



STAFF APPLICATION

Cactus Yearbook Staff

TO THE APPLICANT:

Thank you for your interest in *Cactus* yearbook. This application is for the use of the *Cactus* yearbook Editor-In-Chief, the *Cactus* yearbook Supervisors and the Texas Student Media Board in determining if you meet the requirements to become a *Cactus* yearbook staff member.

Return this form in person to the Cactus office, Room CMC 2.114c or by email to eleanor.bartosh@gmail.com by **5pm on Tuesday, May 1, 2008**.

If you are applying for: Assistant Editor, Copy Editor, Design Editor, Marketing Manager, Photo Editor or Webmaster please be sure to sign up for an interview time when you turn in your application. Interviews will be brief and introductory in nature.

Additionally, if you are applying for our four-person design team or for Design Editor, you must submit clips of your work as well as fill out the skills/experience portion.

Announcement of applicants chosen to fill these positions will be made by May 15th via e-mail.

Please contact 2008-2009 *Cactus* Editor-In-Chief, Eleanor Bartosh with any questions or concerns:

E-mail: eleanor.bartosh@gmail.com

Office: 512.471.9190

Cell: 409.771.1693

Important Dates/Reminders:

April 1: Applications available online and in hard-copy form at the Cactus office.

May 1: Applications due by 5pm to CMC 2.114C or by email to eleanor.bartosh@gmail.com. Sign up for interview times.

May 15: Positions announced via e-mail.

Cactus yearbook 2008-2009 staff member descriptions:

The following descriptions serve as a guide to what each particular position entails. For more details, please contact Eleanor Bartosh (eleanor.bartosh@gmail.com). All positions are for the 2008-2009 academic year.

- **Assistant Editor (15 hours/week)**

The Assistant Editor will be mostly in charge of staff and insuring cohesiveness among writers, section editors, design team, editors and photography staff. He or she will aid the Editor-In-Chief in the business aspects of the book (i.e. applying for funding), plan monthly staff social events, organize Goodfellow and Outstanding Student committees and work with other editors on staff. The Assistant Editor will be expected to attend staff meetings each week. Additionally, the Assistant Editor will aid in the final editing process so the applicant should have experience in the field of journalism. The applicant should have strong organizational skills, have good leadership qualities and communication skills, and have the ability to multi-task.

- **Copy Editor (8 hours/week)**

The Copy Editor will edit story copy as it comes in from section editors and review all copy on all spreads (ex: sidebars, captions, etc). The Copy Editor will assist in the final editing process, as well. He or she will be in charge of the writer staff, providing story feedback to writers, writer accountability and holding weekly writer meetings. Finally the Copy Editor must attend staff meetings each week. The Copy Editor should have good communication skills, must be familiar with AP Style and have already taken reporting classes. *Experience writing creative headlines is a plus.*

- **Design Editor (10 hours/week)**

Have a good eye for design? Love being creative? The Design Editor must have extensive experience with Adobe InDesign, Illustrator and Photoshop CS2. He or she must have a good eye for design and ability to manage and work with a four-person design team. The Design Editor must also have good communication skills, as they will lead a team of designers, help make executive decisions and help organize deadlines. The Design Editor will be in charge of the overall design of the book, assist in the final editing process along with other officers and will attend staff meetings each week. *Please remember clips are required.*

- **Marketing Manager (15 hours/week)**

The Marketing Manager of the *Cactus* yearbook staff is primarily responsible for creating and executing a marketing campaign including an advertising and media plan for the 2008-2009 school year. Leading a committee, the Marketing Manager will coordinate efforts to increase awareness and book sales of the 2008-2009 *Cactus*. He or she will be required to attend staff meetings each week. He or she must have a strong business mind and good communication skills. The position will give a good perspective of working on the client side.

Other duties:

- Maintain a committee of at least 5 other members.
- Lead weekly meetings with the marketing committee.
- Attend weekly staff meetings and officer meetings twice a month.
- Plan and execute at least one event per month that will directly generate sales for the Cactus yearbook.

- **Marketing committee (at least 5 members, 4 hours/week)**

The committee will work as a support staff for the Marketing Manager in developing the *Cactus* marketing campaign and executing various events throughout the year. Each member

will be given a particular segment to consider his or her target group. This is a good opportunity to gain real-life experience in the marketing field and to strengthen networking. The position will provide a good perspective of the client side.

