

KLIF RADIO STATION HANDBOOK

Briar Cliff University Department of Mass Communications

Station Handbook
2005-2006

KLIF RADIO STATION HANDBOOK

Student Producer Guide

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Mission Statement & Background

Mission Statement

As a branch of the Briar Cliff University Department of Mass Communications, we strive to entertain and inform the community by providing cutting edge music as well as informational and educational programming. It is also our goal to uphold the values implemented by Briar Cliff University, and to offer a higher learning opportunity for students and staff.

Background

KLIF broadcasts from the Briar Cliff University campus by way of Cable One educational access Channel 12 to a potential listening audience of 120,000 people in Sioux City, Sergeant Bluff, North Sioux City, McCook Lake, and Dakota Dunes. KLIF is a national reporting station for CMJ in Garden City, New York. Each week KLIF reports to the Top 30 music charts of CMJ by tracking new CDs and artists through DJs and music logs. The KLIF staff and announcers serve an important function in airing new music from emerging music groups and artists instead of emulating the typical Top 40 commercial format. In effect, KLIF is on the cutting edge of new music and serves a vital function for the local audience.

History

On April 14, 1986, KLIF began operating as Briar Cliff College's student-run radio station. Associate Professor Ralph Swain managed a Title III grant to secure the radio equipment. Over the years, KLIF has groomed dozens of students who chose a future in radio broadcasting.

- April 14, 1986- KLIF begins regular broadcasting via carrier-current by sending its AM signal through the electrical system of selected campus buildings.
- 1989- KLIF begins feeding its radio signal onto the educational access cable channel.
- 1990- KLIF begins integrating CD technology.

- 1992- KLIF joins CMJ.
- 1993- KLIF installs video camera in the studio and begins feeding live images via the educational cable channel.
- 1995- KLIF removes turntables and fully integrates CD technology.
- 1999- KLIF develops its first Internet website.
- 2000- KLIF acquires its first Digital Audio Workstation.

Rules & Expectations

Any violation of these rules will result in your immediate dismissal as a student producer for KLIF and will likely result in your failure of this practicum.

1. No tobacco, food, drinks, or gum is allowed in the studio. The equipment in the radio station is very expensive, and any spills could be disastrous.
2. No visitors are allowed in the studio during your shift. All interviewees must be pre-approved by the KLIF advisor.
3. You must arrive at least ten minutes before your shift begins. You will use this time to select music and prepare for your shift.
4. All announcers must guard against making remarks over the air which may be considered disruptive to the campus or community environment, or which single out individuals for ridicule or contempt.
5. You may only play music that has been approved by the Music Director. No outside music is allowed.
6. All in studio props must be approved by the KLIF advisor.
7. All talk shows must be approved by the KLIF advisor, and must be formatted according to acceptable standards.
8. You should never use your real first and last name on air. If you wish to use an air name other than your first name, it must be approved by the KLIF advisor.
9. Do not change the onscreen graphics.

10. Do not remove CDs or other KLIF property from the studio. KLIF property is not intended for personal use.
11. Do not vandalize anything in the studio. This includes writing or drawing anything station logs, binders, notebooks, etc.
12. Foul language and suggestive behavior toward the camera are unacceptable.
13. Any incidents that occur during your shift must be reported to the KLIF advisor within 24 hours, and must be recorded in the incident log in the studio.
14. Giveaways are not allowed unless they have been pre-approved by the KLIF advisor.
15. Do not give door combinations to anyone not enrolled in the radio practicum.
16. Cell phones must be turned off and not visible during your shift.
17. Backpacks, coats, and other personal items must be left on the window as you enter the studio. They should not be visible on air.
18. Always answer the phone with station identification (i.e. “Thanks for calling the Buzz. What can I play for you?”)
19. Do not let callers speak on the air.
20. Do not give a caller’s full name, address or phone number over the air.
21. Do not use the phone in the studio for personal use.

Program Procedures

The biggest key to being a good announcer is preparation. Always prepare before saying anything on the air. Good announcers practice aloud before going on air, and I highly recommend you do the same. Don’t worry about people seeing or hearing you practice. It is a natural part of learning. It is also a good idea to keep the microphone close to your right cheek instead of directly in front of your mouth, and remember not to turn away from the microphone while you are talking. Just remember keep it tight and avoid dead air.

