

KPOO

P.O. Box 11008
San Francisco
California
94101



**STATION
POLICY**

89.5 MHz FM

(415)864-7474

INTRODUCTION

KPOO RADIO, 89.5 FM, IS A COMMUNITY RADIO STATION. ITS PURPOSE IS TO OPEN ITS AIRWAVES TO THE INTERESTS OF THIRD WORLD AND DISADVANTAGED COMMUNITIES IN SAN FRANCISCO. AS A STATION, IT IS DESIGNED TO DO DIFFERENT KINDS OF BROADCASTS, SUCH AS LIVE IN-STATION SHOWS, REMOTE BROADCASTS AND PHONE-IN PROGRAMS. IN ORDER TO ACCOMPLISH THIS, CERTAIN EQUIPMENT AND UNDERSTANDING OF STATION POLICY BY ALL PERSONNEL IS NECESSARY. THIS STATEMENT WILL ATTEMPT TO DEFINE STATION POLICY AND CLARIFY LINES OF RESPONSIBILITY AND ACCOUNTABILITY FOR ALL PERSONNEL WISHING TO INVOLVE THEMSELVES IN KPOO.

ASSOCIATION:

BECOMING INVOLVED IN KPOO--HOW YOU CAN BECOME INVOLVED, KPOO IS AN OPEN ACCESS STATION. THIS MEANS THAT ANYONE WHO WANTS TO VOICE THEIR OPINION ON ANY MATTER MAY DO SO AS LONG AS IT IS WITHIN THE GUIDELINES OF THE FCC. THIS ACCESS IS OPEN AS LONG AS IT REMAINS ACTIVATED. REGULAR SHOWS FOLLOW THE POLICY ON PROGRAMMING. IF A PERSON WISHES TO WORK WITH KPOO ON AN ON-GOING BASIS, THEY CAN FILL OUT AN APPLICATION OF ASSOCIATION AND BE INTERVIEWED BY THE GENERAL MANAGER AND THE GENERAL BODY. IF THERE IS A GENERAL CONSENSUS BETWEEN THE GENERAL MANAGER, THE GENERAL BODY, AND THE APPLICANT AS TO HIS/HER CAPABILITY CONCERNING DEVOTING WHATEVER TIME AND ENERGY EFFORTS TO BUILD AND FURTHER THE STATION, THE PERSON THEN WILL BE ASSIGNED A WORK AREA, AND A THREE MONTH TRIAL PERIOD WILL BEGIN.

OPEN ACCESS DOES NOT MEAN THAT YOU CAN JUST COME INSIDE KPOO'S OFFICES AND HANG OUT AND GROOVE, DOING NOTHING TO BUILD THE STATION, JUST GETTING IN PEOPLE'S WAY WHO ARE DOING THE WORK. WE NEED PEOPLE WHO REALLY WISH TO DEDICATE WHATEVER TIME THEY MAY HAVE TO DOING THE WORK IT TAKES TO BUILD AN ALREADY INADEQUATELY STAFFED, BUT DYNAMITE COMMUNITY RADIO STATION--THE ONLY PEOPLE'S/THIRD WORLD STATION IN SAN FRANCISCO.

RESPONSIBILITIES:

ALL PERSONNEL AT KPOO ARE RESPONSIBLE FOR RAISING THE MONEY NECESSARY TO OPERATE THE STATION. THIS CAN BE DONE IN THE FOLLOWING WAYS: 1) TAKING OUT A PERSONAL SUBSCRIPTION OF \$25.00/YEAR WITH THE STATION, AND LIKEWISE SOLICITING FRIENDS AND ASSOCIATES TO DO THE SAME; 2) ON-THE-AIR FUND-RAISING WHICH EXPLAINS THE VARIOUS SUBSCRIPTION RATES AND TAX DEDUCTIBILITY; 3) BENEFIT EVENTS, SUCH AS DANCES, SALES, FILMS, LECTURES, ETC.--WE NEED ALL CREATIVE IDEAS ALONG THESE LINES AS WELL AS DEVELOPING LUCRATIVE CONTACTS WHO ARE INTERESTED IN THE DEVELOPMENT AND GROWTH OF COMMUNITY ACCESS RADIO. IT IS A STATION POLICY THAT A MINIMUM OF \$50.00/DAY BE RAISED ON THE AIR. IN ORDER TO DO THIS, THE FULL COOPERATION OF ALL BOARD OPERATORS IS NECESSARY. THIS IS A RESPONSIBILITY.

KPOO STRUCTURE:

THE BOARD OF DIRECTORS HOLD THE LICENSE FOR THE FREQUENCY AND ARE LEGALLY RESPONSIBLE FOR THE TECHNICAL PERFORMANCE, FORMAT AND CONTENT OF THE STATION, AND THEREFORE MAY EXERCISE FINAL VETO RIGHTS OVER ALL OPERATIONS AT THE STATION. THEY EMPOWER THE GENERAL MANAGER, OPERATIONS MANAGER, CHIEF ENGINEER AND NEWS DIRECTOR WITH RESPECT TO THE DAY-TO-DAY RUNNING OF THE STATION, PLUS THE PROGRAM DIRECTOR.

GENERAL MANAGER AND OPERATIONS MANAGER:

RESPONSIBLE FOR OVERALL ACTIVITIES AT THE STATION—ADMINISTRATIVE, TECHNICAL AND FINANCIAL.

CHIEF ENGINEER:

TOTALLY RESPONSIBLE FOR ALL ELECTRICAL AND LEGAL MAINTENANCE OF THE STATION.

NEWS DIRECTOR:

INCHARGE OF NEWS DEPARTMENT.

COMMITTEE HEADS:

COORDINATE WORK BETWEEN VOLUNTEERS AND COMMITTEES.

OFFICERS OF THE DAY:

EVERYDAY THERE WILL BE THREE DIFFERENT LICENSED OFFICERS IN CHARGE OF THE 24 HOUR ACTIVITIES. THEY WILL MAINTAIN THE GENERAL ADMINISTRATIVE FUNCTIONS OF THE STATION, PROVIDE DAILY RECEPTION, ANSWER TELEPHONES AND DIRECT STATION WORK. THEIR DUTIES ALSO INVOLVE ASSISTING THE PSA VOLUNTEER AND SUBSCRIPTION VOLUNTEER WITH THEIR DUTIES. THE OFFICER OF THE DAY WILL ORIENT PROGRAM PRODUCERS AND STATION ASSISTANTS TO THE STATION POLICY, FCC RULES AND REGULATIONS, INCLUDING LOGS AND TECHNIQUES FOR QUALITY ON-THE-AIR PRESENTATIONS AND REQUESTS FOR SUBSCRIPTIONS AND DONATIONS. THE OFFICERS HAVE THE FOLLOWING MAIN RESPONSIBILITIES, INCLUDING THE RESPONSIBILITY TO GENERATE A GOOD WORK ATTITUDE AND PROMOTE THE STATION IN THE COMMUNITY.

1. OFFICERS MUST BE AT THE STATION AT LEAST SIX HOURS AND ON CALL THE REST OF THE 18 HOURS.
2. ALL OFFICERS MUST HAVE A REACHABLE TELEPHONE NUMBER.
3. LOGS: THE OFFICER MUST MAKE SURE OPERATORS KEEP LOGS CURRENT AT ALL TIMES, ESPECIALLY AT THE CHANGE OF A SHIFT.
4. THE OFFICER WILL BE IN CHARGE OF ALL SECURITY AND PERSONNEL IN THE STATION.
5. THE OFFICER OF THE DAY WILL LEAVE A WRITTEN REPORT ON THE DAYS ACTIVITIES AND BUSINESS. THE FOLLOWING OFFICER WILL CALL THE PREVIOUS OFFICER TO BE INFORMED ON WHAT DID AND SHOULD HAPPEN. DOUBLE CHECK.
6. ALL UNAUTHORIZED PERSONNEL ARE NOT TO HANDLE EQUIPMENT, READ MAIL OR GO THROUGH DESKS OR FILES.
7. NO POSTERS OR SIGNS ARE TO BE POSTED UNLESS CLEARED BY THE STATION OFFICERS.
8. ALL CORRESPONDENCE PERTAINING TO THE STATION MUST BE CLEARED BY THE STATION OFFICER. THIS RELATES TO OUT-GOING MAIL.

GENERAL STATION RULES

PROCEDURES:

RULES AND PROCEDURES AT KPOO HAVE BEEN ESTABLISHED TO INSURE A SMOOTHER OPERATION. FOR THIS REASON IT IS IMPORTANT TO KNOW THE PROPER PROCEDURES AND TO FOLLOW THEM. COMMITTEES WERE CREATED TO DEAL WITH SPECIFIC SITUATIONS. IF YOU HAVE A WORK PROJECT, DECIDE WHICH COMMITTEE IT FITS INTO; PUBLICITY, FINANCE, ENGINEERING, PROGRAMMING, NEWS DEPT., OR MUSIC DEPT. THEN CONTACT THE PROPER COMMITTEE. ALL POSTERS, LEAFLETS, LETTERS, PHONE CALLS, OR APPOINTMENTS DEALING WITH KPOO BUSINESS OR IMAGE MUST BE CLEARED BEFORE YOU PROCEED.