- **Design team (4 members, 6 hours/week)**

Each member will be assigned by the Design Editor to either a specific section of the book (i.e. athletics or student life) at the beginning of the year, or be assigned individual spreads on a weekly basis. Team members are expected to brainstorm and create ideas for their assignments, as well as group efforts like the cover, endsheets, table of contents, etc. The design team will work closely with and answer to the Design Editor. Members will be asked to collaborate/assist with the section editors of their spreads or sections, so they must have good communication skills. The design team must also attend weekly staff meetings. *Please remember clips are required.*

- **Section Editors (4 editors, 6 hours/week)**

Section editors are responsible for creating story ideas/angles and photo requests. Also, they can suggest and develop design ideas with members of the Design Team. They will place elements on the page for designers (story copy, photos they like, captions for photos, etc.) Section editors will work closely with their assigned member from the design team to assemble and complete spreads on deadline. They should have organizational skills, resourcefulness and ability to communicate ideas effectively. They will be expected to attend weekly staff meetings. There are four positions available:

- Only at UT would a sports staff member have a chance to cover the top teams and the All-Americans that play for Texas. The **Athletics section editor** chooses the stories and highlights for each of the official sports covered in the Cactus, including Intramurals.
- The **Academics editor** will have the opportunity of covering every school in the University, undergraduate and graduate, as well as covering all the student councils and student awards. Editors will also cover faculty and should especially be able to think outside the box for unique story ideas.
- The ideal **Student Life editor** will be well-versed in all non-academic facets of every UT student's life. The section covers a wide range of events, issues and social aspects of students' lives such as Austin City Limits, relationships and sixth street.
- Interested in students organizations and Greek life? Then **Organizations Editor** is the position for you. The organization editor is responsible for maintaining a relationship with the organizations that purchase pages and clarifying the groups' desired story angles and page content. The editor will focus on briefings with orgs during which story angles and photo assignments will be determined.

- **Photography Editor (12 hours/week)**

The Photography Editor works closely with the photography staff to ensure that the pictorial record of the University includes a wide range of the best photographs depicting the year at UT and must have good communication skills. In addition to editing all photos placed on the pages of the yearbook and helping with the final editing process, the Photography Editor is in charge of selecting an assistant who will be in charge of assignments and may help with editing. A Photo Editor should have extensive experience editing photos, technical knowledge of Adobe Photoshop CS2, and show competency in the ability to choose photos to edit. He or she will be required to attend staff meetings each week. Previous experience is preferable, however a portfolio is acceptable for applicants without previous experience.

- **Assistant Photo Editor (6 hours/week)**

The Assistant Photo Editor works very closely with the Photo Editor and section editors to

help make sure assignments are always covered, and photos are edited (if applicant has the ability) in a timely manner. Depending on skill level, participation in editing activities as well as pay rate may fluctuate. Previous experience is preferable, however a portfolio is acceptable for applicants without previous experience.

- **Webmaster (8 hours/week)**

Applicants should have extensive knowledge of HTML and web design software such as Dreamweaver. Webmaster will work with primarily the Editor-In-Chief to create update and/or re-create the current Cactus website (www.cactusyearbook.com). Knowledge of advanced web software strongly encouraged and desirable.

- **Writer (time commitment varies)**

Writers get first hand experience with various events and interesting profiles of the University through interviews and hands-on research. Time commitment is flexible – stories are available on a weekly basis and writers choose the number of assignments he or she would like to take on at one time. No experience is necessary and this is the first step to learning the ins and outs of the Cactus yearbook. Staff reporters are also occasionally given the opportunity to help design layouts and develop story packages (sidebars, graphics, etc). Writers are required to attend one meeting per week. This is a great way to get good clips for your portfolio!

- **Staff photographer (time commitment varies)**

Photographers play the crucial role of providing many of the visual aspects of the entire book. Daily assignments are made for specific events or subjects including sports games and exclusive local events. While there is a minimum requirement for all photographers, time commitments are flexible, depending on the staff member's availability and skill level. Additionally, photo assignments are available for viewing and taking by registered staff members via an online message board. All photography equipment is provided by the Cactus yearbook, but photographers are welcome to use their own digital SLR cameras. Previous experience is preferred, but not required. Previous work/portfolio materials may be submitted on digital media or in print.

Application for _____ (position(s) desired)

NAME: _____ BIRTHDAY: _____

LOCAL ADDRESS:

LOCAL PHONE:

CELL PHONE:

E-MAIL ADDRESS:

CLASSIFICATION (for 2007-2008):

MAJOR(S):

Other application requirements and questions:

1. Include a statement of purpose of at least 100 – 200 words, indicating why are applying for the position desired. Please describe some of your goals and motivation for applying.
2. What is your past work experience on the *Cactus* and other yearbook staffs? What are your ideas for the *Cactus* Yearbook? Should any changes be made? How do you envision working at *Cactus*?
4. What experience do you have, journalistic or otherwise, that might be helpful in this position? (List any journalism, photography, design courses you've taken, any job or internship experience, and all software knowledge including proficiency levels.)
5. Include a list of all possible time commitments you will have during the 2008-2009 academic year (include description of the activity as well as the number of hours per week it entails; include number of hours you will be in class as well as extracurricular activities, job, etc).
6. You may also attach a resume and/or any materials, such as recommendations, you think would supplement your application. Clips and portfolios are *strongly* encouraged. See staff descriptions for specific requirements.