



MEDIA MANAGER APPLICATION

APPLICATION DEADLINE: January 31, 2022

Return by email to dinomew@uncw.edu
Only electronic applications will be accepted.

Desired position

Editor-in-Chief, The Seahawk
Editor-in-Chief, Atlantis

President, TealTV & Hawkstream Radio
Sales Director

Name: _____ Banner ID: _____

Local Address: _____ Local Phone: _____

_____ Major: _____

UNCW email: _____ Current GPA: _____

Anticipated Graduation Date: _____

Current class status: Freshman Sophomore Junior Senior Graduate

The Appointment Process

1. Return your completed application to the assistant director for Student Media **no later than 5 p.m. Monday, Jan 31, 2022**. Your application will be forwarded to the Student Media Board for review.
2. Final candidates will be notified of an interview within one week of the application deadline. All other applicants will be notified about the status of their applications. Interviews with the full SMB will take place online via Zoom, beginning **Thursday, Feb 17, 2022**, at 5 p.m.
3. During the interview, you will be asked to respond to a hypothetical scenario relative to media ethics, copyright, libel or privacy. You will have opportunity to prepare your responses in advance of the interview. The board would also like to hear more about your proposals to improve your medium's service. New media managers will be selected by majority vote of the SMB's voting members present.

Instructions

Answer the following questions in separate attachment that includes your name and desired position. You may also submit up to three work samples (optional).

1. How has your previous work experience (including student involvement) and academic experience (classes, workshops, conferences, etc.) helped prepare you for this position?
2. Fee-funded media receive fees from students enrolled in summer sessions. Under your leadership, how will your publication serve the UNCW community during the summer?
3. How might your medium more effectively market itself to audiences on and off campus?
4. Describe the major goals or priorities you would like your medium to achieve during your term.
5. What do you envision your medium and UNCW Student Media as a whole to look like in five years? Describe how you, as media manager, will help get us there.
6. Provide any other information you believe may be helpful in evaluating your potential for this position.

References

List two references. One reference **must** be faculty or professional UNCW staff but **not** the assistant director for Student Media. References should be able to comment on your work performance and leadership potential.

Name, Reference 1: _____ Email _____

Relationship to You: _____ Phone: _____

Name, Reference 2: _____ Email _____

Relationship to You: _____ Phone: _____

Release Statements

Are there any conduct cases at UNCW currently pending against you?..... YES NO

Do you hereby provide authorization for Student Media to verify your GPA
prior to employment and on an ongoing basis? YES NO

Do you hereby provide authorization for Student Media to verify your UNCW
conduct record and check your conduct record as required? YES NO

Do you hereby provide authorization for Student Media to verify any possible
criminal record?..... YES NO

By inscribing my name below, I hereby give UNCW Student Media permission to verify the personal data provided above.

Applicant's Name

Date

Position Descriptions for UNCW Student Media's Media Managers

About UNCW Student Media

Our program consists of TheSeahawk.org, the university's online campus newspaper published throughout the year; Atlantis, UNCW's award-winning literary arts magazine, published three times a year; TealTV, producers of the TV news magazine Seahawk Central News and Hawkstream Radio podcasts, published throughout the academic year; and Flicker Film Society, a collective of student filmmakers who sponsor the annual Reel Teal Film Festival. All participating media are registered student organizations based in the Division of Student Affairs.

UNCW Student Media is governed by the UNCW Student Media Board, consisting of students, faculty and staff. The SMB is charged with budget authority and appoints the media managers of The Seahawk, Atlantis and TealTV/Hawkstream Radio.

The Seahawk Editor-in-Chief

Founded in 1948, The Seahawk is UNCW's campus newspaper and UNCW's oldest, continually published public document. Currently The Seahawk is published exclusively online at TheSeahawk.org.

