

KUGS-FM 89.3

The mission of KUGS-FM is to serve the students of WWU and the citizens of Whatcom County by providing a diverse program of music, news, and information consistent with the student interest and public affairs programming that encourage a greater understanding of the human differences and cultural pluralism within the university community and the larger world we live in. Through its programming, KUGS-FM will serve as a bridge from the university to the surrounding communities.

KUGS adopts the following objectives as a focus for programming and operations consistent with the mission of the station and the Associated Students of Western Washington University. KUGS shall attempt to balance the need to maintain the license and provide a consistent recognizable broadcast service to the University and surrounding community while providing the broadest possible opportunity for student experience.

A. GENERAL

1. KUGS shall operate within FCC, AS and WWU policies and regulations.
2. KUGS shall operate as part of the Associated Students, helping to promote the activities and goals of the AS, as well as to promote active participation within the AS, WWU and Bellingham communities. This will be achieved in part through live and recorded Public Service Announcements.
3. The target audience for KUGS-FM will be the students enrolled at WWU. The secondary audience will be the community within the same demographic group (18-34).

B. VOLUNTEER REQUIREMENTS

1. KUGS-FM is funded by WWU's Associated Students, and is subject to the policies of ASWWU.
2. In accordance with the Associated Students Program Standards Policy, Western Washington University Students will be given priority for volunteer openings.
3. All non-University affiliates/community members must be registered as a University Volunteer additional application forms will be completed upon approval by the KUGS General Manager and forwarded to the WWU Human Resources office.
4. Volunteers at KUGS begin as newsreaders. News reading is a half-hour weekly commitment. After one quarter as a KUGS newsreader and successful completion of three training workshops, volunteers may apply for a weekly Music for the Masses DJ or News/ Public Affairs Board Operator position.

5. Upon completion of their first M4tM quarter, volunteers are qualified to apply for a specialty program.
6. The KUGS Program Director and Volunteer Staff will operate under the KUGS Volunteer Contract. The volunteer contract has been established to provide clear and fair policies regarding volunteer operation of the station. The contract also provides a means for fair evaluation and placement of volunteer operators.

C. PROGRAMMING

1. KUGS shall attempt to provide diverse and informative programs, music, and public affairs not widely offered within the WWU and Bellingham communities, consistent with the interests of WWU students.
2. KUGS shall attempt to provide a forum for the thoughtful exploration of cultural, social, and political issues. KUGS-FM shall provide thought provoking news and informational programming. There shall be an emphasis on programming produced by students.
3. KUGS shall attempt to produce the majority of programming on campus with off-campus (national, regional, local) material used to expand the services offered.

D. PROMOTIONS

1. KUGS shall serve as bridge from the University to the surrounding community by providing information about campus activities and resources.
2. KUGS shall actively promote the activities of the Associated Students programs and organizations to the surrounding community.
3. KUGS shall actively promote campus events, services, and activities that are open to the public.
4. KUGS shall seek out and announce events and services within the surrounding community that would be of interest to the campus community.
5. KUGS shall provide a variety of informational announcements from regional or national not for profit organizations to inform and educate the audience.

Interpretation and Enforcement: KUGS General Manager, KUGS Program Director, A.S.Board of Directors

KUGS.POL

Approved By: A.S. Board of Directors

Date Approved: 9-30-09, ASB-09-F-10

Organization: Associated Students