

Interested in bringing quality
concerts, films and speakers
to Northwestern's campus?

Then you should join
A&O PRODUCTIONS,
Northwestern's oldest, largest, and
most prestigious student group.

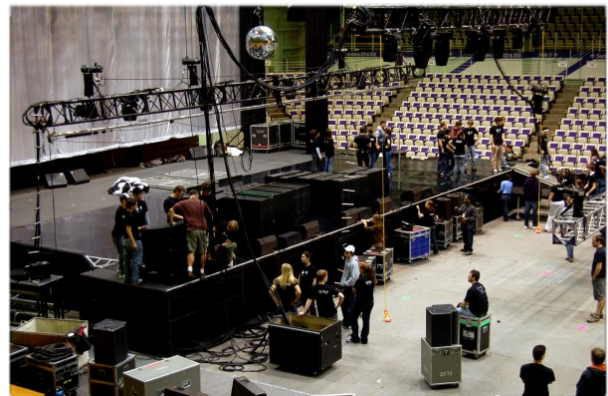


Thank you for your interest in A&O Productions for 2007-2008. To apply for an A&O committee position:

1. Read the descriptions of the A&O Committees and decide which committees most interest you. You may apply to as many committees as you wish, though you will only be able to serve on one committee. Don't worry though, all committee members have ample opportunity to be involved with the many facets of A&O and members frequently serve on a few different committees during their time with A&O. Don't be concerned with your experience or academic interests either, A&O is a great place to learn some new skills and cater to some different interests. We've had engineers in charge of concerts, film majors producing shows, and environmental science students running the films series.
2. Submit a completed application for **EACH** committee to which you'd like to apply. You're not applying to medical school, so don't spend a month working on each question. We just want to know a little bit about you. Copy the questions out of the app, and just **attach a Word or similar document to your e-mail 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 19th at midnight**, and should be emailed to the head of whichever committee(s) you are applying for.

3. After submitting your application, you will be contacted to arrange a brief interview. Again, nothing to sweat over – just another way for us to get to know you better.



KANYE WEST

CONTACT INFO FOR EXECUTIVE BOARD:

| | | | |
|----------------------------|--|-------------------------------------|---------------|
| Syd Cohen | Cohen.Syd@gmail.com | Chairperson | Chairperson |
| Jude Cooper | judith-cooper@northwestern.edu | Adviser | Staff adviser |
| Forrest Wickman | ForrestWickman@u.northwestern.edu | Concerts | Director |
| Bryan Cowan | bryancowan2007@u.northwestern.edu | Production | Director |
| Adam Pumm | pumm@northwestern.edu | Speakers & Special Events | Director |
| Laura Lozano | l-lozano@northwestern.edu | Films | Co-Director |
| Tyler Baum | tylerbaum2007@u.northwestern.edu | Films | Co-Director |
| Sebastian Rodriguez | s-rodriguez@northwestern.edu | Finance | Director |
| Katherine Hadley | katherinehadley2007@u.northwestern.edu | Corporate Relations | Director |
| Barry McCardel | barrald1213@gmail.com | Promotions & Public Relations | Co-Director |
| Katie Halpern | katiehalpern@gmail.com | Promotions & Public Relations | Co-Director |
| Josie Chai | josiechai488@gmail.com | Alumni Relations & Internal Affairs | Director |
| Andy Ertell | a-ertell@northwestern.edu | IT | Director |

COMMITTEE DESCRIPTIONS

The A&O board is divided into nine committees:

I. Concerts

The A&O concerts committee is responsible for planning large-scale concerts at Northwestern University. In the past few years the concerts committee has booked a wide variety of talent including Counting Crows, Girl Talk, Wilco, The Jurassic 5, Andrew Bird, Stars, Death Cab for Cutie and Kanye West. A&O produces concerts for the entire Northwestern community so it is extremely important that committee members listen to a wide range of music and keep their ears to the ground for up-and-coming bands. Committee members not only help select what artists should perform at Northwestern but are also responsible for negotiating with agents and sending offers. To plan a successful show, committee members must also work closely with the production committee, sorting through the technical details of the show (i.e. staging, sound, lights, transportation, etc). Committee members work directly with professionals, and learn to work just like professionals themselves. The concerts committee is typically the smallest on A&O and members are expected to be enthusiastic and extraordinarily dedicated. Concerts take lots of work, but ultimately committee members are gratified to see hundreds of students unified in excitement for their show.

