

KJHK 90.7 FM Station Handbook

KJHK 90.7 FM / 1301 Jayhawk Boulevard / Lawrence, KS 66045



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1. KJHK-FM 90.7

KJHK-FM is a student-operated radio station licensed to the Kansas Board of Regents and the University of Kansas and administered by The KU Memorial Unions. KJHK holds a Class A noncommercial educational license granted by the FCC to operate in the public interest at 90.7 Mhz on the FM band, licensed to transmit at 2600 watts, with an effective radiated power of 2300 watts. The broadcast studio is located in the Kansas Union, 1301 Jayhawk Boulevard, Lawrence, KS 66045. KJHK's transmitter and antenna are located at the University's tower on Petefish Drive. KJHK's antenna height is 278 feet above average terrain. KJHK operates twenty-four hours a day, seven days a week, except during academic holidays, when programming schedule and airtime may vary.

2. KJHK's dual roles as both an Educational Opportunity and a Public Trust

It is KJHK's responsibility to provide educational opportunities for students at The University of Kansas, but it is also the station's goal to serve the KU and Lawrence communities as well. As an educational opportunity, the station serves as a learning lab for students. As a public trust, the station exists to provide exceptional and diverse programming to the public, and must be professionally represented in the community. The student body of the University of Kansas is KJHK's primary audience, so the station must remain sensitive and adaptive to the student body's tastes and concerns. To that end, all students involved in the station are expected to conduct the station's daily operations within the contexts of standard business procedures, which include ethical behavior, professionalism, appropriate language, normal office and security procedures, and impeccable public relations.

3. Mission and Purpose of KJHK

KJHK Mission and Purpose:

"As the University of Kansas' student run radio station, KJHK provides KU students with a unique and personal student development experience centered in the communication of culture. The station cultivates a sense of community and belonging on the KU campus. Through the KJHK experience, KU students learn leadership and relational skills that serve them for a lifetime."

Mission to KU – as KJHK's license holder, The University holds KJHK accountable in a variety of ways:

- Professional broadcasting of all programming.
- Professional interaction with other groups, business, students and KU staff.
- Responsible spending and usage of University-allocated resources.
- Professional effort to move forward, set goals and challenge ourselves to be the best station possible.
- Remain a piece of the cultural fabric that makes Lawrence an attractive destination.

Mission to KU Students:

- Provide programming that is unavailable elsewhere.
- Open to suggestions, feedback and collaboration invitations.
- Be aware of shortcomings and work openly to improve as an organization.

Mission to the Union – In 2003 the Union set four parameters for KJHK:

- Increase student listenership.
- Support and assist student organizations.
- Provide learning and leadership opportunities for students.
- Increase private funds for the station.

Mission and responsibility to each other and to KJHK:

- Roles on Executive Staff are a privilege. As they are not democratically elected positions, all Executive Staff members have an obligation to serve the station and its student staff with integrity and compassion.
- Executive Staff members are obligated to dissent if they disagree with a decision or direction taken by others within the station. By the same token, Executive Staff members should listen to and respect all opinions.
- Follow through with what you say you will do. KJHK cannot survive without adhering to this principle.
- Think big—don't just do the job, think about what the job could be and make a plan for getting there.

- Always respond to e-mail and voicemail in a timely manner. Always.
- Ask for help when you need it.
- Have fun!

KJHK is a noncommercial educational broadcast station, licensed to the University of Kansas and administered by the KU Memorial Unions. According to the Federal Communications Commission's licensing service requirements, Section 73.503 Code of Federal Regulation states:

The operation of and the service furnished by noncommercial educational FM broadcast stations shall be governed by the following:

- A) A noncommercial educational FM broadcast station will be licensed only to a nonprofit educational organization and upon showing that the station will be used for the advancement of an educational program.
 - 1) In determining the eligibility of publicly supported educational organizations, the accreditation of the respective state departments of education shall be taken in to consideration.
 - 2) In determining the eligibility of privately controlled educational organizations, the accreditation of their state departments of education shall be taken into consideration.
 - B) Each station may transmit programs directed to specific schools in a system or systems for use in connection with the regular courses as well as routine and administrative material pertaining thereto and may transmit educational, cultural and entertainment programs to the public.
 - C) A noncommercial educational FM broadcast station may broadcast programs produced by, or at the expense of, or furnished by, persons other than the licensee, if no other consideration than the furnishing of the program and the costs incidental to its production and broadcast are received by the licensee. The payment of line charges by another network, or someone other than the licensee of a noncommercial educational FM broadcast station, or general contributions to the operating costs of the station, shall not be considered as being prohibited by this paragraph.
 - D) Each station shall furnish a nonprofit and noncommercial broadcast service. Noncommercial educational FM broadcast stations are subject to the provisions of 73.1212 to the extent that they are applicable to the broadcast programs produced by, or at the expense of, or furnished by, others. No promotional announcements on behalf of or for profit entities shall be broadcast at any time in exchange for the receipt in whole or in part, of consideration to the licensee, its principals or employees. Acknowledgements of contributions can be made, however. The scheduling of any announcements and acknowledgements may not interrupt regular programming. Code of Federal Regulations 73.504
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This means that, to be classified as a noncommercial educational broadcast station, KJHK *must play a role within an educational program*. KJHK meets this FCC requirement by serving as a learning laboratory for students at the University of Kansas. At KJHK, University of Kansas students gain practical experience that will benefit them throughout their personal and professional lives. Students can apply theory and principle learned in classes, interact with peers, and create a professional and simultaneously artistic statement. KJHK is a place where students can discover the nature of freedom and responsibility within an organization through radio broadcasting.

Through programming, the station serves a wide spectrum of listeners. Regardless of the audience it serves, however, and to the extent that its resources permit, the station must broadcast in the following categories:

- A) **COMMUNITY:** Accurate, fair and well-rounded information, discussion, and/or Public Service Announcements for campus, community, state, national and world events. Community programming may take the form of news magazines, city council broadcasts, public forums, commentary, and news about special projects and offerings from KU entities and/or special public service organizations.
- B) **CULTURE:** Programming that contributes to the artistic and cultural community at the University. KJHK is undoubtedly a huge part of Lawrence's cultural fabric. It is important that programming be as diverse as possible so that KJHK can serve the widest possible audience within the community.
- C) **EDUCATIONAL:** Content of interest to the listenership that grows out of educational activities at the University. Such content may be related to teaching, research or services offered by students, faculty, and staff at the University, or by informing the public about events on campus or in the community.

In ways that complement the above categories of programming and that are consistent with the laboratory function, KJHK may broadcast entertainment. Entertainment programming can take such forms as music, sports, comedy, and talk shows.

The station must have a constitution, governing body, management and staff that provide for its operation as a laboratory station and as a licensee of the Federal Communication Commission. The station's operating budget should be supported, to the maximum extent possible, through funds allocated to and administered by The University

of Kansas through the Student Media Fee. The station may accept supplemental funding from other sources only if such funding is available on terms that are consistent with the station's laboratory function.

The Constitution of Radio Station KJHK-FM **The University of Kansas**

ARTICLE I—NAME

The name of the station is the same as the official call letters designated by the Federal Communications Commission: KJHK.

ARTICLE II—PURPOSE

KJHK is a laboratory radio station of The University of Kansas, operated to provide educational opportunities for students at The University of Kansas and to serve the KU community.

The current KJHK mission statement reads as follows:

“As the University of Kansas’ student run radio station, KJHK provides KU students with a unique and personal student development experience centered in the communication of culture. The station cultivates a sense of community and belonging on the KU campus. Through the KJHK experience, KU students learn leadership and relational skills that serve them for a lifetime.”

ARTICLE III—GOVERNANCE

Section 1: Powers. Insofar as KJHK serves students at the University of Kansas through its programming, the station is guided by the KJHK Advisory Board. As a laboratory radio station licensed to the University of Kansas by the federal government, KJHK is governed by The KU Memorial Unions under authority of the Vice Provost for Student Success and the Chancellor of the University of Kansas.

Section 2: KJHK Advisory Board.

The membership of the KJHK Advisory Board shall be comprised of the following members:

- a) The KJHK General Manager, who shall serve as chair and ex-officio/non-voting member (except in the case of a tie);
- b) The Director of The KU Memorial Unions;
- c) The Director of Union Programs at The KU Memorial Unions
- d) The KJHK Student Station Manager;
- e) The KJHK Program Director;
- f) The KJHK Development Director;
- g) Two Student Senate Appointees selected by the Student Body President;
- h) An employee of Kansas Athletics Incorporated, appointed by the Athletics Director;
- i) A KJHK Alumnus selected through a board invitation process
- j) Additional Faculty membership selected through a board invitation process;
- k) Additional Community membership selected through a board invitation process;
- l) As required by Article III, Section 3 of the KJHK Constitution, additional active and enrolled KJHK student Appointees selected by the KJHK Student Station Manager.

Section 3: KJHK Advisory Board Size and Membership Ratio.

The total number of voting members on the KJHK Advisory Board shall not exceed twelve voting individuals, and the ratio of student-to-non-student voting members shall remain equal at all times.

Section 4: KJHK Advisory Board Term Limits.

With the exception of the KJHK General Manager, the Director of The KU Memorial Unions, and The Director of Union Programs at The KU Memorial Unions, all individuals serving on the KJHK Advisory Board are limited to serving terms of 3 years in duration. Any exiting member of the KJHK Advisory board must remain off of the KJHK Advisory Board for three years prior to another invitation or reinstatement back on the board. At any given time, an Advisory board member may make a motion to review term limits.

Section 5: Duties of the Board.

The KJHK Advisory Board shall:

- a) Meet four times per year, generally in the months of February, April, August, and November.
- b) Select the KJHK Student Station Manager when necessary.
- c) Advocating for KJHK on the KU campus and in the community –educating the KU community and administration on the mission and values of KJHK, and listening to the community when feedback and suggestions are offered;
- d) Assist in the establishment of long-term relationships between KJHK and The University of Kansas;

Support KJHK's student development mission and its efforts on behalf of all KJHK students; Provide avenues for professional development and training opportunities for student volunteers and the Executive Staff.

ARTICLE IV—STATION ORGANIZATION

Section 1: KJHK General Manager.

The KJHK General Manager is hired by the Director of Union Programs at The KU Memorial Unions. Qualifications, duties, and evaluations of the KJHK General Manager are determined by the Director of Union Programs at the KU Memorial Unions.

Section 2: Student Station Manager.

The Student Station Manager shall be appointed by the Board to serve for a term of two semesters, plus an immediately preceding or succeeding summer session.

The Student Station Manager shall not participate in any Board deliberations or determination concerning his or her hiring, dismissal, or evaluation. The Student Station Manager will be responsible for overall operation of KJHK insofar as it serves the student body, and acts under the supervision of the General Manager.

Students on the KJHK Advisory Board wishing to pursue future Executive Staff positions within KJHK may not participate in the selection of a Station Manager, but may participate in deliberations or determinations concerning a Student Station Manager's dismissal or evaluation.

Section 2: Station Organization.

The KJHK General Manager is KJHK's administrative authority and organizational link to the KU Memorial Unions Corporation Board and to the University. Under the supervision of the KJHK General Manager, the Student Station Manager may establish such other divisions as may be necessary for KJHK to serve the student body.

Under the supervision of the KJHK General Manager, the Student Station Manager shall choose other needed supervisors and staffs from among qualified students who apply. The student Station Manager and the KJHK General Manager shall publicly announce supervisory and staff positions that are available each semester.

Section 4: Eligibility for Staff Positions.

Any student currently enrolled and in good standing at the University is eligible for a General Staff position at KJHK.

Any student currently enrolled in six or more credit hours, and who is in good standing at the University, is eligible for an Executive Staff position at KJHK.

ARTICLE V – BY-LAWS

The KJHK Board also may adopt by-laws, supplementing the constitution.

ARTICLE VI – MEETINGS

The KJHK Advisory Board shall meet four times per year, generally in the months of February, April, August, and November to evaluate station progress and, when necessary, appoint or evaluate a student Station Manager. The Board may schedule additional meetings as necessary.

ARTICLE VII – AMENDMENTS

The Constitution may be amended at any regular meeting of the KJHK Board by two-thirds vote of the membership, provided that the final action shall not be taken until after the meeting at which the amendment is formally proposed.

4. The KJHK/KU/FCC Relationship

This is one of the most crucial concepts to understand if you want to participate in KJHK. You and everyone who participates in KJHK are entrusted with something priceless: the public airwaves and the University of Kansas' FCC license. This is one of several sections in this manual about the FCC. Make sure you understand every section. The station's very existence depends on your comprehension of these principles.

