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## Welcome from the Faculty Advisor

Welcome to KSFS Radio! Radio and Podcasting are dynamic media spaces to be these days, and we hope that you will help us take part in developing what they will become.

Radio and Podcasting are mediums of sound, and afford uniquely wonderful opportunities for the programmer and listener alike. These audio media formats require the audience to actively participate in the experience of listening—and imagining—and therein lies the true power of these mediums.

KSFS is a freeform, kinetic, cutting-edge learning community and dynamic college radio station and podcasting center. It is my strongly held belief that the best learning outcomes take place when students are given the freedom—and the demand—to produce and perform their own programs. This leads to the challenges inherent in the creation of original programming: writing, producing, directing, performing, planning, improvisation, audience awareness, and the deep responsibility of passionate ownership.

College radio is also one of the most fun experiences you can enjoy during your college career, and I am delighted you are joining us!

## Mission Statement

KSFS Radio is an Internet based radio station operated by the students in the department of Broadcast & Electronic Communication Arts (BECA) at San Francisco State University. We provide cutting-edge, free-form radio with programming that includes music, theater, talk, sports, and information. The shows we stream seek to push the boundaries of what radio can be, and are always focused on our listeners. KSFS serves as a learning community for students, and as the radio station and podcast center for the university. We intend to be an integral part of the ongoing media (r)evolution and the myriad communities we serve, and we prioritize a dynamic educational experience for the students of BECA and San Francisco State University.

## KSFS Infrastructure

### Structure

KSFS is a service of the department of Broadcast & Electronic Communication Arts. The station is managed and programmed by students enrolled in BECA 305 and BECA 505, and these classes are open to all SF State students. The signal is distributed by an outside ISP, and the website is operated by BECA. KSFS is generally live from 9 AM—10 PM on weekdays and 9 AM—5 PM on weekends. Our customized automation provides the stream during off hours. KSFS participates in most social networking sites.

### Programming

KSFS is conceived as a freeform, student-run radio station. While the station certainly provides training for jobs in the radio industry with great success, it also provides skillsets that are transferrable in virtually all show business applications: creative expression, hands-on experience, teamwork, and the nurturing of a culture of inclusiveness and passion.

### Facilities

KSFS maintains four studios: the Air Studio, two Production Suites, and the Podcasting Studio. The Air Studio has the usual array of broadcast gear, including ENCO, a multifaceted playback and automation system. Production Studios are equipped with Pro-Tools and all necessary gear. There is a music library/multi-purpose area for the exclusive use of KSFS students. We have a remote rack (R2D2) for broadcasting from outside the station.

### Management & Staff

The students of BECA 505 make up the primary staff and the Management Team. Candidates for the Management Team are elected at the end of each semester. The Team typically consists of 10 students plus the Faculty Advisor. The Management Team meets once a week.

## KSFS Management Positions

### Note:

The positions outlined below may be split into more than one position depending on the interests and skill-sets of students. It is the goal of KSFS Management to include, when possible, everyone that wishes to be involved in management. If a position is not filled, it is the responsibility of the GM to assign those tasks to another manager.

### Faculty Advisor

The Advisor provides the guiding vision for KSFS and works to maintain the inclusive, creative, and demanding culture of the station. The Faculty Advisor offers an experienced perspective, guidance of student initiatives, and directs overall station development. The Faculty Advisor maintains veto power and discretion over all decisions that pertain to KSFS. If the instructors of 305, 505, and the Faculty Advisor are separate positions, they should work as a team to achieve a shared vision and to maximize the student experience.

### General Manager (GM)

The GM is responsible for the overall function of KSFS in conjunction with the Faculty Advisor and BECA 305 and 505 instructors. An activist GM can achieve significant influence, push forward ideas, and direct the future path of KSFS. The GM also supports the rest of the management team, ensuring they have what they need to work effectively.

