



**BLACK  
SQUIRREL  
RADIO**

SPRING 2017  
**DIRECTOR APPLICATION**

**DUE DECEMBER 3**

**BASIC INFO**

Name:

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GPA:

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Major/ Minor:

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Graduation Date:

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Preferred Phone:

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Preferred Email:

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Local Address:

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Permanent Address:

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Please list your projected schedule of classes for Spring 2017, with course titles, days and times.

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Will you have any other jobs, be involved in other organizations, or have any other major time commitments during Spring 2017?

YES

NO

If so, what are they and what is the projected time commitment for each?

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How long have you been with the station?

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What roles have you had with BSR and for how long?

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What other BSR groups have you worked with? (street team, mobile DJ, web writing, sports, etc.)

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# DETAILS

What positions are you applying for? (See description sheet for more information on each position. Feel free to apply for more than one position!)

- \_\_\_\_\_ Program Director
- \_\_\_\_\_ Music Director
- \_\_\_\_\_ Production Director (\*all applicants to this position must submit at least one "demo" they have produced\*)
- \_\_\_\_\_ Technology Director
- \_\_\_\_\_ Web Content Director
- \_\_\_\_\_ Sports Director
- \_\_\_\_\_ Marketing Director
- \_\_\_\_\_ Design Director
- \_\_\_\_\_ Promotions / Street Team Director
- \_\_\_\_\_ Mobile DJ Director

Please attach 1) your resume and 2) at least two full typewritten pages (double-spaced) explaining your goals for the semester, how you will improve your desired position and your plans for doing both. You are welcome to submit any other documents or media in addition to the two typewritten pages if you feel they help convey your goals and suggested improvements. If you are applying for more than one position, you must submit at least two typewritten pages for each desired position.

Completed applications can be submitted preferably by emailing lgerbig@kent.edu (let's save some trees!). The deadline for submitting an application is December 3rd at midnight. Late applications will **NOT** be accepted.

You will be contacted via email regarding interview times and dates. Interviews will be conducted during the week of December 5-9. **PLEASE INCLUDE YOUR SPRING 2017 CLASS AND FINALS WEEK SCHEDULE SOMEWHERE ON YOUR APPLICATION OR IN AN EMAIL WHEN SUBMITTING.** This will aid in quickly arranging interview and training times. Some specific duties of each position may be altered during the application and interview process, and deadlines for some positions may be extended based on the feedback and responses we receive.

By signing below, you acknowledge you are applying to be a Black Squirrel Radio director, and in so doing, have verified all this information as correct and understand that no positions are guaranteed to anyone and management can decline to interview or hire you without necessarily providing an explanation.

Signature \_\_\_\_\_

# BLACK SQUIRREL RADIO BOARD OF DIRECTORS

## JOB DESCRIPTIONS – SPRING 2017

Each director is expected to devote 5-8 hours per week to his/her role, at least five of which are to be spent at the station as designated office hours. In addition, each director must attend a weekly staff meeting as well as assist the Program Director in critiquing shows, insuring quality broadcasting. Directors will be assigned on-call shifts to assist with general problems during the semester. All directors manage teams of student volunteers and are required to promote these activities outside the station. Generally, directors encourage quality across all departments and help with fundraising, promotion and strategic planning, among other duties. Each director reports to the General Manager and must maintain constant communication with him or her.

### → PROGRAM DIRECTOR

This director leads auditions by designing and disseminating audition forms. The Program Director also plays a large role in selecting the semester's programming, hiring DJs, designing the overall program schedule and organizing training efforts. This director manages the station's DJs by approving requests for in-studio guests and enforcing station rules when necessary. The Program Director works to improve Black Squirrel Radio's on-air product through constructive criticism and show critiques, and is expected to help and encourage DJs to develop new ideas for content. This director is also responsible for maintaining the station program logs and Talk Book to facilitate the rotation of on-air content like commercials, PSAs and station promotions. The Program Director works closely with all other directors in producing and delivering a quality on-air product, and is in many ways a deputy to the General Manager. This director works especially closely with the Music Director to provide and monitor new music played on-air, and also tracks and analyzes analytics data related to programming. The Program Director is also expected to work to maintain a staff of volunteers to help with programming efforts. Other duties as assigned and as the director deems necessary.

#### Recommendations for role:

- Extensive experience working at Black Squirrel Radio required.
- Current and previous holders of other director positions highly encouraged.

### → MUSIC DIRECTOR

This director is responsible for screening music content regularly to be added the Black Squirrel Radio databases and for developing and maintaining relationships with the local and regional music scene. The Music Director previews music sent to the station and is expected to scout and obtain new music from other sources. This director ultimately determines what music to add to the databases and edits and uploads new music at least once per week. The Music Director also contacts local artists, venues and labels to increase and maintain the amount of local music content (i.e. "Local Artist Spotlight") on Black Squirrel Radio. This director is responsible for maintaining and creating relationships with music promoters and record labels. This director organizes and runs a weekly Music Advisory Board to generate feedback on new music and to encourage DJ and student participation in music selection, and also has the option of hiring assistants specializing in music genres underrepresented in the station databases. Other duties as assigned and as the director deems necessary.

#### Recommendations for role:

- Familiarity with several different genres of music, especially independent music required.
- Knowledge of the local music scene highly recommended.

### → PRODUCTION DIRECTOR

This director is responsible for producing all imaging for Black Squirrel Radio: station IDs, commercials, drops and promos. The director must schedule time at the beginning of the semester to accommodate promo creation for all interested on-air shows. This director must stay in contact with the Program Director and General Manager so new imagery is properly approved and subsequently added to the logs. This director will work with software such as Digital Jukebox and Adobe Audition. The production director must be creative and flexible in generating new, innovative promotional content for the station. Other duties as assigned and as the director deems

#### Recommendations for role:

- Knowledge and experience with Adobe Audition required; Experience with Digital Jukebox and ProTools recommended.
- Ability to be flexible and produce quality content on short notice required.
- All production director applicants must submit at least one "demo" they have produced.

