

A&O PRODUCTIONS

INTERESTED IN BRINGING QUALITY:

1. CONCERTS
2. FILMS
3. SPEAKERS

TO NORTHWESTERN? JOIN US, NU'S PREMIER
ENTERTAINMENT PROGRAMMING ORGANIZATION.





INTRODUCTION: DEADLINES AND IMPORTANT INFO

THANK YOU for your interest in A&O Productions for 2017–2018.

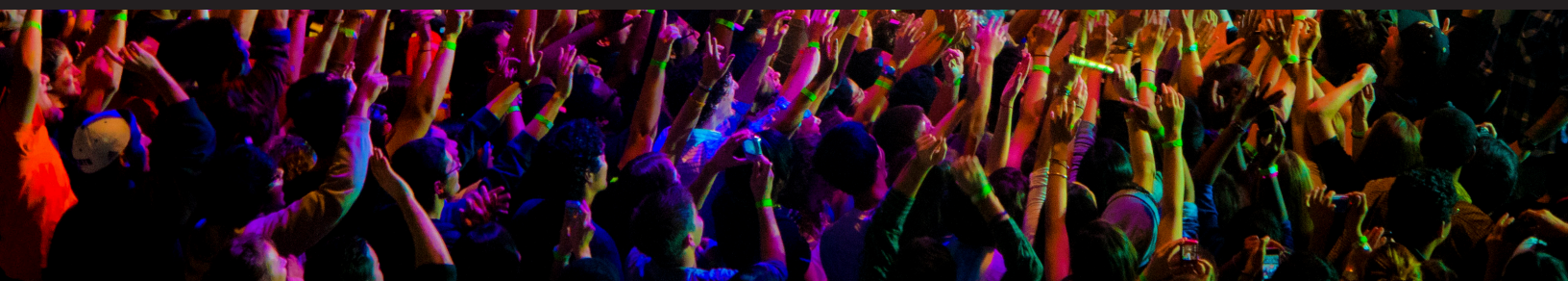
To apply for an A&O committee position:

1. Read the descriptions of the committees and decide which ones most interest you. You may apply for up to four committees, though you will only be able to serve on one. Don't worry—all committee members have ample opportunity to be involved with the many facets of A&O. Don't be concerned with your experience or academic interests either. With our hands-on approach to campus programming, A&O is a great place to learn new skills and to cater to different interests.
2. Submit a completed application for EACH committee to which you'd like to apply. Make sure your answers are thoughtful; this is our chance to learn a little bit about you. Copy the questions out of the app, and attach a PDF to your email that includes:
 - a. Your application cover page
 - b. Your responses to the general questions
 - c. Your responses to the committee specific questions

APPLICATIONS ARE DUE **SUNDAY, OCTOBER 22ND, AT 11:59 PM.**

PLEASE EMAIL YOURS AS A PDF TO
AOPRODUCTIONS@NORTHWESTERN.EDU.

3. After submitting, you will be notified of the status of your application by Monday, Oct 23rd. If you have questions, feel free to contact aoproductions@northwestern.edu.



APPLICATION COVER PAGE (**REQUIRED)

Every applicant must include the following info on the first page of his/her/their application:

Name:

Year:

Phone:

Email:

Dorm/Residence:

Committees to which you are applying (in order of preference):

- 1.
- 2.
- 3.
- 4.



COMMITTEE DESCRIPTIONS

A&O HAS 7 COMMITTEES. WHAT DOES EACH DO?

I. CONCERTS

The Concerts committee is responsible for planning large- and small-scale concerts on and off campus. In the past few years, Concerts has booked a variety of talent, including T-Pain, Kehlani, Noname, Icona Pop, Jamila Woods, Passion Pit, Childish Gambino, Young the Giant, and Kanye West.

A&O produces concerts for the entire Northwestern community, so it is extremely important that Concerts members listen to a wide range of music and keep their ears to the ground for up-and-coming artists. Members not only help select artists, but are also responsible for negotiating with agents, sending offers, and handling contracts. Professionalism is key, as members work directly with industry professionals. However, in turn, members will gain real industry experience through A&O.

Concerts is typically the smallest on A&O, and members are expected to be enthusiastic and willing to actively participate in discussion. In addition, members are expected to fulfill responsibilities to A&O non-exclusive to Concerts, such as attending All-Board meetings and crewing for large-scale events. Being a member of this committee requires a lot of hard work, and members must be extraordinarily dedicated. But ultimately, they are gratified to see hundreds of students unified in excitement for the artists whom they bring.