1. THE MASTER CONTROL ROOM IS A PLACE OF PROFESSIONAL BROADCASTING AND NOT A HANG OUT. ONLY GUESTS OF PROGRAMMERS OR THE OFFICER OF THE DAY MAY BE IN THE CONTROL ROOM AT ANY TIME.
2. THE KPOO TELEPHONE LINES SHOULD NOT BE USED FOR PERSONAL BUSINESS BUT ONLY FOR KPOO BUSINESS. LINE #2 (7474) SHOULD BE LEFT OPEN AT ALL TIMES FOR INCOMING CALLS, ALL OUT GOING PHONE CALLS MUST BE CLEARED BY THE OFFICER FIRST.
3. THERE SHOULD BE NO EATING, DRINKING OR SMOKING IN THE MASTER CONTROL ROOM BECAUSE OF THE HIGH POSSIBILITY OF DAMAGE TO KPOO EQUIPMENT.
4. IF ANY PUBLIC RECOGNITION IS GIVEN TO ANY MEMBER OF KPOO BECAUSE OF THEIR INVOLVEMENT IN KPOO, THEN THAT PERSON SHOULD STATE KPOO'S ROLE IN THAT PUBLICALLY.
EXAMPLE; IF THROUGH SPONSORSHIP OF AN EVENT IN THE BAY AREA, A WRITE-UP IS DONE ON THE PERSON DOING THE WORK AND HIS OR HER BACKGROUND, KPOO SHOULD BE MENTIONED BY NAME AS AN INTEREST. TO SAY MERELY THAT ONE IS ON FM BROADCASTING IS NOT ENOUGH.
5. ALL PERSONS WITH SHOWS MUST VOLUNTEER AN EQUIVALENT AMOUNT OF TIME TO DISCHARGE GENERAL STATION BUSINESS.
6. PSA'S SHOULD BE READILY ACCEPTED OVER THE TELEPHONE.
7. THE BULLETIN BOARD SHOULD BE READ EVERY DAY.

IF YOU ARE GOING TO BE ABSENT FROM YOUR PROGRAM, THIS IS WHAT YOU DO:

1. ONE DAY EMERGENCY ABSENCE -- YOU SHOULD ATTEMPT TO GET A LICENSED REPLACEMENT. DON'T SIMPLY CALL AND LEAVE A MESSAGE WITH ANYONE WHO ANSWERS THE PHONE--CONTACT YOUR OFFICER OF THE DAY.
2. VACATION OR LEAVE OF ABSENCE -- THIS MUST BE ARRANGED THROUGH THE PROGRAM COMMITTEE, IN THIS CASE SPEAK DIRECTLY TO THE PROGRAM DIRECTOR.
3. LEAVING A PROGRAM PERMANENTLY -- THE PROGRAM DIRECTOR IS THE PERSON RESPONSIBLE FOR FILLING VACANT AIRTIME. THE PROGRAM COMMITTEE IS RESPONSIBLE FOR ALL NEW PROGRAMS AND RESCHEDULING.

LACK OF KNOWLEDGE OR DISREGARD OF PROCEDURE COULD RESULT IN DISASSOCIATION FROM KPOO.

AFTER 2 UNEXPLAINED ABSENCES OF A SHOW, THE PROGRAM WILL BE SUSPENDED UNTIL FURTHER NOTICE.

COMMITTEE WORK:

STATION COMMITTEES INCLUDE FINANCE, PUBLICITY, ENGINEERING, PROGRAMMING, NEWS DEPT., AND MUSIC DEPT.. EACH COMMITTEE WILL HAVE A COORDINATOR, ACCOUNTABLE TO THE GENERAL MANAGER, WHO WILL WORK COLLECTIVELY WITH THE MEMBERS IN THE DESIGN AND DEVELOPMENT OF THE COMMITTEE, ASSIGN WORK AND SET DEADLINES FOR RESULTS.

COMMITTEES WILL HAVE THE FOLLOWING FUNCTIONS:

1. GENERAL OPERATIONS STAFF

THIS BODY OF PEOPLE MAKE UP THE DAY-TO-DAY WORK FORCE AT THE STATION. THEY SEE TO IT THAT THE STATION IS CLEAN, HELP WITH PSA'S, ASSIST PEOPLE WHO WANT TO RECORD INFORMATION, COORDINATE THE STREET SIGN ACTIVITY AND COPE WITH UNEXPECTED SITUATIONS. THIS BODY WORKS WITH OFFICERS OF THE DAY AND THE GENERAL MANAGER.

2. THE FINANCE COMMITTEE

THE COMMITTEE IS RESPONSIBLE FOR ALL FUND-RAISING. ALL FUND-RAISING PROJECTS MUST BE CLEARED BY THE FINANCE COMMITTEE BEFORE THE PROJECT BEGINS. THE FINANCE COMMITTEE IS DIRECTLY ACCOUNTABLE TO THE BOARD OF DIRECTORS. THE FINANCE COMMITTEE OVERSEES SUBSCRIPTIONS TO THE STATION.

THE SUBSCRIPTION OFFICER

BE SOLELY RESPONSIBLE FOR SUBSCRIPTIONS. THAT IS, WRITING CREATIVE SUBSCRIPTION AND DONATION PLUGS, KEEPING AN ACCOUNT OF THE SUBSCRIPTIONS COMING IN, AND SENDING OUT PROGRAM GUIDES AND THANK YOU CARDS TO SUBSCRIBERS. HE OR SHE WILL BE ACCOUNTABLE TO THE FINANCE COMMITTEE AND GENERAL MANAGER AND MUST MAKE REGULAR REPORTS AT FINANCE COMMITTEE MEETINGS.

3. MUSIC DEPARTMENT

THIS COMMITTEE WILL DEVELOP OUTSIDE EVENTS SUCH AS INTERVIEWS, BENEFITS, LIVE REMOTES, ETC., THAT GENERATE FINANCES AND AWARENESS ABOUT THE STATION. THIS COMMITTEE WILL ARRANGE AND CONDUCT INTERVIEWS WITH LOCAL AND NATIONAL ARTISTS AND BRING AS MANY PERSONALITIES TO THE STATION AS POSSIBLE. A FILE SHOULD BE DEVELOPED OF ALL NAMES AND ADDRESSES OF ENTERTAINMENT GUESTS. A FILE SHOULD ALSO BE DEVELOPED BY THE COMMITTEE OF CURRENT MUSICIANS AND OTHER ARTISTS TO KEEP UP WITH TRENDS AND STYLES. LISTINGS OF DATES AND PLACES OF DIFFERENT CULTURAL EVENTS TAKING PLACE IN THE BAY AREA SHOULD ALSO BE THE WORK OF THIS COMMITTEE. LIVE REMOTES WILL BE THE RESPONSIBILITY OF THIS COMMITTEE AS WELL. THE COMMITTEE IS ACCOUNTABLE TO THE FINANCE COMMITTEE AND GENERAL MANAGER.

4. THE PUBLICITY COMMITTEE

THEY ARE RESPONSIBLE FOR PRODUCING THE MONTHLY PROGRAM GUIDE, CONTACTING ALL MEDIA ABOUT SPECIAL EVENTS AT KPOO, MASS MAILINGS, WRITING ARTICLES ON A REGULAR BASIS, GIVING INTERVIEWS AND TAKING CARE OF ALL CORRESPONDENCE OF A GENERAL NATURE TO PROMOTE THE STATION. THE PUBLICITY COMMITTEE IS ACCOUNTABLE TO THE GENERAL MANAGER. IF ANYONE WANTS TO MAKE A POSTER OR LEAFLET ABOUT KPOO, THEY MUST FIRST COME TO THIS COMMITTEE FOR APPROVAL AND CLEARANCE.

COMMUNITY OUTREACH COMMITTEE

THIS IS TO BE ONE OF THE MOST VITAL OF KPOO'S IN-HOUSE COMMITTEES, SERVING AS A LIASON BETWEEN KPOO AND THE COMMUNITY ORGANIZATIONS, PARTICULARLY THOSE OF THE THIRD WORLD IN THE SAN FRANCISCO BAY AREA. THE COMMITTEE HAS FOUR MAJOR AREAS OF RESPONSIBILITY:

- A. THE GATHERING AND DISSEMINATION OF INFORMATION IN THE COMMUNITY REPORTS WHICH INFORM PEOPLE WITH INTERESTS IN COMMUNITY MEDIA PROJECTS IN GENERAL AND ABOUT KPOO IN SPECIFIC.

- B. DEVELOP PUBLICITY OUTLETS AND RESOURCES, E.G. THE LOCAL NEWSPAPERS, PERIODICALS, COMMUNITY NEWSLETTERS, LOCAL MERCHANTS, SCHOOLS, UNIVERSITIES AND KPOO LISTENER INPUT.
- C. A SKILLS RESOURCE BANK FROM WHICH BOTH INNOVATIVE THIRD WORLD COMMUNITY ORIENTED PROGRAMS AND TALENT ARE READILY AVAILABLE AT ALL LEVELS TO PROVIDE PROGRAMMING AND TALENT INPUT INTO PRC AND KPOO.

