

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~~ <sup>Executive Staff</sup> department provides secretarial, data entry and word processing services.

3. POSITION RELATIONSHIPS

Reports to the ~~Manager of Business Affairs~~ <sup>Director of Broadcast Ministries, General Manager, KFUD-FM and</sup> ~~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~~ <sup>performs</sup> various data entry and word processing services
- 3. ~~Provides~~ <sup>Provides</sup> various bulk mailing services as required.
- 4. Handles routine correspondence for supervisors.
- 5. Assists in the development of routine reports and data.

## 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.                        | <u>94-10</u> Exhibit No. <u>41</u> |
| Presented by                      | <u>NAACP</u>                       |
| Disposition                       | Identified <u>6/21</u>             |
|                                   | Received <u>6/22</u>               |
|                                   | Rejected _____                     |
| Reporter                          | <u>BARBARA WRO</u>                 |
| Date                              | <u>6/21/74</u>                     |

THE LUTHERAN CHURCH--MISSOURI SYNOD  
POSITION DESCRIPTION

POSITION TITLE: General Manager, KFUO-FM

DEPARTMENT: Communications

LOCATION: St. Louis, MO

DATE: June, 1989

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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 entitles 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.

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.

F-501

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.

THE LUTHERAN CHURCH--MISSOURI SYNOD  
DUTY DESCRIPTION

POSITION TITLE: Assistant to the General Manager

DEPARTMENT: Communications                      LOCATION: St. Louis

DATE: June, 1989

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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 KFUO and KFUO-FM along with other broadcast and audio-related activities.

KFUO PROFILE

KFUO 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 Assistant to the General Manager person provides assistance to the General Manager of KFUO-AM in the performance of the General Manager's duties, especially in development and public relations in order to generate financial support and to establish and maintain a positive public image for KFUO.

3. POSITION RELATIONSHIPS

Reports to the General Manager, KFUO-AM.

## 4. PRINCIPAL RESPONSIBILITY

## A. Primary

1. Assist the General Manager, KFUD-AM, by providing support services and by implementing the development and public relations programs of the station.
2. Provide for necessary support services including typing, filing, scheduling, organizing, researching, etc.
3. Maintain appropriate records and assist in the development of necessary reports.
4. Assist in the development of media (print, audio visual, display, direct mail, etc.) for use in KFUD's programs of development and public relations.
5. Provide for a tour program for guests and visitors to KFUD.
6. Attend conventions, seminars, etc. and represent the General Manager and KFUD-AM as required.
7. Comply with revisions made from time to time, after mutual consultation in this position description.

## B. Shared

1. Assist with arrangements for special public events associated with KFUD.
2. Assist in the supervision development records and donor list management.
3. Assist in the development of long range plans for the station.

## 5. POSITION QUALIFICATIONS

## A. Essential

1. A friendly personality with the demonstrated ability to relate well to people.
2. An Associates Degree or the equivalent in practical knowledge and experience.
3. Able to assist in the tasks of writing, editing, design and layout of a variety of media.
4. Practical experience in fields related to administrative assistance and/or development and public relations.

5. An active member of a Lutheran Church--Missouri Synod congregation, faithful to the Holy Scriptures and the Lutheran confessions, and supportive of the Synod's constitution, bylaws and policies.
6. Demonstrated abilities in typing, filing and other support service skills.
7. Experience in the use of computers.
8. Demonstrated ability to function as part of a team.

B. Other Desirable

1. A working knowledge of the Synod, preferably with experience and service to a Synod related entity.
2. Practical experience in a position similar to that described herein.
3. A working knowledge of broadcasting.

THE LUTHERAN CHURCH--MISSOURI SYNOD  
DUTY DESCRIPTION

POSITION TITLE: Program Director, KFUFM-FM

DEPARTMENT: Communications

LOCATION: St. Louis

DATE: June, 1989

- 1. 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.

KFUFM-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 Program Director, KFUFM-FM, assumes responsibility for the overall quality of sound of KFUFM-FM by assisting in the selection, training and supervision of programming staff, serving as on-air announcer and assisting in determining program content.

3. PRINCIPAL RELATIONSHIPS

Reports to the General Manager, KFUFM-FM.

4. PRINCIPAL RESPONSIBILITIES

A. Primary

- 1. Supervise the programming of KFUFM-FM, both in terms of program content and programming staff.
- 2. Develop, implement and monitor religious programming approaches.
- 3. Supervise the acquisition, cataloging and maintenance of recorded materials for broadcast.
- 4. Monitor the development of program logs and assures that appropriate program records are maintained for the purpose of satisfying government regulations regarding programming.
- 5. As required, represent the station to its various publics and serves as a liaison with the St. Louis Symphony and with other community organizations.



6. Serve as on-air announcer as required.
7. Work closely with Sales Manager in coordinating programming and sales activities.
8. Write and edit Classic 99 section of Nine Magazine, as required.
9. Comply with revisions made from time to time after mutual consultation, in this position description.

B. Shared

1. Assist the General Manager, KFUD-FM in the development of budgets and reports.
2. Assist in the selection and training of programming personnel.
3. Assist in the development of long range plans for KFUD-FM.
4. Assist in the development and marketing of syndicated programming.
5. Keep abreast of emerging technologies and programming techniques and suggests way in which the station can improve its quality of sound.

5. POSITION QUALIFICATIONS

A. Essential

1. A Bachelor's Degree or the equivalent in practical knowledge and experience.
2. A minimum of five years experience in broadcasting.
3. Extensive knowledge of the classical music repertoire.
4. Experience in personnel supervision.
5. Demonstrated abilities in community relations, strong public speaking and communication skills.

B. Other Desirable

1. Broadcast interview skills and experience.
2. Experience in a position similar to that described herein.
3. Member of a Lutheran Church--Missouri Synod congregation.

