



# 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

# Summary



[HTTP://WWW.KUTZTOWN.EDU/KUR](http://www.kutztown.edu/kur)

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