

**Student Media**  
**SCAD Atlanta Radio General Manager Application**  
**Term of March 28, 2016 – Last day of Winter Quarter 2017**

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**Application Instructions**

- Your complete application will include a signed cover letter, your current résumé (with adequate contact information), answers to the questions below, and names and contact information for two professional references. Incomplete applications or applications received after the deadline will not be considered.
- Applications are due Friday, Feb. 5 by 5 p.m.
- Application materials must be submitted via email as a PDF to [atlstudentmedia@scad.edu](mailto:atlstudentmedia@scad.edu). If you have any questions about application materials, contact Jessica Clary at [jclary@scad.edu](mailto:jclary@scad.edu) or 404-253-3285.
- If you are selected for an interview, interviews will be held on Friday, Feb. 19. If you have extenuating circumstances and cannot be interviewed on that date, please let us know with your application. Some accommodations may be possible.

**Questions**

1. What is the purpose of a student radio station?
2. What do SCAD Atlanta Radio listeners expect from the station? Is SCAD Atlanta Radio currently meeting these expectations? Why or why not?
3. One major goal of SCAD Atlanta Student Media is audience awareness and satisfaction. How will you research and analyze SCAD Atlanta Radio's audience? What ideas do you have to better serve them? How will you implement these ideas?
4. A second goal of SCAD Atlanta Student Media is innovation. What innovations would you like to make happen during your term as general manager? How will you ensure they happen?
5. Another goal of Student Media is collaboration. How do you see SCAD Atlanta Radio, SCAN Magazine and The Connector working together?
6. SCAD Atlanta Radio management staff positions are demanding. How will you make sure these staff positions are filled, and monitor that the persons filling them are completing their responsibilities sufficiently?
7. Describe your leadership style. In what ways is your leadership style well suited for the general manager position?
8. What other commitments do you have for the term? (Are you an RA or a student ambassador, do you have an outside job or internship, etc.) How will you balance the workload of general manager with these responsibilities? Do you see any potential conflicts to serving the entire term of the appointment (the first day of spring quarter 2016 through the last day of winter quarter 2017)?
9. How will you keep students involved and the website/stream popular over summer break and other college breaks? Please be as specific as possible.
10. What do you hope to gain from serving as general manager? Is there a skill you hope to learn or ability you wish to further develop? Explain.