

2009-2010 KSHU 90.5 the Kat Handbook

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Introduction

The administration, faculty and staff welcome you to 90.5 KSHU-FM. We look forward to having you as a part of the outstanding group of Sam Houston State students who produce programming for KSHU. 90.5 KSHU is owned and operated as hands on training instrument by students in the Mass Communication department. The entire broadcast day, including music shifts, news and sports casts, public affairs programs, play-by-play sports and special programs are produced by the student management and staff. All students must recognize however that the Faculty/Staff Advisor, the station Manager and the Mass Communication Department represent the University Administration as the licensed operations of the facility. Student involvement with the station must be understood to be under the control and guidance of university policy. This University policy is enforced by the Broadcast Operations Director (Station Management) and The Broadcast Operations General Manager. While student relations with artist/promotional company/labels will provide our programming, students must be aware of and follow the established operating policies and faithfully follow these policies while working for KSHU.

All departments of the University may call upon KSHU to disseminate information of their activities. Departments are encouraged to provide program material or participate in broadcasts which will promote the purpose and activity of the department. KSHU is licensed to the Board of Regents of Sam Houston State University and may be used by the administration as a communication medium. **All broadcasts are subject to rules and regulations of the FCC.**

License Information

The license for 90.5 KSHU is owned by Sam Houston State University. KSHU is licensed by the Federal Communication Commission (FCC) to broadcast in the public interest, convenience and necessity. Therefore, KSHU follows standards of practice that demonstrate to the campus and surrounding city and counties our commitment to meet this obligation. It is the intent of the University, and the Department of Mass Communication to provide programming which will serve a variety of needs in the service area while at the same time scheduling music, news, sports, public affairs and other programming which will produce a positive, prestigious image of Sam Houston State University. KSHU operates on a frequency of 90.5 megahertz and has a transmitter output of 3000 watts. KSHU is a non-commercial station which is prohibited by the FCC from providing on-air promotional announcements for which money has been received. In August 2009, the station began broadcasting in High Definition with a transmitter combined output power of 3.2 kw. The station's purpose is to train broadcast students while providing quality programming for the surrounding service area of Huntsville and Walker County.

History and Background

KSHU began broadcasting on October 7, 1973 with ten watts of power and at 89.3 megahertz. KSHU operated out of the Peabody Building until 1985, when the new Communications Building was opened. On September 14, 1987, KSHU began operating at 90.5 megahertz with 3000 watts of power. KSHU has always offered an eclectic format. Since the coverage area for KSHU ranges anywhere from 20 to 30 miles in all directions, we cover most of Walker County and several surrounding counties. KSHU's programming reflects this coverage area in that the station serves more than just the student population at Sam Houston State University. KSHU schedules an eclectic mix of entertainment and information programming not found on local commercial radio stations.

Eligibility Guides

Students enrolled full time at Sam Houston State University who are in good academic standing with a 2.5 GPA are eligible to participate in the operation of KSHU. Auditions are held in Fall and Spring semesters. Students should contact the Broadcast Operations General Manager or a KSHU Director for specific dates and times of auditions. Preference is given to Mass Communication majors and minors.

Every student involved in KSHU must agree to abide by KSHU policy, established by the Mass Communication Department and take no action that would undermine the proper operation of the station. Each student's level of participation will be determined by the student Directors or Coordinators under the guidance of the Broadcast Operations General Manager. Each student will be evaluated individually and may be reprimanded, suspended or terminated for improper actions. A record of any such action may result in suspension from KSHU activities, and is subject to documentation on the student's permanent record.

Each student must also recognize the guidelines in the Sam Houston State University Handbook, which relates to involvement with the operations of KSHU as a training laboratory in the Mass Communication program. Actions in violation of the Student Handbook may result in disciplinary action by both the department of Mass Communication and the University.

This policy manual has been composed to familiarize you with the rules and operation procedures of the station. It is the responsibility of each student member of the KSHU staff to know what his or her duties and responsibilities are. This manual should provide you with that knowledge. In the event that this handbook does not cover a particular question, you should always assume responsibility for using the handbook as a guide to determine with whom to

speak to resolve any question. In any event, every staff member must strive to do his or her best in presenting our programming or in dealing with any situation that may arise in a manner which best represents the policy and intent of the Mass Communication Department and SHSU. You will contribute to the smooth operations of KSHU by knowing and following this manual.

KSHU Statement of Purpose

The station's purpose is to train students for careers in broadcasting, while providing quality programming for the University and the surrounding service area. KSHU also strives to present a positive image of the Department of Mass Communication and Sam Houston State University.

MANAGEMENT

Management Structure

KSHU is managed by the Broadcast Operations General Manager, who is a paid faculty/staff employee within the Mass Communication Department. The Broadcast Operations General Manager is the supervising member and is responsible for the overall practice, participation, action and quality of station.

KSHU is also managed by a student Program Director, Operations Director, News Director, Sports Director and Production Director. These student directors are chosen near the end of each spring semester from among qualified applicants. They are expected to serve for the complete following academic year, unless removed from their position by the Broadcast Operations General Manager.

Student Management Qualifications

Basic qualifications for student directors include, but not limited to being full time Mass Communication majors who have achieved at least the status of sophomore and who have worked with the station for at least two semesters. They must maintain a 2.5 GPA. These directors must work carefully to understand and follow the policies that are part of the Station Advisor's expectations. The directors must effectively disseminate information to staff members of the appropriate departments and accurately reflect the intent of the Station Advisor.

There are also several Music Coordinator positions. These positions assist the Program Director by working closely with their staff members.

If you would be interested in applying for a student management position (director or coordinator), please see the Broadcast Operations General Manager for more information.

KSHU is also assisted by the Chief Engineer. This is also a full-time, paid staff position. The Chief Engineer assists KSHU and Cable Channel 7 with technical repairs and installation as well as making certain KSHU is operating within its assigned technical parameters.

Program Director - The Program Director is responsible for supervising all music coordinators, the Music Director and for making sure that all air shifts are covered on KSHU. The PD must continue to develop his or her understanding of program quality and provide guidance to everyone responsible for the music programming. The PD is responsible for well-developed on-air procedures. The PD must be aware of the desired sound of the station as described by the Broadcast Operations General Manager and Broadcast Operations Director. The PD is responsible for supervising the training and evaluation of his or her directors and coordinators. She/he will also collect monthly written assessments of positive and negatives within each area of the station and relay this information to the Broadcast Operations General Manager (B.O.G.M.). The PD and Operations Director must maintain regular contact to ensure that each division operates in a complementary fashion.

Operations Director – The Operations Director is responsible for supervising underwriting/promotions and public affairs. The OD documents talent performance (news and sports), and positives and negatives of station participation. The OD should be able to structure any event or activity to include KSHU-FM. The OD is under the supervision of the B.O.G.M. and carries equal rank as the Program Director. The PD and Operations Director must maintain regular contact to ensure that each division operates in a complementary fashion.

