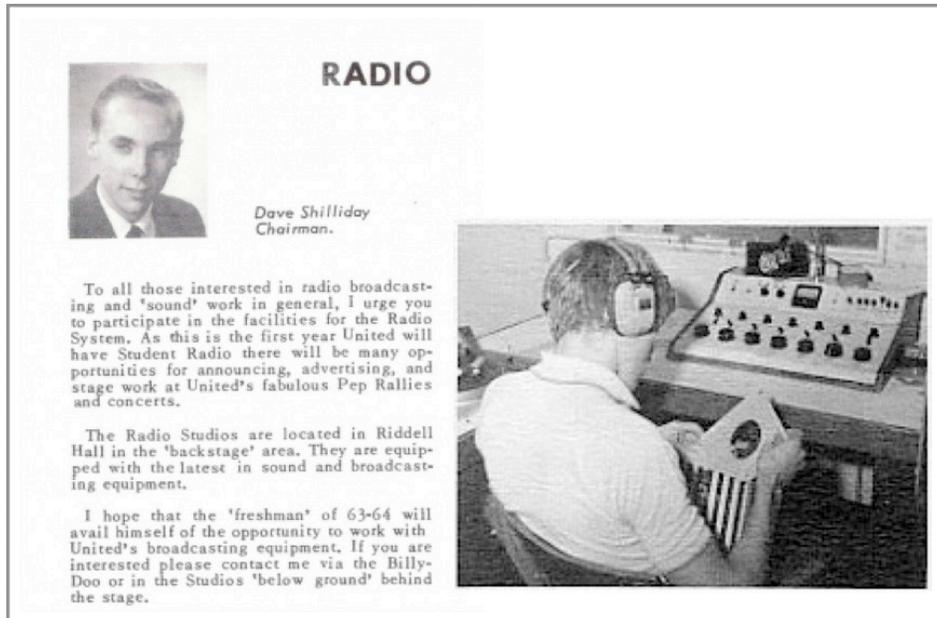
As campus/community radio spread across Canada CKUW looked towards broadcasting to the whole city in FM. Ten years of research, planning and saving were required to complete a licence application and ensure that the station would be healthy and successful.

Our license application was approved by the CRTC in October 1998.

Test broadcasts started on April 27th 1999, and the official kick off broadcast started at 12:00 AM on Friday, April0th. First was a short speech by Station Manager Rob Schmidt, and the first song was 'That's Entertainment' by the Jam.

CKUW Philosophy

CKUW's Mission is to **engage the campus and community through radio**.

As a Campus/Community radio broadcaster CKUW is people driven, not profit driven.

As part of a non-profit corporation, CKUW 95.9 FM is controlled by the Board of Directors, staff, and volunteers. Because of this grass roots control, the programming is a reflection of the true interests and concerns of the volunteers and the local community.

Campus/Community radio has the freedom and the mandate (from the CRTC) to present music and ideas that cannot be found in the mass media.

CKUW 95.9 FM is a place where alternative viewpoints can be aired, and local musicians take priority over top 40 jingles.

We offer the general public and the student body an intelligent, informative, challenging and entertaining alternative to programming on commercial radio.

We communicate the concerns, interests, and activities of the campus and academic environment to the general public.

We provide individuals with an opportunity to share, develop, use and enhance their talents and skills in our radio environment.

CKUW Structure

Structure, Board, and Staff

CKUW 95.9 FM is operated by the Winnipeg Campus/Community Radio Society. The station and the society have several levels of organization.
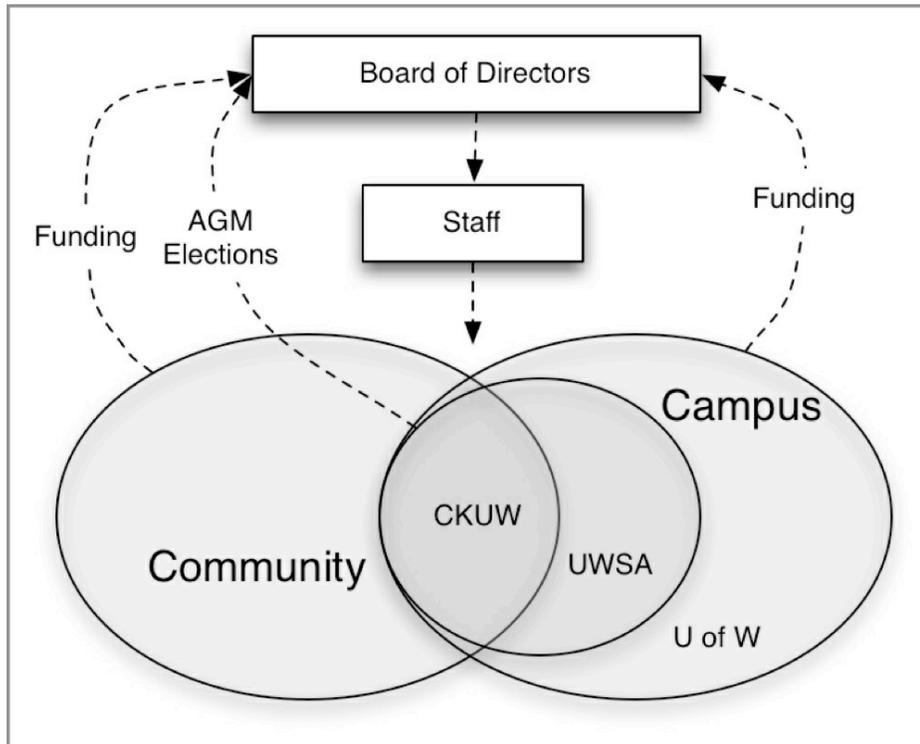
Radio Society

