



Tehama Group  
Communications

Tehama Group Communications  
Department of Journalism & Public Relations  
California State University, Chico  
E-mail: [tehamagroup@csuchico.edu](mailto:tehamagroup@csuchico.edu)  
Web: <http://tehamagrouppr.com/>

# MEMO

TO: J&PR students applying for Tehama Group Communications  
FROM: Dr. Janell Bauer, TGC adviser  
RE: Application for fall 2018 team

Thank you for your interest in Tehama Group Communications, Chico State's student-managed public relations agency. We are a collaboration of journalism, media arts and graphic design students working with real clients on and off campus to meet a wide range of communication needs.

Participation in TGC requires about 15 hours per week as well as a high level of dedication and passion for the crafts of writing, editing, research, visual communication, multiplatform storytelling and team work.

**TGC staff must be available: Mondays 9-9:50 a.m. and Wednesdays from 9-11 a.m. during the fall semester and attend orientation Aug. 22-23.**

J&PR students offered a TGC position are paid with experience, not cash. Course credit from 1 - 3 units is available depending on the positions agreed to and your graduation path.

The application for TGC consists of:

- Summary skills sheet
- Personal profile
- Editing test
- Resume
- Potentially, an interview

Explore TGC's website, [tehamagrouppr.com](http://tehamagrouppr.com), to locate position descriptions and other important information under the "Join Us" tab.

## **Deadline & How To Submit Your Application**

- Deadline to apply: **5 p.m., Tuesday, April 10.**
- Package your application into one PDF and email it to [jcbauer@csuchico.edu](mailto:jcbauer@csuchico.edu) with the subject "TGC Application".
- You may be contacted for an interview starting April 13. Interviews will most likely take place between April 16-20.

The **fall 2018** agency staff will be announced no later than noon, April 23.

Questions? Please contact me via email: [jcbauer@csuchico.edu](mailto:jcbauer@csuchico.edu).

Have fun with the application!



## TGC Applicant Personal Profile

The goal of this segment is to get to know a bit about each candidate's interests and skill sets. **It's also a test of your ability to write in an engaging way that can grab your audience's attention.**

### Directions:

- Write a personality profile about yourself using the third person.
- Craft an engaging story that demonstrates your feature writing skills and creativity, while encompassing the questions below.
- You do not have to address the questions in order; make them work in the context of your story.
- You can also include other information you think helpful to showcase what you might bring to TGC.
- Be certain to follow Associated Press Style. The level of errors will be a deciding factor in staff selection.
- Do not exceed 3 pages, double-spaced.

### Questions:

1. What are three character traits you possess that you are most fond of?
2. Why do you want to be in TGC?
3. Why are you the right candidate for the positions you've selected? Be as specific as possible.
4. What's the superpower you'll bring to TGC?
5. What do you expect the agency to give to you?
6. What's the coolest thing you've done and/or experienced thus far in life?

On a separate page address the following:

### 1. Fall 2018 Availability

- What are the classes you're planning to take and when those are offered
- If you plan to work, indicate: your employer, part time/full time and hours per week
- List organizations, clubs, interests, etc. that will require your time next semester, provide your title/position within the organization and approximate number of hours per week
- Identify and explain any anticipated time away from Chico next semester
- If accepted to TGC, what is your confidence level in your ability to meet the 15 hours per week commitment?

### 2. Interview Availability

We'll be scheduling interviews with top applicants. Interviews will take place between April 11-16

Identify specific time slots for each of those days that you would be available for an interview. Interviews will take approximately 20 minutes and will take place in Tehama Hall 310.



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## TGC Applicant Summary Skills Sheet

Name:

Anticipated Graduation Date:

Major:

Cell Phone #:

Student ID #:

Minor:

Email:

Position(s) you are applying for: (check as many as you like, **indicate priority**)

*See the TGC website for job descriptions.*

### PR Staff

\*Will be involved in all general PR duties.

Duties may include, but are not limited to, writing, branding, media relations and social media.

\_\_\_\_\_ PR Director

\_\_\_\_\_ PR Assistant Director

\_\_\_\_\_ Account Executive

\_\_\_\_\_ Assist. Account Executive

### Social Media

\*Will work as a social media team to implement agency wide social strategies.

\_\_\_\_\_ Social Media Director

\_\_\_\_\_ Social Media Assistant

### Editorial

\*Will work with the editorial team to oversee copyediting, AP Style and content development.

\_\_\_\_\_ Editorial Director

\_\_\_\_\_ Editorial Assistant

### Creative Team

\*Duties may include producing graphic editorial content, taking / editing videos pictures and logo creation.