### Program Director (PD)

The Program Director oversees the programming—the creative content—of KSFS. The PD builds and finalizes the schedule of weekly programs each semester. The PD also maintains the website calendar to reflect all current shows and special events, and is responsible for maintaining the customized loop, and maintains the Logs and Guest Sign-in sheets.

### Events Manager

The Events Manager produces all public and private events related to KSFS. This may include events at The Depot or on the César Chavez stage, fundraisers, staff gatherings, and any ideas that may be brought to the Managerial Council.

### Communications Manager

The Communications Director of KSFS maintains communication between KSFS and those trying to interface with us, such as underwriters, other departments, students, and vendors. The Communications Director is responsible for receiving, maintaining, and distributing incoming e-mails, phone calls & snail-mail from the BECA office. The Communications Director is also in charge of organizing any social events for the staff.

### Social Media Manager

The Social Media Manager develops and maintains the KSFS social media presence, and is responsible for regular postings, updates, and social media initiatives.

### Music Director

The KSFS Music Director is responsible for the KSFS music library, including CDs, vinyl, and all digital content. Responsibilities include listening to new music sent in, responding to musically related requests, seeking out new music, and connecting bands to programmers for telephone interviews & live

appearances. The Music Director also develops relationships with major record labels, and helps maintain ENCO, our overnight loop system.

#### News Director

The News Director is responsible for coordinating news programming on KSFS. These programs may include daily or weekly news blocks in various formats, or magazine style programs. The News Director should be a key manager in any project that pertains to news gathering, reporting news stories, and informing listeners of major events.

#### Production Manager

This is the person in charge of the KSFS Production Studios. It is critical to be familiar with the production studios, the On-Air Studio, remote equipment, and all software used at KSFS. When needed, the Production Manager and production team assist all staff in recording or producing any special broadcasts, spots, PSA's, and promos for the station.

#### Promotions Manager

The main responsibility of the Promotions Manager is get more people listening to KSFS. This includes cross-promotions with other departments and entities, promoting regular programming and special events, distributing flyers, and using any available avenue to increase listenership.

#### Underwriting Director

The duty of this position is to secure and generate revenue for the benefit of KSFS and its staff. This involves developing potential underwriters and creating a revenue stream for the station.

#### Sports Director

The Sports Director takes the leadership role for the station regarding all sports coverage and content. This may include working closely with the SF State Athletic Department as well as the University's Sports Information Office.

## Basic Rules & Regulations

### 1. Keep the Station Orderly, Secure & Clean

No food anywhere in station or studios. Drinks only permitted in multi-use room. Do not remove gear, music or furniture from station. Do not share passwords or access codes. Pick up trash as you confront it. *Clean up and normalize* the studio after your show.

### 2. Talk to Strangers

If you run into a stranger in any KSFS facility, ask them if they need help. Call University Police (415) 338-7200 if necessary. If a stranger comes to the door, check the access list. If they are not on that list or a guest of a host or staff, do not grant access unless previously notified.

### 3. Report Problems

Report gear or facility problems to the appropriate manager.

### 4. Be Responsible With Your Air Time

Don't miss your show! If you must, inform the PD at least 24 hours in advance. One missed, uncovered shows may result in suspension and a required reinstatement hearing.

### 5. Think of Your Audience

Keep your listeners happy. Interact via Jotchat and telephone. They are depending on you! Enjoy the college radio experience. You'll remember it forever.

### 6. Respect the On-Air DJ

The programmer on-air is in charge of the station. Do not touch equipment or enter air studio without permission from DJ. Be respectfully quiet in the lounge area. Be aware of a responsible and smooth hand-off to the next programmer.

### 7. Help New Programmers & Contribute to the Station

Be available to mentor new programmers. Let management know your ideas, complaints, and compliments. Be a positive, demanding, friendly, agitating, open, and dynamic part of KSFS.

### 8. Maintain Logs

Keep accurate logs of your show and other paperwork as instructed.

