PANELISTS

Erin Ellis, Urban Program Director, WVVS 90.9 Blaze FM, Valdosta State University, Valdosta, GA

Sandra Wasson, General Manager, KALX FM 90.7, UC Berkeley, Berkeley, California

Dan Schumacher, General Manager/Faculty Adviser, KTSW 89.9 FM, Texas State University, San Marcos, TX
RECRUITMENT

✓ Visitation Day/Campus Open House
✓ Internal/External Organization Fair
✓ Do’s and Don’ts of Recruiting
✓ Social Media
✓ Questions?
ORIENTATION

✓ Information Meeting
✓ General Orientation
✓ History/Current Operations Overview/Department Descriptions/Rules & Regulations
✓ Information/Interest form to fill out
✓ Tour
✓ Departmental Orientation
✓ Questions?
TRAINING

✓ Group/One-on-One Training
✓ Cross-Training w/Other Departments, i.e. Production for News/Sports/Music/Content Management
✓ Mentoring
✓ Ongoing Critiques
TRAINING

✓ Issues/Challenges
✓ Maximum number of staff per department
✓ Consistency in training methods
✓ Length/duration of training sessions
✓ Attendance at training sessions
✓ Questions?
CONTACT INFO

Erin Ellis, Valdosta State University, eellis@valdosta.edu
Sandra Wasson, University of California-Berkeley, swkalx@berkeley.edu
Dan Schumacher, Texas State University, ds46@txstate.edu