



# MSC TOWN HALL

*bringing entertainment to campus*

## **MSC Town Hall Spring 2022 Application**

**MSC Equal Opportunity Statement:** *"It is the policy of the Memorial Student Center to grant equal opportunity to all qualified persons without regard to race, color, gender, religion, age, sexual orientation, political affiliation, or national origin. To deny one's contribution to our efforts because he or she is a member of a marginalized group is an injustice not only to the individual, but to the MSC and Texas A&M University as well. It is our intent and desire that equal opportunity be provided to all in selections, awards, and review processes and all other privileges."*

**Name:** \_\_\_\_\_

**MSC ID# :** \_\_\_\_\_ (Explained below)

**UIN# :** \_\_\_\_\_

**Shirt Size:** \_\_\_\_\_

**Major:** \_\_\_\_\_

**Is your TAMU GPR above 2.0?** Yes / No

**Student Classification:** Freshman Sophomore Junior Senior Grad Student

**E-mail** (checked most frequently): \_\_\_\_\_

**Phone Number:** \_\_\_\_\_

**Local Address:** \_\_\_\_\_

**Please list any commitments for this year, including any jobs:** \_\_\_\_\_

\_\_\_\_\_

**How did you hear about us?**

- Friend
- Website (townhall.tamu.edu)
- Social Media
- Flyer
- Open House
- Other \_\_\_\_\_

## **List of Town Hall sub-committees:**

- **Advertising, Marketing, and Promotions (AMP)**

AMP does the majority of the marketing for Town Hall's events, working with the programming committees to ensure that creation and execution of marketing plans. They focus on creating physical marketing materials flyers, posters, banners as well as online marketing, running social media accounts, Facebook & Instagram ads, and creating Facebook events. No prior graphic design, marketing, photography, social media experience is required, all these items are taught throughout the year.
- **Coffeehouse**

Coffeehouse provides an opportunity for A&M student musicians, comedians, poets and entertainers alike to show their stuff Wednesday nights between 5pm-7pm in the Barnes and Noble bookstore of the MSC. Spring 2022 events will be a mix of virtual and in-person format. The subcommittee is responsible for all programming and musical aspects of these shows including Coffeehouse themes, finding and booking acts, running sound equipment, and all other aspects of the show (especially publicity). Coffeehouse's atmosphere strives to be casual yet focused by historically providing eclectic, innovative and rootsy music by songwriters and performers from jazz, folk, poetry, hip hop, jam bands, and indie bands.

Please ensure you are available 5PM-7PM on Wednesdays if including this subcommittee in your answer to question #2 below.
- **Fundraising & Development (FunD)**

An important aspect of MSC Town Hall is promotion and establishing business contacts within the Aggie community. It is FunD's responsibility to reach out and make contacts with companies, parents and former students to raise promotions and funds for Town Hall. This year FunD will be very involved in developing the financial platform for the 12<sup>th</sup> Jam Music Festival as well as many other events.
- **Large Scale Events (LSE)**

Large Scale Events works on booking, programming, and operating MSC Town Hall's large shows. Large Scale Events members work with their exec(s) to discuss potential artists for music or other entertainment. Once an artist is chosen, it goes through the program approval process. Large Scale Events will then continue communicating with the artist's agent. Members will also work with their executive for ticketing, member volunteer lists, and with the AMP subcommittee for marketing the show.
- **12<sup>th</sup> Jam**

The 12<sup>th</sup> Jam subcommittee will plan and organize the 12<sup>th</sup> Jam Music Festival for Fall 2022. Duties include working with FunD to secure funding for the event, coordinating with AMP to promote the event, creating and choosing from a list of performers, contacting venues for scheduling and production, and coordinating day of scheduling and tasks. In addition, the subcommittee will be responsible for planning the lunchbox concert series.
- **Special PA Members (SPAM)**

