



On-Air Personality/Student Music Director Internship

INTERNSHIP SUMMARY

As On-Air talent, this internship will host the assigned program Road Salt Rewind (RSR) as part of The North's student run Road Salt Radio. As Student Music Director, you will work with the Music Director and Station Manager to manage Road Salt Radio's music library utilizing RCS G-Selector and PlayoutONE. This role assists with scheduling music for all student-hosted dayparts and reconciles the music logs prior to scheduling further. In addition, the Student Music Director maintains strong relationships with contacts within the Music Industry, particularly among college radio representatives.

WHAT YOU'LL DO – ON-AIR PERSONALITY

- Plan and coordinate daily show logs for all assigned Road Salt Radio programs. Collaborate with Radio Staff to develop unique content that drives audience engagement.
- Endeavor to reach expert-level knowledge of PlayoutONE, the station's on-air audio playback system and RSC G-Selector, the stations scheduling program.
- Become skilled with Adobe editing suites and software for producing quality audio for air.
- Produce promos for assorted RSR programs as assigned.
- Attend required regular meetings as directed by Music Director and Station Manager.
- Participate in radio station promotions and make in-person appearances to carry out remote broadcasts as directed by the Station Manager.
- Participate in television broadcasts as requested by the Television Programming department.
- When applicable, submit ACH hourly reports to the Station Manager.
- Work in compliance with organization policies and procedures as well as FCC guidelines.

WHAT YOU'LL DO – STUDENT MUSIC DIRECTOR

- Work with the Music Director to develop and maintain a well-researched and organized music library in accordance with the station's strategic goals and mission statement.
- Work in tandem with the Music Director to ensure that all student on-air talent adhere to the library rules and objectives.
- Service and maintain the radio station's digital music library according to the strategy rules.
- Lead the weekly Road Salt Radio music meeting.
- Develop and maintain effective working relationships with college radio record company staff members, promotional teams, artist managers, and concert promoters. Discuss potential promotional opportunities with the Station Manager.

- Monitor industry-wide music charts (airplay, sales, streams, concert attendance, etc.) to stay abreast of upcoming new releases, artist appearances, and the popularity of station music.
- Work with the Music Director and Station Manager to arrange for Artist appearances on the radio station including live & pre-recorded interviews with on-air talent and in-studio visits.

QUALIFICATIONS

- Currently enrolled as a full-time student at an accredited university located in the Duluth-Superior radio market.
- A thorough appreciation for all music genres, coupled with an extensive understanding of the history of popular music.
- A desire to seek out fresh, new music, balanced with the ability to provide the content our audience desires.
- A strong cultural fluency with diversity, equity, and inclusion.
- Possess an interest in developing a career as a content creator for terrestrial broadcast, digital platforms, social media, and other emerging technologies such as VR and AR.
- Excellent storytelling abilities and a strong affinity for journalism and broadcast integrity.
- The ability and desire to create a compelling audio experience for our members consistent with The North brand.
- Comfortable interacting with the community on behalf of the station at public appearances. Ability to interact and connect with a wide diversity of people.
- An enthusiastic team member and collaborator, with an ever-present desire to learn new broadcast and audience engagement concepts and technologies. The ability to quickly adapt to new multimedia platforms in an evolving broadcasting space.
- An appreciation for our organization's mission while maintaining responsible business acumen and ability to professionally represent a high-profile, nonprofit organization.

COMPENSATION

This is a part-time position working 10 hours/week at \$11/hour during the 11-week internship with the possibility to extend longer.

Internship Evaluation Process: Throughout the duration of the internship, you will undergo two evaluations to track your progress. The first evaluation will take place midway through the internship period, allowing you to receive feedback on project performance and skill development. The second evaluation will occur at the end of the internship, providing you with a comprehensive assessment of your performance and accomplishments during their time with us. These evaluations aim to support you in your professional development and ensure a mutually beneficial experience.

Interested parties should send a cover email, resume, and completed application to applicant@wdse.org. Applications can be downloaded on our *Careers* page of our website.

THE DULUTH SUPERIOR AREA EDUCATIONAL TELEVISION CORPORATION (DSAETC), IS AN AFFIRMATIVE ACTION / EQUAL OPPORTUNITY EMPLOYER

We believe that our staff should reflect the diversity of the communities in which we live to achieve a future that is socially just, culturally rich, and ecologically restorative. We are committed to hiring and advancing staff that represent voices from traditionally underrepresented populations.

WDSE-FM is an equal-opportunity employer. DSAETC does not discriminate against employees or applicants on the basis of race, color, religion, gender, age, national origin, citizenship status, disability, medical condition, genetic predisposition or carrier status, military or veteran status, sexual orientation, gender identity or expression, marital status or any other characteristic protected by applicable local, state or federal law.