

Advice from a Professional



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Augie Aga, station manager for the Billings branch of Connoisseur Media is happy to work in media, because, as he puts it, "People will always listen to the radio." Despite changes in other modern media technologies, radio communications have remained intact, outlasting every other medium. In fact, the radio business continues to thrive as the internet now allows for FM stations to be broadcast on the web, from anywhere.

Radio may not have changed, but Aga has certainly encountered some shifts. In November 2009 Connoisseur Media merged with Cherry Creek Radio, creating the largest radio group in the greater Montana and Wyoming area with 6 stations. After receiving approval from the FCC and rebuilding the facilities (in Billings on Central Avenue), Aga maintained his position and his mission: community involvement.

Connoisseur Media is dedicated to being involved in the local community. As Aga puts it, "If we can be there, we will be." Such involvement is exemplified by CM's association with the Montana Women's Run, Weekend for Women, and Toys for Tots 5k run. CM is also a Platinum Employer Partner with MSUB Career Services, which helps create many opportunities for students to learn more about the job market. He describes his relationship with Career Services as valuable: "It's been better than I expected. Career Services has gone above and beyond as far as increasing our visibility both on campus and to the public. It's definitely been a great marketing investment over the years."

In today's economy, students could use a little help which Aga has offered up with great enthusiasm. Aga hires his employees based on their commitment and passion for the radio business, and he insists that students should be passionate about the jobs they intend to apply for. In fact, Aga believes that the person is more important than the résumé and he emphasizes the importance of communication and interpersonal relationships with potential employers.

"First impression (on a job interview) is the key to success." Aga advises students to maintain a positive attitude and exhibit "true" excitement for the job they are interviewing for. According to Aga, the worst mistake you can make in an interview is to stray from who you are. "Don't put on a false front, be you. If you want a successful career, you want to land a job based on who you are and not who you were in the interview." He also stresses the importance of dressing for success, and maintaining confidence, "If it doesn't go your way, don't feel let down."

More advice from Aga: "Know how to communicate and to write effectively; don't take shortcuts." Slang is not a hit in the business world, so minimize the "lol" and the "TTYL." Most important, remember that as a student, "You are prepared. Apply your relevant coursework; communicate; be yourself."