

FALL 2021 Burr Staff Application

Thank you for your interest in The Burr!

The Burr Magazine is Kent State's first student magazine, made by the students for the students. The Burr is an award-winning magazine that explores big issues and burning ideas, as well as fascinating people and the consuming preoccupations of its college audience.

- o Type all responses directly into this word document.
- o Email this document **with the subject: LASTNAME_DESIRED POSITION** as an attachment to Holly Liptak, Burr editor, at theburrmagazine@gmail.com.
- o Applications are due: **Saturday, July 17, 2021**

Please read the description of your desired position. I will assume you fully understand the responsibilities of that position if you apply or unless otherwise noted.

In addition to this application, submit the following as attachments:

- A current resume
- At least **THREE** work samples (While published work is preferred, unpublished work may also be submitted)
- A copy of your fall 2021 schedule

Please complete the box below. You are encouraged to apply for more than one position. Please list positions in order of preference.

After filling out the box, please scroll down and respond to the questions listed under your desired position(s). When it comes to your responses, consider online content in addition to regular content.

Disclaimer: Although you are applying to work for The Burr, your work may be featured in other student media outlets (i.e. The Kent Stater) in collaboration efforts.

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|---------------|----------------------|
| Full Name: | Desired Position(s): |
| Phone Number: | Email Address: |

| | |
|--------------------------------|---------------------------------------|
| Year: | GPA: |
| Major/Minor: | Local Address: |
| Other Student Media Positions: | Other Jobs: |
| High school graduation year: | College graduation year and semester: |

Positions Available:

Managing Editor: Assists the editor-in-chief with running the magazine. Must be able to attend all meetings, edit all stories and design layouts and coordinate events and access the progress of all departments and staffers. The managing editor will step in where more management help is needed, possibly with podcasts this semester. The managing editor will also contribute to the Burr's website and the print issue. Applicants should be versatile, organized and reliable. This position is a major time commitment and must be taken seriously. Must be able to attend weekly meetings with the rest of the editorial board.

Art Director: Helps with producing attractive content for the website and the print issue. Will manage illustrators and work with the Photo Editor in creating visuals for content going online and in print. Responsible for producing an attractive magazine. Creates a cohesive template for other designers to follow and must be proficient in Adobe InDesign and Photoshop. Applicants should be organized and reliable. This position is a major time commitment and must be taken seriously. Must be able to attend weekly meetings with the rest of the editorial board.

Assistant Art Director: Works closely with the Art Director and Photo Editor, must be proficient in Adobe InDesign and Photoshop and assists the Art Director and Photo Editor with managing the creative staff. Applicants should be organized and reliable. This position is a major time commitment and must be taken seriously.

Photo Editor: The magazine's lead photographer. Manages the photo staff and coordinates with most editors. Applicants should be reliable, proficient in Adobe Photoshop and will be responsible for editing all photographs that appear on the web and in the print issue. Must also know or be trained in using the photo studio. Must be able to attend weekly meetings with the rest of the editorial board.

Senior Editor for Writers: Directly manage all writers, ensuring that deadlines are met, applicants should be highly skilled writers and copy editors, senior editors must make at least one major contribution to the Burr's website. Applicants should be organized, reliable and independent. This position is a major time commitment and must be taken seriously. Must be able to attend weekly meetings with the rest of the editorial board.

Senior Editor for Bloggers: Directly manage all bloggers, ensuring that deadlines are met, applicants should be highly skilled writers and copy editors, senior editors must make at least one major contribution to the Burr's website. Applicants should be organized, reliable and independent. This position is a major time commitment and must be taken seriously. Must be able to attend weekly meetings with the rest of the editorial board.

Copy Desk Chief: Manages all copy editors. Responsible for ensuring the magazine and its website are without factual and grammatical errors. Must be a skilled writer and well-versed in AP style. Must be able to attend weekly meetings with the rest of the editorial board.

Web Editor: Responsible for overseeing all web-exclusive content. This includes working closely with the photo and senior editors. Applicants must be organized, independent and have a serious interest in innovative multimedia technologies, including video, slideshows and podcasts, as well as interactive content, such as surveys and quizzes. WordPress and general web knowledge preferred. Must be able to attend weekly meetings with the rest of the editorial board.

Promotions Director: Responsible for overseeing social media promotions assistant. Applicants must have a thorough understanding of how to best utilize social media in a news content – this includes familiarity with headline writing. Must be enthusiastic, ambitious and an expert on all Burr content. Must also help coordinate issue launch parties, fundraising and relevance on social media. Business/Marketing/PR experience is a plus. This position is a major time commitment and must be taken seriously. Must be able to attend weekly meetings with the rest of the editorial board.

Social Media Promotions Assistant: Responsible for helping with The Burr's social media accounts and pushing content online. Must work on growing the Burr's social media presence, through engaging posts and keeping the social media posts updated throughout the semester.

Writer: Responsible for producing stories to be posted on the Burr's website and in the print issue. Should have some knowledge in AP style.

Blogger: Generates bi-weekly content for theburr.com on particular topic areas. Should have some knowledge in AP style.

Copy Editor: Responsible for copy editing any materials assigned by the copy desk chief, from names and majors to Burr and AP Style. Expected to be a diligent fact checker and well-versed in AP style.

