

# KLC Practicum Policy & Information

KLC Studios, Lewis & Clark College's student run radio station provides interested students with the opportunity to learn from a hands on perspective about the inner workings of college radio and the music industry. Experience at KLC provides a wonderful introduction to the music industry, and KLC alumni have gone on to work at various promotion companies, record labels, and radio stations. In the interest of rewarding deserving students, KLC offers practicum credit to its staff. There are two levels of credit—board credit and staff credit. Board members can earn up to two credits per term, while staff members are limited to just one credit.

## **Board Credit**

Board credit is available only to members of the KLC Board of Directors. The board comprises roughly a dozen dedicated students that oversee the daily operations of KLC. Directors are eligible for 2 credits per term. To earn practicum credit, a director must fulfill his basic job requirements (as listed below) as well as undertake and make substantial progress on a project to significantly improve some aspect of the station. Three reports on the status of this project, along with the board member's other duties, will be prepared throughout the term. All three reports must be submitted to the KLC General Manager, as well as the KLC Faculty Adviser. The reports run as follows:

**Initial Report (2 Pages):** Due within the first three weeks of classes. The initial report should contain the board member's evaluation of his position, what role it plays in KLC, and what tasks he is currently responsible for. He should clearly define goals for his position, and note improvements he would like to make. Additionally, the board member must propose a project to be undertaken in addition to his standard duties—one that will have a significant positive impact on the station. He should detail a rough outline of the project, including estimates as to cost and time commitments, as well as the expected impact the project will have upon KLC.

**Mid-term report (3 Pages):** Due the seventh week of classes. The midterm report is a self-evaluation of the progress made towards the goals outlined in the initial report—for both the director's main duties, as well as his practicum project. Here, the director should detail what steps have been taking towards reaching those goals, as well as the obstacles that have been faced—and how they have been dealt with.

**Final report (4 Pages):** Due the fourteenth week of classes. This report should be a summation of all work done at KLC by the board member that given term. This should include a brief rundown of essential duties, as well as a final evaluation of progress made towards the goals set at the beginning of the term. The final status of the board member's practicum project should be explained, and it's results laid out. Additionally, this report should offer up suggestions for improving the efficiency of the given board position, as well as for building up the member's completed practicum project to further benefit the station.

## **Board Positions & Descriptions**

The descriptions below only provide a basic outline of the responsibilities of each board member. It is in no way exhaustive, but provides a guideline of what is expected. Each board member is required to hold four office hours weekly, during which he will be in the station, working on KLC tasks, and making himself available to field queries about the station. Music directors must have, at a minimum, one office hour prior to 1 PM, so that phone calls can be made to business on the east coast. In addition to office hours, KLC board members are encouraged to have shows as well. Shows are not mandatory, save for the music directors—whose shows should accurately reflect the new music in their individual genres. Please note that the four hours a week is only the minimum—directors often put in near twice that.

## **General Manager**

The general manager is responsible for all financial aspects of KLC, setting long-term goals and

planning strategies to reach these goals, overseeing all other board members, interacting with the Lewis & Clark College administration, and fielding general queries about the station. Additionally, he should work to foster a spirit of community among all members of KLC. The General Manager also handles disciplinary issues coming from non-radio members of KLC, and assists all other board members with their responsibilities as needed.

### **Programming Director**

The Programming Director selects and oversees the content that goes out over KLC Radio's online stream. This involves both setting up programs to monitor the quality of KLC's in-house shows, as well as searching out content for KLC to license and broadcast. The Programming Director creates the daily schedule, orients DJs on the basics of the broadcast studio and all KLC station policies.

### **Music Director – Core**

The Core Music Director first and foremost serves as a bridge between KLC and CMJ, the college radio charting network. She compiles KLC's charts for the Radio 200 category of CMJ, and works with various record labels and promotion companies to ensure that KLC is served with all the latest releases. In addition to maintaining contact with record labels that already serve KLC, she should actively search out new labels and promoters, to widen the selection of music owned by KLC.

### **Music Director – Genre Specific**

KLC currently has three genre-specific music directors, all of whom report to CMJ. These genres are World/Jazz, Hip Hop and Loud Rock. Each director compiles KLC's weekly charts for her given genre, and reports them to CMJ. Additionally, each director should work with various record labels and promotion companies to ensure that KLC is served with all the latest releases in her given genre. This involves both maintaining contact with the record labels KLC already receives releases from, and searching out new labels and promoters as well. Each director should also work with the Core music director to formulate strategies to promote all forms of new music to the KLC Community.