The Winnipeg Campus/ Community Radio Society was established in 1996 to undertake the task of starting up and managing an FM campus/community radio station.

Effectively, the Radio Society membership is comprised of all of the volunteers at CKUW 95.9 FM. Membership with the Radio Society is open to everyone; students and everyone else in the community.

Joining the Radio Society

Going through our orientation session is the first step in becoming a member with the Radio Society.

Every volunteer, regardless of experience, must go through an orientation session and pay an annual membership fee.

The annual dues are prorated to a maximum amount of $20.00 for non U of W students and $10.00 for U of W students.

Afterwards you will sign a contract, receive a membership and CKUW passport in which you can pursue further training depending on which department or activity you wish to pursue.

Member volunteers of the Radio Society are expected to participate in our Annual General Meetings (AGM).
 Board of Directors

The Radio Society Board has nine members, one representative of the student association, one representative from the University, and five elected members: three U of W students and four community representatives.

Board members are elected to two year terms. The terms of board members overlap to help provide continuity and stability in managing the station.

The BOD deals mostly with long-range planning and budgeting for the station, leaving day-to-day operation to the staff.

Staff regularly report to the Board, as the Board of Directors represent the membership of the Radio Society and directs the development of CKUW 95.9 FM.

Staff

 http://ckuw.ca/staff

Station Manager

The Station Manager is in charge of the daily operation of the station, oversees the business aspects of the station and is ultimately responsible for keeping CKUW 95.9 FM on-air. The Manager is the BOD's link to the station and is responsible for acting on decisions made at the board level.

Program Director

The Program Director (PD) is in charge of the programming. The PD ensures that programming keeps up to our high standards and that volunteers are following programming guidelines. The PD is responsible for granting programs within the limits of our Promise Of Performance, CRTC guidelines and station policy.

Music Director

The part-time Music Director is responsible for maintaining the record collection, creating and distributing charts and maintaining relations with record labels. If there's a label or recording you think we should receive, talk to the Music Director.

News Director

The part-time News Director coordinates local news and current affairs programming, conducts weekly meetings of the CKUW 95.9 FM news collective and assists volunteers in news research and training.

Volunteer Coordinator

The part-time Volunteer Coordinator organizes social events and other volunteer activities. This person also sets up orientation and workshop training for volunteers.

Outreach and Sponsorship Manager

95.9 FM CKUW's Outreach and Sponsorship Manager works with community organizations, venues and businesses for sponsorship opportunities on CKUW 95.9 FM. These sponsorships sometimes benefit the station though in-kind donations or advertising revenue. The Outreach and Sponsorship Manager works part time and has an office in the Bulman Student Centre.

CKUW Funding

CKUW is funded through three main sources: a student levy, advertising and FUNdraising.

Levy

Since 1992 U of W students have been contributing to a student levy to support the station. The student levy is the main source of CKUW's financial support with the remaining funding coming from advertising revenue and FUNdraising. The long term goal is for 50% of CKUW's funding to come from community FUNdraising and the remainder from the student levy and advertising.

Advertising

The CRTC has placed restrictions on campus and community radio stations that air advertising to prevent them from being competitive with commercial radio stations.

At 95.9 fm CKUW we are not allowed to air more than 4 minutes of commercials per hour. We try to work mainly with local businesses and organizations for advertising in the same community minded way that we approach all of our programming.

FUNdraising

Like many non-profits and campus radio stations FUNdraising is critically important to keeping CKUW going.

Our FUNdrive is an annual event that takes place in early February. It is a crazy time with volunteers going all out to convince listeners to pledge their support to 95.9 fm CKUW.

