



**Kachemak Bay Broadcasting, Inc. (KBBI)**  
**AM 890 / [kbbi.org](http://kbbi.org)/ Homer, Alaska**  
**Position Opening: General Manager**

KBBI is looking for a new General Manager to provide progressive leadership that supports an engaged career staff, strong volunteer participation, and an enthusiastic listening audience.

The position is open until filled with a desired start date not later than August 1, 2019. Inquiries are welcome and may be sent to [kbbiboard@gmail.com](mailto:kbbiboard@gmail.com).

Without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws, KBBI provides equal employment opportunities to all employees and applicants for employment, and KBBI prohibits discrimination and harassment of any type. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.

**APPLICATION PROCESS**

Please send cover letter, resume, and completed application form to [kbbiboard@gmail.com](mailto:kbbiboard@gmail.com). Application materials may also be submitted by mail to the following address:

KBBI GM Search Committee  
3913 Kachemak Way  
Homer, AK 99603



## **Kachemak Bay Broadcasting, Inc. (KBBI)**

### **Position Description: General Manager**

#### **GENERAL INFORMATION**

To fulfill KBBI's mission, the General Manager is responsible to the Board of Directors for enactment of Board policy and the leadership and management of overall operation of the station.

- Reports to: KBBI Board of Directors
- Supervises: KBBI paid staff and volunteers
- Classification: Permanent, full time, exempt.
- Compensation: Starting annual salary \$50,000 - \$55,000 (based on experience); group health insurance, paid annual leave based on length of service, 10 paid holidays.

#### **PRINCIPAL DUTIES**

1. Lead KBBI staff and volunteers in successfully fulfilling the mission of KBBI.
2. Hire, supervise, and evaluate KBBI staff, both paid and volunteer, in accordance with policies of the Board.
3. Supervise the operation and maintenance of all KBBI facilities including, but not limited to, real property, buildings and equipment. Develop and maintain relationships with design professionals as required to keep facilities current with industry standards. Make recommendations to the Board on future facility needs to allow budgeting and fund-raising.
4. Lead KBBI's strategic planning process to ensure development and accomplishment of long range and annual objectives including revenue growth, as well as the development of the organization and its staff and volunteers.
5. Keep informed about trends in the media industry, public and for-profit, as well as technological developments.
6. Develop, propose, and manage annual budgets.
7. Play a principal role in soliciting funds for the station.
8. Administer federal, state, and other grants and contracts as required.
9. Ensure that the station's license is in order and that Federal Communications Commission (FCC) and other federal, state, and local rules and regulations are followed.
10. Serve as KBBI's most visible management representative in the local community and in required interactions with private and government entities (such as CPB, APBC, NPR, APRN).

#### **MINIMUM QUALIFICATIONS**

1. Bachelor's degree from an accredited institution, or equivalent professional experience.
2. At least five years of progressively responsible management experience, preferably in public broadcasting with three years in broadcast management. Equivalent experience in a relevant industry or non-profit organization may be considered.
3. Demonstrated leadership in team building and organizational development to reach strategic goals.
4. Demonstrated competence with all aspects of radio management including programming, facilities maintenance, relevant technology, fundraising, grant administration, promotion, and on-air work. Equivalent experience in a relevant industry or non-profit organization may be considered.
5. Demonstrated ability to raise funds from numerous sources, including individuals, private industry/business, foundations, and government.
6. Demonstrated experience in effective financial planning and management of a complex budget with multiple funding sources.
7. Demonstrated ability to manage multiple projects effectively and to delegate responsibilities and supervise personnel to attain the highest possible achievement.
8. Willingness to accommodate a flexible work schedule which may require occasional travel.



**Employment Application**  
**Kachemak Bay Broadcasting, Inc. (KBBI)**  
**3913 Kachemak Way, Homer, AK 99603**

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**Please note: An offer of employment may require a background check.**

Are you willing to submit to a criminal background check?     Yes     No

Please complete all portions of this form (type or print responses) and sign on the second page. You may sign the form electronically by inserting an image of your legal signature, or by typing the name in the space provided.

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**PERSONAL INFORMATION**

Position applying for: \_\_\_\_\_ Date: \_\_\_\_\_

Name (first, middle, last): \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Phone (preferred): \_\_\_\_\_ E-mail: \_\_\_\_\_

Have you previously filed an application?     Yes (Date: \_\_\_\_\_)     No

Have you ever been employed by KBBI?     Yes (Date: \_\_\_\_\_)     No

Proof of citizenship or immigration status will be required upon employment Are you prevented from lawfully becoming employed in this country because of VISA or Immigration Status?.     Yes     No

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**PROFESSIONAL REFERENCES**

**Reference 1.** Name: \_\_\_\_\_

Contact information (e-mail, phone): \_\_\_\_\_

Your relationship to this person as an employer, employee, or professional colleague:

**Reference 2.** Name: \_\_\_\_\_

Contact information (e-mail, phone): \_\_\_\_\_

Your relationship to this person as an employer, employee, or professional colleague:

**Reference 3. Name:** \_\_\_\_\_

Contact information (e-mail, phone): \_\_\_\_\_

Your relationship to this person as an employer, employee, or professional colleague:

**APPLICANT’S CERTIFICATION AND AGREEMENT**

I, the undersigned authorize KBBI or its representative to contact my previous employers and other individuals I have given as references. I authorize and direct all such references and any employee of a previous employer to disclose any and all information regarding me and/or my employment, including, but not limited to, information about my job performance, attitude, skills, personality, character, experience, education, training, duties, wages, attendance, punctuality, discipline, strengths, weaknesses, evaluations, terminations, whether I would be rehired, and all other matters whatsoever regarding me and my employment. I hereby release and will hold harmless KBBI and those who provide information from any and all liability of whatever kind and nature, which at any time could result from obtaining or using such information for employment decisions.

