



**St AMBROSE
UNIVERSITY**
Communication and
Digital Media

FOR INCOMING/TRANSFER STUDENTS

KALA-FM SCHOLARSHIP

ABOUT THE KALA-FM SCHOLARSHIP

Pay for college while taking your marketing, public speaking or journalism skills to the next level. KALA-FM is offering two (2) \$3,000 scholarships to incoming/transfer St. Ambrose University students.

INTERESTED IN APPLYING?

→ **EMAIL: KALA@sau.edu**

TO QUALIFY, YOU MUST:

- have a 3.0 GPA (or the equivalent of)
- enroll in full-time classes at SAU for the 2024-25 school year
- work eight (8) hours per week for KALA-FM during Fall 2024 and Spring 2025 semesters
- demonstrate the ability to fulfill duties in one (1) 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
- Implement KALA-FM's marketing plan in the Quad Cities community, including but not limited to: scheduling and planning events; maintaining relationships with local music partners such as the Bix Jazz Society and the Mississippi Valley Blues Society; and identifying opportunities for marketing materials such as posters, brochures, flyers, etc.
- Coordinate with the KALA-FM Production Specialist to implement marketing strategies across station social media

ON AIR

- Create, produce, and host a podcast or live show on KALA-FM
- Host show remotely once a month at an on-campus location
- Coordinate with the KALA-FM 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-FM Production Specialist
- Follow university brand guidelines and work with the Communications and Marketing office to develop KALA-FM branding