## → TECHNOLOGY DIRECTOR

This director ensures all studio and station equipment is operational and in good condition. The Technology Director will assist the Web Content and Production Directors with technical duties associated with their respective positions. This director must be familiar with programs such as Wordpress, Digital Jukebox and Adobe Audition. This director is responsible for creating and maintaining training manuals and keeping the station and its equipment clean and orderly. The Technology Director is the first person DJs call if any equipment is not working properly, so this director must be easy to contact and able to work with people to solve technical problems. This director also assists the Web Content Director in maintaining the website and should have a basic understanding of web coding. Other duties as assigned and as the director deems necessary.

### **Recommendations for role:**

- General knowledge of audio equipment required.
- Experience with web coding and Wordpress recommended.
- Experience with audio editing software such as Adobe Audition recommended.

## → WEB CONTENT DIRECTOR

This director creates, produces, maintains and edits multimedia content for the website. The Web Content Director is responsible for uploading web content in a timely fashion and should have a basic understanding of web coding, as well as an excellent understanding of Wordpress and our site. This director oversees a staff of writers, photographers, videographers, copy editors and designers who produce album reviews, concert news and other content for the websites representing a wide variety of artists and genres. This director is also expected to seek multimedia content, and to produce and assign video and audio projects with the help of said volunteers. The Web Content Director will also maintain podcasting efforts in producing and organizing both exclusive material and recorded content from on-air programming. This director will train all web writers on AP style and proper journalistic etiquette when necessary. The Web Content Director is also expected to maintain relationships with college radio promoters and publicists in order to ensure the station's ability to cover major music news. This director works closely with the Technology Director and Sports Director to ensure quality and

### **Recommendations for role:**

- Experience in news writing and/or multimedia production required.
- Flexibility in posting some content on short notice at irregular times preferred and encouraged.
- Electronic Media Production and Journalism majors strongly encouraged to apply.

## → SPORTS DIRECTOR

This director is responsible for producing all imaging for Black Squirrel Radio: station IDs, commercials, drops and promos. The director must schedule time at the beginning of the semester to accommodate promo creation for all interested on-air shows. This director must stay in contact with the Program Director and General Manager so new imagery is properly approved and subsequently added to the logs. This director will work with software such as Digital Jukebox and Adobe Audition. The production director must be creative and flexible in generating new, innovative promotional content for the station. Other duties as assigned and as the director deems necessary.

### **Recommendations for role:**

- Experience in sports reporting and/or sports media production required.
- Journalism and Electronic Media Production majors strongly encouraged to apply.

## → MARKETING DIRECTOR

This director is in charge of maintaining BSR's image on campus through marketing efforts. He or she will have full control over the Black Squirrel Radio Twitter, Facebook, Instagram, Tumblr and Snapchat. This director will make daily posts on all social networks to promote our Fall programming, our fundraisers, our events, and more. The Marketing Director will work to find interesting online content for Black Squirrel Radio's social media pages to share. This content can include everything from web articles from outside sources, funny memes, a new music video, etc. This director will also design all of the Black Squirrel Radio graphics for promotional use, while maintaining BSR's brand standard. This director will be in charge of designing flyers, posters and more visually appealing designs that the station can use to promote itself, its events, its shows and more. This director will be responsible for getting flyers done in a timely manner and making flyers for any BSR member that asks with help from the Design coordinator. The Marketing director will work closely with the Promotions and Street Team Director, Program Director, and other staff members to ensure that our social media networks are thriving with interesting promotional content.

### **Recommendations for role:**

- Photoshop, Adobe Illustrator and any other graphic design experience
- Experience with Social Media Sites
- Marketing, VCD, Public Relations, Advertising majors encouraged to apply.

## → PROMOTIONS AND STREET TEAM DIRECTOR

This director maintains relationships with local venues to provide tickets for the station and actively scouts new relationships with businesses/organizations to receive giveaway items. This director will coordinate promotional events on-campus and in the community to expand the reach of the Black Squirrel Radio brand. The Promotions and Street Team Director will also scout advertising opportunities for the station to obtain for on-air and website content. This director will work closely with the Marketing Director to assist in organizing

### **Recommendations for role:**

- General understanding of Black Squirrel Radio and its brand required.
- Advertising, Marketing, Journalism, PR and VCD majors encouraged to apply.

## → DESIGN DIRECTOR

This director is responsible for designing marketing and promotional materials for station events and efforts, in addition to internal station communication. He or she will work closely with other departments to assist with specific marketing efforts, and delegate assignments to design coordinators. The design director is crucial in maintaining BSR's brand standard and must understand the importance of how BSR is represented visually.

### **Recommendations for role:**

- General understanding of Black Squirrel Radio and its brand required.
- VCD majors encouraged to apply.
- Photoshop, Adobe Illustrator and any other graphic design experience.

## → MOBILE DJ DIRECTOR

This director is in charge of seeking opportunities for Black Squirrel Radio to DJ at on-site events on campus (dining services events, banquets, etc.) or in the community (proms, homecomings, etc). The Mobile DJ Director will transport equipment to and from said events, and be responsible for setting up and playing music. This director will also need to make sure all proper paperwork and forms are completed between BSR and the client. The Mobile DJ Director is expected to recruit a team of student volunteers who want to

### **Recommendations for role:**

- Experience with the Mobile DJ team is a plus, but not required.
- Having a vehicle to transport equipment required.