Production Director – The Production Director is responsible for all scheduled sweepers, promos, liners and Legal ID's. This person will also coordinate all productions with the PD and B.O.G.M. The PD and OD will provide a schedule for production pieces for the station. Coordinators may also request production from the Director, but it must be submitted in writing to the Program Director. The Production Director should also research and provide production for larger campus activities based on the approval by the B.O.G.M. Additional production information is provided throughout this manual.

Coordinators – Each music coordinator is responsible (under the guidance of the PDi and B.O.G.M.) for structuring the shift with a clock and making sure that the rotation is appropriate and followed by all DJ's. The coordinator also verifies and ensures the music played follows the guidelines from the B.O.G.M. and O.B.M.– including such concerns as tempo, format requirements and possible obscene content. KSHU will NOT air indecent programming. Any questions regarding content, quality and sound should be directed to the B.O.G.M. The standard expectation is that only “edited for broadcast or FCC clean” songs will be played. The coordinator is the direct person responsible for making sure that all shifts in his or her format are covered and that DJ's are properly trained and guided through their time on the station. The coordinators are also responsible for continued training throughout the duration of DJ's association with the station is of utmost importance. Additional DJ guidelines and applications are provided throughout this manual.

Coordinators must have regular weekly office hours in which they work on achieving a well-developed supervised format and charting music with CMJ. During office hours coordinators should contact the appropriate labels/promotional companies/artists for music in their format. All mail received on behalf of the coordinator should be titled to their position and not student name (if label/artist/promotion company requires a name, provide LeeAn Muns, B.O.G.M.). The management team, staff and DJ's should NEVER receive music to their home address. If music is distributed to home address the student will be suspended indefinitely. Additional mail guidelines are provided throughout this manual

Coordinators must also train an apprentice for their current position. Coordinators will select trainees with the guidance of the Program Director and B.O.G.M. All trainees will receive a trial period of 4 weeks. If the trainee is not fulfilling KSHU duties assigned by the coordinators, this student will be removed from the trainee's position. It is important to train new students to continue the progress of the station. Trainees will have the opportunity to apply for the position once the original coordinator has graduated or completed his or her term of management with KSHU-FM. If the original coordinator is continuing service to station, the trainee may be given an assistant position of the coordinator.

Additional Director/Coordinator info-

Classical Coordinator – Will create weekly playlist for this format. Automation will carry Classical format. 2 students (Coordinator and trainee) and the Production Director will be assigned to produce classical Intros and Outros. Intro/Outros should be created in a generic style to be used for other weeks. This will enhance the automated program schedule and will provide our listeners with information on musicians.

Production Director – Will create Intro and Outros for each format (Updated monthly) Sweepers for College Rock, Classic Rock, Hip Hop and News and Sports (Updated bi-weekly). Additional productions will be assigned to Director and Trainee throughout the semester. The Production Director should also research campus activities for additional productions that may be created with the approval from the B.O.G.M.

Promotions/Underwriter Coordinator – is responsible for 2 – 3 remotes a full semester. (Fall remote – Move in Madness, spring remote Relay for Life) Responsibilities also include smaller ongoing promotional activities, giveaways (through trade outs / underwriting donations), DJ direction and giveaway sheets and overall commitment and service to the station. Any promotional items or giveaways received by the coordinator should be given to the Station Advisor. If any property is kept, the coordinator will be released immediately. No student without the express consent and guidance of the Station Advisor shall represent KSHU.

Traffic Coordinator – Organizes and maintains the bulletin board. PSA cards, Promo cards and find the latest community event to share with our audience. He

or she will place all community items in a binder (updated weekly), assist the Promotions/Underwriter coordinator and assist in the overall service and commitment to the station.

STATION INFORMATION

Basic KSHU Programming Regulations and Restrictions

These Programming Regulations and Restrictions have been adopted to ensure that KSHU broadcast programs meet the highest possible standard of excellence and to ensure compliance with the Rules and Regulations of the FCC. If you work for KSHU in any capacity, you must agree to follow them.

Playlists

The playlist is provided to you for a reason. Therefore it must always be followed. Any purposeful deviation from the playlist (i.e. "I don't want to play this music, so I'll play something else") is not allowed. The only deviations allowed from the playlist are:

1. The CD on the playlist is missing
2. A request from a listener. (*see Request section in manual*)
3. On a shift with syndicated programming, the program is missing.
4. An option for the DJ to select an artist/song for airplay (only once an hour, and the artist/song should not have been aired in the previous hour. It must be an approved artist from the library).

ABSOLUTELY NO OTHER DEVIATION IS ALLOWED! Any other deviation will result in suspension from all station activities.

On- Air Opinions

Opinions about the music, production, radio station, other on- air talent, the university, etc. should **NEVER BE GIVEN ON THE AIR**. Derogatory comments given over the air affects the station's overall performance and image, and will not be tolerated. **If you have any questions on comments—direct written comments to the Broadcast Operation General Manager.**

1. **DO NOT MENTION A BUSINESS ON THE AIR OR TALK ABOUT PERSONAL THINGS SUCH AS PARTIES, CLASSES, PROFESSORS, ETC.**
2. Do not say anything about the prison system or prisoners, other than approved PSA materials if any are on a card. Violation of this policy will result in a suspension from all station activities.
3. The DJ should never use a phrase which describes the station other than those approved by the Program Director, Production Director and Broadcast Operation General Manager. No reference will be made to the effect of "I'll get this pop stuff out the way so we can jam to some harder stuff later" or "This music is better than the stuff we play weekdays". All shifts are deemed equally good and desirable. Treat all formats equally.
4. Violation of any of these rules will result in an automatic suspension from all station activities.

Programming

1. Programming on KSHU is determined by Faculty and Staff members of the Mass Communication Department, The College of Humanities and Social Sciences and the Board of Regents at Sam Houston State University. The formats and programs aired on KSHU have been determined through listener research and academic expectations. Do not ask to change the formats on KSHU. And do not change the format on your own.
2. A DJ will not decide on his or her own to do a “theme show” for the day or a countdown or “Double Shot Tuesday” or anything other than what has been planned by the Music coordinator and Program Director and approved by the Broadcast Operation General Manager.
3. IN other words, **NO DEVIATION FROM THE SCHEDULED PROGRAMMING IS ALLOWED!**
4. Dedications and shout outs are construed as deviating from the scheduled programming and therefore are not allowed.
5. KSHU will not broadcast any of the following programs or announcements:

False Claims – False or unwarranted claims for any product, service or organization.

Commercial announcements – KSHU is licensed as a non-commercial station by the FCC, and as such will not broadcast commercials. Anyone violating this rule will be immediately terminated from station activities and fail any course credit being earned at that time.

Indecency – Any program or announcement that is slanderous, obscene, vulgar, profane, repulsive or offensive, either in theme or treatment.

Descriptions of Bodily Functions – Any continuity that describes in a patently offensive manner, internal bodily functions or symptomatic results of internal disturbances, or reference to matter which are not considered acceptable topics in social groups.

