

Publicity Director

Publicity is the key to getting new listeners and the Publicity Directors are the force behind promoting WIQH. Publicity includes on-air promotional announcements ("promos"), posters and signs, social media posts, daily bulletin announcements, contests, articles in newspapers, the WIQH website, special events, remote broadcasts, bumper stickers and other WIQH 'merch' that spreads the word about the station.

Things You'll HAVE To Do:

- Create and implement promotional 'campaigns' (coming up with clever ways to promote the station)
- Keep current social media posts online
- Recruit and organize other station members to help publicize the radio station
- Oversee the DJs to make sure they all create posters and, with the Production Director, recorded promos for their shows
- Develop and execute special events to promote the radio station
- Possibly create WIQH bumper stickers or T-shirts or lanyards or Frisbees©, or you name it!
- Prepare Show Logs for several weeks of the year
- Attend regular managers meetings

Optional Things You Can Choose To Do:

- Help to write press releases for the school and town newspapers
- Help to plan remote broadcasts that increase WIQH's visibility in the community
- Work with the Technical Department to improve and maintain the station's website

Personal qualities you will need:

- Willing and able to devote 5 - 10 hours per week to the station every week
- Creativity—thinking of new and unique ways to get people to remember (in a good way) WIQH
- An interest in computer graphics, graphic layout and design, drawing, art in general
- Interest in recruiting other station members to help with publicity projects
- Self-motivation...this is the kind of job where YOU will drive what gets done without someone telling you exactly what to do
- Good organizational skills
- Ability to meet deadlines
- Solid knowledge of what's going on around school and around town (to help tie WIQH into events)
- A detailed knowledge of *all* events coming up at the radio station
- Familiar with current entertainment/music/movie trends (again, to help tie into WIQH promotions)
- Knowledge of computer graphics software (Photoshop, Illustrator, etc.) is very helpful

The Publicity Directors' job is very flexible, though there will be many times when you'll need to adjust your schedule to fit the station's plans. There are unlimited possibilities for publicity projects so the job is really what you make it. You'll need to constantly be on top of what's coming up at the station so you know what things need to be promoted. There's no 'off season' for this job; it should be consistently busy all year.

This year's Publicity Director is Rae Stoppe, '20. For additional insights about this position, speak with her, Ned Roos and/or Jon Northridge.