

Basics of each department

Programming -

- They assist the station manager in 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 SharePoint & 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

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 oversees all our news stories, updates and our weekly newscast
- 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 newscast 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 oversees all 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 marketing and 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 oversees 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

Promotions and Community Relations–

- 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 week
- Coordinates the semester Bookstore Blowout
- Coordinates KTSW's monthly Third Thursday event
- 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 Marketing and 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
- 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

Social Media –

- KTSW’s Social Media Administrator is responsible for overseeing our Facebook, X, Instagram, YouTube, 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

Marketing & Sales-

- Identify and cultivate relationships with local businesses and organizations for sponsorship and underwriting opportunities.
- Work with multiple KTSW departments to establish their business needs.
- Develop sales materials, pitch proposals, and pricing packages.
- Negotiate and secure sponsorships/underwriting and advertising deals to generate revenue.
- Maintain records of client communications, agreements, and payments.
- Ensure compliance with FCC regulations and university policies regarding sponsorships and advertising.
- Write 20-second underwriting scripts that adhere to FCC regulations.

- Set up profit shares with local businesses.
- Work with all KTSW departments to ensure adherence to the KTSW brand.