



## **2014-15 Public Relations Application**

### **DUE FRIDAY, APRIL 18<sup>TH</sup> AT MIDNIGHT**

#### **Public Relations Responsibilities**

- Responsible for managing all public relations, including events, promotions, social media (Facebook, Twitter, Tumblr etc.) and e-mail inquiries
- Schedule and plan events as needed, i.e. general interest meetings, readings, exhibits, socials, release parties and fundraisers. This includes reserving locations, promoting the event and obtaining materials for the event, , i.e. refreshments, flyers/handouts, sign-up sheets, art supp and project boards
- Manage e-mail
- Attend weekly Editorial Board meetings
- Serve a minimum of three office hours weekly
- Lead advertising/marketing of the magazine (flyers, sandwich boards, display cases, contact tables, club fair, etc.) in collaboration with the Print Designer/ encouraging submissions
- Manage a committee and delegate Publicity responsibilities to the members accordingly

#### **Prose Editor Requirements**

- Must be a student at ASU with a minimum 2.0 GPA
- Must have extensive experience in Public Relations and with Social Media

Upon completion of this application, please send, along with your resume and contact information for two references, to [thepeel@appstate.edu](mailto:thepeel@appstate.edu) by April 18<sup>th</sup> at midnight. For any questions or concerns, send an e-mail to [thepeel@appstate.edu](mailto:thepeel@appstate.edu) or to the 2014-2015 Editor-in-Chief, Hannah Parker at [parkerhj@appstate.edu](mailto:parkerhj@appstate.edu)

Email \_\_\_\_\_

Phone Number \_\_\_\_\_

ASU Box \_\_\_\_\_

Major \_\_\_\_\_

Credit Hours Earned \_\_\_\_\_

Year \_\_\_\_\_

GPA \_\_\_\_\_

Please answer the following questions:

1. What makes you qualified for the position of Public Relations Coordinator?
2. What strengths and weaknesses do you see in The Peel? If chosen as a leader, how do you plan to adapt or change these aspects?
3. List and provide a brief description of any experience you have with prose, literature, publication production, leadership, photography and public relations. Also, please list any classes you have taken you believe help qualify you for the position of Public Relations Coordinator.
4. Describe an experience you had working with a team and explain your leadership role within the group.
5. Do you have any other time commitments? How do you plan to balance these commitments with work for The Peel?