Lotteries and Gambling – Announcements giving any information about lotteries or games prohibited by state or federal law are prohibited. This prohibition includes announcements with respect to bingo parties and the like which are held by a local church, unless expressly permitted by state law. References to “dream books”, the “straight line” or other direct or indirect descriptions or solicitations relative to the illegal numbers lottery, “numbers game”, or the “policy game” or any other form of gambling are prohibited. The broadcast of information that promotes the patronizing of gambling casinos is prohibited. The mention of Indian banking card games such as baccarat, chemin de fer, and

blackjack, as well as electronic or electro-mechanical facsimiles of any game of chance or slot machines, casino gambling, craps, roulette and betting parlors is prohibited. The mention of any Indian gaming, such as rate, conducted off Indian Lands is prohibited.

6. Any discussion of controversial issues of public importance shall be reasonably balanced with the presentation of contrasting viewpoints in the course of overall programming; no attacks on the honesty, integrity, or like personal qualities of any person or group of persons shall be made during the discussion of controversial issues of public importance.

Logo and Slogan

1. KSHU has one primary logo and slogan. Here is the primary logo for KSHU:



No other logo is accepted.

2. KSHU's primary slogan is "**Huntsville's Only HD Choice for Variety**". No other slogan is accepted.
3. Failure to comply with the accepted logo and/or slogan will result in an automatic suspension from all station activities.
4. Students are not allowed to use the KSHU logo for promotional purpose without the prior approval of the Broadcast Operation General Manager. Any unauthorized use will result in the promotional items being seized and the student(s) being reported to SHSU Administration.

Requests

1. A DJ may not mention requests more than twice an hour, whether it is done by saying "this is requested music" or by mentioning that listeners may call in for requests. **NO MORE THAN TWO (2) MENTIONS OF REQUESTS PER HOUR.**
2. When a request is made the DJ should only play it when it fits the format and the clock. Write on the playlist any requested music that you play on the air. The response on the phone to a request should always be non-committal and non-judgmental—such as "I'll see what I

- can do” or “I’ll try to find that” or “I’ll try to squeeze that in”. Again, any changes made on a playlist by a DJ must be written on that playlist.
3. KSHU is not the public’s personal jukebox. You do not have to play requests if you do not want to. If you decide not to play requests though, **DO NOT** say that on the air or over the telephone. Just keep it to yourself.
 4. We are not an all-request station, nor do we promote dedications or shout outs. On-air dedications and shout outs are not allowed on KSHU.
 5. Anyone doing dedications or shout outs on the air will be suspended from station activities.

Pronunciations

Pronunciations are very important. Every DJ must make sure that everything that is being said on the air is being said correctly. The most obvious difficulties lie in Jazz and Classical, however the same holds true for rock and Hip Hop shifts! Whatever the shift, the DJ **must** be prepared for what will be said on the air. Don’t show ignorance on the air in this way.

Personal Music

Absolutely no personal music is to be brought in by a DJ and played on the air without prior approval by the coordinator. Anyone found violating this rule will be released from all station activities.

Control Room Equipment and Procedures

Security cameras will record all action in the control room¹ Tapes are the property of SHSU and will be reviewed for any inappropriate or questionable circumstances.

1. DJ’s must never remove anything from the control room or allow anyone other than the station management members or members of the MCM 499 class to remove anything from the control room. Anyone loaning music to persons other than station management or the MCM 499 class will be responsible for the music in the event the music does not return or returns in damaged condition. This means the DJ on duty will owe the radio station a replacement CD. That DJ will also be suspended from all station activities.
2. All music and program materials must be handled responsibly to prevent damage. Management team members may check out music for review with permission from the Program Director and the Broadcast Operations General Manager. Do not willfully damage equipment or materials. Anyone found to be willfully damaging equipment or materials will be immediately terminated from station activities and receive a failing grade for any course credit being earned at that time.
3. This also includes damage to any software, hardware, or computer related systems in control room. Do not vandalize any equipment.
4. Keep the control room clean. Put away all your PSA and promo cards, music, etc. before you leave.

5. NO FOOD, DRINK OR TABACCO IS ALLOWED AT ANY TIME IN THE CONTROL ROOM, NEWS BOOTH OR PRODUCTION ROOMS. Anyone found with these materials in the booth will be asked to leave and will receive suspension from all station activities. Anyone who spills food or drink on equipment in the control room, production rooms or news booth will replace damaged equipment at their own expense, in addition to failing any course credit being earned at that time.
6. Do **NOT** leave the control room during your shift. If you need to go to the bathroom or get a drink please do so quickly. Do not linger in the halls and create an opportunity for dead air.

Visitors

If you have visitors in the DJ booth ----- 1 warning, receive 1 strike per person

No visitors are allowed in the Control Room or News Booth without permission from the Broadcast Operation General Manager. Any visitor on the Control Room or News Booth without prior approval will be asked to leave.

If you have visitors in the booth without permission on-air personality will receive 1 strike per person in the booth.

Weather Forecasts

Get a current, accurate weather forecast from the Weather Channel monitor in the control room to read when listed on your playlist. Don't make up a forecast or give general weather information like "it's 82 degrees now, wind out of the north. May rain tomorrow...". DJs should use the Weather Channel monitor in the control room.

A weather template is created for student use. Do not deviate from the template unless weather conditions change or scheduled advisory is necessary. The weather template is provided under Operational Instructions.

Telephone Conversations

If you make excessive phone calls ----- You will receive 1 strike

1. NO TELEPHONE CONVERSATIONS ARE ALLOWED ON THE AIR WITHOUT THE APPROVAL OF THE FACULTY ADVISOR. THIS INCLUDES RECORDED PHONE CALLS AS WELL.
2. Violation of this policy will result in suspension from all station activities
3. The telephone provided in the control room is a digital phone. It will ring if calls are not forwarded. If you are going on-air double check the telephone before opening the mic.

Telephone Usage

All KSHU phones are to be answered courteously and with the call letters, such as "Good afternoon, 90.5 the KAT or Good afternoon KSHU-FM." The phones

are for radio station business **ONLY**. They are not to be used for incoming or outgoing personal calls, answering pagers, etc.

Keep conversations as brief as possible, always treat the caller with professionalism and respect, regardless of his or her attitude toward you. Please take complete messages for any director who is not present, but never give out personal information such as phone numbers or addresses.

GENERAL PROCEDURES, GUIDELINES, AND PROGRAMMING

Mail procedures

Only the Broadcast Operation General Manager is allowed to send and receive mail for KSHU. No one should attempt to represent themselves in a manner by mail or otherwise, which attempts to make personal benefit of the association with KSHU, except as expressly approved by the Broadcast Operation General Manager. ALL outgoing and incoming mail must go through the Broadcast Operation General Manager.

This applies to electronic mail (e-mail) as well. The exception to this rule is for approved contacts and approved information by the Broadcast Operation General Manager.

Any e-mail including KSHU should be professional, accurate (to the best of your knowledge), positive and contain only station based information. If you have any doubts to send or not to send e-mail on behalf of the station direct your concerns to the Broadcast Operation General Manager.

If an e-mail/letter/memo/sign is sent/posted with inappropriate language or insubordinate positions this person will be suspended indefinitely, this to also include any actions, words, or signage to reflect negatively upon the station.

FCC Guidelines

All staff members are required to abide and know all FCC regulations that affect us, especially the EAS. Each member should be trained in proper EAS procedures. Additional EAS/Transmitter log information is provided throughout this manual.