I understand that should an employment offer be extended to me and accepted that I will fully adhere to the policies, rules, and regulations of employment of KBBI. However, I further understand that neither the policies, rules, regulations of employment, or anything said during the interview process shall be deemed to constitute the terms of an implied employment contract. I understand that any employment offered is for an indefinite duration and at will and that either I or KBBI may terminate my employment at any time with or without notice or cause.

**I understand I may be immediately terminated for false statements or omission of facts called for on this application.**

Signature of Applicant: \_\_\_\_\_

Date: \_\_\_\_\_



# Kachemak Bay Broadcasting, Inc. (KBBI)

## KBBI and the Community

### Mission

We provide news, information, and entertainment to foster community engagement.

### Values

- Diversity
- Critical discourse
- Relevance
- Reliability
- Innovative risk-taking
- Professionalism

### Goals

In February 2019, the Board of Directors identified five key areas to be addressed in the next 12 months:

1. **Public Safety**
2. **Local News**
3. **New Media**
4. **Facilities/Equipment**
5. **Fundraising**

While work is already in progress in each of these areas, we determined that planning is required to organize the work. We need specific, measurable, attainable, relevant, time-specific (SMART) objectives that can be tracked to make sure priorities are addressed.

- **Develop and implement a comprehensive public safety plan**  
Assigned: General Manager, Content Director, Public Safety Committee
- **Define alternatives for expanded local news coverage**  
Assigned: General Manager, Content Director, News Director
- **Develop a comprehensive “new media plan”**  
Assigned: General Manager, Content Director
- **Develop a comprehensive facilities/equipment plan**  
Assigned: General Manager, Facilities Committee
- **Develop a comprehensive fundraising plan**  
Assigned: General Manager, Development Director, Fundraising and Development Committee

### Programming

KBBI is an Alaska 501(c)(3) nonprofit corporation serving as a source of news, information and entertainment that is distributed through AM radio, as well as through digital and social media. To maintain the integrity of its noncommercial licenses and the trust of its listeners, donors and community, KBBI must operate in conformance with all applicable laws, including rules issued by the Federal Communications Commission (FCC), and in a manner that reinforces the trust that the community places in KBBI. The Board of Directors, staff, and the Community Advisory Board all play important, separate, and distinct roles in ensuring both compliance with applicable rules and in formulating, implementing, or evaluating KBBI’s programming policies. This summer, KBBI celebrates its 40<sup>th</sup> anniversary on the air.

## **Community**

Homer, Alaska, known as the “halibut fishing capital of the world,” is located on the Kenai Peninsula, 233 road miles south of Anchorage. From the station’s facilities in downtown Homer, KBBI serves listeners in more than 20 communities: To the east, Kachemak City, Fritz Creek, Voznesenka, Razdolna, Kachemak Selo; across Kachemak Bay to Halibut Cove, Bear Cove, Tutka Bay, Seldovia, Nanwalek, and Port Graham; and north to Anchor Point, Nikolaevsk, Ninilchik, Clam Gulch, Cooper Landing, Moose Pass, and Seward. KBBI serves portions of Kodiak Island, as well as the Lake Clark area, and fish camps in areas such as Chinitna Bay and Tuxedni Bay. KBBI also provides technical and administrative support to KDLL public radio in Soldotna. Through this service agreement, the entire Kenai Peninsula enjoys the benefits of public radio.

According to 2013-2017 American Community Survey 5-year estimates published by the U.S. Census Bureau, the population of the City of Homer is 5,510. The population of the surrounding communities is 7,464, for a total of 12,974 total residents of whom 9,909 are age 18 or older. Approximately 87% of the population is Caucasian, with American Indians and Alaska Natives comprising the largest minority population at 6.7%, according to 2010 United States census data. English is the predominant language in the Homer area, with the exception of four predominantly Russian-speaking villages. Census data document a trend toward increasing numbers of residents aged 60 and older.

Homer is part of the Kenai Peninsula Borough. The local economy relies heavily on commercial fishing and tourism. Borough-wide, oil and gas is the fastest growing sector of the economy, followed by health care and construction. South Peninsula Hospital, Homer Electric Association, and the Kenai Peninsula School District are among Homer’s largest employers. Homer has also attracted numerous resident artists, writers, musicians, and entrepreneurs.

Known as “the halibut fishing capital of the world,” Recreational activities include wildlife viewing, kayaking, sport fishing, hiking, and skiing. Homer offers a lively arts and music community, as well as many fine restaurants, breweries, coffee roasters, and lots of friendly people. Education opportunities include an outstanding public school system, along with a branch campus of Kenai Peninsula College, which is part of the University of Alaska Anchorage. The community also offers excellent healthcare providers and facilities, including South Peninsula Hospital.