

OAK CITY MEDIA

101 **NEWS** **WKRP**

PROGRAM PRODUCER APPLICATION

INTRODUCTION

101.9 WKRP is an FCC licensed, non-commercial low power FM radio station. WKRP is owned and operated by Oak City Media, Inc., a 501(c)(3) non-profit public benefit corporation based in Raleigh, North Carolina.

Our mission with 101.9 WKRP is succinct: “Educate. Inform. Entertain.” In pursuit of that mission, we’re always receptive to proposals for music, news, talk, arts and cultural programming that could be of interest to the community we serve.

PREREQUISITES FOR PARTICIPATION

While some operators of community-based radio stations taken an “open mic” approach to potential program producers, Oak City Media does not. While like other stations we have 168 hours of broadcast schedule space to fill each week, we would rather air automated music programming in preference to live programming that fails to meet our expectations for quality, production value and content.

Also, while we believe serving our community is always in its best interests, a stronger belief is that stability in such service is of greater import. We view the license Oak City Media holds for 101.9 WKRP to be a public trust, and we consider what we do both on the air and off in service to our community as an honor and a privilege.

We demand an exceptional level of commitment from those who wish to be associated with Oak City Media and 101.9 WKRP. Getting on “our” air isn’t easy, nor is staying there – and that’s by design. We apply what may seem a complex, burdensome process for those seeking to produce programs on the station, but we do so for a reason – in our minds, you have to *want it*.

PREREQUISITE #1 – OAK CITY MEDIA MEMBERSHIP

Membership in Oak City Media is a prerequisite for becoming a program producer on 101.9 WKRP. A membership application can be found as a .PDF on WKRPFM.com.

Adult membership is available to individuals aged 18 or older. It requires a \$ 60.00 membership initiation fee, together with a \$ 60.00 annual dues payment. These are payable upon admission, but annual dues are prorated depending on the actual time of admission.

Supporting membership is available to other 501(c)(3) tax-exempt non-profit organizations. It requires a \$ 1,000.00 membership initiation fee, together with a \$ 520.00 annual dues payment. These are payable upon admission, without proration.

Youth membership is available to individuals under the age of 18. It requires a \$ 25.00 membership initiation fee, together with a \$ 25.00 annual dues payment. These are payable upon admission, but annual dues are prorated depending on the actual time of admission. Upon reaching 18 years of age, Youth Members are automatically reclassified as Adult Members.

Note: While membership in Oak City Media is a prerequisite to produce a program for 101.9 WKRP, if you submit this application in conjunction with a new membership application, we will not admit you as a Member without intent of airing a program you produce for 101.9 WKRP. However, producing a program to be aired on 101.9 WKRP is not, nor should it be, considered a right of membership in Oak City Media.

PREREQUISITE #2 – PRODUCTION TRAINING

Oak City Media members who wish to participate in the on-air activities of 101.9 WKRP undergo station production training – nuts and bolts, hands-on instruction in the basic mechanics involved in putting a program on the air, and in creating production elements for use in pre-recorded programming.

In addition to basic broadcast mechanics, Members also receive instruction on FCC regulations which apply to the station. Generally this training isn’t time intensive, is done in a small setting, and more often than not can be completed in a single session of two (2) hours or less.

PREREQUISITE #3 – STANDARDS AND PRACTICES EDUCATION

While Production Training addresses the nuts and bolts aspects of putting a program on the air at 101.9 WKRP, Oak City Media also requires a “Standards and Practices” training session for program producers.

“Standards and Practices” is a generic term that refers to the responsibility of understanding the moral, ethical, and legal implications of a program’s content, and ensuring that such content avoids elements which constitute slander, libel, indirect advertising of products or services, or other content which could be deemed offensive by our audience.

This training is conducted in a group setting, so as to allow for questions which explore different types of scenarios that could arise. The extent of training is also dependent on the type of program produced. For instance, a program featuring predominately music but with occasional introductions of songs and related banter likely won’t need to be produced with more loose standards than in the case of a politically-themed talk show.

PREREQUISITE #4 – THE “THIRD HOUR”

In addition to membership in Oak City Media, it’s a condition of being a program producer for 101.9 WKRP that for every two (2) hours of programming produced for air, we require each person involved to commit a “third hour” to the station in another capacity: seeking out underwriters for station programming, staffing or representing the station at community events, tidying up around the studio... whatever needs to be done.

