



Media Manual 2023

Graphic Design

Bohdi Artist

- Create new original Bohdi art based on past Bohdis
 - Black with 3 eyes
 - Headphones
 - Standard has yellow accents
- Can be themed to holidays, events, etc
- BE CREATIVE
 - The wi(L)d(E)r, the better
- This is primarily done at your own pace and leisure
- May sometimes get topics/assignments from Promotion Director or Assistant

Graphic Designer

- Create posts for the WIDR Social Media accounts
- Get post content and mandatories from Promotion Director or Assistant
 - Follow deadline provided, if you are worried about it, please reach out
- Follow WIDR Brand guidelines

- Poster Designer

- Create posters for distribution on campus and around Kalamazoo
- Content topic and mandatories provided by Promotion Director or Assistant
- Follow WIDR Brand guidelines

Process for getting involved:

- Attend WIDR Orientation
- Attend Media training
- Maintain regular communication with Promotion Director/Assistant to get feedback, assignments, etc

WIDR has the right to not post, or take down any post/graphic, at anytime for any reason

PLEASE UPLOAD COMPLETED WORK INTO THE DROPBOX TITLED 'WIDR Graphics' IN THE WIDR STAFF TEAMS MEDIA PAGE.

Photography/Videography Teams

Photography

- Attend WIDR events and capture high quality images for later use in promotion of the station and events
- Edit images to match WIDR branding

Short-form Video

- Understand and capitalize on TikTok trends, but make them ~WIDR~
- Edit vertical videos with accuracy
- Communicate with video director with ideas/for assignments

Long-form Video

- Edit videos with accuracy and flare
- Make videos fun to watch using effects/cut scenes/etc
- Communicate with video director with ideas/for assignments

Process for getting involved:

- Attend WIDR Orientation
- Attend Media training
- Maintain regular communication with Promotion Director/Assistant and/or Video Director to get feedback, assignments, etc

WIDR has the right to not post, or take down any images/videos, at anytime for any reason

PLEASE UPLOAD COMPLETED POST INTO THE DROPBOX TITLED 'WIDR Media'
IN THE WIDR STAFF TEAMS MEDIA PAGE

Website Contributor Roles

Interviewer:

- Conducts Interviews with artists, bands, groups, etc
 - Act professionally when communicating with artists, you are representing WIDR!
- Transcribe interviews for website in timely fashion
- Interviews can be arranged by you or Promotion Director/Assistant

Music Reviewer:

- Priority on new, local, and independent songs and albums

Playlist Maker:

- Brainstorm new & interesting playlist ideas
 - Keep majority of songs alternative/unknown and local when possible
- Compile document with song titles and artist names
 - Must be available on Spotify
- Write about the playlist topic, what inspired it, and some top picks from the playlist for inclusion in the post – this can be a paragraph

Event Reviewer:

- Anyone can make these posts
- Should be a recent and/or local show you attended

Expectations:

- Must have 1 or more picture(s)
- Free of spelling and grammatical errors
- Minimal/no swearing
- Don't talk down upon a musician or those who like them
- WIDR has the right to not post, or take down any blog post, at anytime for any reason

Process for getting involved:

- Attend WIDR Orientation
- That's it! You are able to start writing. If you need more guidance checkout what is already on the site and/or reach out to the Promotion Director or Assistant

PLEASE UPLOAD COMPLETED & LABELED POSTS AND IMAGES INTO THE DROPBOX TITLED 'WIDR Writing' IN THE WIDR STAFF TEAMS MEDIA PAGE