

3. At the direction of the program director, assist with the programming of music and other features.
4. As requested, assist in the production of pre-recorded programs (including commercials, PSA's, etc.).
5. Perform technical duties related to broadcasting as required.
6. Under the general supervision of the Program Director, KFUD-FM, the Announcer/Programmer may be assigned to take principal responsibility for any one of the following areas:
 - A. Music Librarian
 1. Maintain the classical music library of KFUD-FM.
 2. Maintain files and records related to the library's collection, enter information and file recorded material for new entries.
 3. Respond to phone or written inquiries concerning recordings broadcast by KFUD-FM.
 4. Serve as principal liaison for KFUD-FM with suppliers of recordings.
 - B. Community Affairs Director
 1. Develop and cultivate relationships with local and regional fine arts group.
 2. Develop and administer appropriate systems for the timely broadcast of appropriate public service material.
 3. Produce regular community affairs feature programming with a strong emphasis on the fine and performing arts.
 - C. Production Coordinator
 1. Coordinate efforts with Manager of Operations.
 2. Write and produce commercial announcements as needed.
 3. Write and produce "spec" spots as requested.
 - D. Associate Editor, Classic 99 Program Guide
 1. Under the supervision of the Program Director (who serves as "editor-in-chief") develop and produce the Classic 99 Program Guide for publication.
 2. Work with divisions within the Synod, as well as others, to facilitate the timely production and release of the Classic 99 Program Guide.

3. Maintain accurate entries for all music programs scheduled and act as "quality-control supervisor" for locally originated music programming.

E. Business Editor

1. Develop and administer business program offerings on Classic 99.
2. Maintain contacts and cultivate relationships within the St. Louis business community.
3. Host a daily, local investor-oriented program.
4. Serve as spokesperson for Classic 99 in dealing with network-oriented business programs.
7. Comply with revisions made from time to time, after mutual consultation in this position description.

B. Shared

1. Assist in maintaining the station's compliance with government regulations related to broadcasting.
2. Represent KFUD-FM publicly as requested.
3. Assist in the evaluation of KFUD-FM's efforts and in the development of long range plans for the station.

5. POSITION QUALIFICATIONS

A. Essential

1. Formal undergraduate education in mass communications, English, speech, journalism or music, the equivalent of an Associates Degree or the equivalent in practical knowledge and experience.
2. A minimum of two years experience in broadcasting with atleast one year experience in the classical music format.
3. Strong public speaking and communication skills, a pleasing voice and a professional radio style.
4. High degree of self motivation; the ability to function and improve performance with minimum supervision.
5. Demonstrated ability to function as part of a team.

B. Other Desirable

1. Background in music performance, music education or other area of classical music application.

3. Broadcast interview skills and experience.
4. Foreign language skills, particularly phonetic rules of the major European languages.
4. Typing and computer skills.
5. Active involvement in community affairs, especially in the area of the fine arts.
6. An active member of a Christian congregation, able to understand and demonstrate support for the purposes of The Lutheran Church--Missouri Synod.



THE LUTHERAN CHURCH—MISSOURI SYNOD
POSITION DESCRIPTION

POSITION TITLE: General Manager, KFUO-FM

DEPARTMENT: Communications

LOCATION: St. Louis, MO

DATE: April, 1987

1. DEPARTMENT PROFILE

The Board for Communication Services is responsible for informing, reporting and interpreting, in consultation with the applicable officers and boards, the Synod's purpose, program and positions to its members and for promoting an increased understanding on the part of the church's publics of the mission of the church and its positions and programs. The operations of radio stations KFUO and KFUO-FM along with other broadcast and audio-related activities that exist for the purpose of serving the people of The Lutheran Church—Missouri Synod with high quality Lutheran broadcast and non-broadcast programs and resources that nurture Christian faith, support and supplement the witness of The Lutheran Church—Missouri Synod to the Gospel, strengthen the communications efforts of local congregations throughout Synod and contribute to the quality of life in the greater St. Louis area through cultural and fine arts offerings.