### 9. On-Air Language

Slander, defamation, and foul language from programmers is not permitted. This also applies to any guests you may have on your show. A pattern of abuse will result in suspension. Profanity is permitted within music during certain hours, determined by the PD and Faculty Advisor.

### 10. Follow Staff and Faculty Instructions

If you are asked to stop doing something, or leave the station, or any other reasonable demand from BECA staff, faculty, or Marcus Hall building managers, you are required to do so. It is essential that we all respect each other and the authority of BECA staff, faculty, and MH managers.

## Tips on Producing Your Show

*“The eye sees, but the ear imagines”*  
-Robert Bresson

### Prepare

Think about your show in advance. It will keep you from fumbling around trying to set up gear, writing down your playlists, or getting information from the computer with only two minutes left in the song. You do not have to plan *everything*—just generally prepare in advance, and talk with any fellow participants about what you plan on doing on the air.

### Make an Outline

One possibility is to create a comprehensive list of *everything* you are going to say and play. You can have talk breaks all typed so you can rehearse it before you do it. You can choose songs based on the most current music news, or pick your news and talk breaks around the songs you choose. Or you can simply write down a few “talking points” and ideas that you want to include, and then improvise from there. It depends on your style and your comfort level.

### Do the Research and Make a Playlist

Research what you play. It is always interesting for your listeners if you can offer insight or news about the artists and music you are featuring. A playlist a list of what music you plan to play. It will allow you to concentrate on the other aspects of your show, because you already know what you are playing next. Your segues will be smoother and more interesting. If applicable to your show, make sure there is a good mix of music and voice. Playing song after song after song can get very boring, and nobody wants to hear you rambling for ten minutes either.

### Arrive Early

Arriving at least 30 minutes in advance of your show gives you the opportunity to readjust your mood and your focus, and get ready for your live performance on the radio. It also allows you to check on the technical requirements for your show. Is everything working as expected or do you need to adjust? Are the microphones set properly? Do you have any special setups that need to be attended to? Some programmers make it a rule to arrive 60 minutes in advance.

### Listen to Your show

It may seem obvious, but you won't know what is on the air unless you listen—and actively pay attention. Turn up the speakers so you can hear, and when in headphones, make sure you can really hear what is going on. Always stay focused on what the station is sending out to our listening audience!

### Pre-produce

Create prerecorded music beds for segments, announcements, and the like. It makes your show unique. You can also create prerecorded announcements, introductions to special segments, live-on-tape features, sound effects, and all sorts of clever things that will help your show to stand out.



### Limit Your Talk Breaks

Your job from the moment you go on mic is to find the appropriate place to segue out of there and onto the next cue. It takes practice and experience, but as the director of your own show, you want to keep things moving along. If you are not finished with a live discussion, try breaking it up, for example: “Stick around for a bit, and we’ll finish up our discussion on the pros and cons of streaking during a blizzard, after this.” Try using music or sound beds underneath your talk breaks.

### Be Ready

Have a song, prerecorded bit, PSA, or *something* cued up somewhere ready to go at all times. That way you will be prepared for unexpected circumstances, which, by the way, are expected.

### Identify the Station & Your Show

Do this at the top of each hour with our official ID, and also your show and yourself regularly. Let people know to whom they are listening. Mention the phone number and promote our website, other shows, yourself, and the department!

### Promote & Podcast

You should promote your program in myriad ways, from social networking sites to podcasting and distributing your show. There are copyright issues to be aware of (generally, copyrighted music cannot be podcast, for example), but this need not stop you from finding creative ways to acquire listeners!

### Record Everything

In the old days we would say that “tape is cheap,” so keep rolling! Today it is even cheaper to use hard drive space. Record your shows! It is the only way to know how you actually sound, and listening to your show is the fastest way to improve (and it’s really fun to do). You also need material for your demos and your job applications, and trust me when I tell you that 25 years from now you (and maybe your kids) will love hearing the recordings!

