

WUMS-FM 92.1 PROMOTION/PRODUCTION DIRECTOR APPLICATION



Name: _____

Email: _____

Classification: _____

Major: _____

Phone: _____ GPA: _____

(Minimum GPA is 2.0)

Have you ever worked at the Student Media Center? If so, in what capacity?

Do you have experience in radio or that may pertain to radio? Please list below.

Do you have any time constraints other than your class schedule? (EX: another job, extracurricular activities, Greek.)? Please list them below. *Could you be available Monday – Friday for 2/3 hours per day?*

Give a brief explanation of journalism/marketing classes you have taken. Briefly describe any experience you have relating to promotions/social media marketing.

Do you have any recording experience? If yes, explain.

Briefly discuss promotional ideas or social media marketing strategies you would use if you are selected as Production/Promotion Director.

How will you expand Rebel Radio's listener base?

How would you make commercials (made for businesses around Oxford) appeal to a college student audience?

Production/Promotion Director Job Duties

- Oversee the creation/transfer of commercials, promos, liners, and PSAs
- Create commercials from Rebel Radio broadcast order forms and/or from scratch
- Transfer pre-recorded commercials or PSAs into the computer system
- Work with Adobe Audition software
- Write scripts for commercials and liners/promos as needed
- Insure that commercials for businesses are aired/ scheduled/created on time and to their liking
- Submit Premiere Affidavits weekly and on time
- Work closely with SMC Radio Sales/Advertising Director
- Report to Station Manager and cooperate with all Rebel Radio staff
- Lead the planning, creative development, and production of radio content
- Promote 92.1 FM via social media (Instagram, FB, Twitter, Soundcloud)
- Manage all Rebel Radio social media accounts and post extremely frequently
- Manage and update Rebel Radio webpage
- Responsible for making sure DJs blog weekly (send out reminder emails)
- Promote Rebel Radio remotes via social media
- Attend **mandatory** weekly staff meetings