



Board Policy
Chapter 3 – General Institution

BP 3996 RADIO STATION KCRW-FM

KCRW-FM is owned and operated by the Santa Monica Community College District. In addition to all District policies dealing with personnel, budgeting, and finance, KCRW-FM is subject to the rules, regulations, and laws of the State of California and the Federal government. The rules and regulations of the Federal Communications Commission set requirements for operational standards for KCRW-FM.

Programming

The objective of KCRW-FM is to serve the public interest by presenting educational, cultural and informational material. The station will support the mission of the college (see BP 1200 District Mission) through the promotion of creativity and the free exchange of ideas, encouraging development of individual talents, and the understanding of social, cultural, political, economic, technological, and natural environments.

KCRW-FM programs are to reflect the highest broadcast performance standards of the radio profession. These broadcasts should adhere to the highest standards of broadcast journalism in preparation, format, and production. It is essential that the station maintain an objective posture making sure that differing points of view have a fair hearing. KCRW-FM permits the various educational functions of the college to be extended through the radio station's broadcast capabilities. The station shall use these capabilities to further the college's mission of lifelong learning and shall on a regular basis inform the public of the programs provided by the college.

Funding

KCRW-FM may accept gifts, contributions, and memberships to help defray costs of operating the station. These funds will be audited annually in the prescribed legal manner. KCRW-FM may not sell airtime to promote a product or a commercial organization. However, KCRW-FM may accept underwriting donations for specific programs to cover the cost of production, KCRW-FM may give public service credit to the underwriter as allowed under FCC regulations.

Reference: No specific references

(Replaces former BP 2650)

Adopted: May 1, 2000

Revised: June 5, 2018