\_\_\_\_\_ Photographer/Videographer

\_\_\_\_\_ Website Design

\_\_\_\_\_ Graphic Design

(Continued on next page)



Rate yourself in the following areas:

**Writing Skills:**

News Writing	BEGINNING	INTERMEDIATE	EXPERT	NO EXPERIENCE
Feature Writing	BEGINNING	INTERMEDIATE	EXPERT	NO EXPERIENCE
Writing for Web	BEGINNING	INTERMEDIATE	EXPERT	NO EXPERIENCE
Copyediting/Proofreading	BEGINNING	INTERMEDIATE	EXPERT	NO EXPERIENCE
AP Style	BEGINNING	INTERMEDIATE	EXPERT	NO EXPERIENCE
Grammar, Punctuation	BEGINNING	INTERMEDIATE	EXPERT	NO EXPERIENCE
Media Pitching	BEGINNING	INTERMEDIATE	EXPERT	NO EXPERIENCE

**Visual Communication Skills:**

Graphic Design	BEGINNING	INTERMEDIATE	EXPERT	NO EXPERIENCE
Photography	BEGINNING	INTERMEDIATE	EXPERT	NO EXPERIENCE
Shooting Video	BEGINNING	INTERMEDIATE	EXPERT	NO EXPERIENCE
Editing Video	BEGINNING	INTERMEDIATE	EXPERT	NO EXPERIENCE
InDesign	BEGINNING	INTERMEDIATE	EXPERT	NO EXPERIENCE
Illustrator	BEGINNING	INTERMEDIATE	EXPERT	NO EXPERIENCE
Photoshop	BEGINNING	INTERMEDIATE	EXPERT	NO EXPERIENCE



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Web building- CSS, HTML	BEGINNING	INTERMEDIATE	EXPERT	NO EXPERIENCE
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Web building template	BEGINNING	INTERMEDIATE	EXPERT	NO EXPERIENCE
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**Social Media for Business Use:**

Social Media Strategy	BEGINNING	INTERMEDIATE	EXPERT	NO EXPERIENCE
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Facebook	BEGINNING	INTERMEDIATE	EXPERT	NO EXPERIENCE
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Twitter	BEGINNING	INTERMEDIATE	EXPERT	NO EXPERIENCE
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LinkedIn	BEGINNING	INTERMEDIATE	EXPERT	NO EXPERIENCE
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Instagram	BEGINNING	INTERMEDIATE	EXPERT	NO EXPERIENCE
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Blogging	BEGINNING	INTERMEDIATE	EXPERT	NO EXPERIENCE
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## TGC Applicant Editing Test

**Directions:** Review the following story for AP style, facts, grammar, spelling, accuracy and overall clarity. Use AP editing marks to identify problems. If a suggested change cannot be made with an editing mark, write a brief note in the margin explaining what needs to be changed and clearly identify how it will be changed. Explain your reasoning for suggested changes only if you think it is necessary. Use a CQ to mark items that have been fact-checked.

### FREEDOM FOR SPEECH GENERATES CONVERSATION

*By: Elizabeth Ernster*

August 11 in Charlottesville, Virginia, terror rang through the nation as a white nationalist group marched through the University of Michigan with torches blazing.

August 19 in Boston, Mass., 40,000 people marched against bigotry and hate in hopes of spreading peace and love

The participants in each event used the Fourth Amendment to demonstrate their beliefs about current political issues. The major difference is that one created separation within the country while the other strived for unity. Both were protected under freedom of speech.

According to the United States Courts, freedom of speech includes the right not to speak, for students to protest war, to use certain offensive words and phrases to convey political messages, and to engage in symbolic speech.



This definition is understood differently for every person who reads it.

Chico State offers an arena for people to speak on a platform with their ideologies. Adrien Macias, student outreach coordinator for the Associated Students Gender and Sexuality Equity Center, acknowledged the tension around race-relations and gender-relations that protestors create while on campus.

Macias said, "We all are here for an education and to learn from each other. If the system isn't trying to protect us, how are we supposed to grow?"

The campus attempted to open the conversation about freedom of speech through a seminar about nurturing and negotiating free speech in a digital world. It was led by professors Stephen Kaldez, Susan Wiesinger, and Mark Plenke and addressed some issues around the controversial topic.

Each professor prepared a ten-minute talk and encouraged people to join the conversation and bring questions. Students came to them with concerns about how freedom of speech can be harmful to our campus. The students also expressed worry about their safety regarding speech that incites violence on campus.

Stephen Caldes, Journalism Professor and former freelance writer, sees freedom of speech as an art form that should not be censored.



“Free speech is ugly, but it is necessary to create a conversation” Stephen said.

There was a conversation after Charlottesville and opposing sides clashed. There was a conversation after anti-abortion protesters came to campus with graphic content plastered on posters seven-feet-high. There was a conversation after *The Orion* published an opinion article about gender being binary. These conversations were all ugly, but they forged a path in their communities for opportunities to find middle ground!

A strong sense of community is what makes California State University, Chico so special. In hopes of keeping this community unified, everyone should listen to each other’s ideas, even if conflicting of their own, and hope to meet in the middle. When difficult conversations do come up, these resources will help break down the barriers that can be caused by freedom of speech.

“We should value community,” said Macias. “We should value each other’s voices.”

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