



Wisconsin Union  
D I R E C T O R A T E

**Film**  
**Associate Director - Programming Curator**

Apply here: [https://uwmadison.co1.qualtrics.com/jfe/form/SV\\_exjgcXrfZarJhcO](https://uwmadison.co1.qualtrics.com/jfe/form/SV_exjgcXrfZarJhcO)

**Overview**

- This position is a volunteer, leadership position with the Wisconsin Union Directorate, student programming board.
- Each committee of the Wisconsin Union Directorate is committed to amplifying the voices of underrepresented communities through thoughtful and deliberate programming that targets societal issues. WUD leaders have an obligation to use the privilege of our organization and the power of our positions to continually educate ourselves and provide the same opportunities to our communities.
- Successful applicants for WUD Leadership positions will demonstrate a commitment to social justice during the interview process and, upon selection, commit to continually highlighting inequalities due to racial, environmental, societal, and any other type of discrimination that our campus, country, and global communities face through their committee processes and programming efforts.
- Each Associate Director is asked to dedicate 10 hours a week to the position. As a thank you for your service, you will receive a \$75/month stipend on your Wiscard for 8 months of the academic year.

**Committee Purpose**

The Wisconsin Union Directorate Film Committee is dedicated to bringing a diverse, innovative, and exciting lineup of movies to the University of Wisconsin – Madison campus and surrounding community. The committee also serves as a professional development experience for its members to explore aspects of film production, distribution, and exhibition industries. The Film Committee researches, plans, coordinates, publicizes and manages hundreds of film screenings and special events in the Marquee Theater- films shown include major studio, documentary, art house, experimental, international, and late-night cult classics. Additionally, the Film Committee programs Lakeside Cinema each summer, an outdoor film series on the Memorial Union Terrace. WUD Film provides campus with free "sneak previews" of new releases and assists Wisconsin Film Festival with programming suggestions and venue volunteers.

**Associate Director Responsibilities**

1. **Programming:** Work as a curatorial team with Film Committee Leadership (Film Director and fellow AD(s)) to strategize program content areas for the upcoming year. Collaborate with Director, Advisor, and committee members to develop programming goals for the year. Each AD will focus on a subset of genres for initial research & program pitches, working with the Film Committee as a whole to build a diverse and innovative slate of high-quality film events.

AD 1: CaRM [Contemporary & Repertory Mainstream]

AD 2: AIL [Alt, Indie and the Likes]

AD 3: ElaC [Experimental, International & Cult]

Schedule the films selected by the committee on a weekly basis, uphold fiscal responsibility in program planning, update the Google programming doc completely and accurately, complete all requested

paperwork including invoices, help market each screening effectively, and thoroughly evaluate each program with an open mind to react with necessary changes. Develop, with the advisor, a thorough understanding of film distribution networks. Actively plan additional special events and seek out co-sponsorships beyond regularly scheduled programs.

2. **Communication:** Maintain regular communication with the Director, fellow Associate Directors, Advisor, and committee members regarding your areas of responsibility.
3. **Committee Members & Committee Support:** Involve WUD Film Committee volunteers in developing exciting and engaging programming for our campus audience through training of programming techniques, sharing resources, and delegating tasks. Associate Directors must ensure continued active involvement of committee members in all aspects of program planning and execution to ensure future support for WUD Film.

As an Associate Director, you are encouraged to coordinate with the WUD Film Director to organize **one** committee-wide friendship event throughout the 2022-23 academic year.

4. **Modeling Leadership:** Film Committee Leadership is first and foremost a team, so each AD should serve as a model and mentor to committee members through things like:
  - Helping with marketing
  - Committing to weekly duties like flyering and hosting
  - Actively participating in planning and promoting WUD Film and WUD-wide events as a whole beyond individual responsibilities
  - Having a willing attitude to go above and beyond general duties when necessary
  - Demonstrating a positive attitude toward larger WUD and Wisconsin Union issues and policies

5. **Marketing:** Communicate programming details for each event with the Marketing Associate Director to maximize effective outreach. Work in tandem with the Marketing Associate Director and help complete various tasks for marketing.

6. **Meetings/Office Hours:**

- Film Committee Leadership Team (weekly)
- Film Committee meetings (weekly)
- general office hour(s) (weekly)
- Co-facilitate subcommittee/project meetings as needed

7. **Training Materials:** Update and improve relevant sections in the WUD Film Training Manual (on Team Drive) for next year's associate director.

8. **Additional Responsibilities:** Film Committee Director may exercise the option to create a more detailed list of responsibilities for Associate Directors, if deemed necessary and the AD has capacity in their weekly time commitment.



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**Associate Director - Collaboration & Special Event Programmer**

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**Associate Director Responsibilities**

1. **Collaboration and Special Event Programming:** Work with Film Committee Leadership (Film Director and fellow AD(s)) to strategize events for the upcoming year to complement our film programming, such as Q&As, panels, and film festivals in online, in-person, and hybrid formats. Collaborate with Director, Advisor, and committee members to develop programming goals for the year.