“Third hours” are recorded and accumulated, “banked” for use when needed to address station needs. So while it’s possible there will be a chore for which your regular assistance is needed, it will be more likely that a period of time will pass before we ask for assistance, then request a multi-hour commitment.

We will do whatever we can to ensure that requests for “third hour” assistance are reasonable, and don’t conflict with other personal commitments. Generally speaking, we’ll provide plenty of advance notice, and if you have a prior commitment which would conflict with our request, you need only mention at the time your help is requested.

Note: The first time you agree to a “third hour” commitment to assist with a project, but fail to live up to that commitment (e.g., not show up after agreeing to do so), it will be the last, and your privilege of producing a program for 101.9 WKRP will be immediately suspended.

OUR PROCESS

Oak City Media’s process of adding and removing programming from the 101.9 WKRP broadcast schedule is an ongoing, deliberate process, aimed at achieving four (4) primary goals:

- Ensuring that the programming aired on 101.9 WKRP furthers our overall mission to “Educate. Inform. Entertain;”
- Ensuring that new programs aired on 101.9 WKRP “hit the ground running,” hopefully attracting a core audience rapidly;
- Ensuring that after their debut, programs aired on 101.9 WKRP are consistent in terms of entertainment and production value; and
- Maintaining overall station programming quality, placing programs which fail to meet our standards on remedial hiatus, or removing them from the broadcast schedule altogether.

While Oak City Media always accepts applications from prospective program producers, much in the same way television networks have “seasons” for introducing new shows, 101.9 WKRP applies a similar, cyclical methodology. Generally speaking, new shows premiere on the station four (4) times each year, during the first weeks of January, April, July and October, respectively.

Between these premiere periods, we conduct various activities behind the scenes:

- Accepting applications from prospective program producers;
- Reviewing prospective new shows to determine if they can be fit within our broadcast schedule;
- Process new membership applications;
- Admit new members and conduct their Production Training and Standards and Practices Education; and
- Evaluate current 101.9 WKRP programming to see if it continues to fit into our plans going forward.

PROGRAM CONSIDERATIONS

CONTENT

Oak City Media’s long-term hope for 101.9 WKRP is to provide a variety of locally oriented, locally produced programming to its audience. However, there are three (3) types of programs to which we apply considerably tighter “Standards and Practices” than the norm:

1. **PROGRAMMING FEATURING RAP OR CURRENT POPULAR MUSIC.**
In the case of programs which contain rap or current (1995-present) popular music, additional constraints beyond typical “Standards and Practices” apply with respect to music content. These constraints primarily are aimed to ensuring that the music aired doesn’t contain language that could offend the sensibilities of our audience.
2. **PROGRAMMING FEATURING POLITICAL CONTENT.**
In the case of programs with political content, additional constraints beyond typical “Standards and Practices” apply, primarily to ensure that such programs don’t cause a revocation of Oak City Media’s tax-exempt “501(c)(3)” status.
3. **PROGRAMMING FEATURING RELIGIOUS CONTENT.**
In the case of programs with religious content, additional constraints beyond typical “Standards and Practices” apply, primarily to ensure that such programs do not cause a revocation of 101.9 WKRP’s non-commercial broadcast license.

DURATION

For purposes of ensuring a consistent weekly broadcast schedule, we do not air programs of less than 60 minutes on 101.9 WKRP. Typically “talk” programs – those in which music plays little to no significant role – are expected to run 60 minutes, while “music” programs are expected to run either 2 or 4 hours in duration.

But there are no hard and fast rules; if a program’s format is suitable for a longer duration and space exists on our broadcast schedule, we’ll always consider an accommodation.

BROADCAST FREQUENCY

Depending on production capabilities, 101.9 WKRP expects to air episodes of programs on either a daily or weekly basis, with an overall expectation of airing a minimum of:

- Twelve (12) weekly episodes over a three-month period, with one or two recorded and repeated to address holidays that may occur during the period; or
- Sixty (60) daily episodes (twelve weeks [Monday through Friday] of five [5] episodes each) over a three-month period, with up to five (5) recorded and repeated if necessary.

As a general rule, we don’t air episodes less frequently than once per week, nor do we re-broadcast individual episodes unless there’s a specific need to do so.

