

**CJAM 99.1 FM  
VOLUNTEER HANDBOOK**

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**CJAM 99.1 FM** CJAM 99.1 FM a campus-based community radio station providing music and information programming not offered by mainstream commercial media in the Wawiiatanong (Detroit River) area, encompassing Windsor, ON and Detroit, USA. The objective of CJAM 99.1 FM is to serve people and groups within the community who are under-represented or maligned by mainstream media by allowing a forum to express their views.

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### **Where to Listen**

99.1 FM

iHeartRadio

[www.cjam.ca](http://www.cjam.ca)

Cogeco cable channel 285

### **Social Media**

**Official website:** [www.cjam.ca](http://www.cjam.ca)

**Facebook:** [www.facebook.com/cjamfm](http://www.facebook.com/cjamfm)

**Instagram:** [@CJAMFM](https://www.instagram.com/CJAMFM)

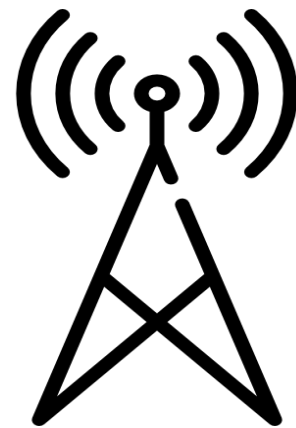
**Twitter:** [@CJAMFM](https://twitter.com/CJAMFM)

## Basic Rules & Regulations (On & Off the Air)

- Volunteers may operate the station equipment only after appropriate training and authorization by the Program Director, or a member of CJAM staff.
- Remember, being on air is a privilege, not a right. When you are granted a timeslot you are accepting a number of responsibilities. Failure to meet these responsibilities will lead to a loss of your on-air privileges.
- CJAM FM is a harassment-free workplace, and all volunteers and staff members are entitled to respect and professional conduct from other volunteers and staff. Please review the CJAM 99.1 FM Safe Space Policy, [HERE](#).
- At no time is it appropriate to broadcast materials that promote hatred or contempt towards groups or individuals on the basis of race, national or ethnic origin, colour, religion, sex, sexual orientation, gender, age or mental or physical disability. Please Review the CJAM 99.1 FM Diversity, Equity and Inclusion Policy, [HERE](#).
- The on-air programmer must be present for the entire duration of their program.
- Headphones, along with a ¼ inch jack are mandatory. No exceptions. Headphones **must** be worn during your program.
- The on-air programmer is responsible for keeping the live studio neat and tidy.
- Programmers are not permitted to swear on the air at **ANY** time. This applies to regular conversation between programmers and any guest, and

applies at all times of the day. Furthermore, hosts are not permitted to play music or content with swearing at **ANY** time.

- Programming with a religious aspect will include an interfaith focus that demonstrates a respect for a diversity of religious beliefs and recognition for the struggles within every religious community. **Expression of a religious belief by any on-air programmer will not act as a defense for programming that promotes hatred or contempt of individuals or groups based on gender, race, ethnicity, national origin, age, sexual orientation or identity, gender, education or disability.**
- Programmers must play the required scheduled advertisements, PSA's, and pre-records as mandated by the Program Director. Repeated failure to do so will result in consequences as outlined in the Volunteer Discipline Policy.
- Volunteers must not attempt to repair, calibrate, move or otherwise modify station equipment, including computers. If you notice something not working correctly contact a member of staff.
- Any CJAM programmer running for election in Windsor-Detroit or for the University of Windsor Student Alliance (UWSA) will be prohibited from broadcasting during the election campaigns. Programmers must contact the Program Director before nomination papers are filed. This is CRTC policy relating to Elections and Broadcasting.
- The front door is to be locked at all times prior to, and following, regular business hours (Monday to Friday, 9AM to 4PM); unless a staff member is present please close the door when leaving and make sure it is locked.