5. THE ENGINEERING COMMITTEE

THEY ARE RESPONSIBLE FOR ALL ELECTRONIC CONSIDERATIONS RELATED TO KPOO EQUIPMENT AND FCC RULES AND REGULATIONS GOVERNING RADIO/TELEPHONE COMMUNICATIONS SERVICES. THERE ARE SEVERAL AREAS OF PRIME IMPORTANCE WITH WHICH THE ENGINEERING COMMITTEE IS CHARGED:

- A. STUDIO AND TRANSMITTER UPKEEP AND MAINTENANCE, TECHNICALLY AND LEGALLY.
- B. ACQUISITION AND RECOMMENDATIONS FOR EQUIPMENT PURCHASES.
- C. EQUIPMENT CHECKOUT FROM KPOO AND FOR KPOO PURPOSES MUST FIRST BE APPROVED BY AN AUTHORIZED PERSON FROM THE ENGINEERING COMMITTEE.
- D. OVERSEEING THE TRAINING CLASSES FOR THIRD, SECOND AND FIRST CLASS LICENSES IN ORDER TO HELP VOLUNTEERS AND INCOMING PERSONNEL.

PRODUCTION CREW

THIS CREW WILL BE RESPONSIBLE FOR STAFFING REMOTE BROADCASTS BOTH AT THE STATION AND ON LOCATION. AS EQUIPMENT AND RECORDING FACILITIES BECOME AVAILABLE, THE CREW WILL PRODUCE PRE-RECORDED TAPES FOR FUTURE PROGRAMMING, E.G. INTROS, PROMOS, AND SPECIALS. THIS CREW WILL BE ORGANIZED BY THE ENGINEERING AND PROGRAMMING COMMITTEES.

6. NEWS DEPARTMENT

TO BE DISCUSSED AT THE END.

SHOUTIN' OUT LOUD
PROGRAMMING AT KPOO FM

KPOO RADIO HAS BEEN ESTABLISHED TO PROVIDE MEDIA ACCESS TO LOCAL COMMUNITIES SO THAT THEIR NEEDS AND ACCOMPLISHMENTS CAN BE KNOWN AND ANALYZED BY LARGE NUMBERS OF PEOPLE. RADIO, MORE THAN OTHER MEDIA, ALLOWS INFORMATION TO BE RECEIVED QUICKLY AND WITH THE GREATER UNDERSTANDING THAT PERSONAL COMMUNICATION BRINGS. WITH THIS IN MIND, PROGRAMMING SHOULD BE APPROACHED AS A CONSTANT FLOW OF INFORMATION BETWEEN THE RADIO STATION AND THE COMMUNITY. EACH PROGRAM WILL OF COURSE HAVE ITS OWN UNIQUE FLAVOR. THE BLENDING OF SUCH ELEMENTS AS THE PERSONALITY OF THE INDIVIDUAL PROGRAMMER, TIME OF DAY, PROGRAM LENGTH, AND THE PREDOMINANT CULTURE PRESENTED, NATURALLY LEADS TO VARIETY. BUT CERTAIN BASIC INGREDIENTS GO INTO ALL SHOWS SO THAT THE FINAL PRODUCT IS TRULY COMMUNITY RESPONSIVE.

THIS SECTION WILL OUTLINE THE NECESSARY INGREDIENTS FOR ALL PROGRAMMING AT KPOO. THE MAIN PURPOSES OF ALL PROGRAMMING ARE THESE:

- 1. COMMUNITY INFORMATION SERVICE
 - A. ANALYSIS OF COMMUNITY DEVELOPMENTS
 - B. PUBLIC SERVICE ANNOUNCEMENTS
 - C. A PLATFORM FOR COMMUNITY PEOPLE TO EXPRESS THEIR VIEWPOINTS
- 2. COMMUNICATION LINK TO YOUR COMMUNITY.

3. MULTI-ETHNIC CULTURAL BLEND (CREATE COMMUNICATION LINKS BETWEEN COMMUNITIES).
4. CREATIVE EXPRESSION -- SELF EXPRESSION.

PROGRAMMING COMMITTEE

1. THE PROGRAM DIRECTOR IS RESPONSIBLE FOR ALL PROGRAM ASSIGNMENT AND CONTENT AT KPOO.
THERE IS A WEEKLY MEETING TO DISCUSS PROGRAM DEVELOPMENT.
2. ALL PERSONS WITH REGULARLY SCHEDULED PROGRAMS MUST HAVE A THIRD CLASS LICENSE.
3. ALL PERSONNEL MUST POST THIRD CLASS LICENSES IN THE CONTROL ROOM IN ORDER TO BROADCAST A SHOW LIVE OR TAPED. THIS LICENSE MUST HAVE ENDORSEMENT.
4. ALL PERSONNEL MUST MAKE A WRITTEN PROGRAM DESCRIPTION AND WHERE POSSIBLE PRODUCE A TAPE FOR AUDITION FOR THE PROGRAM COMMITTEE. RECOMMENDATIONS WILL THEN BE MADE TO THE PROGRAM DIRECTOR WHO WILL HAVE FINAL DECISION MAKING POWER ON ALL SHOWS FOR AIRING. THE ONLY EXCEPTION IS REMOTE BROADCASTS INVOLVING INSTALLATION OF PHONE LINES AND OTHER EXPENSES. THESE SHOWS WILL BE REVIEWED BY THE ENGINEERING AND PROGRAMMING COMMITTEES.
5. ANY PERSON HAVING A REGULAR SHOW MUST BE INVOLVED IN TWO OTHER AREAS OF STATION WORK: 1) A SUBSTITUTE AIR SHIFT AND 2) REGULAR WORK ON ONE OF THE STATION COMMITTEES. (IN THE CASE OF INVOLVEMENT WITH THE PROGRAM COMMITTEE, PRODUCING TAPES IS CONSIDERED WORK) 3) OBTAIN ADVERTISEMENTS FOR THE PROGRAM GUIDE AND DEVELOP A DISTRIBUTION LIST FOR POSTERS AND GUIDE IN YOUR OWN COMMUNITY.
6. THE PROGRAMMING MEETINGS ARE OPEN TO ALL WORKING PERSONNEL OF THE STATION, THAT IS, THOSE WHO BY THEIR PARTICIPATION SATISFY THE PREREQUISITES OUTLINED ABOVE.
7. FOLLOWING THE CREATION OF FORMAT, PROGRAMS WILL BE FITTED TO THE FORMAT. THIS PROCESS IS ACCOMPLISHED THROUGH THE MEANS OUTLINED IN POINT 4 ABOVE. RECOMMENDATIONS OF THE COMMITTEE ARE TRANSMITTED TO THE PROGRAM DIRECTOR BY QUORUM VOTE.
8. A REVIEW BOARD COMPOSED OF THREE PEOPLE CHOSEN BY THE DEPARTMENT BODY WILL BE INSTITUTED TO SETTLE DISPUTES WHICH MAY ARISE BETWEEN THE DEPARTMENT DIRECTOR AND PROGRAM PRODUCER.
9. ALL PROGRAMS OF A HIGHLY SENSITIVE NATURE, E.G. POLITICS, SEX, RACE, VIOLENCE, ETC., MUST BE REVIEWED BY THE PROGRAM DIRECTOR BEFORE AIRING.
10. NO PERSON WILL BE GIVEN A SHOW UNTIL HE/SHE HAS GONE THROUGH THE ORIENTATION PROGRAM.

BASIC THINGS TO REMEMBER

1. NO FORM OF LIBEL OR SLANDEROUS STATEMENTS ABOUT A PERSON OR ORGANIZATION. THAT IS UNDOCUMENTED PERSONAL ATTACKS AGAINST PEOPLE BASED ON GOSSIP OR PERSONAL DISLIKE.
2. NO UNNECESSARY 'SO-CALLED' "OBSCENE" OR "INDECENT" LANGUAGE.
3. FAIRNESS DOCTRINE. (EXPLAINED ON PAGES 9-11 OF POLICY STATEMENT)
4. NO FORMS OF COMMERCIALISM.

5. KNOW HOW TO DO LEGAL STATION IDENTIFICATIONS, ON THE HOUR EVERY HOUR. THIS IS KPOO RADIO IN SAN FRANCISCO
6. ON ALL INFORMATION THAT IS NOT YOUR PERSONAL THOUGHTS ALWAYS CITE THE SOURCE.
EXAMPLE: U.P.I., A.P., SUN REPORTER, PACIFIC NEWS SERVICE, ETC..
7. ALWAYS TELL PEOPLE CALLING IN ON THE LIVE LINE THAT THEY ARE ON-THE-AIR FIRST BEFORE THEY SPEAK.
8. ALL PERSONAL EDITORIALS OR COMMENTARY MUST BE CLEARED BY THE PROGRAM DIRECTOR FIRST, AND STATED CLEARLY ON THE AIR.

ALWAYS HAVE A PURPOSE FOR WHAT YOU ARE DOING. DON'T PLAY MUSIC JUST TO FILL THE TIME. NEVER TALK JUST TO BE TALKING. PREPARE WHAT YOU ARE GOING TO SAY. BE INTERESTING OR POETIC, NOT JIVE. YOUR SHOW SHOULD FIRST RELATE DIRECTLY TO YOUR COMMUNITY, TALK WITH THEM AND BRING ON GUESTS WHO WORK IN THAT COMMUNITY.

SECONDLY, YOUR SHOW SHOULD SPEAK TO THE GENERAL AUDIENCE OF KPOO, EXPLAINING THE LIFESTYLE, SURVIVAL NEEDS AND ACCOMPLISHMENTS OF YOUR COMMUNITY AS A WAY OF OPENING UP COMMUNICATION BETWEEN ALL THE DIFFERENT COMMUNITIES IN THE BAY AREA. THIS IS THE FIRST STEP TOWARDS SHARING LEARNING EXPERIENCES AND BUILDING SUPPORT SYSTEMS TO TRY AND AID THE COLLECTIVE GROWTH OF THIS UNIQUE AREA. REMEMBER, "COMMON SOLUTIONS TO COMMON PROBLEMS".