The University of Kansas is the FCC's licensee for KJHK. KJHK does not own an FCC license. *The station's continued presence on the FM airwaves is made possible only by the University's good standing with the FCC due to KJHK's good conduct as a broadcasting entity.* This ultimate responsibility to the FCC rests with the Chancellor, the Provost, the Vice Provost for Student Success, and the General Manager of KJHK. KJHK is a noncommercial educational station. *A noncommercial educational station may only be licensed to a nonprofit educational organization upon proof that the station will be used for the advancement of an educational program.* The station's ability to broadcast over the FM airwaves depends on its adherence to this concept. KJHK is on the air to serve the public and students in the Lawrence, Kansas area by broadcasts for the advancement of the University's educational programs. KJHK must follow this principle if it is to remain on the air.

The licensee (KU) has the responsibility and accountability for the proper operation of KJHK. If a rule violation occurs, The University of Kansas cannot claim as a defense that it has ceded daily operational authority to the KU Memorial Unions. The FCC has Congressional authority to issue fines for violations of its rules. The FCC can also revoke the station's license for violation of law or regulation. You will find a very comprehensive list of FCC violations and fines on the next page. A license revocation proceeding or large fine would take the station off the air. Additionally, it would be virtually impossible for the University of Kansas to ever regain a revoked FCC license, and KJHK would effectively be lost forever. *It is for this reason that all students involved with the station must exercise the utmost clarity in judgment when programming material for KJHK.*

The FCC has been directed by Congress to eliminate obscene material from our radio and television signals, and has instituted a very aggressive review of all indecency complaints filed by members of the general public. The base monetary sanction for violation of the FCC's indecency, profanity, and/or obscenity restrictions is \$7,000 per violation. The FCC may adjust this monetary sanction upwards, up to a current statutory maximum of \$32,500 per violation, based on such factors as the nature, circumstances, extent and gravity of the violation, and, with respect to the violator, the degree of culpability, any history of prior offenses, ability to pay, and such other matters as justice may require.

The FCC defines indecent programming material as: language or material that depicts or describes sexual or excretory organs or activities, in terms that are patently offensive as measured by contemporary community standards for the broadcast medium. The person who files the complaint does not have to be a regular listener to the station. The offense does not have to be repeated. The station is separately liable for each and every occurrence of indecency. This is not your station to program as you wish. You must operate the station within the guidelines established by the University. *One valid complaint of indecency to the FCC and KJHK will be off the air.*

The individual's absolute right of free speech ends at the front door of the station. You then are dealing with the licensee's right to free speech. *The licensee determines how the station's staff will exercise the stations' right to free speech.* This is one of the most important concepts to understand about KJHK's relationship with the University. *As a representative of the licensee (KU), KJHK's staff is obligated to present programming that the licensee finds appropriate.* As its role as the licensee, the University expects that the station's free speech policies will mirror educational and general conduct policies prescribed by the University of Kansas. This means that KJHK will be an instrument of tolerance to all viewpoints and people, and must also be a forum for different opinions. *KJHK personnel are expected to exercise prudence of speech on the airwaves in a manner that reflects the nature of the programming being aired.* For instance, strong opinions may be voiced in the context of a talk show, however it would be inappropriate to voice strong personal opinions within the context of a music show. KJHK is designed to be an opportunity for any and every student that wishes to gain experience in radio. Consequently, KJHK's duty to the University of Kansas and its audience deals in expression without alienation. If you do not agree with the content of the programming that the licensee requires, then you may leave. That is your right. *If you violate the licensee's programming guidelines, then you are subject to whatever sanctions the licensee chooses to impose (reprimand or dismissal).*

5. LIST OF FCC VIOLATIONS AND FORFEITURES

While it is the General Manager's responsibility for continued compliance concerning the administrative and technical requirements of the FCC, *it is absolutely crucial that everyone at KJHK understands what is expected of the station from the FCC.* Below is a list of fines that could potentially be leveled against the University of Kansas should KJHK be found in violation. The students at KJHK have an *enormous* responsibility to the University in order to retain its FCC license. Please pay especially close attention to the fines surrounding programming, as they are the fines that KJHK's students could most frequently violate. KJHK could never afford to pay even a single FCC fine without encountering serious financial problems. Specific violations and base dollar amounts are shown; the FCC may adjust these amounts upward or downward depending upon circumstances.

Dealings with the FCC:

Misrepresentation/lack of candor...	\$ 27,000 to 275,000
Construction or operations without authorization...	10,000
Failure to permit inspection...	7,000
Unauthorized discontinuance of service...	5,000
Failure to respond to FCC communications...	4,000
Construction or operation at unauthorized location...	4,000
Failure to file required forms or information...	3,000

Technical:

Noncompliance with marking/lighting requirements...	10,000
EAS equipment not in and working...	8,000
Interference...	7,000
Failure to keep directional within licensed values...	7,000
FM tower fencing...	7,000
Exceeding authorized antenna height...	5,000
Use of unauthorized equipment...	5,000
Exceeding power limits...	4,000
Unauthorized emissions	4,000
Using unauthorized frequency	4,000
Failure to use frequency coordination when required...	4,000
Violation of transmitter control/metering requirements...	3,000
Failure to perform required measurements or monitoring...	2,000

Administrative/management/recordkeeping:

Violation of Public File rules...	10,000
Violation of political rules incl. access, rates, equal opportunity	9,000
Unauthorized substantial transfer of control...	8,000
Alien ownership violation...	8,000
Violation of main studio rule...	7,000
Violation of enhanced underwriting requirements...	2,000
Failure to maintain required records...	1,000
Unauthorized pro forma transfer of control...	1,000

Programming:

Violations of rules re distress/safety/false distress...	8,000
Obscene/indecent transmission...	7,000
Broadcast hoax rule...	7,000
Fraud by wire/radio/TV...	5,000
Violation of sponsor ID requirements...	4,000
Violation of lottery/contest rules...	4,000
Failure to perform station ID...	1,000

As is evident, the students of KJHK have a huge responsibility to carry out. There will be more discussion further on in this manual about specifics of on-air conduct as well as announcement guidelines and restrictions. Please read everything carefully, and with the understanding that compliance with FCC regulations is paramount to KJHK's future.

6. KJHK Hiring Practices and Policies

A. Statement of Equal Opportunity

KJHK is an equal opportunity employer and subscribes to the University's policies on equal employment as outlined in the Equal Opportunity and Affirmative Action policies, which are available for viewing at: http://www.hreo.ku.edu/policies_procedures/handbooks/student#/

All KJHK personnel are required to observe this policy and are absolutely forbidden to violate, frustrate or diminish this policy. Any person having reason to believe that there exists any prejudice or discrimination based on race, color, religion, national origin, gender, or sexual preference, is urged to report the matter to the General Manager immediately.

The KJHK Board may, from time to time, review procedure designated to ensure the effectiveness of this program.

B. Minimum Qualifications for Participation

1. All students who are enrolled in classes at the University of Kansas are eligible to participate in activities at KJHK. However, depending on the staff position at KJHK, they must meet participation, performance, and academic standards that are consistent with those set by the University of Kansas. The standards are to be prescribed and enforced by the General Manager.
2. The **PARTICIPATION CONTRACT** is an agreement between each staff member and station management. The contract shall be designed to inform station members of KJHK's ongoing responsibilities and to assure that KJHK meets its responsibilities to the University. The Participation Contract can be found at the end of this handbook.
3. Staff appointees must agree to abide by the following Statement of Staff Responsibilities—KJHK's staff members are required:
 - i. To comply with KJHK's specific FCC licensing and operational requirements as a noncommercial educational broadcast facility.
 - ii. To be responsible for, and to take the actions necessary to: comply with policy, procedure and guidelines set by KJHK's governing board and management; meet KJHK's criteria for acceptance of programming, and KJHK's programming policies; perform in support of academic laboratory requirements.
 - iii. To maintain organizational stability, consistency and reliability at KJHK.
 - iv. To ensure that KJHK is a respected and valuable part of the University.
 - v. To avoid violating applicable standards through the airing of obscene or indecent content. Where such violations occur, the person responsible will be immediately and temporarily removed by the General Manager and disciplined in line with applicable policy and procedures.
 - vi. The Student Station Manager and General Manager are obligated to assemble a staff each semester that is willing and able to attain station goals and objectives and that will support and complement the use of the station as an academic laboratory. Appointees must meet qualifications prescribed by station management and set specifically by the General Manager.
 - vii. All students at the University are eligible to apply for staff positions at KJHK. Applicants will be appointed to positions for which they are qualified and will not be appointed to positions for which they do not qualify. Applicants not appointed to the position for which they apply may be considered for appointment to another position for which they may be qualified.
 - viii. The Student Station Manager and the General Manager shall only appoint an applicant with a record that indicates he or she: 1) is more qualified than any other applicant to do a job; 2) will assist in attaining station goals and objectives.

C. Selection of Best-Qualified Applicants

During an application period, the station usually receives more applications than needed. The selection process chooses the best, most qualified person for each position. Selection for each position is based on an individual's application; therefore, applications must be as complete as possible. Late applications are only considered after all other applications have been considered. Any false statement on the application is grounds for rejection of the application. The selection criteria are:

- a. Ability to work in support of the academic mission and purpose of the station.
- b. Ability to perform station duties.
- c. Ability to work within a team environment.
- d. Applicable experience.
- e. No disqualifying factors (previous termination for cause, three-semester rule for Executive Staff).

D. Executive Staff Hiring Practices and Policies.

The KJHK Advisory Board selects the Student Station Manager, who in turn selects the KJHK Executive Staff. KJHK Cabinet positions (defined as Program Director, Development Director and Online Content Director) will be selected by the incoming Student Station Manager, out-going Student Station Manager, General Manager, and one representative from the KJHK Advisory Board.

- a. Selection of an Advisory Board representative to interview Cabinet positions will follow this criteria:
 - i. Representative will be nominated (self-nominations included) and voted on during the meeting in which the Student Station Manager is selected.
 - ii. Student Advisory Board members who participate in KJHK cannot be considered for this position.
 - iii. Criteria will be based on availability, knowledge of station needs and other factors determined by the KJHK Advisory Board.

All KJHK Executive Staff are expected to maintain a minimum GPA of 2.5 points and be enrolled in and complete a minimum of 6 hours of coursework during each Spring and Fall semester. Failure to meet these benchmarks may result in the dismissal of the Executive Staff member in question. The General Manager will determine eligibility and will take the proper course of action when these benchmarks are not met.

The Student Station Manager, General Manager, and Cabinet-level positions are responsible for selecting the remaining KJHK Executive Staff for the areas of Programming, Development, and Online Content. This policy is enforced by the General Manager. As necessary, the Student Station Manager and General Manager may create additional Executive Staff positions. The Student Station Manager and the General Manager are required to review all applications submitted for positions on Executive Staff, arrange for interviews as needed, and to appoint the best-qualified applicants.

A student may only serve in a particular Executive Staff position for a total of three semesters. The three-semester rule is in place to give as many students as possible the chance for leadership opportunities at KJHK. Executive Staff applications require the student to state how many semesters he/she has spent in a particular position. False statements on the application are grounds for rejection of that application.

