

Application

For NJAA members who have completed 9th grade.

Applications due: April 1, 2015

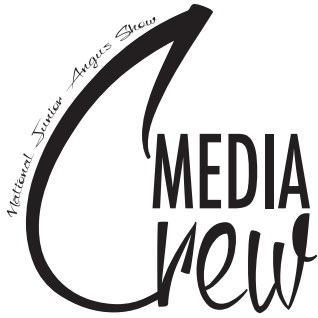
Project Purpose: *Media Crew* is a group of National Junior Angus Association (NJAA) members who work as a team to update the NJAA social media websites and help write stories for the daily *Angus Agenda* during the NJAS. All work is done by NJAA members and overseen by the Angus Foundation director of marketing and public relations and NJAB communications director. Additional assistance will come from the American Angus Association's Media Center.

Benefits of Project: Junior members who participate in *Media Crew* gain journalism, communications and marketing experience along with receiving knowledge and advice from top industry leaders. They will enhance their writing, business, social media and photography skills. After participating in *Media Crew*, we hope junior members will be prepared to pursue majors and careers in these areas.

More about Media Crew: *Media Crew* was designed to combine *The Scoop* and *The Angus Agenda*, while adding social media. *Media Crew* creates an opportunity for NJAA members to be more involved in the NJAS. This gives youth who are considering these fields as a potential career path, an opportunity to explore their interests. Juniors do not have to be present at the NJAS to participate.

Shadow Opportunity: During the the NJAS, *Media Crew* shadows will be able to learn techniques from the direction of Association staff during the week. Shadows may either follow an *Angus Journal* staff while they conduct interviews for upcoming stories or have the chance to follow the *Angus Report* crew as they conduct video interviews. Interested applicants should check the box for shadow on the application.

How this works: *Media Crew* applications will be due on April 1. Applicants will be notified of their qualification soon after April 8 and will receive a story packet with guidelines and helpful tips on how to conduct interviews. **Writers:** All stories will be done before junior nationals. Early submission, May 29, allows your story to be in the Monday or Tuesday *Angus Agenda*. Final deadline and submission for stories is June 19. Stories not turned in by the deadline will not be included. It is the responsibility of the writer to submit their story. As applicants begin to write they are encouraged to stay in contact with association staff for help. **Social Media:** Once notified, applicants will be sent information on meeting times at NJAS. Guidelines and specific details will be expressed at the first meeting. **Shadows:** Are for those wishing to shadow AAA staff during the NJAS. At the initial meeting, shadows will become a part of a group text where they will be sent notifications as to when, where and what time opportunities will take place. **Photography:** Those wishing to use photography may turn in their work to have published on the NJAA Facebook in a *Media Crew* album after the NJAS. **Meetings:** There will be one initial meeting held on Monday. *Media Crew* will have their own designated room.



Application

For NJAA members who have completed 9th grade.

NAME: _____ MEMBER CODE: _____ AGE: _____

MAILING ADDRESS: _____

CITY: _____ STATE: _____ ZIP CODE: _____

EMAIL: _____

TELEPHONE (HOME) _____ (CELL) _____

Please select all you wish to apply for:

- Social Media Writing Shadow Photography

Will you be attending the National Junior Angus Show?

- Yes No

What is your preferred form of communication?

- Cell Email

Below, please answer the questions about *Media Crew* in which you have an interest.

Please write a brief summary of your communication background. _____

Your interest in social media (Facebook, Twitter and Instagram) _____

Your writing history: _____

Story topic ideas and description: _____

Why would you like to be a part of the shadow program?: _____

NJAA MEMBER SIGNATURE: _____

PARENT APPROVAL OF YOUR APPLICATION: _____

Please return your application by **April 1 (postmark date)**.

Mail: Attn: Media Crew, 3201 Frederick Ave., St. Joseph, MO 64506

If you have **questions** please contact...

Jaclyn Upperman
Director of Events & Education
American Angus Association
jupperman@angus.org
816-383-5147

Carrie Horsley
Director of Marketing & Public Relations
Angus Foundation
chorsley@angusfoundation.org
816-383-5175

Tylee Williams
Communications Director
National Junior Angus Board
tylee.williams@ttu.edu
806-729-5542