

Basics of each department

Program - They assist the station manager overseeing everything that goes on our airwaves.

- Places in and picks up the signed FCC logs from the studio
- Places in and picks up the signed transmitter logs from the studio
- Approves and denies all production elements
- Meets with every on-air director head (music, news, sports, production, other side drive)
- Updates live copies (in Google Drive & Music 1) – must communicate with Music Director
- Keeps the specialty show hotkey pages updated in the DJ studio
- One-on-one air check critiques with DJs and program producers
- Helps oversee the KTSW program content on the Internet
- Meets with Program Department
- Assists in creating ways for giveaways for specialty shows
- Keeps the DJ studio and its equipment maintained
- Updates the Music, Production Director and Office/Traffic manager if a file isn't found in the DJ studio's playlist
- Maintains and abides by all FCC rules, making sure that all on-air departments also do
- Archives high-quality air checks for contest entries
- Ensures quality of weekly live in-studio sessions

Music - KTSW's Music director is the one responsible for all music in our rotation

- Creates weekly reports for the North American College and Community Chart (NACC) and sending them to the General Manager, Station Manager and Program Director
- Creates the "clocks" for each hour of music programming in Music 1
- Maintains the KTSW music format of keeping it on "the other side of radio"
- Finds new music that suits the KTSW music format for regular rotation and specialty show programming
- Keeps the music closet up to date and organized (subject to change over time)
- Helps oversee the KTSW music content on the internet
- Creates silent songs (for specialty shows & sports broadcasts)
- Creates and gathers music reviews from the staff
- One-on-one music review critiques with the music reviewers
- Meets with the Music Department
- Retrieves (from promoters/bands), edits and sends band legal IDs/drops to production director

News - KTSW's News Director is in charge of all our news stories, updates and our 30-minute news show- "In The Public Interest"

- Oversees local and national content is created for 10am, 12pm, 2pm and 5pm newscasts every weekday

Basics of each department

- Creates CIR Reports for “In The Public Interest” and submits to General Manager/filing in the Public file
- Keeps the recorders in good shape and accounted for
- Keeps the news hotkey pages updated in the DJ studio
- Helps oversee the KTSW news content on the Internet
- Ensures that the news reporters are getting multi-media skills through social media, and video packages as well as the audio and written portion of the story
- One-on-one critiques with the news reporters and “In The Public Interest” producers
- Meets with the News Department
- Archives high-quality news stories and shows for contest entries
- Collaborates with the University Star on big news stories

Sports – KTSW’s Sports Director is in charge of all of our sports broadcasting including, but not exclusive to, games and “Bobcat Radio”

- Sets a sports broadcast schedule with the Program Director and athletic department
- Sets up a team of board producers, and sports announcers for in-town and out-of-town games we broadcast
- Keeps the Bobcat Radio hotkey pages updated in the DJ studio
- Helps oversee the KTSW sports content on the Internet
- One-on-one air check critiques with board producers, color and play-by-play announcers
- Meets with the Sports Department
- Has a Sports Update reported for each Other Side Drive show
- Archives high-quality air checks and stories for contest entries
- Assists the sales department in finding sponsors for broadcasts and Bobcat Radio
- Organizes and hosts a draft show (MLB, NBA, NFL) during the appropriate times of year; *** not a requirement but a nice addition

Production – KTSW’s Production Director is in charge of all of the on-air elements and uploading Syndicated Shows.

- Sets up schedules in advance for production staff to create elements
- Creates promos and liners for specialty shows by request of the producer
- Oversees the scriptwriting process to element production process of every legal ID, line, promo and PSA.
- Produces underwriting spots in a timely manner
- Helps oversee the KTSW production content on the Internet
- Keeps the regular DJ and Sports PSA hotkey pages updated in the DJ studio
- One-on-one element critiques with production assistants
- Meets with production department
- Archives high-quality promos, PSAs and liners for contest entries

Basics of each department

- Produces sound portraits for Other Side Drive; *** may not apply every semester and could also be replaced with a radio drama
- Responsible for downloading and uploading syndicated shows into our scheduled rotation; this may also include choosing new programs with that station manager and general manager if a show ends. DO NOT change the syndicated every semester unless completely necessary
- Implements the production of elements for Third Thursday, Lunchbox and all other KTSW events for on air play

Other Side Drive – KTSW’s Other Side Drive Executive Producer is in charge of producing our daily, variety drive time show, Other Side Drive.

