



Film Summer Coordinator: Lakeside Cinema

Overview

- This is an extracurricular student leadership role with the Wisconsin Union Directorate (WUD) programming board, designed as a hands-on learning experience.
- Each committee of WUD 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.
- Given the significant time commitment of a summer coordinator position (10-15 hours, weekly), a stipend is provided to increase the likelihood these student leadership positions are accessible to all students. An academic stipend of \$1500 will be distributed in three payments across the summer. Additionally, a \$50/month Wiscard stipend is provided in June, July, and August in gratitude for the student's service.
- The Summer Film Coordinator Position runs April - early September and includes onboarding and training opportunities to be scheduled with your advisor. The Summer Film Coordinator must be available in person for the 15 Mondays between June 1 - September 7.

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 cult classics. Additionally, the Film Committee programs Lakeside Cinema each summer, an outdoor film series on the Memorial Union Terrace. WUD Film also provides campus with free "sneak previews" of new releases and assists Wisconsin Film Festival with programming suggestions and venue volunteers.

Summer Program Responsibilities:

1. **EVENT PLANNING & EXECUTION:** Manage and oversee Lakeside Cinema summer film series on Mondays in June, July and August as well as the Wisconsin Welcome Film.

Duties include:

- a. Host weekly film screenings from weather call to teardown.
- b. Prepare weekly slideshows.
- c. Recognize program sponsors via pre-event slides and announcements.
- d. Represent WUD Film at each pre-event weather call.
- e. Coordinate reservation logistics and projection/equipment needs with Union AV staff and the Campus Events Services Office (CESO).
- f. Create & facilitate audience interaction events like trivia contests before screenings.
- g. Complete weekly program evaluations.
- h. Handle screening content shipping or shelving.
- i. Update program files, documents, and spreadsheets.
- j. Manage WUD Film email accounts over summer.
- k. Work with the incoming Film Director to coordinate Wisconsin Welcome film program(s).

2. **MARKETING & OUTREACH:**

- a. Work with Union Marketing to design the summer promotional campaign by the end of the spring semester; promote summer and early fall programs through print/ digital publicity and WUD Film social media channels; and ensure MU and US are stocked with promotional materials.
- b. Create and send a weekly "This Week in Film" digital newsletter.

3. MEETINGS & TIME EXPECTATIONS

- a. Attend weekly Film Committee meetings in April and May, facilitate summer programming discussions.
- b. Schedule and attend turnover meetings with the outgoing Director & ADs and Advisor in the spring and with the incoming Director & ADs and Advisor in the late summer.
- c. Hold regular weekly office hours during the summer term of office.
- d. Meet with the Film advisor on a weekly check-in basis during the summer term of office.

4. COMMUNICATION:

- a. Maintain regular communication with the Film Committee--provide updates on the summer program and opportunities to get involved.
- b. Establish a working relationship with Union units such as Dining Services, Marketing, Campus Events Services Office, and Facilities Management (including Building Managers and Sound & Light Techs).
- c. Connect with other committees' summer programmers/leaders to create community and share best practices.

Last Updated: December 2025