- Outside of business hours, you will be required to retrieve the door key from the CAW Centre desk. A piece of ID (drivers license, student card, etc) is required, and will be returned to you when the key is returned. You will only be granted key access once your volunteer contract is signed & approved by the Program Director or Station Manager.
- **During COVID-19, hosts & volunteers are volunteering from home only.**
- CJAM continues to operate even when the University of Windsor is closed. If the CAW Centre building is closed you can retrieve the CJAM keys from Campus Police located at 2455 Wyandotte St. W. in the Innovation Centre.
- When CJAMs paid staff are not present, the on-air programmer broadcasting at that time is responsible for the station environment. If you see someone you don't recognize, politely ask them who they are and what they are doing. **If you have any issues with an unwanted visitor contact Campus Police immediately (ex.1234 from any CJAM phone)** and notify a staff member immediately (phone numbers are posted in the studio).
- There is **NO SMOKING** permitted anywhere in CJAM facilities; you will be fined \$5,000.
- **Intoxication of any kind over CJAMs airwaves will result in immediate dismissal.** There is zero tolerance related to the enforcement of this policy as outlined in the discipline policy.

## Music at CJAM

For over 30 years CJAM has provided an alternative to the mainstream through the sharing of independent music of any genre, created anywhere in the Windsor-Detroit community. With the integration of web technology in the 1990s, we began sharing our unique musical tastes with the world. What makes us so

unique? We provide niche programming that speaks to a set of sub-cultures that are often ignored or maligned by corporate media. At CJAM, anything goes. We call on our vast array of volunteers, their skills, knowledge and most of all passion to create programs that broadcast music new and old in a variety of formats. From Hip Hop to Punk, Bluegrass to Techno, Jazz to Dub and beyond, we aim to leave no musical stone uncovered. We invite our listeners to explore our Programming Schedule and find a show that suits their tastes and musical needs.

**Music Department:** Music review // AIRTABLE Library Management // Chart Submissions // Interview & Give-Away Coordination // A myriad of other musically based functions

### **Submissions**

We invite any and all musicians, labels and promo companies to submit their albums with us! For a full breakdown of our submission guidelines [HERE](#).

### **Music Review Committee**

As we receive submissions, the Music Director leads the Music Review Committee in reviewing materials to decide if they are a good fit for the station. Every volunteer is invited and encouraged to take part in this process, as the more people that are involved, the healthier and more representative the process becomes.

### **AIRTABLE // Current Library**

The albums we receive are processed by the Music Director, and sometimes the Music Review Committee. As of 2020, all albums are submitted digitally, and then are tagged and organized based on genre. You can access CJAMs current library and search files on AIRTABLE. Each new release album is associated with a number. Every time you play a track from a current library album please include the current number in your logging sheet\* - these numbers are broken into



different genre categories:

<b>1000</b>	indie rock // rock // alternative
<b>2000</b>	folk & blues
<b>3000</b>	electronic
<b>4000</b>	hip hop
<b>5000</b>	funk // soul // R&B
<b>6000</b>	loud
<b>7000</b>	world
<b>8000</b>	jazz
<b>9000</b>	classical // original soundtracks // experimental

*\* Note that programmers are to only note a maximum 2 spins from any given Current Album throughout the course of each broadcast. (Although you're welcome to play the entire album!)*

Making use of the current library is important for the station because it keeps our programming fresh and new; it contextualizes the live music experience in the Windsor-Detroit area, and it keeps us on the list of prioritized stations to receive future submissions.

## **Charts**

At the end of each broadcast week our Music Director reviews our logs and runs them through a data processing software which tabulates our weekly charts. They are posted to Earshot (Canadian National Independent Charts), on CJAMs website, and social media. Our charts are added to the mix with the charts of our sister-stations around the continent and National Charts are developed on a

weekly and monthly basis. This is how CJAM's voice is heard and helps to guide the 'big picture' of independent music in North America.

### **CRTC Logging Breakdown**

When programming at CJAM every host must create logs that document the content that they produce. Every type of content, be it spoken-word, music, advertising or station IDs, has an associated code that will need to be entered into the 'CRTC' field within the log spreadsheet. More information can be found on creating show logs [HERE](#). **The following is a breakdown of all the CRTC codes and what they represent:**

<b>Subcategory 11:</b>	News
<b>Subcategory 12:</b>	Spoken word-other
<b>Subcategory 21:</b>	Pop, rock and dance
<b>Subcategory 22:</b>	Country and country-oriented
<b>Subcategory 23:</b>	Acoustic
<b>Subcategory 31:</b>	Concert
<b>Subcategory 32:</b>	Folk and folk-oriented
<b>Subcategory 33:</b>	World beat and international
<b>Subcategory 34:</b>	Jazz and blues
<b>Subcategory 35:</b>	Non-classic religious
<b>Subcategory 43:</b>	Station identification
<b>Subcategory 45:</b>	Musical promotion of announcers, programs
<b>Subcategory 51:</b>	Commercial announcement

