

TO: DON HOWE  
FROM: JACK SWANSON, KCAJ/ROSEAU  
RE: BROADCAST ADVISORY MEETING

DON,

I'M SORRY THAT MY SCHEDULE WON'T ALLOW ME TO ATTEND  
TODAY'S MEETING;  
BUT I DO HAVE SEVERAL THOUGHTS.

- 1) MY GREATEST FRUSTRATION WITH NORTHLAND'S BROADCASTING PROGRAM HAS BEEN A LACK OF AVAILABLE ON-AIR, ENTRY LEVEL TALENT.  
I HAVE EMPLOYED SEVERAL NORTHLAND BROADCASTING FOLKS IN THE PAST FIVE YEARS (brett barker, jon sundberg, crystal vixie); WITH MIXED LEVELS OF QUALITY.  
WHEN I'VE HAD AN OPENING (GENERALLY AN ENTRY LEVEL EVENING SHIFT) I'VE HAD A DIFFICULT TIME GETTING RESPONSES FROM NORTHLAND BROADCASTING STUDENTS.  
BY CONTRAST, BROWN INSTITUTE IN THE TWIN CITIES QUICKLY RESPONDS TO MY NEEDS. CONSEQUENTLY, MOST OF MY HIRES ARE FROM BROWN.
- 2) PERHAPS A PAID INTERNSHIP PROGRAM, IN PARTNERSHIP WITH NORTHWESTERN MINNESOTA COMMERCIAL RADIO STATIONS COULD BE MUTUALLY BENEFICIAL. THIS COULD BE AN ON-GOING PARTNERSHIP FOR FULL-TIME ANNOUNCERS; OR MORE PRACTICALLY, FOR PART-TIME WEEKEND PEOPLE.  
I'D BE WILLING TO GUARANTEE AN ON-GOING PERMANENT PART-TIME WEEKEND SHIFT AT KJ 102 RADIO FOR NORTHLAND STUDENTS INTERESTED IN BUILDING A RESUME.
- 3) I THINK ENTRY LEVEL ANNOUNCERS NEED MORE BASIC TRAINING IN WHAT TO EXPECT FROM SMALL-MARKET RADIO POSITIONS; SUCH AS THE ABILITY TO ANSWER PHONES AND TAKE SPORTS SCORES AND LOCAL NEWS ITEMS - AND RELAY THEM COHERENTLY TO LISTENERS.

- 4) I ALSO THINK THE PROGRAM IS ESSENTIAL FOR  
SMALL MARKET RADIO STATIONS;  
AND THE INSTRUCTOR SHOULD HAVE A STRONG  
BACKGROUND IN SMALL MARKET, COMMERCIAL RADIO.  
I BELIEVE THERE IS NO SUBSTITUTE FOR PRACTICAL  
EXPERIENCE, IN BEING ABLE TO PROPERLY TEACH YOUR  
STUDENTS RADIO BROADCASTING.

AGAIN,

I'M SORRY I'M UNABLE TO ATTEND TODAY; IF YOU'RE  
SCHEDULING FUTURE MEETINGS, PLEASE CONTACT ME.

THANKS,