



Tehama Group
Communications

Tehama Group Communications
Department of Journalism & Public Relations
California State University, Chico
E-mail: 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 Spring 2019 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 Spring semester.

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, 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., Monday, October 29.**
- Package your application into one PDF and email it to jcbauer@csuchico.edu with the subject "TGC Application".
- You may be contacted for an interview. Interviews will most likely take place starting October 31.

The **Spring 2019** agency staff will be announced no later than noon, November 16. Questions? Please contact me via email: [_jcbauer@csuchico.edu](mailto:jcbauer@csuchico.edu).

Have fun with the application!



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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 starting October 31.

Identify specific time slots for the days following October 31 where 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



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.

Former Wildcat Returns to Chico State as Vice President For Student Affairs

By: Alma Garcia

When vice president for student affairs Drew Calandrella announced his retirement, the search committee at Chico State went on a nation wide hunt looking for the perfect candidate to fill the role. The search lasted for 6 months, until the committee selected Milton Lang as the new vice president for student affairs.

“Their all aspects of student affairs that he’s worked with ... he brings all that knowledge here ... which means he’ll use elements of his past work in ways that we hadn’t thought of before and that’s what you want in a leader,” Charles Zartman, chair of the search committee, said of why Lang was chose too fill the role.

Lang already has history with CSU, Chico. Twenty-five-years ago, he was a first generation student who attended the university, but he was forced to drop out when he did not have the funds to continue his degree. However, that did not stop him After taking some time of from school, he worked full time to save enough money to return to Chico State and finish his



bachelor's degree in social work. He later attended Washington State University where he obtained an EdD in higher education administration and a Master's Degree in Education.

Lang plans to focus on support for low income and first generation students.

"I'm going to do all that we can to create the kind of infrastructure, the kind of programs that will continue to provide access to higher education for our students." Lan said.

Lang said he also wants to focus on mental health and help create an environment that is safe for students, allowing them to focus on their education. Lang added that providing great health services for students were a priority.

Lang doesn't just has big plans for the future he cares about the students and loves having the opportunity to connect with everyone on campus. When given the chance he likes to meet with everyone: alumni, community members, athletes, and students in general.

In Feb., he participated in one of the Cross-Cultural Leadership Center's (CCLC) outings, which was a dinner and story telling event.

"It was an opportunity to meet a very diverse group of students and have a conversation about their experience here at Chico State."



Karla Guzman, a Paraprofessional at the Cross-Cultural Leadership Center, sat next to Lang during the event.

“I got to hear his experience as an undergrad at Chico State and about how a lot of the similar struggles he went through, students of color still go through to this day ... it was a bonding experience,” Guzman said.

Lang participates in these types of events when given the opportunity because it allows him to connect with students on a deeper level.

“We’re all wildcats and we’re all in this together,” He explained. “No student should feel alone ... you have people who are here to help you and support you.”