Air Check Requirement

All new announcers and for-credit students are required to do two air checks per term. Your air shift can be taped on the VCR in the radio studio. If you need help taping, see

your instructor. Please only tape the portions of your show when you are speaking on air. Bring your tapes to class on the dates indicated in your syllabus.

Station Log

Follow it exactly. Know what is coming up in your shift. It is a good idea to know how long each song is so that you can do your breaks at the times specified in the log. Learn to back time a song so that it ends right at the half hour mark. Make sure that you initial each element when you do it. Also make sure to place an asterisk next to all of the new songs that you play so we can keep track of them for CMJ.

Incident Log/ Harassing Phone Call Log

If you make a mistake on air, please document it in the incident log. Examples of incidents to report might be if you accidentally curse on air, or if you accidentally play a song with unacceptable lyrics.

You may receive some harassing or prank phone calls during your shift. The important thing to remember is not to retaliate. The phone in the studio has been equipped with caller id so that you can document any harassing or prank phone calls. Whatever you do, do not make comments back to these callers, and do not make gestures toward the camera.

Introducing Music

“When you play it, say it.” Introduce your songs and artists either at the beginning or the end of the selection. Your listeners want to know what they are listening to. Also, mention the station name and your air name frequently during your shift.

Rotation Wheel

The music rotation wheel is an important part of programming at any radio station. The wheel represents each hour of KLIF air time. You should stick as closely as possible to the rotation wheel. This will ensure that new release get air play. According to the wheel, eight new songs must be played each hour. Again, this new music should be marked with an asterisk in the log. The rotation wheel will help with reporting music to CMJ.

About CMJ

Each week CMJ publishes a New Music Report listing the top 30 songs from hundreds of college stations, retail music stores, commercial and non-commercial stations. It is because of KLIF’s membership in CMJ that we are able to receive new music each week from over 100 major and independent record labels.

CMJ magazine is available for you to look through, and you should do it. It is a good source of information about the artists you are promoting. This will help you sound knowledgeable about the music you play. It is also a good idea to do your own research about the artists you are going to play during your shift so that you can talk about them during your shift.

Weather and Time

It is your responsibility to find an updated weather forecast before your air shift. You are required to read a weather forecast every half hour of your shift.

Time checks should be given every half hour as well, and can be given even more often. Make sure that you give the time in a conversational manner. For example, “It is twenty minutes till four.” There is an accurate clock located above the control console for your time checks.

Call Signs

Please use a call sign frequently throughout your shift. Some examples may include:

- This is your campus connection...K-L-I-F...Cable Channel 12.
- This is Siouxland’s alternative music station...K-L-I-F...The Buzz.
- You’re connected to the “cliff”...Cable Channel 12.

Audio Levels

Make sure that you watch your audio levels during your shift. The VU meter readings on the console should “zero” just ahead of the red line. The needle may peak into the red area during portions of some musical selections, but you need to make sure the needle is not constantly in the red. In contrast, make sure that your levels are not too low either. Again, the needle should be bouncing right around the red line.

Other important things to remember are not to blast the music in the studio during your shift especially if there is a class in the IMC, and always wear headphones to monitor yourself on air.

Segues and Cross-Fades

Segues and cross-fades are ways for you to keep your show tight. A segue provides almost no drop in audio levels as you move from one song to another. A cross-fade crosses the outgoing song with the incoming song without any dead air. You can use cross-fades for any song, but it works best if you know where the song ends. You must be ready for the transition.

Handling CDs

To prevent fingerprints or scratches on the CDs, please handle them only by the edges or by the center.

Ending Your Shift

Before you leave the studio, make sure that you turn the Simian system back on and turn the CD players off. You also need to clean up the workstation before you leave. This includes throwing away any papers that you used during your shift.

Station Contacts

If you have a problem during your air shift, please contact a KLIF staff member:

Brandon Osborn, General Manager, 1-605-390-0778

Julia Robinson, Music Director, 1-402-321-0913

Kim McDonough, Advisor, 279-5465 or 252-0105