



Job Announcement

Position Description: WTMD Program Director

About WTMD:

WTMD 89.7 is a listener supported public radio station licensed to Towson University. The station is an NPR member and provides contemporary music (AAA) and events to the Baltimore metropolitan region. Almost 90% of the station's schedule is locally programmed and our schedule is rounded out with nationally distributed shows like *The World Café*, *E-Town*, *The Grateful Dead Hour* and *NPR hourly newscasts*. Locally produced specialty shows include *Stuck in the Jam*, *Detour*, *Reggae Rhythms*, *Altered Friday* and *The TMD Roadhouse*. WTMD serves our local music community with *Baltimore Unsigned*, an hour long specialty program and *The Baltimore Channel*, and HD multicast channel that features Baltimore based musicians 24/7.

"Radio for Music People" isn't just our slogan. It's our passion to create innovative programming that touches our listeners' minds and hearts. We value creativity. We start each day with a simple question: What can we do to enhance our listeners' lives and the quality of life in our community. We believe radio is limitless when we're on top of our creative game.

WTMD is listened to, primarily, by adults 35-54 that value music not ordinarily found in the commercial arena. They depend on WTMD to provide them with music news and information and sense of discovery not available anywhere else. Above all else, Public Radio Core Values guide our decisions and programming choices.

About the Program Director Position:

Our Program Director is responsible for everything that comes out of the speakers. The PD creates and communicates a clear vision of the station's programming and has the skills to create a road map to achieve those goals. This is a management position supervising four full-time and five part-time employees. The Program Director creates new programming, program segments, and devises strategies that will increase the amount of listening to the station by our core audience segment.

We're looking for an experienced, creative program director to grow our audience by integrating Public Radio's best programming practices and can develop individual programs produced to system standards that could be considered for national distribution. The program director must be able to determine what songs and programs serve the audience above any other constituency.

Ideal Candidates Will Possess :

General:

- Bachelor's degree or equivalent experience
- Two years experience in music radio management with at least one year at a public radio station in a similar position of responsibility and authority.
- Two or more years of on-air hosting in the AAA format with at least one year at a public radio station. Hosting can include regular rotation shifts and specialty shows.

Staff Management:

- At least one year of direct supervisory experience to include hiring, evaluating and leading creative on-air and production personnel. Two plus year preferred.
- Ability to schedule air staff across the week for air shifts and specific programs.
- Demonstrated and successful air-checking strategies and procedures required.

Music and Programming Knowledge:

- Demonstrated ability to create programming strategies based on serving a target audience.
- Significant music knowledge spanning the Adult Acoustic Alternative format including heritage and new artists.
- Extensive experience in music scheduling. The successful candidate will demonstrate both rotation strategies and have extensive experience with one or more music scheduling software packages.

- Significant experience in interviewing artists, community representatives, news sources and other on-air guests plus the ability to train staff in interviewing techniques. Air-checks required.
- Extensive experience in editing pre-recorded reporter pieces, long form interviews and other segments for air.
- Ability to program multiple HD multicast channels and an understanding how this new technology can be support the station's overall mission.
- Repurpose programming for internet and other platforms including mobile application and podcasts. Demonstrated ability to create work flow processes and manage staff to meet deadlines.
- Demonstrated ability to produce musical documentaries to NPR production standards in varying lengths. The program director will be responsible for a range of produced pieces from short segments integrated into the WTMD Morning Show and other day parts to multi-hour documentaries that can distributed nationally.
- Demonstrated ability to develop programming that supports and enhances public radio fundraisers that maintain audience during on-air campaigns. The program director will have a significant relationship with WTMD's membership and fundraising departments.

Research:

- Ability to read and interpret Arbitron PPM ratings to evaluate performance at the station and program level. A clear understanding between diary and PPM methods and results a plus.
- Significant exposure and understanding of Audigrphics including key indicators including Loyalty, Core Loyalty and Appeal that lead to and support programming decisions.
- Significant exposure and use of qualitative research, such as Media Audit, and its use in developing programming for target demographics.

Events and Promotion Management:

- Ability to book bands for local events including WTMD's First Thursday Concerts in the Park series.
- Experience in trafficking technical requirements including backline, sound requirements and artist hospitality.

Relationship Management:

- One to three years creating and maintaining successful relationships with musicians, labels, promoters, booking agents and other stake holders.

Financial Management:

- Two or more years in developing budgets for programs and events.
- Experience in monitoring day-to-day activity budgets including full and part time personnel, music and equipment acquisition.

Regulatory Knowledge:

- Complete knowledge of FCC and IRS regulations as they relate to public radio including underwriting language and promotional consideration including contesting and other on-air promotions. Ability to distinguish between regulatory requirements and proper on-air execution and the effect of contesting and promotions on audience development.
- Ability to manage public file reports and requirements.

Salary commensurate with experience. WTMD and The Towson University Foundation offers a benefits package the includes health insurance, a 401b retirement plan and sick and vacation leave.

To Apply: Visit <http://wtmd.org/pd> to submit an online application package. Potential applicants are strongly encouraged to view WTMD's website, <http://wtmd.org> and to listen on-line to the station.

WTMD, Towson University and the Towson University Foundation
are equal opportunity employers.