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Welcome from the Faculty Advisor

"It's not true I had nothing on, I had the radio on."
-Marilyn Monroe

Radio is a medium of sound and only sound, and as such affords unique opportunities for the programmer and listener alike. This opportunity is often lost in the rush to commercialism, redundancy, and mediocrity, but it need not be that way. Radio demands that the listener engage their imagination and actively participate in the experience, and therein resides the true power of the medium.

My intent is to maintain KSFS as a free form, kinetic, cutting-edge learning laboratory and professional level college radio station. It is my strongly held belief that the best learning experiences take place when students are given the freedom to produce and perform their own radio programs. With instruction and encouragement, this inevitably leads to the challenges inherent in the production of one's own original and live programming: artistic expression, planning and preparation, improvisational thinking, audience consideration, and ownership responsibility. College radio is also one of the most downright fun experiences you can participate in during your college career, and we are all delighted to welcome you aboard.

Mission Statement

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

KSFS Infrastructure

Structure

KSFS is a function of the Broadcast & Electronic Communication Arts Department. The station is managed and programmed by students enrolled in BECA 505 (KSFS II), and BECA 305 (KSFS I). The Internet signal is distributed by an outside ISP, and the website is operated by the BECA Department, with KSFS Management maintaining the site on a daily basis. KSFS has two streams, one primary stream for regular programming, and one for sports and special events known as The Deuce. KSFS is currently live from 8 AM-11 PM on weekdays and 9 AM-5 PM on weekends. Our automated loop provides programming during off hours. KSFS participates in most social networking sites such as Facebook and Twitter.

Programming

KSFS is conceived as a free form, student-run radio station. While KSFS provides direct job training for the radio industry, it also offers the opportunity to develop skillsets that are fundamental to success in virtually all applications: leadership, self-respect, responsibility, creative expression, hands-on experience, and teamwork borne of a culture of inclusiveness and passion. Students may create and host a show with content of their choosing, although there is strong encouragement to maintain a focus on audience, production excellence, and creative challenge.

Facilities

KSFS maintains three studios: the Air Studio and two Production Studios for the use of KSFS staff. The Air Studio has the usual array of broadcast gear. Production Studios are equipped with 16 x 8 mixers and Pro-Tools workstations, and share a VO booth. There is a music library / lounge / studio area for the exclusive use of KSFS students. There is a small office for the use of management. We also maintain a remote rack for broadcasting outside the station.

Management & Staff

The students of BECA 505 make up the primary staff and the Management Board. The Management Board is comprised each semester of volunteers from BECA 505, with the Board voting in new candidates at the end of each semester. Current members may stay in their positions if re-elected by the Board. The Board typically consists of 10-12 students (positions outlined below), plus the Faculty Advisor, each having one vote on all decisions, with the Faculty Advisor maintaining veto power in all decisions. The Board meets once each week, usually in advance of class.

KSFS Management Positions

The positions outlined below may be split into more than one position or altered according to current needs. It is the goal of KSFS management to include, whenever possible, everyone that wishes to be involved in management.

Faculty Advisor

The Advisor provides the guiding vision for KSFS and works to maintain the culture of the station. The Faculty Advisor offers an experienced perspective, helps guide student ideas, and directs overall station planning and development. The Faculty Advisor maintains veto power and discretion over all decisions that pertain to KSFS. If the Instructor of 505 and the Advisor are separate positions, they should work as a team to achieve a shared vision.

General Manager (GM)

The GM is the lead management position, responsible for the overall function of KSFS in conjunction with the faculty advisor and BECA 505 instructor. The GM handles personnel management and issues that other managers cannot handle. The General Manager has input on nearly everything that happens at KSFS, and a good GM can leave the actual execution to his/her managers and staff. The GM supports the rest of the team, ensuring they have what they need to work effectively, and is the party ultimately responsible for the staff of KSFS.

Program Director (PD)

The Program Director oversees the programming—the creative output and direction—of KSFS. The PD builds and finalizes the schedule of weekly programs each semester. The PD also maintains the website calendar to reflect all current shows and special events. If any programmer is unable to go on air during the show, the PD is the key manager to help resolve any interruption in programming.

Operations Manager

The Operations Manager job is to oversee daily operation of the station and makes sure everyone does his or her job. The Ops Manager coordinates the weekly staff meetings, prepares an agenda, takes meeting minutes, and ensures everyone remains on task. The Operations Manager needs to be a resource for everyone affiliated with the station. This manager is also responsible for training incoming staff.

Communications Director / Webweaver

The Communications Director of KSFS maintains communication between KSFS and those trying to contact us. In addition, this person is responsible, in collaboration, for the day-to-day maintenance of the KSFS website and weekly postings of KSFS content to the BECA website—interfacing with the BECA Department and other classes such as BECA 523. The Communications Director is responsible for receiving and distributing incoming e-mails, phone calls & snail-mail from the BECA office and Receiving Dock. The Communications Director is in charge of organizing any social events for the staff.

Music Director

The KSFS Music Director is responsible for the KSFS music library, including CDs, vinyl & digital content. Responsibilities include listening to new music sent in, responding to musically related requests, and connecting bands to programmers for telephone interviews & live appearances. The Music Director may also be asked to develop relationships with major record labels, and is responsible for maintaining the KSFS overnight Loop.

News Director

The News Director is responsible for coordinating informational programming on KSFS. These programs may include daily or weekly news blocks in various formats, or magazine style programs. The News Director should be a key manager in any project that pertains to news gathering. This manager is authorized to assemble a team to help achieve its goals and produce any special programs both live and pre-recorded.