CONSIDER THE TIME OF YOUR SHOW AND WHAT PEOPLE MIGHT BE DOING DURING THIS PERIOD. FOR EXAMPLE, 65% MIGHT BE DRIVING, 30% WILL BE INSIDE AND 5% ALMOST ANYWHERE. THEREFORE, PROGRAM FOR THE PACE OF THE DAY. REMEMBER THAT THE ATTENTION SPAN OF THE LISTENER IS SHORT, THUS, YOU MUST CONSTANTLY FILL THE AIR WITH SUBJECTS OF INTEREST -HUMOR, IMPORTANT NEWS STORIES, PERSONALITIES AND MUSIC THAT THEY WANT TO HEAR. WHEN YOU HAVE THE ATTENTION OF THE AUDIENCE YOU ARE IN A POSITION TO TURN THEM ON TO SOMETHING NEW.

ANNOUNCE THE TIME OFTEN AND IDENTIFY THE STATION COUPLED WITH A SIMPLE REMINDER THAT KPOO IS A LISTENER-SUPPORTED AND COMMUNITY ORIENTED STATION. GIVE BRIEF RAPS ABOUT PLACES OF INTEREST IN DIFFERENT COMMUNITIES, GATHERING PLACES WHERE CREATIVE AND IMPORTANT EVENTS ARE AND WHAT'S HAPPENING THERE. TALK ABOUT DIFFERENT THINGS THAT HAVE HAPPENED ON THE STREET AND LET THE PEOPLE KNOW THAT KPOO IS ON THE STREET ALL THE TIME KNEE DEEP. GIVE THE AUDIENCE A SENSE OF PERSONAL RELATIONSHIP WITH THE STATION. EXAMPLE, ENCOURAGE LOTS OF PHONE CALLS AND LIVE BROADCASTS OF THEIR OPINIONS. DON'T WORRY IF NOBODY CALLS, JUST KEEP GETTING DOWN.

NIGHT PROGRAMMERS MIGHT WANT TO CALL CLUBS, DANCES, HOUSE PARTIES, BARS, PLACES OF INTEREST, DURING YOUR SHOW FOR SHORT, LIVE REPORTS ABOUT WHAT IS HAPPENING THERE, WHO IS PLAYING, WHAT THE MAIN ACTIVITY IS, AND ANY INTERESTING EXPERIENCE THAT MAY HAVE OCCURED THERE. THIS LIVE COVERAGE WILL ADD TO YOUR SHOW AND GIVE A VALUABLE SERVICE TO PEOPLE LISTENING. KEEP THIS SHORT AND INFORMATIVE. LONG BORING RAPS ARE THE BIGGEST ENEMY OF KPOO.

THE NEXT ENEMY OF KPOO IS UNEXPLAINED AND UNNECESSARY NOISES COMING OVER THE AIR. THEY ARE DISTURBING AND CONFUSE THE AUDIENCE. THEIR NEXT STEP IS TO TURN YOU AND KPOO OFF. ALWAYS EXPLAIN THE NOISES BUT NOT IN AN APOLOGETIC MANNER. DON'T BE TOO LOOSE -- ITS ONE THING TO BE FRIENDLY AND CASUAL, BUT ITS ANOTHER TO SOUND LIKE YOU DON'T KNOW WHAT YOU ARE DOING OR DON'T CARE.

KNOW EVERYBODY INVOLVED WITH YOUR PROGRAM DAY, AND THE NATURE OF THEIR PROGRAMS. KPOO SERVES A WIDE VARIETY OF CULTURAL GROUPS AND PROGRAMS OF CULTURAL GROUPS AND PROGRAMS OF VERY DIFFERENT NATURES THAT ARE OFTEN PLACED SIDE BY SIDE. BECAUSE OF THIS, IT IS ESSENTIAL THAT PROGRAMMERS RELATE WELL TO THE PROGRAMS BEFORE AND AFTER THEIR OWN, SO AS TO SUSTAIN LISTENER INTEREST OVER TIME. IT'S STATION (I.E., EVERYONE'S) RESPONSIBILITY TO PROVIDE TRANSITIONAL PROGRAMMING RATHER THAN BLOCK OR JUXTAPOSITION PROGRAMMING.

(0)

PROGRAMMERS SHOULD MAINTAIN A FLOW FROM ONE PROGRAM TO ANOTHER. THIS MAY BE DONE IN A NUMBER OF WAYS; BY BRIEFLY SUMMARIZING THE PREVIOUS PROGRAM, BY SKETCHING THE CONTENTS OF YOUR OWN, BY ENCOURAGING YOUR AUDIENCE TO LISTEN TO OTHER SHOWS THROUGHOUT THE DAY. YOU CAN ADD TO THESE TO SUIT YOUR OWN PROGRAM. IF YOUR PROGRAM IS BILINGUAL, START OFF YOUR SHOW IN ENGLISH, EXPLAIN WHAT YOUR SHOW IS ABOUT, THEN SWITCH TO THE OTHER LANGUAGE.

TRANSITION BETWEEN SHOWS:

1. THERE SHOULD BE A ONE MINUTE BREAK BETWEEN EVERY SHOW. WITHIN THIS ONE MINUTE, AN ID, PSA, PROMO COMBINATION MUST BE USED, ALONG WITH AN INTRODUCTION FOR THE PROGRAM WHICH IS TO FOLLOW.
2. IN ORDER FOR THIS PROCEDURE TO BE MOST EFFECTIVE ALL PROGRAMS SHOULD START AND END ON TIME. RADIOS ARE A KEY SOURCE FOR KEEPING TIME.
3. THE CORRECT ID FOR OUR STATION IS: THIS IS K-P-O-O SAN FRANCISCO. A PREFIX OR SUFFIX STATEMENT CAN BE ADDED TO ENHANCE THE PARTICULAR SOUND YOU AS AN ANNOUNCER ARE TRYING TO CREATE. NO MUSIC IN BACKGROUND DURING STATION ID.
4. MUSIC SHOWS CAN NOT GO FROM ONE SHOW TO ANOTHER WITHOUT SOME BREAK INBETWEEN.
5. THERE SHOULD NEVER BE AT ANY TIME AN ABRUPT CHANGE IN FORMAT EXPECIALLY FOR MUSIC SHOWS, E.G., KEYSTONE KORNER TO HARD ROCK OR JAMES BROWN.

AN EXAMPLE OF A SIMPLE TRANSITION IS: THIS IS K-P-O-O, SAN FRANCISCO, 89.5 FM, LISTENER SUPPORTED RADIO, THE TIME IS , PSA, STAY TUNED FOR (NEXT SHOW) COMING UP IN A MOMENT.

WHO OWNS YOUR PROGRAM:

PROGRAMS PRODUCED BY KPOO STAFF MEMBERS ON KPOO RADIO ARE THE PROPERTY OF KPOO. STAFF MEMBERS WHO BROADCAST OR CAUSE TO BE BROADCAST THEIR OWN PROSE OR POETRY WRITTEN PRIMARILY FOR PUBLICATION AND NOT PREPARED FOR KPOO BROADCASTS RETAIN OWNERSHIP OF LITERARY RIGHTS. WHERE VOLUNTEERS PRODUCE PROGRAMS USING KPOO FACILITIES, THE PROGRAMS ARE THE PROPERTY OF KPOO.

IN TERMS OF OVERALL PROGRAMMING, KPOO'S PRE-EMPTION POLICY REFLECTS THE STATION'S COMMITMENT TO COMMUNITY INFORMATION AND ACCESS. OUR POLICY IS THAT REGULARLY SCHEDULED PROGRAMS ARE SUBJECT TO PRE-EMPTION IN ORDER TO PROVIDE AIR TIME FOR THE FOLLOWING; 1) NEWS BULLETINS 2) LIVE COVERAGE OF EVENTS OF POLITICAL AND CULTURAL SIGNIFICANCE TO THIRD WORLD AND DISADVANTAGED COMMUNITIES AND 3) CELEBRATION OF DATES RELEVANT TO THIRD WORLD AND DISADVANTAGED COMMUNITY PEOPLE.

KPOO IS LICENSED BY THE FEDERAL GOVERNMENT AND SUBJECT TO FEDERAL REGULATIONS. CERTAIN BASIC REQUIREMENTS MUST BE MET AT ALL TIMES. OF THESE, THE LOGS MOST DIRECTLY CONCERN THE PROGRAMMER. THE LOGS ARE THE ONLY MEANS BY WHICH THE FCC CAN MONITOR THE STATION. THEREFORE THE PROPER UPKEEP OF THE LOGS IS VITAL TO THE STATION'S OPERATION. FAILURE TO MAINTAIN ACCURATE AND CORRECT LOGS WILL RESULT IN THE CANCELLATION OF AN INDIVIDUAL'S PROGRAM.

ENGINEER ON DUTY:

A LICENSED ENGINEER MUST BE SIGNED ON THE LOG BOOK AT ALL TIMES WHEN THE STATION IS BROADCASTING. IF YOU ARE SIGNED ON AS ENGINEER YOU MAY NOT LEAVE THE BUILDING FOR COFFEE OR ANY OTHER QUICK RUN. A NON-LICENSED PERSON CAN BE ON THE BOARD ONLY IF A LICENSED ENGINEER IS SIGNED ON AND PRESENT DURING THE PROGRAM.

