

# **KNWD**

## **General Manager**

### **Application Procedure**

Applicants for the position of General Manager of KNWD should email a completed application form and other supporting documents to Matthew Craig, [craigm@nsula.edu](mailto:craigm@nsula.edu) **before 4:30 p.m. Friday, March 8, 2024**. The Student Media Advisory Board will meet to evaluate each candidate.

Board members will question candidates extensively before selecting a candidate to recommend to the Student Government Association for final approval. In addition to the completed application form, each candidate should submit these supporting documents:

- A resume detailing journalism/communication and non-communication work experience (summer employment, prior employment, internships etc.)
- A list of three references, including their phone numbers, who can speak to the applicant's qualifications for this position (faculty and/or off campus employers)
- A two-page essay detailing the applicant's vision, goals for operation and leadership philosophy of KNWD, if appointed.
- Academic transcript documenting all coursework at all institutions.

The application form and all supporting documents should contain no grammatical or spelling errors, and they should demonstrate the applicant's best effort and attention to detail.

# **KNWD**

## **General Manager**

### **Job Description**

The general manager of KNWD is appointed by the Student Government Association upon recommendation of the Student Media Advisory Board and is supervised by the student media coordinator. The general manager is responsible for the entire content and operation of KNWD and the supervision of the staff and DJs. This person must act as the official public relations officer and spokesperson while representing KNWD at various meetings and conferences.

The general manager is responsible for:

#### **Managerial Duties:**

- In consultation with the student media coordinator, hire staff members for various positions.
- Ensure communication, personnel and technical problems are corrected.
- Work with staff to plan and execute long-term and short-term goals.
- Handle all complaints, inquiries and official correspondence for KNWD.
- Guide the staff to ensure KNWD thrives as an NSU student medium.

#### **Day-to-Day Duties**

- Hold departmental meetings to discuss on-air content, events and other business that comes before the staff.
- Meet with the student media coordinator.

#### **Training Required**

Applicants must be full-time undergraduates at Northwestern State University when they apply and be enrolled full time throughout their term. They must have a 2.5 cumulative GPA at the time of application and earn a 2.0 GPA each semester of their term. They must be in good academic and disciplinary standing when they apply and maintain that standing throughout their term.

Applicants must have completed at least 45 hours as determined by the Office of the Registrar and Admissions. Applicants must not serve, during their term, in any other position at the university in which they would receive a scholarship that comes from Student Association fees. They must have served on the KNWD staff at least one semester prior to selection. They must have completed COMM 2040 (Media Law and Ethics), COMM 2400 (Audio Production) and COMM 3430 (News Producing) or enroll in and pass them during the fall semester of their term. In the absence of a candidate who meets these qualifications, the Media Board may recommend to the SGA the individual who best fulfills the qualifications.

#### **Time Required**

A minimum of fifteen posted office hours per week will be required. Posted office hours must be between the hours of 8 a.m. and 5 p.m., Monday through Friday. The general manager is required to assist the student media coordinator, when necessary, with conducting broadcast, organizational, technical and other workshops. These are in addition to the pre-fall/pre-spring staff development workshops. The general manager is expected to be present on campus one week prior to the beginning of each semester.

**KNWD**  
**General Manager**  
**Application**

Complete and email to Matthew Craig, [craigm@nsula.edu](mailto:craigm@nsula.edu), no later than **4:30 p.m. Friday, March 8, 2024.**

Name \_\_\_\_\_ Classification (circle)    FR SO JR SR

Local Address \_\_\_\_\_ Local Phone (\_\_\_\_\_) \_\_\_\_\_

Email \_\_\_\_\_

Permanent Address \_\_\_\_\_

\_\_\_\_\_

Semester entered Northwestern \_\_\_\_\_ Semester hours attempted to date \_\_\_\_\_

Cumulative GPA \_\_\_\_\_ Semester hours earned to date \_\_\_\_\_

Major \_\_\_\_\_ Minor \_\_\_\_\_