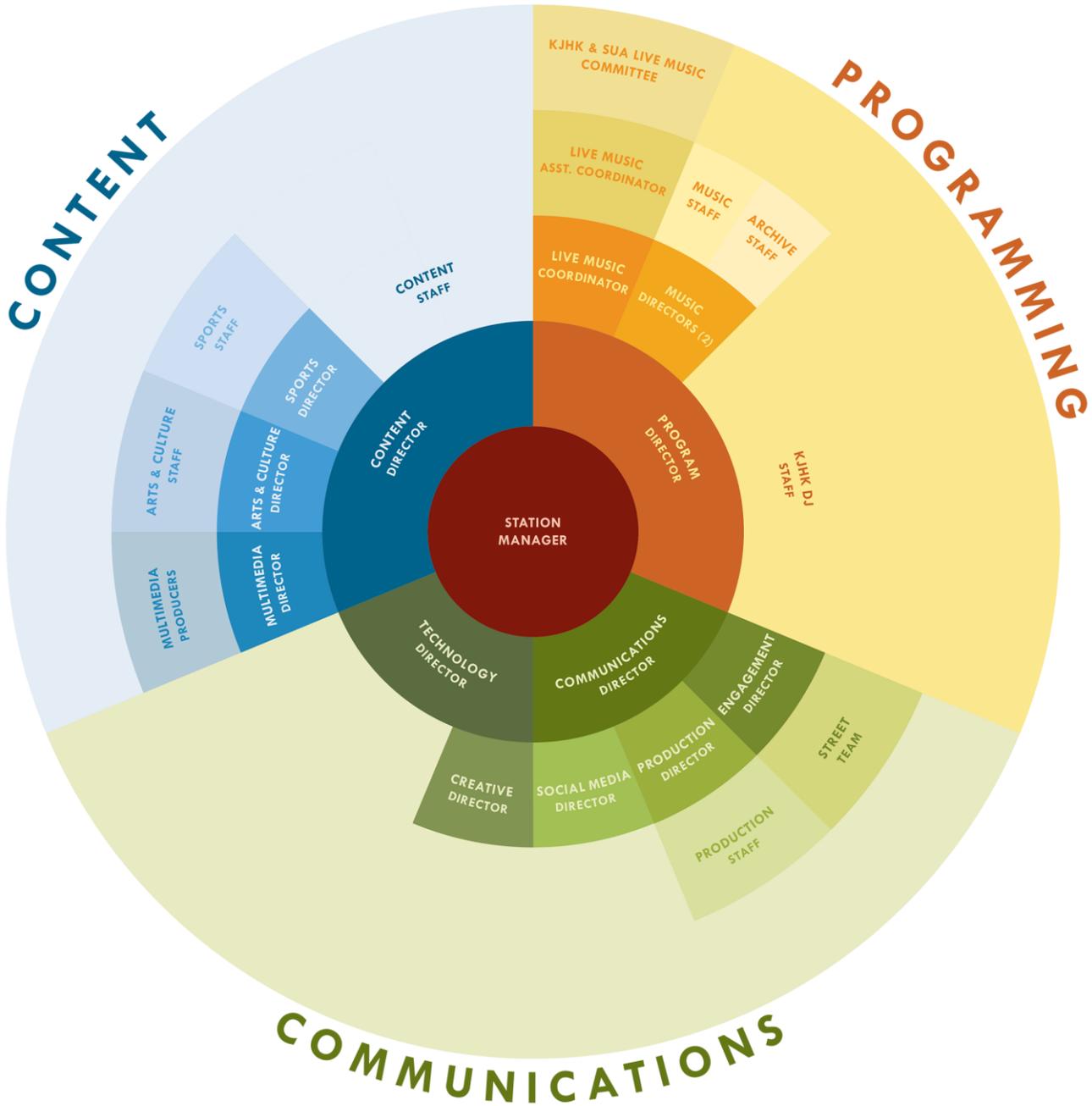
The only exception to the 'Three Semester Rule' occurs when an Executive Staff position has no prospective qualified applicants; only the current staff member. If this occurs, the KJHK General Manager can decide whether or not to allow a student to remain in a position past three semesters.

Each member of the Executive Staff, including any Assistant Directors, is directly accountable to the Student Station Manager and the General Manager and their immediate cabinet-level supervisor. If a circumstance arises in which an Executive Staff member has violated KJHK policy and must be suspended or terminated, it is the responsibility of the General Manager to address the issue through investigation, dialogue, and proper policy enforcement. All policies governing students' participation in KJHK can be found in Sections Nine and Ten of this handbook.

7. The KJHK Organizational Chart

Below you will find the Organizational Bubble depicting the line of communication for when issues arise. Please go through the proper channels when requesting help or information. If a response is not provided to you within 48 hours, contact the Student Station Manager. If you still receive no response within an additional 48 hours, the General Manager should be notified of your questions or concerns.

KJHK 90.7 FM RELATIONAL DIAGRAM



8. Objectives of the KJHK Experience

Each job at KJHK has a different goal and function, but really we're all here for the same reasons. Detailed job descriptions of most student positions are in this manual. Here are the general objectives during your time spent at KJHK:

1. Directors:
 - i. To understand the goals, philosophies and policies of KJHK.
 - ii. To guide KJHK to future excellence in broadcasting.
 - iii. To genuinely care about the experience of every single student at KJHK.
 - iv. To learn and perform the specific job duties associated with the Executive position.
 - v. To be responsible and to supervise those within your department.
 - vi. To help, guide, and train individual staff persons.
 - vii. To implement policies developed by Executive Staff or KJHK management.
2. Assistant Directors:
 - i. To understand the goals, philosophies and policies of KJHK.
 - ii. To guide KJHK to future excellence in broadcasting.
 - iii. To genuinely care about the experience of every single student at KJHK.
 - iv. To be responsible and to supervise those within their department.
 - v. To help, guide, and train individual staff persons.
 - vi. To implement policies developed by Executive Staff or KJHK management.
3. Staff:
 - i. To understand the goals, philosophies and policies of KJHK.
 - ii. To guide KJHK to future excellence in broadcasting.
 - iii. To genuinely care about the experience of every single student at KJHK.
 - iv. To attain skills which allow for the successful completion of assigned tasks.
 - v. To understand different staff jobs within the radio station and how staffs interact.

9. KJHK Policies and Procedures

KJHK policies are designed to protect the station, The University of Kansas's FCC license, and the overall radio experience of all students at KJHK and at the University of Kansas.

A. KJHK is a noncommercial FM station serving the University of Kansas and the Lawrence community.

1. KJHK is also a laboratory for students enrolled at The University of Kansas, and exists to provide students with the opportunity to gain practical experience in a professional organization and in radio broadcasting.
2. As such, KJHK is a classroom. All students participating in the operation of KJHK must be enrolled at The University of Kansas.
3. This handbook is required reading for all KJHK personnel. Violation of policy and procedures set forth here may result in suspension and/or termination from KJHK.

B. Communications concerning policy and procedures.

1. The KJHK Advisory Board and the General Manager develop station policies and procedures. All station policies and operational practices established by the Advisory Board and/or General Manager are to be prepared in written form. The Advisory Board and the General Manager make long-range policy decisions in addition to hiring the Student Station Manager. The Student Station Manager must manage the station in adherence with all KJHK policies. Copies of policy are to be distributed to all Executive Staff, as well as being appended to this book.
2. All new policies and procedures are to be posted at the station. Students within the station should strive to communicate with each other. Once a policy is posted, the KJHK staff is responsible for following the new policy or procedure.

C. Housekeeping

1. The KJHK studios and offices areas are to be kept neat and clean at all times. No smoking is allowed in the station.
2. Food and beverages are NOT allowed in the Main Air Studio and Production Rooms.
3. Individuals are responsible for cleaning their own work areas. Please place garbage in the wastebaskets and cigarette butts in the outside ashtrays.

D. Whom to Consult?

Use of the Organizational Chart in Section Seven of this handbook will provide authoritative answers and prevent misunderstanding or misinformation. Details should be handled in separate divisional meetings by staffs. Problems and operational matters should be handled in the weekly Executive Staff meetings. The monthly All-Staff meetings should be both informational in nature, but should also be a chance for the Executive Staff and the General Manager to be available to the rest of the staff to answer questions through forum-style discussion.

E. Security

1. The main door must be closed and locked from the hours of 5:00 p.m. to 9:00 a.m.
2. Guests must be pre-authorized by the Student Station Manager or Program Director. Persons who bring unauthorized guests into the station will be subject to disciplinary action.
3. Only authorized students have access to the KJHK Music Office.
4. Keys are allocated to the positions that require them. They will NOT be duplicated or loaned. If a key is misplaced, lost or stolen, report it to the General Manager at once. All keys will be returned to the General Manager when the student's role within KJHK does not require possession of a key.

F. Office Supplies

1. KJHK supplies are to be used for KJHK only. Avoid using KJHK material for personal purposes.
2. If you need supplies of any kind, please notify the General Manager. As funds permit the General Manager will fill your request.
3. Purchases for KJHK must be approved in advance through approval of the General Manager. Purchases made without prior approval may not be reimbursed by KJHK.

G. Work Areas

1. Production 1

Production 1 is used for production of station announcements and general production and pre-recorded interviews, and may be used as a room for producing live shows, screening calls, engineering in-studio performances, etc. The room must be reserved in advance. Production 1 is for KJHK-related projects only. It can be used first-come, first-serve until a scheduled reserved time. Do not knock on the door or make excessive noise when the production room is in use.

2. Production 2

Production 2 is used first and foremost for the production of news and sports segments. Only when it is not occupied may it be used for the other production purposes. Production 2 is for KJHK-related projects only. It can be used first-come, first-serve until a scheduled reserved time. Do not knock on the door or make excessive noise when the production room is in use.

3. The Music Office

This office is to be used by the Music Director, Jazz Director, and Hip Hop/RPM Director for the purpose of calling record labels, reviewing music and conducting music staff meetings when applicable.

4. The Main Air Studio

Unless authorized, no one is to be in the studio except the DJ/console operator (and hosts plus guests in case of live talk shows). If you are the DJ/console operator coming on next, spend as much time as you need in the studio prior to your show to set up your materials.

5. The Engineering Rooms

These rooms contain equipment vital to the station's continuing operations. With the exception of KJHK management, and approved staff, no other personnel should ever be allowed into these rooms.

H. Purchasing

All KJHK purchases must be requested through the General Manager in advance. This includes all technical equipment, office supplies, computer equipment, music records and any other purchases. Students cannot be reimbursed for out-of-pocket cash purchases without prior approval from the General Manager, so please ask before you spend.

I. Property

Only persons authorized by the General Manager are permitted to remove any part of KJHK's music library from the air studio. Any Executive Staff member can remove material if the item causes a violation of copyright regulations. All removals should be reported to the General Manager, Program Director and Music Director immediately. In addition, no other KJHK property is to be removed without permission of the General Manager. No personal music brought in by KJHK staff will be played on KJHK without prior permission from the Program Director.

J. Alcohol and Controlled Substance Policy

No alcoholic beverages or illegal drugs are permitted at KJHK's facilities. Violation will result in immediate dismissal, and KJHK reserves the right to notify KU and other local authorities of any illegal activity.

Occasionally KJHK will host fundraising events off-campus in venues where alcohol is served. In these instances, any KJHK Executive Staff member in charge of the event and any subordinate staffers managing the event shall not drink alcohol for the duration of the event. Violation of this policy may result in suspension or dismissal.

K. Telephone

No long-distance calls are to be placed on the KJHK telephones without permission from the Student Station Manager or General Manager. The telephones should be used predominantly for business calls. If a long distance call is required for business, the long distance code will be dialed into the telephone by an Executive Staff member. In NO CASE should the long distance code number be given out to any other individual.

785-864-4745 Business Office
785-864-4747 Studio Line/Request Line
785-864-5483 Music Department

L. Live Interviews and other Live Broadcasts involving non-KJHK Individuals

On occasion, KJHK has opportunities to broadcast live interviews, live musical performances, and similar live programming. The nature of live programming can potentially set KJHK up for a fine from the FCC if indecent material is aired. For this reason, NO LIVE INTERVIEWS OR LIVE BROADCASTS will be conducted without the permission of the Program Director or News Director. On-air guests, interviewees, and bands will be briefed before airtime on the noncommercial aspects of the station in addition to any applicable FCC rules and regulations. The KJHK staff member operating the console is responsible for any violations of FCC and

station policy done by the interviewee or guests/artists at the station. The digital delay must be used for all shows airing live interviews or live broadcasts. More information about the digital delay can be found in the DJ training handbook provided by KJHK.

M. Misuse of Station Resources and Misrepresentation of KJHK

Under no circumstances shall any staff member of KJHK use station airwaves, logos, promotional materials, or any other KJHK resources for personal gain, whether financial or ephemeral. Any KJHK staff member found in violation this policy will be disciplined in accordance with the KJHK Discipline Procedures outlined in Section Ten of this handbook. In the past, KJHK staff members have promoted live music shows and other events “sponsored by” their specific programs on KJHK. This can present several problems:

- 1) It is a misrepresentation to the public, as the public may perceive that KJHK is officially presenting a show for the purposes of fundraising for the station.
- 2) If the public perceives that station as being the event’s sponsor, KJHK could unwittingly be held liable for anything detrimental that occurs at the event (e.g. injuries, death, fraud, theft, etc.). When KJHK does decide to officially sponsor an event, the station has several legal documents protecting it. A live event that the station is not officially sponsoring does not have these same protections.
- 3) The FCC prohibits a non-commercial station’s staff from profiting through events of this nature, for reasons of misrepresentation. These fines are among the steepest of all issued by the FCC.

For these reasons, all live events must be for the station’s benefit and not for personal gain. If a staff member wishes for the station to sponsor a live event, the proposal must first be brought to the General Manager for approval before being delegated to the appropriate Executive Staff members for subsequent development.