SPAM is the force that makes Town Hall's shows run smoothly. SPAM contains audio professionals that deal with the technical details. Members of SPAM will make sure the Town Hall sound system is positioned and setup properly. Additionally, the subcommittee is responsible for running sound at every Town Hall event. This allows

the beauty of the performances to flow through the ears of the world. Members get hands-on experience working with musicians all while learning the ins and outs of running a show. SPAM members should be available for their subcommittee meetings as well as on Wednesdays from 5-7 to assist in the Coffeehouse series once it is no longer completely virtual.

o **Special Events (SpEv)**

Special Events (SpEv) are any events or concerts that do not fall within the job descriptions of the other committees, specifically larger nighttime performances. In the past, this has included Rocktoberfest, Texas Grand Slam, and DRAGgieland. The SpEv committee is responsible for all aspects of putting on an event: from finding the performer, setting up the stage, and working the show. SpEv programs often revolve around music, but can also involve other forms of art and entertainment, such as poetry. In addition to creating events from scratch, members in SpEv have the opportunity to co-program with other organizations on and off campus in the community. Each semester, a minimum of three events will be put on by members.

You can learn about all of the MSC Town Hall subcommittees from our website at:

<https://townhall.tamu.edu/>

**\*\*\* Please attach a copy of your class schedule with application \*\*\***

\*\* This application must have an **official cover page** attached. To generate a cover page go online to <http://apply.msc.tamu.edu> and follow the instructions to enter your personal contact information, print and sign the page that results, and attach it to this application. Then, you will be given a MSC ID number which needs to be on this form, and on the top right side of each page.

**\*\*\* Applications should be EMAILED TO [MSCTownHall@gmail.com](mailto:MSCTownHall@gmail.com). Please combine, in order;**

- **MSC cover page**
- **Page 1 of this application**
- **Your answers to the 4 questions listed below (please list question numbers next to your answers)**
- **Spring 2022 class schedule**

## **Questions**

In a *typed, double-spaced* format answer the following questions. Be creative, personal and passionate. (at least 3 sentences for each question)

1. Elaborate on an experience that has contributed to your passion for music & entertainment.
2. What 2 subcommittees appeal to you the most, and based on your passion and experiences, how would you contribute to the two sub-committees?
3. Why do you think you would be a good fit for MSC Town Hall?
4. What is your favorite song? Why?

**Informationals will be held during the following times and locations.**

- **January 25<sup>th</sup>, 5:30-6:30 PM**
  - MSC 2404
- **January 26<sup>th</sup>, 5:30-6:30 PM**
  - MSC 2404
- **January 27<sup>th</sup>, 8:30-9:30 PM**
  - MSC 2404

**Membership dues for new members are \$40 for the semester, which will include t shirt and polo. (Payment plans can be arranged if necessary.)**

**Payment plans are available upon request. Membership dues may be waived on a case-by-case basis as determined by the committee Chair and Advisor. If you have any questions or concerns regarding membership dues, please contact Bradin Hanselka at [bhanselka@tamu.edu](mailto:bhanselka@tamu.edu).**

**Additional activities may require optional purchases.**

**Mandatory events:**

- **GCMs occur every other Wednesday beginning on 02/9/2022 from 8:30-9:30 pm**
- **Subcommittee meetings will occur on the off weeks of GCMs at the same time. (Begin 02/16/2021)**
- **Fall Retreat – 02/13/2022 (1:00 PM-6:00 PM)**
  - **Please note: this event is mandatory and should be recorded in your calendar at the time of submitting your application.**

**Applications are due Friday, January 28th, by 5:00 pm, and should be EMAILED TO [MSCTownHall@gmail.com](mailto:MSCTownHall@gmail.com) . As previously stated, applications should be sent as one attachment containing all required materials.**

**We will contact you via your TAMU email if you are selected for interviews by the night of January 28th.**

**Interviews will be held from January 31st through February 4th.**

**To learn more and have an opportunity to talk to execs, please refer to the informational schedule at the top of this page and attend any session you are available for.**

**Call Bradin Hanselka at (210) 624-1937 or email [bhanselka@tamu.edu](mailto:bhanselka@tamu.edu) with any questions.**

