



Performing Arts

Associate Director

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5 AD positions
1 Marketing
2 ER
2 Programming

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 Performing Arts Committee helps plan, promote, and present programs in partnership with the Wisconsin Union Theater staff. Specifically, the Performing Arts Committee Director and Associate Directors, in partnership with the program advisor, manage the implementation of the current Theater season and oversee the selection process for the following year's Theater season. Programs should be of cultural interest to the UW campus and the community at large. In some cases, the Committee will partner with outside promoters or groups (co-sponsors) to produce season events.

Associate Director Responsibilities

General Responsibilities Include

- Attend weekly committee meetings and AD meetings, in which all members have the option to present potential season options for the entire committee to discuss

- Work with Advisor/Director/Advancing Specialist/Marketing to advance season events
- Coordinate the involvement of committee members as it relates to each AD focus area
- Collaborate with Wisconsin Union Theater staff to organize 2022-2023 season
- Establish and maintain a WUD PAC mission statement for the 2022-2023 year.
- Oversee various day-of tasks for events in the Wisconsin Union Theater Season as needed

Associate Director of General Programming

The Programming ADs are responsible for researching potential artists for the Wisconsin Union Theater (WUT)'s Classical Concert Series, Jazz Series, World Music Series, and other WUDPAC events and coordinating the logistics of making them happen. The Programming ADs are the main point of contact between artists/agents and WUT. With the support from the WUDPAC Advisor and Director, they manage performance contracts, finalize event details, communicate with WUT's Technical Directors about tech riders and day-of-show responsibilities, and overall influence key programming decisions for WUT's performing arts season. They also will aid in facilitating general committee meetings and gathering input from general committee members. Ideally, the Programming AD is someone who is adept with logistics wants a well-rounded experience in project management. They will work closely with the WUD PAC Director. The question they will ask with every opportunity: what do we need to make this event happen?

Associate Director of Marketing

The Marketing AD leads WUDPAC's promotional efforts to encourage students and the wider community to attend shows and educational engagements and increase overall awareness of WUD PAC. They will work with the Wisconsin Union Theater's Marketing Specialist to help ensure fliers, posters, and email blasts for WUDPAC events are accurate and timely. The Marketing AD is ideally someone who wants experience in graphic design and promotion and has a desire to create unique ways of engaging audiences through social media and other means on- and off-campus. The question they would ask with every performance: how can this event reach the right people?

Associate Director of External Relations (ER)

The External Relations AD is a new position dedicated to building generative relationships with organizations on- and off-campus to ensure WUD PAC's programming reflects the desires of the wider community. WUD PAC supports numerous annual collaboration events throughout the season, such as the Black Arts Matter showcase, Madison Jazz Fest, and the Formless showcase with the Social Justice Hub. The ER AD will help steward the process with these annual events and will expand collaborations—encouraging student organizations and other potential stakeholders to submit suggestions through the WUD PAC collaboration form, review responses, and pursue ways to involve them in programming. Collaborations could mean co-curating an event, financially sponsoring, donating tickets, creating educational engagements, etc. The ER AD will survey what performances are happening at similar venues locally and nationally and identify artists who would resonate with students and fill a gap in the Madison performing arts scene. Ideally, the ER AD is someone who can research upcoming artists, is very involved with

student orgs, and has a passion for making connections. The question they will ask with every opportunity: who can we involve in creating this event?

Our Relationship to the Wisconsin Union Theater: WUD PAC works closely with the Union Theater team to implement the current seasons scheduled programming as well as design, program, and plan for the following season. Programming is a collaborative process and intersects with all areas of operations: financial, production, ticketing, marketing, and communications. The Theater staff currently includes Theater Director (who is also the WUD PAC advisor); General Manager; Director of Audience Services; Box Office Manager; two Technical Directors; and an Administrative Assistant. Additionally, the Theater has designated marketing and communications staff that is responsible for promotion and communication for the WUT's events.

The Wisconsin Union Theater (WUT) is part of the Wisconsin Union and, like the Union, shares a dual identity as a campus organization serving students, faculty, and staff and also a public-facing entity serving the greater Madison community. WUT has a longstanding reputation as a high-quality arts presenter in the Midwest and is known nationally for its 100-year-old classical Concert Series featuring some of the best classical musicians in history and of our current time. The Concert Series is considered the Theater's "crown jewel" by many and has a dedicated subscriber base and endowment fund to specifically support chamber music on the series. As a professional organization, working with celebrity and professional artists, the Theater requires a rigorous operation with strict deadlines, timelines, and varying work schedules including normal business hours, evenings, and weekends, and summer months. Event days can require long hours. As a presenter of the performing arts rather than of commercial entertainment, the WUT aspires to create arts experiences that evoke greater meaning for people's understanding of the world, inspire new ideas, raise questions, and expand people's capacity to imagine and grow.

In the 2023-2024 season, WUT will explore big questions regarding the purpose and identity of the WUT on and off-campus that will set the foundation for its future. The student voice will be a central component to this conversation and we welcome diverse perspectives to the table.