

Program Director

The Program Director at KSDB manages the on-air aspect of a radio station by scheduling programs and coordinating talent and employees in a way that is both pleasing to audiences educational to the student employees participating. The qualities of the position call for a strong leader due to the intense responsibilities of writing logs and communicating with everyone involved. A significant time commitment is expected both in time spent in studio, and time spent being available to the station in case of an emergency. A Program Director is ideally a thick-skinned individual, understanding listener, and must be able to make decisions effectively. The Program Director at KSDB is someone who is looking for managerial experience in the media, is passionate about the sharing of information, and has a clear vision for the future of KSDB.

The Program Director answers directly to the Station Manager. Coordinates and directs the Music, Sports, and News Director positions by helping incorporate new ideas and offering guidance. Work closely with the Production Director to acquire needed imaging, Legal IDs, and anything else. Delegating tasks and asking for help is a must.

Responsibilities:

- Must be able to provide at least 15 office hours on a weekly basis and be able to commit 25 hours to the position in general.
- The Program Director answers directly to the Station Manager. Coordinates and directs the Music, Sports, and News Director positions by helping incorporate new ideas and offering guidance.
- Assemble a programming format and create daily logs based off the chosen format. The logs must be checked for accuracy and conformance with FCC rules, and inaccuracies must be resolved before airtime.
- Manages the On-Air system by uploading any new production. The Program Director will have the final say in any production uploaded to the system, and is responsible for deleting any outdated audio.
- Communicate, engage, and supervise the on-air talent via e-mail and face-to-face meetings. The Program Director is in charge of scheduling rotations, DJ shifts, and shows. P.D. will work with sports director to establish a mutually beneficial schedule of play-by-play broadcasts. Providing content to be used in-studio is a must - including supervision of on-air promotions.

Requirements:

- Become knowledgeable on automation software and Adobe Audition.
- Attend all meetings of the executive staff and all class meetings.
- Award of a "DJ of the Week" on a regular basis and be able to recognize hard work.
- Train and provide help to DJs as needed and upon request.
- Keeps track of in-studio attendance and maintains rapport with KSDB members.
- Conducts two air checks for all on-air talent throughout the semester.
- Must assemble a Programming Committee to assist in DJ training and shadowing.