

**2018-2019 Publication Staff
Yearbook OR Newspaper Staff Application
Plano East Senior High School**

Circle which staff you are applying for:
Yearbook Newspaper

NOTE: All application materials are due to Mrs. Cole at Plano East by Thursday, March 1 in order to guarantee consideration. Applications must be completed and turned in with the written response and two reference letters by the deadline. Put the application, written response and two reference letters in an envelope marked:
Yearbook/Newspaper Staff Application
Attention: Mrs. Cole

Drop off the envelope at Plano East and ask the receptionist to put it in Mrs. Cole's box, bring it by B4-201, OR email the application and writing sample to abby.cole@pisd.edu. Reference letters will be accepted from teacher emails only. Otherwise, they must be printed and signed.

***All applicants must complete sections I, II, III and IV. Section V is for those students who are interested in editorial leadership positions only.**

I. General Application Information:

Name: _____
Student ID #: _____ Current Grade (9/10/11): _____
Address: _____
Home Phone: _____ Cell: _____
Email: _____
High School Attended (9/10): _____
Approx. current overall GPA (A, B, C etc.): _____
Attendance for fall 2017 semester (mark one):
1-4 absences a semester ____ 5-9 absences a semester ____ 10+ absences a semester ____
Explain any previous journalism/publications experience if applicable:

Journalism Adviser: _____ Current Grade: _____
Email: _____ PISD Extension: _____

II. Areas of interest: (Number in order of interest with one being most interested and four being least interested.)

____ Writing/Interviewing ____ Photography
____ Advertising/Public Relations/Marketing ____ Page Layout/Design/Graphics

Please answer the following, choosing all that apply:

1. Proficient Software experience: Illustrator InDesign Photoshop Lightroom MS Office
Other: _____
2. Do you work during the school year? Yes No
 Hours per week: _____ Location: _____
 Phone number: _____
3. List all other extracurricular activities that you expect to be involved in at Plano East:

III. Please attach two reference letters from adults not related to you, whom you have known at least one year and can give accurate information about your experience and work ethic (counselor, teacher, employer, etc.). At least one reference should be a teacher. Teachers can also email the letter to abby.cole@pisd.edu.

- 1. Name: _____ Email: _____
Relationship: _____ Years Known: _____
- 2. Name: _____ Email: _____
Relationship: _____ Years Known: _____

IV. Written Response: Please submit a typed, minimum one-page explanation of why you want to be on the yearbook/newspaper staff, what strengths/skills you would bring to the staff, and any additional information that you would like for the selection committee to know.

V. OPTIONAL: Leadership Positions: Please fill out this section ONLY if you are interested in editorial leadership responsibility. This does NOT mean that you will be assigned an editorial position. There is a formal application process for editorial positions. Interviews for leadership positions are mandatory and will be held in March, after spring break. You will be contacted later to schedule your interview. Editors must enroll in two class periods of journalism- yearbook 3rd or newspaper 4th period and editors class 5th period. A brief job description of each is attached to the application.

(Number in order of preference with one being most interested and 12 being least interested.)

- | | |
|------------------------------|--------------------------------------|
| _____ Editor-in-Chief | _____ Graphic Designer/Layout Editor |
| _____ Creative Director | _____ Advertising/Business Manager |
| _____ Photography Editor | _____ Copy Editor |
| _____ Head Photographer | _____ Social Media Editor |
| _____ Digital Media (online) | _____ Associate/Section Editor |
| _____ Broadcast/Video Editor | _____ Sports Editor |

Do you have room in your schedule for 3rd/4th and 5th period FOR THE ENTIRE SCHOOL YEAR?
(circle one) Yes No

A few good reasons to be on the yearbook/newspaper staff:

- It looks great on your transcript!
- It sharpens your skills in responsibility and dealing with deadlines!
- Students enrolled in journalism classes have proven to score higher ACT/SAT scores than their counterparts (source: *Journalism Kids Do Better*, 1994)!
- You get to meet many interesting people and have many opportunities to sharpen your people skills!
 - You get to create memories that last a lifetime!
 - You get up close and in the action of all sporting events!
 - You get to work in a fun environment with a beautiful Mac lab!
 - You get to leave a lasting impression at Plano East FOREVER!