## **CANCON (Canadian Content)**

When programming at CJAM every host must create logs that document the content that they produce; every programmer has an expected amount of Canadian Content (CANCON) they must play within their show. AIRTABLE notes Canadian artists with a red “CANCON” label and are made searchable. Canadian albums in the Archive Library are marked with a red dot on their spine.



**But what makes something Canadian? Canadian Content is determined by a piece of music's ability to meet at least 2 of 4 of the MAPL code which is as follows:**

- M (music): the music is composed entirely by a Canadian
- A (artist): the music is, or the lyrics are, performed principally by a Canadian
- P (performance): the musical selection consists of a live performance that is
  - recorded wholly in Canada, or
  - performed wholly in Canada and broadcast live in Canada
- L (lyrics): the lyrics are written entirely by a Canadian

**For the purposes of the MAPL system, the CRTC's Radio Regulations define a Canadian as being one of the following:**

- a Canadian citizen
- a permanent resident as defined by the Immigration Act, 1976
- a person whose ordinary place of residence was Canada for the six months immediately preceding their contribution to a musical composition, performance or concert
- a licensee, i.e. a person licensed to operate a radio station

For further information, please review the MAPL System: [HERE](#).

## **Hits Policy**

Here at CJAM we work hard to promote and share the work of those maligned by main-stream media, but our license with the CRTC also requires us not to play "Hit" singles. But what is a "Hit"? The CRTC describes a "Hit" as charting in one of the following documents and publications:

- Nielsen BDS Country Spins
- Billboard Canadian Hot 100
- Billboard Hot 100 Singles
- Billboard Hot Country
- Canadian Music Network National Airplay
- Canadian Music Network Country Top 50 Audience
- The Record Country
- RPM 100 Country Tracks
- RPM 100 Singles
- RPM Retail Singles
- The Record Retail Singles

If a song you are playing has found itself on one of these charts, you will be in violation of our "Hits" Policy. So please review the materials you are playing and reach out to staff if you are unsure about your content.

## **Singles Club**

Each month CJAM FM creates a local singles compilation exclusively for CJAM DJ use. At the end of each month we tally up the plays and post a chart of top local tunes! The compilation can be found on the AIRTABLE library. When playing a track from the current Singles Club Compilation simply add a zero 0 in the

“current” column. This allows the Music Director to develop our monthly singles chart.



### **Interviews**

Interviews are an important part of what we do here at CJAM. They contextualize the music that we share and generate increased interest from our listener base. Feel free to set-up your own interviews or reach out to the Music Director in regards to who you'd like to speak to.

### **Bringing The Noise**

Want to learn more about how music works in Campus-Community Radio? We published a book all about it, through the lens of a submitting musician. While this is not required reading, it will give you a greater understanding of the musicians we represent and how they interact with us. The book is available as a hard copy at the station as well as online [HERE](#).

### **Physical Archive**

CJAM's physical library can be found around the station. Previously, we used a colour coded system to distinguish between genres; graphics are available around the station.

### **Physical Album Sign Out Policy**

Volunteers at the station are allowed to sign-out albums from the Physical Archive with the following conditions:

1. No more than three albums can be signed out at any time.
2. Albums are to be returned within seven days of sign out.

## Programming Best Practices

- Project enthusiasm and interest for your show; people are listening live.
- Hosts should arrive at CJAM studios well in advance of the program start time (at least 15 minutes prior).
- Over time, radio jargon will become a part of your regular vocabulary. Refrain from using terms like PSA, CANCON and other phrases on your show, this can distance listeners.
- Don't use inside jokes on-air; this can distance listeners.
- If you make a mistake, don't refer to "technical difficulties" and don't apologize. It is likely that nobody will notice. Carry on with the rest of the program as if nothing happened. Don't gripe about non-functioning equipment on the air.
- Do your research beforehand. Be the source of the information.
- If you're unsure of how to pronounce something (eg. an artist's name) do some research and make off-air attempts before going live.
- Refrain from divulging any personal information on-air, unless it pertains to the content at hand. Talking about a concert you just saw is no problem; giving out your home address is another issue.
- When talking, keep your sentences short and concise and try to keep your voice clear. Listeners cannot go back to check what you last said. It is easier to follow if there is one thought per sentence.
- Use CJAMs current slogan throughout the broadcast and provide the program name regularly. Example: *CJAM 99.1 FM - Reaching higher ground in Windsor and Detroit.*

