

WORKING WITH YOUR ADMINISTRATION

JOHN MORRIS, GENERAL MANAGER, UNIVERSITY OF SOUTHERN INDIANA

95.7 THE SPIN

WARREN KOZIRESKI, GENERAL MANAGER, COLLEGE AT BROCKPORT

89.1 THE POINT



1) Who owns your license?

2) What do “THEY” want?

3) Don't keep what you do a secret

4) Human Resources

a) "if you pay one DJ, you have to pay them all."

b) hour limit per week /health insurance issues

5) Risk Management

a) events/appearances
on campus

b) students driving
university vehicles

6) Quarterly Issues & Programs list

7) Share non-commercial /college
media news with administration

IDEAS FOR IMPROVING IMAGE:


- Marketable Product
- Organization Fact Media
- Outlet Tours (College Recruitment Days / Scout groups)

- Community Event Involvement /
P.R appearances
 - Dress code

- Press Releases

- Media Outlet news in campus
newsletter

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- Awards & publicity
 - Guest Testimonials
 - Talk shows w/ local guests
 - High School Broadcasts /Results

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- Alumni Board on website
 - Expand Marketing (music reviews on local website / movie reviews / sports writers, etc.)
 - Send Public Affairs show descriptions to related faculty
 - Banners / Mic Flags (nab.org)