Not only does FUNdrive raise money, but it also increases our profile in community and draws volunteers together. As a listener-oriented and supported radio station, FUNdrive gives the public a chance to show their support for our unique station.

> All members must be willing to do their part during FUNdrive. There are **NO EXCUSES** for not helping out. We all depend on it.

CKUW Connections

Stylus Magazine

Located in room 0RM12 in the Bulman Student Centre - Stylus Magazine publishes CKUW 95.9 FM's program listings and charts, along with reviews and interviews with independent artists. If you are interested in writing for Stylus contact the Editor.

stylusmagazine.ca

NCRA

CKUW 95.9 FM are part of The National Campus/Community Radio Association; a not for profit national association of organizations and individuals committed to volunteer based, community oriented radio broadcasting. The association strives to advance the role and effectiveness of campus/community radio in Canada through government lobbying and advocacy.

The NCRA tries to work closely with other regional and international community oriented radio organizations to provide materials and networking services to its members.

Membership includes community-oriented stations affiliated with broadcast schools, university based campus/community stations, community based English, French and Native stations, and other supportive businesses and individuals.

www.ncra.ca

CKUW Rules and Regulations

General Station Rules

In order to ensure a safe, comfortable and professional environment for members of the Winnipeg Campus, Community Radio Society we ask that you respect our rules.

There are **three main rules** that deal with violations of our legal responsibilities.

Breaking these rules will mean that you will not only be dismissed from your volunteer duties at 95.9 fm CKUW and your membership revoked, but there may be further legal consequences.

Note that as a member you are not only responsible for your actions but the actions of guests you may bring to the station. These rules apply to them as well.

BE NICE: Programmers will not utter, nor will their programs contain racist, sexist, homophobic or other discriminatory comments. Programs must not contain any libelous or slanderous remarks. Programmers will not promote hatred through 95.9 fm CKUW against any identifiable group. No volunteer will act in an abusive manner towards another volunteer, staff member, guest or listener. Failure to adhere to this policy will result in immediate dismissal until further notice.

NO BANNED SUBSTANCES: Food and drink are not allowed in the on-air broadcast booth or production room. Smoking is not allowed in the station. Alcohol and Narcotic substances are not allowed in the station and no one is allowed to go on air drunk or under the influence of narcotics. Failure to adhere to this rule will result in immediate dismissal until further notice.

NO STEALING: Any guest or member of the Winnipeg Campus/Community Radio Society caught stealing from 95.9 fm CKUW will have their membership revoked immediately and criminal charges will be pursued by the Society. Borrowing is theft.

If you break any of these three rules you will be notified and expected to meet with the Program Director at your earliest convenience. Your volunteer privileges will be immediately suspended until further notice.

CKUW Music Collection Rules

1. We don't allow guests into the collection to retrieve CDs.

2. Don't go into the collection/back area with any type of bag or knapsack.

3. Borrowing is theft. Theft is a crime. There's nothing lamer then stealing from a non-profit radio station. Fees going to artists we play suffer from theft.

4. Re-file all your material properly. Do not leave records, tapes, vinyl lying on the floor or a shelf or desk. Someone is probably looking to play them.

5. Respect the contents of our collection and treat all the material with care.

Production Rules
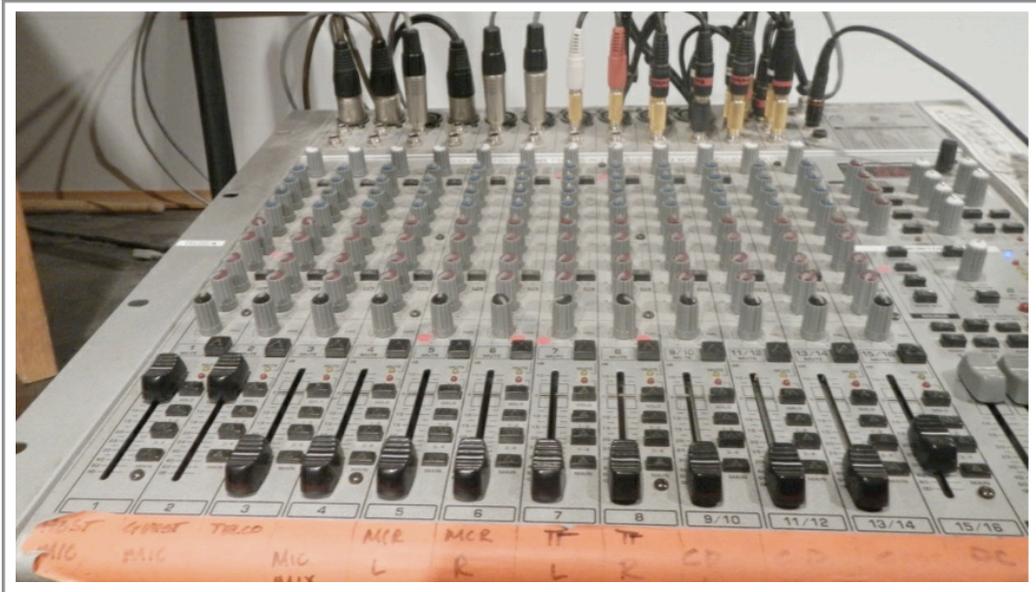
1) There is no food or drink allowed in the production room.

