

IBS - Intercollegiate Broadcasting System Member Award Evaluation

How professional, efficient, and effective is your station operation? Complete this short survey and find out.

Assign YOUR Station points as follows: **> 90% Platinum, > 80% Gold, > 70% Silver, and > 60% Bronze**
IBS Internationally will recognize member stations that meet IBS Quality Member Criteria for their level of achievement and quality! Mail, FAX (845-565-7446), or attach as document/PDF as email to: IBSHQ@aol.com and, or, ibs@ibsradio.org, YOUR completed form to IBS, 367 Windsor Highway, New Windsor, NY 12553-7900.

Points – 100 possible, equals percentage (%)

IBS will Honor and Award Member Stations by:

1. Recognizing IBS Member Award Honorees on the IBS Website (www.collegeradio.tv)
2. IBS Color Award Certificates mailed to station, and at the IBS Member's request to school administrator(s).
3. Award Presentation at IBS International College Radio & Webcast Conference, March, in NY City.

1. Management/Accreditation

Designated management hierarchy, with recognition by the student government or administration?

An efficient and effectively run station will have designated officers with scheduled meetings.

Add 1 point if the station has a designated manager, assistant manager, secretary and treasurer.

Add 1 point if the station holds periodic general staff meeting. (At least monthly during academic year)

Add 1 point if the station holds periodic senior staff meetings with department heads. (At least monthly during academic year)

Add 1 point if the station members participate with student government or campus/school meetings and activities.

Add 1 point if the station has received any special recognition from the student government/administration in the past year.

2. A programming department? A well-run radio station has a designated program director overseeing all programming.

Add 1 point if the station has a designated program director.

Add 1 point if the station prints and distributes or places online, an accurate program guide.

Add 1 point if the station has at least three programming assistants supervising unique programming formats.

Add 1 point if the program director meets with department members at least twice a month during academic year.

Add 1 point if the program director reviews all applicable logs and music sheets weekly or daily.

3. An auxiliary or training broadcast facility?

IBS recommends that a professional and well-run station should not train announcers on the public airwaves.

Add 1 point if the station has an auxiliary broadcast facility, CATV, CCAM/FM, Internet, Public Address system or equivalent.

Add 1 point if the station has a designated department head overseeing the training of new staff, such as announcers.

Add 1 point if the department teaches applicable FCC rules and regulations and proper operation of broadcast equipment.

Add 1 point if the station has printed or on line operating rules/procedures/standards.

Add 1 point if on-air staff (announcer) performance is reviewed on a regular basis.

4. An Administrative Department with a Traffic and Continuity Director?

Professional broadcast stations have an administrative department.

Add 1 point if the station has a designated administrative coordinator, head secretary, department supervisor or director.

Add 1 point if the station has members assigned during the working day to administrative or office duties.

Add 1 point if the station has personnel other than announcers, assigned to answer the telephone during the working day.

Add 1 point if the station has a designated Traffic and Continuity Director to review and standardize the broadcast day.

Add 1 point if the station has a separated Traffic and Continuity Department with at least three members.

5. A Copywriting Department? A broadcast facility must have personnel responsible for writing and producing broadcast copy.

Add 1 point if the station has a copywriting department with a director or department head.

Add 1 point if the station has at least three members in the copywriting department.

Add 1 point if the station writes and produces IDs, original liners, Public Service and Promotional announcements.

Add 1 point if the station provides a copybook or note cards in the master control room for announcers.

Add 1 point if the station prerecords announcements for playback.

6. An Educational Programming Department?

The FCC requires educational programming by licensed noncommercial educational radio stations.

Since we are all affiliated with educational institutions, we should all air educational or instructional programs.

Add 1 point if the station has a designated Educational programming department with a department head or director.

Add 1 point if the station has three or more members in the Educational Programming department.

Add 1 point if the station airs more than five hours of education programs per week.

Add 1 point if the station airs educational programs at times other than early morning hours. (2am to 6am)

Add 1 point if the station produces at least 60 minutes of unique educational programs per week.

7. An Engineering department with a designated Chief Engineer/IT (Information Technology) Director?

Keeping broadcast, audio equipment, website, stream (if online/webcasting), in proper operating condition is paramount.

Add 1 point if the station has a designated chief operator or director of engineering. (Required of FCC licensed stations)

Add 1 point if the station has an active engineering department with at least three members.

Add 1 point if the station designates members to routinely check all equipment for proper operation.

Add 1 point if the station-engineering department keeps all required logs, including EAS for licensed stations.

Add 1 point if the station engineering department performs preventative maintenance on transmission equipment.

8. A Program and Music library with a head librarian? Professional stations have a collection of programming material.

Add 1 point if the station has a designated storage space for prerecorded material with a head librarian.

Add 1 point if the station catalogs prerecorded material for easy access.

Add 1 point if the station has digitized a significant portion of programming material on a network server.

Add 1 point if the station makes a sincere effort to prevent unauthorized copying of copyrighted material.

Add 1 point if the station complies with federal regulation to prevent unauthorized broadcast of pirated music.

9. A Music department with a designated music director?

Station programming music must have a Music Director to communicate with industry representatives.

Add 1 point if the station has a music department with a designated music director.

Add 1 point if the music director has at least three assistants or members in the department.

Add 1 point if the station keeps accurate records of music aired and reports to industry representatives.

Add 1 point if the station airs music that is produced locally by area bands.

Add 1 point if the station has at least one specialty program featuring locally produced music.

10. A News department with News Director?

All college station must program news and informational programs to keep listeners informed.

Add 1 point if the station has an active news department with a designated News Director.

