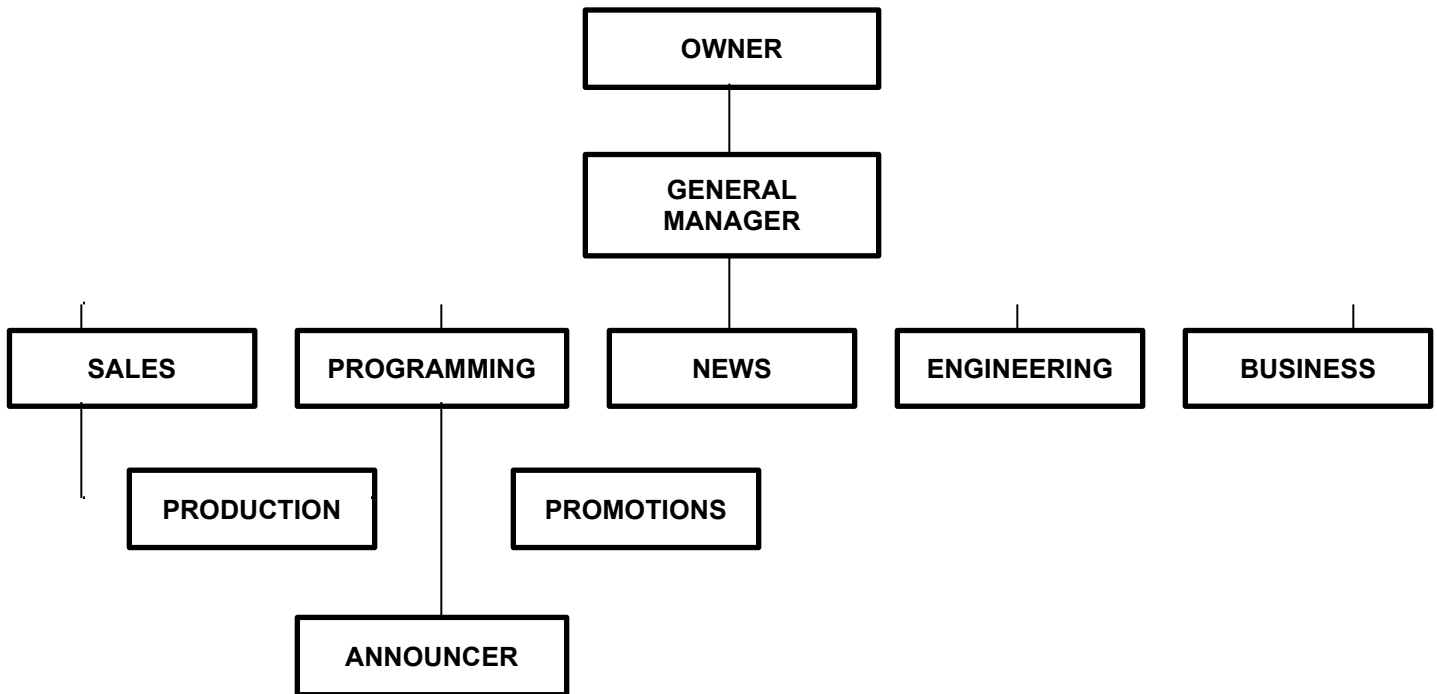




RADIO BROADCASTING CLASS

Organizational Structure & Formats

ORGANIZATIONAL STRUCTURE OF A RADIO STATION:



RADIO STATION POSITIONS:

- 1. Owner (Licensee):** license holder who has the ultimate obligation to ensure the radio station serves the local community and adheres to FCC rules and regulations.
- 2. General Manager:** oversees all radio station departments and has the power to hire, fire, and promote employees; responsible for the overall operation of the radio station as a media outlet and organization.
- 3. Sales Manager (Development Director):** responsible for a station's fundraising and selling of advertising.
- 4. Program Director:** responsible for all material broadcast, on-air staff, and the station's on-air identity.
- 5. News Director:** plans, prepares, and presents a station's news.
- 6. Engineer:** oversees the technical operation of the station and maintains the broadcast equipment.
- 7. Business Manager:** administers financial operations and maintains financial records including purchasing, accounts receivable, and payroll.
- 8. Production Director:** responsible for the creation of recorded elements including advertising, imaging, and public service announcements.
- 9. Promotions Director:** works with the Program Director to develop and execute on-air promotions and station events.
- 10. Announcer (Talent, Personality, D.J., etc.):** voice actor who performs live breaks/elements on-the-air in compliance with FCC rules & regulations and station policy.

FORMAT (Programming Format): describes the overall content broadcast on a radio station targeted toward a specific demographic.

FORMAT Specialty Format	DESCRIPTION	ALBUQUERQUE EXAMPLE	TARGET AUDIENCE
Adult Contemporary (AC) Soft AC, Modern AC, Hot AC	Soft rock and ballad-heavy pop hits with broad appeal.	KMGA 99.5 FM KPEK 100.3 FM KKRG 105.1 FM	Women 25-54
Adult Hits	Mix of Rock, Pop, AC, and Oldies hits from the 1970's through 2000's.	KDRF 103.3 FM	Persons 25-54
Album Oriented Rock (AOR) Alternative, Modern Rock, Classic, Mainstream	Rock music by current headliners.	KTEG 104.1 FM KZRR 94.1 FM KLOT 102.5 FM KTBL 94.5 FM	Men 18-49
Block Format	Diverse mix of news, information, music, and entertainment. Often utilized by public (noncommercial) stations.	KANW 89.1 FM KUNM 89.9 FM	Persons 25-54
Christian Rock, Contemporary, Urban Gospel	Pop, rock, and urban religious music.	KLYT 88.3 FM KQLV 90.7 FM	Persons 25-54
Classical	Classical, symphonic, Broadway show music.	KHFM 95.5 FM	Persons 35-54
Contemporary Hit Radio (Top 40) Pop, Rhythmic	Current popular music determined by Top 40 music charts with minimal news and is very promotion / contest-oriented.	KOBQ 93.3 FM KKSS 97.3 FM KJFA 102.9 FM (SP)	Persons 18-25
Country New, Mainstream, Classic	Wide-ranging playlists of current and past country music.	KRST 92.3 FM KBQI 107.9 FM KBQI-HD2 98.1 FM	Persons 18-54
Jazz	Ranges from Dixieland to sophisticated current jazz and New Age.	KUNM 89.9 FM	Persons 35-54
News / Talk	News with discussions about topical issues and public affairs with listener participation commonly included.	KKOB 770 AM KKOB 96.3 FM KIVA 1600 AM	Persons 35+
Oldies / Classic Hits	Popular rock and Motown hits from the 1950's, 1960's, 1970's, and 1980's.	KABG 98.5 FM KDSK 92.7 FM KOAZ 103.7 FM KNMM 1150 AM	Persons 35+
Regional Mexican	Banda, Ranchera, Conjunto, Mariachi, and Norteño music targeting Hispanic audiences.	KLVO 97.7 FM KRZY 105.9 FM KXOT 106.3 FM	Persons 25-54
Religious	Religious programming that includes teaching/sermons with music secondary.	KFLQ 91.5 FM KVCN 106.7 FM KKIM 1000 AM	Persons 35+
Spanish	Music, news and/or information in Spanish.	KRZY 1450 AM	Persons 25-54
Sports Talk	Discussion of and broadcast of sporting events (play-by-play).	KQTM 101.7 FM KNML 610 AM KNML 95.9 FM	Men 25-54
Urban Contemporary, AC, Oldies	Rap, hip-hop, soul, and R&B targeting African American and Hispanic audiences.	KABQ 95.1 FM KRKE 101.3 FM KZRR-HD2 100.9 FM KMGG 99.9 LPFM	Persons 18-49