**SIGN UP TODAY
FOR ONE OF THE MOST EXCITING COURSES AT PLANO EAST!**

Leadership Job Descriptions: Below are brief descriptions of the different job responsibilities on the publication's editorial staff. Each year, the staff is constructed in a different format, but the descriptions below serve as a general guideline for marking your preferences under the leadership category if you are interested in applying for a leadership role.

Editor in Chief: The EIC manages all staff members and deadlines. Final say on story ideas, writing, deadlines, etc. go to this person. The EIC also reports, writes, designs and takes photographs. He/she is responsible for managing staff continued learning practices, upholding the staff mission statement, and seeing to it that all deadlines are met with the best-quality work. This position requires outside time, extreme attention to detail, and high-quality time management skills.

Creative Director: This person works closely with the EIC to make sure all creative materials for the yearbook/newspaper are consistent in design and theme. This student is the last point before submitting final versions to the publisher, therefore must be meticulous about design and yearbook/newspaper content. His/her deadlines cannot be missed. This student must be able to work well with the rest of the staff in order to create a solid publication that serves as an accurate representation of the school year. This position requires outside time, extreme attention to detail, and high-quality time management skills.

Graphic Designer/Layout Editor: This person works closely with the EIC and creative director to complete design assignments. This student creates graphics, artwork, etc. and helps maintain visual consistency in all components of the publication. This position requires outside time, extreme attention to detail, and high-quality time management skills.

Digital Media Editor (online): This position is for the peshprints.com website. In this role, the student is responsible for daily publication of staff stories. This involves setting and managing a publication calendar and staff deadlines. The digital media editor is required to keep the website updated and make any design adjustments necessary to align with visual and production standards. Attention to detail and strong time management skills are essential. Experience with Word Press or html is preferred, but not required.

Broadcast/Video Editor: This person manages all aspects of the East Side Update (bi-weekly video announcements) including scheduling interviews, filming the broadcast and interviews, finding spotlight sources, editing and publishing to YouTube. This student will also help when video support is needed for story coverage in the publications. This position requires outside time, extreme attention to detail, and high-quality time management skills.

Photography Editor: This person is in charge of all photo needs for the publications. He/she will manage other photographers and collaborate with the staff on photo needs. This person is responsible for making sure all events at Plano East are covered and represented in the best way possible in the yearbook/newspaper. This position requires outside time, extreme attention to detail, and high-quality time management skills. Great knowledge of photography, photo editing, and using digital SLR cameras is a plus.

Head Photographer: This person assists with photography needs, including but not limited to, taking photos, editing photos, selecting photo of the week, and helping student photographers during photo shoots. This position requires outside time, extreme attention to detail, and high-quality time management skills. Great knowledge of photography, photo editing, and using digital SLR cameras is a plus.

Social Media Editor: This person is in charge of the social media accounts for the publications. The social media editor must demonstrate responsible communication and mature interaction with the social media followers. This person is responsible for posting advertising messages, polls, links to stories, relevant photos, and other things that will engage the student body and promote the publications.

Advertising/Business Manager: This person is in charge of overseeing all advertising components of the publication. He/she will help the staff obtain ad requirements and serve as the communication between the publication and client. This person is responsible for pursuing new ad interests and maintaining current client relationships. The ad/business manager keeps track of ad sales goals and needs for the publication.

Associate/Section Editor: This person is in charge of overseeing a specific section of the yearbook/newspaper. He/she is responsible for working closely with the staff to make sure all elements are present in that section and all groups/organizations/students are represented fairly and accurately. This person will edit all pages within the assigned section.

Sports Editor: This position allows newspaper students to create the weekly sports update for the East Side Update, live tweet sporting events, write pre- and post-game sports articles, and oversee all sports coverage at peshprints.com and the Panther Prints media outlets. Students interested in this position should be self-motivated, interested in all sports, and willing to put in extra time to attend sporting events.

Copy Editor: This position allows students to edit all copy before publication and throughout the production cycle. This student gets to work with the staff to further develop story ideas and reporting practices. This position requires attention to detail and meticulous grammar/spelling/punctuation knowledge as well as a comprehensive understanding of journalism style rules.