



Michiganensian Yearbook

2017 Editorial Staff Application

Thank you for your interest in the Michiganensian Yearbook. This document contains information about editorial staff positions, as well as the application which must be completed before consideration for a staff position. Please e-mail this application to Sophie Ruf at soruf@umich.edu once completed. Positions will be filled on a rolling basis and applications received earlier will be given priority. Please contact us with any questions about the yearbook, staff, or positions, as we are always willing to answer them.

the basics

It is important to understand that the Michiganensian Yearbook is a collaborative effort and can be a considerable time commitment. The production of the book is partitioned into four deadlines. For any given deadline, a staff member may have more or less work than for another deadline. Deadlines are typically planned so there is less work around exams. Work is a continuing process throughout the year.

Timelines and the ability to meet deadlines is paramount. Every time a yearbook assignment is not completed on time, it affects other positions and ultimately, the publish date of the book. Everyone on staff relies on each other to get their work done on time.

The workload and amount of time required of a staff member is dependent on the type of position said member holds. The following outlines requirements that pertain to the entire staff:

Why Join?

Help us foster the continued success of a 120 year old publication. The Michiganensian continues to prosper due to the hard work of its staff members. Become a part of our tradition of excellence and have the chance to contribute your skills to every aspect of the organization. Some of the benefits of being on staff include:

- Application of various skills (photography, writing, design, etc.) in a job that can boost a resume
- Leadership opportunities and room for advancement
- Free 2016 Michiganensian
- 24/7 access to the Student Publications Building & the Yearbook Office
- Networking opportunities
- Potential scholarships and work-study grant fulfillment
- Lasting relationships with fellow staff members
- A job that allows you to choose the hours you work, outside of required meeting times

Office Hours

Each week, staff members are asked to spend a given amount of time in the yearbook office. The number hours is dependent on position and could range from 3 to 6 hours. The time is flexible around your schedule and other commitments, and may be broken up throughout the week. While office hours are intended for yearbook assignments, staff members may choose to perform non-related yearbook activities such as homework, so long as they perform required office tasks as needed and are meeting deadlines.

Marketing

The yearbook is funded by sales, thus the more books purchased, the more money is available for production. In order to increase awareness of the book on campus, all staff members are expected to participate in the required marketing hours per month, as set by the Business Manager. This number will not exceed 4 hours for every two months. Events may include, but are not limited to, putting up flyers around campus, chalking sidewalks and staffing informational tables. Marketing events are scheduled by month and allow for flexibility with your schedule.

Meetings

Staff members are required to attend all-staff and editorial meetings. A bulk of the collaboration work can be focused on during this time, so it is crucial that staff attends these meetings. Consistent communication can be achieved with the rest of the business staff, and one can check in with his/her editor. One should come to these meetings each time prepared and possibly with questions (for example, questions for the photographer with the same page assignment as you, the writer or designer). Meetings will be scheduled to accommodate as many people as possible. Along with meetings, one must constantly update the status of one's work through Google Docs or through one's editor. This will simplify communication and better the staff as a whole.

the positions

The following outlines staff positions, their respective responsibilities and estimated time requirements.

Photographer

Photography plays a very central role in the yearbook and it composes the majority of visual elements in it. Photographers are responsible for visually documenting people and events at the University, and have opportunities to photograph sporting events, including football and basketball, as well as other events such as commencement. In addition, photographers are tasked with taking group photos for various campus organizations, and capturing weekly shots from around campus. Photographers must gather relevant information about their photographs and provide it for writers in order to write informative captions. Photographers are expected to attend multiple events for the same spread and obtain a variety of photos, with a variety of subjects.

The amount of time this position requires is varying and depends on the assignments given out for any given week. On average, one can expect to put in 6 hours a week, outside of office hours.

An array of equipment is provided, including several Nikon DSLR camera bodies and an assortment of compatible lenses. Basic familiarity with DSLR cameras is required. A working knowledge of photo correction and Photoshop is preferred. One should be interested in learning how to improve his/her photography skills and use the equipment to its full advantage.

When applying for this position, please provide a portfolio of at least 5 photos. Online portfolios are preferred.

Writer

The primary responsibility of a yearbook is to keep an accurate record of the events that take place on and off campus, as well as represent the opinions of the student body. Writers are responsible for generating story ideas, writing journalistic copy, and coordinating with photographers to obtain relevant photograph information. In addition, writers are tasked with producing secondary coverage material and writing captions for photos. Writers should expect to conduct interviews in person and coordinate with photographers to create a cohesive spread.

Writers can expect to put in 4 hours a week, outside of office hours. A background in journalism is preferred, but not required. When applying for this position, please provide a portfolio of at least 2 journalistic articles.

Designer

Designers have the responsibility to create an appealing and effective book. Designers will follow a central, consistent design scheme in which they will coordinate with writers and photographers in order to create a cohesive story and spread. Contribution to the decision on the design scheme is crucial as we decide this early in the year. Designers are expected to update the status of their work through the GoogleDocs we use. Coordination with writers and photographers is necessary, and timely notice must be given regarding work so each position has enough time to complete their assignments (for example, designers should give caption info as soon as possible).

The amount of time this position requires depends on the number of spreads assigned each deadline. Depending on skill level, one can expect to put in 1.5 to 2.5 hours per spread.

Familiarity with InDesign is required, as designers will be using this program. Knowledge of effective graphic design and reader behavior is preferred. As this position is one of the last steps for a page, time should be set aside to complete pages before a deadline.

When applying for this position, please provide 2-3 samples of publication design, ideally yearbook spreads. If you have no experience with publication design, provide 1 mock spread and 2 additional creative design works.

Marketing Designer

The marketing designer's main objective is to create and carry out effective marketing materials. This opportunity offers involvement with campus and creative freedom. Familiarity with InDesign is preferred. Inquiries regarding time commitment should be directed to Ally Kane at alrakane@umich.edu.

Webmaster

Primary responsibilities of the webmaster include maintaining and updating the website and occasionally writing scripts to process various requests, such as photo submissions. Maintaining our online presence on social media websites will also be required. Knowledge of HTML and CSS required. When applying for this position, please demonstrate your ability in some way (link to functional website, sample CMS, etc.)

the application

Name

Email Address

Phone Number

Eligible Not Eligible

Graduating Class/Major

Work-Study Eligibility

Home Address

Campus Address

List other significant time commitments

What prior experience qualifies you for a position on staff?

What long-term goals do you have for yourself as a member of the staff?

Why are you passionate about yearbooks?

Briefly describe three unique coverage ideas of what we should cover on campus this year.

List two marketing ideas for promoting the yearbook.

List any additional ideas you would like to share relating to any area of the yearbook.

Designer

Rate your knowledge of the following (circle only one per line):

Apple iMacs	1	2	3	4	5
Adobe InDesign	1	2	3	4	5
Adobe Illustrator	1	2	3	4	5
Adobe Photoshop	1	2	3	4	5

Webmaster

Rate your knowledge of the following (circle only one per line):

Apple iMacs	1	2	3	4	5
Adobe Dreamweaver	1	2	3	4	5
Adobe Illustrator	1	2	3	4	5
Adobe Photoshop	1	2	3	4	5
Adobe Fireworks	1	2	3	4	5
HTML	1	2	3	4	5
CSS	1	2	3	4	5
PHP	1	2	3	4	5
Content Management Systems (e.g. Wordpress, Drupal, etc.)	1	2	3	4	5
MySQL	1	2	3	4	5