

**TEXAS STUDENT MEDIA APPLICATION FORM
STATION MANAGER OF KVRX RADIO**

Term of Office: June 1, 2019 - May 31, 2020

This application and supporting materials must be submitted to the TSM Business Office (via hard copy to room HSM 3.200 or via PDF emailed to serpas@austin.utexas.edu) by **Monday, April 29, 2019 at 12:00 p.m.**

This position is due to be appointed at the TSM Board meeting scheduled for **Friday, May 3, 2019 at 1:00 p.m.**

Please plan to attend and discuss your application with the Operating Trustees.

Applicant Information

Shamika Kurian

sk42892

Name

UT EID

shamika.kurian@gmail.com

Rhetoric and Writing

Email Address

Major

Applicant Attestation / Authorization for Release of Information

1. I am currently enrolled as a UT-Austin student.
2. By the start of my term of office, I will (if an undergraduate) have completed 12 hours at UT-Austin with a GPA of at least 2.0 or (if a graduate student) have completed 9 hours at UT-Austin with a GPA of at least 3.0.
3. I agree to demonstrate an understanding of media law and FCC regulations by passing an exam prepared by the Broadcast Adviser prior to taking position.
4. My application has been approved by at least 30% of the participants in the KVRX staff approval voting process.

I certify that to the best of my ability I have given true and accurate information concerning my scholastic and experience qualifications, and hereby grant permission for the Office of the Director, Texas Student Media, to verify said information. Further, I understand that this information will be provided to the TSM Board of Operating Trustees and will become part of the public record of TSM.

Shamika Kurian

4.28.2019

Signature of Applicant

Date

It is recommended that you include supporting materials such as:

A résumé

Your record of experience with KVRX (list positions and dates)

A letter outlining your qualifications, goals, plans for the position

Letters of recommendation

Shamika Kurian

University of Texas at Austin

Shamika Kurian

2419 Rio Grande St
Austin, TX 78705

214.760.0698
shamika.kurian@gmail.com

Education

University of Texas at Austin

Expected graduation: May 2020

B.A. in Rhetoric and Writing

B.A. in French

Outside of majors, courses taken in communications such as advertising and public relations, as well as courses in business such as accounting and marketing

Extracurriculars:

Member of the Delta Gamma Sorority- served as director of music and recruitment entertainment

Experience

Madewell/ Sales Associate

March 2018 -December 2018

Responsibilities included working one on one with customers, maintaining visual standards of store, processing shipments, organizing inventory, developing acute brand knowledge to assist in styling and alterations of apparel sold in store.

Personal Assistant

April 2018 - September 2018

Responsibilities included working with a private client 3-4 times a week with drafting email campaigns for her company, scheduling meetings, contacting potential buyers, planning promotion events, managing social media channels using Hootsuite, and writing blog posts.

Shepherd of the Hills Presb. Church/ Nursery Worker

September 2017- October 2018

Worked in childcare department of church, worked with children ages 0-3 years old, helped with teaching Sunday school lessons. Also communicated with parents regularly to provide updates about their children, events coming up in the church, etc.

April 29th, 2019

To the TSM Board of Trustees,

My time as a student at the University of Texas has been most positively marked by my involvement in KVRX. From being a DJ to serving on staff, I have truly found a home in this organization. As my undergraduate years come to a close, the only way I can think to end my time at KVRX is by serving as its station manager, and give back just a little bit of what it has given to me. In this letter, I have outlined my past experiences as a KVRX staff member, as well as my ideas for the future of the station.

Since joining in the fall of 2016 as a first semester freshman, I have been involved in KVRX in some fashion, be it as a DJ, staff member, or both simultaneously. In the Spring 2017 semester, I joined the KVRX staff as volunteer director. In this position, I sought to increase the scope of the volunteer department by redesigning it as a place where other departments could find assistance with whatever projects they needed to accomplish. I created system in which other departments could assign tasks with a point value, so that DJ's could help the station in more ways than by completing CD reviews every month, while also finding new interests along the way. As a result of these changes, we saw a significant increase in the level of involvement by DJ's in the day-to-day activities of the station. Before this system, DJ's were barely even turning in their reviewed albums. After putting it in place, we had the opposite problem of not having enough albums available for review. This system has also led more DJ's into assisting in Local Live, creating posters for the graphics department, writing blog posts, and selling merchandise at our showcases. During my time in this role I also assisted booking in hosting a concert series that occurred every two weeks in the summer of 2017, which featured a diverse range of artists playing at the Love Goat.