- Avoid dead air (extended periods of silence) at all costs.
  - It is your responsibility to make a smooth transition from show to show. This means being prepared and ready to begin at the start of your program, and being cleared up and ready to leave at the end of the program. Hosts should leave about 4-6 minutes of music at the end of the program to allow the next host enough time to set up.
  - You cannot make remarks or jokes or air content that are considered sexist, racist, homophobic, or discriminatory on the air, nor should you tolerate them. **If you hear something of this nature, report it to a member of staff immediately.**
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## Essential Program Breakdown

- Start the show with a station ID of your choice.
- Play an introductory song or theme music to transition into the beginning of your program.
- In the first spoken word segment, state some important facts: the name of your show, your name (or nickname), a brief overview of what you have planned for your program, CJAMs social media outlets, the request lines for both Windsor and Detroit, and any other information that might be relevant.
- If you'd like to speak over music, choose instrumental tracks. It is difficult to hear your voice over another voice.
- Play advertisements and PSAs at the times indicated. Station IDs must be played at the top of EVERY hour. This will be on the log sheet and is mandatory CRTC policy.

- At the end of your program thank your listeners. Provide information about the next show, or even the list of shows for the next couple of hours. If you have a website, social media or email address for your show, give it out as well as CJAMs website and social media information. You may also wish to direct people to the CJAM online archives.
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## **After Your Show**

### **Listen to your show (and other shows)!**

The best way to improve as a programmer is to listen back to your own program. It is simple to download your show from the website broadcasting archives and give it a listen, maybe take notes. What did you like about it? What could be improved? Sometimes it is busy in the live studio, and it becomes easier to ask these questions when you take on the role of the listener.

If you ever feel that your program is stagnating, set up a meeting with our Music or Program Director for suggestions on how to keep your program fresh. Do something different or switch up your routine. Do an interview, artist focus, genre focus, etc. Volunteers are encouraged to take breaks from hosting if they are stressed out or overwhelmed.

### **Promote your show!**

Programmers are encouraged to promote their shows publically. All promotional items (real or virtual) must also promote respect and equality. Any poster must contain an official CJAM logo and be approved by a CJAM staff member in advance. Lots of programs have their own social media pages, which can be shared by CJAMs social media as well; interlacing these mediums will get people to notice and be excited about your program.



### **Strive to improve!**

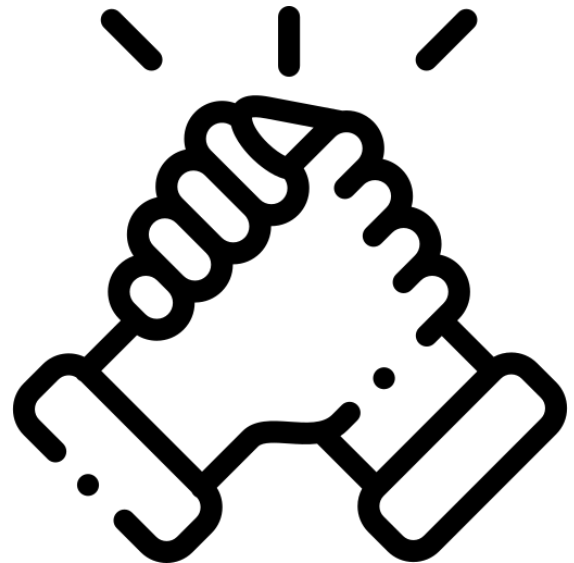
Each show represents the station in a different way and we aim for the highest quality of radio. Be open to constructive criticism and take advantage of opportunities for further training. Talk to other programmers about their music and technique. The best shows on CJAM are those who are striving to improve and are always evolving.

