

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.

Some specific things you'll be doing:

- creating and implementing promotional 'campaigns' (coming up with clever ways to promote the station)
- keeping current social media posts online
- designing and rotating displays on the IQH bulletin board in the school
- recruiting and organizing other station members to help publicize the radio station
- overseeing the DJs to make sure they all create posters and recorded promos for their shows
- developing and executing special events to promote the radio station
- possibly creating WIQH bumper stickers or T-shirts or lanyards or Frisbees®, or...
- helping to write press releases for the school and town newspapers
- helping to plan remote broadcasts that increase WIQH's visibility in the community
- working (probably with other departments) to improve and maintain the station's website
- preparing Show Logs and Donor Announcements for several weeks of the year
- attending regular managers meetings

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 drawing, computer graphics, graphic layout and design
- 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 (MS Publisher, 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.

The Publicity Director this year is Nicole Walton, '18. For additional insights about this position, talk with her – or with Ned Roos.