EBS (EMERGENCY BROADCAST SYSTEM):

EVERY LICENSED PROGRAMMER MUST BE ABLE TO DO AN EAN (EMERGENCY ACTION NOTIFICATION) TEST AND TO LOG IT CORRECTLY. INABILITY TO DO THE TEST MAY RESULT IN A SERIOUS FCC VIOLATION. IT'S YOUR RESPONSIBILITY---IF YOU DON'T KNOW, ASK!

SENSITIVE MATERIALS:

KPOO IS FULLY AWARE OF THE DIFFICULTIES, BECAUSE OF CHANGING ATTITUDES, OF OBSERVING THE BAN AGAINST OBSCENITY AS DEFINED BY THE FCC -- WHOSE DECISION IN THIS MATTER DETERMINES WHETHER OR NOT WE CONTINUE TO BROADCAST. THEREFORE, WE MUST ASK YOU TO CHECK AND CLEAR QUESTIONABLE MATERIAL WITH THE STATION MANAGEMENT. THIS DOES NOT MEAN THAT ALL USE OF FOUR LETTER WORDS WILL AUTOMATICALLY BE BANNED. IT DOES MEAN THAT THE DECISION AS TO WHAT SHALL BE USED MUST REST WITH MANAGEMENT. PEOPLE ARE DOING THEIR UTMOST TO WIDEN THE SCOPE OF WHAT MAY BE SAID ON THE AIR AS WRITTEN AND SPOKEN STANDARDS CHANGE IN THE COMMUNITY. HOWEVER, THE DECISION CANNOT REST WITH THE INDIVIDUAL PROGRAM PRODUCER OR HIS GUEST ON THE AIR.

PLEASE ACCEPT THIS DIFFICULT AND IRRITATING RESPONSIBILITY. CHECK MATERIAL YOU ARE NOT SURE OF AND WARN GUESTS ON YOUR PROGRAM THAT LIBEL, FUND RAISING AND OBSENIY ARE ON THE BANNED LIST. OUR CONTINUAL SURVIVAL AS AN OPEN CULTURAL AND POLITICAL FORUM IS INVOLVED. WITHOUT A DOUBT WE ARE BEING WATCHED VERY CLOSELY. PLEASE USE THE FOLLOWING PROCEDURE. IF THE PROGRAM DIRECTOR DECIDES THAT A TAPE SHOULD BE USED:

1. TYPE IT UP AS A REGULAR OFFER. IN THE EVALUATION SPACE, TYPE YOUR OPINION OF IT AS A PROGRAM. TYPE IN THAT THIS TAPE CONTAINS SENSITIVE MATERIAL.
2. PUT TAPE ITSELF ON SMALL REELS WITH PAPER MARKERS WHERE WORDS IN QUESTION OCCUR.
3. DELIVER TO PROGRAM DIRECTOR OR STATION MANAGER. WHEN IT HAS BEEN CLEARED, THE PERSON CLEARING IT WILL SIGN THE OFFER SHEET AND THE TAPE LABEL "CLEARED FOR USE".
4. KEEP IN THE DEPARTMENT OF ORIGIN A RUNNING LIST OF THESE TAPES BY TITLE AND DATE. THIS SHOULD BE DONE BY THE STAFF PERSON WITH WHOM YOU WORK..

OBSENIY:

THE HEAT IS ON. KPOO HAS NO MORE FREEDOM THAN ANY OTHER STATION. IT IS THE RESPONSIBILITY OF EACH PROGRAMMER TO WATCH THE LANGUAGE USED AND TO INFORM GUESTS, IN ADVANCE, THAT THEY CANNOT USE OBSCENITY. THIS RULE ALSO APPLIES TO POETRY READINGS. IF YOU HAVE ANY DOUBTS OR QUESTIONS, CLEAR THE MATERIAL WITH THE OFFICER OF THE DAY.

THE FCC HAS STRICTLY FORBIDDEN THE USE OF THE FOLLOWING SEVEN WORDS: CUNT, FUCK, SHIT, PISS, MUTHAFUCKER, COCKSUCKER, ASSHOLE. ALSO SUGGESTIVE OR GRAPHIC SEXUAL MATERIAL. THESE SHOULD BE AVOIDED AT ALL TIMES. IF A PROGRAMMER NEVERTHELESS FEELS A STRONG NEED TO AIR THE MATERIAL CONTAINING THESE WORDS, WRITTEN APPROVAL MUST BE OBTAINED FROM THE PROGRAM DIRECTOR IN ADVANCE. EXTREMELY SENSITIVE OR CRITICAL TIMES DURING WHICH THIS RULE IS BLANKET ARE BETWEEN 6 AM AND 9 PM, AFTER WHICH SOMEWHAT MORE REASONABLE DISCRETION AND FLEXIBILITY CAN BE USED. A DISCLAIMER SHOULD BE USED AT THE BEGINNING OF THE SHOW.

ADVOCACY:

YOU AS A HOST OR ANCHOR PERSON ON KPOO'S AIR TIME ARE NOT ALLOWED TO ADVOCATE ANY FORM OF ILLEGAL ACTIVITY OR TO URGE OR SUGGEST ANYONE TO DO ANYTHING AT ALL. YOUR JOB IS TO PRESENT INFORMATION ABOUT A SUBJECT OR ISSUES AS COMPLETELY AS POSSIBLE SO THE AUDIENCE WILL HAVE THE FACTS TO MAKE THEIR OWN JUDGEMENT. EXAMPLE, IF THERE IS GOING TO BE A DEMONSTRATION ALL YOU ARE ALLOWED TO STATE IS THE PURPOSE, TIME AND PLACE. YOU AS THE HOST OF KPOO'S AIR TIME CANNOT URGE PEOPLE TO MAKE SIGNS AND "BE SURE TO BE AT THE DEMO". THAT IS ADVOCACY. WHEN YOU HAVE A GUEST WHO IS PUTTING FORTH A POSITION, YOU ARE RESPONSIBLE TO THE AUDIENCE TO ASK OPPOSING QUESTIONS ABOUT THAT POSITION SO THAT ALL SIDES OF THE ISSUES ARE EXAMINED.

IN EITHER OF THE ABOVE SITUATIONS, IF THE PROGRAM CONTAINS EITHER FRANK LANGUAGE, OR SENSITIVE MATERIAL, THE FOLLOWING DISCLAIMER CAN BE USED. "THE FOLLOWING PROGRAM CONTAINS FRANK LANGUAGE, IF YOU FEEL IT MAY BE TOO SENSITIVE FOR YOU, TUNE BACK IN _____ MINUTES FOR OUR REGULAR PROGRAMMING". OR "THE FOLLOWING PROGRAM IS OF A CONTROVERSIAL NATURE. THIS PROGRAM DOES NOT NECESSARILY REFLECT THE OPINION OF THE MANAGEMENT OF KPOO RADIO".

FAIRNESS DOCTRINE:

YOUR ATTENTION IS CALLED TO THE FOLLOWING FROM AN FCC COMMUNICATION DATED JUNE 12, 1969.

"SECTIONS 73.23, 73.598, AND 73.679 OF THE COMMISSION'S RULES AND REGULATIONS CONTAIN REQUIREMENTS GOVERNING THE RESPONSIBILITY OF BROADCAST LICENSEES TO FURNISH REPLY TIME WHERE THE STATION HAS EDITORIALIZED CONCERNING A POLITICAL ELECTION OR HAS CARRIED A PERSONAL ATTACK AS PART OF A DISCUSSION OF A CONTROVERSIAL ISSUE OF PUBLIC IMPORTANCE. ON JUNE 9, 1969, THE SUPREME COURT SUSTAINED THE VALIDITY OF THESE RULES IN DECIDING UNITED STATES V. RADIO TELEVISION NEWS DIRECTORS ASSOCIATION...

IF, IN YOUR VIEW, THE ABOVE RULE COULD BE INVOLVED IN RELATION TO MATERIAL YOU USE, WE ASK YOUR COOPERATION IN THE FORM OF A PHONE CALL OR NOTE CALLING OUR ATTENTION TO IT. THE PROGRAM DIRECTOR CAN LISTEN TO THE TAPE AND TAKE WHATEVER ACTION IS NECESSARY TO KEEP US WITHIN THE FCC REGULATION.

"EQUAL TIME" REGULATIONS

Equal Time applies to political candidates. The Fairness Doctrine does not require "equal" time, but reasonable opportunity and balance.

The Federal Election Campaign Act became law effective April 7, 1972. Section 312 of the Communications Act is amended by adding to the grounds for which the Commission can revoke a station license the "willful or repeated failure to allow reasonable access to or to permit purchase of reasonable amounts of time for the use of a broadcasting station by a legally qualified candidate for Federal elective office on behalf of his candidacy."

Note that this applies only to Federal office. In a memo dated February 9, 1972, our FCC attorney, Harry M. Plotkin, states, "State or local elections are not covered by this section. The new amendment is a specific Congressional declaration that broadcast stations are required to make their facilities available for federal electioneering purposes. The statute does not require that the facilities be made available free of charge. The licensee retains discretion in this area."

BASIC ELECTION LAW

(from THE COMMUNICATIONS ACT OF 1934, revised to December, 1964 plus the 1972 Federal Election Campaign Act)

FACILITIES FOR CANDIDATES FOR PUBLIC OFFICE

"Sec. 315.