### **Music Director – Local**

The Local Music director is unlike the other four in that he does not report to CMJ. Instead, he works with local record labels and bands to ensure that KLC's library contains all the latest releases from Portland-based artists. He schedules in-studio interviews and performances with bands he deems exceptional, promoting awareness of them among the KLC Community. He works with bands to help them promote their shows and albums through KLC, thereby increasing awareness of KLC in the public eye, and the musical community of Portland.

### **Promotions Director**

The Promotions Director's main responsibility is to work with local venues and concert promoters to ensure that KLC has an ample supply of tickets to local events that can be given away on air. She must, as part of this task, devise, implement, and maintain a system by which DJs can sign up to give away tickets, and the names of the winners can be easily reported back to the various concert promoters. She is responsible also for creating special giveaway contests for larger concerts and events.

### **Advertising Director**

It is the job of the Advertising Director to promote the station as a whole. She coordinates promotional efforts for all major KLC events, assists DJs in publishing fliers for their individual shows, and works to create long-term ad campaigns for both on-campus and off-campus advertising. She is also responsible for any and all press releases distributed by the station.

### **Chief Engineer**

The chief engineer works to maintain the quality of all equipment owned by KLC in the broadcast and production studio. He should schedule regular checks on all the equipment, as well as

perform simple maintenance on any equipment found to be needing such. Additionally, the chief engineer trains DJs on how to use the production studio to pre-record content and host live performances on-air.

### **Recording Studio Manager**

The recording studio manager oversees all aspects of the KLC Recording Studio, located in the Plateau Student Art Center. He works with the KLC GM to determine the budgetary needs of the recording studio and the KLC Advertising Director to promote recording studio events and opportunities. Additionally, the Recording Studio manager is in charge of training students on the equipment, as well as helping student musical groups with their recording sessions.

### **Director of KLC News**

The KLC News Director is responsible for assembling a team to produce weekly broadcasts on a variety of issues. She should select topics relevant to both Lewis & Clark, and the world at large, and strive to provide diversified content to meet the news needs of all members of the Lewis & Clark community.

### **Circulation Manager**

The circulation manager holds final responsibility for any and all forms of media in the KLC library. The circulation manager works to keep KLC's catalog of this media continually updated, and free of errors. Additionally, the circulation manager should select releases to be 'purged' from the station, to free up storage for new albums. The circulation manager is also responsible for ensuring that KLC staff members understand all policy for the proper use of KLC's media.

### **Staff Credit**

For students not on the KLC Board of directors, practicum credit can still be awarded for the successful implementation and completion of a term-long project, similar in scope to those done by the board members. Given that general staff members do not need to undertake additional duties, the maximum amount of credit awarded is only 1 credit per term. Staff members should work with a specific KLC Director to formulate a project within a specific department of the station. The above list of board positions provides a rough overview of the departments within the station. Staff members are expected to put in a minimum of two hours a week, and write an initial, midterm, and final report on the status of their project, similar to those required of board members. To sign up for practicum credit, interested students must first fill out a KLC Volunteer Application form, then successfully propose a project to undertake, and have that approved by the KLC General Manager, an additional board member (who will supervise the project), and the KLC Faculty Adviser.

An additional way to earn staff credit is to write for KLC's semi-weekly publication, the Umbrella. Writers will be awarded 1 credit per term, working under the KLC advertising director. Instead of progress reports, writers will be required to submit a compilation of their written pieces for credit evaluation.

- 2 Album Reviews (100-200 words)
- 1 Band/Artist Interview (200-500 words)
- 2 Short band profiles. (100-200 words)
- 2 Concert Reviews (300-500 words)
- 1 Article about whatever as long as it in some way relates to music (300-500 words)
- 2 Reviews of KLC shows (100-200 words)

For the concert reviews and artist interview, the KLC Advertising director will assist writers in gaining access to bands and getting press tickets to shows, if the need should arise. Articles are due on a weekly basis—for the sake of having relevant material in each issue, please submit no more than two articles a week. The last week to submit an article is the week ending April 27<sup>th</sup>, 2007.