

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 programming group.



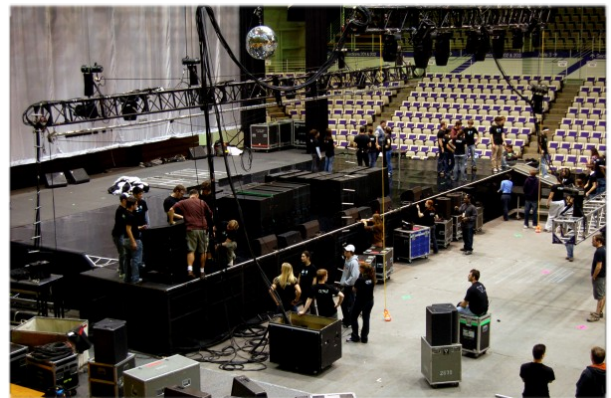
# READ SUPER-DUPER CAREFULLY

Thank you for your interest in A&O Productions for 2009-2010. 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 up to 4 committees, 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, just make sure they're thoughtful and thorough. 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 18th at midnight**, and should be emailed to the head(s) of whichever committee(s) you are applying for (information on the next page).

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:

Name	Title	E-mail
Adam Pumm	Chairman	<a href="mailto:pumm@u.northwestern.edu">pumm@u.northwestern.edu</a>
Aldi Kaza	Director of Production	<a href="mailto:aldiskaza@gmail.com">aldiskaza@gmail.com</a>
Carolyn Goldschmidt	Director of Concerts	<a href="mailto:c-goldschmidt@northwestern.edu">c-goldschmidt@northwestern.edu</a>
Kristina Marrero	Director of Corporate Relations	<a href="mailto:kristinamarrero2007@u.northwestern.edu">kristinamarrero2007@u.northwestern.edu</a>
Tyler Baum	Director of Films	<a href="mailto:tybaum@gmail.com">tybaum@gmail.com</a>
Kenny Levin	Director of Films	<a href="mailto:k.levin@u.northwestern.edu">k.levin@u.northwestern.edu</a>
Drew Deitch	Director of Speakers and Special Events	<a href="mailto:andrewdeitch@mac.com">andrewdeitch@mac.com</a>
Elizabeth Broder	Director of Internal Affairs	<a href="mailto:elizabethbroder2007@u.northwestern.edu">elizabethbroder2007@u.northwestern.edu</a>
Barry McCardel	Director of Promotions and Public Relations	<a href="mailto:barry.mccardel@gmail.com">barry.mccardel@gmail.com</a>
Sierra Tishgart	Director of Promotions and Public Relations	<a href="mailto:sierratishgart2007@u.northwestern.edu">sierratishgart2007@u.northwestern.edu</a>
Josh Wasserman	Director of Information Technologies	<a href="mailto:joshuawasserman2007@u.northwestern.edu">joshuawasserman2007@u.northwestern.edu</a>
Adit Kumar	Director of Finance	<a href="mailto:aditkumar@gmail.com">aditkumar@gmail.com</a>



# 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, Andrew Bird, Stars, Death Cab for Cutie, Kanye West, Ludacris, and John Legend. 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, sending offers, and handling contracts. 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 – whether for concerts, speakers, or comedians that come to NU.

Producers are responsible for sub-contracting staging, lighting, sound, crew, catering, accommodations and transportation among many other tasks – including attending to the production requirements of the artists and their crew. The Production Committee works closely with other committees as well as the administration to ensure that all shows run smoothly. 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 Production 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, Demetri Martin, 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 the 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 promotional 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-savvy, articulate, enthusiastic, or some combination of the above, Promotions and PR could be for

you.

## V. Films

Stay tuned for your regularly scheduled programming, because Films is A&O's most consistent and profitable committee. Films is responsible for screening recently-released films almost every other week as well as a few



OK GO & BEN KWELLER

free screenings of independent movies. We also co-sponsor different screenings with other student groups and occasionally host free pre-screenings of movies before they are released in theaters. B-Fest, our annual 24-hour B-movie festival in 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



**FLIGHT OF THE CONCHORDS**

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.

