

KJTX 104.5 FM

SPORTS MEDIA

PARTNERSHIP OVERVIEW

A regional broadcast and digital platform designed to help schools, universities, athletic programs, families, alumni, and communities stay connected.

OUR PURPOSE

To expand access to local athletics while honoring the standards, procedures, and identity of each participating institution.

OUR APPROACH

Professional, collaborative, community-centered, and tailored to the rights and needs of each school or university.

Prepared for prospective school, university, and athletic partners

WHO WE ARE

A Local Station With a Regional Purpose

KJTX 104.5 FM is a locally owned East Texas radio station and a Wisdom Ministries station. Our programming is rooted in faith, positive community engagement, local service, and the belief that regional media should help people see, hear, and celebrate the communities around them.

As KJTX develops its renewed sports division, we are building a platform that brings together traditional FM radio, streaming audio, mobile access, website coverage, social media, interviews, special features, and sponsor-supported programming.

LOCAL ROOTS

Serving East Texas and the greater Ark-La-Tex region with community-focused programming.

MULTI-PLATFORM REACH

FM radio, online audio, website, mobile app, social media, and approved video content.

POSITIVE PROGRAMMING

A respectful, family-conscious environment designed to strengthen community connection.

PARTNERSHIP MINDSET

Coverage planned in cooperation with school leadership, athletic departments, and existing rights holders.

Why Sports, Why Now

Local athletics are more than a final score. They bring together students, families, educators, alumni, businesses, faith communities, and entire towns. KJTX is developing sports coverage that recognizes the people and stories surrounding the game - not only the competition itself.

Our renewed sports initiative is intended to create another trusted regional channel through which participating institutions can share approved information, celebrate achievement, encourage attendance, and remain connected with supporters who may not be able to attend every event in person.

THE PARTNERSHIP VISION

Coverage Built Around the Institution

KJTX does not approach every school or university with a one-size-fits-all package. Each partnership begins with a conversation about institutional priorities, media procedures, existing contracts, athletic schedules, sponsorship rules, student protections, and the type of coverage that would provide genuine value.

1. ACCESS

Help families, alumni, and supporters follow approved athletic programming through radio and digital channels.

2. RECOGNITION

Highlight teams, coaches, student-athletes, academic achievement, leadership, and community service.

3. CONNECTION

Strengthen the relationship among the institution, its supporters, local businesses, and the wider region.

4. PROFESSIONALISM

Operate under written agreements, established technical procedures, and the institution's approved media standards.

A Collaborative Starting Point

Potential opportunities are discussed only after KJTX learns what the institution already has in place. This includes conference or league restrictions, exclusive media rights, sponsor categories, photography and video policies, student consent requirements, facility access, and approval procedures. KJTX's role may range from full game coverage to selected interviews, weekly reports, or special features.

POTENTIAL MEDIA SERVICES

What KJTX May Provide

The final scope of service is selected jointly and documented in writing. Depending on institutional approval, available rights, technical feasibility, staffing, scheduling, and sponsorship support, potential services may include:

AREA	EXAMPLES
Broadcast & Audio	Live or delayed FM broadcasts; online audio streaming; pregame and postgame programming; score and schedule reports; coaches' shows; approved interviews; selected rebroadcasts or archives.
Student & Team Recognition	Student-athlete spotlights; senior recognition; coach and staff features; academic, leadership, and service achievements; playoff, championship, signing-day, and special-event coverage.
Digital & Mobile Coverage	Institution or team pages on the KJTX website or app; approved schedules and updates; audio clips; interview excerpts; social media promotion; authorized video, highlights, or archived content.
Community & Sponsorship	Sponsor-supported broadcasts; approved commercial or underwriting messages; school-spirit campaigns; local business participation; community remotes; special promotional events.
Educational Opportunities	Potential internships, job-shadowing, student production exposure, approved student announcing, communications projects, or behind-the-scenes learning opportunities.
Public Service & Institutional Messaging	Approved public-service announcements, event notices, community initiatives, ticket or attendance information, safety messages, and other institution-approved communications.

Important: The items above are examples of potential services, not automatic commitments. No service begins until the participating institution and KJTX approve the scope, responsibilities, access, rights, and financial structure in writing.

THE KJTX MEDIA ECOSYSTEM

One Partnership, Multiple Ways to Connect

A KJTX partnership can extend beyond a single broadcast. When authorized, one approved story, interview, or game-day production may be adapted across several channels so supporters can connect in the format most convenient for them.

104.5 FM

Traditional over-the-air radio coverage and station programming.

STREAMING AUDIO

Online listening for approved broadcasts and programs.

KJTX MOBILE APP

Portable access to station audio, sports pages, updates, and approved content.

KJTX WEBSITE

Schedules, team pages, stories, sponsor recognition, and listening access.

SOCIAL MEDIA

Approved promotional posts, reminders, clips, interviews, and community engagement.

VIDEO & ARCHIVES

Authorized live video, highlights, replays, or archived programming when rights permit.

Institutional Control and Brand Protection

KJTX recognizes that schools and universities must protect their names, marks, student information, facilities, sponsors, and public reputation. Proposed coverage will be coordinated with the appropriate institutional contact. Use of logos, uniforms, photographs, video, interviews, recorded events, or institutional marks will follow written authorization and applicable policies.

KJTX also acknowledges that some institutions may already have exclusive arrangements with a conference, network, production company, booster organization, or existing broadcaster. In those situations, we will seek a complementary role rather than interfere with established rights.

HOW A PARTNERSHIP BEGINS

A Clear, Professional Process

1	INTRODUCTORY MEETING	KJTX learns the institution's priorities, existing media structure, approval process, and athletic calendar.
2	OPPORTUNITY REVIEW	The parties identify which sports, programs, interviews, or digital features may be available and appropriate.
3	CUSTOM COVERAGE PLAN	KJTX prepares a proposed scope outlining platforms, schedules, staffing, technical needs, sponsorship structure, and responsibilities.
4	WRITTEN APPROVALS	Applicable media, broadcast, digital, technical, and partnership agreements are reviewed and signed before coverage begins.
5	LAUNCH & COORDINATION	A designated contact, production schedule, approval workflow, and game-day or program procedures are established.
6	SEASON REVIEW	KJTX and the institution evaluate performance, audience response, operational needs, and opportunities for future growth.

Let's Begin the Conversation

KJTX welcomes the opportunity to meet with athletic, communications, marketing, administrative, or institutional leaders to determine whether there is a responsible and mutually beneficial path forward.

KJTX 104.5 FM

A Wisdom Ministries Station

C.H. Collins II, Chief Executive Officer
Jamela Collins-Pickens, Chief Operation Officer

(903) 241-3140 | chcollins411@gmail.com www.kjtx1045fm.com (903) 619-0601 | jlcp@kjtxfm.com

This overview is for discussion purposes and does not create a broadcast-rights agreement, media-rights license, sponsorship commitment, or financial obligation. Final services are subject to written agreements, institutional approval, applicable law and policy, available rights, staffing, technical feasibility, and funding or sponsorship arrangements.