

**TEXAS STUDENT MEDIA APPLICATION FORM  
STATION MANAGER OF TEXAS STUDENT TV**

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**

<u>Sean Dolan</u>	<u>SWD435</u>
Name	UT EID
<u>Seandolan@utexas.edu</u>	<u>RTF</u>
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.

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.

<u>Sean Dolan</u>	<u>4/29/19</u>
Signature of Applicant	Date

**It is recommended that you include supporting materials such as:**

- A résumé
- Your record of experience with TSTV (list positions and dates)
- A letter outlining your qualifications, goals, plans for the position
- Letters of recommendation
- Signatures of TSTV staffers indicating support for your application

# SEAN DOLAN

(847) 912-6840  
SEANDOLAN@UTEXAS.EDU

## EXPERIENCE

May 2018 to Present

### News Director, Texas Student Television

- Lead pitch meetings for campus evening news and feature-driven morning shows
- Provide final edits to VO, SOT and PKG scripts
- Direct in-studio camera configurations with the NewTek Tricaster system
- Partner with AAJA to increase minority representation in TSTV
- Provide information and tours of TSTV studio to help the Moody College with community outreach.

June 2018 to August 2018

### Ad Sales Intern, Turner Broadcasting Systems, Inc.

- Helped plan advertising spots on all levels of digital, linear, and social ad sales
- Created a cross-platform, cross-network advertising case study between Turner properties and Bumble
- Coordinated ADUs, audience impression reports and demographic reports

October 2017 to Present

### Press, Austin City Limits

- Conducted on-camera interviews with The Blancos
- Produced entertainment news segments about Raging Fyah and other internationally known artists
- Contacted publicists to confirm press opportunities and content publishing

March 2017 to Present

### Film Venue Crew, South by Southwest

- Assist thousands of attendees into the Paramount Theatre for major premieres
- Usher VIP and film guests to reserved seating and the green room
- Receive high performance ranking from theatre managers and continue to be asked back as a volunteer each year

May 2017 to August 2017

### Orientation Advisor, The University of Texas at Austin

- Advised incoming students about classes and extracurricular activities within the Moody College of Communication
- Shot and edited video, built lighting cues and managed audio for the University Traditions show

## EDUCATION

### The University of Texas at Austin

*Bachelor of Science in Radio-Television-Film, 2020*  
*Moody College of Communication*

## SKILLS

- Able to quickly align with show themes and style
- Strong verbal and written communication
- Proficient in Adobe Premiere, Photoshop and Avid
- Proficient with NewTek Tricaster hard/software
- Strong knowledge of multi-camera studio production basics
- Spanish-proficient

## REFERENCES

Robert Zimmer, Texas Student Media  
(310) 972 0301  
robert.zimmer@utexas.edu

Sean Dolan

### TSTV Experience

- News Director (May 2018 - Present)
- Assistant News Director (May 2017 - April 2018)
- Online Producer, *KVR News* (January 2017- May 2017)
- Volunteer (August 2016 - December 2016)
  - *KVR News* and *Good Morning Texas*

April 29, 2019

Dear Texas Student Media Board of Operating Trustees,

I am writing to express my interest in the Texas Student Television Station Manager position for the 2019-2020 academic year. TSTV has been *the* central experience during my college career, and I feel I am ready to take on the responsibilities entailed.

I feel my appointment as Station Manager is the best course of action for TSTV because of the role I have played, particularly in the News department, and the success I have found by working alongside my team. My educational background has provided me a diverse diet of production fundamentals, media theory and sociocultural classes, and they have been instrumental in encouraging collaboration in my department throughout the year. I feel my perspective on organizational leadership can bring about positive change to the station and continue to build upon the work of past managers.

We would not be where we are today without the innovations and collaborations of past leaders across the station's hierarchy. I want to continue the legacy of this past year's Station Manager's initiatives -- namely an organized and thorough exposure to Moody College FIGs, increased marketing and participation for the Productions department, basic Master Control instruction for all in-studio show producers, a concentrated effort towards individual show promotion, and building a stronger support system via documentation for the News department. I know that the members of TSTV are passionate about sharing their work, and we should give them the opportunity to spread the word about what they're doing! Some of the new ideas that I want to bring into the mix include, but are not limited to, redesigning common spaces, particularly the War Room, to reflect the station's character. The rooming change during the Summer of 2017 was surely needed, and the Texas Travesty, at least from what I've seen, is enjoying their larger meeting space. There is only so much we can do with the space that we have, so bringing in more personality to the War Room would show anyone who walked in what we're all about. During this year's Explore UT Day, the tour guides had a fantastic experience engaging with the community, old and young, about what we do every week. We showed them the studio and the control room and brushed by the War Room, but I feel the War Room deserves more recognition. That's where everything starts at TSTV. The room is full of ideas at almost any hour of day, but if you walk in, it just doesn't look that way. I would like to see posters for each show that we have in our semester schedule, and I'm sure each show's producers and volunteers would like to see that too. We should be proud to see ourselves on the wall! The War Room is an incredibly utilitarian room, and the mobility of furniture is a great upgrade from the heavy wooden tables before; I would like to see the other half of the War Room reflect something more like what we see in KVRX: comfortable, inviting, but still conducive to a productive work environment. The War Room should not be the only destination for show posters. The success of the *Tower Talks* posters in the Spring of 2018 demonstrates the potential of individual initiative, and I would like to expand this to the rest of our shows. Imagine: the 20-odd shows each receiving 5-10 posters to post across the whole campus, not just around the Moody College, to increase our radius. Vast majorities of students don't know there is a TV station on their campus, so how are we to expect them to watch? It's a small, but powerful, initiative, and I believe it would contribute to our marketing initiatives.

