



Spring 2021 MANUAL for On-Air Talent

Mission Statement

We create professional-level multimedia productions on a scheduled basis that serve the University of Texas Rio Grande Valley and the community at large. The goal of our radio programming is to produce entertainment programming (music) and news stories that inform, educate and enlighten our audience.

Vaquero Radio is a student-driven media platform. Working in this program, students follow broadcast and ethical standards and gain professional, hands-on broadcast experience that prepares them for careers in the broadcast industry.

Our organization creates awareness of the diverse and changing nature of the modern media landscape while developing *esprit de corps* among current members and radio alumni.

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I. Rules & Requirements

A. Attendance

1. On-Air Talent (aka “Disc Jockeys” or “DJs”) must be present for their scheduled weekly show. In cases when a DJ is unable to attend, a management member must be contacted at least 24 hours in advance (or ASAP in the case of an emergency). Less than 24 hours notice will be considered a no-show. More than two consecutive no-shows will result in dismissal from Vaquero Radio. A maximum of 3 non-consecutive no-shows **with prior notice** will also result in dismissal from Vaquero Radio. These policies do not necessarily apply in emergency situations and the Station Manager/Faculty Adviser may use their own discretion on a case-by-case basis.

B. Mandatory GPA

1. DJs must maintain a grade-point average of 2.5 or higher per semester

C. Music Playlist

1. DJs must submit entire music playlist for each show from beginning of the hour to the end of the hour. List may be emailed to radio@utrgv.edu.

D. Show Content

1. A standard DJ for Vaquero Radio will have one, one-hour show per week.
2. Vaquero radio prides itself on a variety of entertainment content; from music shows with a general (or no) theme, to specialty shows and talk shows. Ultimately, the goal is to provide the kind of content that listeners / potential listeners desire while allowing the On-Air Talent to exercise maximum creativity in their show.

3. Non-commercial, college radio stations occupy a unique place in the broader radio environment. Our goal is to program what other stations cannot. While we do encourage a variety of show ideas on Vaquero Radio, there are some categories of radio programs that we simply do not program. Partisan political talk shows that provide commentary or analysis from one particular political viewpoint are NOT programmed on Vaquero Radio. There are myriad options for such programming available for those who wish to listen to shows of that nature.
4. In addition to their own show, it is expected that all DJs will promote other DJ shows as well as promote the station more generally. This is done through the use of “stingers” (pre-recorded promotional spots) as well as live mentions.
5. DJs are encouraged to provide listeners with the current time and temperature whenever they open the mic to speak.
6. DJs may be instructed by the Program Director or other Vaquero Radio staff to insert a Public Service Announcement (PSA) or Underwriting spot (mentions that relate to financial supporters and community partners who PAY for this) during their shift. Failure to do so is a violation of station policy and may result in discipline up to and including elimination of show from weekly schedule.
7. DJs MUST follow the Radio Clock which will be discussed later on in the manual.
8. DJs are encouraged to monitor the station’s social media outlets during their show. See additional documentation on how to utilize social media.

II. Station Policies

A. Weekly volunteer Disc Jockey shows

1. Authorized On-Air Talent

a) Only those personnel specifically authorized to operate the equipment in Vaquero Radio studios are to be on the air. DJs may NOT invite another, non-authorized individual to “stand in” for their shift. If the authorized DJ is unable to be there for their show, they must contact Vaquero Radio staff.

B. Promotion

1. Radio-Sponsored Events

a) Throughout the semester, we work on various events (karaoke, dance parties, etc.) This generates revenue that is retained by the program to pay for various equipment and features. DJs are expected to promote these events (time, day and location) throughout their show.

C. Giveaways

1. Merchandise Giveaways

a) This is an effective way to attract listeners to your show. DJs are allowed to give away one Vaquero Radio T-shirt per week upon request. DJs may conduct games for giveaways (e.g. memory games, tongue twisters, etc.)

1. Ticket Giveaways

a. Please contact Station Manager, Program Director or Adviser if you plan to have ticket giveaways during your show. Heads up: Not all giveaway requests can be guaranteed.

D. Booth Guidelines

1. Guests

- a) Due to restrictions and contingencies related to the COVID-19 pandemic, DJs **generally** may not invite guests on their show. Exceptions will be made on a case by case basis, but will generally be approved ONLY for those shows which have a talk format. **All** guests must be pre-approved by the Station Manager, Program Director or Adviser.
- b) Tell station staff a few days in advance so they can promote your show throughout the week and instruct other On-Air Talent to promote your upcoming show as well.
- c) Guests brought in to speak on-air must be relevant to your show.
- d) Minors: If you are to schedule a minor as a guest on your show, please inform the staff before scheduling that minor. The guests must first fill out the Minor Consent Form.

2. Food and Drinks

- a) Snacks and screw-top bottles are allowed; no soups or greasy food allowed.
- b) Food and drinks must be kept away from the equipment at all times.
- c) All members must clean up any trash and sanitize the area before leaving.