Photographer: Takes photo assignments from the photo editor for theburr.com and for the print issue. Applicants should be reliable and may assist the photo editor in editing photos and must write captions for all photos submitted.

Videographer: Produces and edits videos, podcasts and/or audio-photo slideshows for theburr.com, applicants should be reliable and independent. Must be proficient in a major editing software (Premiere, Final Cut Pro). Will be expected to generate material throughout the semester.

Illustrator: Produces web illustrations and illustrations for the print issue. Will coordinate with the art director and adhere to his or her vision, should be skilled at free-hand drawing and should also be well-versed in Adobe Illustrator.

Designer: Takes assignments from the art director. Designs two to three spreads for the print issue and must be well-versed in Adobe InDesign

Podcast host: Will host a bi or tri-weekly podcast on a topic of their approved choice. Should have knowledge in audio editing and be able to work in a fairly hands-off environment.

Please fill out all questions in the sections that you are applying for and answer questions at the end of the application!

If applying to be an editor (Managing, Senior):

- o Being an editor is a major time commitment. How will you be able to fulfill this role as you oversee multiple people?

- o How will you handle difficult situations such as missed deadlines?

- o How will you help make the Burr more digitally focused?

- o Pitch **three** story ideas, whether that is a first-person, profile, narrative or investigative story, and provide a description and angle for each.

- o Please attach **three** writing samples.

- o If we pursue a print issue this semester, we will need to decide on a theme. Pitch an idea for that theme.

If applying for Art Director, Assistant Art Director or Photo Editor:

- o Being director/editor is a major time commitment. How will you be able to fulfill this role as you oversee multiple people?

- o How will you handle difficult situations such as missed deadlines?

- o Suggest two visual story ideas, whether that be a photo story or an illustration-dominant story; please provide detailed descriptions of each.

- o **Photo Editor only:** What kind of photography experience do you have?

- o **Art/Assistant Art Director only:** submit three various illustrations/design samples to showcase your skills as attachments.

- o **Photo Editor only:** submit five to eight photo samples, all of which should include cutlines for context. Please include portraiture and non-portraiture in your samples.

If applying for Promotions Director:

- o Being a director is a major time commitment. How will you be able to fulfill this role as you balance overseeing other staff members and schoolwork?
- o How will you better The Burr's social media presence?
- o How do you intend to increase The Burr's online engagement?
- o Suggest **three** promotional/fundraising events, include both online and in-person ideas, for the Burr and provide a detailed description of each.
- o Please include your Twitter and Instagram handles.

If applying for web editor:

- o What kind of web experience do you have? (WordPress, coding, uploading content, etc.)
- o Being an editor is a major time commitment. How will you be able to fulfill this role as you oversee multiple people?
- o Suggest **three** web ideas. Consider art/photos and innovative multimedia, including video, slideshows and podcasts, as well as interactive content, like surveys and quizzes.

- o If you have a website that you have created/designed, please provide a link (if applicable).

If applying for copy desk chief:

- o As copy desk chief, how will you be able to fulfill this role as you oversee multiple people?
- o What experience do you have in copy editing? What courses have you taken in editing or copy editing?
- o Please attach a writing sample and a sample of a piece you have edited (if applicable).

If applying for social media promotions assistant:

- o How will you increase The Burr's social media presence? What ideas do you have?
- o How do you suggest increasing the engagement on all social media sites?
- o Suggest **three** promotional/fundraising events for the Burr and provide a detailed description of each.
- o Please include your Twitter and Instagram handles.

If applying to be a writer:

- o What writing experience do you have?

- o Pitch **three** story ideas, whether that is a first person, profile, narrative or investigative story, and provide a description and angle for each.
- o Please attach **three** writing samples.

If applying to be a blogger:

- o List three ideas of what your blog might be about. Check out theburr.com to see what some previous blogs have revolved around. Who will your audience be?
- o What writing experience do you have?
- o Please attach **three** writing samples.

If applying to be a copy editor:

- o What experience do you have in copy editing? What courses have you taken in editing or copy editing?
- o Please attach a writing sample and a sample of a piece you have edited (if applicable).

If applying to be a photographer:

- o What photography experience do you have?
- o Suggest three photo stories or photo spreads for the spring issue.

o Submit **five to eight** photo samples, all of which should include cutlines for context. (Cutlines may be written below, if needed.) Please include portraiture and non-portraiture in your samples.

If applying to be a videographer:

- o What kind of experience do you have?

- o What do you think you could bring to The Burr and its online presence?

- o Submit or provide links for **three** video or audio samples.

If applying to be an illustrator:

- o What kind of experience do you have? What kind of artist are you?

- o Submit **three** or **four** original illustrations, one of which must be an editorial.

If applying to be a designer:

- o What kind of design experience do you have?

- o Submit **three** various design samples to showcase your skills as attachments.

If applying to be a podcast host:

- o List three ideas of what your podcast might be about. What types of people will you interview or will it be research based?

- o What audio editing/storytelling with sound experience do you have?
- o Please attach **three** audio stories or edited audio samples.

General Questions:

- o Why do you want your most desired position? What can you bring to The Burr?
- o If we pursue a print issue this semester, we will need to decide on a theme. Pitch an idea for that theme.
- o Tell me more about yourself! What are your interests and how do you see yourself incorporating those into the Burr?

If you have any additional questions, please do not hesitate to email Holly Liptak at theburrmagazine@gmail.com.