2. PRINCIPAL FUNCTION

The General Manager of KFUO-FM is responsible for managing the operation of radio station KFUO-FM and the administration of its policies. The General Manager shall have general supervision over every aspect of the operation, including programming, sales, technical, business affairs, and promotion.

3. POSITION RELATIONSHIPS

Reports to Director of Broadcast Ministries.

4. PRINCIPAL RESPONSIBILITIES

A. PRIMARY

1. Assists the Director of Broadcast Ministries in implementing the programs and policies of The Board for Communication Services and its Standing Committee on Broadcast.
2. Supervises staff members assigned to KFUO-FM and assists in the selection of personnel.

3. Serves as chief spokesperson for KFUD-FM. Represents KFUD-FM within the community.
4. Oversees the station's compliance with all FCC rules and regulations.
5. Supervises promotional efforts for KFUD-FM.
6. Maintains responsibility for the best possible quality of sound.
7. Administers annual budget for KFUD-FM.
8. Develops reports as required.
9. Proposes long-range plans for the station.
10. Administers annual performance evaluations for KFUD-FM personnel.
11. Complies with revisions made from time to time after mutual consultation, in this position description.

B. SHARED

1. Assists in actual sales efforts.
2. Arranges broadcast trades as required.
3. Keeps abreast of modern business, broadcast and sales practices and techniques for application to KFUD-FM.
4. Maintains liaison with appropriate synodical co-workers.
5. Assists in determining client approval and content approval for advertising on KFUD-FM.

5. POSITION QUALIFICATIONS

A. Essential

1. Formal undergraduate degree in communication or business or the equivalent in practical knowledge and experience.
2. Direct experience and knowledge of broadcast sales.
3. Demonstrated supervisory skills.
4. Demonstrated administrative skills.
5. Ability to function as a team leader.
6. Seven years of broadcast experience, with at least two years related to management and sales.

B. Other Desirable

1. An advanced degree.
2. Direct experience in media promotion.
3. Current involvement in community and cultural affairs.
4. Knowledge of classical music/fine arts radio.
5. An active member of a Christian congregation.
6. Familiarity with the greater St. Louis area.

THE LUTHERAN CHURCH--MISSOURI SYNOD
DUTY DESCRIPTION

POSITION TITLE: Account Representative

DEPARTMENT: Communications

LOCATION: St. Louis

DATE: June, 1987

-
1. The Board for Communication Services is responsible for informing, reporting and interpreting, in consultation with the applicable officers and boards, the synod's purpose, program and positions to its members and for promoting an increased understanding on the part of the church's publics of the mission of the church and its positions and programs.

Radio stations KFUD and KFUD-FM are owned by the Lutheran Church--Missouri Synod and operated by the Board for Communication Services for the purpose of serving the people of The Lutheran Church--Missouri Synod with high quality Lutheran broadcast and nonbroadcast programs and resources that nurture Christian faith, support and supplement the witness of the Lutheran Church--Missouri Synod to the Gospel, strengthen the communications efforts of local congregations throughout Synod and contribute to the quality of life in the greater St. Louis area through cultural and fine arts offerings.

2. PRINCIPAL FUNCTION

The Sales Account Representative develops, maintains and services a client list directly and through advertising agencies for the purpose of acquiring advertisers for KFUD-FM and for the purpose of benefiting the interests of the advertisers.

3. PRINCIPAL RELATIONSHIPS

Reports to the Sales Manager.

4. PRINCIPAL RESPONSIBILITIES

- A. Primary

1. Acquire local advertisers for KFUD-FM.
2. At the direction of the Sales Manager, develop and maintain a client list.
3. Establish on-going business relationships with clients and agencies.