(Products will be provided by the station.)

3. Property and Equipment

- a) Use equipment with care. Make sure it is being using properly, safely and kept clean. All Vaquero Radio equipment is to remain in the station at all times.
- b) Due to restrictions and contingencies related to the COVID-19 pandemic, DJ will be provided with disposable microphone covers. DJ is in charge of placing the cover before the show and properly dispose of the cover after the show.

c) In order to keep the booth safe for everybody, DJs will be asked to wipe down the work area with sanitize wipes provided by the station. This task is to be performed before and after each show.

4. Drugs/Alcohol

a) Any DJ found in possession of or being under the influence of drugs or alcohol at the radio station will be terminated immediately with no exceptions.

E. Indecency and Obscenity

1. It is a violation of the federal law to use obscene language on air. It is also against our station policy to use any form of vulgarity or name-calling in the radio booth. A respectful and professional environment is everyone's responsibility. What's "obscene"? If you need an explanation, please see Vaquero Radio staff.

F. Entering and Closing the Station

1. Computers in booth must always be "locked" or logged out

2. If you are the last person to leave the booth, **it is your responsibility** to lock the door and store equipment away. Leaving the door unlocked once will result in a warning. If the incident occurs three times, it will lead to dismissal. (Save yourself a headache, lock the door!)

G. Music Policies

1. DJs must play "clean versions" of all songs

2. DJs are encouraged to air local artists.

3. In the spirit of encouraging creativity and programming diversity, it is Vaquero Radio policy that no more than two songs from the same artist be played during a one-hour show.

4. DO NOT play music you have produced yourself.
5. DJs may request one song per week to be purchased from iTunes and added to the station library.

III. Broadcasting Etiquette

A. DJ Show

1. You are in control of your show---figure out the tone and signature for your show (**Note:** All DJs must be casual and conversational; no “shock jocks”)
2. When you get a chance, promote your fellow DJs in your show! Provide your listeners with the time and day for a particular show or radio-sponsored event. You are also encouraged to repeat the radio station’s contact information for music requests, story ideas, and giveaways.

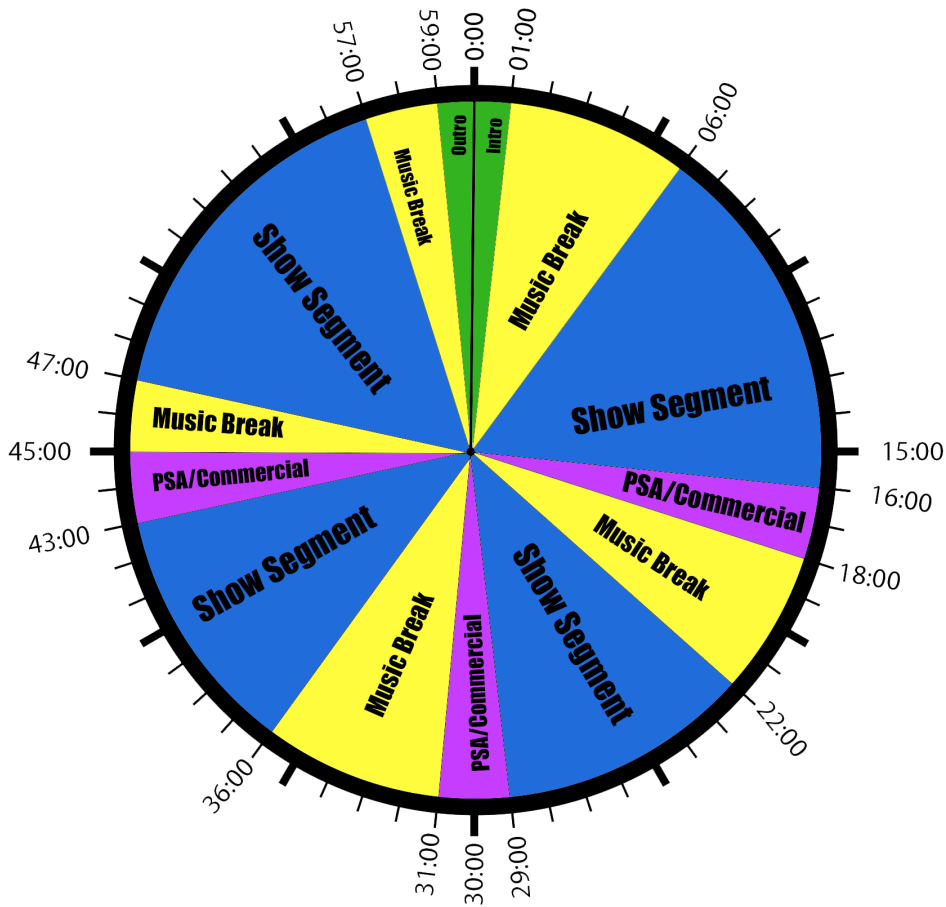
Vaquero Radio
(956) 882-5143
radio@utrgv.edu