10. KJHK Discipline Procedures

A. KJHK Staff Penalty System

a. This is essentially a “three strikes” policy. All staff members of KJHK are subject to this policy. A violation occurs when:

- i. A staff member fails to adhere to the KJHK Policies laid out in Section Nine of this handbook.
- ii. A staff member performs a duty outside his/her job description that falls under another staff member’s job description without the other person’s knowledge and approval.
- iii. A staff member does not perform a duty assigned by a superior, or violates any one of the duties in his/her job description
- iv. A staff member misses a general or departmental meeting without prior permission.

b. On-Air Staff Penalty System

1. An on-air staff member will be cited for a violation if he/she:
 - a. Does not put away music after show
 - b. Shows up late to show without giving prior notice to DJ currently on the air
 - c. Does not throw away trash in studio
 - d. Willingly plays a song marked “DO NOT PLAY”
 - e. Does not get a substitute when he/she cannot do a show, or does not notify the Program Director of the substitute’s name and contact information
 - f. Does not adhere to KJHK Rotation format (does not apply to special programming)
 - g. Does not represent the station in a professional manner over the air
 - h. Brings music other than that belonging to KJHK into the station without permission
 - i. Has unauthorized visitors in the station
 - j. Violates station and/or FCC guidelines

2. All instances listed above constitute grounds for the receipt of a violation. The staff member in question will receive a memo from the Station Manager notifying him/her of the violation. After the third violation, the staff member will be terminated.

B. Grounds for Immediate Dismissal

Ignorance of job description or station policy/procedure is not a valid excuse. Any level of discipline will automatically affect a staff member's re-employment chances. A staff member may be dismissed for any of the following:

1. **DJ does not show up for shift and has not supplied a replacement.**
2. **Violation of alcohol and controlled substance policy described in Section Nine of this book.**
3. **Theft of KJHK or other personal property.**
4. **Possession/use/sale of narcotics/barbiturates/non-prescription drugs/controlled substances.**
5. **Possession of and/or consumption of alcoholic beverages on the grounds of the station including the parking lot. Reporting to work under the influence of alcohol.**
6. **Tardiness, excessive absences or unexcused absences.**
7. **Theft of property or funds from the radio station.**
8. **Misuse or misappropriation of station resources.**
9. **Possession of a dangerous weapon on the grounds of the station.**
10. **Making threatening or terroristic statements.**
11. **Insubordination/disobedience to a supervisor. Unwillingness to accept constructive criticism.**
12. **Neglect of assigned job duties.**
13. **Violation of FCC regulations or safety codes.**
14. **Listener complaints concerning the performance of a DJ.**
15. **Any deliberate non-adherence to station policies.**
16. **Violation of KJHK guest policies and procedures.**
17. **Willful interference with the academic mission of the station.**

C. Departmental Offenses Liable to Disciplinary Action

1. Use of Production Facilities Offenses:
 - i. Unauthorized use of materials marked for use only by, or with permission of, production executives.
 - ii. Willful damage to equipment and its components through careless handling.
 - iii. Causing or allowing removal of any recording hardware, equipment, including music, from the building (except when properly signed out for special purposes as a remote or special production elsewhere.)
 - iv. Failure to check production for accurate timing, quality of audio, and appropriate content.
 - v. Disregard of production studio policies and procedures.
 - vi. Giving the room's locking code to anyone.
 - vii. Leaving production studio door unlocked and unattended.
 - viii. Not completing production orders on-time, provided ample time has been given (as agreed upon by station procedures approved by management).
 - ix. Violation of any FCC regulations.
 - x. Improper production techniques or handling of equipment.
 - xi. Leaving trash or other clutter lying around the Production Room.
2. Rotation DJs, Special Program Hosts, Producers, Programming Offenses:
 - i. Failure by any on-air personnel or producers to adhere to format of their assigned show.
 - ii. Failing to adhere to the traffic log.
 - iii. Violating FCC rules or regulations concerning obscenity, harmful interference, equal time, commercial violation and any other that the FCC shall establish. Personnel are also responsible for removing from the air and/or reporting potentially libelous content.
 - iv. Failure to appear AT LEAST 15 minutes before airtime for a live show.

- v. Failure to turn on tape delay when required by policy.
- vi. Misuse of the telephone on the air in an amateur or unprofessional manner.
- vii. Failure to adhere to posted notices and/or failure to forward-promote material.
- viii. Not drafting an adequate proposal far enough in advance for consideration by the Executive Staff (Special Program, Live Event, etc.).
- ix. Failure of Program Director, producer or host of a show, to provide a satisfactory substitute or to alert appropriate persons at least 24 hours in advance that the program commitment cannot be met. (If this occurs more than twice, the offender may be removed from that position.)

D. Grievance Procedures at KJHK

If you have a problem with someone or a complaint that deals specifically with an individual:
Make an appointment to discuss the issue with the individual involved.

If you are not satisfied after meeting with the person involved:
Consult your Executive Staff Representative.

If your problem is with your Executive Staff Representative:
Consult the Student Station Manager.

If you are on the Executive Staff and your problem is with the Student Station Manager:
Consult the General Manager.

11. KJHK Staff Evaluation Process

1. The KJHK General Manager evaluates the Student Station Manager.
2. The Student Station Manager evaluates all Executive Staff members.
3. All Executive Staff Directors evaluate all members of his/her staffs.
4. The General Staff evaluates the experience as a whole once per academic year.

12. More FCC Regulations Pertaining to KJHK

As a noncommercial FM station, KJHK is required by law to be as transparent as possible when accepting money, goods, or services from outside commercial interests. No staff member of KJHK may provide special treatment to outside interests, nor may any staff member receive direct compensation from outside interests in their dealings with KJHK. The station's integrity, reputation, and the University's FCC license depend on proper conduct by all members of KJHK. The excerpts below deal with the role of outside interests and their dealings with KJHK, as well as on-air conduct of staff at KJHK. While certainly lengthy to read, all staff members at KJHK are expected to understand the following sections from the Federal Communications Act of 1934 and the Code of Federal Regulations. Underlined segments are particularly important to on-air staff at KJHK; please pay attention to these points especially.

Section 317

**.c. Announcement With Respect to Certain Matter Broadcast
(Reprint from the Communications Act of 1934, as amended)**

- a)
- 1) All matter broadcast by any radio station for which any money, service or other valuable consideration is directly or indirectly paid, or promised to or charged or accepted by the station so broadcasting from any person, shall, at the time the same is so broadcast, be announced as paid for or furnished, as the case may be, by such person: Provided that "service or other valuable consideration" shall not include any service or property furnished without charge or at a nominal charge for use on, or in connection with, a broadcast unless it is so furnished in consideration for an identification in a broadcast of any person, product, service, trademark or

brand name beyond an identification which is reasonably related to the use of such service or property in the broadcast.

- 2) Nothing in this section shall preclude the Commission from requiring that an appropriate announcement shall be made at the time of the broadcast in case of any political program or any program involving the discussion of any controversial issue for which any films, records, transcripts, talent, scripts or other material or service of any kind have been furnished, without charge or at a nominal charge, directly or indirectly, as an inducement to the broadcast of such program.
 - b) In any case where a report has been made to a radio station, as required by Section 507 of this Act, of circumstances which would have required an announcement under this section had the consideration been received by such radio station, an appropriate announcement shall be made by such radio station.
 - c) The licensee of each radio station shall exercise reasonable diligence to obtain from its employees, and from other persons with whom it deals directly in connection with any program or program matter for broadcast, information to enable such licensee to make the announcement required by this section.
 - d) The Commission may waive the requirement of an announcement as provided in this section in any case or class of cases with respect to which it determines that the public interest, convenience or necessity does not require the broadcasting of such announcement.
 - e) The Commission shall prescribe appropriate rules and regulations to carry out the provisions of this section.

Section 507

.c. Disclosure of Certain Payments

(Reprint from the Communications Act of 1934, as amended)

Sec. 507. [47 U.S.C. 508]

- a) Subject to section (d), any employee of a radio station who accepts or agrees to accept from any person (other than such station), or any person (other than such station) who pays or agrees to pay such employee, any money, service or other valuable consideration for the broadcast of any matter over such station shall, in advance of such broadcast, disclose the fact of such acceptance or agreement to such station.
- b) Subject to subsection (d), any person who, in connection with the production or preparation of any program or program matter which is intended for broadcasting over any radio station, accepts or agrees to accept, or pays or agrees to pay, any money, service or other valuable considerations for the inclusion of any matter as a part of such program or program matter, shall, in advance of such broadcast, disclose the fact of such acceptance, payment or agreement to the payee's employer, or to the person for which such program or program matter is being produced, or to the licensee of such station over which such program is broadcast.
- c) Subject to subsection (d), any person who supplies to any other person any program or program matter which is intended for broadcasting over any radio station shall, in advance of such broadcast, disclose to such other person any information of which he/she has knowledge, or which has been disclosed to him/her, as to any money, service or other valuable consideration which any person has paid or accepted, or has agreed to pay or accept, for the inclusion of any matter as a part of such program matter.

- d) The provisions of this section requiring the disclosure of information shall not apply in any case where, because of a waiver made by the Commission under section 317(d), an announcement is not required to be made under section 317.
- e) The inclusion in the program of the announcement required by section 317 shall constitute the disclosure required by this section.
- f) The term “service or other valuable consideration” as used in this section shall not include any service or property furnished without charge or at a nominal charge for use on, or in connection with a broadcast, or for use on a program which is intended for broadcasting over any radio station, unless it is so furnished in for an identification in such broadcast or in such program of any person, product, service, trademark or brand name beyond an identification which is reasonably related to the use of such service or property in such broadcast or such program.
- g) Any person who violates any provision of this section shall, for each such violation, be fined not more than \$10,000 or imprisoned not more than one year, or both.

47 CFR 73.1212

.c.Sponsorship Identification; list retention; related requirements

(Reprint from the Code of Federal Regulations Part 47, as amended)

- a) When a broadcast station transmits any matter for which money, service or other valuable consideration is either directly or indirectly paid or promised to, or charged or accepted by such station, the station, at the time of the broadcast, shall announce: (1) That such matter is sponsored, paid for or furnished, either in whole or in part, and (2) by whom or on whose behalf such consideration was supplied: Provided, however, that “service or other valuable consideration” shall not include any service or property furnished either without or at nominal charge for use on, or in connection with, a broadcast unless it is so furnished in consideration for an identification of any person, product, service, trademark or any brand name beyond an identification reasonably related to the use of such service or property on the broadcast.
 - 1) For the purposes of this section, the term “sponsored” shall be deemed to have the same meaning as “paid for.”
- b) The licensee of each broadcast station shall exercise reasonable diligence to obtain from its employees, and from other persons with whom it deals directly in connection with any broadcast, information to enable such licensee to make the announcement required by this section.
- c) In any case where a report has been made to a broadcast station as required by Section 507 of the Communications Act of 1934, as amended, of circumstances which would have required an announcement under this selection had the consideration been received by such station, an appropriate announcement shall be made by such station.
- d) In the case of any political broadcast matter involving the discussion of a controversial issue of public importance for which any film, record, transcription, talent, script or other material or service of any kind is furnished, either directly or indirectly, to a station as an inducement for broadcasting such matter, an announcement shall be made both at the beginning and conclusion of such broadcast on which such material or service is used that such film, record, transcription, talent, script or other material or service has been furnished to such station in connection with a transmission of such broadcast matter: Provided, however, that in the case of any broadcast of 5 minutes or less, only one such announcement need be made either at the beginning or conclusion of the broadcast.
- e) The announcement required by this section shall, in addition to stating the fact that the broadcast matter was sponsored, paid for or furnished, fully and fairly disclose the true identity of the person or persons, or corporation, committee, association or other unincorporated group, or other entity by whom or on whose behalf such services or other valuable consideration is received, or by whom the material or services referred to in paragraph (d) of this section are furnished. Where an agent or other person or entity contracts or otherwise makes arrangement with a station on behalf of another, and such fact is known or by the exercise of reasonable diligence, as specified in paragraph (b) of this section, could be known to the station, the announcement shall disclose the identity of the person or persons or entity on whose behalf such agent is acting instead of the name on such agent. Where the material broadcast is political matter or matter involving the

discussion of a controversial issue of public importance and a corporation, committee, association or other unincorporated group, or other entity is paying for or furnishing the broadcast matter, the station shall, in addition to making the announcement required by this section, require that a list of the chief executive officers or members of the executive committee or of the board of directors of the corporation, committee, association or other unincorporated group, or other entity shall be made available for public inspection at the location specified by the licensee under 73.3526 of this chapter. If the broadcast is originated by a network the list may instead be retained at the headquarters office of the network or at the location where the originating station maintains its public inspection file under 73.3526 of this chapter. Such lists shall be kept and made available for a period of two years.

