



Broadcast/Podcast Club: Program Guidelines

Welcome to the KSJE Broadcast/Podcast Group! We are glad you're here and whether it's music or talk, we want to help you create some great content!

Even though Broadcasts and Podcasts can be very different, they can also be similar. We will default to broadcast rules so podcast programs may be aired on KSJE radio.

The #1 Cardinal Rule – Do not, We repeat, **DO NOT** use any of the 7 Deadly Words on the air either in your announcing or in your music. All songs must be “radio edits” and free of explicit and vulgar language. We have a **ZERO TOLERANCE** policy when it comes to foul language as we CAN and WILL get fined by the FCC if we broadcast explicit language.

#2 – Remember that you are representing San Juan College and its ideals when you are on the air. What does this mean? Well, it means that we are a neutral voice for the community that is here to promote culture and the arts. We can't have **overtly** political, religious, or ideological speech going out over the airwaves. Talk programs can present alternative points of view, but guests should be able to back up their positions with good, credible sources. Perhaps plan a follow up program with a different point of view.

#3 – We are required by law to give our call letters (KSJE) and city of license (Farmington, New Mexico) at least once an hour with preference for the beginning and ending of shows... therefore, you must ID the station (and yourself) at least once, but it's better if you can work it in more than once. Basically, give our call letters at least once at the beginning/ending and more if you can work it in.

#4 – If you are booked at a certain time to pre-record/produce your show, DO NOT FLAKE. We will try to be as flexible with scheduling as possible, but we have limited studio space and time, both being precious commodities. Hosting/producing a show takes commitment... if you're not ready to put in the hours and effort required, don't waste the time (both ours and yours).

#4 – We are NOT a Top 40/AAA radio station that programs their playlist at corporate. If you want to produce a show, you WILL love your music and program it with due care and diligence. That means hand selecting your songs based on whatever process you choose... SO LONG AS THERE'S A PROCESS. We don't want random, unconnected tracks from completely different genres mashing together haphazardly.

#5 – If you are scheduled to produce a show in a specific genre (World, Electronic, Bluegrass, Alt Rock, Metal), then do your best to stay within the reach of that genre. Yes, there are crossover hits, but if the show calls for Modern Rock, lean more towards OK Go and stay away from 80's era Metallica. Know your genre, don't become generic.

#6 – We are a College Radio station... traditionally, that means we want to expose our listeners to a wide variety of tunes, not just what's hot. There are thousands of great artists out there you probably have never heard of because corporate radio hasn't deemed them sellable. Expand your horizons.

#7 – Make sure you own all of the music in your program. KSJE does have royalty agreements to play a wide variety of music on the radio, but the music must be owned by us, or our show hosts.

#8 – Above all: If you have a question, don't hesitate to ask! We are here to help!