4. Write and present sales presentations.
5. Write and/or produce commercials as necessary.
6. Determine credit status of clients and assist in collection activity as necessary.
7. Correlates weekly activity with sales manager.
8. Comply with revisions made from time to time after mutual consultation, in this position description.

B. Shared

1. Assist in the development of reports as required.
2. Assist the sales team in developing new sales business.
3. Attend meetings and conferences as required.

5. POSITION QUALIFICATIONS.

A. Essential

1. An out-going personality with excellent sales and communication skills.
2. A working knowledge of radio formats.
3. A working knowledge of research materials (including Arbitron, M.R.I., and Birch).
4. The ability to work with a minimum of supervision.

B. Other Desirable

1. Broadcast experience.
2. A degree in communications, journalism, or a related area.
3. Experience with an advertising agency.

THE LUTHERAN CHURCH--MISSOURI SYNOD
DUTY DESCRIPTION

POSITION TITLE: Manager of Operations

DEPARTMENT: Communications

LOCATION: St. Louis

DATE: June, 1987

- 1. The Board for Communication Services is responsible for informing, reporting and interpreting, in consultation with the applicable officers and boards, the synod's purpose, program and positions to its members and for promoting an increased understanding on the part of the church's publics of the mission of the church and its positions and programs.

Radio stations KFUO and KFUO-FM are owned by the Lutheran Church--Missouri Synod and operated by the Board for Communication Services for the purpose of serving the people of The Lutheran Church--Missouri Synod with high quality Lutheran broadcast and nonbroadcast programs and resources that nurture Christian faith, support and supplement the witness of the Lutheran Church--Missouri Synod to the Gospel, strengthen the communications efforts of local congregations throughout Synod and contribute to the quality of life in the greater St. Louis area through cultural and fine arts offerings.

2. PRINCIPAL FUNCTION

The Manager of Operations serves as Assistant to the General Manager, KFUO-FM in the overall technical and programming operations of KFUO-FM and provides services to KFUO-AM as requested.

3. POSITION RELATIONSHIPS

Reports to the General Manager, KFUO FM.

4. PRINCIPAL RESPONSIBILITIES

A. Primary

- 1. Serve as Traffic and Production Manager for KFUO, and KFUO-FM .
- 2. Supervise daily scheduling of broadcast material along with development and maintenance of daily program logs.

3. Provide schedules, verification and affidavits for all broadcast commercials on KFUC-FM.
4. Supervise commercial billing.
5. Supervise ordering and inventory control of recording supplies.
6. Supervise receipt recording and routing of all syndicated programming and transcription services.
7. Assist sales department in development of packages, availabilities, and contracts.
8. Comply with revisions made from time to time, after mutual consultation, in this position description.

B. Shared

1. Assist in the development of reports, applications and other necessary documents.
2. Assists in the development of long range plans for the stations.
3. Assist in preparation of the annual budget.

5. POSITION QUALIFICATIONS

A. Essential

1. A bachelor's degree in a field related to radio broadcasting.
2. A minimum of five years practical experience in fields related to radio broadcasting.
3. A working knowledge of current FCC regulations.
4. A high degree of self motivation and the ability to function with a minimum of supervision.
5. An active member of a Christian congregation, able to understand and demonstrate support for the purposes of The Lutheran Church—Missouri Synod.
6. Demonstrated ability to function as part of a team.

B. Other Desirable

1. Experience in classical music broadcasting.
2. Knowledge of computers and computer systems.
3. A General Class FCC license.

THE LUTHERAN CHURCH--MISSOURI SYNOD
DUTY DESCRIPTION

POSITION TITLE: Chief Engineer, KFUE-FM

DEPARTMENT: Communications

LOCATION: St. Louis

DATE: June, 1987

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1. The Board for Communication Services is responsible for informing, reporting and interpreting, in consultation with the applicable officers and boards, the synod's purpose, program and positions to its members and for promoting an increased understanding on the part of the church's publics of the mission of the church and its positions and programs.