II. DEVELOPMENT

Development works to broaden A&O's reach on campus through co-sponsored events with other student groups, expand A&O's inclusion and accessibility efforts through community engagement, and enrich the A&O member experience through social events and wellness! Development is responsible for internal, external, and alumni affairs. Development members love learning about new student groups and co-sponsorship opportunities and have a passion for making A&O a more inclusive, engaged, and social organization. In addition, members are expected to fulfill responsibilities to A&O non-exclusive to Development, such as attending All-Board meetings and crewing for large-scale events.

If you're interested in shaping A&O's internal culture and/or being A&O's face to other campus groups and alumni, Development is the committee for you!

III. FILMS

A&O Films is responsible for screening recently released films almost bi-weekly, with a lineup ranging from blockbusters to small independent films. Occasionally, Films will also host free pre-screenings of movies before they are released in theaters or in the absence of a wide theatrical release. For 35 years, A&O Films has produced B-Fest, an annual 24-hour B-movie (another name for a low budget commercial film) festival, which attracts returning crowds from all over the world. More recently, the committee has begun hosting an annual speaker series event meant to bring a prominent member of the film industry to campus for a screening and Q&A. In the past three years this has included Selma (with director Ava DuVernay), Spotlight (with journalists and inspirations for the film Sacha Pfeiffer and Walter Robinson) and Moonlight (with director Barry Jenkins).

Committee members help select the schedule of films, run screenings and B-Fest, and plan special events. In addition, they are expected to fulfill responsibilities to A&O non-exclusive to their committee, such as attending All-Board meetings and crewing for large-scale events.

V. SPEAKERS

The Speakers Committee is responsible for booking comedy acts, dynamic speakers, and unique special events for A&O. In the past, artists like Aziz Ansari, Ava DuVernay, Abbi Jacobson & Ilana Glazer, Barry Jenkins, Nick Offerman, Michael Che, Samantha Bee, Chris Gethard, Hannibal Buress, and Laverne Cox have entertained students. As a committee member, you become responsible for booking and facilitating each event. Members speak with agents, negotiate contracts, and learn the ins and out of the world of professional comedy and speakers events.

Creativity, organization, professionalism, and people skills enable members to execute events that make the campus laugh and think throughout the year. Speakers committee members must be deeply interested in comedy and be passionate about current entertainment trends in order to help bring the best possible speakers to Northwestern's campus.

V. MARKETING & MEDIA

M&M uses many tools to connect A&O with the student body. Have you ever seen a flyer with the A&O logo on it? A poster, shirt, or Facebook event? That's us, the marketing team that fills you in and pumps you up for A&O events. (In fact, if you're reading this right now, this app was also designed by M&M.) We manage everything from the big-picture marketing strategies; to the design of promotional materials; to the official A&O website.

We also serve as the media representatives for A&O. From sitting down for interviews with the Daily Northwestern and North by Northwestern, to answering questions from the masses, we help people understand who we are, what we do, and how we do it.

In addition to the media, M&M works with every committee on A&O, making sure every concert, comedian, speaker, and film is promoted; working through technical details with productions; and figuring out budgets with finance.

We are looking for committee members who are articulate, design-savvy, innovative, organized, enthusiastic, dedicated, or any combination of the above. Got an eye for design or advertising campaigns? Love coding and website management? Have a background in media? Or just interested in learning some of these awesome skills? We want you! Don't worry if you're not a design nerd or a code junkie—as long as you're dedicated and creative, we'll teach you the rest.

VI. PRODUCTION

Once an A&O event is booked, the Production committee plans and executes all of the logistics to make the show a reality. Among many other tasks, producers are responsible for subcontracting staging, lighting, sound, and transportation, as well as organizing A&O members into a production team. In addition, producers work directly with Artist management to attend to the production requirements of the Artists and their crew. We also work closely with several other committees and the Northwestern administration to ensure that all shows run smoothly. Furthermore, members are expected to fulfill responsibilities to A&O non-exclusive to the Production committee, such as attending All-Board meetings and crewing for large-scale events.

Nothing compares to the sense of accomplishment gained from producing an A&O event and the thrill of a successful production. If you are extremely well-organized, motivated, responsible, and can make bold decisions on the fly, apply to the A&O Productions committee.

