

# **A&O Executive Board Application 2008-2009**

Congratulations!! You have found the A&O Executive Board Application for the upcoming 2008-2009 school year. A&O has long been the premier student group on campus and needs a strong Executive Board to continue its tradition of excellence. Everyone is encouraged to apply to all of the positions. In order to be considered for these positions, you must do the four following steps:

- I. Complete the general questions.
- II. Complete the questions specific to the committee(s) to which you are applying.
- III. Keep your day open on **Sunday, May 11<sup>th</sup>**. You will be assigned an interview time via e-mail shortly after the application deadline. Please keep that afternoon free to avoid scheduling conflicts.
- IV. Don't be intimidated – use this as an opportunity to say everything you think A&O should strive to be – have fun and be creative!

I look forward to another incredible year for A&O Productions and need a driven, dedicated, creative and passionate board to work with me in achieving A&O's full potential. Applications are due via e-mail to **[syd@u.northwestern.edu](mailto:syd@u.northwestern.edu)** by **12:00pm Tuesday, May 6<sup>th</sup>**. If you have any questions about the applications please feel free to contact me:

**Syd Cohen**  
**Chairman, A&O Productions**  
**[syd@u.northwestern.edu](mailto:syd@u.northwestern.edu)**  
**516.384.4100**

## **I. GENERAL INFORMATION:**

**Name:**

---

**Year:**

---

**School:**

---

**Address:**

---

**Phone:**

---

**Email:**

---

**Dorm:**

---

**Executive Board positions applying for (list in order of preference):**

1.

---

2.

---

3.

---

## **General Questions:**

---

1. What time commitments do you have for the upcoming 2008-2009 school year?
2. Why do you want to be on A&O's Executive Board? What do you hope to get out of this coming year personally?
3. What experience, A&O related or unrelated, do you have that qualifies you for the position to which you are applying?
4. How do you think your peers view A&O? What could you and A&O do to support/change that opinion?
5. How would you ensure your committee's coherence during down time throughout the year?
6. In one word summarize the 2008-2009 school year for A&O.

7. If you were an animal what kind of animal would you be and why? How do its traits translate to your desired position on A&O?

## **II. COMMITTEE SPECIFIC QUESTIONS:**

### **Director of Films:**

1. What would be your objectives if you were Director of Films?
2. How would you build the A&O Films committee?
3. How would you keep the committee cohesive throughout the year? Give specific examples of what you might do.
4. What ways would you increase attendance at the film series throughout the year?
5. What movie best represents your personality and why?

### **Senator:**

1. In your opinion, how should A&O approach the ASG and senate?
2. What is A&O's role in the funding process? What should this role be?
3. How can A&O better its presence in senate? How can A&O use the ASG to better serve the student body?

### **Director of Finance:**

1. What are your qualifications, and what do you envision as the role of Director of Finance?
2. How does the role of Director of Finance relate to the other Exec. Board roles?
3. What sort of relationship should the Director of Finance have with ASG?

### **Director of Speakers and Special Events:**

1. If you were to become Director of Speakers and Special Events, in what direction would you like to see your team go? What events and speakers would you hope to bring to campus?
2. What makes the speakers/events that A&O plans unique and different from other groups?

3. Obviously, funding is a major issue when trying to bring speakers to campus. We are typically allotted \$55,000 for our winter speakers event. How do you envision spending the money considering the rising cost of celebrity speakers?
4. How would you motivate your committee to work hard and be enthusiastic about A&O?
5. What do you think went well and what went badly with the Flight of the Concorde show (pre, during, and post show)?
6. If you had to invite three people to dinner (living, dead, or fictional) who would they be and why?

**Director of Corporate:**

1. What is your understanding of the role of Corporate Relations within A&O?
2. How do you feel the corporate relations committee can become a bigger asset to A&O?
3. What is your vision for the Corporate Relations Committee in the upcoming year? What goals will you set and how will you reach them?
4. How do you plan to utilize your committee members?
5. What are some practical ideas you have for how A&O can increase its alternative revenue?
6. It can be difficult to get major corporations to sponsor us, especially with money, because of the nature of our organization. How would you get around this challenge? How would you frame your pitch to major corporations in such a way as to persuade them that we are an appropriate recipient of their sponsorship?
7. Name three companies you would like to pursue to sponsor A&O. Briefly explain why you chose those companies, and how much (or what) you would ask from them to sponsor one of our concerts.

**Director of Production:**

1. How would you describe your organizational skills?
2. Give an example of a time where you had to organize a large group of people (sports, friends, family, clubs etc.)
3. How do you motivate a large group?

4. What are some essential characteristics of a good producer and how can you accurately assess these traits in people when choosing your new committee?
5. What is the best way to train new producers in a job that is inherently hands-on?