Radio stations KFUE and KFUE-FM are owned by the Lutheran Church--Missouri Synod and operated by the Board for Communication Services for the purpose of serving the people of The Lutheran Church--Missouri Synod with high quality Lutheran broadcast and nonbroadcast programs and resources that nurture Christian faith, support and supplement the witness of the Lutheran Church--Missouri Synod to the Gospel, strengthen the communications efforts of local congregations throughout Synod and contribute to the quality of life in the greater St. Louis area through cultural and fine arts offerings.

2. PRINCIPAL FUNCTION

The Chief Engineer provides for and/or supervises all engineering activity related to the installation, maintenance and utilization of broadcast and broadcast related equipment for KFUE-FM, including responsibility for the station's compliance with all government rules and regulations related to the technical operation of the radio station and provides similar services for KFUE-AM as requested.s.

3. POSITION RELATIONSHIPS

Reports to General Manager, KFUE-FM.

4. PRINCIPAL RESPONSIBILITIES

- A. Primary

1. Maintain the highest possible quality of sound technically for KFUE-FM.

- 2. Develop and implements preventative maintenance programs for all broadcast and station technical equipment.
- 3. Work with program personnel to solve problems in improving technical quality of programming.
- 4. Train and assist announcers and operators in technical areas as required.
- 5. Keep abreast of technical developments in radio broadcasting and related fields and suggests ways in which the station can benefit from such developments.
- 6. Maintains supervision of the station technical facilities to insure proper operation in accordance with good engineering practice and FCC rules.
- 7. Comply with revisions made from time to time after mutual consultation in this position description.

B. Shared

- 1. Assist in the development of reports, applications etc.
- 2. Assist in the development of long range plans for the stations.
- 3. Develop plans and proposals concerning equipment replacements and new equipment purchases.
- 4. Assist in the preparation of the annual budget relating to the engineering department requirements.
- 5. Assist in the performance evaluation and salary administration of assigned engineering personnel.

5. POSITION QUALIFICATIONS

A. Essential

- 1. A bachelors degree in a field related to the responsibilities described in this position description or the equivalent electronics technical school education and practical knowledge and experience.
- 2. A minimum of five years practical experience in fields related to installing, maintaining and operating broadcast equipment and compliance with government regulations related to broadcasting.
- 3. A working knowledge of current FCC regulations and FAA regulations as they apply to broadcasting.
- 4. A General Class FCC license holder.

5. A high degree of self motivation and the ability to function with minimum supervision.
 6. Ability to work under pressure and willingness to be "on call" at all times.
 7. Demonstrated ability to work with people and to function as part of a team.
- B. Other Desirable
1. An active member of a Christian congregation.
 2. Knowledge of and appreciation for classical music.

THE LUTHERAN CHURCH—MISSOURI SYNOD
DUTY DESCRIPTION

POSITION TITLE: General Sales Manager

DEPARTMENT: Communications

LOCATION: St. Louis

DATE: June, 1987

1. The Board for Communication Services is responsible for informing, reporting and interpreting, in consultation with the applicable officers and boards, the synod's purpose, program and positions to its members and for promoting an increased understanding on the part of the church's publics of the mission of the church and its positions and programs.

Radio stations KFUO and KFUO-FM are owned by the Lutheran Church—Missouri Synod and operated by the Board for Communication Services for the purpose of serving the people of The Lutheran Church—Missouri Synod with high quality Lutheran broadcast and nonbroadcast programs and resources that nurture Christian faith, support and supplement the witness of the Lutheran Church—Missouri Synod to the Gospel, strengthen the communications efforts of local congregations throughout Synod and contribute to the quality of life in the greater St. Louis area through cultural and fine arts offerings.

2. PRINCIPAL FUNCTION

The General Sales Manager supervises KFUO-FM the sales effort for KFUO-FM, develops sales materials, maintain and cultivates an active client list, and trains sales staff.