Regularly check the collaborations service email account, present collaboration proposals to AD Team and Film Committee, communicate all planning details with collaboration partners. Schedule the collaborations/events selected by the committee on a weekly basis, uphold fiscal responsibility in program planning, update the Google programming doc completely and accurately, complete all requested paperwork including invoices, help market each screening effectively, and thoroughly evaluate each program with an open mind to react with necessary changes. Develop, with the advisor, a thorough

understanding of film distribution networks and protocols for event facilitation. Actively plan additional special events and seek out co-sponsorships beyond regularly scheduled programs.

2. **Communication:** Maintain regular communication with the Director, fellow Associate Directors, Advisor, and committee members regarding your areas of responsibility.

3. **Committee Members & Committee Support:** Involve WUD Film Committee volunteers in developing exciting and engaging programming for our campus audience through training of programming techniques, sharing resources, and delegating tasks. Recruit and train committee members as hosts and moderators for events. Associate Directors must ensure continued active involvement of committee members in all aspects of program planning and execution to ensure future support for WUD Film.

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6. **Meetings/Office Hours:**

Film Committee Leadership Team (weekly)

Film Committee meetings (weekly)

1:1 with Advisor to review pending proposals/tech needs for upcoming events (weekly)

general office hour(s) (weekly)

Facilitate subcommittee/project meetings as needed *[examples: Student Film Festival subcommittee, Rocky Horror team, Social Cinema planning group]*

7. **Training Materials:** Update and improve relevant sections in the WUD Film Training Manual (on Team Drive) for next year's associate director.

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## Film Associate Director - Marketing & Design

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### Associate Director Responsibilities

1. **Marketing Duties:** Work with Film Committee Leadership (Film Director and fellow AD(s) to develop effective marketing strategies to communicate programming aims and opportunities. Collaborate with Director, Advisor, and committee members to develop marketing goals for the year.
  - Compile important weekly programming details for marketing purposes including (but not limited to): email newsletter, chalking, flyering, social media posts, WUD Film/Union website, class/RSO emails, etc.
  - Edit and send weekly "This Week in Film" email to MailChimp mailing list and submit Union website event calendar entries for each scheduled screening title.
  - Utilize principles of graphic design, outreach, and networking to communicate the mission of WUD Film and generate interest in both WUD programming and committee involvement.
  - Design and print weekly flyers, and coordinate committee member distribution of flyers.

- Design, copywrite, and post Facebook events, Facebook content, Instagram posts, Twitter content, and other current social media content.
  - Facilitate and oversee a subcommittee on an as-needed basis to expand on outreach and marketing efforts across multiple platforms, such as social media.
  - Collaborate with fellow Associate Director(s) to coordinate events to promote films and create an engaging atmosphere for audiences.
  - Provide innovative and additional marketing opportunities for larger film events.
2. **Communication:** Maintain regular communication with the Director, fellow Associate Directors, Advisor, and committee members regarding your areas of responsibility.
  3. **Committee Members & Committee Support:** Involve committee members in marketing decisions through training of publicity techniques, sharing resources, and delegating tasks. Associate Directors must ensure continued active involvement of committee members in all aspects of program planning and execution to ensure future support for WUD Film.

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**Associate Director Responsibilities**

1. **Facilities Duties:** Oversee the WUD Film & Marquee Theater logistics such as coordinating film print and media traffic, scheduling and training volunteer door staff on proper hosting procedures, preparing announcements before each screening, maintaining master programming doc, keeping hosting areas of projection booth neat & organized, and overseeing the general appearance of the theater and WUD office, including changing out Marquee poster cases weekly. Facilitate and oversee the hosting process, including queue management and full facility procedures. Encourage new members to try hosting.
2. **AV Duties:**  
**Trailers:** Help promote WUD Film's programming by creating unique trailers for films, whether by adding WUD Film info to professional pieces, cutting pre-existing trailers together into a single supercut for each weekend's programming, or shooting and editing original pieces with the assistance/participation of

committee members. With the input of programmers, strategically decide which trailers to play before which films. Relay these decisions to the projectionists in order to ensure we're promoting your trailers as much as we can.

**Slideshow:** Update content in the weekly pre-film slide show (film event marketing, sponsor, and campus partner slides, WUD film/general cinema/campus trivia and images.) Create a flat format and scope format DCP file of slideshow each week.

3. **Communication:** Maintain regular communication with the Director, fellow Associate Directors, Advisor, and committee members regarding your areas of responsibility.
4. **Committee Members & Committee Support:** Involve committee members in facilities decisions through training of techniques/equipment, sharing resources, and delegating tasks, with an emphasis on COVID-19 safety routines. Communicate facilities' safety protocols as they change to the entire committee. Involve committee members in AV decisions through opportunities to edit trailers and assist with slideshow rendering. Associate Directors must ensure continued active involvement of committee members in all aspects of program planning and execution to ensure future support for WUD Film.

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6. **Marketing:** Work in tandem with the Marketing Associate Director and help complete various tasks for marketing, including marketing of WUD Film events in the weekly slideshow and sharing of trailers on social media.
7. **Meetings/Office Hours:**
  - Film Committee Leadership Team (weekly)
  - Film Committee meetings (weekly)
  - general office hour(s) (weekly)
  - Marquee Tech Meeting with Advisor and Booth Manager (weekly)
  - Facilitate subcommittee/project meetings as needed
8. **Training Materials:** Update and improve relevant sections in the WUD Film Training Manual (on Team Drive) for next year's associate director.
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