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KXT Brand Ambassador FAQ

**What is the KXT Street Team?**

The KXT Street Team is a group of music lovers who volunteer with KXT 91.7 FM at live shows, concerts and events throughout North Texas. Generally, the main duty of a KXT Street Teamer is to help spread the word about KXT, its music and its mission by talking with audiences at live shows.

**What is a KXT Brand Ambassador?**

Brand Ambassadors serve a leadership role on the KXT Street Team, acting as a liaison between KXT and the many shows we present and support throughout North Texas. They help manage our volunteers, promote and support KXT’s brand identity, and report back to the station after an event.

**What sort of tasks are involved?**

Responsibilities include, but are not limited, to the following:

* Pick up and drop off KXT supplies to venues and events across North Texas
* Manage volunteers at concerts
* Monitor the KXT table at concerts
* Promote KXT and its brand at concerts
* Report back to KXT after an event

**Is there training?**

Yes, if selected, BAs must attend a brief one-hour training session at KXT.

**How are Brand Ambassadors notified of shows?**

BAs are notified via email at the start of each month about KXT’s upcoming concerts for the month. BAs then respond with which shows they are interested in/able to attend. Shows are given to BAs on a first-come, first-served basis – so we recommend keeping an eye on your inbox!

**How long is a KXT Brand Ambassador term?**

If selected, BAs serve a one-year term volunteering at shows as they are able.

**Do I have to be a certain age?**

You must be age 21 or older to be a Brand Ambassador, as many venues require you to be this age to enter.

**Is there heavy lifting/physical activity involved?**

At certain events, there may be tasks that require heavy lifting of equipment, signage, etc., however it is certainly not required. Simply indicate on your application if you are able/interested in such tasks.

**Is there special parking at the shows I volunteer at?**

We do our best to secure free parking for all of our volunteers and our BAs, especially at festivals and longer events. Unfortunately, it is not always possible. Rest assured, we will do our best to map out the best options, routes and spaces for you!

**Are there benefits to being a KXT Brand Ambassador?**

You bet! BAs receive two tickets to each event they volunteer at, and more often than not we try to make these VIP tickets or better. In addition to getting to see a show for free, we do our best to offer extra tickets, swag and perks to our lovely volunteers as they become available. Additionally, serving on the KXT Street Team is a great way to support the radio, programming and music community you love — without spending a dime!

**How do I apply?**

To apply to be a Brand Ambassador for the 2017-2018 year, please fill out and submit the attached application to streetteam@kera.org before midnight on Sunday, May 28.