VII. FINANCE

The Finance committee develops, manages, and audits budgets for all A&O events to ensure that all transactions are within university guidelines. Furthermore, the finance committee works with the Marketing & Media, Speakers and Concerts committees to utilize our poll to help us reach as broad a subset of the Northwestern community as possible through our events. Our role involves extensive collaboration with the Student Organization Finance Office (SOFO), account management through software such as QuickBooks, and critical thinking through data analytics.

The university has numerous guidelines as to how student organizations can use their money. Our primary duty is to be resourceful and work with the other committees to meet the university's rules so that our events can happen. This involves paperwork from the university side, ensuring other A&O committee members are aware of these policies, and communicating with ASG regarding funding.

While finance positions may seem like a great resume boost, A&O Finance is not your ticket to McKinsey & Company. We're looking for applicants who are genuinely interested in finance and passionate about what A&O does on campus, so be sure to communicate this in your application. You'd be a great fit for finance if you have effective communication skills (never underestimate how much of an asset this is), are well-organized, responsible, passionate, and most of all, are able to say no.

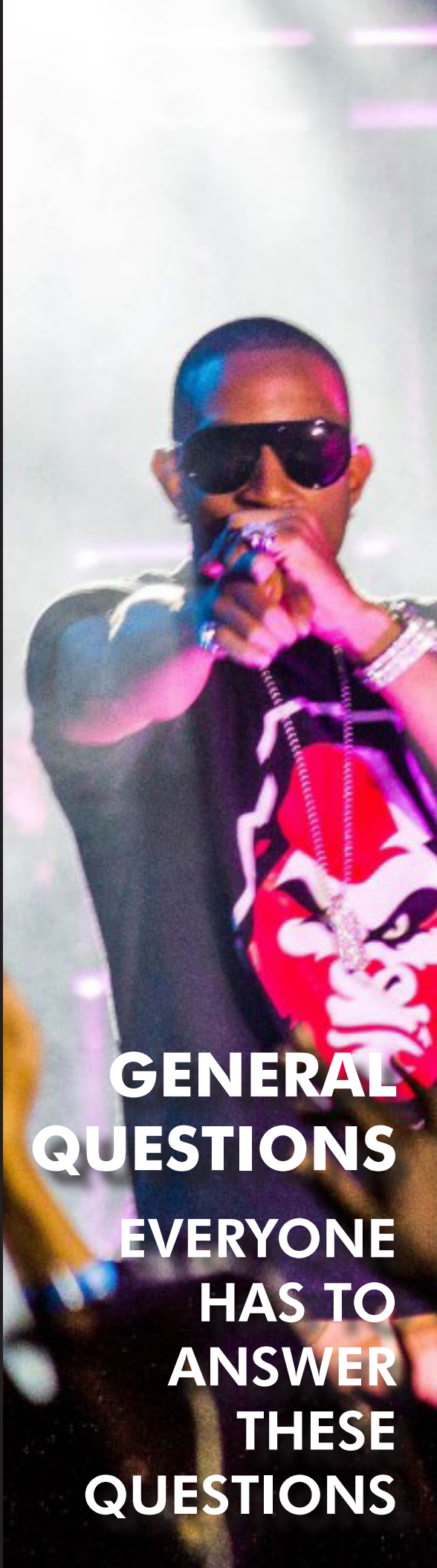
(VIII.) STREET TEAM

Are you a freshman? Not quite sure what committee you'd be best suited for? No worries! The "Street Team" is a group of freshmen on A&O who spend a year learning about A&O culture, shows, and people--all while getting the opportunity to work, produce, and collaborate with the existing seven committees. In short, while Street Teamers are not formally members of one of the seven committees, they are mentored by the A&O co-chairs as their own unique committee. Most current A&O board and exec members started on this team!

****NOTE:** You cannot apply directly to the Street Team. Rather, you must apply to any and all committees that suit your fancy. You will be invited to the Street Team based on your application and interview!

TELL US ABOUT YOURSELF.

