

KKRN Program Application Guide

How Programming Decisions Are Made

At KKRN major programming decisions are made by the Program Committee. Whether it involves deciding the fate of an individual program or redesigning the entire program schedule, making program decisions is a complicated affair. Take, for example, the case of a person applying for a program. Here are some of the questions that the Program Committee must consider, even for this relatively simple decision.

- Is the person qualified to do the program?
- Is the person asking for a time slot appropriate for the proposed program?
- Should the program replace an existing program, or should it wait until an opening in the schedule occurs?
- Is the program in line with the KKRN Mission Statement?
- Does KKRN already have enough programming of the type being proposed?

Program Proposal Evaluation Criteria

1. Each program must fit in with KKRN's mission.
2. Each program must serve a significant audience. Depending on the time of day, that can be either a narrow or a broad-based audience.
3. Each program must have acceptable production values. The programmer must show technical competence, acceptable voice and presentation skills and the ability to construct an interesting program that is good to listen to.
4. Each programmer must do volunteer work outside of producing his or her program. The programmer must attend some station meetings and additional training classes, and participate in pledge drives.

The Application Process

Here are tips on filling out a program application. The form can be downloaded from the KKRN website, KKRN.org.

Please answer every question on the application. Type your answers or print them neatly. Messy and illegible applications may not be considered.

- **Date:** Enter the date on which you're filling out the application.
- **Programmer information:** Name, address, phone number, email. The application has space for only one programmer. If there is more than one programmer involved with your program, list the other(s) on a separate sheet. If you are the principal person responsible for the program, you should be "Programmer 1."
- **Please comment on your willingness to volunteer time in addition to your show for KKRN.**
- **Describe any broadcast experience you have:** Describe any on-air experience you have. You need not be experienced.

- **Describe your show in detail:** Give a description of what you want to do. For a music show, describe the type of music. For a public affairs or spoken-word show, list sample topics, interview subjects and guests, and any outside program sources you would use.
- **List the time slot you feel the show would be the best in:** Keep in mind that you must be available at that time for a live show unless you plan to pre-record.
- **Title:** Include all possible show titles. The Program Committee will help make that decision.
- **Studio:** Will you want to use the main KKRN Studio in Round Mountain or our Redding Studio?
- **What special knowledge, experience or education do you have for this show? Why should we air this program?** Explain what is unique about your program. If KKRN does not do anything else like it, say so. If there are similar programs on the air already, tell why yours is different, and why it deserves to be on the air. This is where you convince the committee that you are the best possible person to do the program you are proposing. Mention things that make you especially qualified to do this program.
- **What access to relevant materials do you have?** This is another way the committee gets an idea of the particular expertise you bring to the program you want to do, so be as specific as possible. Describe the size of your record library or book collection or connections to local and national figures who could serve as program resources.
- **If you are proposing a public affairs or spoken word program, list people you would interview, etc.** The more thought you put into this detailed description, the better the Program Committee will be able to grasp your idea of the program.
- **If you are proposing a music show, make a sample list of artists/selections:** List specific recordings and cuts as well as listing the artists.
- **How does this program help fulfill KKRN's Mission:** Please read the KKRN Mission Statement and Guiding Principles and put thought into describing how your show will help fulfill this mission.
- **Do you see this show as a long term show, over one year?** Approved shows are not on the air forever. Do you see your show as being a long term show or something that might run its course in under a year?
- **Do you want to be considered for other openings (time slots?)** Let the committee know.

When you have finished your application, mail it in to the Program Director, Bobbi Tryon at our KKRN address: PO Box 188 Montgomery Creek, CA 96065. You can call her at 530-520-1593. You will be informed of the meeting date at which the Program Committee will consider your proposal. If you like, you can come to that meeting and make a short presentation of your idea and answer questions from the committee members. You will normally be notified of the committee's decision within 24 hours of when it is made.