

Officer Letter - Communications

Dear Dexter Drama Club! My name is Kate Rossow and I am going to be a junior next year for the 2023-24 season. I joined the DDC my freshman year and have been a part of every show since then. You may have seen me on stage in various roles or backstage in various tech positions. Or perhaps you saw me roaming around before and after events with my fellow officers this year. I love hanging out with all you amazing humans in the Drama Club and I can not wait for the next two years. I greatly believe that we need strong and friendly leaders to keep this club running smoothly and at its best.

This year I was a communications officer with the wonderful Adam DeGregorio. I learned how to be a fun and driven leader, I grew in the art of working with other people, and I learned how to reach out to everyone in the club and I hope I was someone you felt like you could talk to if you had any questions or problems.

Next year I would be honored to continue serving in the role of communications. I love communications dearly because of the range of things I get to do: keeping the website up to date, working on the calendar, creating fun and exciting content for our youtube and instagram accounts. All of these things along with countless other officer duties such as setting up and taking down events is why I love communications.

This year Adam and I got handed a huge task when the website got messed up a few months ago when a virus got into the coding. The old theme for the website and all the old headers got completely changed and Adam and I had to find a way to get it back to the best it could be. Throughout the difficulties of this task, we also found a lot of new ways to create a better website. For me personally, I created the new "Awards Gala" page to showcase all of the winners at the gala. I also organized all the extra events of the club into one group called "Club Activities" so that all of our fun things can be showcased in one space.

I also pride myself in being a main contributor to instagram reels this year. Adam and I knew that adding a new tik tok platform to our already long list of accounts would be very complicated; however, I knew the importance of short fun videos for our platform so we could showcase backstage life and fun things going on. My most popular video getting over 13K views (before me and Adam the reels were getting around 200 views per video). I love creating reels because they are easy ways to have fun and engaging content.

Communications is a partnership more than any other officer positions except perhaps improv captains. As I mentioned before I have learned so much about working with other people and communications does really follow its name. You have to be able to communicate with your partner and the other officers to have an efficient website, calendar, and social medias. I believe Adam and I have achieved that.

Last year I promised to be patient, helpful, and a good listener with my "partner in crime" and I will continue to keep that promise into the years to come. I will continue with the creativity in instagram and the website and be a helping hand and solving problems wherever I can and hopefully be someone you can openly talk to as one of your communications officers next year.

Thank you and I hope you have a great day!