

Student Media
SCAD Atlanta Radio General Manager Application
Fall 2019 – Last day of Winter Quarter 2020

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, Oct. 11 by 5 p.m.**
- Application materials must be submitted via email as a PDF to atlstudentmedia@scad.edu. If you have any questions about application materials, contact Jessica Clary at jclary@scad.edu or 404-253-3285.
- If you are selected for an interview, you will be notified of the interview date by the end of the day on Friday, Oct. 11.

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. It's unrealistic to think all students will become station DJs, but all students could listen to the station. How do you let them know about it and get them interested?
4. As a pioneer in college radio online, SCAD Atlanta Student Media loves to innovate. 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 (through the last day of winter quarter 2020)?
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.