



WHY PHONE IT IN?

PHONE IT IN IS A NEW USE OF TECHNOLOGY TO BUILD COMMUNITY

WOOL continues its mission to involve the entire area community either as creators of - or listeners to - our broadcasts. Many people would like to be heard but don't have much time to contribute. People work long hours, raise families, and donate their time to other important causes. Yet it's often true that the busiest people have the most to offer. In fact, most members of the community, regardless of their schedule, have a passion, an expertise, an investigation, or an analysis from which we might all benefit.

PHONE IT IN is an outlet for these contributions. With only a few minutes a week, every community member has the ability to participate in WOOL using only a telephone and a willingness to create and share.

Using new technologies, WOOL can accept a phoned-in report (and we use the word "report" loosely to include any recurring audio contribution) and - within minutes - have that report on the air and heard by the community at large. This could be sports scores, school hot lunches, a daily poem, a travel log from around the world, a regular opinion, news analysis, tips for living, entertainment roundups - the list is as huge as our imaginations. Participants need to apply, learn our rules, and be assigned a passcode for which they are responsible. There are only a few rules.



ON-AIR RULES AT WOOL

DEFAMATION, SLANDER, & VULGARITY ARE FORBIDDEN.

Defamation is making a false statement about another person that does that person harm. *Slander* is making such a statement in spoken form.

Our station is responsible for the content of our broadcasts. Though our DJs have signed indemnification forms accepting the financial burden of their actions and omissions, it is unacceptable for our hosts make false or injurious claims on the air. Ultimately, the host bears legal responsibility.

While there is not a list of words that are forbidden by the FCC, the rules under which we operate are impacted by "community standards of decency." Our license can be revoked. If you use profanity or violate these rules, your access will be revoked. If you have any questions consult with a member of the board. You will ultimately be held accountable to the same standards of decency as everyone. Complete information is available on the WOOL website.

HOSTS WILL ADHERE TO WOOL'S FREE SPEECH POLICY.

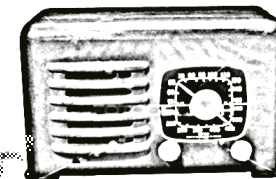
WOOL supports the provisions of the First Amendment protecting free speech. Such speech is limited by federal, state, and local law and further governed by the FCC license under which we operate. Knowledge of these laws and codes is the responsibility of each Program Host. If you have any questions, always ask someone on the board.

In addition to these provisions, we require reasonable courtesy to all members of our community in the creation of the programming to be broadcast on WOOL and we enforce from our bylaws (Article X) which states: It shall be the policy of this corporation not to discriminate against any person on the basis of race, color, religion, sex, sexual orientation, creed, or national origin.

HOSTS WON'T PROMOTE THE SALE OF GOODS OR SERVICES.

WOOL is a non-commercial station. We are prohibited by the FCC from promoting the sale of goods or services by for-profit companies.

Though the term "promoting" is a difficult thing to nail down completely, it's very



important to know that your *perceived* intention is how this topic will be considered. If you think someone might interpret the things you say as promotional, you should rethink how you will say what you're about to say.

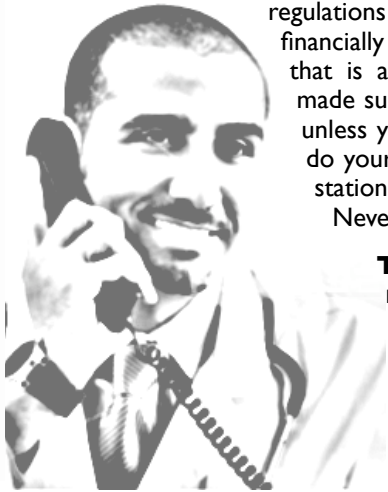
We cannot make "calls to action." Calls to action are things you say on the air that instruct your listeners to go somewhere and do something of a commercial nature. While you can tell your listeners to go out and vote, you cannot tell your listeners "Go buy an ice cream at Friendly's."

We cannot make inducements to buy, sell, rent or lease anything. Inducements are additional material incentives such as prizes, premiums, giveaways, etc. For example, you cannot say, "Free popcorn to the first ten people at the movies."

We cannot make comparative or qualitative descriptions on air. We are not permitted by the FCC to say anything that makes a qualitative or preferential statement. That is the rule, but its enforcement is more complex. This rule is particularly relevant to comparing commercial entities as in "Price Chopper is a better supermarket than Shaws." The rule is vague but there is little history of punishment for comparing music, however.

HOSTS MUST NEVER, UNDER ANY CIRCUMSTANCES, SHARE THEIR WOOL PASSCODE.

Sharing your passcode will result in immediate and permanent canceling of your on-air privileges. WOOL has authorized only you to use your passcode to broadcast audio content. This is an arrangement we have made with you because you have agreed to certain regulations that make you responsible legally and financially for all ramifications relating to content that is associated with this passcode. We have made sure that no one else can use your passcode unless you, the host, divulge the code. If you can't do your scheduled show, make that known to the station reps. Never allow a substitute host. Never ever.



The success of this of this exciting new program depends on the responsible participation of our hosts. But having said ALL that, the most important thing is to have some fun on the airwaves. It's as easy as leaving a message for your friends. Go ahead. Phone It In.

WOOL100.1fm
BLACK SHEEP RADIO



**INFORMATION
& REGULATION**