On-Air Names

1. DO NOT use your real name on the air. Create an appropriate first and last name.
2. You must receive permission from the coordinator before name is used.
3. Once you have selected an on-air name that is acceptable, you must use the same one for the remainder of the semester.
4. Anyone found switching names without permission will receive a suspension from station activities.

Plugola and Payola

Any underwriting or promotional activities should be cleared through the appropriate management structure. Contact the Underwriting department and Promotions department. They will create a contract for specific purpose. Jim Jones will approve this contract. After approval the Underwriting or Promotions department will distribute or contact any involved party. Only management members with approved contracts should contract any community/business associate on behalf of KSHU.

The following business activities or “plugs”, relating to the payment, acceptance of payment, agreement to pay or agreement to accept payment of money or other considerations is prohibited:

1. Taking money, gifts or other compensation from any person for the purpose of playing any CD or computer file on the air.
2. Taking money, gifts or other compensation from any person for the purpose of refraining from playing any CD or computer file on the air.
3. Taking money, gifts or other compensation from any person for the purpose of promoting any business, charity or other venue without first informing the Faculty/Staff Advisor.
4. Promoting any business venture which is unconnected with KSHU on the air without first informing the Faculty/Staff Advisor.

Anyone found accepting plugola or payola will immediately be terminated from all station activities. If someone offers you plugola or payola, please notify the Broadcast Operation General Manager immediately.

Political Announcements

1. During the course of political campaigns, programs are not to be used as a forum for editorializing about individual candidates. If such events occur, the Licensee may require that responsive programming be aired.
2. At least ninety (90) days before the start on any primary or regular election campaign (including campaigns for SHSU Student Government positions), the station’s underwriter, Jim Jones, will determine the rate to charge for underwriting time to be sold to candidates for the public office and/or their supporters to make certain that the rate charged is in conformance with the applicable law and station policy.
3. Since the licensee of KSHU is a state institution however, the station will never endorse any particular candidate for any general election. This includes elections for student offices as well. KSHU will only accept underwriting for a political candidate’s message if the other candidate(s) in that particular race agree to underwrite an announcement on the station.

Foreign Language Programs

The foreign language broadcast of any programs, announcement, PSAs or other content, where the English translation thereof would violate any restrictions contained herein, is prohibited.

Religious Programming

1. The subjects of religion and references to particular faiths, tenets and listeners shall be respected at all times.
2. Programs shall not be used as a medium for attack on any faith, denomination or sect or upon any individual or organization.
3. Requests for monetary donations on the station's or a program's behalf are not allowed. Requests for monetary donations on behalf of a specific church are not allowed.
4. No invitations by the minister or other individuals appearing on the program to have listeners come and visit him or her for consultation of the like shall be made if such invitation implies that the listeners will receive consideration, monetary gain or cures for illness.
5. Any invitations to listeners to meet at places other than the church and/or to attend other than a regular service of the church is prohibited if the invitation, meeting or service contains any claim that miracles, cures or prosperity will result.
6. The advertising or promotion of fortune telling, occultism, astrology, phrenology, palm reading, or numerology, mind-reading character reading, or subjects of the like nature is not permitted.

Illegal Announcements

No announcements or promotions prohibited by federal or state law, or regulation of any lottery or game, shall be made on the air. Any game, contest or promotion relating to or to be presented on the air must be fully stated and explained at least thirty (30) days in advance to the Broadcast Operations General Manager, who reserves the right in his/her discretion to reject any game, contest or promotion.

Licensee Discretion Paramount

In accordance with the Licensee's responsibility under the Communications Act of 1934, as amended, and the Rules and Regulations of the Federal Communications Commission, the Licensee reserves the right to reject or terminate any programming or sponsorship announcement proposed to be presented or being presented over the station which is in conflict with Station Policies or which in the Licensees or its Faculty/Staff Advisor/Director sole judgment would not serve the public interest. The Faculty/Staff Advisor represents the position and opinions of the Licensee, and will act on any decisions, policies or judgments on their behalf on a "day-to-day" basis.

General Use of Facilities

1. Only persons who are approved and scheduled by the Broadcast Operations General Manager, Program Director and News and Sports Directors will operate the Control Room and News Room equipment and participate in the on-air activities.

2. All equipment should be treated with professional respect in that no markings should be placed on the console, no materials should be placed on top of the CD players and no attempt should be made to “fix” something (not working) properly.
3. This policy includes memos, posted or any other station business posted on the glass or door.
4. Handle all equipment smoothly, no abruptly or without regard to damage. Never remove equipment or materials from the Control Room.
5. Any questions about the Control Room should be directed to the Program Director, Broadcast Operations General Manager or Chief Engineer.
6. All rooms, facilities, equipment and supplies designed for use by KSHU should be treated with a professional attitude and respect. Each area is important to the proper operations of the station and should be kept orderly at all times.
7. When you are finished in an area, be sure that everything is returned to its proper place. If conditions are not acceptable when you begin malfunctions should be reported promptly through the proper channels.
8. If by chance a piece of equipment in the Control Room, News Room or any Production Rooms should be damaged, please inform a member of management immediately.

Production Studios

1. Proper handling of equipment is also expected in all of the Production Rooms. Only students who are working with KSHU in an upper level management positions or with approval from the Station Advisor are allowed to use room 106. Rooms must be kept neat and orderly, with all materials picked up and turn power off (if suggested-most equipment will remain with power) after each use.
2. Scheduling of workrooms 108 and 109 and is determined under supervision of the Broadcast Operations General Manager. Everyone must plan ahead so that time is scheduled wisely. Efforts must be taken not to have excessive noise outside the rooms or to have someone knock on the door while production is in progress.
3. Sign up sheets will be posted on the doors of the production rooms for student use.
4. If a person signs up for a production time, then they must show up for it! A person loses his or her time if they are more than five minutes late for their reserved time.

NEWS INFORMATION

News Room

KSHU News and Sports will write and produce primarily in room 105. Room 105 must be maintained as the KSHU News/Sports production room, and must be used with the same respect for equipment as the other rooms mentioned. Room 105 is also used by Channel 7 News, and cooperation with the TV News staff must be achieved. News and Sports staff members must work to keep room 105 neat and orderly.

The news and sports on KSHU-FM must be accurate, fair, unbiased and localized. There should NEVER be a “rip and read” approach, nor should anyone ever read a story directly from a newspaper or web site. News and sports reports the facts and all facts must be verified to the best of the reporter’s ability. There is never to be any OPINION of the news/sportscaster expressed on the air about a story. Each member of the news and sports staff is responsible for writing collecting and editing new and sports copy. A minimum of one hour must be devoted to the preparation of each news/sports. During this time, the news/sports staff person will work on:

1. Phone calls for story ideas
2. Rewriting stories taken from other sources into proper broadcast style after having verified the content through personal or phone contact.
3. Rewriting stories used previously on the air (when needed)
4. Collecting actualities
5. Rehearsing the delivery of the news/sports cast – verifying all pronunciations and any other work necessary for assuring a well-prepared, accurate, effectively delivered broadcast.