The editor-in-chief (EIC) is The Seahawk's chief executive officer and ensures that the organization works to fulfill its mission and operates within all applicable laws and university policies and procedures. The ideal candidate is a mature leader with an appropriate understanding of high-quality content development, media convergence and the avoidance of libel, invasion of privacy and copyright infringement. The EIC is ultimately responsible for all content in all iterations of the publication. The EIC works tirelessly to preserve the publication's integrity and marketability while upholding the highest standards for content and independence.

This challenging position is open to enrolled UNCW students in good standing (minimum 2.5 cumulative GPA, no outstanding conduct cases). It pays an annual stipend and offers strong resume-building, leadership experience and opportunities for conference travel. Candidates of junior or senior status may be eligible to earn internship credit. We seek candidates with experience or motivating interest in journalism, a sound ethical compass, a basic understanding of digital publishing, exceptional organizational and delegation skills, strong communication and time-management skills, ability to collaborate with and manage staff, and dedication to responsible, independent journalism and free expression. Aggressive marketing ideas are encouraged. Experience and studies relevant to the position are preferred. Mandatory basic training is provided.

The term of this position runs from the close of the spring semester to the close of the following spring semester. This position is renewable.

Responsibilities

- Direct the timely planning, production and marketing of the publication in all its formats and iterations including the newsletter published weekly during the academic year;
- Strive to ensure the publication of content that is professional, original, relevant and useful to the UNCW audience;
- Represent and speak for the publication to the public including the university administration, governing bodies and law enforcement;
- Respond quickly and decisively to situations demanding immediate response;

- Ensure compliance with Campus Activities requirements for annual re-registration and leadership training;
- Strive to preserve the organization's continuity and financial sustainability;
- Recruit, train and retain staff;
- Ensure reliable record-keeping;
- Effectively communicate expectations and policies to all staff and ensure accountability;
- Coordinate and participate in staff retreats and training prior to the fall semester;
- Periodically evaluate staff performance and publicly recognize excellence;
- Consult regularly with advisers about operations, planning and ethics and, when desired, on matters related to content;
- Ensure the effective coordination of advertising sales and special events;
- Direct or delegate the planning and implementation of the Seahawk's editorial agenda;
- Oversee budget, payroll, marketing, promotions and distribution;
- Work to steadily improve the organization's online presence, visitor traffic and page views, using analytics to formulate strategy.
- Serve as a voting member of the Student Media Board, which meets during the academic year;
- Submit monthly reports to the SMB and take appropriate action on SMB resolutions;
- Participate in the departmental awards-and-recognition program at the end of the year.

***Atlantis* Editor-in-Chief**

Atlantis, founded in 1971, is UNCW's student-run literary arts magazine. The magazine publishes two print issues and one online edition per year.

The editor-in-chief (EIC) is the magazine's chief executive officer and ensures that the organization works to fulfill its mission and operates within all applicable laws and university policies and procedures. The ideal candidate is a mature leader with an appropriate understanding of high-quality content development, media convergence and the avoidance of libel, invasion of privacy and copyright infringement. The EIC is ultimately responsible for all content in all iterations of the publication. The EIC works tirelessly to preserve the publication's integrity and marketability while upholding the highest standards for content and independence.

This challenging position is open to enrolled UNCW students in good standing (minimum 2.5 cumulative GPA, no outstanding conduct cases). It pays an annual stipend and offers strong resume-building, leadership experience and opportunities for conference travel. Candidates of junior or senior status may be eligible to earn internship credit. We seek candidates with experience or motivating interest in literary publishing, a sound ethical compass, a basic understanding of digital publishing, exceptional organizational and delegation skills, strong communication and time-management skills, ability to collaborate with and manage staff, and dedication to the arts and student free expression. Aggressive marketing ideas are encouraged. Experience and studies relevant to the position are preferred. Mandatory basic training is provided.

The term of this position runs from the close of the spring semester to the close of the following spring semester. This position is renewable.

