



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: TGC Creative Services Team applicants (graphic design, photo, video)  
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 teamwork and visual communication, whether it's design, photo or video.

Our Creative Services Team members are eligible to receive a competitively selected **\$300-500 stipend** upon successful completion of client work. Additionally, these staff members can receive 1 - 3 units depending on the positions agreed to and the requirements of your major.

The application for TGC consists of:

- Summary skills sheet
- Personal profile (described below)
- Sample work
- 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., Monday, October 29**, or until positions are filled.

They may be submitted:

- Electronically to TGC adviser Dr. Bauer at [jcbauer@csuchico.edu](mailto:jcbauer@csuchico.edu).
- Subject line: TGC Creative Application
- You may be contacted for an interview starting October 31.

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

**Have fun with the application!**



## Creative Services Team Positions

### Graphic Designers

Graphic design applicants must have passed portfolio review.

Designers:

- Work directly with clients to solve a variety of design challenges.
- May work with professional printers or online web hosting services selected by their clients.
- Collaborate with journalism and media arts students who typically generate the written, photographic and video aspects of client projects.
- Work with the respective account teams to meet deadlines.

Common design projects include:

- Special event collateral materials like invitations, posters, signage, advertisements and infographics.
- Designing websites including multimedia newsletters.
- Creating organizational branding components (logos, business systems, brochures, etc).

### Web Designers

- Work directly with clients to improve the look, feel and usability of their web materials.
- May work with web contractors to hand design off for coding, or may build entire sites.
- Collaborate with journalism and media arts students who typically generate the written, photographic and video aspects of client projects.
- Work with the respective account teams to meet deadlines.

### Photographers/Videographers

Photographers and videographers are often media arts students or photography minors. Photo/Video staff:

- Work directly with clients to determine art needs and how to execute those needs.
- Have an artistic eye and a good grasp on how to convey a concept through their technical abilities.
- Attend events and orchestrate photo shoots and video recording to meet account needs.
- Review shots/video taken on the client's behalf. Edit work.
- Work with the respective account teams to meet deadlines.
- Source legal music and locations for client video projects.
- Format photos and videos for web or print content.

### Art Director

- Leads the Creative Services Team, which is comprised of graphic designers, photographers and videographers.
- Reviews the work of the design staff and helps them interpret client needs.
- Educates TGC staff regarding the needs of the creative team and basic principles of design and visual production.
- Works directly with clients to solve their visual communication needs.



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- Maintains the TGC brand in all agency material.
- Works with the adviser and general manager to select clients.
- Prior leadership and visual communications internship required.

## What we look for in TGC applicants

We're looking for staff members who are passionate about their trade, whether it's photography, editing, writing, design or hosting special events. Some key characteristics we look for:

- Visual communication professionals-in-training who can tell a compelling story via photography, video or graphic design.
- Team players with energy and a sense of flexibility: We work really hard. It gets pretty stressful at times.
- Those who can get along with just about anyone, are dedicated to their profession more than their social life, and can laugh at themselves, tend to thrive in our agency.
- Super charged, highly motivated: The agency is all about jumping in and getting hands-on experience. You've got to drive the client's projects to success.
- The time to commit: On average, TGC staff spend roughly 15 hours each week on agency business. We need staff who have the time in their schedules and the dedication to make TGC top priority week in and week out all semester long.

## The Pay Off?

In addition to the competitively selected \$300-500 stipend, the hard work put into TGC pays off in tangible ways:

- A portfolio of published work
- You'll work directly with clients -- the good and the bad. This means you'll have some great stories to tell during your job interviews
- Access to the TGC alumni network, which is committed to student success
- Opportunity to participate in site visits to meet with professionals in the field



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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. Write your responses any way you like, or if you prefer, shoot us a video with your responses.

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. What are the types of design and/or video projects you are most interested in creating? 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. Spring 2019 Availability

- What are the classes you're planning to take and when are those offered? How many units will you have?
- 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

Interviews with top applicants will be taking place starting October 31.

Identify specific time slots for the days following October 31 that you would be available for an interview. Interviews will take approximately 20 minutes and will take place in the TGC Office, Tehama Hall 310. **Please bring your portfolio with you. New Team will be announced November 16.**



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## TGC Applicant Summary Skills Sheet

Name:

Anticipated Graduation Date:

Student ID #:

Major:

Minor:

Cell Phone #:

Email:

Position(s) you are applying for:

\_\_\_\_ Graphic Design    \_\_\_\_ Web Design    \_\_\_\_ Photographer/Videographer    \_\_\_\_ Art  
Director

Rate yourself in the following areas:

### 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
Web building template	BEGINNING	INTERMEDIATE	EXPERT	NO EXPERIENCE



**Social Media for Business Use:**

Sometimes our creative team members need to produce content for client's social media channels. This could be things like: setting up a YouTube channel, designing the Facebook banner for a special event page, photography for a Twitter campaign, an illustration for a blog, or Hyperlapse video.

Facebook	BEGINNING	INTERMEDIATE	EXPERT	NO EXPERIENCE
Twitter	BEGINNING	INTERMEDIATE	EXPERT	NO EXPERIENCE
LinkedIn	BEGINNING	INTERMEDIATE	EXPERT	NO EXPERIENCE
Instagram	BEGINNING	INTERMEDIATE	EXPERT	NO EXPERIENCE
YouTube	BEGINNING	INTERMEDIATE	EXPERT	NO EXPERIENCE
Pinterest	BEGINNING	INTERMEDIATE	EXPERT	NO EXPERIENCE
Vine	BEGINNING	INTERMEDIATE	EXPERT	NO EXPERIENCE
Hyperlapse	BEGINNING	INTERMEDIATE	EXPERT	NO EXPERIENCE
Blogging	BEGINNING	INTERMEDIATE	EXPERT	NO EXPERIENCE



## TGC Applicant Sample Work Guidelines

All TGC applicants must submit sample work with their application. Below is a guide to the type of work we're most interested in. If your sample work is not an exact match, don't worry. Just let us see what you have.

**Designers:** our most common projects are branding (logos), organizational media (newsletters, brochures, websites) or special event collateral (invitations, posters, advertising).

**Photographers:** common photo needs include covering special events and guest speakers (bad lighting situations and lots of movement).

**Videographers:** we're all over the map, but tend to go short (under 3 minutes).

Depending on the work you'd like to share, you can:

- Provide a link or links to your online portfolio, sample videos or photo slideshows at the end of your personal profile.
- Attach a few samples to your application as PDFs, JPGs, etc.
- Bring your print portfolio to the interview.