Local Angle

All news used on the air must be of immediate interest to the Huntsville area. Find as much local news as you can. Take state or national stories from the wire and find a local angle, including finding someone locally with whom you can do a phone interview. Use state stories or national/world stories which are current, big topics (hurricanes, baseball playoffs, earthquakes, war, politics, Super Bowl, etc.) Do Not use non-local materials just to fill a newscast.

Length of News/sports cast and stories

Broadcast stories are shorter than newspaper stories. Writing using standard broadcast style where the most important information is given first. Eliminate the fine details from a story that are not important. A news or sports story should be about 30-50 seconds in length. Depending on how important the story is. A total newscast should be about 5 minutes long. Never shorter than 3 minutes, nor longer than 5 minutes. The total sportscast should be about 4 minutes long, never shorter than 3 or more than 5.

Order of Stories

The most important story, typically of a “hard news” type should be first. The least important story comes last. A good news/sports person develops a sense of what is most to least important and puts stories in descending order of

importance. There must also be some judgment about hard news versus soft/fluff news. In a local newscast, especially on slow news days, there may be a little hard news. The newscaster must decide how significant a story is, based on various factors. Such as how many people are affected by or interested in the content of a story. Never lead a newscast with a “fluff piece”. Never write stories to sound like PSAs.

Actualities/Voicers

There must be two actualities and/or voicers minimum, three maximum per 2.5 minutes of air time. In other words, each average news/sports cast must have three to five voicers and/or actualities. Each actuality is to be a reaction comment from a spokesperson about the facts. The length of an actuality must be eight seconds minimum, twenty seconds maximum and should focus on one theme. If a spokesperson has multiple comments, the news/sports story would have multiple actualities, each with a separate lead into the actuality. A news story must never end with an actuality. Actualities are gathered through a live or phone interview. When calling for an interview to get an actuality material you must begin by telling the person you would like to ask some questions about the story you are writing and that you are recording their comments which may be used on the air. If they tell you they do not want their voice used you may not use it as an actuality. You may however, still write a story by paraphrasing what they told you on the phone. Almost never should you read direct quotes.

News/Sports Coverage

The news and sports staffs are made up of reporters, not readers. Every member of the staff is to be assigned beats and it is up to each reporter to file at least two stories per week from those beats. Some reporters will also be responsible for covering significant news/sports events around the area. These assignments may be made on a rotating basis but regular meetings are best covered as a beat by a single reporter. The news and sports directors will make the assignments. Regular meetings which must be covered include:

1. Huntsville City Council (Typically Tuesday evening at 6 p.m.)
2. Huntsville School Board (Typically the 3rd Thursday each month 6:30 p.m.)
3. Walker County Commissioner’s Court (Typically the 2nd and 4th Monday 9 a.m.)
4. Athletic press conferences and practices (SHSU)
5. University Faculty Senate (Typically Friday afternoons)
6. University SGA (Tuesdays evenings)

GENERAL DJ INFORMATION

Music Library

1. The music library contains the files of most of the programming materials for KSHU.
2. **No Music is to be taken out of the library without the permission of the Program Director or the Broadcast Operation General Manager.**
3. Music to be used for **KSHU production only** will be kept in the radio office and the PA closet. Anyone damaging any tape, CD, disk, zip disk, memory stick, machine or handbook will be expected to replace the product and may face suspension from the station.
4. Only directors and approved personnel are allowed in the Music Library. All use of the library is supervised and arranged by the Program Director and Music Director.

Access to Computers

1. Only authorized staff members are allowed to work on any computer that has been set aside on a regular or occasional basis for use on behalf of KSHU. Each semester the Broadcast Operations General Manager will determine which directors are allowed access to a computer.
2. No personal use is to be made of the computers at any time. Do Not ask for “special permission” Expect to be suspended if you are found to have made unauthorized use of a computer.
3. If the Broadcast Operations General Manager finds a student using a computer for personal projects (homework, term papers, writing letters, etc.) expect that material to be deleted from the computer and suspension from all station activities.
4. Students violating this rule who are not currently working with KSHU will have their instructors notified.
5. The Station Advisor reserves the right to inspect all discs being used on a computer. NO outside discs are to be brought in without going through proper approval – primarily because of virus potential.
6. No one is allowed to delete material from any computer (rooms 105, 106, 108, 109, 110, 111, 118, 120, 121) without permission from the Production Director, Program Director or Broadcast Operations General Manager. Anyone found to be violating this policy will be suspended from all station activities.

Portable Equipment

All portable equipment will need to be checked out in room 311 from a PA. This will help the Mass Communications Department keep track of the equipment. Students will be held liable for any damage done to equipment.

Working within the organizational structure

All staff members should seek help from and deal directly with their immediate supervisor. Normally only the Program Director, Music Director, News Director, Sports Director and Production Director should deal directly with the Broadcast Operations General Manager. The upward and downward communication for the station activities is channeled through these directors. They are given directives from the Broadcast Operations General Manager regarding actions to take and

procedures to follow. However, management team members, coordinators, volunteers and DJ staff may document any opinions or concerns and present them to the Broadcast Operations General Manager.

Additional Comments

KSHU is operating as much as possible as a non-commercial radio station would be, allowing all directors and staff to learn in a hands on environment. The objective is to learn how radio broadcasting should work. Many people are working on the station at the same time, and all of them are learning something each time they work. KSHU will face adversity and change throughout the semester, but if members work together to the best of their abilities, the sound and overall image of the station will be successful. KSHU sounds best when each member of the management and staff is able to see what the purpose of the station is and what their own individual role is as part of the team. We want to provide programming that you can be proud of and that supports the overall objective of campus, community and station goals. By abiding to the rules presented in this Handbook, you can help make KSHU a superior hands-on training tool for your future and support the station sound best.

THE HANDBOOK CONTAINS ADDITIONAL INFORMATION RELATED TO THE BELOW LISTED PROCEDURES:

Attendance, Late Arrivals, Attitude Behavior, Total Air Time, Operational Guides / Station Procedures

Public Affairs

On-Air Guides

Promotional/Underwriting (Packets will also be created separately for clients and promotion members)

EAS/Transmitter Logs

Station Contract/Agreement

Attendance

All members of the KSHU-FM staff must attend regularly. This includes campus/semester holidays unless otherwise instructed by faculty. If you are unable to attend your DJ shift or play-by-play event you must complete a shift change form to be approved by the Broadcast Operation General Manager.

Termination-No Call No Show, Leaving the station unattended, excessive amount of lesser misconduct, and at any time you can be removed from the station by a faculty/staff member.

Shift Replacement

Following the approved procedure for finding a replacement for your shift – first contact your Coordinator or Program Director. Replacements must be cleared through the Program Director. The same procedure should be followed for news or sports shifts, with approval from the News Director or Sports Director.