Going along with studio personality and culture, there is a general disconnect between the News, Sports, and Entertainment departments, but this is not new. Throughout my time at TSTV, I have been led by

three incredibly talented television students, and they left very large shoes to fill, both physically and metaphorically. However, their backgrounds, although diverse, still all were rooted in the Entertainment department of the station. My “upbringing” into the station was through a different channel, the News department, and I believe I have found a different perspective on expectations for what the station can be. My commitment to excellence is rooted in the dependence that news has on audience impact; we create content meant for people to consume it, and constantly have to work to make sure we are hitting our target demographic. It is a mix of our own creative processes and external audience expectations, and our job is to find where those two meet. With the entertainment-oriented shows, there is more stress on the actual process of creation, whether it be as a writer, producer, crew member or talent. Regardless of impact, the team has still realized something from paper to the screen, and they should be proud of their work. Their success is not, for the most part, measured by livestream impressions, but that isn’t to say improving viewership can’t be a goal! Every single show would benefit from more people watching us, and my high expectation for production and professionalism would steer the station in the right direction. Additionally, as part of my initiative to improve inter-studio relations, I would like to implement a regularly scheduled meeting for all TSTV members to have the opportunity to gather and bring up new ideas for the station, update others on new happenings in their show or department, and address any issues that have arisen over the past month. Clear communication is the key to solving any problem, and it’s best to address things early on, especially in a fast-paced environment like TSTV. I understand that KVRX has been doing something similar in the past years, and I feel that TSTV would benefit from this kind of open communication as well.

I would also like to continue exploring opportunities to bring increased revenue and community recognition to TSTV. This past year, I facilitated collaboration between *Good Morning Texas* and Austin 311, one of TSM’s advertising clients, via the Advertising office as a part of their community outreach initiative geared specifically to student-populated neighborhoods. I would like to examine other avenues of partnership with the Advertising department to evaluate how we can implement them into the station’s programming. In my experience talking with station leadership, we still have not quite figured out a sustainable monetization infrastructure for our content, and I feel that my previous experience as an Ad Sales Intern at Turner Broadcasting Systems could help me conceive of new ideas with Advertising leadership. Related to this, I see so much potential in our Productions department, but I don’t think we’ve entirely nailed down how to effectively internally market it to our members. Productions deserves to be a larger portion of station processes; they need more available participants, and the first step is making sure our members know that it is a viable option for them. The clientele that reach out to hire our Productions team have connections that reach far and wide, and we should take advantage of every opportunity that we have to advance members at the station, and by proxy, the station as a whole. TSTV takes immense pride in the student-run aspect of it all, as well as where its alumni go after they leave, and we should further the expectation that this station builds careers from the ground up. People come to us looking to learn, to create, to collaborate and to network, and we should exploit every opportunity that we can to help them achieve that to the best of our ability.

I would also like to point out my awareness of the TSTV advisor position opening after the conclusion of this year. I want to make sure that all possibilities are explored in terms of candidates, because I understand this year’s decision will affect station decisions for years to come, and ensuring a resonant

relationship between student leadership and TSM staff is vital to sustained advancement. Robert Zimmer is an invaluable source of industry knowledge and professional advice, and I want to make sure the transition period is as seamless as possible.

Everything in my educational career has been leading up to this moment. My experience with both facets of being a News Director, the journalistic side and the production side, have granted me a bifurcated point of view of how I think the station can continue to see improved success over the next year. My time spent as a director trained me to see the minutiae of day-to-day production and how it fits in with the bigger picture, and my ability to work within conflicting demands makes me the best candidate for the Station Manager position. I look forward to fielding any and all questions regarding my experience or ideas for the station.

Thank you for your consideration,

Sean Dolan



## **David A. Schneider**

**Adjunct Professor, RTF: Austin Community College**

**Lecturer, RTF: University of Texas at Austin**

**610-574-1774 [directordavid@yahoo.com](mailto:directordavid@yahoo.com)**

**10517 Avian Street, Austin TX 78748**

April 28, 2019

TSM Board of Operating Trustees:

I first made the acquaintance of Sean Dolan when he was a student in my Multi-Camera Television Directing class in the Fall Semester, 2019. This particular class was well stocked with motivated and talented students and Sean was certainly one of the most most talented and motivated in the group. That alone would be good reason to recommend him, but there is much more about Sean that makes him an outstanding choice for Station Manager.

