St Ambrose University

# KALA-FM SCHOLARSHIP

for current SAU students

## ABOUT THE KALA SCHOLARSHIP

Pay for college while taking your marketing, public speaking or journalism skills to the next level.

KALA-FM is offering three (3) $3,000 scholarships to current St. Ambrose University students.

## INTERESTED IN APPLYING?

Email KALA@sau.edu

## To qualify for the scholarship you must:

- have a 3.0 GPA
- be a current SAU student for the 2020-21 school year
- work eight (8) hours per week for KALA-FM during Fall 2020 and Spring 2021semesters
- be able to demonstrate the ability to fulfill duties in one of the following three (3) areas:
  - > Marketing/Communications
  - > On Air
  - > Production/Promotions

### Marketing/Communications

• Create and distribute a monthly newsletter with local music events, special programming on KALA-FM, and a feature on an individual with ties to KALA-FM

• Develop and implement a marketing plan for KALA-FM in the Quad Cities community, including but not limited to: yard signs; scheduling and planning events; maintaining relationships with local music partners such as RME and Mississippi Valley Blues Society; and identify opportunities for marketing materials such as, posters, brochures, Snapchat filters, etc.

• Coordinate with the KALA Production Specialist to implement marketing strategies across station social media

### On Air

• Create, produce, and host a weekly two-hour live show on KALA-FM

• Host show remotely once a month at an on-campus location

• Coordinate with the KALA Operations Manager to voice any promos or PSAs that need to be recorded

• Create promotional materials for your show

• Create and maintain social media accounts to promote your show and interact with your audience

### Production/Promotions

• Produce promotional videos for social media platforms to promote KALA-FM as well as its programming

• Work with the Communications and Marketing office to create promotional materials following university brand guidelines to increase awareness about station-run or sponsored events and any marketing campaigns, including but not limited to: videos, posters, on-air promos, brochures, Snapchat filters, etc.

• Assist with social media as needed/directed by the KALA Production Specialist

• Follow university brand guidelines and work with the Communications and Marketing office to develop KALA-FM branding