



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

Publications

Associate Director

Apply here: 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 WUD Publications Committee celebrates media and the creative work of students in several ways. We produce four publications: Emmie, Souvenirs, The Dish, and Illumination. Each publication produces two print issues a year in addition to some online magazines, which are updated monthly. The committee hosts a wide variety of engaging events each year, with the goal of enhancing students' and community members' experience on campus. Our yearly calendar includes creating, printing, and distributing magazines, poetry and book readings, art exhibits, workshops, and speakers. Our annual traditional spring program, Lit Fest is a week-long literary festival to celebrate the arts and storytelling and is a collaborative effort by all the magazines a part of the Publications Committee. In short, Publications provides the UW-Madison community with an opportunity to learn the many facets of working in the media industry (writing, editing, photographing, videographing, radio hosting, managing, critiquing, layout, web developing, marketing/advertising, and finances).

Descriptions of the Publications:

- Emmie: Music magazine. Emmie reviews new albums and shows, as well as interviews talented artists at a local and national level. Additionally, Emmie runs a weekly radio show with WSUM.
- Souvenirs: Travel magazine. Souvenirs accepts submissions of prose, poetry, and photography from students who have lived or traveled abroad. The staff reviews and publishes the collection of works, in addition to hosting a yearly art gallery with photography submissions.
- The Dish: Food and dining culture magazine. The Dish strives to produce in- depth content such as recipes, restaurant reviews and food safety articles inspired by Madison's incredible food culture.
- Illumination: Literary magazine. Illumination features the best in undergraduate poetry, stories, essays, and art pieces. The staff reviews, edits and publishes submissions from across campus in addition to hosting an art gallery every semester, and several pop-up poetry events. Illumination has been awarded

the Associated College Press' Pacemaker Award three years in a row, cementing itself as one of the best student-led publications at a national level.

Associate Director Responsibilities

Associate Director of Marketing

Requirement: Advance knowledge and experience in making graphics is required (ie. through Canva, Adobe Photoshop or other digital platforms)

The AD of Marketing advertises the Publications Committee's events and supervises marketing strategies of individual publications.

Specific Duties:

- Coordinate distribution of publications and ensure maximum visibility for publications' publicity materials.
- Work closely with Union Marketing to provide each publication's marketing representatives with additional training, workshops and educational opportunities.
- Assist EIC's in the development of press kits and branding guides.
- Lead community outreach efforts to gain external funding from advertising revenue.
- Be the liaison between magazines and individual businesses that choose them as partners.
- Work closely with programming AD and various EICs to create a marketing schedule
- Work with programming AD to document events through the use of visual and textual evidence to compile an event archive in google drive
- Design, execute, and distribute marketing materials for all PubCom-wide events. Assist individual magazines with marketing efforts for magazine-specific programs & outreach.
- Develop and execute regular social media content on PubCom channels.
- Redevelop PubCom marketing email list, develop engagement and outreach plan to grow subscriber base.

Additionally, all Associate Directors are expected to:

- Maintain excellent and frequent communication with PubCom Director and Advisor. Meet one-on-one with the PubCom Director and/or Advisor as needed.
- Work together with other ADs on larger organizational issues.
- Actively participate in planning, implementation, marketing/promotion, and evaluation of PubCom events like Lit Fest (both full committee and individual magazine team events).
- Communicate with individuals in similar roles within each magazine (if the position is present).
- Attend all weekly PubCom Meetings.
- Attend PubCom AD/EIC staff meetings.
- Assist with PubCom events.
- Attend some individual magazines' meetings.
- Actively participate in the planning and implementation of print magazine distribution each semester.
- Update relevant training materials throughout the year and actively participate in the training of the incoming team during the annual transition process.

Associate Director of Programming

The AD of Programming organizes PubCom events such as Lit Fest or semesterly Release Parties and assists individual publications in organizing individual events.

Specific Duties:

- Create a production schedule for the year's major events.
- Assist EIC's with planning events for individual publications.
- Lead event-planning efforts for LitFest, release parties, and other PubCom programming.
- Work with other committees and student organizations to develop co-sponsored events.
- Find co-sponsors, donors and investors with an interest in funding or co-planning PubCom events.
- Facilitating the creation of regular, publication-specific programming
- Developing ideas for engaging and diverse types of programming and potential co-hosting opportunities to increase general engagement with Pub Com
- Communicate with EIC's to develop a budget for next year's expenses fitted to each publication's needs, use this information to advise the PubCom Director in budget decisions.

Additionally, all Associate Directors are expected to:

- Maintain excellent and frequent communication with PubCom Director and Advisor. Meet one-on-one with the PubCom Director and/or Advisor as needed.
- Work together with other ADs on larger organizational issues.
- Actively participate in planning, implementation, marketing/promotion, and evaluation of PubCom events like Lit Fest (both full committee and individual magazine team events).
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- Actively participate in the planning and implementation of print magazine distribution each semester.
- Update relevant training materials throughout the year and actively participate in the training of the incoming team during the annual transition process.