3. POSITION RELATIONSHIPS

Reports to General Manager, KFUO-FM.

4. PRINCIPAL RESPONSIBILITIES

- A. Primary

1. Supervise the KFUO-FM sales staff, direct and monitor its activity and provide for its on-going training.
2. Develop and maintain client list.
3. At the direction of the General Manger, establish trades.
4. Set sales goals for sales staff and monitor progress.

5. Write sales proposals.
6. Work closely with Program Director in coordinating programming and sales activities.
7. Submit regular reports on sales activities.
8. Maintain and service a client list, contributing to the sales of the station.
9. Comply with revisions made from time to time, after mutual consultation, in this position description.

B. Shared

1. Assists in the development of reports, projections, and other necessary documents.
2. Assists in the development of long-range plans for KFUD-FM.
3. Attends meetings and seminars as necessary.

5. POSITION QUALIFICATIONS

A. Essential

1. A minimum of 5 years sales experience with at least 3 years radio sales experience.
2. A high degree of self-motivation.
3. The ability to train and supervise sales persons.
4. A working knowledge of research materials and radio formats.
5. Familiarity with local and national advertising agencies.
6. Ability to function as leader of a sales team.

B. Other Desirable

1. A Bachelors Degree in Communications, business, journalism, or a related area.
2. Experience in radio broadcasting.

THE LUTHERAN CHURCH--MISSOURI SYNOD
POSITION DESCRIPTION

POSITION TITLE: Audio Resource Services Assistant

DEPARTMENT: Communications

LOCATION: St. Louis

DATE: September, 1987

1. DEPARTMENT PROFILE

The Board for Communication Services is responsible for informing, reporting and interpreting, in consultation with the applicable officers and board, the Synod's purpose, program and positions to its members and for promoting an increased understanding on the part of the church's publics of the mission of the church and its positions and programs. The Board is also responsible for the operations of radio stations KFUD and KFUD-FM along with other broadcast and audio-related activities.

KFUD PROFILE

KFUD Radio provides high quality broadcast and non-broadcast programs and resources that:

- serve the needs and interests of its city of license (Clayton, MO) and those of listeners within its broadcast area;
- nurture Christian faith;
- support and supplement the witness of The Lutheran Church--Missouri Synod to the Gospel; and
- strengthen the communications efforts of local congregations throughout Synod.

2. PRINCIPAL FUNCTION

The Audio Resources Services Assistant assists with the development, marketing and distribution of audio resources and provides support services, as required.

3. POSITION RELATIONSHIPS

Reports to the Director of Audio Resource Services.

4. PRINCIPAL RESPONSIBILITIES

A. Primary

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1. Assist the Director of Audio Resource Services in completing tasks assigned to Audio Resource Services.
 2. Assumes responsibility for properly cataloging resources.
 3. Assist with order fulfillment to insure proper accounting along with maximum service and efficiency.
 4. Provides routine secretarial and clerical services, including typing, filing, data entry and word processing.
 5. Assume other responsibilities as may from time to time be assigned.
 6. Comply with revisions made from time to time, after mutual consultation, in this position description.
5. POSITION QUALIFICATIONS
- A. Essential
1. At least two years post-high school education or the equivalent in practical knowledge and experience.
 2. A minimum of one year experience in secretarial positions.
 3. Typing skill of 50 words per minute.
 4. Experience with word processing equipment/computers, or the willingness to learn to use such equipment.
 5. Command of proper English usage and spelling.
 6. A pleasing personality and ability to function as part of a team.
 7. An active member of a Lutheran Church--Missouri Synod congregation.
- B. Other Desirable
1. A working knowledge of The Lutheran Church--Missouri Synod.
 2. A familiarity with the greater St. Louis area.
 3. Experience with cataloging, indexing and other library techniques.
 4. Experience in research, broadcast production and marketing.