Responsibilities

- Direct the timely planning, production and marketing of the publication in all its formats, platforms and iterations;
- Strive to ensure the publication of content that is professional, original, relevant and useful to the UNCW audience;
- Represent and speak for the publication to the public, including the university administration, and governing bodies;
- Respond quickly and decisively to situations demanding immediate response;
- Ensure compliance with Campus Activities requirements for annual re-registration and leadership training;
- Strive to preserve the organization's continuity and financial sustainability;
- Recruit, train and retain staff;
- Ensure reliable record-keeping, particularly contributors' copyright license agreements;
- Effectively communicate expectations and policies to all staff and ensure accountability;
- Coordinate and participate in staff retreats and training prior to the fall semester;
- Periodically evaluate staff performance and publicly recognize excellence;
- Consult regularly with advisers about operations, planning and ethics and, when desired, on matters related to content;
- Ensure the effective coordination of advertising sales and special events;
- Direct or delegate the planning and implementation of the magazine's editorial agenda;
- Oversee budget, payroll, marketing, promotions and distribution;
- Work to steadily improve the organization's online presence, visitor traffic and page views, using analytics to formulate strategy.
- Serve as a voting member of the Student Media Board, which meets during the academic year;
- Submit monthly reports to the SMB and take appropriate action on SMB business;
- Participate in the departmental awards-and-recognition program at the end of the year.

TealTV & Hawkstream Radio President

TealTV, founded 1999, is UNCW's student-run, TV-production studio, responsible for two perennial news shows and various other productions. Its subsidiary, Hawkstream Radio, is UNCW's student-run podcast-production studio.

The president is the chief executive officer of TealTV and Hawkstream Radio and ensures that the organization works to fulfill its mission and operates within all applicable laws and university policies and procedures. The ideal candidate is a mature leader with an appropriate understanding of high-quality content development, media convergence and the avoidance of libel, invasion of privacy and copyright infringement. The president is ultimately responsible for all content in all iterations of the productions. The president works tirelessly to preserve the productions' integrity and marketability while upholding the highest standards for content and independence.

This challenging position is open to enrolled UNCW students in good standing (2.5 cumulative GPA min., no outstanding conduct cases). It pays an annual stipend and offers strong resume-building, leadership experience and opportunities for conference travel. Candidates of junior or senior status may be eligible to earn internship credit. We seek candidates with experience or motivating interest in television news, entertainment, and podcast production; a sound ethical compass; a basic understanding of digital publishing, exceptional organizational skills, strong communication and time-management skills, ability to collaborate with and manage staff, and dedication to journalism, the arts, and free

expression. Aggressive marketing ideas are encouraged. Experience and studies relevant to the position are preferred. Mandatory basic training is provided.

The term of this position runs from the close of the spring semester to the close of the following spring semester. This position is renewable.

Responsibilities

- Direct the timely planning, production and marketing of productions in all platforms and iterations;
- Strive to ensure the publication of content that is professional, original, relevant and useful to the UNCW audience;
- Represent and speak for the publication to the public, including the university administration, governing bodies and law enforcement;
- Respond quickly and decisively to situations demanding immediate response;
- Ensure compliance with Campus Activities requirements for annual re-registration and leadership training;
- Strive to preserve the organization's continuity and financial sustainability;
- Recruit, train and retain staff;
- Ensure reliable record-keeping;
- Effectively communicate expectations and policies to all staff and ensure accountability;
- Coordinate and participate in staff retreats and training prior to the fall semester;
- Periodically evaluate staff performance and recognize excellence;
- Consult regularly with advisers about operations, planning and ethics and, when desired, on matters related to content;
- Ensure the effective coordination of advertising sales and special events;
- Oversee budget, payroll, marketing, promotions and distribution;
- Work to steadily improve the organization's online presence, visitor traffic and page views, using analytics to formulate strategy.
- Serve as a voting member of the Student Media Board, which meets during the academic year;
- Submit monthly reports to the SMB and take appropriate action on SMB resolutions;
- Participate in the departmental awards-and-recognition program at the end of the year.

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