QUARTERLY REVIEW PROCESS

Roughly two (2) weeks prior to the end of each quarter (mid-March, mid-June, mid-September and mid-December, respectively), station management conducts a review of all programs being aired on 101.9 WKRP. Following such review a decision will be made regarding its intent to retain the program on our broadcast schedule, choosing one of four (4) options:

- “RENEW AS-IS:” To renew the program for air during the next quarter, without change to its placement (time slot) on the 101.9 WKRP broadcast schedule.
- “RENEW WITH MODIFICATION:” To renew the program for air during the next quarter, subject to a change in its placement (time slot) on the schedule, or minor modifications in episode duration or program format.
- “HIATUS:” Removing the program from 101.9 WKRP’s broadcast schedule for the next quarter, but with intent to return it to the air in a succeeding quarter upon terms mutually agreed to by the producer and station management.
- “CANCEL:” Removing the program from 101.9 WKRP’s broadcast schedule, without intent for its future return.

In each case, the result of a quarterly review will be delivered to program producers via e-mail, giving them opportunity to prepare accordingly.

Note: Oak City Media reserves the right to remove any program from the 101.9 WKRP broadcast schedule, at any time and without advance notice. Typically this will occur in cases where problems exist with a program (e.g., repeated “Standards and Practices” violations, failing to meet production schedules) or its producer (failing to fulfill “third hour” commitments).

Note: The removal of a particular program from the 101.9 WKRP broadcast schedule doesn’t necessarily preclude you from applying to produce another program in the future. We understand that at times a specific format may not be suitable for a particular producer or talent.

THIS APPLICATION

If you’re not already a member of Oak City Media, this application will be accepted only in conjunction with a completed Membership Application. A copy of our Membership Application can be found as a .PDF on WKRPFM.com. Upon completion, both may be sent:

By Mail to:
Oak City Media, Inc.
4829 Alenja Lane
Raleigh, NC 27616-5029

By Electronic Mail to:
generalsecretary@oakcitymedia.com

If admitted as a member and this application is approved, you’ll be contacted to finalize your admission into Oak City Media, and to begin working with you toward your program’s premiere.

Please Note: The processes set forth in this document are general practices, and are subject to change based on our experiences in operating 101.9 WKRP. Thank you for considering joining us!

SECTION 7 – TARGET AUDIENCE

Describe your intended audience.

SECTION 8 – ASSISTANCE NEEDS

Describe what types of production assistance you would need with respect to the proposed program.

SECTION 9 – LOCAL CONNECTION

Describe how your program would have a local connection to the Raleigh area.

SECTION 10 – GENERAL GOALS AND OBJECTIVES

Indicate below what your program's chief goals and objectives are. Will your program aim to entertain, engage, educate, assist, celebrate, provide a discussion form, or provide information?

SECTION 11 – MISCELLANEOUS QUESTIONSHave you any prior experience in the field of broadcasting? YES NO

If you answered "Yes" above, detail that experience ▶ |

Does this program already air elsewhere? YES NO

If you answered "Yes" above, indicate where it currently airs ▶ |

Does the program already have a social media presence (e.g., Facebook, Twitter)? YES NO

If you answered "Yes" above, indicate how your current social media presence can be accessed (URL's) ▶ |

Are there days or times which doing a regular live broadcast on 101.9 WKRP is simply not an option? YES NO

If you answered "Yes" above, indicate what days/times do not suit your schedule ▶ |

Are you interested in helping with fundraising and soliciting underwriters? YES NO NO, BUT I'LL DO ITAre you interested in doing outreach and publicity for Oak City Media and 101.9 WKRP? YES NO NO, BUT I'LL DO ITOnce trained, are you willing to assist other producers with their programs if asked by them? YES NO**SECTION 12 – ACKNOWLEDGEMENTS**

Signify your acknowledgement/agreement to each of the statements below that apply to your program.

	Initials	Initials	Initials	Initials
I/We hereby commit to producing twelve (12) weekly episodes of this program, beginning with the first week of the "Proposed Premiere" month indicated in this document.				
I/We hereby commit to producing sixty (60) weekday (Monday through Friday) episodes of this program, beginning with the first Monday of the "Proposed Premiere" month indicated in this document.				
I/We agree that if this application is accepted and I/we have not already done so, I/we will remit the initiation fee and annual dues required for membership in Oak City Media, Inc.				
I/We agree that if this application is accepted, I/we will participate in 101.9 WKRP Production training and "Standards and Practices" training as needed.				
I/We agree that for every two (2) hours of broadcast material we produce for air on 101.9 WKRP, we commit to one (1) additional hour, to assist station objectives in other capacities.				