II. Production

Once an A&O event is booked, the Production Committee plans and executes all of the logistics for concerts, speakers, and comedians that come to campus. The Production Committee handles the physical aspect of every show, including the sub-contracting of stage, sound, lights, crew, catering, accommodations, and transportation. Producers will also provide for the needs of the artists and their crew. Production works closely with other committees to ensure that all shows run smoothly. Nothing can match the feeling that comes from knowing that you made an event happen. If you're organized, motivated, responsible and willing to work

hard for an incredible thrill, apply to the A&O Productions Committee.

III. Speakers and Special Events

A&O brings more than just concerts to Northwestern. This committee is responsible for booking comedy acts, dynamic speakers, and unique special events. In the past, celebrities like Flight of the Conchords, Dane Cook, Bob Saget, Salman Rushdie, Mitch Hedberg, Jerry Seinfeld and Michael Moore have entertained and enlightened students on campus. As a member of this committee, you become responsible for booking and facilitating the event. Creativity, enthusiasm, and organization are they key ingredients to the committee that can make the campus laugh and think throughout the year.

IV. Promotions and Public Relations

Our newly-consolidated committee employs many tools to further one goal: to bridge the gap between A&O and the students we're here to entertain. Have you ever seen a flyer with the A&O logo on it? A shirt, poster, ticket, Facebook event? That's us, the promotions team that fills you in and pumps you up for A&O events. We manage everything from the layout and design of promo materials to the big-picture management of how to make the strongest impact with them. In addition to our promotions role, we are the Public Relations representatives for A&O, ensuring communication

between our group and the student body. From sitting down for interviews with campus press organizations to answering questions from the masses, we help people understand who we are, what we do, and how we do it. And you don't have to be a design nerd or PR junkie to work with us - if you are creative, organized, design saavy, articulate, enthusiastic, or some combination of the above, Promotions and PR could be for you.

V. Films

Stay tuned for your regularly scheduled program because

Films is A&O's most consistent and profitable committee. Films is responsible for screening recently released films every week as well as free screenings of independents or cool classics on Sundays. We also co-sponsor different screenings with other student groups and occasionally host free screenings of movies before they are released in theaters. B-Fest, our annual 24-hour B-movie festival in



OK GO & BEN KWELLER

the winter, attracts crowds from across the country. Committee members will help select the schedule of films each quarter, learn how to use our 35 mm projector in McCormick Auditorium, and help run screenings by selling tickets and projecting films. It's the biggest A&O committee, but we have the most fun - we hang out and watch movies, and you get to learn a little bit about distribution in the process.



FLIGHT OF THE CONCHORDS

VI. Finance

The A&O Finance Committee develops budgets for all A&O events, manages those budgets, and audits the A&O accounts to ensure that all transactions are within University guidelines. Account managers will process accounts payable, handle ticket revenue, and perform post-budget analysis. Finance spends time on the computer doing general ledger and other data entry. Finance also acts as the liaison between A&O and the organization's debtors and creditors. Every fiscal year, the A&O Finance Committee supervises transactions totaling several hundred thousand dollars.

VII. Information Technologies

In entertaining thousands of NU students A&O committees work hard to prepare professional entertainment for the entire campus throughout the academic year. The IT committee's job is to help the rest of A&O do their jobs more easily by designing and maintain a new website and providing tools to the other committees to simplify their work flow. You don't need to be a computer science major or code monkey. You just need to be comfortable with computers, be willing to work hard, and be creative.