Add 1 point if the station has more than five personnel assigned to prepare and report the news on a daily basis.

Add 1 point if the station news reports routinely contain prerecorded or live news actualities.

Add 1 point if the station prepares and reports at least 30 minutes per day of locally produced stories.

Add 1 point if the station programs at least 90 minutes per day of information or news programming.

11. A Sports programming department?

All stations affiliated with educational institutions should provide live play by play sports programs.

Add 1 point if the station has an active sports programming department with a director or department head.

Add 1 point if the station programs periodic live play-by-play or sports related interview programs.

Add 1 point if the station maintains a constant communication with the institution sports information director.

Add 1 point if the station reports sports news and related information as part of the regular news programs.

Add 1 point if the station programs three or more hours of interactive sports talk programs per week.

12. A Production department?

Every college station should have the ability to produce recorded announcements and program material.

Add 1 point if the station has an active production department with a designated director or department head.

Add 1 point if the station has a separate performance studio with at least one adjacent production control room.

Add 1 point if the department has at least three digital audio workstations or computers with audio editing software.

Add 1 point if the department has a separate room designated and used exclusively for audio editing and production.

Add 1 point if the station has a computer network with a server for the storage and playback of recorded programs.

13. A Promotion department?

Any professional radio station should have the ability to promote the station both on and off the air.

Add 1 point if the station has an active Promotions Department with a designated department head or director.

Add 1 point if the promotions department has at least five members.

Add 1 point if the station organizes at least three promotional events per month with one event per month off campus.

Add 1 point if the station communicates with the underwriting department and organizes events with local businesses.

Add 1 point if the station has a strong positive on-campus presence with a majority of students aware of the station.

14. A Public Relations department?

All college stations should communicate effectively with institutional organizations and the community.

Add 1 point if the station has an active Public Relations Department with a designated department head.

Add 1 point if the station has a printed policy for interaction with institutional department heads and community members.

Add 1 point if the station invites institutional representatives or community members to the station for interview programs.

Add 1 point if the station maintains a good working relationship with academic department heads and deans.

Add 1 point if the station works closely with other student organizations and supports their activities on the air.

15. A Public Affairs programming department?

The FCC requires licensed station to broadcast community oriented programs.

Add 1 point if the station has an active Public Affairs Department with a designated head or director.

Add 1 point if the station programs at least 60 minutes per day of Public Affairs programs.

Add 1 point if the station programs at least 30 minutes per day of Public Service Announcements.

Add 1 point if the department produces one or more hours per week, of locally originated Public Affairs programs.

Add 1 point if the department invites and includes college or university members in the locally produced programs.

16. A Training department?

It is imperative that all stations instruct member about FCC rules and the proper operation of equipment.

Add 1 point if the station has an active training department with a designated department head or director.

Add 1 point if the station has written procedures for training members, such as a station handbook.

Add 1 point if the department has at least three members qualified to instruct other members in proper station operation.

Add 1 point if the station has procedures posted online for review by current and potential members.

Add 1 point if the station provides a written test to ensure member knowledge of station operations.

17. An Underwriting or Advertising department?

Non-commercial stations can receive significant additional income from airing underwriting announcements.

Add 1 point if the station has an active Underwriting Department with a designated department head or director.

Add 1 point if the income from on air announcements is at least 30% of the station-operating budget.

Add 1 point if the department has at least four active members skilled in sales procedures.

Add 1 point if the department has an online presence with web page information for clients.

Add 1 point if the department keeps accurate records of contracts and ensures all copy meets FCC regulations.

18. A Website Director or IT department? Every IBS member station should have a web presence online.

Add 1 point if the station has an active IT department with a director that communicates with the school IT department.

Add 1 point if the station has an up to date web page with pertinent and accurate information about the station.

Add 1 point if the station web page has links to live audio streams of station programs.

Add 1 point if the department has more than three members in the station IT department.

Add 1 point if the station web page has an interactive chat window to communicate with announcers.

19. A Faculty Advisor? (Or paid Staff Manager/Engineer/Instructor/Professor)

All student-operated stations should have an active faculty advisor supervising the daily operation.

Add 1 point if the faculty advisor has an office immediately adjacent to or in the radio station.

Add 1 point if the faculty advisor is present in the station for at least two hours per day.

Add 1 point if the faculty advisor teaches radio related courses in addition to supervising the station operation.

Add 1 point if the faculty advisor is knowledgeable about FCC rules, and guides students in proper station operation.

Add 1 point if the faculty advisor allows students to manage the station and explore new programming ideas and formats.

20. Posted/Available FCC (Part 73), station, and college rules and regulations applicable to the station.

All member stations should follow applicable FCC, Community and College or University Rules.

Add 1 point if the station has printed or posted station rules and regulations.

Add 1 point if the station management enforces violations of the posted rules.

Add 1 point if all required logs, files and reports are kept and reviewed periodically by station management.

Add 1 point if the station is on the air for at least 12 hours per day with live announcers or programmers.

Add 1 point if the station has at least 40 reliable and professional active members that live and love radio broadcasting.

_____ Total Points (Award: > 90% Platinum, > 80% Gold, > 70% Silver, and > 60% Bronze)

Completed by: (Name - Printed) _____ (email address: _____)

For IBS Member: _____ (email address: _____)

School: _____

Address: _____ State: _____ Zip: _____

Date Completed: _____ (Note IBS Members may submit updated forms as often as additional items are completed. New higher-level awards will be presented after updates are received.)

Note: IBS welcomes your suggestions on criteria questions and additional award point considerations: IBSHQ@aol.com