### **Help out around the station!**

Volunteering with CJAM is more than just hosting your own program. Helping out around the station with things like recording PSAs and ads, promotions, poster for events, and other small projects, is a huge help and we wouldn't be able to run without you. These small tasks help keep the station running smoothly. If you've got extra time, ask a staff member if there is anything you can do to help out; every little bit counts!

### **Be a good volunteer!**

Volunteering at CJAM is not only about putting together a weekly show but also forging connections with the local communities we serve through radio and other outlets. Hosting a radio show at CJAM is a privilege, but that's only part of volunteering. Having a team mindset, engaging in activities such as our Annual General Meetings or other station-wide events and initiatives will allow you to have your voice heard and to get to know other volunteers.



## **Program Review**

All new programs on CJAM are subject to a probationary period and all existing CJAM programs are subject to regular review by CJAMs Programming Committee. The Program Committee is composed of long-standing volunteers from a variety of different genres and talk programming.

## **Attendance**

If an unexpected situation should arise and you are unable to do your show, contact the Program Director with at least 48 hours notice. If your program is on the weekend you are asked to contact the Program Director before 12:00 noon on Friday. We will reasonably accommodate volunteers who are absent from their program due to emergencies, so if you're unavoidably unavailable please call the Program Director and the programmer who precedes your program. Do not contact staff via social media, or text. The only way to reach staff is by email, phone, or in person during office hours.

It is your responsibility to book time in CJAM recording studios or to pre-record your program if you know in advance you will not be in. All pre-recorded shows and logs are to be submitted to the Program Director by an agreed upon time before the program air date. If attendance for your program becomes problematic, the Program Director has the discretion to suspend and/or cancel your program.

## **Copyright Violations**

### **Reading Articles**

You cannot read an article word-for-word even if properly sourced (name of author and publication, date, etc). However, it is okay to read a properly sourced, short excerpt (no longer than 20-30 seconds). A short excerpt is no more than the

amount required to make the point intended. When in doubt of sourcing, consider how you have come to establish the fact and source it.



### **Playing Internet/YouTube clips, film/television clips**

CJAM is licensed under SOCAN (Society of Composers, Authors, and Music Publishers of Canada). This covers us for the use of recorded music, but not for any recorded audio or video material, which includes movies and internet materials like Youtube. Paying for or downloading a free album on the internet is okay.

Copyrighted or leaked materials via torrents is not. When in doubt, talk to staff about any questions or concerns.

### **CJAM FM Libel Policy**

Libel is defined as the broadcast of false or malicious information that injures or destroys the reputation of an individual, and in this case that can be a person or a corporation. Libel falls under common law (rather than criminal law) and the penalty is a potential fine which must be paid by anyone involved in the broadcast. *Slander*, which consists of harmful statements in a fleeting form, falls under the LIBEL umbrella in the case of radio.

CJAM has liability insurance. There is a \$25,000 deductible for a successful claim. A programmer in question can – and, in all likelihood, will – be held accountable for that deductible if CJAM were successfully sued for something that was said during their show. Under Canadian law, it's up to you to prove in court that the story you broadcast is true – not up to the person suing you to prove it is false. Someone can sue for libel if they believe their reputation has been damaged and they only have to prove three things:

1. The statements are defamatory.
2. The statements were broadcast or published.
3. The statements refer to the plaintiff, who is living and identifiable.

One defense is that listeners have the right to know the information you are presenting (such as information pertaining to public bodies such as the police and fire departments, the government, etc.) but it is very important to note that this defense does not protect malicious statements.

Generally, you can avoid libel by adhering to the canons of journalism: fairness, accuracy, common sense and above all good taste. Statements may be libelous even if there was no intention for harm, so the following tactics will not protect you or the station from libel charges:

- If you provide enough background information about an individual but omit their name, they can still sue for libel if their identity can be “assumed”.
- Just because the same thing has been said before about someone and that person did not sue before does not mean that they can’t sue this time.
- Something that was said as a joke might be libelous if it is taken out of context and broadcast as a serious statement. For example, you cannot avoid libel by saying, “It is alleged that so-and-so is a thief” or “Rumour has it that so-and-so is a thief.”
- It is not a defense to say that words were meant in jest. Please be diligent with any material that may be considered defamatory. To be safe, speak to the Program Director or Station Manager before airing any statements that may be considered defamatory.

