

ALASKA PUBLIC MEDIA
3877 University Drive
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Title: Director of FM Programming & On-Air Promotions
Reports to: CEO/General Manager
FSLA Status: Exempt
Version: 1.2

The FM Programming & On-Air Promotions Director serves as radio programming leader of a broad-based public media organization that delivers television, radio, and web content. The Director will lead a talented AKPM programming, production, traffic and ops team; collaborate with news, television, operations and engineering; promote national, regional, and local public media content; and engage with community partners to build an integrated work community with an experienced leadership team, professional board, and community advisory board to ensure AKPM has the resources to serve Alaskans.

AKPM is the source for NPR radio and PBS television for South Central Alaska and stewards of a statewide news service.

Essential Functions:

Under general supervision of the CEO & General Manager, this position develops and manages the KSKA program schedule. Ensures the preparation of daily, detailed program logs, record schedules and discrepancy reports. Makes appropriate programming substitutions and adjustments when warranted. Manages the production and appropriate placement of on-air promotional and interstitial material. Supervises the Operations/Traffic Manager, FM Technical Operator and the Audio Media Content Producer., FM Public Affairs content hosts/producers and volunteers. As a member of AKPM's Leadership Team, the FM Programming and On-Air Promotions Director works collaboratively with AKPM leadership to identify, define, and operationalize strategic initiatives for AKPM by preparing and executing an annual department operational plan and budget and provide programming tools and resources to AKPM board members, community advisory board and staff.

The FM Programming & On-Air Promotions Director will:

- Manage FM traffic and operations to maintain the KSKA-FM program schedule assuring that all programs are properly placed, timed and are available for inclusion. Assure that the schedule complies with NPR rules governing Full NPR Membership and other appropriate PRI, APM, PRX and independent producer guidelines. Provide the community with substantive and timely programming that includes special coverage of breaking news, programming substitutions and adjustments.

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- Collaborate with AKPM leadership to manage, prepare and produce appropriate on-air sponsorship, membership, promotional, public service and informational interstitial materials. Appropriately place these elements into the program schedule as guided by the AKPM annual promotion strategies, development fundraising strategy, and AKPM marketing decisions.
- In cooperation with engineering, assures that all other programming streams are properly received, oriented and delivered.
- Ensure the preparation of detailed daily program logs, operations procedures and policies, and discrepancy reports. Assist Engineering in trouble-shooting and resolving failures.
- Oversee the broadcast rights and reporting requirements for FM programs including ASCAP, BMI, SoundExchange, FCC quarterly issues, SABS and KSKA license renewal providing interdepartmental assistance as require..
- Assist Engineering Department in maintaining error-free on-air operation and performance. Perform periodic reviews of traffic and automation systems for quality assurance.
- Track and maintain information of additional local, regional and national programs and programming sources. Determine for possible inclusions.
- Provide programming schedule, highlights and other information necessary to produce appropriate programming information on air and on line.
- Collaborate and communicate with other AKPM departments and colleagues to ensure cooperation and appropriate assignments for all FM programming and promotional activities.
- Assure that KSKA programming complies with FCC (Federal Communication Commission) rules and regulations, NPR guidelines and station policies and procedures.
- In collaboration with AKPM News, prepares, develops and updates Alaska Public Media Emergency Response Plan (ERP) to deliver timely and accurate information to the community in the event of an emergency.
- Primary on-air ERP responder “on-call” to off-hours problems and outages.
- Prepare, in partnership with the CEO & General Manager, an annual departmental FM program acquisition budget and oversee the appropriate expenditure of department funds.
- Provide listener data required for reports, annual audits, and station public file.
- Collect and analyze benchmarks and performance data to provide a basis for company-wide planning and department improvement.
- Serve as daily board operator and local host of Morning Edition to complement AKPM Statewide Morning News Producer with promotion, programming and information to serve the morning audience.

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- Serve as back-up board operator to All Things Considered and other board operator duties as needed.

Duties and Responsibilities:

In addition to the above functions, the Director of FM Programming & On-Air Promotions will:

- Represent AKPM and KSKA in partnership with the CEO/General Manager and Board of Directors.
- Present FM Programming and On-Air Promotional Strategies to the Board of Directors and Community Advisory Board as directed by the CEO & General Manager.
- Ensure maintenance and back-up of all FM programming and promotion-related databases and files.
- Monitor yearly departmental budgets in order to make spending adjustments as needed.
- Coordinate with CFO to monitor, evaluate, and report on departmental budget activities.
- Seek out and initiate professional development opportunities for programming staff based on FCC, NAB, CPB, PBS, and NPR best practices.
- Other duties as assigned.

Required Qualifications:

- Associate Degree in Broadcasting or a related discipline.
- Two years' managerial/supervisory experience.
- Two years' of radio traffic and programming experience, preferably in public broadcasting environment. One of the two years should include experience in fully, digital, automated operations.
- Experience with advanced computer database applications.
- Experience with Enco, ProTrack and Adobe Audition software.

Desired Qualifications:

- Advanced degree in broadcasting or communications.
- Experience with Track Media ProTrack (or other) programming software and associated automation database in a public broadcast station.
- At least one year of supervisory experience in a radio digital programming environment.

Allowable substitution

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If necessary, alternative combinations of education and experience will be evaluated by the Human Resources Office for comparability.

Competencies:

- Act in accordance with AKPM policies.
- Support AKPM compliance efforts with FCC, CPB, NPR and PBS rules and regulations
- Communicate effectively.
- Apply critical thinking and problem solving skills.
- Maintain positive relationships with both internal and external customers.
- Demonstrate consistent outstanding customer service.
- Proficient at computer use to include office software products, custom software packages, internet and e-mail.
- Consistently demonstrate ethical behavior.
- Must exercise good judgement for the prompt completion of responsibilities.

Employee Expectations:

Must be able to work in a constantly changing environment with demonstrated ability to juggle and prioritize multiple, competing tasks and demands while seeking supervisory assistance as appropriate.

Physical Demands:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

The employee is regularly required to stand, walk and sit; use hands to handle or feet; reach with hands and arms; talk and hear. The employee is occasionally required to stoop, kneel, crouch or crawl. The employee must be able to lift and/or move up to 40 pounds.

Work Environment:

The work environment characteristics described here are typical of a television/radio broadcast office environment and representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations will be made to enable individuals with disabilities to perform essential functions. The noise level in the work environment is usually moderate.

Alaska Public Media is an equal opportunity employer.

Send resume and cover letter, in Word or pdf format only, to hr@alaskapublic.org

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Salary commensurate with experience.