MEMO

TO: J&PR students applying for Tehama Group Communications

FROM: Dr. Janell Bauer, TGC adviser

RE: Application for fall 2020 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 and attend mandatory orientation. Plan to be back in Chico by the morning of August 19.**

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: **2 p.m., Thursday, April 23.**
* Package your application into one PDF and email it to jcbauer@csuchico.eduwith the subject “TGC Application”.
* You may be contacted for an interview the week after applications close.

The **Fall 2020** agency staff will be announced no later than May 13.

Questions?

Please contact me via email: 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. This is a chance to let your creativity shine through.**

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. Spring 2020 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 Information

We’ll be scheduling interviews with top applicants. You may be contacted for an interview the week after applications close. Interviews will take approximately 20 minutes and will take place online via Zoom.

3. Work Study

Indicate below if you qualify for work study by stating “I do qualify for work study” or “I do not qualify for work study.”

# TGC Applicant Summary Skills Sheet

Name:

 Anticipated Graduation Date: Student ID #:

 Major: Minor:

 Cell Phone #: Email:

Position(s) you are applying for: (check your **top 3 positions**, **indicate priority**) *See the TGC website for job descriptions.*

##  **PR Staff Social Media**

\*Will be involved in all general PR duties. \*Will work as a social media team to Duties may include, but are not limited to, implement agency wide social strategies writing, branding, media relations and social media.

 \_\_\_\_\_PR Director \_\_\_\_\_Social Media Director

 \_\_\_\_\_PR Assistant Director \_\_\_\_\_Social Media Assistant

 \_\_\_\_\_Account Executive

 \_\_\_\_\_Assist. Account Executive

##  **Editorial Creative Team**

\*Will work with the editorial team to oversee \*Duties may include producing graphic editorial copyediting, AP Style and content development content, taking / editing videos

 pictures and logo creation

\_\_\_\_\_Editorial Director

 \_\_\_\_\_Editorial Assistant \_\_\_\_\_Photographer/Videographer

 \_\_\_\_\_Website Design \_\_\_\_\_Graphic Design

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|  |  |  |  |
| --- | --- | --- | --- |
|   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  **Visual Communication Skills:**  | BEGINNING  | INTERMEDIATE  | EXPERT  | NO EXPERIENCE  |
| 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:**  |
| Social Media Strategy BEGINNING  | INTERMEDIATE  | EXPERT  | NO EXPERIENCE  |
| Facebook BEGINNING  | INTERMEDIATE  | EXPERT  | NO EXPERIENCE  |
| Twitter BEGINNING  | INTERMEDIATE  | EXPERT  | NO EXPERIENCE  |
| LinkedIn BEGINNING  | INTERMEDIATE  | EXPERT  | NO EXPERIENCE  |
| Instagram BEGINNING  | INTERMEDIATE  | EXPERT  | NO EXPERIENCE  |
| Blogging BEGINNING  | INTERMEDIATE  | EXPERT  | NO EXPERIENCE  |

# TGC Applicant Editing Test

**Directions:** *Review the following stories for AP style, facts, grammar, spelling 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.*

**Chico Mall Christmas Events**

Chico, California. - On Nov 17, 2 events are going on at the Chico mall for children and there families. The Chico Mall is hosting many events this holiday season but to start off the holiday season, these 2 events are the perfect way to start the holiday season off right.

To start off the night Santa will be arriving at 6 PM outside of the center court near verizon wireless following a

parade through the mall. Service dogs will be accompanying Santa on his way through the parade. The 1st hundred children will receive a goodie bag with coupons and treats. There will also be entertainment from the chico’s children’s museum and the Hype Dance Studio’s Full Force Dancers. Santa will be hosting many events this holiday season such as Breakfast with Santa and an Early Morning with Santa for sensory challenged kids.

After the parade is over and santa has arrived, families are encouraged to attend the

the family movie night which is from seven pm - nine pm A showing of *The Nightmare Before Christmas* will be playing and meal deals are offered for movienight in the food court restaurant. Movie nights are every-third-friday of the month and are located near Dick’s Sporting Goods. Family movie nights are put on to encourage families to get out and spend more time together and it just so happens that this family movie night is the same day Santa arrives.

“We encourage families to come out to the mall and enjoy are holiday events” said Lynette Myers, Marketing Manager said. “We hope that everyone has a chance to come out this holiday season and have a visit with Santa or enjoy a movie”.

 **sierra nevada brewing Co. to launch the release of new beer**

(Chico, California.) - (May 4, 2019) Sierra Nevada Brewery will be holding a community-event next weekend that will include beer tasting to promote the release of their new IPA style beer.

Local beer enthusiasts are looking forward to this event including John Doe who is a big-fan of Sierra, Nevada. “Ive been coming to the Sierra Nevada Brewery for my birthday for the past 5 years, The service is excellent and they have a great variety of beers on tap”

The community event will be hold at Sierra Nevada Brewery in Chico. For those interested in making an appearance the event will take place at:

* 1075 East. 20th Street
* March 16, 2019
* 6:00 P.M
* Tickets sold at the entrance: 20 dollars a person
* Only 21 & over

Bring your friends and a designated driver. Don’t drink and drive.

Sierra Nevada Brewing C0. was established in 1980 by Grossman, Ken. Since then it has become a nationwide brand ranking in the top ten brewing companies within the USA.

For more information abuot our brewery feel free to check out our web page.

**Pitch:**

Hi Jane Doe, I hope your doing well.

 I enjoyed reading the artical you wrote recently, about college students being the top consumers of craft beer in the

United States. I was wondering if you would be interested in attending a community event hosted by Sierra Nevada Brewing Company. to promote the launch of their new beer IPA style beer. The event will be taking place here in chico and I thought it would be a good opportunity for you to talk to the owner, Ken Grossmen about his new product and maybe try the new beer out for yourself.

Please feel free to contact me if you are interested and I will be more than happy to set up a time for an interview. Thank you for taking the time to read this e-mail. I look forward to hereing back from you. Dearly,

Fawna Doe