VIII. Corporate Relations

A driving force of A&O productions, the corporate committee is in charge of getting extra funding for our events so we can bring bigger and better shows, comedians, speakers and films. Our partnerships with major corporations like Miller Brewing Company and Vitamin Water not only supplement our programming but also provide us with products and promotional items we can give back to the student body. We also work with smaller companies and local Evanston businesses to help foster a stronger relationship between Northwestern students and the community in which they live. People on the corporate committee are driven, outgoing, and fearless. They are not afraid of rejection and work hard to land a deal. This backbone committee is an essential part of the A&O experience and a great way to learn about funding solicitation and the corporate world.

IX. Internal Affairs

One thing all A&O members (past and present) share is a love for the organization. The Internal Affairs board has two main responsibilities, which are improving inter-group cohesion for current board members, and maintaining a relationship with alumni. Internal Affairs has the opportunity to organize a wide range of activities for both members and alums. From CD listening parties to downtown concert trips, the Internal Affairs board has the opportunity to act as somewhat of a "social chair" to help bond and create a cohesive A&O board. The second responsibility of Internal Affairs is to help maintain a strong relationship with alumni, which includes graduates who work in a variety of industries. A&O has executives at such notable companies as: Comedy Central, EMI and Ticketmaster, managers of bands across the country, MTV producers, and talent buyers at some of America's top venues. The board will be in charge of maintaining contact with alumni and compiling a bi-annual A&O newsletter. The Internal Affairs board will also manage a list of the places where A & O's current members have interned as well as where graduating alumni are working within the industry. The Internal Affairs board will have the opportunity to both network within the industry, and ideally, create ways to foster inter-group interactions within the organization. This committee will offer an amazing opportunity to learn about A&O, make some great contacts, and help to develop the newest facet of A&O.

A&O PRODUCTIONS APPLICATION

COVER PAGE

All applicants must include the following information on the first page of their application
(Just copy and paste onto the first page of the Word doc you're attaching to your e-mail)

NAME: _____

YEAR: _____

PHONE: _____

DORM/RESIDENCE: _____

E-MAIL: _____

COMMITTEES YOU ARE APPLYING TO (in order of preference:

| | |
|---|---|
| 1 | 2 |
| 3 | 4 |
| 5 | 6 |

GENERAL QUESTIONS

All applicants must answer the following. Please include on all committee-specific applications.

1. What time commitments do you have for the upcoming 2007-2008 school year?
2. Do you have any experience or skills you think make you qualified to be a part of A&O? If not, don't worry. What kinds of experiences and skills do you hope to find with A&O?
3. Why do you want to be a part of A&O and what do you expect to gain from being on the board?



BJ NOVAK

CONCERTS

See pages 4&5 for committee descriptions

1. Why are you interested in the concerts committee? Why do you think you should be a part of A&O Concerts?
2. As a committee member, what would be your goals? What artists would you like to bring to Northwestern and why? Is there any way in which you think A&O should increase its musical presence on campus?
3. Who are your three favorite (living) artists/bands? How would they fare as headliners for A&O?
4. How would you characterize the musical taste of the student body here at Northwestern? How might it compare to the taste of the general public, and how might it compare to the taste of other colleges? (If you are a freshman take your best guess)
5. Being on the concerts committee means dealing directly with professionals. Characterize your experience (if any) dealing with adults in a professional environment, or, even if you have not had such experience, how do you feel about working with professionals in their line of work?
6. Nas or Weezy? Explain.

PRODUCTION

See pages 4&5 for committee descriptions

1. Please describe the role as you see it. Be sure to discuss the different qualities that producers must possess and how you fit the role. Be specific and draw from other experiences to show how you demonstrate these qualities. (200 words max)
2. Explain a time where you were under extreme time constraints. How did it turn out? Was it a success or a failure? What could have been done better?
3. Why do you want to produce?
4. List (no need to explain) any production experience you have. If you have no formal experience, no worries.

SPEAKERS AND SPECIAL EVENTS

See pages 4&5 for committee descriptions

1. Why are you interested in this committee? Why do you think you should be a part of A&O Speakers and Special Events?
2. Name three people you would like to see speak at Northwestern. How would they do if A&O brought them?
3. What types of Special Events do you think Northwestern's campus is missing, if any?