## Suggested Reading

*The Responsive Chord*

Tony Schwartz, Doubleday, 1974

*Creating Powerful Radio*

Valerie Geller, Focal Press, 2007

*Listening In*

Susan J. Douglas, U. of Minnesota Press, 2004

*Making Waves: Radio on the Verge*

Mark Ramsey, IUniverse, 2008

## Suggested Movies

*Good Morning Vietnam*, 1987

*Talk To Me*, 2007

## Suggested Websites & Resources

BECA Home Page

<http://beca.sfsu.edu>

/

College Students in Broadcasting

<<http://sfsucsb.ning.com/>>

Audio Engineering Society

<<http://www.aes.org/>>

The Association of Independents in Radio

<<http://www.airmedia.org/>>

National Federation of Community Broadcasters

<<http://www.nfcb.org/index.jsp>>

Current Magazine (NPR)

<<http://www.current.org/>>

Deep Wireless Radio Festival

<<http://www.naisa.ca/deepwireless/>>

Broadcast Education Association

<<http://www.beaweb.org/AM/Template.cfm?Section=Home>>

Freesound  
<<http://www.freesound.org/>>

Jeff (Faculty Advisor) websites  
<http://jeffjacoby.net/>  
<http://www.travelingradio.com/>

Transom  
<<http://transom.org/about/>>

Mix Magazine  
<<http://mixonline.com/>>

EQ Magazine  
<<http://www.eqmag.com/>>

Sweetwater Sound  
<<http://www.sweetwater.com/>>

## KSFS Radio Volunteer Contract

Semester:

Name:            Phone:            Email:

I agree to abide by KSFS policies. Signed:

### Station Protocols

#### 1. Keep the Station Orderly and Clean

No food or drinks in studios. Do not remove gear, music, or furniture from station. Pick up trash as you confront it, even if it's not yours! *Clean up and normalize* studios after use.

#### 2. Security

Do not share passwords, key cards, or access codes with anyone. Lock front door after 5 PM. If you encounter a stranger in any KSFS facility, ask them if they need help. If you are feeling threatened, call University Police (415) 338-7200.

#### 3. Report Problems

Report gear, facility, or personnel problems to GM or Instructor.

#### 4. Be Responsible with your On-Air Time

Don't miss your show! If you must, you are required to inform the PD at least 48 hours in advance. One missed & uncovered show may result in a review. Two missed & uncovered shows will result in a suspension or other penalties.

#### 5. Think of Your Audience

Keep your listeners happy. They are depending on you!

#### 6. Respect the Zone

The programmer on-air is in charge of the entire station. Do not enter Air Studio without permission from DJ. Be respectfully quiet in the lounge area and studios. Listen to your station!

#### 7. Help New Programmers

Be available to mentor new programmers.

#### 8. Maintain Logs

Keep accurate logs of your show and other paperwork as instructed.

#### 9. On-Air Language

Slander, defamation, and obscenities are not permitted. A pattern of abuse will result in suspension.

#### 10. Faculty & Staff Instructions

All BECA and Marcus Hall Faculty, Staff and other authorized personnel have complete authority over station environs. Their instructions must be respectfully followed. Thank-you!

## Radio Show Request

Semester & Year:

Name(s):

On-Air name(s):

Phone:

Email:

Title of Show:

Description of show:

Guide Descriptions (how you want the show description to appear online):

Preferred Days & Times (list three):



KRTG Students (before we were named KSFS) in 1957

*This is you.*

## Contact Information

WEBSITE: <https://www.becamedia.net>

AIR STUDIO: 415-338-1532

PROFESSOR JACOBY: [jacoby@sfsu.edu](mailto:jacoby@sfsu.edu)/415-338-2772

UNIVERSITY POLICE EMERGENCY: 415-338-2222

UNIVERSITY POLICE NON-EMERGENCY: 415-338-7200

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