



COPPIN STATE UNIVERSITY

2500 W. North Avenue
Baltimore, Maryland 21216-3698
OFFICE OF STUDENT ACTIVITIES

Eagle Yearbook Staff Application

Application for _____ (position(s) desired)

NAME: _____

CELL PHONE: _____

LOCAL ADDRESS:

E-MAIL ADDRESS: _____ @student.coppin.edu

CLASSIFICATION: _____

STUDENT ID#: _____

MAJOR(S): _____

Please answer the following:

1. Why are you interested in working on the Eagle yearbook?

2. Have you worked on yearbooks before? If so, when? What did you do? And what can you bring to the staff? How do you see the Eagle staff working?

3. Please list any extracurricular activities in which you currently participate (sports, church, private lessons, hobbies, etc.):

4. Please check areas in which you feel most comfortable:

Writing ____

Photography ____

Word Processing ____

Computer ____

Layout/Design ____

Ad Sales ____

Interviewing ____

Proofreading ____

Artwork ____

Organization ____

Eagle yearbook staff member descriptions

The following are brief descriptions of each staff position available for the Eagle yearbook. If you have questions about any of the positions, please contact the advisor, Josalyn Bryant-Webb at JBryant-Webb@coppin.edu.

____ Editor-In-Chief (1 person)

The editor-in-chief will be responsible for checking on the progress of all individuals, gives suggestions and motivates the staff. The editor in chief is responsible for the overall production of the yearbook. This person also ENFORCES DEADLINES!!

____ Section Editors (4 people)

Section Editors answer to the editor in chief and provide constant updates on their sections in the yearbook. Each student will be assigned a section in the yearbook. For example, fine arts, organizations, Greek Life, academics, etc.

____ Business Manager (1 person)

The business manager plans and controls the budget with the editor and advisor. This person keeps track of invoices. This person is also in charge of promoting the yearbook for possible advertisements.

____ Marketing Staff (4 people)

The Marketing Staff is responsible for creating and executing a marketing campaign including an advertising and media plan for the school year. They will also coordinate efforts to increase awareness and advertisement sales of the yearbook. They must have a strong business mind and good communication skills. The position will give a good perspective of working on the client side. The committee will work as a support staff for the Business Manager in developing the Eagle marketing campaign and executing various events throughout the year. Each member will be given a particular segment to consider his or her target group. This is a good opportunity to gain real-life experience in the marketing field and to strengthen networking.

____ Photographer (3 people)

Covers a huge range of University life! They will be responsible for capturing the moments of residence life, academics, athletics, Greek life, student organizations, special events, Homecoming, I Love Coppin Week, and the COPPIN FAMILY! Assignments will be made for the various events.

____ Photography Editor (2 people)

The Photography Editor works closely with the photography staff to ensure that the pictorial record of the University includes a wide range of the best photographs depicting the year at CSU and must have good communication skills. In addition to editing all photos placed on the pages of the yearbook and helping with the final editing process.

____ Reporter (2 people)

Reporters will get firsthand experience with various events and interesting profiles of the University through interviews and hands-on research. Story assignments will be available as

they surface and writers choose the number of assignments he or she would like to take on at one time. They also must have basic writing skills. Reporters are also occasionally given the opportunity to help design layouts and develop story packages (sidebars, graphics, etc). This is a great way to get good experience!

Other duties of all staff:

- Must have at least a 2.5 GPA.
- Must have school pride & creativity!!!
- Maintain commitment level, an open line of communication and a positive attitude.
- Attend staff meetings.
- Plan and execute events that will directly generate sales for the yearbook. *as needed*

In signing this document I give permission for the Yearbook Adviser to contact Records and Registration to verify my GPA.

Signature

Date