## Advertising

- The Station Manager is responsible for procuring advertisements and sponsorships.
- Programmers are obligated to play ads that have been scheduled as per the log sheet.
- All paid ads and sponsorships must be contracted before they are broadcast on CJAM.
- If a programmer is approved to advertise an event or business they are affiliated with on CJAM, the ad cannot run on that programmers show.
- You cannot play a band you are in or associated with for profit on your own show.
- Any business that is associated with a programmer cannot sponsor or run ads on that show.
- Any promotion or mentions of other businesses by volunteers is prohibited as is running an advertisement without consent from the Station Manager or Program Director. Programmers caught doing so will have consequences applied to them at the Program Director and Station Managers discretion.
- These policies are enforced to avoid any conflict of interest and maintain the integrity of CJAMs broadcasting.

## Discipline Policy

**Common Goals:** CJAM 99.1 FM is a nonprofit campus-based community radio station. We provide music and information programming not offered by mainstream commercial media in the Wawiiatanong (Detroit River) area, encompassing Windsor, ON and Detroit, USA. We serve people and groups within the community who are under-represented or maligned by mainstream media; CJAM 99.1 FM is dedicated to maintaining a forum of expression and shared views.

If errors are made or something is overlooked, a polite reminder and inquiry into the situation will be the case for minor infractions. If a problem persists, further action will be taken depending on the nature of the incident. *The following guidelines encompass the Volunteer Discipline Policy of CJAM 99.1 FM.*

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*All disciplinary action shall be recorded in writing and must include the date of the infraction, the specifics of the incident, the specifics of any policy/bylaw violations, and the consequences of the infraction.*

*Programmers are not to air any internal CJAM 99.1 FM correspondence. This includes, but is not limited to, disciplinary letters from the Program Director, or information from the Board of Directors. All punishments for infractions will be reduced by one level in the course of one year.*

### **Level One - Written Warning:**

Within five (5) business days of the reported incident, the Program Director with support from the Station Manager will prepare a written warning. The Volunteer who has committed the infraction will be asked to sign this document to demonstrate their understanding of the issue and corrective action. **Infractions include:** not filling-in logs, being late or leaving early without notice, failing to meet CANCON requirements, playing a 'hit' song, missing a show without 24 hour notice (not including pledge drives, see level 3), not playing station ID's and Public Service Announcements as scheduled on the log sheet, falsifying broadcasting logs, or being disrespectful to fellow volunteers/programmers - a breach of CJAM 99.1 FM's *Safe Space Policy*.

**Level Two - Two Week Suspension:**

A Volunteer will have their role-related privileges suspended for two (2) weeks upon the receipt of two written warnings in a twelve (12) month period.

**Level 3 - One Month Suspension:**

A Volunteer will have their role-related privileges suspended for one (1) month upon the receipt of a written warning following a two (2) week suspension, **or for the following infractions:** not playing scheduled pre-recorded material, missing a pledge drive show without two-weeks notice, or failing to program a pledge drive show.

**Level 4 - Immediate Dismissal:**

A volunteer/programmer/staff will have their role-related privileges indefinitely revoked upon the receipt of a written warning following a one (1) month suspension **or for the following infractions:** vandalism or theft of CJAM property, sexual harassment, consumption of illegal substances on CJAM Property, broadcasting abusive content in violation of CJAM and/or CRTC Policy, smoking in the station, CJAM Bashing, and being in breach of the Libel Policy and/or the Safe Space Policy. *Bashing is defined as verbal or online content abuse towards the station as a whole, an individual station volunteer, or member of staff.*

**Conduct Issues Not Subject to Progressive Discipline:**

Behaviour that is illegal is not subject to progressive discipline and may result in immediate termination. In the case of such behaviour, CJAM 99.1 FM reserves the right to prosecute some infractions, and report to local law enforcement authorities. Similarly, theft, substance abuse, intoxication, fighting and other acts of violence at CJAM 99.1 FM is also not subject to progressive discipline and may be grounds for immediate termination.