- Stays up to date with the inner workings and on goings of all departments within KTSW
- Stays up to date with local events, bands and organizations within the community, as well as larger acts coming through town
- Coordinates in-studio and phone interviews during the show that fit our format of being “the other side of radio”.
- Oversees that the day producers stay on top of approving/disapproving and editing of the segment producer’s content
- Coordinates a semester schedule for the day producers, hosts, segments and live sound technicians.
- Oversees that the day producers assist the hosts in sticking to the rundown sheet
- One-on-one air check critiques with the hosts and segment producers
- Meets with the Other Side Drive Department
- Helps oversee the KTSW Other Side Drive content on the Internet
- Create ways for the show to partake in giveaways
- Archives high-quality air checks and segments for contest entries
- Communicates artists on air throughout the semester for MR Fest to the station manager

Office/Traffic – KTSW’s Office/Traffic Manager is responsible for the daily scheduling, assisting in meetings and front desk maintenance

- Schedules daily logs through Natural Log 8
- Oversees Playlist Editor and uses it to assist in scheduling
- Creates invoices for each sponsorship
- Answers and appropriately directs all front questions, comments and inquiries
- Gathers content from each department to create a monthly newsletter; *** can be implemented again if all other roles are successfully fulfilled
- Takes minutes at every meeting and archives in the public file for those not in attendance
- Oversees the work studies complete daily tasks
- Schedules elements and underwriting appropriately
- Schedules syndicated shows and “In The Public Interest” to air at the scheduled times

Basics of each department

- Keeps an updated program guide for reference along with working closely with the program and production director to ensure proper scheduling
- Makes coffee as needed
- Keeps the boards in the lounge updated with some sort of content

Sales- KTSW's Sales Manager is the one to create and maintain relationships between KTSW and current/potential sponsors.

- Participates in cold calls and cold walk-ins
- Sets up meetings and maintaining KTSW professionalism and knowledge with potential sponsors
- Maintains relationships with our current sponsors
- Assists in selling sponsorship packages for KTSW, specialty show programming, syndicated programming and MR Fest.
- Assists in creating servicing contracts and carrying them out with local businesses
- Ensures that all sponsorship contracts are being carried out
- On-on-one critiques with the account executives
- Helps oversee the KTSW sales department content on the Internet
- Meets with the Sales Department
- Represents and ensures that the account executives embody us in the best light to sponsors
- Heads all sales packages and fully keeps all appropriate departments involved and in the loop
- Establishes all sponsorships, deals and vendor agreements for MR Fest, and handles sponsor relations for the festival

Promotions – KTSW's Promotions Director is responsible for coordinating our events, quad days and representing the station off the airwaves.

- Sets a semester schedule for us to be out in the Quad each month
- Coordinates the semester Bookstore Blowout
- Coordinates KTSW's monthly Lunchbox Series & Third Thursday events
- Coordinates bands to play monthly events
- Meets with the head of an event(s) to co-host
- Meets with local businesses to host events
- Assists Sales Department in finding sponsorships for KTSW promotional events
- Ensures promotions assistants embody us in the best light to the public
- Gives bands' information to the Other Side Drive Executive Producer for possible in-studio sessions
- Helps oversee the KTSW promotions content on the Internet
- Meets with the Promotions Department
- Creates ways to partake in giveaways

Web Developer– KTSW's Web Developer is the one to oversee all of our content on the Internet.

- Works closely with the Graphic Designer

Basics of each department

- Looks at every page on ktsw.net and updates as needed
- Keeps the homepage looking fresh
- Maintains and abides by GATO policies and procedures
- Makes sure the ktsw.net layout is responsive on all devices
- Maintains passwords on Passpack account
- Works to make sure each KTSW department has their content on the website
- Checks the Now Playing and Recently Played pages at least daily

Web Content – KTSW’s Web Content Manager is the one to oversee our WordPress blog, and assist the Web Developer in making sure content is on ktsw.net.

- Coordinates a semester schedule for web content contributors and editors to post blogs
- Ensures that the web editors meet with the hired department’s executive director to create and post the appropriate content
- Approves/denies blog posts created by web content contributors and editors
- One-on-one blog posting critiques with the staff
- Addresses and fixes any grammar, spelling, punctuation and other issues that are posted
- Works closely with the Web Developer
- Helps oversee the KTSW web department content on the Internet
- Meets with the Web Content Department

Social Media – KTSW’s Social Media Administrator is responsible for overseeing our Facebook, Twitter, Instagram, Snapchat and LinkedIn.

- Coordinates a semester schedule for social media content contributors’ postings
- Ensures the social media content contributors meet with the hired department’s executive director to create and post the appropriate content
- Reviews social media posts created by social media content contributors
- One-on-one social media posting critiques with the social media content contributors
- Addresses and fixes any grammar, spelling, punctuation and other issues that are posted
- Assists in overseeing the specialty show programming social media pages
- Helps oversee the KTSW social media content on the Internet
- Creates ways to partake in giveaways
- Meets with Social Media Department

Multimedia – Serves as the head of KTSW's Multimedia Department, being responsible for creating, including but not limited to, promotional videos, news and sports stories, and all video and photo content for the station.

- Works with staff to assign videos and photos each week
- Ensures assigned projects are completed creatively, accurately and in a timely manner

Basics of each department

- Maintains KTSW's Youtube Channel with help of Social Media Administrator
- Ensures format is appropriate for every project
- Ensures KTSW brand is present in all content
- Coordinates video/photo/audio content for Studio C sessions
- Directs the graphics department in creation of visual media for various forms of content

Community Relations – Serves as the head of the Community Relations Department, being responsible for the implementation of the KTSW community relations strategy.

- Plans community service-oriented events
- Interacts with community and university officials
- Responsible for all KTSW press releases
- Leads fundraising efforts
- Reaches out to constituents to find content for Public Service Announcements and live copies
- Responsible for making sure KTSW events are on other community calendars