



**CACTUS** 



Hi!

Thank you for applying to be a part of the 2013-2014 *Cactus* yearbook staff. I cannot wait to get started on next year's book! *Cactus* has some exciting and challenging times up ahead, but I know that with the right staff and unwavering dedication, it has the potential to be one of the best editions of *Cactus* created.

As hopefully you know, *Cactus* is responsible for documenting the academic, student life, and athletic events of the year, as well as for capturing the overall spirit of the University of Texas at Austin. But there is so much more to creating a yearbook than designing pages and gathering content: marketing the book and expanding our online content will be a major focus of our goals for this upcoming year, as will be incorporating more students in the book and reconnecting with the campus.

To accomplish all this (and more!), I am looking for hard-working, self-motivated, passionate individuals interested in an educational print publication experience and willing and ready to learn and collaborate.

If this is you, step right up and apply!

Please submit:

1. a resume
2. relevant examples of your work (a link to an online portfolio will work, too)
3. this lovely application packet
4. one 8.5x11" paper in which you describe--either visually or verbally--why you would make a great *Cactus* staff member. Remember to be creative!

The application deadline is Monday, June 10th at 5 PM. Please turn in all application materials via email to [kachelmeyer.jaclyn@gmail.com](mailto:kachelmeyer.jaclyn@gmail.com). I will review the applications and contact you by the end of June. I may also ask to have an interview with you (either in person, over the phone, or through Skype, depending on your availability).

If you have any questions, please feel free to shoot me an email! I look forward to receiving your application, and thank you for your interest in being a part of *Cactus*!

Stay prickly.

Jaclyn Kachelmeyer

Cactus Editor-in-Chief  
[kachelmeyer.jaclyn@gmail.com](mailto:kachelmeyer.jaclyn@gmail.com)  
(281)323-1276

# STAFF POSITIONS



## MANAGING EDITOR

This position will be the right hand of the Editor-in-Chief, helping to organize the more managerial aspects of running a yearbook, including tabling and recruitment events and marketing campaigns. In addition, the Managing Editor will aid in editing proofs and assisting with design and layout. He or she will help to oversee the production of the book, the development of spreads, and the meeting of deadlines.

## SECTION EDITOR

Section editors are responsible for creating page layouts, pitching content ideas, and coordinating stories and photos for pages within their sections. They should have a strong background in publication design, and Adobe InDesign experience is required. Section editors should also have strong organizational skills, resourcefulness, and an ability to communicate ideas effectively. There are three positions available:

### STUDENT LIFE

Covers a myriad of university life. The section includes pages on student living, religion, politics, music and entertainment. The student life editor will select events around Austin to cover in this section.

### ACADEMICS & ORGANIZATIONS

Showcases all of the exciting things going on around campus. UT's classes and student groups form the backbone of our University. We have state-of-the-art research centers, fascinating culture groups and literally everything in between.

### ATHLETICS

Includes coverage of all UT's varsity sports. The editor of this section will work closely with Texas Sports to cover everything from the Red River Rivalry game to swimming and golf.

## PHOTO EDITOR

The Photo Editor is responsible for coordinating assignments between the Editorial Staff and the photographers, selecting the best photos for the yearbook, and editing all photos. He or she must excel in photography, photo editing, and Photoshop. The Photo Editor should be organized and have strong communication skills.

## COPY EDITOR

The Copy Editor will oversee the writing staff, ensure that articles are picked up and written, and edit all copy according to AP Style guidelines. The Copy Editor must have a strong background in journalistic and academic writing and be knowledgeable about English grammar rules. Ability to communicate effectively is crucial.

## WEB & MARKETING DIRECTOR

The Web and Marketing Director will work closely with the Editor-in-Chief to boost the yearbook's social media presence, spearhead marketing campaigns, improve online content, and manage the digital aspects of the yearbook. This position is responsible for maintaining the website, Facebook page, and Twitter account and will serve as the liaison between the Editorial Staff and the TSM Digital Manager.

# STAFF POSITIONS



## SENIOR PHOTOGRAPHER

A Senior Photographer will work very closely with the Photo Editor, serving a role similar to one of an Assistant Photo Editor in that he or she will assist the Photo Editor with editing assignments and ensuring all necessary events are photographed. A Senior Photographer will have more responsibility and therefore must have more photography and photo editing experience.

## STAFF PHOTOGRAPHER

Photographers play the crucial role of providing most of the visual content in the book. Daily assignments are made for specific events including sports games and local events. Time commitments are flexible, depending on the staff member's availability and skill level. All photography equipment is provided by Cactus, but photographers are welcome to use their own SLR cameras. Photographers are required to write captions for photos selected for the book. Background in photography is encouraged but not required.

## SENIOR WRITER

This position will serve directly under the Copy Editor and will act almost like an Assistant Copy Editor. He or she will be required to write a certain amount of articles and will help to edit copy. A Senior Writer will have more responsibility and will play a larger role on staff than a Staff Writer.

## STAFF WRITER

Staff writers get first-hand experience with campus events and students at UT. This is a great way to get clips for your portfolio! Time commitment is flexible for writers: stories are available on weekly basis and writers choose the number of assignments they would like to take on at time. A journalism background and knowledge of AP style is preferred but not required.



# CACTUS APPLICATION

NAME \_\_\_\_\_

CLASSIFICATION (fall 2013) \_\_\_\_\_

MAJOR \_\_\_\_\_

YEARBOOK EXPERIENCE (if any) \_\_\_\_\_

EMAIL \_\_\_\_\_

PHONE NUMBER \_\_\_\_\_

## PREFERRED POSITIONS:

please rank the positions you for which you are applying in order of preference, with 1 being the most preferred

- \_\_\_ MANAGING EDITOR
- \_\_\_ STUDENT LIFE EDITOR
- \_\_\_ ATHLETICS EDITOR
- \_\_\_ ACADEMICS & ORGANIZATIONS EDITOR
- \_\_\_ WEB & MARKETING DIRECTOR
- \_\_\_ PHOTO EDITOR
- \_\_\_ SENIOR PHOTOGRAPHER
- \_\_\_ STAFF PHOTOGRAPHER
- \_\_\_ COPY EDITOR
- \_\_\_ SENIOR WRITER
- \_\_\_ STAFF WRITER