



Waupaca Radio

Programming Limitations & Obligations

The following types of content cannot be aired on Waupaca Radio. This content is prohibited due to FCC rules and/or copyright laws.

- Commercials
- Programming promoting businesses
- Programming with indecent content or obscenity
- Programming that is a hoax or would cause public chaos
- Programming that is a fundraiser for any organization other than Waupaca Radio. Non Commercial radio stations cannot fundraise on the air; rather can help promote a community event that is an organizations fundraiser.
- Air programming that contains elected officials during the period they have filed candidacy papers until the election is complete. An exception would be airing a debate or candidate information programming giving all candidates for that office equal time.
- Cannot rebroadcast the signal of any full power radio station
- Phone calls cannot be aired on Waupaca Radio without notifying the caller beforehand that their call will be used on the air.
- Professional sports teams names cannot be used on the air, with exception to bonafide news stories.
- Any programming that neglects copyright laws
- Personal Attacks
- Political Editorials
- Waupaca Radio chooses not to do contests on the air

Programming Obligations

- Waupaca Radio's top priority is to air public safety programming. This is a very broad topic. Public safety programming, especially emergencies, will pre-empt all other programming.
- Must air a station legal ID at the top of the hour (or as near as possible in a natural programming break), every hour. The legal ID contains the station call letters directly followed by the city of license. For Waupaca Radio this is "WILW-LP Waupaca."
- All Emergency Alert System/CAP alerts/tests will air immediately.
- Any Underwriting announcement in the log must be aired.