1. Once you have a replacement for your shift complete the approved shift change form. The form should be signed by each party and signed by the Program Director for approval. The shift form will be kept in the DJ's file.
2. After missing one shift, regardless of the reason, a DJ, play-by-play announcer, news reporter or sports reporter is subject to removal from the station. Legitimate reasons for not being able to do a shift are illness or family emergency only. Needing to work on a project or paper for school, to go to work or to get the car fixed are not valid excuses. Radio responsibility must be kept on an equal basis with class responsibilities.
3. Failure to show up when scheduled without a valid excuse will result in automatic dismissal from station activities at the time.
4. Failure to show up when scheduled without a call to the Program Director to make arrangements will result in immediate dismissal from station activities.

Late Arrivals

You must arrive 15 minutes early -----if not, you receive 1 strike. If you arrive at the top of the hour or later, you will receive 2 strikes, but you must stay and cover your radio shift.

The second time you are late, you will be suspended for one shift

The third time you are late, you will receive a strike and will be fired from your position.

Attitude and Behavior with KSHU-FM

Any staff member or associate with KSHU-FM should be aware we require a positive and professional behavior at all times when working with the station. A professional is enthusiastic, is creative and original, shows initiative, is self controlled, is responsible, seeks and accepts criticism, is loyal, is prepared, is organized, is honest, is helpful and has respect for co-workers and others, is mature enough to accept changes, is willing to look at the "big picture" and adapt to those goals.

Your attitude will affect everything you do with the station. Remember the first impression you had of the station. Let's change those negative influences to positive interactive solutions. Be respectful in all situations. It is harder to take the higher road, but character is created in times of conflict.

Disciplinary Action

Any student who fails to follow the policies of KSHU, or fails to perform as his or her supervisor(s) designate, is subject to suspension from the position, regardless of whether or not the student is doing the work for a class requirements. Actions that justify disciplinary action include failure to observe policies set forth by the Mass Communication Department and the Broadcast Operations General Manager and actions by the student that, reflect badly on the station or his/her role as a member of the station's staff.

Even though some penalties have been detailed for some infractions, an immediate removal is possible for any violation of policies stated in this

Handbook/Manual and/or including any insubordinate actions deemed by the Broadcast Operations General Manager/Faculty/Staff/Department Chair. Any actions that could normally be seen as inappropriate to the smooth operation of KSHU or as a detriment to Sam Houston State University will result in immediate removal and failure of any course credit. These actions will also be recorded by the Broadcast Operations General Manager and kept for station documentation.

If immediate removal is not enacted, the supervisor will process a disciplinary report which, depending on the severity of the infraction, may suggest a warning or suspension. The student will receive the original disciplinary report, while a copy will remain on file in the Faculty Advisor's office. The disciplinary report must provide action taken and signatures of student, supervisor and the Broadcast Operations General Manager.

A person will be warned once before a suspension is enacted. This policy is determined by the severity of the infraction. Persons who receive warnings will be written up in a disciplinary report and have that form placed in his or her file. Remember that this policy is dictated by the severity of the infraction! Any member of station management can issue a disciplinary report with approval from the Broadcast Operations General Manager and any member of the station's staff can be removed with approval from the Broadcast Operations General Manager for any infraction. In any case the Department Chair or the Broadcast Operations General Manager can remove any staff member of KSHU-FM at any time for any infraction.

In an event where the staff member feels a disciplinary report and punishment is in error, after an attempt has been made to appeal to the supervisor who processed the action, an appeal may be made to the Broadcast Operations Director by making an appointment to discuss and argue the charges. A third and final appeal can be made to the Broadcast Operations General Manager. This decision will be considered final.

KSHU Operation Procedures

Headphones are required for all radio staff members. On-air personalities are required to own a personal set of headphones. Any personality going on-air without their headphones will receive 1 strike.

Automation

Open Broadcast

Cue Legal ID

Cue first two songs on the playlist or syndicated program

Fade down or out of automation Jockey Pro and begin Legal ID

Do Not Stop, Close or Shut Down Automation System. Leave the Program Running in Cue.

Close Broadcast

Check automation system Jockey Pro and place on assist. Play the last song or fast forward the last song till you reach the ID for the next hour of Broadcast.

Cue CD Liner to close show (CD may change-check with coordinator)

Immediately following closing liner

Fade up Automation system Jockey Pro and hit play

Place automation system back to AUTO

Format Coordinators should show each DJ how to operate Automation System Jockey Pro

Basic Studio Operation

Headphones are required, If you do not have headphones---You will receive 1 strike.

Playlist will be provided each week for all shifts. On-air personalities may review the playlist and request copies from their coordinators if needed.

1. Arrive at station 15 minutes before shift
2. Place cassette tape in deck for air check purposes
 - a. Air check tape is required at station and must be left in cassette holder located on counter
 - b. Keep all air checks on tape – DO Not record over previous air checks
 - c. Additional instructions listed under AIR CHECK
3. Pull playlist from file for correct shift day
4. Record readings of transmitter in the transmitter binder
 - a. Use BLUE or BLACK ink only-this is an FCC requirement
5. Pull CD's listed on playlist and keep in order by hour and run time.
 - a. If you are unable to locate CD ask current DJ or use fill song located at the bottom of playlist
6. Note the missing CD on playlist and **discrepancy sheet** located in back of manual or on desk with console
7. Use CD players 1 and 2 for music and players 3 and 4 for breaks

Instructions for CD players 1 and 2 (music)

- a. Select Open button
- b. Select Open button to Close CD (do not push to close)
- c. Total running time of CD should appear in digital format on CD player
- d. Select Program, Track number, and wait for TRT (total run time) of track
- e. Select pause
- f. To play track Select ON for CD 1 or 2 on console
- g. Fade track up and watch levels on VU meter
- h. Cross fade songs
- i. Level should read) with varied peaking in red
- j. Prepare the next CD play with correct track on playlist

Instructions for CD players 3 and 4 (PSA or break players)

- a. Select the Open button
- b. Select the Open button to Close
- c. Turn player knob to shuttle to the correct track for break CD player will automatically cue track
- d. For CD 3 and 4 on console use FADER BAR and select to middle position-no need to fade into break
- e. Select ON for CD 3 or 4 on console

The Console and Microphone

1. The channels are turned on and off by manually selecting on and off
 - a. The CD players are connected automatically selecting on/off
 - b. The adjust faders to cross fade and adjust correct VU levels
2. Microphone Operation
 - a. Adjust the microphone to the most comfortable position for broadcast
 - b. Do not adjust filter on air or adjust microphone while on air
 - c. BE CAREFUL not to turn microphone off while adjusting

DJ should cue each track to review levels, intros, outros and sound. You can review each break or song through audition channels (cue) using your headphones.

Instructions for Breaks

- A. Back sell-name the last song played or two previous played
- B. Live PSA – read a PSA card in PSA box
- C. Initial back of PSA card after you read on-air
- D. Unscheduled events – usually an area on playlist for special announcements or programs
- E. Computer PSA – should be played from computer system
- F. Front sell – announce the name of the next song on the playlist
- G. Live Promo – read a promo card in the Promo Box
- H. Initial back of Promo card
- I. Announcement – open air

Example of announcement – You’ve tuned into Classic Rock on 90.5 the KAT, I’m Jerry West and I will be spending the rest of the day with you on KSHU. Coming up we have the Beatles and later this hour Heart, so keep listening to 90.5 the KAT.