PROMOTIONS AND PUBLIC RELATIONS

See pages 4&5 for committee descriptions

1. If you're interested in the design aspect of our committee, design a poster advertising one of the following: Ratatat with Ghostface Killah, Feist, or Ben Folds. JPEG or PDF please, just attach it to your email.
2. You have one week to promote a concert featuring Regina Spektor in Pick-Stager concert hall. What does your campaign look like?
3. What are your favorite things about Promotions and/or PR-designing? Dealing with media? Answering questions from the masses? Organizing/dealing with logistics? Big-picture campaign work? Other? Please rank, explain, and talk about your comfort level with each.
4. What do you think of A&O's brand among the Northwestern community? How do you think A&O benefits NU the most? Talk briefly about what could be done to improve our image and brand on campus.

FILMS

See pages 4&5 for committee descriptions

1. Why are you interested in being part of A&O films? Tell us why you would make an interesting and enthusiastic addition to A&O Films.
2. What is one thing that you think A&O Films could improve on?
3. Being on films is a lot of fun, and it is a weekly time commitment. How do you see an occasional weekend movie shift fitting into your schedule for next year? What do you think about learning how to run a 35mm projector?
4. There are a lot of interesting positions within the films committee, such as: Sunday films head, special events coordinator, promotions liaison, film manager (both making up and taking down films), IT...do you have any special skills or experience that would recommend you for a particular role within the committee?
5. Name a movie (from any era) that you think we should show at Northwestern (creativity appreciated). Why?
6. Like in the movie Being John Malkovich, which movie star (dead or alive)'s brain would you like to be in for 15 minutes (then dropped off the New Jersey Turnpike)? Why?

FINANCE

See pages 4&5 for committee descriptions

1. What experience do you have in dealing with large, uncooperative bureaucracies and what are the best ways to confront the red tape and difficulty such bureaucracies present?
2. If appointed to the finance committee, you would be directly responsible for the expenditure of large sums of student money. Keeping in mind that finance committee members have been appointed in order to best represent the interest of the student body and A&O Productions, what personal traits are most important for members of the committee to display as they perform their job?
3. What do you hope to gain from being a member of the finance committee?

INFORMATION TECHNOLOGY

See pages 4&5 for committee descriptions

1. What computer hacking skillz do you have (include special software you've worked with, programming languages you've learned etc.)?
2. Do you have previous experience with web design, graphic design, etc.? Please provide URLs to or copies of your work.
3. What are your Internet habits? What are your favorite websites? How often do you go to your favorite sites? What do you do there and why?
4. Optional: Web designers should be able to write brief and clear copy. Please provide a short writing sample. (You need not write something new for this application.)

CORPORATE RELATIONS

See pages 4&5 for committee descriptions

1. A&O is currently sponsored by the Miller Brewing Company. In hoping to secure more sponsorship for the next academic year, how would you go about contacting corporations?
2. Freshman: What are 3 businesses you would recommend approaching for sponsorship? Non-freshmen: What are 3 local businesses you would recommend approaching for sponsorship?
3. Do you have any experience with marketing or promotional work?

INTERNAL AFFAIRS

See pages 4&5 for committee descriptions

1. Why do you want to be on the Internal Affairs Board?
2. What should A&O's relationship be with its Alumni? What are some ideas you have to maintain that relationship?
3. What are at least two new, realistic, activities/events that we could have together as an entire board to foster inter-group cohesiveness (i.e. listening parties, concerts)?

REMEMBER...

Applications:

E-mail each application to the appropriate committee head 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 12pm midnight on Sunday, October 19th
- Interviews will be held the week of October 20th (you will be contacted by the head of each committee you apply to with information on how to sign up for interviews)
 - If you have not been contacted by October 9th please alert the Chairperson
- The new board will be selected on October 26th and notifications will be sent shortly thereafter

Thanks for your application, we'll be in touch soon!