3. You must speak during the designated talking points of your show
 - a) Announce songs already played and tease upcoming music
 - b) Things to talk about during talking breaks: upcoming events, services, music you enjoy, concerts you’ve been to, experiences you’ve had and other topics your listeners can relate to etc. Remember, keep it short and conversational!
 - c) Keep in mind: Too much talking can tune out your listeners and too little talking does not help promote your name. Keep a balance.
4. Preparation before going on air
 - a) Make sure door is closed and room is silent

- b) Mic checks
 - c) Set music on deck A and deck B
 - d) Click “Broadcast” on Virtual DJ
 - e) Turn microphones off during music breaks
 - f) If you have guests, make them comfortable. Break the ice before you go on air.
5. Be courteous: If a DJ is doing his/her show, be considerate; no talking or opening/closing the door while the DJ is speaking on-air. It’s a good idea to ask the on-air DJ if it’s OK to hang out in the station while a show is in progress.
6. Language: Like explained in the Obscenity and Indecency section, DJs who do not follow the rules, will result in the take down of their show. Do not use profanity and/or explain graphic indecent conduct.

IV. Programming Clock

For those who go into a radio broadcasting career, you will become very familiar with the Programming Clock. The goal of creating a “clock” for programming is to provide relative uniformity across all individual DJ programs. As an Internet-only, non-commercial station, we are not required to strictly adhere to FCC rules and regulations associated with a station that broadcasts Over-The-Air (OTA) on public radio frequencies. However, our goal is to provide volunteers with real-world experience and adhering to a programming clock is essential. The clock dictates the exact times each hour when DJs should have talking breaks and play new music. As a DJ, it is your responsibility to time each talking break and music break.



1. Top of the Hour (0:00) *Green
 - a) Introduce your show, tease upcoming music, things you plan to talk about, etc.
2. Music Break *Yellow
 - a) Play the specified number of music tracks you intend to play
 - b) If there isn't new music in your genre, try pitching it like this: "Here's a song we're jamming to at the station lately" or "If you like what you hear, tune in to [DJ name and show] on [day/time]"
3. PSA/Commercial *Purple

- a) Play in-house PSAs, Vaquero Radio commercials, promotion of the station, announce ticket giveaways, radio-sponsored events, other DJ shows, etc.
 - b) Repeat station's contact information and slogan (The Valley's Student Station)
4. Show Segment *Blue
- a) This is where DJs do their talking or programming. The DJ must follow Indecency and Obscenity Policy Vaquero Radio has implemented to follow FCC guidelines. DJ will have two 10 minutes and two 7 minutes of sections of the hour to do their programming.
5. Goodbye (59:00) *Green
- a) Plug in DJs social media accounts, the time, the weather, say the radio station's name and then goodbye.

DJs interested in an additional one-hour show may submit a request at the discretion of the Station Manager, Assistant Station Manager, and/or Faculty Adviser.

V. Contact List

A. Contact the **Station Manager**, if:

1. You are unable to make it to your show
2. You have a question about DJ points
3. Someone outside of radio needs to talk to the representative of Vaquero Radio
4. You have a question regarding (or ideas for) a radio-sponsored event
5. You need help with any of the equipment

B. Contact the **Assistant Station Manager**, if:

1. You are unable to make it to your show
2. You have a question about DJ points
3. You have a question regarding (or ideas for) a radio-sponsored event
4. You need help with any of the equipment

C. Contact the **Programming Director**, if:

1. Someone is asking about doing a PSA
2. You have an issue regarding your show, programming, or other DJs
3. You need help with any of the equipment

D. Contact the **News Director**, if:

1. You or someone else has a story idea to share for the station's newscast
2. You have questions or concerns on the news programming or news operations

Contact any management member if you have any ideas regarding our website or social media, if the radio stream is down, if equipment or software is inoperable or for any other general inquiries regarding radio.



Name	Phone	Email
Victor G. Ramirez / Station Manager	(956) 518-8447	Victor.ramirez02@utrgv.edu
VACANT / Asst. Manager		
Justin Elizalde / News Director	(956) 777-0038	Justin.elizalde01@utrgv.edu
VACANT / Program Director		
VACANT / Reporter		
Rodolfo Alvarado / Reporter	(956) 245-9233	rodolfo.alvarado01@utrgv.edu
Luis Rubio / Sports Reporter	(956) 342-6834	Luis.rubio01@utrgv.edu
Dr. Robert Velez / Faculty Adviser *	956-929-7584	Robert.velez@utrgv.edu

* Vaquero Radio is student-operated. The Faculty Adviser should **NEVER** be the first person you contact with issues about programming, scheduling, or station operations. Please reach out to other staff **BEFORE** reaching out to the Faculty Adviser. If you have an issue with a particular staff member, reach out to ANOTHER staff member in an attempt to resolve the issue. The student staff are generally the experts in the areas mentioned.