**Appeals:**

All disciplinary actions from the Program Director leave volunteers/programmers with seven (7) business days to appeal the decision; during an appeal, volunteers/programmers are expected to adhere to the last level of disciplinary action enacted by CJAM 99.1 FM. To launch an appeal, please submit a written notice to the Program Director before the deadline that has been established in your disciplinary letter. Written warning, suspensions, and dismissals will be final if an appeal is not launched. Once received, the Discipline Action Appeal Board will be struck and consist of the following members: Station Manager, Music Director,

one member of the Board of Directors, and two volunteers in good standing. This appeal board will hear from the volunteer(s) or programmer(s) in question, and will render a final written decision based on that hearing.

## Types of Shows

### Music Programming

Music consumers have more choices and access to music than ever before, making CJAM programs all the more valuable. CJAM DJ's provide knowledge, context, and personality. It is your duty, as a programmer, to engage, inform, entertain, and be a source of news for your listeners. Providing relevant context to the music you feature on your program means great music programs are well researched, relevant, and contextual. CJAM DJs are the listeners guide to different genres and styles. Music shows should take chances, stay fresh, and sound like nothing else on air in the Windsor-Detroit area! We strive to bring the best in new, old, and everything in between in terms of music content.



You will be given a time slot in accordance to the kind of music program you propose. The length of the program will be determined by the Program Director.

**Music programs come in three (3) time lengths: 1 hour (60mins) // 1 hour & 30 minutes (90mins) // 2 hours (120mins).**

### General Music Show Breakdown

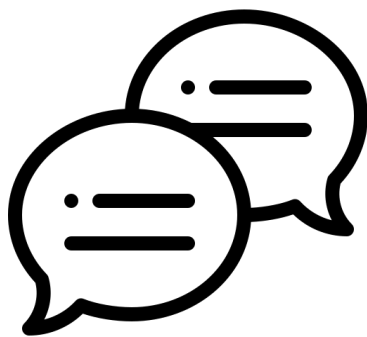
1. Station ID
2. Introductory song or show intro
3. Talk: introduce yourself, the show, content etc



4. Second song
5. Third song
6. Etc...
7. Talk: closing remarks, thank listeners
8. Song: to end show

### **Talk / Spoken Word Programming**

CJAM is known for airing information, ideas, news, and dialogue that challenges existing conditions. We are the alternative to commercial radio and are committed to broadcasting an extensive range of content not heard elsewhere. Mainstream



topics like professional sports or Hollywood entertainment can be heard anywhere. Our job, as a community broadcaster, is to approach news and public affairs from a different perspective. We do not avoid major stories but we need to look for different angles and present stories and information in detailed, intelligent, and engaging manner. It is important to provide balanced and informed programming.

### **Format**

Spoken word programs may vary from 30 minutes to 1 hour depending on the content and format. Generally, spoken word programs require 10 minutes of dialogue for every 3 minutes of music. Spoken word programming may include things like public affairs, news, poetry, and storytelling. Formats will vary depending on the program, but every program should be plotted into segments and have a clear, organized, and consistent format and focus week to week.

### **Balanced Content**

Soap Boxing vs. Dialogue: As a CJAM spoken word programmer you have an obligation to your listeners to instigate a dialogue and discussion, as well as

provide multiple perspectives on topics that are ignored or misrepresented by mainstream media. Boasting your own opinion for the entirety of your program is not a responsible or acceptable use of time. Use the program as an opportunity to investigate other perspectives alongside your own; bring in guests and interviewees that can offer a different mindset.

When choosing guests for the program, take the appropriate steps to ensure there is no abusive content or comments. It is your responsibility as the host to relate this sentiment and the on-air rules to the guest. Remember, YOU are ultimately responsible for anything aired during your show, including guest comments. Familiarize your guest or interviewee with the regulations concerning abusive comments and swearing. Ask that they respect the rules and regulations during the broadcast, especially if it is live.



Always check your facts. You must do your research and have facts to back-up anything you say on-air. Verify your facts with RELIABLE reference material (properly sourced on-air) or by contacting people in a position to comment accurately on issues raised. If you don't have the facts to support a statement that may be considered controversial, don't say it on air! Don't allow your guest to make unchallenged claims. You have the right and responsibility to challenge guests on their views. Your responsibility as an interviewer/journalist is to allow your guest to speak and to ask them relevant questions. However, participants should not be subjected to badgering, being cut off, insult or ridicule, by the program host or moderator.