**Director of Promotions:**

1. In your eyes, what does the role of Director of Promotions entail? Why do you want to be Director of Promotions?
2. Do you see yourself more as organizationally or artistically minded? What challenges do you see yourself facing personally as the Director of Promotions?
3. How familiar are you with Photoshop, Illustrator or any other graphic design programs?
4. How would you describe A&O's current level of publicity for events? What have been this committee's strengths and weaknesses during this past year?
5. How would you mobilize the A&O board in a full-on promotional campaign? What would you do if there were a lackluster turnout?
6. Imagine that you have only five days to publicize a concert at Patten. Promotions start Monday, the concert is on Friday. Create a promotional schedule for the event that is actually feasible and legal on this campus.
7. Imagine that A&O finally managed to book Radiohead for its fall concert. Create a poster or flyer that would promote the Patten show (attach in the e-mail in appropriate format).
8. Name one A&O promotion campaign that resonated with you, and explain why it had such a great impact.

**Director of Concerts:**

1. Describe what the differences are between the following shows:
  - A Patten show
  - A McGaw (Welsh–Ryan) show
  - A Pick-Staiger show
  - A Riviera show
  - A Lakefield showGive three examples of bands that to your knowledge have not played at NU before and who would be appropriate for each type of show.

2. How will you structure the Concerts Committee? What would be the ideal number of committee members? Please delineate where you will have your committee's work and responsibilities end and your work and responsibilities begin.
3. How would you judge a successful show versus an unsuccessful one? Feel free to use examples from A&O's past programming. On what grounds would you decide whom to suggest pursuing first?
4. One criticism often posed to A&O is that we do not produce many small-scale concerts with student bands or local Chicago artists. Do you think these shows should be part of A&O's programming? If so, how would you plan the shows? Please address funding, booking, promotions, and any other obstacles you might foresee.
5. What qualities should an effective member of the Concerts Committee possess? What are some ways to prevent the committee from feeling burnt out or jaded with the booking process?

---

Notes:

I. Like last year, these positions can be held in conjunction with a committee position. For instance, someone can be both on the Production committee and the director of New Media; or can be the Director of Internal Affairs and on the Films committee. Thus, even if you know that you want to return/apply for a specific committee in the fall, you can still have an opportunity to be on Exec. this coming year.

### **Director of Internal Affairs:**

The Director of Internal Affairs' two main responsibilities include: improving inter-group cohesion and maintaining contact with alumni for the purposes of internship placement. This position involves organizing a wide range of activities. The Director of Internal Affairs will help set-up and run listening parties (with pizza) at Norris, in the office, or at apartments where anyone can come listen to new music and get a chance to interact informally with the rest of the general board. Other related responsibilities would include sending out a list of concerts in Chicago each month and encouraging concert trips to the Vic, Riv, Aragon, House of Blues etc. As for working with alumni, there will not be a heavy emphasis on printing out a physical newsletter twice a year, which is costly and time consuming. Rather, the alumni can be better served through e-mail updates twice a year. The Director of Internal Affairs will also continue a list of the places where A&O's current members have interned as well as where graduating alumni are working within the industry. He/she will thus have an opportunity to both network within the industry and, ideally, create ways to foster inter-group interactions within the organization.

1. Why do you want to be the Director of Internal Affairs?

2. What should A&O's relationship be with its Alumni?
3. What are two new, realistic activities/events that we could have together as an entire board to foster inter-group cohesiveness (i.e. listening parties, concerts)?

### **Director of Public Relations:**

The Public Relations committee is responsible for maintaining and improving A&O's good image with the student body. As the biggest student group on campus, we are in a position of great public scrutiny, especially since we are allotted the most funding of any other student group. The Director of Internal Affairs is responsible for inter-group cohesion, and maintaining contact with alumni, while the Chairperson is responsible for relations with the administration. The Director of Public Relations is responsible for A&O's relationship with our primary constituency – the Northwestern student body. The Director of Public Relations is primarily responsible for working with campus publications, such as The Daily and North by Northwestern. These duties include organizing letters to the editor, preparing for announcements of events, and helping to handle a crisis.

1. Why do you want to be the Director of Public Relations? What do you believe is the role of the Director of Public Relations?
2. What is your vision for how A&O should interact with campus publications? When is it necessary to comment on an issue, and when is it not?
3. What type of relationship do you think A&O should have with The Daily?
4. What are some innovative ways with which you believe A&O can better evaluate the entertainment wants and needs of the student body?
5. How would you improve A&O's image on campus and its relationship with the students?
6. Evaluate A&O's image in the 2008-2009 year.

### **Director of IT**

This is not so much a technical position as one responsible for creatively using computers and the Internet to facilitate A&O's work. Google Docs help Exec. members share information and collaborate; the website helps promote our events and interact with the press and corporate sponsors; the listserv allows us to communicate with our members. Your job as Director of IT is to maintain what A&O already has (including office computers, etc.), but also help A&O work better by using any technology available. You will be responsible for straightforward tasks such as maintaining the listserv, but you will also have huge creative latitude in deciding what

projects to pursue. All that is required is a basic knowledge of computers and HTML and a willingness to learn.

1. What experience do you have with computers, web design, etc.?
2. How can the A&O website be improved?
3. Describe three ideas of how to use technology to streamline the general functioning of A&O, improve inter-committee communication, or help any of the individual committees. Include at least one idea of how to simplify the way committees store and archive information to improve the memory of the organization (i.e., how each year's board transitions to the next year's board).