Associate Director of Creative Operations

Requirements: Advanced knowledge of Illustrator, InDesign and/or Photoshop is required.

The AD of Creative Ops ensures the quality of design of all the committee's publications & advertising materials.

Specific Duties:

- Create instructional design documents.
- Update and maintain the Publications Committee website, in collaboration with the Marketing AD.
- Assist layout editors & designers during the layout creation process.
- Assist designers & marketing representatives in the creation of promotional materials.
- Ensure quality of design, efficacy of communication and consistent branding within publications.
- Train and supervise creative personnel, as well as offer design workshops and assure availability of specialized expertise such as studios, freelancers and professional designers to provide educational experiences.

- Be able to work well with assigned deadlines, as well as be able to set deadlines.

Additionally, all Associate Directors are expected to:

- Maintain excellent and frequent communication with PubCom Director and Advisor. Meet one-on-one with the PubCom Director and/or Advisor as needed.
- Work together with other ADs on larger organizational issues.
- Actively participate in planning, implementation, marketing/promotion, and evaluation of PubCom events like Lit Fest (both full committee and individual magazine team events).
- Communicate with individuals in similar roles within each magazine (if the position is present).
- Attend all weekly PubCom Meetings.
- Attend PubCom AD/EIC staff meetings.
- Assist with PubCom events.
- Attend some individual magazines' meetings.
- Actively participate in the planning and implementation of print magazine distribution each semester.
- Update relevant training materials throughout the year and actively participate in the training of the incoming team during the annual transition process.

Associate Directors (Editors-in-Chief)

All four AD(EIC)s decide on journal/magazine content and designs and build/lead a magazine team as a subcommittee of the Publications Committee.

Emmie AD Specific Duties:

- Engage staff members in events and activities that fit the niche of your magazine.
 - Local shows and artists, album releases, coverage of venues, record stores, music labels, as well as artist interviews
 - Encourage the creation of regular and/or annual programming
 - Encourage the collaboration of the publication with other orgs, local businesses and union committees (ie. WUD Music)

The Dish AD Specific Duties:

- Engage staff members in events and activities that fit the niche of your magazine.
 - Restaurant reviews, food feature writing, and recipes in a print issue and website, coverage of new restaurants and food trends in Madison.
 - Encourage the creation of regular and/or annual programming
 - Encourage the collaboration of the publication with other orgs, local businesses and union committees (ie. slow food, WUD Cuisine etc.)

Souvenirs AD Specific Duties:

- Engage staff members in events and activities that fit the niche of your magazine.
 - Improve cultural competency and spark wanderlust, highlight students' adventures while abroad or traveling in the U.S.
 - Exploring aspects of other cultures and travel/study abroad resources
 - Encourage the collaboration of the publication with other orgs, local businesses and union committees (ie. Alt Breaks)

Illumination AD Specific Duties:

- Engage staff members in events and activities that fit the niche of your magazine.
 - Create spaces (in person and online) for students to share their creative work
 - Showcase a variety of pieces of fiction, poetry, essays, and artwork.
 - Encourage the creation of regular and/or annual programming
 - Encourage the collaboration of the publication with other orgs, local businesses and union committees

Additionally, all Associate Directors (Editors-in-Chief) are expected to:

- Decide journal/magazine content and design.
- Build a team fit to fulfill the needs of the individual publications.
 - Lead your magazine team as a subcommittee of the Publications Committee. Build a subcommittee structure that is fit to fulfill the needs of your individual publication.
 - Provide training for subcommittee members, coordinating with content experts like the PubCom AD team as appropriate and update relevant training materials throughout the year and actively participate in the training of the incoming team during the annual transition process.
 - Ensure your subcommittee understands the overall Publications Committee structure, relationship of individual magazines to the larger team, to WUD, and to the Wisconsin Union (including the resources provided.)
 - Facilitate regular meetings for your individual magazine subcommittee.
 - Lead subcommittee members in the production of one publication per semester (print or digital) as well as the production of digital content appropriate to your individual magazine (website, blog, social media engagement, etc.).
- Maintain excellent and frequent communication with PubCom Director and Advisor. Meet one-on-one with the PubCom Director and/or Advisor as needed.
 - This includes sponsorships, collaborations, finances, print/distribution goals, event/workshop efforts.
- Maintain close relationships with student organizations on Campus.
- Maintain efficient communication with WUD Marketing.
- Ensure close relationships with Pub Com's Marketing AD
- Actively participate in planning, implementation, marketing/promotion, and evaluation of PubCom events like Lit Fest (both full committee and individual magazine team events).
- Attend all EIC meetings and attend PubCom all-staff meetings.
- Actively participate in the planning and implementation of print magazine distribution each semester by leading subcommittee members in the shared PubCom and individual magazine distribution efforts after delivery of print issues.
- Encourage more broad general student body recruitment as the campus starts to re-open