Even though announcements are open-air opportunities, you are still held responsible to follow all KSHU handbook guides. Open-air opportunities are not “anything goes”.

Air Checks

If you do not air check each time you are broadcasting ----- You receive 1 strike.

1. Locate tape deck – left of console on the stack of levels
2. Place cassette tape into tape deck
3. Select Record and Play

The machine will record when you select these options
The tape deck will record when you select ON for the microphone on the console.

4. Your tape should be labeled and placed into the cassette holder for your shift
5. Tapes will be reviewed and critique sheets will be available for on-air staff

Any on-air personality that does not air check each broadcast will receive 1 strike.

Public Affairs

Public affairs show include: Conversations with the President, Community Report (Huntsville Today), Safe Surroundings, Wednesday Watch and Bearkat Report (Campus Magazine) and Sports Magazine.

The PA/Community Director will supervise the talent and content of the weekly public affairs sports show. The show is intended to give more depth to the sporting events taking place at SHSU. The show should have at least one guest, usually either a coach or a player. The show will be presented once or twice a week.

On-Air Preparation

Personalities (On-Air) talent will be selected on audition basis. All personalities should abide by guidelines set forth in this manual and also review their personal evaluations with format coordinator. If the personality does not abide by the guidelines provided by the manual, by the coordinator and by the Broadcast Operations General Manager, this member will be suspended indefinitely from the position and all station activities.

The Basic Do's and Don'ts

Let's start with the positives – DO

Pre-read PSA and Promo cards – make sure they are accurate cards and verify you can pronounce all words on the card.

Smile when you open the mic and continue to smile throughout your On-air announcement. Yes, people will hear a difference in your voice.

Script your breaks. Being prepared is the greatest tool to a smooth presentation.

Clean up after each shift. Straighten your station and always leave the area in proper order.

DON'T

1. Do not leave the station unattended – you may step out for restroom breaks; please do so quickly.
2. Do not let friends or strangers into the control room (booth) at anytime. If you are caught with anyone in the control room (other than a shift change for the other talent) you will be suspended and receive 1 strike.
3. Do not write on equipment.
4. Do not open the microphone without your headphones.
5. Do not make a shout out or dedication.
6. Do not drink or eat in the control room.

Scripted Breaks/Announcements/Open Air Opportunities

For the sections in your playlist or program log about sweepers, liners and announcements we have provided scripted material for your usage.

1. Ninety point five...the Kat
2. Huntsville's Only HD Choice for Variety... ninety point five ...the Kat
3. (Last artist)___ with ___ (title)___ on ninety point five the Kat. Coming up (artist) with (title). Stay tuned to ninety point five...the Kat for more of (format playing).
4. This is (format) on ninety point five the Kat.

Back sell

At the point where it says back sell, the typical formula is:

Last title and artist

Previous artist

Previous artist

Scripted formula back sell:

That was (last title and artist). Before that we heard from (previous artist) and (previous artist) on ninety point five the Kat.

Front sell

A front sell preview the music on the way, the typical formula is:

Artist 2 songs away

Artist 20 minutes away

Next title and artist

Scripted formula front sell:

On the way is (artist two songs away) and (artist 20 minutes away). And now we have (artist) with (Title) on ninety point five the Kat.

Weather

Depending on the shift the weather format will vary. Do not add your personal weathercast. Use the provided template only. Weather information provided by weather channel monitor, Local on the 8's; please pay attention to the clock to update your weather every 8 minutes.

Your Huntsville Area Weather Forecast is
(High Today) – use for day shifts
Calling For a (Low Tonight) – use for night shift
Of Temperature / or Expect (Name Conditions – Cloudy skies, Thunderstorms
ETC.) (Low Tonight) use for day shift
There Should Be A (High Tomorrow) use for night shift Around Temp with Name
Conditions Currently Outside The KSHU Studios On The Campus Of Sam
Houston State University It Is Temp and Conditions



Underwriting Information Packet
KSHU-FM Huntsville
90.5 The KAT
936-294-1342
<http://www.kshu.org>

Why Underwriting?

The ability for radio to reach your customers on a daily gives your business or organization a distinct advantage over your competition. By allowing the listeners to hear your company's name over the radio, the customer will become familiar with your business. 90.5 The Kat gives you the change to use radio, but the use of our station gives you some definite advantages over commercial radio stations:

Yearly contract include Free Summers
(Underwriter makes a donation for 9 months with 3 months free)

As an underwriter you could also make a donation on a month to month basis with random run times between 6 a.m. to 12 midnight. This particular donation amounts is listed below:

\$75.00 per month 20 announcements with random air times (month to month basis)

\$45.00 per month 10 announcements with random air times (month to month basis)

Sponsorship of a program \$150.00 per month with a one year contract
(Announcements will be made at the beginning, middle and end of program)

Shared sponsorship of a program \$ 100.00 per month with a one year contract. Contracts will be created to identify donations, donor announcements, times and any additional requirements for the station and underwriting. If donor is making a monthly or yearly donation the full donation amount should be received when contract is verified and signed by underwriter and station representative. The exception to this rule is the 2nd payment yearly package. The first payment should be received when signing the contract and the 2nd payment should be received the 6th month 15th day of the yearly contract.

If you have any questions regarding underwriting with KSHU please feel free to contact the James Jones at 936-294-1342 or e-mail jci004@shsu.edu

Program Schedule for 90.5 KSHU the KAT

Weekdays

Jazz/Classical	6am to noon
Classic Rock	12 noon to 6pm
College Rock	6 pm to 9pm
Hip Hop	9pm to 12 midnight
Classic Rock	12midnight to 6am

Weekends

Classic Rock	
Saturday	12am to 6pm
Sunday	12pm to 6pm
Hip Hop & R&B	
Saturday	6pm to 12 midnight
Sunday	6pm to 12 midnight

1. Prestige – Instead of asking listeners to buy something from your business, you will be giving the audience something by sponsoring our programming. Sponsored programming includes “Conversations with SHSU President, Dr. James Gaertner, Home Sporting Events and more. The goal of name recognition is achieved and at the same time your company gains prestige for Underwriting Sam Houston States University’s educational efforts.
2. Access to the community – 90.5 The Kat broadcasts throughout Walker County. We have a broadcast radius of approximately 30 to 40 miles in all directions. Since KSHU has such a wide broadcast radius, we are available to SHSU Students and Faculty, the Huntsville Independent School District, employees of the Texas Department of Criminal Justice and a variety of Community Business Leaders and Members. We can assist you or your company to reach the ideal target audience.
3. Programming – 90.5 The Kat offers a variety of programming for our listeners. We are “Huntsville’s Only HD Choice for Variety”. During our Fall and Spring sessions we offer Jazz, Classic Rock, College Rock, Hip Hop, R& B and daily News and Sports reports.

UNDERWRITING CONTRACT

This contract is considered official documentation between Sam Houston State KSHU-FM and (Name of Company). This contract is a binding agreement between each party and should be specific to confirm all arrangements between KSHU-FM and (Name of Company). If any party is not satisfied with this agreement or service, please contact James Jones. This contract will be considered void if (Name of Company) does not fulfill underwriting fees to KSHU. KSHU-FM is not responsible for any verbal arrangements or agreements.