- f) In the case of broadcast matter advertising commercial products or services, an announcement stating the sponsor's corporate or trade name, or the name of the sponsor's product, when it is clear that the mention of the name of the product constitutes a sponsorship identification, shall be deemed sufficient for the purpose of this section and only one such announcement need be made at any time during the course of the broadcast.
- g) The announcement otherwise required by section 317 of the Communications Act of 1934, as amended, is waived with respect to the broadcast of "want ad" or classified advertisements sponsored by an individual. The waiver granted in this paragraph shall not extend to a classified advertisement or want ad sponsorship by any form of business enterprise, corporate or otherwise. Whenever sponsorship announcements are omitted pursuant to this paragraph, the licensee shall observe the following condition:
 - 1) Maintain a list showing the name, address and (where available) telephone number of each advertiser;
 - 2) Make this list available to members of the public who have a legitimate interest in obtaining the information contained in the list. Such list must be retained for a period of two years after broadcast.
- h) Any announcement required by section 317(b) of the Communications Act of 1934, as amended, is waived with respect to feature motion picture film produced initially and primarily for theater exhibition.
- i) Commission interpretations in connection with the provisions of the sponsorship identification rules are contained in the Commission's Public Notice, entitled "Applicability of Sponsorship Identification Rules," dated May 6, 1963 (40 F.C.C. 141), as modified by Public Notice, dated April 21, 1975 (FCC 75-418). Further interpretations are printed in full in various volumes of the Federal Communications Commission Reports.

The Noncommercial Nature of Educational Broadcast Stations .c.FCC Public Notice 86-161 Dated April 11, 1986

The commission has become aware of significant uncertainty and controversy concerning various aspects of Commission and statutory policy relating to commercial underwriting on noncommercial stations. As a consequence, we have reviewed the existing policies, focusing on five specific areas: (1) the broadcast of announcements relating to goods and services for which consideration is received by the station; (2) enhanced underwriting and donor announcements; (3) the offering of program-related materials; (4) the practice of hosts of children's programs urging the purchase of program-related materials; (5) the airing of foreign language programs by public broadcasters and the degree of control necessary to ensure compliance with Commission requirements.

.c.Announcers Promoting the Sale of Goods and Service

Section 399B of the Communications Act of 1934, as amended, and Sections 73.503(d) and 73.621(e) of FCC rules specifically proscribed the broadcast of announcements by public broadcast stations which promote the sale of goods and services of for-profit entities in return for consideration paid to the station. These rules, however, permit contributors of funds to the station to receive on-air acknowledgements. The Commission has articulated specific guidelines which emphasize the difference between permissible donor and underwriter announcements and commercial advertising. See Commission Policy Concerning the Noncommercial Nature of Educational Broadcasting Stations, 97 FCC 2d 255 (1984) (hereinafter referred to as

“1984 Order”); Second Report and Order, 86 FCC 2d 141 (1981); First Report and Order and Notice of Proposed Rulemaking, 69 FCC 2d 200 (1978).

Recent cases before the Commission indicate that some noncommercial broadcasters have aired outright commercial messages on behalf of profit-making entities in violation of rules and Section 399B. As our action in those cases attest, we will enforce our prohibition on the broadcast of commercial messages on behalf of profit-making entities for which consideration is paid to the station. Information brought to the attention of the Commission regarding such practices will be scrutinized and licensees found to have engaged in them will be sanctioned.

.c.Enhanced Underwriting and Donor Acknowledgements

Beyond the airing of paid promotional announcements, our recent review of underwriting activities indicates that some public broadcasters may be airing donor and underwriting acknowledgements which exceed the Commission’s guidelines. In light of these instances and an ongoing debate in the public broadcasting community on these issues, we believe that a brief statement concerning the obligations of public broadcasters with respect to donor and underwriting acknowledgements is appropriate. In March 1984, we relaxed our noncommercial policy to allow public broadcasters to expand or enhance the scope of their donor and underwriter acknowledgements to include (1) logograms or slogans which identify and do not promote, (2) location information, (3) value-neutral descriptions of a product line or service, and (4) brand and trade names and product or service listings. 1984 Order at 263. That action was taken as another step in our ongoing effort to strike a reasonable balance between the financial needs of public broadcast stations and their obligations to provide an essentially noncommercial service. It was our view that “enhanced underwriting” would offer significant potential benefits to public broadcasting in terms of attracting additional business support and would thereby improve the financial self-sufficiency of the service without threatening its underlying noncommercial nature. In this regard, we emphasized that such announcements could not include qualitative or comparative language and that the Order should not be construed as allowing advertisements as defined in Section 399B of the Communications Act. (Section 399B contained in this handbook)

We recognized in our 1982 Order that it may be difficult at times to distinguish between announcements that promote and those that identify. For that reason, we expressly stated that we expect public broadcast licensees to review their donor or underwriter acknowledgements and make reasonable good-faith judgments as to whether they identify, rather than promote. 1982 Order at 911. We saw no purpose at that time, or at the time we adopted our 1984 Order, in fashioning rigid regulations or guidelines to insure the noncommercial nature of public broadcasting, and we were concerned that such guidelines would inhibit public broadcasters’ ability to seek and obtain the funds needed to present quality programming and to remain financially viable. It continues to be our view that the public broadcaster’s good faith judgment must be the key element in meeting Congress’ determination that the service should remain free of commercial and commercial-like matter. In response to requests for guidance, however, we will attempt to further clarify the guidelines applicable to public broadcasters’ exercise of their discretion.

We reiterate that acknowledgements should be made for identification purposes only and should not promote the contributor’s products, services or company. For example, logos or logograms used by corporations and businesses are permitted so long as they do not contain comparative or qualitative descriptions of the donor’s products or services. Similarly, company slogans which contain general product-line descriptions are acceptable if not designed to be promotional in nature. Visual depictions of specific products are permissible. We also believe that the inclusion of a telephone number in an acknowledgement announcement is within these general guidelines and, therefore, permissible.

Several examples of announcements that would clearly violate the rule may be helpful:

- a) Announcements containing price information are not permissible. This would include any announcement of interest rate information or other indication of savings or value associated with the product. An example of such an announcement is:

--“7.7% interest rate available now.”

- b) Announcements containing a call to action are not permissible. Examples of such announcements are:
--“Stop by our showroom to see a model”;
--“Try product X next time you buy oil.”
- c) Announcements containing an inducement to buy, sell, rent or lease are not permissible. Examples of such announcements are:
--“Six month of free service”;
--“A bonus available this week”;
--“Special gift for the first 50 visitors.”

Additionally, examples of a proscribed product or message can be seen in the instances where the Commission has assessed forfeiture or issued letters of warning to rule violators.

We repeat that the Commission will continue to rely on the good-faith determinations of public broadcasters in interpreting our noncommercial guidelines. We emphasize, however, that we will review complaints and, in the event of clear abuses of discretion, will implement appropriate sanctions, including monetary forfeitures.

.c.Program-Related Materials

Our 1982 Order dealt with the sale of the program-related materials. It concluded that because Congress has approved direct promotional fundraising announcements sponsored by nonprofit organization, public broadcasters could air announcements promoting program-related materials sold by nonprofit organizations, including the station itself. 1982 Order at 907. It is our belief that in order for the audience to be informed about the sponsor of these offerings, the nonprofit organization sponsoring the offering should be clearly identified in the announcement, a requirement in keeping with the mandate of Section 317 of the Communication Act and Section 73.1212 of our rules.

Guidelines covering announcements for the sale of program related materials by for-profit entities were not charged by our 1982 Order. Thus, such announcements are permitted so long as the licensee (1) receives no consideration for the announcement; and (2) the materials are offered on the basis of public interest considerations and not the private economic interests of the offer; or (3) the price of the materials offered is only nominal. Second Report and Order, 86 FCC2d at 152. As noted above, the nominal price requirement does not apply to offerings sponsored by nonprofit entities.

13. Underwriting and Public Service Announcements (PSA's)

Underwriting is financial support for KJHK-FM solicited from the business and University communities. All underwriting will be broadcast on KJHK-FM in the form of donor spot announcements, or through a local business being announced as a sponsor of specific programming on KJHK. The General Manager must schedule these announcements, and KJHK staff must run the announcements as scheduled. If the spot is not run because of unexpected events, the General Manager will reschedule future additional air times for the spot. Checks for underwriting will be made out to KJHK, and all checks and cash received for underwriting must be delivered promptly to the General Manager, who deposits them into KJHK's Student Organization Account. *The General Manager must approve all trades of items in exchange for underwriting in ADVANCE, including tickets for performance events.* Each time KJHK receives tickets for an event it is considered a form of underwriting, in essence, the station is receiving consideration for broadcasting information about the event.

Public Service Announcements are announcements granted to not-for profit entities and government agencies by KJHK free of charge. These announcements may address general issues of public concern and may inform the public. Non-profit entities may request a PSA to be created and aired on KJHK via either the General Manager or the Public Relations Director. A PSA may not promote a specific event, such as a fundraiser, charity walk, etc. – it can only inform the public about the nature of the non-profit or government entity and its mission. Similar to donor announcements, when producing PSA's, KJHK's production staff are expected to follow the “value-neutral” description guidelines listed in the paragraph to come.

There will be no live donor announcements or PSA's read on the air. All scripts for both of these types of announcements must be approved by the General Manager. They will be produced by the Production Staff, and must be produced EXACTLY WORD FOR WORD, with no addition or deletion of words. A music bed can be added to them. In recent years, Congress and the Federal Communications Commission (FCC) have written regulations governing the profit-making activities of noncommercial broadcasters. Although KJHK may not broadcast "advertisements," the station is permitted to air donor announcements and enhanced underwriting announcements. The distinction is that KJHK identifies the underwriting account and location, whereas the commercial broadcaster may promote the products, services or facility of their accounts. KJHK is allowed to give "value-neutral" descriptions of product lines, services or performance; and we can list brand names and trade names. Within limits KJHK can factually describe the underwriter, but announcements cannot use superlatives, comparatives, prices or deadlines in radio promotional copy. Donor spots must avoid phrases such as "best," "fast," "come to," "go to," "look for us," "give discounts," "are sold at half price," "limited time offer," "sale ends Friday," and other language of this nature.

Examples of this are:

PERMISSIBLE

A BAND will be at Joe's.

A BAND plays Industrial music.

KJHK will give away tickets. (This is permissible because it promotes the station itself).

NOT PERMITTED

A BAND is the best (or worst) band in Lawrence.

Tickets are on sale for ____ \$\$\$.

Buy tickets before X date and receive a discount.

Call Joe's bar for band information.

Although it may be difficult to precisely determine whether a donor announcement identifies rather than promotes a sale or a performance, product or service, the FCC expects the station to exercise reasonable, good-faith judgment. "Identification without promotion" is the test of an acceptable announcement. Remember, KJHK is a noncommercial radio station, and "commercials" and "ads" are not allowed. Violations of KJHK's noncommercial license can result in a minimum fine of \$27,000 per violation up to \$250,000 or revocation of the license.

As mentioned before, all scripts must be approved by the General Manager prior to any donor spot or Public Service Announcement airing. If you have a question about ANY announcement's compliance with these guidelines, contact the General Manager.

14. KJHK Job Descriptions

General Manager and Program Advisor

The General Manager functions as both a manager and a teacher. As General Manager, he or she is responsible to University administrators as well as the Board of Regents for all station operations, both facilities and staff. The General Manager implements policy concerning operational, legal, and financial matters. In this context, the General Manager is responsible for establishing procedures that effectively contribute to smooth station operation as well as providing students with learning and leadership opportunities within KJHK.

Whereas the General Manager may delegate authority to student executives deemed capable of handling serious responsibilities, the General Manager is ultimately held responsible for every aspect of the station operation both as a broadcasting facility and as a learning experience. For this reason, KJHK Executive Staff members are expected to inform the General Manager of any unusual station matters, to check in advance before committing the station to any new contracts or situations with legal implications and to clear publicity and any program changes. The students who comprise the KJHK Executive Staff have the freedom and responsibility to question the General Manager about procedures and to recommend changes which they believe may improve the station's two goals: (1) Professional caliber broadcasting and communications, (2) Student learning.

Station Manager

Reporting line:

- Advised by the KJHK General Manager and KJHK Program Coordinator.
- Supervises and directly peer advises KJHK's Program Director, Communications Director, IT Director and Content Director.
- Manages all members of the Executive Staff and ultimately the entire student staff in a cooperative way.

Overall responsibilities:

- Responsible for the daily operation and overall quality of KJHK.
- Is a representative for KJHK at community functions at the University of Kansas and in Lawrence.
- Develops a vision and strategy for the success of KJHK during the period they are in office.
- Implements policies set forth by the General Manager, Program Coordinator and the KJHK Advisory Board.
- Coordinates outreach and engagement efforts with KJHK alumni.
- Contributes to all decisions made by the KJHK Executive Staff.
- Provides weekly reports to KJHK's General Manager.
- Completes assigned projects and deadlines in a timely manner.

Meeting requirements:

- Directly peer advises members of the KJHK Cabinet (Program Director, Communications Director, Content Director, Technology Director) through weekly individual meetings with the appropriate advisor.
- Manages weekly KJHK Cabinet and Executive Staff meetings; and monthly KJHK All-Staff Meetings.
- Meets weekly with KJHK's Program Coordinator and General Manager.
- As needed, attends KJHK staff meetings (Music, News, Sports, Multimedia, Content, Street Team, Production, Live Music).

