Kutztown University Radio

KUR – KUTZTOWN, PA
Quick Background of KUR

- Small carrier-current station from 1960s thru 1990s.
- Fell into disarray and off-the-air late 1990s.
- Small group of passionate students & staff convinced administration to rebuild station.
- The “key” component was creation of paid management position.
- Station was rebuilt and restarted in 2004 – 05.
Key Points

- Transferring from an informal “club” with faculty “advisor” to the creation of a “management/director’s” position with the sub-duties of “advisor.”

- Addressing that the station is “student-operated” and not “student-run.”

- Establishing a functioning structure between the “club” side of the station and the “business” side.

- Establishing a functional training program beyond the “press this or that button” approach.
“Club” & “Business”

“Club” Side (“Elected” Positions)
- President
- Vice-President
- Treasurer
- Secretary
- I act as “Advisor”

“Business” Side (“Appointed” Positions)
- Program Director(s)
- Music Director(s)
- Production Director(s)
- Social Media Director(s)
- I act as “Manager/Director”
Establishing Functional Training

- Theory
- Indecency/Obscenity/Profanity/Sensitivity
- Hands-on
- Shadowing
- Airchecking
Results

- Respect by the University & Community
- Good numbers in 35+ countries
- Awards
- Resume Builder/Learning Experience for Students
- Academic Component to Classes & Departments