Total Donor Announcements: _____ **Rate:** _____

Scheduled Breaks: (Announcement air time) (1 announcement per program hour)

Standard 10 to 50 break of hour
Intro Program
Close Program

Donor is underwriting Program, Event, or Genre: (Please list specific program or genre) _____

Scheduled start date of underwriting announcements _____

Station Representative: _____ Date: _____

Underwriter: (Representative and Company Name) _____ Date: _____

Approved By: _____ Date _____

Federal Communications Commission and Station Policies

1. Donations will be acknowledged with announcements (pre-recorded optional).
2. All donor announcements will be no longer than 30 seconds in length
3. Donor announcements will be aired at standard breaks in programming
 - a. Introduction of program or close of program
 - b. During stop set (10 or 50)
4. The maximum number of donor announcements to be aired for any one donor on a given day will not exceed 50% of the number of hours in the station's broadcast day.
 - a. Station is on air for 24 hours, the maximum number of donor announcements for that day for any given donor would be 12.
5. Donor announcements will not air more than once an hour.
6. Contributors who wish to underwrite a specific program will receive acknowledgement at the beginning and end of the program and during logical and standard breaks in the programming, so long as guidelines # 4 and #5 are not broken.
7. The station will accept prizes, premiums or auction items as donations. Acknowledgement will be consistent with the guidelines above. In addition, KSHU is not allowed to mention brand name(s), author(s), or artists(s) as meaningful information in describing the value of the prize, premium or auction item.
8. Non-cash contributions will be accepted by KSHU. Any announcements concerning non-cash contributions follow the above guidelines.
9. The station will send a monthly statement to each underwriter to remind them of their contribution to the station and include information about the program or educational efforts their funds are supporting.
10. The station and underwriter will enter into a contract spelling out the boundaries and conditions of the donation and for what purpose the gift is intended. The contract is used to protect each party from any misunderstanding concerning the donation and the intent of the donation. The contract is subject to all FCC rules and regulations concerning donations and underwriting and will be stored in the station's public file.

FCC Regulations and Underwriting Conditions Continued

1. We cannot provide a call of action. For example, "Go on down to Mike's Automotive". Take the family to Pizza Hut for a great night of food and fun".
2. We cannot say that a product or service is better than another product or service. For example, "Lady Boutique has the best beauty supplies in town".
3. We cannot announce specials or prices.

Example of an On Air Announcement

This hour of KSHU programming is funded by Joe's Furniture. Located on the corner of Avenue M and 13th Street... Joe's Furniture has a variety of bedroom... living room and office furniture. Joe's furniture is open Monday through Friday 8am till 6pm and Saturday 9am till 3pm. Joe's Furniture phone number is 555-4102.

Donation Amount

Standard run times for all announcements begin the 15th of one month to conclude on the 14th of the preceding month.

Select the genre (format) that reflects your target audience. By selecting the genre (format) for your announcement you are selecting the run time of your announcement. This particular donation is listed below: 3 month contract or yearly contract available.

\$60.00 per month for 20 announcements in a selected genre (format)
Yearly total cost \$540.00

Divide the yearly cost into 2 payments

Fall Payment	\$300.00
Spring Payment	\$240.00

\$40.00 per month for 10 announcements in a selected genre (format)
Yearly total package cost \$360.00
3 Month total package cost \$120.00

Contact Information

KSHU-FM 90.5
SHSU Box 2207
Huntsville, Texas 77341
Fax: 936-294-1888
Website: <http://www.kshu.org>

James Jones
936-294-1342
Jcj004@shsu.edu

LOGS

Emergency Alert System Logs

The Emergency Alert System has an automated menu to select EAS options. Weekly, monthly and varied tests will broadcast over KSHU-FM. It is important to document the readings and keep all EAS tapes. An EAS binder is placed in the studio for this reason. All tapes should be filed in the binder. **Only the Chief Engineer or the Broadcast Operations General Manager is authorized to remove tapes from the printer. Do Not Remove Tapes.**

Weekly Tests

Select the intro for EAS Testing on CD

Cue Intro # 1

On EAS system select week

Select 1111 for password – the message proceed or abort will appear in viewing window

Select Intro to play before broadcast immediately

Select Proceed for EAS

The test will print, Keep printout and leave for Chief Engineer or Broadcast Operations General Manager to record and place in EAS manual.

Select Outro for EAS Testing on CD

Play Outro

Go back to playlist or music-continue broadcast

Transmitter Logs

A transmitter log is provided in the control room. The transmitter log must be completed after each DJ shift. The transmitter log documents Time, Volts, Amps and Power. Radio staff members will be trained to evaluate the transmitter and document the readings each shift. This is extremely important to document all readings for FCC and station operations.

Agreement Form

You must agree to abide the rules and policies stated in this Handbook to work for KSHU. You will face many challenges as a Management team member or DJ for the station. If you are unable to serve in a professional, positive and honest term you will be removed. If you are placed on any type of suspension or probation and you do not complete task/assignments to makeup for suspension or probation you will be fired permanently from the station. You must also agree to comply with any additional instructions or policies stated by the Broadcast Operations General Manager. By signing this form you are aware that you are representing KSHU-FM as a management team member or DJ. Based on your acceptance into this volunteer position you can and will be released for the following:

- 1. Based on the decision of the Broadcast Operations General Manager**
- 2. Not fulfilling management duties**
- 3. Inappropriate actions/behaviors toward other management members and/or students**

- 4. Misrepresentation of station actions and policies**
- 5. Wrongful usage of any equipment/facilities**

Any infringements of KSHU-FM policies or handbook practices will result in immediate removal from the station. All materials created, produced or provided to KSHU are the property of Sam Houston State University and KSHU-FM. Your attendance is expected at KSHU-FM meetings and remotes, and you must complete your weekly 3 hours for the station. Additional hours may be necessary depending on the event or position held in management. (As a part of management you will be held to a higher standard, you are a leader). We expect the station to function as a professional broadcasting station and you should understand that the station is a training tool for students and management team members.

Please read the following declaration carefully before signing it.

If you do agree, please fill out the following form and return it to the Broadcast Operations General Manager. **DO NOT SIGN AND RETURN THIS FORM WITHOUT READING THE HANDBOOK FIRST! ONCE YOU SIGN AND RETURN THIS FORM YOU WILL BE HELD RESPONSIBLE FOR EVERYTHING MENTIONED IN THIS HANDBOOK.**

I agree to the rules and policies stated in the KSHU Handbook and will serve my term in the best possible representation for 90.5 the Kat. If I am unable to complete my term I will speak directly to the coordinator or Director involved discussing my leave. By completing this form I am agreeing to serve and participate with the station that will enhance the overall sound and quality of 90.5 The Kat. I understand that failure to abide to these rules and policies could result in disciplinary action which could ultimately lead to my removal from KSHU.

KSHU MANAGEMENT AGREEMENT FORM

Signature

Date

Printed Name

Broadcast Operations General Manager