## **Use of Music in talk programs**

Music is an essential component of spoken word programming. Listeners need a break from dialogue and selecting the right music for these breaks is necessary for a high quality program. Try to play music that is relevant to the context of your show. Musical breaks will also allow you to set up for ads and PSAs without disrupting the flow of the program. Complete songs do not have to be broadcast and the music can be used as a transition between topics and interviews. Playing music at the beginning of the program gives the host more time to prepare before turning on the microphone. CJAM does not require that you play songs or artists that relate to the discussion, only that the selections align with CJAMs mandate of alternative programming. Make use of the AIRTABLE library where you're sure to find content that is fresh.

## **General Spoken Word Show Breakdown**

1. Station ID
2. Introductory song or show intro
3. Talk
4. Song: to transition between subjects
5. Talk
5. Song
6. Closing remarks...
7. Song: to end show

## **Third Language Programming**

Third language programs represent a particular region, language, culture, and/or people. CJAMs third language programming is dedicated to welcoming diverse narratives and music; a space for connection and representation. As a support,

CJAM hopes to connect the diverse lives in, Wawiiatanong - Windsor Detroit, through the power of radio.

### **Format**

As a third language programmer, the show can be monolingual or bilingual. Equally, there are a variety of formats a program can take; *magazine style* is a format that offers weekly features, such as a community calendars, news, music, and different regular contributors (ie. talk interviews or call-ins). As the programmer, you can choose the magazine format or delve into music and culture exclusively.



Alongside the chosen format, CJAM encourages the promotion of local events, and self-produced news coverage - adding information like tour dates, interesting facts or reviews, will only enhance your program.

Whichever format is chosen, it must be consistent and engaging. Volunteers who wish to change the format of their program must do so in consultation, and with approval, from the Program Director.

### **Music**

Third language programming is a space for celebration and sharing; feel welcome to explore and diversify with new artists and different sounds - avoid falling into the rut of playing only the music you are familiar with, and actively seek out new sounds/content. Third language programming can be traditionally based, contemporary, or a blend of both.

### **Canadian Content**

Canadian Content (CANCON) is another important aspect of any third language program. **The Program Director will assign a 7% CANCON requirement for a 1**

**hour (60 minute) program which breaks down to (approximately) one song per show.** This is mandatory, no exceptions. Canadian content is required as per CRTC policy and failure to comply with this policy will result in consequences as outlined in the Discipline Policy. Canadian Content in Third Language Programming must align with the themes and dialogues of the show; Canadian Content that is representative of the third language being featured, or in support of the third language being featured. If you are having trouble finding music that meets this criteria, please refer to the following Handbook Resources: [CANCON \(Canadian Content\)](#), or reach out to the CJAM Music Director.

## **Glossary**

### **AD // Advertisement**

Any advertisements at CJAM are curated by the Station Manager. After it has been approved, the Program Director will seek out a voice to record the advertisement. Ads at CJAM are usually for businesses in the Windsor/Detroit area but could include musical artist promotion.

### **PSA // Public Service Announcement**

Messages in the public interest with the goal of raising awareness. Many of these are also made in house at the CJAM recording studios. Generally created for non-profit organizations & events.

### **Sit-In**

Observing is learning. Sitting in on someone else's show is a great way for them to share knowledge and for you to learn how other programmers work their show. Sit-ins are highly encouraged when you are in the process of developing a program proposal. A member of staff can suggest an appropriate show to sit in on.

### **Fill-In**

Any time slot without a host is a potential fill-in position. When an opportunity such as this arises, a member of staff will let you know. One of our programs, CJAM Top 12 Countdown, is a show designed specifically for a fill-in host. The music has already been compiled via our charts for the week, all the fill-in host has to do is play the pre-selected music, giving an opportunity to work at their on-air programming skills.

**CANCON**

Refers to Canadian Content, and CRTC requirements for Canadian Content, [HERE](#)

**learshot**

Canada's national chart reporter tracking airplay on campus and community radio. They also publish reviews, interviews, and more, [HERE](#)

**NCRA**

CJAM is a part of the National Campus and Community Radio Association where campus and community radio stations across the world connect, [HERE](#)

**CRTC**

Canadian Radio-Television and Telecommunications Commission, [HERE](#)