(a) If any licensee shall permit any person who is a legally qualified candidate for any public office to use a broadcasting station, he shall afford equal opportunities to all other such candidates for that office in the use of such broadcasting station: Provided, That such licensee shall have no power of censorship over the material broadcast under the provisions of this section. No obligation is imposed upon any licensee to allow the use of its station by any such candidate. Appearance by a legally qualified candidate on any--

- (1) bona fide newscast,
- (2) bona fide news interview,
- (3) bona fide news documentary (if the appearance of the candidate is incidental to the presentation of the subject or subjects covered by the news documentary), or
- (4) on-the-spot coverage of bona fide news events (including but not limited to political conventions and activities incidental thereto), shall not be deemed to be use of a broadcasting station within the meaning of this subsection. Nothing in the foregoing sentence shall be construed as relieving broadcasters, in connection with the presentation of newscasts, news interviews, news documentaries, and on-the-spot coverage of news events, from the obligation imposed upon them under this chapter to operate in the public interest and to afford reasonable opportunity for the discussion of conflicting views on issues of public importance."

(b) -----re charges-----applicable to commercial stations-----revised in the Federal Election Campaign Act, effective April 7, 1972-----

"(c) The Commission shall prescribe appropriate rules and regulations to carry out the provisions of this section."

PERSONAL ATTACK

The following is taken from the FCC RULES AND REGULATIONS, Subpart C, Non-Commercial Educational FM Broadcast Stations.

NOTE: The statement on Personal Attack is identical in the sections of the Rules under Standard (commercial AM), the Educational FM and the TV sections. However, the part about editorials does not apply to Educational FM since they may not editorialize without jeopardizing their educational radio status (with IRS and thence with the FCC).

"Paragraph 73.598 Personal Attacks; Political Editorials.

"(a) When, during the presentation of views on a controversial issue of public importance, an attack is made upon the honesty, character, integrity or like personal qualities of an identified person or group, the licensee shall, within a reasonable time and in no event later than 1 week after the attack, transmit to the person or group attacked (1) notification of the date, time and identification of the broadcast; (2) a script or tape (or an accurate summary if a script or tape is not available) of the attack; and (3) an offer of a reasonable opportunity to respond over the licensee's facilities.

"(b) The provisions of paragraph (a) of this section shall be inapplicable (i) to attacks on foreign groups or foreign public figures; (ii) where personal attacks are made by legally qualified candidates, their authorized spokesmen, or those associated with them in the campaign, on other such candidates, their authorized spokesmen, or persons associated with the candidates in the campaign; and (iii) to bona fide newscasts or on-the-spot coverage of a bona fide news event (but the provisions shall be applicable to any editorial or similar commentary included in such newscasts or on-the-spot coverage of news events).

"Note: The fairness doctrine is applicable to situations coming within (iii), above, and, in a specific factual situation, may be applicable in the general area of political broadcasts (ii), above. See, Section 315 (a) of the Communications Act 47 U.S.C. 315 (a); Public Notice: Applicability of the Fairness Doctrine in the Handling of Controversial Issues of Public Importance. 29 Fed Reg. 10415.

"(c) Where a licensee, in an editorial, (i) endorses or (ii) opposes a legally qualified candidate or candidates, the licensee shall, within 24 hours after the editorial, transmit to respectively (1) the other qualified candidate or candidates for the same office or (ii) the candidate opposed in the editorial (1) notification of the date and the time of the editorial; (2) a script or tape of the editorial; and (3) an offer of a reasonable opportunity for a candidate or a spokesman of the candidate to respond over the licensee's facilities: provided, however, That where such editorials are broadcast within 72 hours prior to the day of the election, the licensee shall comply with the provisions of this paragraph sufficiently far in advance of the broadcast to enable the candidate or candidates to have a reasonable opportunity to prepare a response and to present it in a timely fashion."

Quoted from Volume III of the Rules and Regulations, March 1968

PUBLIC SERVICE ANNOUNCEMENTS - DEFINITION:

IT IS DIFFICULT TO SAY EXACTLY WHERE PUBLIC INTEREST ANNOUNCEMENTS END AND ADVERTISING BEGINS. THE FOLLOWING GUIDELINES ARE SUGGESTED. IT IS PERMISSABLE FOR YOU TO MENTION ON THE AIR THE FACT THAT A PERFORMING ARTIST IS IN TOWN. IT WOULD BE BEST TO RESTRICT SUCH MENTIONS TO 1) FORMAL "BULLETIN BOARD" TYPE SITUATIONS WHERE YOU MAKE A NUMBER OF ANNOUNCEMENTS AT ONE TIME ABOUT COMMUNITY EVENTS, AND 2) DISK JOCKEY "PATTER" SITUATIONS WHERE THERE IS A REASON FOR MENTION OF THE PERFORMANCE SUCH AS THE FACT THAT A RECORD BY THE ARTIST INVOLVED WAS JUST PLAYED. ANNOUNCEMENTS SHOULD BE LIMITED TO THE NAME OF THE PERFORMER(S), DATE AND TIME OF PERFORMANCE AND PLACE OF PERFORMANCE. GIVING TICKET PRICES IS GOING TOO FAR AND SHOULD BE AVOIDED. MOREOVER YOU SHOULD ALSO AVOID ANNOUNCING WHERE TICKETS ARE AVAILABLE, ESPECIALLY WHERE THE TICKET LOCATION IS DIFFERENT FROM THE PERFORMING LOCATION. FOR EXAMPLE, IF TICKETS ARE AVAILABLE AT SEARS STORES, TICKETRON LOCATIONS, ETC., THIS SHOULD NOT BE MENTIONED, SINCE IT IS PROMOTING THE ENTERPRISE WHICH IS ACTING AS A TICKET SELLING LOCATION FOR PROFIT. AS TO MENTIONING THAT TICKETS ARE AVAILABLE AT THE PLACE OF PERFORMANCE, THIS SHOULD BE UNNECESSARY, AS ANNOUNCING THE PLACE OF PERFORMANCE CARRIES WITH IT THE MEANING THAT YOU CAN CONTACT THAT PLACE FOR TICKETS.

WHERE A PERFORMANCE IS BEING GIVEN FOR CHARITABLE OR PHILANTHROPIC PURPOSE, WITH NO PROFIT INVOLVED, THE ABOVE RESTRICTION WOULD NOT APPLY. YOU CAN ANNOUNCE THE PLACE WHERE TICKETS ARE AVAILABLE AND THE PRICE OF THE TICKETS, HOWEVER, YOU SHOULD ALSO ANNOUNCE THAT THE PROCEEDS ARE GOING TO CHARITY AND SHOULD NAME THE CHARITY IN THE ANNOUNCEMENTS. THE FOREGOING ADVICE REMAINS APPLICABLE EVEN IF THE CHARITY IS PAYING THE PERFORMER FOR THE PERFORMANCE. AT KPOO, FOR THE ABOVE REASON, NO PRICES WILL BE MENTIONED AT ALL. ADDITIONALLY, NEITHER THE STATION NOR PEOPLE WHO WORK FOR IT MAY ACCEPT ANY COMPENSATION WHATSOEVER FOR MAKING ANNOUNCEMENTS, AND PUBLIC SERVICE ANNOUNCEMENTS MUST BE WORDED IN SUCH A WAY THAT IS CLEAR THAT KPOO IS NOT SPONSORING THE EVENT AND DOES NOT ADVOCATE THAT PEOPLE ATTEND.

1. CHECK YOUR PSA'S BEFORE READING TO BE SURE ALL REFERENCES TO COST OR PRICE ARE DELETED.
2. ARRANGE PSA'S WHILE RECORDS ARE PLAYING TO AVOID RATTLING PAGES OVER THE AIR.
3. BE SURE ALL ESSENTIAL FACTS ARE THERE AND IN ORDER BEFORE READING PSA'S.
4. 30-60 SECOND PSA'S HOLD INTEREST BETTER. DON'T BOG DOWN PROGRAMMING. IF YOU PLAN AHEAD, YOU CAN SAY EVERYTHING.
5. DON'T BE CONTENT TO READ JUST ANYTHING. GO OUT AND FIND EVENTS AND SERVICES OF INTEREST TO YOUR COMMUNITY AND LISTENERS TO TALK ABOUT.
6. BE SURE TO LEAVE YOUR NEW PSA'S IN THE FOLDER SO THEY CAN BE RECYCLED AND WE ALL HEAR THEM.
7. INFORMATION ON UPCOMING EVENTS SHOULD BE LEFT IN THE NEWSBOX SO THE NEWS PEOPLE CAN COVER THEM.

HOW TO DO MINITHONS OVER KPOO FM:

A MINITHON IS A SHORT INTENSE, PERSUASIVE TALK TO THE LISTENERS FOR SUPPORT MONEY TO KEEP KPOO ALIVE. IT CAN BE DONE BY ONE PERSON AS "STRAIGHT TALK" OR BY TWO OR MORE PERSONS TALKING WITH EACH OTHER TO THE AUDIENCE. THIS PLUG FOR FINANCIAL SUPPORT SHOULD BE AT LEAST FIVE (5) MINUTES AND NO MORE THAN FIFTEEN (15) MINUTES LONG. THE MINITHON SHOULD COME AT THE MIDDLE OF YOUR SHOW. DURING THE FIRST HALF OF YOUR SHOW AND THE LAST HALF, YOU SHOULD REMIND YOUR LISTENERS THAT KPOO IS A NON-COMMERCIAL, LISTENER-SPONSORED

COMMUNITY-ORIENTED RADIO STATION THAT SURVIVES ON THEIR CONTRIBUTIONS, AND TO SEND ALL TAX DEDUCTIBLE DONATIONS TO P.O. BOX, ETC.. A SHORT INFORMATIVE REMINDER SPREAD THROUGHOUT THE PROGRAM, BUILDING UP TO THE MINITHON IN THE MIDDLE.