1. Why do you want to be a part of A&O and what do you expect to gain from being on the board?
2. Whether you're a freshman, transfer student, senior, or somewhere in between, what is your opinion of A&O? Be honest, please.
3. What time commitments do you have for the 2017-2018 academic year? What kind of commitment can you devote to being on A&O?
4. What websites/blogs do you follow to stay up to date with your interests? (i.e. Vulture, Pitchfork, The Hollywood Reporter? Are you active on Twitter?)
5. What skills and experiences can you bring to A&O? How do you see these being applicable to A&O? What kinds of skills or experiences do you hope to find with A&O?
6. Every year, board members act as our official photographers, attending all of our events in order to document the work we do behind the scenes, as well as the show itself. If you are interested in applying for this position, please provide a portfolio of your work along with your application.
7. Do you consent to having our advisor, Jake Fields, check to see that you are in good disciplinary standing with Northwestern University? Yes/No.



**GENERAL
QUESTIONS
EVERYONE
HAS TO
ANSWER
THESE
QUESTIONS**



COMMITTEE SPECIFIC QUESTIONS

TAKE YOUR TIME.

*We are drawn to passion,
creativity, and thoughtful ideas.*

Please limit your responses to each individual question to around 200 words or less. Feel free to write in phrases, complete sentences, etc.

Just be concise!

CONCERTS

1. Why do you want to be a part of Concerts? What characteristics do you possess that would make you a perfect fit?
2. Go to your music streaming app and name the first three artists you recently played. (Don't cheat--we're not judging the names.) Discuss why you think they would be either a good or bad fit for Northwestern.
3. Being on the Concerts committee is more than sitting in a meeting and talking about bands you like and want to bring to campus. We deal directly with professionals including agents, managers, and university officials. Characterize your experience (if any) in dealing with adults in a professional environment, or, if you have not worked in this type of environment before, discuss how you feel about working with professionals in their line of work.
5. How well do you think the concerts we've had in the past (Lil Uzi Vert, MØ, Jeremih, Noname, Young Thug, Kehlani, Baauer, Rae Sremmurd, IconaPop, etc.) have catered to the tastes of the student body? What areas of music do you think are neglected (if any) based on previous shows and campus demand? How do you think we could do a better job of appeasing everyone and what would be your goals for the year if selected? If you're a new student, just answer the last question.
6. Which artists do you think are going to blow up in 2018? Why?
7. Where do you find new music?
8. Being on this committee does require a lot of work together and on your own time. What other commitments do you have this year and if you are selected, how do you plan on fitting Concerts into your schedule.

DEVELOPMENT

1. Between Internal and External Affairs, which would you prefer, and why? This is nonbinding; we're just trying to get a sense of your interests. (50 words or less)
2. What creative (yet realistic) ideas do you have for group bonding activities? Please keep in mind that the A&O board is usually around 80 people.
3. Please describe an organization that you were a member of, either in high school or college, that you felt had the best internal culture. Examples include student council, band, sports team, summer camp, etc. What made being a member of this organization so enjoyable and what did you find most rewarding?
4. A&O has a fantastic network of alumni that work in entertainment, business, law, and more. What are some ways that you would engage these alumni?
5. What is one strategy that you think A&O should implement to diversify our audience and/or increase our footprint on campus? How would you implement this strategy?
6. Best party theme idea you can come up with. Give us all the deets.

FILMS

1. Why are you interested in being part of A&O Films? Tell us why you would make a valuable addition to both the Films Committee and A&O as a whole. What are you looking to gain out of the experience?
2. [For Upperclassmen] Where do you think A&O Films should move within the next few years? What can we do to provide better experiences to students?
3. [For Freshmen/Transfers] If you could bring anyone from the film industry to Northwestern, who would you bring and why? What would the event be?
4. From the following list of films, build a sample lineup of 3 films. Give a few sentences of explanation for your choices: *Logan*, *Get Out*, *Wonder Woman*, *Ingrid Goes West*, *Good Time*, *The Beguiled*, *Guardians of the Galaxy 2*, *The Disaster Artist*, *Mother!*, *Beauty and the Beast*.
5. Tell us about your favorite movie (or one that you feel very passionately about). What sets it apart? Why do you feel strongly about it?

SPEAKERS

1. What about you would make you a good member of Speakers? What do you hope to gain from both the Speakers committee and A&O in general?
2. Name four speakers or comedians who would be a good draw at Northwestern and tell us why you would pick them. (Hint: We can all agree that Chris Rock or Stephen Colbert would do well; mass appeal matters, but don't be afraid to get creative with one or two of your choices).
3. How do you find out about new speakers, comedians, and entertainers? What are some of your favorite television shows and movies?
4. If you're a sophomore and up, what types of speaking events do you think Northwestern's campus is missing, if any? If you're a freshman, what do you think every college campus should have in terms of speaking-based or comedic entertainment?
5. Timing is everything. Whose popularity do you see exploding in the next year?
6. Post a link to something funny you've seen online (preferably a video) in the last year or so.
7. What is the best show and/or comedian that no one is watching?
8. How do you define Northwestern's sense of humor and how does this differ from the general population (i.e. Big Bang Theory Fans)?