KJHK reception desk responsibilities:

- Maintains ten (10) weekly, regularly scheduled office hours during business hours at KJHK reception desk.
- Complete all duties outlined in KJHK's reception desk policy.
- Responds to inquires (email, phone, in-person, etc.) about KJHK by members of the University and Lawrence communities. Includes General Manager and Program Coordinator on correspondence as needed.
- Plans agendas for KJHK Cabinet, Executive Staff and all-staff meetings, including retreat agendas.
- Acts as a resource for students involved in KJHK.
- Remains on-call for KJHK duties in a reporting line that includes the Program Director and Program Coordinator.
- Provides support for ongoing station projects as needs are determined with the KJHK Cabinet, General Manager and Program Coordinator.

Program Director

Reporting line:

- Reports directly to KJHK's Station Manager. Advised by the KJHK Program Coordinator.
- Supervises KJHK's Music Director, Live Events Director, and ancillary assistants and staffs.
- Selects, supervises, schedules and trains KJHK's DJs.

Overall responsibilities:

- Selects, supervises, schedules and trains KJHK's DJs.
- Schedules and approves all pre-emptions of programming, including remote broadcasts, live sports play-by-play broadcasts, news pre-emptions and other events.
- Monitors station's content quality and overall on-air sound.
- Suggests and/or recommends programming ideas.
- Reports equipment problems to KJHK's General Manager and/or Station Engineer.

Meeting requirements:

- Leads a weekly Music bubble meeting (with Music Director and Music Assistant) and prepares agendas and overall content budgets for that meeting.
- Attends a weekly Live Music bubble meetings (with Live Music Coordinator and Live Music Assistant Coordinator from KJHK and SUA).
- Attends weekly KJHK Cabinet and Executive Staff meetings; and monthly KJHK All-Staff Meetings.
- Meets weekly with KJHK's Program Coordinator and Station Manager.
- As needed, attends KJHK Music Staff and Live Music Committee meetings. As needed and available, attends SUA Board meetings when Live Music business is on the agenda.

Additional coverage responsibilities:

- Covers open DJ shifts as needed when substitute DJs are not available.
- Coordinates substitute DJ coverage of open on-air shifts.
- Creates the KJHK programming schedule for each semester, including selecting and scheduling special programs; coordinating DJ schedules; and scheduling pre-programmed shifts.
- Remains on-call for KJHK duties in a reporting line that includes the Station Manager and Program Coordinator.

KJHK reception desk responsibilities:

- Maintains two (2) weekly, regularly scheduled office hours during business hours at KJHK reception desk.
- Complete all duties outlined in KJHK's reception desk policy.
- Works closely with KJHK's Communications Director and Content Director to review weekly area highlights for those students to communicate through KJHK's website and social media.
- Creates an agenda for weekly Music bubble meeting.

Music Director

Reporting line:

- Reports directly to KJHK's Program Director. Advised by the KJHK Program Coordinator.

Overall responsibilities:

- Supervises KJHK's Music Assistant and Music Staff.
- Responsible for the rotation of new music with KJHK.
- Recruits KJHK Music Staff to select and review all music before it goes on air.
- Ensures that all music meets FCC requirements.
- Maintains contact with the music industry and reports rotation charts to music industry.
- Maintains contact with the Lawrence music community and actively seeks new music from and interviews with local musicians.
- Directs the process of moving KJHK's current digital music library to the Wide Orbit digital retrieval system. Sets a timeline and meets goals for the continued Wide Orbit import process.
- Completes assigned projects and deadlines in a timely manner.

Meeting requirements:

- Leads a weekly, regularly scheduled Music Staff meeting with support from KJHK Music Assistant.
- Attends weekly KJHK Music Bubble meetings; weekly KJHK Executive Staff meetings; and monthly KJHK All-Staff Meetings.

Additional coverage requirements:

- Coordinates and attends importing sessions to continually update the KJHK digital music library with Music Assistant and Program Director. Sets a schedule for Music Staff and KJHK Exec to attend these importing sessions. Assists with importing as time allows.
- Host one (1) weekly local music show on FM.

KJHK music office responsibilities:

- Maintains eight (8) weekly, regularly scheduled office hours during the business day in the KJHK music office.

- Answers all incoming phone calls, emails and music-related website form submissions in a timely, professional manner that represents the station well.
- Opens all incoming mail, and sorts incoming releases during each music office shift. Maintains a clean, professional music office that allows Music Assistant, Program Director and Music Staff to work efficiently.
- Contacts national, regional and local music promoters about new music releases.
- Contacts local musicians, promoters and community members about local music interviews.
- Maintains an upcoming release calendar, to be shared with the Music Assistant, Program Director and Program Coordinator. Coordinates schedule for putting music into rotation and taking music out of rotation.
- Maintains a new album reviews calendar, to be shared with the Music Assistant, Content Director and Program Coordinator. Assigns reviews and sets deadlines to Music Staff. Personally completes at least one (1) short-form and one (1) long-form album review each week.
- Trains and assists Music Staff members on writing music reviews.
- Corresponds with rotation DJ staff about new and outgoing rotation.
- Sets and implements standards for rotation music airplay.

Music Assistant

Reporting line:

- Reports directly to KJHK's Music Director. Peer advised by KJHK's Program Director. Advised by the KJHK Program Coordinator.

Overall responsibilities:

- Assists Music Director with the rotation of new music with KJHK.
- Maintains KJHK's album stacks for organization and ease of use.
- Ensures that all music meets FCC requirements.
- Along with Music Director, maintains contact with music industry.
- Along with Music Director, maintains contact with the Lawrence music community and actively seeks new music from and interviews with local musicians.
- Completes assigned projects and deadlines in a timely manner.

Meeting requirements:

- Assists Music Director with a weekly, regularly scheduled Music Staff meeting.
- Attends weekly KJHK Music Bubble meetings; weekly KJHK Executive Staff meetings; and monthly KJHK All-Staff Meetings.

Additional coverage requirements:

- Attends importing sessions to continually update the KJHK digital music library.

KJHK music office responsibilities:

- Maintains four (4) weekly, regularly scheduled office hours during the business day in the KJHK music office.
- Answers all incoming phone calls, emails and music-related website form submissions in a timely, professional manner that represents the station well.
- Contacts national, regional and local music promoters about new music releases.
- Contacts local musicians, promoters and community members about local music interviews.
- Hosts one (1) weekly, hour-long FM show highlighting local music.
- Contributes to an upcoming release calendar, to be maintained by the Music Director.
- Contributes to a new album reviews calendar, to be shared with the Music Director, Online Content Editor and Program Coordinator. Personally completes at least one (1) short-form and one (1) long-form album review each week.
- Completes at least one (1) hour of importing new music during regularly scheduled office hours.

Live Music Coordinator

Reporting line:

- Reports to KJHK's Program Director. Advised by the KJHK Program Coordinator.

Overall responsibilities:

- Maintains a working and amicable partnership between KJHK and SUA for live music in Lawrence.
- With SUA's Live Music Coordinator, the SUA Live Music Assistant Coordinator, KJHK Live Music Assistant Coordinator and the Live Music Committee, researches and plans concerts on campus and in the community.
- In partnership with the SUA and KJHK Live Music Coordinators and KJHK Live Music Assistant Coordinator, divides responsibilities among large events, small concerts and Lied Center partnership events. Responsibilities for larger events will fall primarily to the KJHK Live Music Coordinator and SUA Live Music Coordinator.
- With the SUA Live Music Coordinator, oversees Live Music meetings and committee members.
- When working within the SUA partnership, adheres to all processes required for SUA proposals.
- Serves as an exemplary representative of KJHK and SUA at all partnership events.
- Outside of the SUA Live Music partnership, develops ideas for additional KJHK events.
- Completes assigned projects and deadlines in a timely manner.

Meeting requirements:

- Attends weekly Live Music one-on-one meetings, weekly SUA Live Music committee (6 p.m. Thursday) and SUA board meetings (7 p.m. Thursday). Is a full voting member of the SUA Board.
- Attends weekly KJHK Executive Staff meetings and monthly KJHK All-Staff Meetings. Attends KJHK Music/Programming bubble meetings as needed.

Additional coverage requirements:

- Attends and takes an active leadership role in all Live Music Committee events.

KJHK reception desk responsibilities:

- Maintains three (3) weekly, regularly scheduled office hours during business hours at KJHK reception desk.
- Complete all duties outlined in KJHK's reception desk policy.
- Complete individual assignments related to the Live Music Committee, including event promotion and event planning.
- Communicate important Live Music updates to KJHK's Program Director and Live Music Assistant Coordinator.

SUA office responsibilities:

- Maintains three (3) weekly, regularly scheduled office hours during business hours in the SUA Office, to coincide with co-coordinator and co-assistant coordinator schedules.
- Outline committee member tasks for the week.
- In collaboration with SUA Live Music Coordinator, create committee meeting agendas.
- In collaboration with SUA Live Music Coordinator, research and write event proposals.
- Complete individual assignments related to the Live Music Committee, including event promotion and event planning.

Live Music Assistant Coordinator

Reporting line:

- Reports to KJHK's Live Events Coordinator. Peer advised by KJHK's Program Director. Advised by the KJHK Program Coordinator.

Overall responsibilities:

- Maintains a working and amicable partnership between KJHK and SUA for live music in Lawrence.
- With SUA's Live Music Coordinator, the SUA Live Music Assistant Coordinator and the Live Music Committee, researches and plans concerts on campus and in the community.
- In partnership with the SUA and KJHK Live Music Coordinators and SUA Live Music Assistant Coordinator, divides responsibilities among large events, small concerts and Lied Center partnership events.

- The Live Music Assistant Coordinator is specifically responsible for planning local music events for the Tunes @ Night series, to be held at the Lied Center Pavilion and other on-campus venues.
- In the absence of SUA or KJHK Live Music Co-Coordinators, oversees Live Music Committee meetings and committee member tasks.
- When working within the SUA partnership, adheres to all processes required for SUA proposals.
- Serves as an exemplary representative of KJHK and SUA at all partnership events.
- Outside of the SUA Live Music partnership, develops ideas for additional KJHK events.
- Completes assigned projects and deadlines in a timely manner.

Meeting requirements:

- Attends weekly Live Music one-on-one meetings, weekly SUA Live Music committee (6 p.m. Thursday) and SUA board meetings (7 p.m. Thursday). Is a full voting member of the SUA Board.
- Attends weekly KJHK Executive Staff meetings and monthly KJHK All-Staff Meetings. Attends KJHK Music/Programming bubble meetings as needed.

Additional coverage requirements:

- Attends and takes an active leadership role in all Live Music Committee events.

KJHK reception desk responsibilities:

- Maintains two (2) weekly, regularly scheduled office hours during business hours at KJHK reception desk.
- Complete all duties outlined in KJHK's reception desk policy.
- Complete individual assignments related to the Live Music Committee, including event promotion and event planning.

SUA office responsibilities:

- Maintains two (2) weekly, regularly scheduled office hours during business hours in the SUA Office, to coincide with co-coordinator and co-assistant coordinator schedules.
- Complete individual assignments related to the Live Music Committee, including event promotion and event planning.
- Assist committee members with Live Music-related work in the office.

Content Director

Reporting line:

- Reports directly to KJHK's Station Manager. Advised by the KJHK Program Coordinator.
- Supervises KJHK's Arts & Culture Director, FM Sports Director, Online Sports Director, Multimedia Director, and ancillary assistants and staffs.

Overall responsibilities:

- Manages schedule for web content and related features.
- Acts as liaison for KJHK Special Program DJs for website content.
- Coordinates standards for content posting across music, news and sports content.
- Completes assigned projects and deadlines in a timely manner.

Meeting requirements:

- Leads a weekly Content bubble meeting (with Arts & Culture Director, FM Sports Director, Online Sports Director, Multimedia Director and Program Coordinator) and prepares agendas and overall content budgets for that meeting.
- Attends weekly KJHK Cabinet and Executive Staff meetings; and monthly KJHK All-Staff Meetings.
- Meets weekly with KJHK's Program Coordinator and Station Manager.
- As needed, attends KJHK Arts & Culture, Sports and Multimedia staff meetings.

KJHK reception desk responsibilities:

- Maintains four (2) weekly, regularly scheduled office hours during business hours at KJHK reception desk.
- Complete all duties outlined in KJHK's reception desk policy.

- Creates and maintains a content calendar for kjhk.org, covering all news, sports, music and multimedia content posted on the website.
- Acts as the final editor on all content before posting on kjhk.org.
- Works closely with KJHK's Communications Director and Program Director to review weekly area highlights and audience objectives for KJHK online content.
- Creates an agenda for weekly Content bubble meeting.
- Identifies coverage opportunities for KJHK News, Sports, Music and Multimedia content, and communicates those opportunities to the appropriate staff director.