THESE PLUGS MUST BE HONEST, CREATIVE, SINCERE, DIRECT AND NATURALLY CARRIED OUT IF YOU EXPECT ANY RESULTS. HERE ARE SOME OF THE MAIN INGREDIENTS FOR A GOOD RESPONSE:

1. EXPLAIN FIRST THAT KPOO IS THE ONLY COMMUNITY ORIENTED, LISTENER SPONSORED RADIO STATION IN S.F. AND ONE OF THE FEW IN THE BAY AREA WITH AS MUCH CULTURAL DIVERSITY AND PARTICIPATION. USE YOUR OWN SHOW AS THE FIRST EXAMPLE AND TELL THEM ABOUT YOUR WORK AT THE STATION.
2. MENTION OTHER PROGRAMS, SHOWING THE WIDE RANGE OF PROGRAMMING. EXAMPLES: THE BEST OF LATIN MUSIC AND THE ONLY REGULAR THREE HOUR SOLID REGGAE MUSIC SPECIAL IN TOWN. IN FACT, KPOO CREATED THE REGGAE AND SALSA RENISSANCE IN THE BAY AREA. ALL THE OLDIES OF ROCK AND ROLL. GREAT BLACK MUSIC FROM RARE BLUES TO JAZZ. GOSPEL. COUNTRY AND WESTERN, BLUE GRASS AND AUTHENTIC NATIVE AMERICAN MUSIC. THIS DIVERSITY IS PRESENTED FOR THE LISTENER'S ENLIGHTENMENT AND CULTURAL APPRECIATION, NOT FOR COMMERCIAL PURPOSES. TELL THEM ABOUT THE PROGRAM GUIDE AND THE NAMES OF DIFFERENT SHOWS ON KPOO.
3. KPOO IS THE ONLY S.F. COMMUNITY STATION. NOW WHAT THAT MEANS IS THAT IF YOU ARE LIVING OR WORKING WITH ANY OF THE VARIOUS BAY AREA COMMUNITIES YOU NOW HAVE A MEANS OF DIRECT COMMUNICATIONS ACCESS. YOU CAN INFORM PEOPLE ABOUT PROJECTS AND PLANS YOU ARE CONCERNED ABOUT. THROUGH OUR PUBLIC AFFAIRS AND NEWS PROGRAMS WE TRY TO KEEP YOU INFORMED ABOUT COMMUNITY DEVELOPMENTS, CIVIC AFFAIRS, NATIONAL AND INTERNATIONAL NEWS. EXAMPLES: LIVE COVERAGE OF THE S.F. BOARD OF SUPERVISORS EVERY MONDAY AFTERNOON AT 2 PM DIRECT FROM CITY HALL, AND THE DAILY NEWSCAST AT 5:30 PM, PREPARED BY REPORTERS WHO ARE CONCERNED ABOUT THE SURVIVAL OF PEOPLE AND NOT BIG BUSINESS PROFITS. FOLLOWING THE NEWS IS THE COMMUNITY REPORTS WHICH FEATURES EACH DAY A DIFFERENT NEIGHBORHOOD ORGANIZATION EXPLAINING THE ISSUES AND SERVICES THEIR ORGANIZATION PROVIDES.
4. ANOTHER IMPORTANT SERVICE FROM KPOO IS THE PUBLIC SERVICE ANNOUNCEMENTS. THE LISTENER CAN CALL IN AN ANNOUNCEMENT ABOUT AN UPCOMING EVENT OVER THE PHONE RATHER THAN HAVING TO SEND THEM TWO WEEKS IN ADVANCE.

FOR ALL THIS, TELL THE LISTENER, MAKING HIM OR HER KNOW THAT THEY SHOULD SUPPORT US, FINANCIALLY, MATERIALLY, MORALLY.

DON'TS

1. DON'T SOUND LIKE "WE REALLY DON'T DESERVE IT, BUT IF YOU COULD MANAGE IT" OR "WE HATE TO ASK YOU FOR MONEY BUT" OR "ALL YOU RICHIES OUT THERE" ETC..
2. DON'T TALK DOWN TO THE AUDIENCE, REMEMBER THAT YOU ARE CONSTANTLY ON DISPLAY.
3. DON'T SAY THE PLACE IS FALLING APART SO PLEASE HELP.
4. DON'T STOP IN THE MIDDLE OF A PLUG TO DO SOMETHING ELSE AND THEN SAY I'LL BE RIGHT BACK TO FINISH THIS MONEY PITCH.

THANK PRESENT SUBSCRIBERS

WE WOULD LIKE TO THANK THE PEOPLE WHO HAVE ALREADY SUBSCRIBED TO KPOO, SHOWING THEIR APPRECIATION AND SUPPORT FOR OUR EFFORTS. THEY HAVE BEEN OUR BACKBONE IN KEEPING KPOO RUNNING AND WE WANT TO THANK THEM...BUT THEY CANNOT SUPPORT US ALL BY THEMSELVES, WE CONSTANTLY NEED MORE DIRECT SUPPORT FROM EVERYBODY. IF YOU HAVE HEARD ANYTHING ON OUR AIR THAT HAS HELPED YOU MAKE IT THROUGH THESE TIMES, NOW IS THE TIME FOR YOU TO SHOW YOUR

SUPPORT IN RETURN. IN RETURN SUBSCRIBE NOW TO KPOO, OUR RATES ARE, ETC.. YOU SHOULD MENTION AT APPROPRIATE TIMES SOME OF THE MANY PEOPLE WE HAVE HAD ON KPOO THUS FAR. A LIST FOLLOWS ON THE OTHER PAGE. TELL THE AUDIENCE THAT TO KEEP KPOO RUNNING LIKE A FINELY TUNED INSTRUMENT WE NEED MANY LARGE AND SMALL ITEMS FROM MICROPHONES, TURNTABLES, TAPE RECORDERS TO SPLICING TAPE, RAZOR BLADES, LIGHT BLUBS...ALL THE NITTY GRITTY, NUTS AND BOLTS TO KEEP THE KIND OF DIVERSE PROGRAMMING WE HAVE BEEN BRINGING YOU FOR OVER TWO YEARS. NOW THAT THE STATION IS LECALLY IN THE HANDS OF COMMITTED COMMUNITY REPRESENTATIVES, IT'S ON YOU TO MAINTAIN THIS OPEN MEDIUM. PLEDGE NOW A YEAR SUBSCRIPTION OR SEND US A DONATION IF YOU ARE ALREADY A SUBSCRIBER.

SUMMATION

1. TALK ABOUT THE KIND OF STATION KPOO IS AND HOW WE OPERATE.
2. TALK ABOUT OUR ACCESS AND ACCOMPLISHMENTS.
3. TALK ABOUT THE WIDE RANGE OF SHOWS WE HAVE. OFFER THE PROGRAM GUIDE.
4. TALK ABOUT THE HUMAN EFFORTS PEOPLE ARE MAKING OUT OF CONCERN FOR OUR MUTUAL COMMUNITY NEEDS.
5. TALK ABOUT THE EXPENSIVE EQUIPMENT WE HAVE TO BUY AND MAINTAIN TO BRING YOU THIS COMMUNITY VOICE AND ALL OF THE VOLUNTEER TIME, FRUSTRATION AND JOY IT TAKES TO KEEP KPOO HAPPENING!!
6. BECAUSE OF THIS PACKAGE---WILL YOU ACTIVELY SUPPORT US. "JOIN US NOW IN A GROWING LOVE AFFAIR, IN BUILDING THIS HUMAN CHAIN OF COMMUNICATION, TRANSMITTING LOVE, FAITH AND UNDERSTANDING, CAUSE WE'RE GOING TO STRETCH IT THROUGHOUT THE BAY AREA. IT'S TIME FOR YOU TO TAKE HOLD AND BECOME AN ACTIVE PART OF THIS SOUND SYSTEM SO WE CAN BETTER UNDERSTAND EACH OTHER. TAKE OUT A SUBSCRIPTION NOW TO KPOO COMMUNITY RADIO P.O. BOX 11008 OR CALL 864-7474 RIGHT NOW".

HAVE SOMEONE WHO IS FAMILIAR WITH FILLING OUT THE PLEDGE FORM ANSWERING THE PHONE AND IF THE PERSON SUBSCRIBING IS WILLING TO HAVE THEIR NAME MENTIONED, BE SURE TO THANK THE PERSON ON THE AIR RIGHT AWAY.

KNOW THE SUBSCRIPTION RATES

\$25.00 FOR EMPLOYED PERSONS.

\$15.00 FOR STUDENTS AND UNEMPLOYED.

T-SHIRTS FREE WITH \$25.00 SUBSCRIPTION.

THIS PAPER IS ONLY A GUIDE LINE---DEVELOP YOUR OWN STYLE.