This past semester, I have been serving as one of our programming directors. Apart from the regular responsibilities of programmer, such as training new DJ's, managing our emails, helping create the schedule, and tracking playlists, I have also sought out other projects to help improve the quality of our department. I took it upon myself to create a unified programming handbook, which can be distributed to DJ's and used as a reference in future training. I have partnered with a member of the graphics department to create a document that is both visually appealing and easily comprehensible so that our station can use it for years to come and even update as needed. This document will be ready by Fall 2019 for our new generation of DJ's to use as they train and learn the ins and outs of KVRX. Seeing a problem with how we as staff communicate with our student members, I also created a weekly newsletter to send out to DJ's with important deadlines, dates, reminders, and announcements. I update and send out one newsletter a week using our lovelist, and many DJ's have expressed that they find this resource helpful. If given the opportunity, I promise to bring the level of commitment and innovation I gave to these prior roles to the position of station manager.

My vision for the station is one that builds on the momentum we have accrued these past few semesters and continue to take on ambitious projects, while also implementing more practical and inwardly-oriented programs to better serve our student members. At the heart of everything I've come up with is a desire to cultivate a real sense of community, for both our members and our listeners. I wholeheartedly believe that the purpose of public radio is to promote and protect this sense of unity that is becoming increasingly difficult to create. With that in mind, I want our station to give more attention towards our non-music programming, and have our events reflect that. Our DJ's put in incredible amounts of time, effort, and research in creating our talk shows, and with our station so focused on music, sometimes they get overshadowed. One way to help this is by hosting non-music events, so that we can show the public that we do offer these types of programs. Speaker panels, documentary screenings, and

trivia nights are just some of the ways that we can engage with our listeners in a new way. I also want this same idea to be reflected in terms of what we offer for our student DJ's. KVRX has the potential to be a place where students can meet people who can give them a leg up in a career, expose them to a field that they never considered before, or simply provide them insight that helps them along the way. To build on this, I believe we should invite local professionals working in a variety of communications related fields to come speak with our members in an informal, Q&A sessions, so that they have the opportunity to ask questions and learn, while also making connections that can help them later on. I want our DJs to know that KVRX isn't just for college- it can be the organization that helps them build their future.

In terms of how we function as a station, I see the need for some serious changes to be made to help us run more efficiently. I believe that we would benefit greatly from having a finance department. Not only would we give a member the valuable experience of working as the financial director of a FCC-chartered radio station, we would also be able to take on more ambitious projects in a way that maximizes our potential. This department would work closely with the "downstairs" offices of TSM to prepare budget reports, communicate when we need things purchased or paid for, and also ensure that each department has enough funds to be able to do new things that help the station. This department would also play a big role in our pledge drive, making sure that we are getting the most we can from our donors as well as our sponsors. Another change that can be made to help our station run more efficiently is changing the channels of communication we use. As of now, Facebook is the primary mode of communication we have for both our members and our staff, and this presents a huge problem. Not all of our members use Facebook, so we exclude a significant portion of people who have a desire to be involved by insisting on using it as our main source of communications. Moreover, our staff needs to be using a more professional tool for interdepartmental communications, and Facebook is a social media platform. To communicate with our members, I propose that we use our lovelist more regularly, use Google calendar on top of Facebook to communicate when we have events such as showcases and socials, and use a text message notification system to make sure that every DJ has the opportunity to know what's going on at our station at any given time. I also want us to have a physical, easily legible calendar in the station that has all of our events for that month so that any time someone comes to the station, they are able to see what we have going on. Our membership is diverse and our communications methods need to reflect that. As for staff, we need to switch to a platform such as Slack to be more efficient, cultivate a more professional environment, and make it easier for our staff to communicate within their departments as well as with other departments. So many major companies use platforms like Slack for their internal communications, and it would benefit us greatly I think to have the experience in college to help us gain familiarity with it.