POSITION DESCRIPTION

POSITION TITLE: ~~Senior~~ Secretary

POSITION CLASSIFICATION:

LOCATION: St Louis, MO

DEPARTMENT: Communications

DATE: December 1985

1. DEPARTMENT PROFILE

The Board for Communication Services is responsible for informing, reporting and interpreting, subject to consultation with the applicable officers and boards, the Synod's purpose, program and positions to its members and for promoting an increased understanding on the part of the church's publics of the mission of the church and its positions and programs.

2. PRINCIPAL FUNCTION

The Senior Secretary provides principal secretarial support for the Office of the Executive Director of Communications, maintains a close and responsible relationship to the day to day activities of the Office and assists the Executive Director in the performance of his responsibilities. Works under general instructions, carries out recurring work independently and supervises selected secretarial/clerical work within the department as assigned.

3. POSITION RELATIONSHIPS

Reports to the Executive Director of Communications.

4. PRINCIPAL RESPONSIBILITIES

1. Types, takes and transcribes dictation.
2. Maintains the personal files of the Executive Director and supervises the maintenance of department files.
3. Supervises the work of the department's receptionist and assigned secretary(ies).
4. Maintains supervisor's calendar, makes appointments and arranges meetings as instructed and assembles necessary material for scheduled meetings.
5. Assists in the development and production of routine reports, agendas, dockets, etc.
6. Handles routine correspondence for supervisor.
7. Provides other secretarial services as required.
8. Complies with revisions made from time to time, after mutual consultations, in this position description.

5. POSITION QUALIFICATIONS

A. Essential

1. High school diploma or equivalent.
2. Minimum of five years experience in secretarial positions.
3. Typing skill of 70 w.p.m.
4. Experience in transcribing machine dictation.
5. Experience in word processing systems.
6. Ability to exercise discretion and judgment in confidential matters.
7. Command of proper English usage and spelling.
8. Ability to work in pressure situations.
9. Ability to supervise personnel.

B. Other Desirable

1. Experience in supervision of personnel.
2. Shorthand skill of 80 w.p.m.
3. Member of a congregation of The Lutheran Church--Missouri Synod.

THE LUTHERAN CHURCH--MISSOURI SYNOD
DUTY DESCRIPTION

POSITION TITLE: Secretary, ~~Business Affairs~~ EXECUTIVE STAFF

DEPARTMENT: Communications

LOCATION: St. Louis

DATE: March, 1987

1. The Board for Communication Services is responsible for informing, reporting and interpreting, in consultation with the applicable officers and boards, the synod's purpose, program and positions to its members and for promoting an increased understanding on the part of the church's publics of the mission of the church and its positions and programs.

Radio stations KFUD and KFUD-FM are owned by the Lutheran Church--Missouri Synod and operated by the Board for Communication Services for the purpose of serving the people of The Lutheran Church--Missouri Synod with high quality Lutheran broadcast and nonbroadcast programs and resources that nurture Christian faith, support and supplement the witness of the Lutheran Church--Missouri Synod to the Gospel, strengthen the communications efforts of local congregations throughout Synod and contribute to the quality of life in the greater St. Louis area through cultural and fine arts offerings.

2. PRINCIPAL FUNCTION

Secretary for ~~Business Affairs~~ ^{Executive Staff} department provides secretarial, data entry and word processing services.

3. POSITION RELATIONSHIPS

Reports to the ~~Manager of Business Affairs~~ ^{Director of Broadcast Ministries, General Manager, KFUD-FM and} ~~General Manager, KFUD-FM~~.

4. PRINCIPAL RESPONSIBILITIES

~~Primary~~

1. Works under general instructions and guidance from the person serving as the Manager of Business Affairs in performing various data entry, word processing and secretarial services.
2. Maintains various donor, prospect, sales and other files as requested.
1. Types, takes and transcribes dictation, ~~and~~ performs various data entry and word processing services
3. ~~Provides~~ ^{Provides} various bulk mailing services as required.
4. Handles routine correspondence for supervisors.
5. Assists in the development of routine report schedules.

