

2014 Application

For NJAA members who have completed 9th grade.

Applications due: April 1, 2014

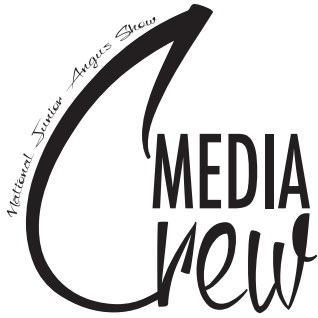
Project Purpose: *Media Crew* is a group of National Junior Angus Association (NJAA) members who work as a team to update the NJAA social media outlets and write and help develop the weekly *Angus Agenda*. All work is done by NJAA members and overseen by Carrie Horsley, Angus Foundation director of marketing and public relations; Jaclyn Upperman, Association director of junior activities; and Maggie Jasper, NJAA communications coordinator. Additional assistance will be from Kasey Brown, Angus Productions Inc., associate editor; and Carrie Heitman, Association communications coordinator;

Benefits of Project: Junior members who participate in *Media Crew* gain business, communication and production experience along with receiving knowledge and advice from top industry leaders, while enhancing their communication, business, writing, 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 involved do not have to be present at the NJAS to participate.

Shadow Opportunity: During the the NJAS, two *Media Crew* staff will be chosen through their applications to shadow Assocaiton staff one day during the week. One shadow will have the opportunity to follow Kasey Brown while she conducts an interview for the *Angus Journal*. The other shadow will have the chance to follow the *Angus Report* crew as the 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 after April 8. **Writers:** Most stories will be done before junior nationals. Early submission and having your story in the Monday or Tuesday *Angus Agenda* is May 20. Final deadline and submission for stories is June 10. Applicants will recieve a story packet with guidelines and helpful tips on how to conduct interviews once they have been notified. As applicants begin to write they are encouraged to stay in contact with association staff for help. Three selected applicants will be chosen to conduct interviews during the NJAS and have their stories published in the online *Extra Addition Angus Agenda*. **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:** Those eligible to shoadow AAA staff during the NJAS will be notified when they are notified of being selected as *Media Crew* staff. **Meetings:** There will be meetings held everyday at 10 a.m., *Media Crew* will have their own designated room. When staff recieves their information packets, it will have a meeting schedule included. Social Media committee should expect to meet more often than other staff committees. All staff are welcomed to attend meetings.



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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

Will you be attending the National Junior Angus Show, July 6 through July 12, 2014?

- Yes No

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: Carrie Horsley, 3201 Frederick Ave., St. Joseph, MO 64506

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

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