



The mission of KCSU is to train students to collaboratively operate a radio station that delivers and creates content that informs and inspires our listeners.

To: KCSU-FM Station Manager Applicants
From: Asher Korn, KCSU-FM General Manager
Due: Friday, February 24th, 2023

Thank you for your interest in the 90.5 KCSU-FM Station Manager position. This document includes all application instructions. The complete job description can be found in the attached document, titled '90.5 KCSU-FM Station Manager Job Description.' These documents have been created to assist you in the application process and give you an outlook of the responsibilities. Any questions should be directed to the KCSU General Manager, Asher Korn.

Your application packet should include:

- 1) Your resume of relevant experiences
- 2) The contact information of at least two professional references
- 3) A cover letter to the KCSU Station Manager Search Committee which includes: RMSMC CEO, KCSU General Manager, (current) KCSU Station Manager, RMSMC Student Media Adviser, and two graduating KCSU seniors or other students with extensive KCSU experience.
- 4) Your vision of improvement of at least 2-3 elements for the KCSU programming schedule (see below).

Email a PDF of your completed application packet to asher.korn@colostate.edu by the date listed above. In your email, please include all the times that you would be available for a 1-2 hour interview between 9 a.m. and 6 p.m. on February 27, 28 & March 1, 2, or 3. This interview may be virtual or in-person, please clarify your preference in your application email..

Applications will be accepted until the position is filled. The search committee aims to select a new Station Manager by the end of the day March 3.

The ideal candidate for this position is a motivated self-starter who works well with others, delegates appropriately, establishes policies and ensures compliance, and creates a welcoming environment yet can be a firm boss when needed. Ideal skills include an understanding of college radio programming and technology, serving a diverse audience of campus and community listeners, strong organizational abilities, exemplary communication skills, and a commitment to leadership.

The station manager, in conjunction with the General Manager, devises the KCSU staff positions and hires student managers for the 2022-2023 academic year. The Station Manager is responsible for making all decisions that affect their academic year, including changes that their staff wants

to see (GM is responsible for overseeing long-term decisions that affect the station for years to come).

All paid KCSU staff, including the station manager, are expected to apply for non-need work-study in early April and use this for their position at KCSU (*unless need-based work-study has been awarded*).

This is a salaried position, with the expectation that each workweek will average 20 hours. The pay is approximately 20 hours/week at minimum wage for 17 weeks per semester (15 academic weeks, and the week leading into and out of each semester) and 10 summer weeks.

Your vision of a weekly KCSU programming schedule

During your interview, be prepared to talk about KCSU current radio programming strengths, weaknesses, and how you would make improvements. Also, be prepared to discuss KCSU House Podcasts strengths and weaknesses and how you would improve them.

KCSU SHOW SCHEDULE								
START - END TIME	SUN	MON	TUE	WED	THU	FRI	SAT	FORMAT
1am - 3am								EXPERIMENTAL
3am - 5am								
5am - 7am	KCSU SPORTS PODCAST (EG)	KCSU MUSIC PODCAST (EG)	CLIENT PD (EG) *not EG if planned	RMR REBROADCAST	LIVE & LOCAL RB (MOST RECENT)	RMR REBROADCAST	CLIENT PD (EG) *not EG if planned	PODCAST CNR
7am - 9am								ROTATION
9am - 11am				NEWSCAST				
11am - 1pm				NEWSCAST				
1pm - 3pm				NEWSCAST				
3pm - 5pm				SPECIAL NEWSCAST				
5pm - 7pm	LIVE AND LOCAL		ROCKY MTN REVIEW	HIDDEN GEMS	ROCKY MTN REVIEW		HIDDEN GEMS REBROADCAST	RMR
7pm - 9pm				NEWSCAST & CONCERT CALENDAR				SPECIALTY
9pm - 11pm				NEWSCAST & CONCERT CALENDAR				SPECIALTY
11pm - 1am	KCSU SPORTS PD (MOST RECENT)	KCSU MUSIC PD (MOST RECENT)	RMR DAY - OF REBROADCAST	LIVE IN STUDIO (MOST RECENT)	RMR DAY - OF REBROADCAST	KCSU STUDENT PODCASTER (EG) *not EG if planned		PODCAST CNR

KCSU Current Format Descriptors

On-Air (Broadcast) Content

KCSU is licensed to serve its city of license, Fort Collins. KCSU programming, in order of priority, should serve: (1) Colorado State University students, (2) the campus community, and (3) other listeners.

From 7 a.m. to 3 p.m. weekdays, KCSU plays cutting-edge, college and local music that will not generally be aired on commercial stations. These hours are known as “rotation hours.”

Rotation DJs play $\frac{1}{2}$ KCSU music, $\frac{1}{4}$ local music, and $\frac{1}{4}$ a selection of their own music.

Outside of rotation hours, KCSU welcomes specialty programming for news, podcasts, public affairs, specialty music shows, sports, and talk shows during evening hours. Students involved in other organizations, cultural groups, advocacy groups, student government, etc. are encouraged to participate in KCSU programming during these specialty hours.

On summer and winter break, KCSU welcomes alumni and community members to DJ at the station to keep it sounding alive and continue our mission.

Digital (Online) Content

After discussing KCSU live radio schedule above, be prepared to detail how you would improve KCSU’s digital content. Specifically, talk about KCSU’s current podcasts and how they can improve. Furthermore, discuss content on KCSUFM.com and how it can be improved.

Interview topics and questions

Be prepared to answer these questions during your interview. Do not write and submit responses. For your understanding, it is not common practice in the professional world to provide a job applicant topics and questions in advance. In the interest of your preparation for this interview, and because KCSU is a learning institution, we are providing you with some questions. Expect more questions than this list in the interview.

1. Why do you want to be the KCSU station manager?
2. KCSU is more than a radio station. It is a media production company pursuing new formats to engage and grow its audience and offer modern media training to its students. Talk about how you will help us continue this model.
3. Tell us about what types of radio you listen to and how often.
4. What types of audio besides radio do you consume and why?
5. KCSU has a potential listenership of more than 200,000 people. How will you connect with them?

6. If you were station manager, what would you do differently, if anything, to gain listeners to KCSU's radio programming and online content?
7. Set resources aside, what's your grand vision for KCSU?
8. How best can you, as a manager, manage conflict within the station? Remember that you will be managing a group of your peers.
9. What actions have you taken in your past jobs to create a welcoming environment?
10. How will you foster diversity, equity, and inclusion at KCSU?
11. KCSU is funded by student fees and exists for CSU students. Most CSU students don't have a radio to listen to our #1 media product. What can we do to connect with CSU students?
12. Talk to us about KCSU House Podcasts. Why are they important and how will you improve them?
13. Do you have time in your schedule to dedicate 20 or more hours per week to KCSU during the academic year and summer?
14. What do you like about KCSU Promotions and how would you improve them?
15. Name some creative ways to attract new KCSU fans.
16. The KCSU Analytics department is a newer department that exists to measure KCSU growth. How would you as the station manager want to see KCSU growth tracked and analyzed?
17. Talk about your past experiences with training others and how you will apply that to your work as station manager.
18. Talk about ways KCSU can create multimedia content with RMSMC's other branches such as CTV and Collegian.
19. What experience do you have operating KCSU technology? How do you plan to learn about the KCSU technology you do not understand yet?
20. What is an area in which you think KCSU should improve the most? How will you address that area as station manager?
21. What does leadership mean to you? How will you be the best leader possible for KCSU?
22. In 15 years, what is your vision for KCSU and how will you start planting the seeds for that now?