PREMIUMS:

WHEN ANYONE RECEIVED A GIFT FOR THE STATION, WHICH CAN BE USED FOR A SUBSCRIPTION PREMIUM, ALSO HAVING PROMOTIONAL VALUE, FOR INSTANCE DANCE TICKETS, BOOKS, ETC. EXTREME CARE SHOULD BE TAKEN IN ACCEPTING THESE GIFTS AND EVEN MORE CARE IN THE WAY THEY ARE GIVEN OUT OVER THE AIR. THE PROCEDURE FOR RECEIVING PREMIUMS SHALL BE AS FOLLOWS:

1. ALL PREMIUMS MUST BE TURNED OVER TO THE OFFICER OF THE DAY.
2. THE OFFICER WILL THEN PLACE THEM IN THE PREMIUM BOX, IN THE LOCKED CABINET UPSTAIRS.

3. THE PREMIUMS WILL THEN BE PLACED ON A LIST, WHICH WILL CONTAIN OTHER PREMIUMS, WHICH ARE AVAILABLE. IF A PROGRAMMER RECEIVES A PLEDGE FOR A PREMIUM, HE MUST NOTE IT ON THE PLEDGE CARD AND PREMIUM LIST, AND INFORM THE CALLER HE HAS 3 DAYS TO PICK UP HIS/HER PREMIUM.

THIS LIST MUST BE KEPT UP TO DATE.

4. A PREMIUM WILL BE GIVEN WITH EACH REGULAR SUBSCRIPTION PLEDGE OF \$20.00. THIS IS THE RULE, BUT BE CREATIVE AND CONSIDERATE, IF THE EVENT IS COMING SOON; DO WHATEVER IS EFFECTIVE TO DISTRIBUTE THE PREMIUMS AMON THE PEOPLE AND AIDE KPOO IN STAYING ON THE AIR FINANCIALLY.

REMEMBER WE ARE A NON-COMMERCIAL STATION, DO NOT USE THE PREMIUMS FOR AN EXTENSIVE ANNOUNCEMENT ABOUT AN EVENT THAT IS OBVIOUSLY COMMERCIAL.

EQUIPMENT:

WE HAVE A VERY LIMITED AMOUNT OF EQUIPMENT, AND REPAIR COST IS VERY HIGH. THEREFORE ANYONE BORROWING EQUIPMENT FROM THE STATION IS TOTALLY RESPONSIBLE FOR ITS WORKING CONDITION. YOU SHOULD CHECK THE QUIPMENT OVER BEFORE YOU TAKE IT OUT OF THE STATION, BECAUSE IT WILL BE CHECKED WHEN YOU RETURN IT. ALL DAMAGE TO THE EQUIPMENT WILL HAVE TO BE PAID FOR BY YOU---THE PERSON WHO BORROWED IT.

REMOTE BROADCASTING:

ALL EXPENSES FOR A REMOTE BROADCAST MUST BE PAID FOR BY THE PERSON OR ORGANIZATION ORIGINATING THE BROADCAST. TWO LICENSED ENGINEERS ARE REQUIRED FOR SUCH A BROADCAST ONE LOCATED AT THE REMOTE SITE AND ONE AT THE STATION. THE PROGRAM PRODUCER IS RESPONSIBLE FOR SECURING THESE ENGINEERS. BECAUSE REMOTES ARE GENERALLY SPECIAL FEATURES, REGULAR SUBSCRIPTION PLUGS MUST BE MADE DURING THE BROADCAST.

REPRESENTING THE STATION:

ANY TIME YOU ARE OUT ON THE STREET INTERVIEWING, COVERING NEWS, COLLECTING INFORMATION OR ATTENDING MEETINGS -- YOU ARE REPRESENTING KPOO. IT IS IMPORTANT THAT YOU REPRESENT THE STATION IN THE MOST POSITIVE MANNER POSSIBLE. WHEN PEOPLE LOOK AT YOU, RIGHT THEN THEY DECIDE WHAT KPOO IS ALL ABOUT. ONE OF THE THINGS WE ARE ABOUT IS ESTABLISHING CREDIBILITY -- AND APPEARANCE IS A MIGHTY TOOL IN DEALING WITH THE MEDIA AND THE COMMUNITY.

DOING MEDIA WORK IMPLIES BEING LOOKED AT -- YOU ARE NOT HIDDEN BEHIND YOUR CASSETTE! YOUR APPEARANCE IS OFTEN THE CRUCIAL FACTOR IN THE WAY YOU ARE RECEIVED (I.E., THE AMOUNT OF TIME YOU ARE GIVEN, THE KIND OF INFORMATION YOU ARE GIVEN, AND WHETHER KPOO WILL BE ACCEPTED AS A LEGITIMATE MEDIA OUTLET). IT IS VITAL THAT OUR CONTACT AND ASSOCIATION WITH OTHER MEDIA PEOPLE RESULTS IN A GOOD WORKING RELATIONSHIP. THIS MEANS BEING NEAT AND CLEAN, AND GIVING AN APPEARANCE OF EFFICIENCY. REMEMBER, DEODERANT, SOAP, AND A COMB ARE TOOLS JUST LIKE A MICROPHONE.)

GRIEVANCE COMMITTEE

WHEN A PROBLEM ARISES THE GENERAL MANAGER WILL ATTEMPT TO SETTLE THE DISPUTE BUT IF IT CANNOT BE RESOLVED AN AD HOC COMMITTEE WILL BE ASSEMBLED. THE COMMITTEE WILL CONSIST OF THE GENERAL AND OPERATIONS MANAGERS, THE NEWS DIRECTOR AND TWO PROGRAMMERS SELECTED AT LARGE. THIS BODY WILL DISCUSS THE PROBLEM AND COME TO A SOLUTION.

PROGRAM CANCELLATION:

NEW PROGRAMS WILL BE GIVEN A THREE MONTH PROBATIONARY PERIOD DURING WHICH TIME A QUALITY PROGRAM SHOULD BE PRODUCED, AN AUDIENCE BUILT AND SUBSCRIPTIONS SOLD. ANYBODY CAN PLAY RECORDS. PROGRAMS WILL BE CANCELLED IF THE FOLLOWING VIOLATIONS OCCUR.

1. VIOLATIONS OF FCC RULES AND REGULATIONS.
2. VIOLATION OF STATION POLICY.
3. UNAUTHORIZED OBSCENITY.
4. SLANDER -- UNNECESSARY PERSONNEL ATTACKS.
5. DESTRUCTION OF PROPERTY.

DISASSOCIATION:

BECAUSE KPOO IS PRESENTLY THE ONLY COMMUNITY OWNED RADIO STATION IT IS OF UTMOST IMPORTANCE THAT ITS COMMITMENT TO OPEN ACCESS BE PRESERVED. IN ORDER TO ASSURE THIS AS WELL AS ASSURING COMPLIANCE WITH FCC RULES AND REGULATIONS, NEGATIVE OR DESTRUCTIVE ELEMENTS CANNOT BE ALLOWED TO JEOPARDIZE THE STATION THROUGH LICENSE LOSS OR INTERNAL DISORDER. THEREFORE, A PROCEDURE FOR DISASSOCIATION HAS BEEN ESTABLISHED.

1. IF THERE IS A QUESTION OR COMPLAINT ABOUT ANY PERSON OR ORGANIZATION CONCERNING VIOLATIONS OF FCC RULES AND REGULATIONS OR STATION POLICY, A WRITTEN STATEMENT CONTAINING ALL THE FACTS SHOULD BE PRESENTED TO THE GENERAL MANAGER.
2. A PERSON OR ORGANIZATION CAN BE ASKED TO DISASSOCIATE FOR THE FOLLOWING REASONS:
 - A. DISREGARD OF PROGRAMMING POLICY.
 - B. UNAUTHORIZED INDIVIDUAL ACTIONS INVOLVING THE NAME OF THE STATION WHICH JEOPARDIZES THE OPERATION OF THE STATION.
 - C. POOR WORK ATTITUDES OR INABILITY TO WORK WITH OTHERS.
 - D. STEALING OR SABOTAGE.
 - E. UNAUTHORIZED EXPENSES CHARGED AGAINST THE STATION.
 - F. SEXISM OR RACISM.
3. LIVE PROGRAMS REQUIRE DISCLAIMER BE ISSUED AT THE BEGINNING AND THE CONCLUSION OF THE BROADCAST.

THE ABOVE IS MANDATORY AND FAILURE TO OBSERVE THE PROPER PROCEDURE CONSTITUTES GROUNDS FOR DISASSOCIATION. (REMEMBER, DEODERANT, SOAP, AND A COMB ARE TOOLS JUST LIKE A MICROPHONE.)

THE GENERAL MEETINGS ARE ~~THE FIRST SUNDAY OF EVERY MONTH~~ AT 11:00 am. YOU MUST ATTEND THESE MEETINGS IF YOU WANT TO BE A PART OF KPOO.

KPOO CREDENTIALS:

A PERSON WILL BE GIVEN AN ASSOCIATION CARD AFTER TWO MONTHS OF SUCCESSFUL INVOLVEMENT WITH THE STATION. YOU CAN GET THIS CARD FROM YOUR OFFICERS.

A PRESS CARD WILL BE GIVEN OUT ONLY TO PEOPLE DIRECTLY INVOLVED IN CONSISTANT NEWS GATHERING OR PRODUCTIVE ENTERTAINMENT BUSINESS.