Production Manager

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

Promotions Manager

The main responsibility of the Promotions Manager is get more people involved with, and listening to, KSFS. This includes promoting regular programming and special events, distributing flyers, selling T-shirts and using any available avenue to increase listenership. This position includes working with the students in BECA 523 to develop promotions strategy and tabling for KSFSmedia.net.

Underwriting Manager

The Underwriting Manager directs the underwriting of KSFS and/or specific programs. The duty of the position is to secure and generate revenue for the benefit of KSFS. This primarily involves developing potential underwriters and creating a revenue stream for the station. This position includes working directly with BECA 523 students to develop a strategy for KSFSmedia.net.

Sports Director

The Sports Director takes the leadership role for the station regarding all sports coverage and content on KSFS. This includes "The Deuce," the secondary stream at KSFS, which is used to broadcast all the different SFSU Athletic Events. This also may include working closely with the SFSU Athletic Department as well as the University's Sports Information Office.

Basic Rules & Regulations

1. Keep the Station Orderly, Secure & Clean

No food or drink in air or production studios. Do not remove gear, music or furniture from station. Do not share passwords or access codes. Use the broom and pick up trash as you confront it. Clean up and normalize the studio after your show. Graffiti is only permitted on walls.

2. Talk to Strangers

If you run into a stranger in any KSFS facility, ask them if they need help. Call CATS (415) 338-7758 or University Police (415) 338-7200 if necessary.

3. Report Problems

Use the Discrepancy Report to report gear or facility problems.

4. Be Responsible With Your On-Air Time

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

5. Think of Your Audience

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

6. Respect the On-Air DJ

The programmer on-air is the in charge of the station. Do not touch equipment or enter air studio without permission from DJ. Be respectfully quiet in the lounge area.

7. Help New Programmers & Contribute to the Station.

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

8. Maintain Logs

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

9. On-Air Language

Slander, defamation, and foul language are not permitted. A pattern of abuse will result in suspension. No profanity is permitted at any time, including within musical selections when possible.

10. Official KSFS ID to be read at the top of each hour:

You are listening to KSFS radio, San Francisco, at ksfsmedia.net/radio. KSFS is an audio service of the Broadcast and Electronic Communication Arts Department at San Francisco State University. Some rights reserved under creative commons license.

Tips on Producing Your Show

“The eye sees, but the ear imagines”

-Robert Bresson

Prepare

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

Make an Outline

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

Do the Research and Make a Playlist

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

Arrive Early

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

Listen to Your show

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

Pre-produce

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

Limit Your Talk Breaks.

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

Be Ready

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

Identify the Station

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

Promote & Podcast

You should promote your program in myriad ways, from social networking sites to podcasting and distributing your show. There are copyright issues to be aware of (no copyrighted music can be podcast, for example), but this need not stop you from finding creative ways to acquire listeners!

Record Everything

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

Recommended Reading

The Responsive Chord

Tony Schwartz, Doubleday, 1974

Creating Powerful Radio

Valerie Geller, Focal Press, 2007

Listening In

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

Making Waves: Radio on the Verge

Mark Ramsey, IUniverse, 2008

Recommended Movies

Good Morning Vietnam, 1987

Talk To Me, 2007

Recommended Websites

BECA Home Page

<http://beca.sfsu.edu/>

College Students in Broadcasting

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

Audio Engineering Society

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

The Association of Independents in Radio

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

National Federation of Community Broadcasters

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

Current Magazine (NPR)

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

Deep Wireless Radio Festival

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

Broadcast Education Association

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

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

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

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

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

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

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

KSFS Radio Volunteer Contract

Semester:

Name:

Phone:

Email:

I have read the rules and protocols below and agree to abide by KSFS policies.

Signed:

1. Keep the Station Orderly, Secure & Clean

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2. Talk to Strangers

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3. Report Problems

Use the Discrepancy Report to report gear or facility problems.

4. Be Responsible With Your On-Air Time

Don't miss your show! If you must, inform the PD at least 48 hours in advance. Two missed, uncovered shows will result in suspension and a required reinstatement hearing.

5. Think of Your Audience

Keep your listeners happy. They are depending on you!

6. Respect the On-Air DJ

The programmer on-air is in charge of the station. Do not touch equipment or enter air studio without permission from DJ. Be respectfully quiet in the lounge area.

7. Help New Programmers & Contribute to the Station.

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

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KSFS Radio Show Request

Semester & Year:

Real name(s) of all participants:

On-Air names (if different than real names):

Phone:

Email:

Title of Show:

URL's (FB, Twitter, etc.):

Guide Description (as you want it to appear in Program Guide):

Preferred Days & Times (list three):



KRTG Students (before we were named KSFS), 1957

This is you.

Contact Information

URL: <http://ksfsmedia.net/radio/>

AIR STUDIO: 415-338-1532

OFFICE: 415-338-2428

CATS: 415-338-7758

CAGE: 415-338-2036

PROFESSOR JACOBY: jjacoby@sfsu.edu

PROFESSOR BALERIA: gbaleria@sfsu.edu

UNIVERSITY POLICE

EMERGENCY: 415-338-2222

UNIVERSITY POLICE

NON-EMERGENCY: 415-338-7200

KSFS RADIO

BECA DEPT., SFSU

1600 HOLLOWAY AVE.

SF, CA 94132