Finally, I would like to see KVRX be more integrated with the UT community and other university organizations. As a station, we have the potential to be a major voice on campus, but for so long we have sequestered ourselves off and remained in a bubble. We need to be actively working with philanthropic, entertainment, and social organizations on campus to broaden our reach and show our solidarity with the university at large. I see the potential for us to host music events and fundraisers for charity organizations, work with Campus E+E to bring more musical artists and speakers on campus, and generally have a louder voice at the university. If we want our own events to be successful, it's important that we also support the success of other campus organizations as well. Many students at UT don't even know that we have a radio station, but are well aware of other TSM entities such as the Daily Texan and TSTV. This needs to change- our purpose as a station is to serve our community, and that includes our UT community as well.

Since my freshman year, I have seen KVRX make huge strides in terms of our culture. We've become more inclusive and diverse than ever, and ambitious enough to take on huge projects such as KVRX Fest. I believe that in order to continue to thrive as a station, we need to have an equally balanced outward and inward focus. We are here as a station to serve- our community, our members, our listeners,

and the school that gives us the chance to share our voice. As station manager, I would ensure that all my actions and decisions would reflect this ethos. I'm confident in the ability of our station to achieve great things for all those involved, be it as listeners or members, and the opportunity to serve as its station manager would be the utmost honor and privilege. I am truly passionate about KVRX; this place has shaped me into the person I am today, and I will do everything I can to see it prosper for another year of operations.

Thank you for considering me for this position and taking the time to read my application materials. I am confident that regardless of who is selected as station manager, KVRX will be in good hands. Moreover, thank you for doing the work that allows us to exist as a station. The ability to express oneself through the power of radio is significant and powerful. Thank you for giving us students the wonderful opportunity to share our voice with the world.

Sincerely,

Shamika Kurian



Texas Student Publications

April 28, 2019

Dear Board Members:

I am delighted to recommend Shamika Kurian, a student in my upper-division course “Principles of Rhetoric,” for the position of station manager for UT Austin’s student radio station, KVRX. In a class of twenty-five, Shamika Kurian is one of three students earning an A. But she is far more than book smart as I explain below.

Shamika reads and observes closely and carefully, is attentive to details and is able to discern whether and how they are pertinent. She not only comes to her own interpretation but is able to articulate alternative interpretations. In the face of strong counter-evidence, she is able to modify her views without compromising her intellectual integrity.

Shamika’s work has intellectual heft. Despite her academic background and accomplishments, however, Shamika never puts her learning on display even as it informs her thinking. Her class comments and her writing show that she can convey ideas and positions clearly, with apt but not excessive evidence. She listens carefully, asks for clarification as needed to ensure that she truly understands and won’t misrepresent what she’s read and what she’s heard from her peers. These habits of mind show not only her intellectual discipline but her respect for others and desire to understand other arguments and points of view. She works assiduously at crafting prose that communicates nuance and complexity. The result is strong writing that can be adapted to diverse audiences in a variety of rhetorical situations. Shamika’s oral communication skills are also excellent.

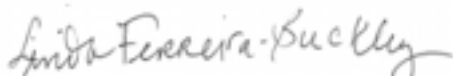
In our class, Shamika works productively with her peers and so has excelled in her collaborative group, of which she is clearly the leader. She corrals her colleagues’ talents to engage their interests and ensure their participation. This practice also seems to come from her ethical commitments and sensitivity to others.

What’s more, she also offers useful advice when doing peer critiques of other writers’ drafts. Her remarks are straightforward, but tactful and offer critiques that help writers understand the strengths and weaknesses of their arguments and analyses and leave them more confident in their abilities.

Finally, Shamika makes sure that she understands assessment and advice, asking challenging questions that show her ability to think through and assess feedback. She then demonstrates the ability to work independently and apply these principles to her future work. She's a quick learner who takes full responsibility, works hard, manages her time, is self-disciplined.

Although I have no experience with what is required to run a radio station, I know the demands must be many and complex and require a range of skills and talents. Shamika would, I believe, thrive as station manager of KVRX. In addition to the qualities I've characterized above, she will be quick to learn, dependable, hardworking, sensible—and a pleasure to work with. She is poised and professional to a degree unusual in undergraduates, but she never comes across as pretentious, fawning, or competitive. She is confident but never arrogant and is more eager to hear what others have to say than to claim the floor. She works well independently but also excels at collaboration. I recommend Shamika Kurian with enthusiasm.

Yours sincerely,

A handwritten signature in cursive script that reads "Linda Ferreira-Buckley".

Linda Ferreira-Buckley
Associate Professor of Rhetoric and Writing
Associate Professor of English