2) There is sign outside production indicating a live recording. If the sign is red please keep things quiet around the backroom area.

3) Please also respect the part time staff working outside the production room.

4) Respect each other's space and keep things at a reasonable volume.

5) Respect all the equipment. **Do not try to fix, tamper, install or change the equipment in anyway**.

If you're interested in using the production room take the production workshop.

Even if you've booked the production studio staff may need to use your production time in an emergency. Please respect their wishes.

Other Policies

Cleaning

Everyone is responsible for keeping the station clean and organized. If you use the CKUW collection please put away CDs and LPs before you leave the station. Do not leave magazines, drink containers and food wrappers in the lobby, please use the garbage & recycling bins.

Staff offices are all open, but please respect the offices and don't mess with the staff's desks. Do not use the office computers for personal use (email, school work) unless it pertains to CKUW.

Mis-Representation

Do not represent the station without prior approval of staff. If you are seeking press accreditation to report on an event or interview an artist notify staff.

Video

95.9 fm CKUW has a video camera watching the station lobby 24/7. This is for security reasons, do not tamper with the camera or recording equipment.

Security

Keep the station door locked after business hours. Generally 10 am until 6 pm. There is a flashing strobe "doorbell" at the door so you know someone is knocking. There is also a peephole so you can see who is there - if you do not know the person, you do not

need to let them in. Don't worry, if it's a volunteer they can get access to the station via security.

Security is present on campus to ensure the safety of the student body, staff, visitors and our volunteers. Security routinely reports problems at the station-to-station staff, Security has the authority to remove you or your guests from the station and the campus.

If you feel threatened in any way during your program or while you are present at the station, contact Security IMMEDIATELY and report the problem to staff.

Security is also trained to respond in First Aid or emergency situations. If someone becomes seriously injured, call Security right away.

Security Phone: (204) 786-9235 or (ext. 9235)

CKUW Opportunities

Where to go from here?

Now that you've completed the Orientation session take some time to look at where to go from here.

Further Training

Many new volunteers join CKUW 95.9 FM with the hope of producing and programming a music show immediately and many more volunteers leave the station feeling disappointed because their dreams were never realized.

It's important to realize that broadcasting takes a lot of commitment and doing it really well every week takes even more commitment.

In order to become a programmer at CKUW you must first go through broadcast training workshops which underline broadcasting rules and regulations, provide you with on-air tips and introduce you to the technical equipment. After which you are also free to become a programmer in a variety of capacities. You can submit a program application, co-host a previously established program or join the news department.

Probation

It's important to know that all new programmers are subject to a probationary period.

While programming is expected to be of a high standard at all times, special attention will be paid to programming during this period. Programmers who fail to adhere to station policy and procedures risk cancellation of their show. If your show is canceled and you don't wish to help out at 95.9 fm CKUW any longer, your membership fees can be refunded.

Other Ways to Get Involved!

Production Department

If you're more interested in hands on experience, there is a great deal of production work to do at all times. Production encompasses everything from station identification announcements to advertising to public service announcements. It's easy to join the production department. There you'll be paired up with a senior volunteers and learn how to use the production studio in

The Production Workshop

Once you have the basics down, there are unlimited possibilities as to what you can create, from prerecorded interviews to promotional spots. Aside from getting comfortable with audio and recording it is possible that your production projects will find a place on-air. Because of this, helping with Production is one of the best places to start out at CKUW.

Music Department

Periodically there are maintenance projects in the Music Department. If you are interested in helping out there, please let staff know and we'll introduce you to the Music Department staff and set up further training.

Further Training

CKUW WORKSHOP GUIDE		
What do you want to do at CKUW?		
Programming	**Music Deparment**	**Production**
When I complete the programming workshops I could: • have my own show. • join the news department. • be on the air.	When I complete the music department workshop I could: • learn how to use the music collection. • archive and catalogue music.	When I complete the production workshop I could: • record audio • edit audio • produce audio content
Primary Workshops		
Programming 1	Music Department	Production
Programming 2		
Programming 3		
Additional Workshops		
Field Recording Primer		
Interviewing Workshop		

To continue additional training connect with our volunteer coordinator.

ckuw.volunteercoordinator@gmail.com