KJHK multimedia lab responsibilities:

- Maintains at least six (6) weekly, regularly scheduled business hours in KJHK's multimedia lab in the Kansas Union.
- Assists KJHK news, sports, multimedia and content staff members on assignments as needed.
- Assists with KJHK staff training in content areas as needed.
- Reviews scripts and show outlines for KJHK news, sports and multimedia programs.

Arts & Culture Director

Reporting line:

- Reports directly to KJHK's Content Director. Advised by the KJHK Program Coordinator.

Overall responsibilities:

- Supervises KJHK's Arts & Culture Staff.
- Ensures that all arts and culture broadcasts on KJHK are carried out in an objective and professional manner.
- Recruits staff and manages weekly meetings with staff.
- With assistance as needed, schedules and programs segments within KJHK's arts, culture and news programming.
- Completes assigned projects and deadlines in a timely manner.

Meeting requirements:

- Leads a weekly Arts & Culture Staff meeting and prepares agendas and story budgets for that meeting.
- Attends weekly KJHK Content Bubble meetings; weekly KJHK Executive Staff meetings; weekly Multimedia Production Staff meetings; and monthly KJHK All-Staff Meetings.

Additional coverage requirements:

- Coordinates and hosts at least one (1) weekly FM arts and culture program.

KJHK multimedia lab responsibilities:

- Maintains two (2) weekly, regularly scheduled production and lab assistant hours during business hours in the KJHK multimedia lab.
- Complete all duties outlined in KJHK's reception desk policy.
- Creates an agenda for a weekly Arts & Culture Staff meeting.
- Identifies coverage opportunities for KJHK Arts @ Culture.

KJHK production room and multimedia lab responsibilities:

- Maintains at least four (4) weekly, regularly scheduled production hours during business hours in Production 2 at the KJHK station.
- Assists KJHK Arts & Culture Staff members in editing audio stories for broadcast.
- Produces at least one (1) weekly FM arts and culture program.
- Writes scripts and creates story outlines for KJHK arts and culture and news programming.
- Posts audio files of KJHK stories to kjhk.org, with accompanying blog posts for each FM show episode.
- Coordinates additional multimedia coverage opportunities with KJHK's Multimedia Director and the KJHK Multimedia Production Staff.
- Completes stories as needed to fill in weekly FM arts and culture programming.

Multimedia Director

Reporting line:

- Reports directly to KJHK's Content Director. Advised by the KJHK Program Coordinator.

Overall responsibilities:

- Supervises KJHK's Multimedia Staff and Multimedia Production Staff, including audio engineers, multimedia producers and photographers.
- Responsible for the creation of music-related multimedia content, including audio and video.
- Responsible for production of in-studio performances by visiting groups.
- Responsible for assigning, directing and assisting with multimedia content to go with KJHK Arts & Culture and Sports coverage.
- Responsible for assigning, directing and assisting with multimedia coverage of and promotional multimedia content for groups affiliated with the Union Programs Office, including Student Union Activities, The Big Event, Center for Community Outreach, Board of Class Officers, and groups affiliated with the KU Office of Multicultural Affairs.
- Completes assigned projects and deadlines in a timely manner.

Meeting requirements:

- Leads a weekly Multimedia Staff meeting.
- Leads a weekly Multimedia Production Staff meeting.
- Attends weekly KJHK Content Bubble meetings; weekly KJHK Executive Staff meetings; and monthly KJHK All-Staff Meetings.

Additional coverage requirements:

- Coordinates weekly in-studio music performances for, hosts the FM special program Live @ KJHK.
- Assists with multimedia recording and production of content to go with KJHK Arts & Culture and Sports coverage, events hosted by Union Programs and OMA affiliate organizations, and promotional work for Union Programs and OMA affiliate organizations.

KJHK reception desk responsibilities:

- Maintains two (2) weekly, regularly scheduled office hours during business hours at KJHK reception desk.
- Complete all duties outlined in KJHK's reception desk policy.
- Coordinates in-studio schedule with touring bands, promoters, local acts and others. Keeps a regularly updated in-studio schedule to share with Online Content Editor and Program Coordinator.
- Coordinates Multimedia Staff schedule for upcoming in-studio performances.
- Coordinates additional audio and video editing needs with Program Coordinator.
- Creates an agenda for weekly Multimedia Staff and Multimedia Production meetings.
- Assigns audio and video editing assignments to Multimedia Staff and Multimedia Production Staff.

KJHK multimedia lab responsibilities:

- Maintains ten (10) weekly, regularly scheduled production and lab assistant hours during business hours in the KJHK multimedia lab.
- Edits audio and video elements of that week's Live @ KJHK recording.
- Trains and assists Multimedia Staff members on audio and video editing for assignments.
- Additional scheduled in-studio performances, festival coverage, artist profiles or other projects will require additional scheduled production hours.
- Maintains a maximum two-week turnaround time on Live @ KJHK in-studio performance videos.
- Posts completed projects to Live @ KJHK YouTube channel.
- Uploads completed projects to kjhk.org for review and publishing by Content Director.

Sports Director

Reporting line:

- Reports to KJHK's Content Director. Advised by the KJHK Program Coordinator.
- Supervises KJHK's Sports Staff.

Overall responsibilities:

- Ensures sports broadcasts and related programming are carried out in an objective and professional manner.
- Posts KJHK Sports content to kjhk.org.
- When approved by KJHK's Program Director, coordinates live sports play-by-play coverage for FM (men's and women's basketball, football). Coordinates in-studio staff for FM coverage of KU Olympic sports as programming time allows (soccer, volleyball, baseball, softball).
- Vets and trains KJHK sports staff announcers for play-by-play coverage.
- Recruits a sports staff and coordinates staff member schedules with on-air programming.
- Coordinates additional sports coverage, including press conferences, media days, remote broadcasts, and sports news or features content for on-air broadcast. Schedules volunteer staff for coverage.
- With the Content Director, coordinates hosts, guests and show content for sports multimedia productions.
- Completes assigned projects and deadlines in a timely manner.

Meeting requirements:

- Leads a weekly Sports Staff meeting. Prepares agendas and overall content plans for that meeting.
- Attends weekly KJHK Executive Staff meetings. Attends monthly KJHK All-Staff Meetings.
- Attends a weekly Content Bubble meeting with KJHK's Content Director, Art & Culture Director, Multimedia Director, and Program Coordinator.

Additional coverage responsibilities:

- Hosts weekly one-hour FM sports show on-air. Show format will consist of pre-produced content (interviews, features, press conference audio, other clips) focused on KU sports.
- Covers FM broadcasts of sporting events as needed.

KJHK reception desk responsibilities:

- Maintains two (2) weekly, regularly scheduled office hours during business hours at KJHK reception desk.
- Complete all duties outlined in KJHK's reception desk policy.
- Coordinates sports staff member schedules for weekly assignments and coverage.
- Trains KJHK Sports Staff members on equipment needed for sports broadcasts.

KJHK production room responsibilities:

- Maintains four (4) weekly, regularly scheduled production hours during business hours at KJHK.
- Assists KJHK Sports Staff members in scripting, recording and editing podcasts to post on kjhk.org.
- Pulls audio clips and stories from each week's podcasts, vodcasts and other sports content to include in a weekly, one-hour sports news FM show. Acts as producer and host for that show. Coordinates co-hosts, interviews and other pieces for the FM sports show as needed.
- Assists KJHK Sports Staff members in recording, scripting and editing audio pieces to air on FM.
- Coordinates KJHK Sports FM programming with volunteer staff members.

KJHK multimedia lab responsibilities:

- Maintains three (3) weekly, regularly scheduled office hours in the KJHK multimedia lab.
- With the Content Director, coordinates production times for Sports multimedia content.
- Assists KJHK staff with photo, video and audio recording and editing.

Communications Director

Reporting line:

- Reports to KJHK's Station Manager. Advised by the KJHK General Manager.
- Supervises KJHK's Community Engagement Director, Social Media Director, Creative Director, Production Director

Overall responsibilities:

- Maintains an overarching KJHK Communications calendar that details all communication and promotional activities of KJHK.
- Works with the KJHK cabinet and KJHK's Communications wing directors to identify and execute all station promotion opportunities.
- Maintains maximum awareness of KJHK's program schedule, content calendar, and music reviews in order to better promote these aspects of KJHK through appropriate KJHK Communications directors and channels.
- Manages KJHK's online events calendar at kjhk.org and acts a campus and community partner when researching and representing events offered on the KJHK events calendar.
- Manages KJHK's weekly FM rotator system along with KJHK's Production Director, including identifying areas of KJHK programming and content that should be highlighted, writing scripts, and submitting weekly production requests to KJHK's Production Director.
- Supervises KJHK's Creative Director, providing direction as needed to design various collateral and related promotional items and branding for KJHK. Manages overall workflow and time/resources/requests of KJHK Creative.
- In concert with the KJHK Communications wing, designs, schedules, and coordinates campaigns to promote a variety of KJHK endeavors.
- With the KJHK Technology Director, works with the KJHK Creative Director to improve the user experience for KJHK's audiences.
- Serves as KJHK's chief contact and representative for outside inquiries involving ticket giveaways, co-sponsorships, spot trades, and station underwriting opportunities.
- Schedules and manages all ongoing ticket and prize giveaways at KJHK.
- Serves as a member of KJHK's Cabinet leadership team.

Meeting requirements:

- Attends weekly KJHK Cabinet meetings, KJHK Executive Staff meetings and monthly KJHK All-Staff Meetings.
- Leads weekly KJHK Communications bubble meetings.
- Attends weekly KJHK Content meetings to review weekly stories and content calendar.
- Attends weekly Street Team meetings.
- Attends weekly Production Staff meetings.

Additional coverage requirements:

- As KJHK's student underwriting representative, this position may earn additional personal income via a commission-based system and subsequently may desire to schedule appointments with potential underwriters outside of the other weekly requirements

KJHK reception desk responsibilities:

- Maintains six (6) weekly, regularly scheduled office hours during business hours at KJHK reception desk.
- Complete all duties outlined in KJHK's reception desk policy.
- Complete individual assignments related to the Communications wing at KJHK.

KJHK Underwriting and Commission System:

It is the responsibility of the KJHK Communications Director to connect potential underwriters to KJHK's General Manager for station fundraising purposes. While there are no quotas set forth for this position, it is in the Communications Director's interest as a primary contact at KJHK to interact with and solicit potential underwriters.

KJHK's General Manager will share a list of current and potential underwriting accounts with the Communications Director. The Communications Director will receive a commission on any new accounts brought into KJHK in addition to their monthly stipend. The General Manager will contact Union Accounting to apply this bonus incentive as needed each month. The commission scale will be as follows:

**FOR ALL NEW KJHK UNDERWRITING ACCOUNTS (accounts not active with KJHK in the last two years):
25% commission on all new account dollars brought in**

**FOR ALL EXISTING KJHK UNDERWRITING ACCOUNTS (accounts active with KJHK in the last two years):
15% commission on existing account dollars brought in**

***NOTE:** The commissions above are for new underwriting accounts and related KJHK sponsorships only – Live Events proceeds, previously existing corporate activations coordinated by KJHK professional management, private Endowment funds, and Friends of KJHK program revenue are not included in the commission system outlined above.

Community Engagement Director

Reporting line:

- Reports to KJHK's Communications Director. Advised by the KJHK General Manager.

Overall responsibilities:

- Responsible for raising awareness of KJHK through activation activities that attract new listeners and volunteers alike.
- Works with the Communication Director to coordinate station promotion opportunities, to include KJHK tabling at campus and community events, KJHK DJing at campus and community events, KJHK presence at campus information fairs, posting flyers on campus and in the community, and distribution of other KJHK promotional materials.
- Researches KU student organizations and conducts outreach to raise awareness of what KJHK can do to support student organizations and their respective missions.
- Works to establish a variety of beneficial campus and community partnerships with KJHK to advance partners' objectives while elevating the station's profile. Acts as the primary liason for these partnerships when appropriate.
- Identifies community service opportunities for KJHK staff and volunteers and coordinates community service activities and recruits KJHK staff and volunteers to participate in these activities.
- Supervises the KJHK Street Team to coordinate tabling, flyering, and other activations of the station.
- Serves as an exemplary representative of KJHK at all activations.

Meeting requirements:

- Attends weekly KJHK Executive Staff meetings and monthly KJHK All-Staff Meetings.
- Attends weekly KJHK Communications bubble meetings.
- Leads weekly KJHK Street Team meetings.