THE LUTHERAN CHURCH--MISSOURI SYNOD  
DUTY DESCRIPTION

POSITION TITLE: Chief Engineer

DEPARTMENT: Communications

LOCATION: St. Louis

DATE: June, 1989

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1. 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

Provides secretarial and clerical support for designated areas of the operation of KFUE-FM.

3. POSITION RELATIONSHIPS

Reports to the Program Director, KFUE-FM, in a shared relationship with the Manager, Operations.

4. PRINCIPAL RESPONSIBILITIES

- A. Primary

1. Provides secretarial and clerical services including typing, filing, data entry and word processing, arranging appointments, etc.
2. Assists Manager, Operations, in commercial invoicing.

5. POSITION QUALIFICATIONS

- A. Essential

1. High school diploma or its equivalent.
  2. A minimum of one year's experience in secretarial position.
  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 the ability to function as part of a team.
- B. Other Desirable
1. A working knowledge of The Lutheran Church--Missouri Synod.
  2. An active member of a Christian congregation, able to understand and demonstrate support for the purpose of The Lutheran Church--Missouri Synod.

THE LUTHERAN CHURCH--MISSOURI SYNOD  
DUTY DESCRIPTION

POSITION TITLE: Account Representative

DEPARTMENT: Communications  
Louis

LOCATION: St.

DATE: June, 1989

1. 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 Sales Account Representative develops, maintains and services a client list directly and through advertising agencies for the purpose of acquiring advertisers for KFUE-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 KFUE-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. Correlate 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. A minimum of an Associates Degree or the equivalent in practical knowledge and experience.
2. One year experience in broadcast sales or 3 years experience in selling an intangible product/service.
3. A knowledge of the interpretation and use of research materials.
4. Demonstrated ability to function as a member of a team.

B. Other Desirable

1. Knowledge of and appreciation for classical music.
2. Experience with a classical music radio station.

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: Sales Manager

DEPARTMENT: Communications

LOCATION: St. Louis

DATE: June, 1989

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1. 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 Sales Manager supervises the sales effort for KFUE-FM, develops sales materials, maintains and cultivates an active client list, and assists in selecting, training and supervising sales staff.

3. POSITION RELATIONSHIPS

Reports to General Manager, KFUE-FM.

4. PRINCIPAL RESPONSIBILITIES

- A. Primary

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

5. POSITION QUALIFICATIONS

A. Essential

1. A minimum of an Associates Degree or the equivalent in practical knowledge and experience.
2. A minimum of 5 years radio sales experience.
3. A minimum of 2 years experience in training and supervising sales persons.
4. A knowledge in the interpretation and use of research materials.
5. Demonstrated ability to function as a member of a team.

B. Other Desirable

1. A Bachelors Degree.
2. Familiarity with local and national advertising agencies.
3. Knowledge of the classical music format.

THE LUTHERAN CHURCH--MISSOURI SYNOD  
DUTY DESCRIPTION

POSITION TITLE: Secretary/Receptionist

DEPARTMENT: Communications

LOCATION: St. Louis

DATE: July, 1989

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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 Secretary/Receptionist serves as the principal receptionist for KFUD and provides secretarial and clerical support for designated areas of the operation of KFUD-AM.

3. POSITION RELATIONSHIPS

Reports to the KFUD-AM General Manager.

4. PRINCIPAL RESPONSIBILITIES

A. Primary

1. Maintain responsibility for the KFUD switchboard and all related duties, as assigned.

2. Provide secretarial and clerical services, including typing, filing, data and word processing, arranging appointments, etc.
3. As an important contact with the public, assist with KFUD's guest-relations, development and public relations programs.
4. Assist with other tasks as requested.
5. Comply with revisions made from time to time, after mutual consultation, in this position description.

#### 5. POSITION QUALIFICATIONS

##### A. Essential

1. High school diploma or its equivalent.
2. A minimum of one year experience in secretarial positions.
3. Typing skill of 50 words per minute.
4. Experience with word processing equipment or the willingness to learn to use such equipment.
5. Command of proper English usage and spelling.
6. A pleasing personality and the ability to work well with the public.
7. Demonstrated ability to function as part of a team.

##### B. Other Desirable

1. An active member of a Lutheran Church--Missouri Synod congregation.
2. A working knowledge of The Lutheran Church--Missouri Synod.



NAACP EXHIBIT 42

| <u>Federal Communications Commission</u> |                     |             |           |
|--|---------------------|-------------|-----------|
| Docket No.                               | <u>94-10</u>        | Exhibit No. | <u>42</u> |
| Presented by                             | <u>NAACP</u>        |             |           |
| Disposition                              | Identified          | <u>6/21</u> |           |
|  | Received            | <u>6/22</u> |           |
|  | Rejected            |             |           |
| Reporter                                 | <u>BARBARA LORD</u> |             |           |
| Date                                     | <u>6/21/74</u>      |             |           |

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**ARNOLD & PORTER**

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DIRECT LINE: (202) 872-6826

March 24, 1986

Mr. Emil Wilde  
Station KFUE  
801 DeMun Avenue  
St. Louis, MO 63105

Re: NAB Employment Clearinghouse --  
Minority and Female Personnel

Dear Mr. Wilde:

Enclosed herewith is a copy of a letter to me, dated March 14, 1986, from Dwight M. Ellis, Vice President, Department of Minority and Special Services, National Association of Broadcasters, providing information with respect to the minority and female hiring service available to those in the broadcast industry through the NAB's employment clearinghouse.

As Mr. Ellis has suggested, we are informing our clients of this service in order that you may avail yourself of it should the need arise.

Best regards.

Sincerely,

*Reed Miller*  
Reed Miller

Enclosure