## **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 maintaining A&O's 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 Relations 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 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 committee has two main responsibilities, which are improving intergroup 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 current members and alums. The Internal Affairs committee acts as a "social chair" to help bond and create a cohesive A&O board. IA also works at organizing the internal structure of A&O by working with University Archives to maintain our history and documenting our current proceedings. The second responsibility of Internal Affairs is to help maintain a strong relationship with our awesome alumni, a group including graduates who work in a variety of industries. A&O alumni include 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 committee will be in charge of maintaining contact with alumni and compiling an annual A&O newsletter. The Internal Affairs committee 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. IA organizes an annual alumni speaker's panel and reunion each spring. The Internal Affairs committee will have the opportunity to network within the industry and, ideally, to create ways to foster interactions within the organization. This committee will offer an amazing opportunity to learn about A&O, make some great contacts, and help 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



# GENERAL QUESTIONS

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

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, a senior, or somewhere in between, what is your opinion of A&O? Be honest.
3. What time commitments do you have for the rest of the 2009-2010 school year?
4. Do you have any experience or skills you think make you qualified to be part of A&O? If not, don't worry. What kinds of experiences and skills do you hope to find with A&O?



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 (realistically) would you like to bring to Northwestern and why?
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 including agents, managers, and university officials. 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. Is there anything about A&O you would change or improve to better serve the student body?
7. Taylor Swift or Beyonce? Explain.



# PRODUCTION

See pages 4&5 for committee descriptions

1. Why do you want to be a Producer for A&O?
2. Describe the role of a producer as you envision it. Discuss the different qualities that producers must possess and how you fit that role (maximum 150 words.)
3. Please select all that apply. I am a/an:
  - Organized and efficient person
  - High energy person
  - Last minute person
  - Have a car at school person
  - Eat, sleep, and dream music person
  - Addictive personality type person
  - Other: \_\_\_\_\_
4. How do you feel about the 11th hour?
5. What is your previous production experience, if any? (please list, no explanation necessary.)

# SPEAKERS AND SPECIAL EVENTS

See pages 4&5 for committee descriptions

1. Why are you interested in this committee? Why should you 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? (hint: we can all agree that Chris Rock or Lewis Black would do well here; mass appeal matters, but don't be afraid to get creative with one or two of your choices)
3. What types of Special Events do you think Northwestern's campus is missing, if any?
4. Timing is everything. Whose popularity do you see exploding in the next year?

# 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: MIA, Vampire Weekend, or Grizzly Bear. JPEG or PDF please, just attach it to your email.
2. You have one week to promote a concert featuring Ratatat in Patten gymnasium. We want to get the maximum number of undergrads out to the show. 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 and experience 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 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 the committee.
2. What is one thing that you think A&O Films could improve?
3. Being on films is a lot of fun, and it is often a weekly time commitment. How do you see an occasional weekend movie shift fitting into your schedule this year?
4. There are a lot of interesting positions within the films committee, such as: 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 help you in a particular role within the committee?
5. 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 by the New Jersey Turnpike)? Why?



# FINANCE

See pages 4&5 for committee descriptions

1. What do you hope to gain from being a part of the A&O Finance Committee?
2. 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?
3. 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 interests 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?

# INFORMATION TECHNOLOGY

See pages 4&5 for committee descriptions

1. What computer skills 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.?
3. Please provide URLs to or copies of your work.
4. Windows or Mac? Why?
5. Please go to [aoproducts.net](http://aoproducts.net). What changes would you make to the website to increase traffic and to make information easier to access for students?
6. As an IT Committee member, you are not just responsible for assisting with the website, but you are also asked to help other committees with IT-related work. Please provide a few ideas related to technology to help other committees on A&O.

# CORPORATE RELATIONS

See pages 4&5 for committee descriptions

1. In hoping to secure more sponsorships for the next calendar year, how would you go about contacting corporations? In other words, how would you sell A&O to a company?
2. Freshmen: What are 3 businesses you would recommend approaching for sponsorship and why? Non-freshmen: What are 3 local businesses you would recommend approaching for sponsorship and why?
3. Do you have any experience with marketing or promotional work?
4. If you could attend a special event sponsored by any company, which company would it be and what would be the theme/activity going on at the event? Be as creative as you'd like!
5. Red Bull or Monster? Explain.

# INTERNAL AFFAIRS

See pages 4&5 for committee descriptions

1. Why do you want to be on the Internal Affairs Committee?
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?
4. There are a lot of different roles within the Internal Affairs Committee. Do you have any experience with journalism, videography, and/or photography?
5. What kind of ideas do you have for group bonding?
6. Please come up with a unique theme for a themed party.



# 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 18<sup>th</sup>
- Interviews will be held the week of October 19<sup>th</sup> (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 23<sup>rd</sup> please alert the Chairperson
- The new board will be selected on October 26<sup>th</sup> and notifications will be sent shortly thereafter

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