Additional coverage requirements:

- Attends and takes an active promotions role in select Live Music events.
- As needed, schedules coverage for tabling and/or DJing at campus and community events, and covers parts or all of those event durations as staffing levels warrant.
- As needed, schedules coverage for community service activities, and covers parts or all of these activities as required.

KJHK reception desk responsibilities:

- Maintains five (5) weekly, regularly scheduled office hours during business hours at KJHK reception desk.
- Complete all duties outlined in KJHK's reception desk policy.
- Complete individual assignments related to the Communications bubble at KJHK.

Social Media Director

Reporting line:

- Reports to KJHK's Communications Director. Advised by the KJHK General Manager.

Overall responsibilities:

- Responsible for raising awareness of KJHK's programming, content, and overall online presence through appropriate social media platforms and related content platforms, including but not limited to; Facebook, Twitter, Instagram, and YouTube.
- Serves as KJHK's social media representative, responsible for the strategic scheduling of all official KJHK social media posts and interactions.
- Develops a social media strategy, post calendar, and editorial voice that supports all Programming, Online Content, and Communications areas of KJHK.
- Responsible for the curation and promotion of all social media platforms and content of KJHK.
- Works with all areas of KJHK (Programming, Content, and Communications) and their respective director(s) to author and publish social media content for the station.
- Works with the Communications Director to devise, author, schedule, and execute longer-form social media campaigns that promote KJHK activities.
- Authors and maintains all style guides pertaining to KJHK's social media platforms and presence.
- Schedules all KJHK social media posts and publications.
- Acts as the primary contact for all inbound communications from KJHK's social media platforms, including the timely response to messages and inquiries, routing to other KJHK directors/areas when appropriate, and maintaining clear and courteous communication with KJHK's audience and stakeholders at all times.

Meeting requirements:

- Attends weekly KJHK Executive Staff meetings and monthly KJHK All-Staff Meetings.
- Attends weekly KJHK Communications bubble meetings.

Additional coverage requirements:

- Attends and takes an active social media role in select Live Music events.
- As needed, attends and takes an active social media role in other KJHK promotion and engagement activities, including but not limited to co-sponsored campus and community events, tabling and info fair opportunities, community service activities, and beyond.

KJHK office hours responsibilities:

- Maintains four (4) weekly, regularly scheduled office hours during business hours at KJHK reception desk.
- Maintains two (2) weekly, regularly scheduled office hours during business hours in KJHK 366.
- Complete all duties outlined in KJHK's reception desk policy.
- Complete individual assignments related to the Communications bubble at KJHK.

Production Director

Reporting line:

- Reports to KJHK's Communications Director. Advised by the KJHK General Manager.
- Supervises KJHK Production Staff.

Overall responsibilities:

- Responsible for the creation of all on-air donor spots, promotional spots, and Public Service Announcements aired on KJHK.
- Works with KJHK Communications and KJHK management to create donor spots that appeal to audience and donors alike.
- Ensures that all spots are appropriate by FCC standards and are approved either by the KJHK Program Coordinator or General Manager.
- Completes all assigned projects and their related deadlines in a timely manner.
- With training from KJHK professional staff, working knowledge of Adobe Audition, Wide Orbit media storage will be required.
- Trains and manages a production staff to assist in making new and engaging on-air spots for KJHK.
- Serves KJHK Communications and station objectives by integrating spot production into an overall station brand strategy for short and long-term on-air campaigns.

- Cross-trains on all technology in KJHK 366 to serve as an additional resource for KJHK Multimedia operations and related volunteer staff training.

Meeting requirements:

- Attends weekly KJHK Communications meetings, KJHK Cabinet meetings, KJHK Executive Staff meetings and monthly KJHK All-Staff Meetings.
- Leads weekly KJHK Production Staff meetings.

Additional coverage requirements:

- Acts as an on-call when last-minute spot production requests are issued.

KJHK production hours responsibilities:

- Maintains five (5) weekly, regularly scheduled office hours during business hours in KJHK Production 2.
- Maintains two (2) weekly, regularly scheduled office hours during business hours in KJHK 366.
- Completes all assignments within weekly hours required, and uses remaining weekly time in Production 2 to create new station promotion spots and evergreen content.
- Complete individual assignments at KJHK.

Creative Director

Reporting line:

- Reports to KJHK's Communications Director. Advised by the KJHK General Manager.

Overall responsibilities:

- Responsible for the creation of all creative and promotional print and digital design collateral produced for KJHK.
- Works with KJHK Communications and KJHK management to create promotional materials that appeal to audience and staff alike.
- Ensures that all designs are appropriate by KJHK standards and styles and are approved either by the KJHK Program Coordinator or General Manager.
- Completes all assigned projects and their related deadlines in a timely manner.
- Working knowledge of Adobe Illustrator, Photoshop, and InDesign is required.
- During scheduled office hours, is available to serve as a resource and peer educator for questions from KJHK volunteers seeking assistance.
- Serves KJHK Communications and station objectives by integrating design production into an overall station brand strategy for short and long-term campaigns.

Meeting requirements:

- Attends weekly KJHK Communications meetings, KJHK Executive Staff meetings and monthly KJHK All-Staff Meetings.

Additional coverage requirements:

- Acts as an on-call when last-minute design production requests are issued.

KJHK production hours responsibilities:

- Maintains six (6) weekly, regularly scheduled design production hours during business hours in KJHK 366.
- Completes assignments within weekly hours required, and uses remaining weekly time in KJHK 366 to create new station promotion materials and content.
- Complete individual assignments at KJHK.

Technology Director

Reporting line:

- Reports to KJHK's Station Manager. Advised by the KJHK General Manager.

Overall responsibilities:

- Via the KJHK General Manager, learns all necessary systems and routines for KJHK technology functions. Working knowledge of HTML, CSS, PHP required, understanding of audio/video production hardware/software preferred, and basic systems administration functions are a must.
- Provides all pertinent support functions for KJHK digital operations, to include KJHK systems administration, in-house CPU and storage support, website design/support, and KJHK streaming support.
- Serves the KJHK staff by providing quick, knowledgeable and instructive support for technology questions pertinent to KJHK staff operations.
- Researches, develops, and maintains new technologies that serve KJHK's internal and external digital needs.
- Provides and/or generates full documentation for KJHK I.T. routines, troubleshooting, system administration, passwords, etc.
- With the KJHK Communications Director, works with the KJHK Creative Director to improve the user experience for KJHK's audiences.
- Serves as a member of KJHK's Cabinet leadership team.

Meeting requirements:

- Attends weekly KJHK Cabinet meetings, KJHK Executive Staff meetings and monthly KJHK All-Staff Meetings.
- Attends weekly Communications Bubble meetings.

Additional coverage requirements:

- Maintains two (2) weekly, regularly scheduled SysAdmin hours in the KJHK studios and production areas to maintain and troubleshoot KJHK computers and related systems.
- Acts as an on-call when support needs arise for KJHK I.T. operations.

KJHK reception desk responsibilities:

- Maintains four (4) weekly, regularly scheduled office hours during business hours at KJHK reception desk.
- Complete all duties outlined in KJHK's reception desk policy.
- Complete individual assignments at KJHK.

Disc Jockey

The conduct of the DJ is crucial to the success of the station. Personality, approachability, and professional behavior make the station a success. For these reasons, all KJHK DJs are expected to read this and all other related manuals and training documentation.

Until fairly recently, all DJs were required by law to pass a written exam to be certified by the federal government as radio operators. This rule has now been lifted, but KJHK's expectations of DJs are the same – technical proficiency and professionalism are required of all DJs. Any DJ found in opposition to these principles through inappropriate behavior may be suspended or terminated from KJHK.

Guest DJ Show hosts must arrange to have a live, in-studio guest. Live means a human being. The guest is to be approved at least 24 hours in advance by the special programs director.

The duties of a DJ include, but are not limited to:

1. Present KJHK to the listening public in the most professional and creative way possible.
2. Arrive for show at least 15 minutes before airtime.
3. Keep studio clean (e.g. throw away trash, put away records).
4. Abide by all FCC rules and regulations.
5. Proficiency in technical aspects of station operation.
6. Attend monthly All-Staff Meetings and weekly departmental meetings.

7. Be responsible to find substitute for show if you cannot make it.
8. Be fully knowledgeable with all materials pertaining to the Affidavit on page 32 of this handbook.
9. Sign the Participation Contract found on page 30 of this handbook.
10. Sign the Affidavit found on page 31 of this handbook.

15. ANSI Guidelines for Human Exposure to RF Radiation

The following information on human exposure to radio frequency radiation is an excerpt from the OST Bulletin number 65, Federal Communications Commission, Office of Science and Technology, October, 1985. A complete copy of the report is included in the KJHK Public File and available for your inspection during normal business hours.

Section IV: Controlling Exposure to RF Fields

Public Exposure

“Studies by EPA (see Reference 12) have shown that the great majority of the American public is exposed to insignificant levels of RF radiation. However, there are some situations in which RF levels are considerably higher than normal, and in those cases preventive measures may have to be taken. The ANSI exposure guidelines apply to both the public (“non-occupational” exposure) and to workers. It would be expected that situations in which members of the public are exposed in excess of the guidelines are less common than situations involving workers, due to the fact that workers are more likely to be in close proximity to a given RF source as part of their job. However, if exposure of the public is a problem there are several options available for reducing the potential for exposure.

In order for the ANSI protection guides, or any other exposure guidelines, to be exceeded areas of excessive levels have to be accessible. This point should be obvious, but there is often confusion over the difference between an emission standard, e.g., a certain power density or field strength allowed at a certain distance, and an exposure standard. The ANSI guidelines constitute an exposure standard, i.e., recommended levels to which people may be safely exposed regardless of the location where those levels occur. This means that as long as accessibility to an area of excessive RF levels is restricted to conform with the ANSI guidelines, those guidelines would not be violated.”

The possibility of excessive exposure to RF radiation from KJHK’s transmitter is negligible. However, if you are interested in knowing more about hazards of radiation exposure you are encouraged to read OST Bulletin #65. Questions about the study should be directed to the Chief Engineer or General Manager.

KJHK Participation Contract

This contract commits the undersigned KJHK staff member to fulfillment of KJHK's responsibilities to the educational mission of The University of Kansas and to its students.

KJHK-FM's purpose is to serve as a laboratory radio station, academic in purpose and administered by The University of Kansas and the KU Memorial Unions. The undersigned KJHK staff member agrees:

1. to perform in support of KJHK's purpose and in compliance with the station's statement of staff responsibilities.
2. to comply with KJHK's FCC licensing and operational requirements as a non-commercial, educational broadcast station.
3. to comply with the KJHK policies and procedures set forth by its governing board and with guideline and directives issued by the general manager and the student station manager.
4. to air programs in a professional manner and with sensitivity for the cultural diversity of the University community.
5. to encourage all students regardless of race, sex, religion, sexual orientation or age to participate within the station.
6. to serve the listenership with programming developed on the basis of research.
7. to respect listeners, co-workers and advisors.
8. to maintain organizational stability, consistency, reliability and professionalism at KJHK.
9. to assure that KJHK is a respected, valuable component of the University.
10. to be prejudicial towards no one.
11. to exercise no sexual harassment in any form.
12. to discharge job duties as assigned by supervisors and to understand task responsibilities and penalties for non-fulfillment of them and for conduct violations.

The undersigned staff member agrees to fulfill the above listed responsibilities for the duration of his/her employment at KJHK. The undersigned acknowledges that, for a breach of this agreement, he or she will be subject to disciplinary measures by the student Station Manager or General Manager and that penalties may include termination of appointment.

Print Name _____ Signature _____ Date _____

Affidavit

I, _____ (name) having duly been sworn, hereby state that I have read and will comply with the provisions of Section 317 and 507 of the Communications Act of 1934, as amended, copies of which are attached hereto. I fully understand that any person who violates Section 507 of the Act is subject to penalties set forth in Section 507(g), consisting of a fine up to \$10,000, imprisonment up to one year or both. I also have read and will comply with the provisions of the Commission's Sponsorship Identification rule (73.1212), a copy of which is attached hereto.

I have also read the attached FCC Public Notice of September 3, 1975, which sets forth the Commission's 36 interpretations of Section 317 and Rule 73.1212. In addition, I have read FCC Public Notice 86-161, The Non-Commercial Nature of Educational Broadcasting Stations.

I also will comply with the policy of KJHK-FM to prohibit every employee having any voice in the selection of broadcast matter from (a) engaging in any outside business or economic activity which would create a conflict of interest in the selection of broadcast matter; (b) accepting any favors, loans, entertainment or other consideration for persons seeking the airing of any broadcast matter in return therefore; and (c) promoting over the air (except by means of appropriate donor announcement and the approval of the General Manager) any activity or matter the employee has a direct or indirect financial interest.

Signature _____ Date _____