MARKETING & MEDIA

1. You have one week to promote a concert featuring Khalid at the Riviera Theatre downtown. What does your campaign look like?
2. What are your favorite parts of M&M – Dealing with the media? Answering questions from the masses? Organizing/dealing with logistics? Big-picture campaign work? Graphic design? Web coding? Please rank, explain, and talk about your comfort level and experience with each.
3. What purpose do you think A&O's website and social media accounts service? Check out A&O's Facebook, Instagram, and Website. What do we do well, and what can we improve, both when promoting a show and between events?
4. If you are a returning student, what do you think of A&O's brand among the Northwestern community? Be honest. If you are a new student, what are your first impressions of the A&O brand? Talk about what could be done to improve our image and brand on campus.
5. What's a campaign you've seen recently, viral or not, that you thought was really cool? Send us a link to a video or a particular page or post that you think is effective!

The following questions are only required if you are interested in the specific positions they refer to.

Designer

1. Create a poster advertising one of the following: Lil Yachty, Halsey, Gucci Mane, NAO or SZA. JPG or PDF, please. Attach the file to your email along with your application.

Web developer

1. If you have coding experience, visit www.aoproductions.net to get a feel for our style and design a splash page for a speaker show in Cahn Auditorium featuring Chelsea Handler.
2. If you have any, include link(s) to web design projects you think exemplify your skills.

Social Media Manager

1. Why is social media exciting to you? How do you think social media can be best utilized to promote a group's brand, image, and events? How would you use Facebook, Instagram, Snapchat, and Twitter differently?
2. Send us 1-3 links to your favorite people to follow on Instagram, whether you love their voice, their aesthetic, or their product(s).

PRODUCTION

1. Why do you want to be a producer for A&O?
2. Describe the role of a producer for A&O as you envision it. Discuss the different qualities that a producer must possess and how you fit that role. Point to specific examples if possible. (Maximum 250 words).
3. How do you stay organized?
4. Despite your best preparation, producing a show does not always go as planned. Production is all about dealing with unexpected problems, stepping up as a leader, and creating a speedy but effective solution. Describe a situation where you had to deal with a sudden problem and make quick, informed decisions. Discuss how this particular experience speaks to your leadership skills.
5. Please list your previous production experience, if any.
6. A&O prides itself on its professionalism. What does it mean to be professional and how would you approach the challenge of upholding the high level of professionalism that has come to be expected of this organization?
7. You are shrunk to the height of a nickel and your mass is proportionally reduced so as to maintain your original density. You are then thrown into an empty glass blender. The blades will start moving in 60 seconds. What do you do?
8. Think outside of the box and give a random creative idea that could be incorporated into the production of an A&O Event that would make it more enjoyable.

FINANCE

1. Write down anything you feel like sharing about yourself. No relevance to A&O/Finance needed.
2. Why Finance?
3. What experience, if any, do you have with accounting? (Excel, Quickbooks, etc.)
4. What experience, if any, do you have with data, data analytics, or studying groups of people?
5. What are your thoughts on the A&O Poll?
6. What prior experience with SOFO or ASG do you have?
7. List your top 3 songs or artists, movies or TV shows, and comedians. Then list top 3 you think I haven't seen/heard. (Mandatory but this does not affect your acceptance chances).



REMEMBER THIS!!

THANK YOU for your interest in A&O Productions for 2017–2018. We'll be in touch soon. In the meantime, please remember the following info:

E-MAIL YOUR APP TO AOPRODUCTIONS@NORTHWESTERN.EDU WITH:

- a. Your application cover page.
- b. Your responses to the general questions.
- c. Your responses to the committee specific questions.

IMPORTANT DATES:

- Applications are due by 11:59 PM on Sun, Oct 22nd.
 - Interviews will be conducted from 10/24-10/28.
 - The head(s) of whichever committee(s) you applied to will reach out to you soon with information on how to sign up for interviews.
- If you have not been contacted by 10/25, please send an email to aoproductions@northwestern.edu.

E Pluribus A&O