Throughout the semester Sean exhibited outstanding leadership skills and focus on goals. Much of the work in my class is self-directed and Sean was clearly the leader in organizing his fellow students in a way that way respectful and inclusive of all in the class. He was able to achieve results while still maintaining good humor and a positive attitude. In addition Sean volunteered to be a part of the production of Texas NewWatch as Director and Technical Director. Because of Sean's outstanding skills he was also tasked with being part of a project investigating the potential for more student involvement in athletic department video productions. I had the pleasure of working with him on that project as well and found his participation and insights to be very beneficial.

I'm a big believer in the importance of student media. One of the most important parts of my undergrad education was my involvement with starting the first student owned FCC licensed FM radio station in the country (WXYC, Chapel Hill NC). That experience taught me important skills that are applicable to this day. Sean and I have had numerous conversations about the important role TSTV holds in teaching production and professional skills to students. I believe that Sean has the right approach to managing TSTV. He believes in quality programming and understands how to operate within the constraints of tight budgets, less than state of the art equipment and all the issues that come with dealing with a largely volunteer staff. I think he would strike the proper balance between the 'fun' of making television shows and the professionalism necessary to make the experience worthwhile to the students and the community. I believe without reservation that Sean Dolan would be an excellent choice for Station Manager of TSTV.

Thank you,

David A Schneider



The University of Texas at Austin  
**School of Journalism**  
*Moody College of Communication*

300 W. Dean Keeton, A1000  
Austin, Texas 78712-1073  
512-471-1845  
journalism.utexas.edu

April 29, 2019

Dear Texas Student Media Board of Operating Trustees:

I am writing to very strongly recommend Sean Dolan for the Station Manager position at Texas Student Television.

I have known Sean since fall 2018 when he was a student in my journalism class, J349T, News Literacy for a Digital Age. This spring 2019 semester, Sean is enrolled in two of my courses: J341F, Understanding African Americans and the Media; J338J, News for a Mobile Audience. Not only has Sean consistently performed at the highest levels in the three classes but the course content, activities, and experiences have helped prepare him for this leadership role at Texas Student Television.

As a former executive and manager at the Los Angeles Times, former TV news producer and reporter at KPRC-TV, the NBC-affiliate in Houston, the past president of the Association for Education in Journalism and Mass Communication (AEJMC), and someone who currently researches, teaches, writes and speaks about, and oversees initiatives to increase news engagement and raise awareness about the purpose, principles, and process of journalism, I am very impressed with Sean's detailed and thoughtful analysis of the Texas Student Television environment, including programming, staff, facilities, leadership, and departments. I am also impressed with Sean's vision for the future of Texas Student Television. Clearly the analysis of the current environment and vision for the future are a product of someone with the kind of experience, training, and leadership skills that Sean has.

Several items on Sean's resume as well as several things I have observed about him in my journalism classes make me strongly recommend him for this position. In addition to having television production and advertising sales skills, Sean understands the purpose, process, and principles of journalism. He also clearly understands the line that separates the newsroom and advertising departments. This understanding is critical for a TV station manager because the general manager simultaneously upholds the ethical standards that guide journalists in their news reporting and respects the advertising function that is essential to the success of the news and non-news activities of media enterprises.



April 29, 2019

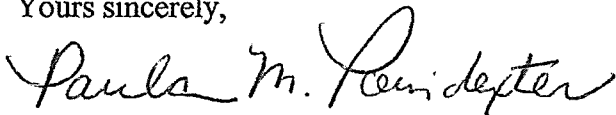
Page 2

Additionally, because in my journalism classes, students work in groups and participate in and lead class discussions, I have observed that Sean has exceptional leadership, people, speaking, and critical thinking skills, the skills necessary for leaders of today's organizations. Plus, because the manager of Texas Student Television would meet with other organizations on campus and in the city, there is no doubt in my mind that Sean would be an excellent representative of Texas Student Television.

Finally, I want to emphasize that today's leaders must also be aware of and respectful of the importance of diversity, including racial, ethnic, gender, sexual orientation, and religion. This is especially true for a television station located on the campus of one of the leading universities in the country. Having had Sean in three classes, where we discuss diversity, I feel that he knows that awareness of and respect for diversity are only the first steps. I feel confident that if he were selected as the manager of Texas Student Television, he would make diversity an integral part of the television station's DNA.

If you need additional information or have questions, please contact me at (512) 695-6879 or [paula.poindexter@austin.utexas.edu](mailto:paula.poindexter@austin.utexas.edu).

Yours sincerely,

A handwritten signature in cursive script that reads "Paula M. Poindexter". The signature is written in black ink and is positioned above the typed name.

Paula M. Poindexter, Ph.D.

Professor, School of Journalism

The University of Texas at Austin

Moody College of Communication

# TSTU Staff Signatures - Sean Dolan

Walter Gray Martin

CLAUDIA SIMENEZ

Reagan Weger

Daniela Villegas

Elizabeth Smith

Kayla Petermann

KYLE SUMMERS

Blake Bauserman

Valeria Valadez

Ben Belder  
Christine Taylor

SECONDED

→

HIGHLY RECOMMEND +  
RECOGNIZE SEAN DOLAN AS  
AN OUTSTANDING TSTU  
MEMBER + A PERFECT  
CANDIDATE FOR STATION MANAGER