

Application for
General Manager, KCR Radio

Name: _____ Red ID#: _____
Address: _____ Home Phone: _____

Zip: _____
Alternate/Cell Phone: _____ E-Mail: _____
Major: _____ Minor: _____
GPA Overall : _____ GPA Last 15 Units: _____
Total # of Units: _____(SDSU) _____(other)

I. Background

Please list your experience at KCR Radio (provide dates of service and a description of your responsibilities):

Please describe any other radio or broadcast experience:

Please list college classes that have prepared you for this position:

How many hours each week are you prepared to devote to this position? _____

Will you be available for the entire academic year? ____YES ____NO

In how many classes / units will you be enrolled next semester if you are selected for this position?

What other jobs or internships would you be holding while serving in this position?

II. Please submit with your application:

- **An unofficial SDSU transcript**
- **A resume that includes three references who are familiar with your radio and broadcast experience.**

III. Please submit with your application written responses to the following questions:

1. What is the main purpose of KCR Radio?
2. What staffing plan do you propose for the station? Explain and justify any changes you would make to the current organization of the station.
3. What are the responsibilities of the general manager to the Student Media Advisory Committee and how would you fulfill these?
4. Assess the current financial status of KCR Radio. What steps would you take as general manager to increase revenue-generating activities?

5. Should KCR Radio produce public affairs programming that reflects current campus issues?
6. What changes, if any, as general manager would you make in programming?
7. What do you see as the major strengths and weaknesses of KCR Radio? How would you promote or address each of them?

IV. Please be prepared to address the following topics during the panel interview:

- **Qualifications for general manager**
- **Leadership style**
- **Organization skills**
- **Major challenges, if any, facing KCR**
- **Conflict of interest**

General Manager, KCR Radio

Qualifications

1. Applicants must have knowledge of day-to-day radio station operations, and the National Association of Broadcasters standards of practice.
2. It is strongly recommended that the general manager take JMS 494: Media, Law and Ethics or its equivalent. The selected candidate who has not completed the course will be expected to be familiar with FCC rules and regulations.
3. The general manager shall understand the problems of libel and slander as they apply to broadcast media, and shall be able to demonstrate familiarity with legal defenses to these potential issues.
4. The general manager shall have knowledge of the Brown Act, public records/FOI, and prior restraint, CSU, SDSU, A.S. and Student Media Advisory Committee policies and procedures.
5. The general manager shall be able to recognize a call for a formal retraction and be prepared to respond as the law and good judgment require.
6. Applicants are required to have one year of radio station experience or the equivalent; one semester of this experience must be with KCR Radio.
7. Applicants must have completed a minimum of 60 units of college-level coursework. A cumulative GPA of 2.0 for work performed at SDSU is required. A cumulative GPA of 2.0 for all college-level work is required. Petitions to waive this grade point requirement must be submitted with the application materials. Applicants may not be on any form of disciplinary probation.
8. During the academic year of appointment, the general manager is required to be an SDSU student enrolled in a minimum of six units of coursework per semester with a GPA of at least 2.0.

General Manager, KCR Radio

Duties and Responsibilities

1. Promotes the efficiency, continuity and quality of the day-to-day programming and operations of KCR.
2. Operates KCR within the budget approved by the Student Media Advisory Committee. Implements approved long-range plans to increase sales and listeners.
3. Assumes final responsibility for KCR programming content and presentation including, but not limited to, musical format, campus service, public affairs, news, sports, commercial advertising, promotions and on-air personalities.
4. Establishes, modifies and implements KCR general policies and procedures.
5. Fosters a culture of diversity, equity and inclusion within the KCR studio and in KCR programming.
6. Carries out any administrative direction given by the Student Media Advisory Committee or business direction given by A.S. Business Services.
7. Regularly reports all station activities to A.S. Business Services and Student Media Advisory Committee.
8. Ensures the monitoring of analytics of KCR College Radio digital and social media platforms, and presents updates during SMAC meetings.
9. In coordination with the A.S. HR Director, assumes the authority and power to hire, fire, advise, promote, reprimand and discipline all staff members (in accordance with university policy) in a manner prescribed by the KCR policies and procedures manual and informs the Student Media Advisory Committee of all actions.
10. Approves the expenditure of funds within the scope and intent of the station's budget.
11. Assures that KCR complies with all state, federal and university regulations, in particular those related to privacy, slander and libel.
12. Regularly calls and presides over KCR general staff meetings in accordance with station policies and procedures manual.
13. Identifies candidates for future general managers and serves as a mentor for them.
14. Shall be in communication with and have a good rapport with the cable systems carrying KCR's signal, and ensure that no conflicts of interest occur with these carrier systems.
15. Formulates short and mid-term goals for KCR that are consistent with the long-term goals and purpose.
16. Attends all Student Media Advisory Committee meetings or sends a representative.
17. Represents KCR at meetings, conferences, interviews, student organizations, etc. or sends an official representative.