

LEAD

SOPHISTICATED.
SENSIBLE.
LIVE IN THE LEAD.



LEAD 2010-2011 Executive Board Application

Available Positions:

Editorial Director
Business Director
Creative Director

Please submit applications by: **MONDAY, APRIL 5th by 7 P.M.**
E-mail all applications to: leadboard@umich.edu

The current LEAD Board will notify you of your interview time and location via e-mail.
Interviews will take place on **THURSDAY, APRIL 8th, 2010.**

Thank you for your interest!
We look forward to meeting you!

A Letter from the Directors

Dear Possible Future LEAD Director,

We are the current e-board LEAD Magazine, a new U-M student publication that will be soon commencing its second year! We thank you for your interest in joining the 2010-2011 E-board! As always, we want LEAD to be a unique experience, so we hope that you find our application worthwhile your time and a chance to be creative.

We are looking for the next Editorial, Creative, and Business Directors to lead our team. You may have some questions in mind, and we're here to help you.

First, **what does the application process entail, you ask?** The process is simple:

- 1) Complete the following application and submit by **Monday April 5th at 7 P.M. to leadboard@umich.edu**.
- 2) After receiving your application, we will notify you of your **interview** time and location, which will take place on **Thursday April 8th** (we can only accommodate unavoidable conflicts, so please mark your calendars).
- 3) Based on applications and interviews, we will make a selection for each position. All applicants will be notified of our decision by **Monday, April 12th at 7 P.M.**

Are you wondering about the time commitment? As a LEAD director, you will indeed be living in the LEAD, and LEAD may take up a significant amount of time. However, we guarantee that your time spent as a LEAD Director will be multifaceted, sometimes challenging, and but always valuable. You will hone current skills, while discovering new ones. Your time will be spent both during and outside of meetings and you will be available to your staff members for all ongoing projects. Also as a representative of the organization, you will be involved in administrative projects that further establish relations between LEAD and the U-M Campus.

If you haven't been involved with LEAD Magazine before, you can still apply and we encourage you to!

If you want to learn more about the positions, we're here for you. Any of us are willing to exchange emails or meet with you to answer your questions and/or concerns. You can find our contact information below.

We are looking for highly committed, innovative, creative, and enthusiastic individuals who "live in the lead" and are ready to lead the LEAD Team. If you're interested in LEAD and applying, you're already an ideal candidate. We look forward to reading your responses and meeting you soon! Again thanks for your interest. Best of luck!

With love,

The LEAD E-Board of 2009-2010

Tashween Ali (alitas@umich.edu) [Editor-in-chief]
Nicole Bowling (nlbow@umich.edu) [editorial director]
Nazia Khan (naziak@umich.edu) [business director]
Emanuel Alvarez (emanalej@umich.edu) [creative director]

3) Tell us about your past/current leadership experiences and what lessons you've learned from them.

4) Tell us about a time you were put into a group with people you did not know. How did you facilitate a good group dynamic and maintain good communication?

5) What are your summer plans?

6) What are your other commitments for the upcoming year?

Part II

Editorial Supplemental Questions

1. Using what you know about the LEAD vision, think of a potential launch plan for an issue that would be released this spring or summer. Clearly state a **theme** for this issue and why you think it's appropriate.
2. Create a potential editorial plan for this issue. Be sure to remember how it relates to U-M students and why students will want to read it in LEAD, rather than somewhere else. Choose any of the following departments to add up to 4 points. You may use clippings, published articles, graphics and other inspirations to convey your ideas. Be creative, ambitious, fearless, unconventional, and most importantly, *Live in the LEAD*.
 - **411(1 point)**: There is always room for enhancement. LEAD wants to provide a collection of short editorials on how to live in the LEAD. What (4) "How-To" stories would interest our campus readers?
 - **theLoop (1 point)**: If you are a student at U-M, you share our desire to hit as many of AA's restaurants as possible, catch the local bands around town, keep up to date on the latest student art exhibit or student film debut, learn a little from the famous guest speaker Wednesday night.... How will you keep LEAD readers in the loop in our Culture Department? Share (3) LEAD-worthy events that are going on in campus and Ann Arbor.
 - **S.O.S. (1 point)**: It is okay to ask for help, especially from the people you share your college experience with. To reflect how U-M students are the true source of authority on campus life, create a series of 3-4 questions seeking advice on ANYTHING related to campus life. Then provide **one** of those questions with a wise, ridiculous, witty, and perhaps condescending option or solution (one paragraph).
 - **Features (2 point)**: LEAD features are all about the stories of U-M students. Choose (1) students and (1) big campus story you want to see on the cover of LEAD. What 3-4 interview questions would you ask this person in order to present him/ her in a new context? What unique angle would you take to present the big campus story?
 - **Lounge Talk (1 point)**: Our writers have a lot to say in their own way about campus life. If you heard it in a campus lounge, in the hall before class, at the coffee shop table over your shoulder, at Welcome Wednesdays, on a rehearsal break, on a cramped bus ride, it might turn up here in a LEAD column. Share three LEAD-worthy column ideas.

Part III

Creative Supplemental Questions

1. Using what you know about the LEAD vision, think of a potential launch plan for an issue that would be released this spring or summer. Clearly state a **theme** for this issue and why you think it's appropriate.
2. Then plan out potential creative staff projects that would be included in the issue and be sure to include location, inspiration, and how it relates to campus. Choose any of the following project categories to add up to 4 points. You may use images, clippings, published articles, and other inspirations to convey your ideas. Be creative, ambitious, fearless and most importantly, *Live in the LEAD*.
 - **411(.5 point):** There is always room for enhancement. LEAD wants to provide a collection of short editorials on how to live in the LEAD. What three "How-To" stories do you think are necessary on our campus?
 - **theLoop(1 point):** If you are a student at U-M, you share our desire to hit as many of AA's restaurants as possible, catch the local bands around town, keep up to date on the latest student art exhibit or student film debut, learn a little from the famous guest speaker Wednesday night...well, it is a little overwhelming. How will you keep LEAD readers in the loop? Share three LEAD-worthy events that are going on in campus and Ann Arbor.
 - **S.O.S.(1 point):** It is okay to ask for help, especially from the people you share your college experience with. Create a series of 3-4 questions seeking advice on ANYTHING related to campus life. Then provide **one** of those questions with a wise, ridiculous, witty, and perhaps condescending option or solution (one paragraph). LEAD reflects U-M students, who are the true authority on campus life.
 - **Features (1.5 point):** LEAD features are all about the stories of U-M students. Who or what do you want to see on the cover of LEAD? Present a photo shoot idea, with props, locations, and theme that you think would express this person's personality and contributions to Campus.
 - **Fashion (1.5 point):** Clothing is an art form. A statement of character. And this campus is all about self-expression. LEAD believes fashion is powerful and inspiring. How will you share students' individual forms of fashion with the rest of campus? Present (1) editorial or a photo shoot (one idea).
 - **Lounge Talk(1 point):** Our writers have a lot to say in their own way about campus life. If you heard it in a campus lounge, in the hall before class, at the coffee shop table over your shoulder, at Welcome Wednesdays, on a rehearsal break, on a cramped bus ride, it might turn up here in a LEAD column. Share three LEAD-worthy column ideas.