5. POSITION QUALIFICATIONS

A. Essential

1. High school diploma or equivalent.
2. Minimum of five years experience in secretarial positions.
3. Typing skill of 70 w.p.m.
4. Experience in transcribing machine dictation.
5. Experience in word processing systems.
6. Ability to exercise discretion and judgment in confidential matters.
7. Command of proper English usage and spelling.
8. Ability to work in pressure situations.
9. Ability to supervise personnel.

B. Other Desirable

1. Experience in supervision of personnel.
2. Shorthand skill of 80 w.p.m.
3. Member of a congregation of The Lutheran Church--Missouri Synod.

NAACP EXHIBIT 41

Federal Communications Commission	
Docket No.	94-10 Exhibit No. 41
Presented by	NAACP
Disposition	Identified 6/21
	Received _____
	Rejected _____
Reporter	BARBARA WOOD
Date	6/21/94

THE LUTHERAN CHURCH--MISSOURI SYNOD
POSITION DESCRIPTION

POSITION TITLE: General Manager, KFUO-FM

DEPARTMENT: Communications

LOCATION: St. Louis, MO

DATE: June, 1989

1. DEPARTMENT PROFILE

The Board for Communication Services is responsible for operating licensed broadcast facilities of The Lutheran Church--Missouri Synod and for providing communication services to offices, boards, commissions, congregations and other entities of The Lutheran Church--Missouri Synod.

KFUO-FM serves Clayton, Missouri and the greater St. Louis area with classical music, news, public affairs, cultural, fine arts and religious offerings.

2. PRINCIPAL FUNCTION

The General Manager of KFUO-FM is responsible for managing the operation of radio station KFUO-FM, having supervision over programming, sales, technical affairs, business affairs, and promotion.

3. POSITION RELATIONSHIPS

Reports to Executive Director of Communications.

4. PRINCIPAL RESPONSIBILITIES

A. PRIMARY

1. Assist the Executive Director of Communications in implementing the programs and policies of The Board for Communication Services and its Standing Committee on Broadcast.
2. Supervise staff members assigned to KFUO-FM and assists in the selection of personnel.

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3. Serve as chief spokesperson for KFUD-FM. Represents KFUD-FM within the community.
4. Oversee compliance with the stated religious programming objectives and standards of the BCS.
5. Oversee the station's compliance with all FCC rules and regulations.
6. Supervise promotional efforts for KFUD-FM.
7. Maintain responsibility for the best possible quality of sound.
8. Administer annual budget for KFUD-FM and assist in formulating future budgets.
9. Assist in determining client approval and content approval for advertising on KFUD-FM.
10. Develop reports as required.
11. Propose long-range plans for the station.
12. Administer annual performance evaluations for KFUD-FM personnel.
13. Comply with revisions made from time to time after mutual consultation, in this position description.

B. SHARED

1. Assist in actual sales efforts.
2. Arrange broadcast trades as required.
3. Keep abreast of modern business, broadcast and sales practices and techniques for application to KFUD-FM.
4. Maintain liaison with appropriate synodical co-workers.

5. POSITION QUALIFICATIONS

A. Essential

1. Bachelor's Degree in communication or business or the equivalent in practical knowledge and experience.
2. Demonstrated supervisory and administrative skills.
3. Seven years of broadcast experience, with at least five years related to management and sales.

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4. Understanding and support of the purposes, constitution, by-laws, policies and beliefs of The Lutheran Church--Missouri Synod.
5. Demonstrated ability to function as a member of a team.

B. Other Desirable

1. An advanced degree.
2. Direct experience in media promotion.
3. Current involvement in community and cultural affairs.
4. Knowledge of classical music/fine arts radio.
5. Familiarity with the greater St. Louis area.
6. Member of a Lutheran Church--Missouri Synod congregation.