

so you want to be a

Radio Station Manager



SOUTHWESTERN
ADVENTIST UNIVERSITY



What's a Radio Station Manager?

Radio station managers ensure the smooth daily operation of college, public, and commercial radio stations. They manage the administrative, technical, program, and sales aspects of a station. General managers work to maintain the work environment, personality, and financial viability of the business.

Manager's Tasks

- Create and promote the overall vision and/or business plan for the station.
- Work closely with advertising department.
- Plan and participate in fund-raising events.
- Track purchases and prepare budgets.
- Make decisions on station finances and facilities management.

“Southwestern provides students with real-world experience that you can't get anywhere else. I will be graduating with four years of on-air radio experience in a top-five market.”

Matthew Forner, sophomore communication major

relevant classes we offer

Announcing
Audio Production
Broadcast Journalism

Broadcasting in America
Advertising
Media Techniques

Skills Needed

- Strong social skills.
- Knowledge in music or area of specialty (sports, news, current events).
- Working knowledge of audio technology.
- Ability to work under pressure.

How we can help

Southwestern's Department of Communication consists of a faculty with decades of experience. Michael Agee has spent 35 years as an announcer and award-winning radio station manager. Students will have direct access to his knowledge as well as immediate access to one of the leading Christian radio stations in Dallas-Fort Worth, the fifth largest radio market in the U.S.

salary range:
\$65,000 to 70,000
Top 25 Markets \$250,000+

CONTACT:

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