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KAB Ambassador Program

Q: What are the goals of the KAB Ambassador Program?

A: The KAB Ambassador Program exists to increase awareness about the KAB on college campuses, enhance connections between students and Kansas broadcast stations, increase participation in the KAB Student Broadcast Awards and KAB Scholarship, and to further assist students aspiring to careers in broadcast.

Q: What schools participate in the KAB Ambassador Program and how many ambassadors are there per school?

A: Every Kansas high school and higher education institution with a journalism/broadcast program is welcome to have students apply to the program. The number of recipients selected per year is subject to change and is dependent upon the availability of funding and the number of applications received.

Q: What are the criteria to be a KAB Ambassador and how are students selected?

A: College KAB Ambassadors must be a current sophomore, junior or senior enrolled full-time in a broadcast program or broadcast-adjacent program at their respective university. High school KAB Ambassadors must be a junior or senior. Applicants must be an active member or leader in at least one journalism/broadcast student club or group. Students must fill out an application and provide a broadcast/journalism educator referral. The KAB will review and select ambassadors after conducting phone or Zoom interviews.

Q: What are the qualities of a great KAB Ambassador?

A: Ambassadors should be outgoing, resourceful, professional, engaged on social media with a strong digital presence, well-connected within the student body, and in good academic standing.

Q: What will KAB Ambassadors do?

A: KAB Ambassadors will:

- Recruit students to attend the KAB Student and Sports Broadcast Seminar and the KAB Convention;
- Create content for KAB social media regarding KAB events, offers and updates;
- Assist with KAB workshops or events as needed;
- Build KAB brand awareness with clubs and organizations;
- Gather resumes from their peers for the KAB resume bank; and
- Recruit future KAB Ambassador applicants.

A detailed list of required actions will be provided to all KAB Ambassadors at the start of each semester.

Q: How long does the KAB Ambassador Program last?

A: The ambassador program runs on an academic year timeframe (September-May). Ambassadors must apply at the start of the fall semester.

Q: Are the KAB Ambassadors paid? What are the benefits of participating?

A: Yes! Upon completion of all tasks for the semester, ambassadors will receive \$1,000 each (\$500 paid per semester). In addition to looking great on a resume, KAB Ambassadors will also receive:

- Resume distribution to Kansas stations for internship/hiring opportunities. (Be at the top of the resume pool!)
- Free attendance at the annual KAB Convention and be featured on stage as a KAB Ambassador. (Learn from the industry's best and network!)

Q: How do I apply?

A: Fill out this application: [KAB Ambassador Program - Kansas Association of Broadcasters \(growthzoneapp.com\)](https://www.growthzoneapp.com) and submit an educator referral by **August 18**.

*Please note that these guidelines are subject to change at the discretion of the Kansas Association of Broadcasters. Applicants are encouraged to contact the association directly for the most up-to-date information regarding the ambassador program.