

Name: _____ Grade: _____ Due Date: **April 1st, 2024**
Email: _____ Cellphone #: _____

The Palm Echo Yearbook 2024-2025
Application for LEADERSHIP POSITIONS ONLY

Greetings potential leadership staff member. Just as a reminder, your work throughout the school year, this application, and your interview will dictate your place on staff next year. Keep in mind as well that just because you are on staff this year doesn't guarantee you will return next year. Make sure to put forth maximum effort with this application and as we finish the book. Please type this application.

**** I am applying for the position of: _____**

I) Alternate Positions

There is always a chance that you will **NOT** get the position you want. Should that be the case, please include two alternate positions you would be comfortable with if you do not attain your first choice. Remember, no position is ever guaranteed or even a position on staff.

1. _____
2. _____

II) Leadership Position Qualifications

- You must have excellent organization and time management skills.
- Have met deadlines and or produced exceptionally high-quality work within your section, or on staff (including writing).
- Must maintain a minimum grade point average of a 3.0, B.
- Work well with other staff members, as well as the adviser, and possess exceptional interpersonal skills.
- Be able to take constructive criticism.
- Think quickly on your feet. To meet deadlines, or solve problems, you must be able to come up with solutions quickly.
- Attend all meetings held by the staff, and be able to implement disciplinary action, when necessary, with consent from the class Adviser.
- Have good to exemplary attendance throughout the school year. Constant absences and/or signing out of school will result in negative consequences, including but not limited to removal from position and/or class. More than 6 unexcused absences throughout the entire school year are a red flag for probation.

If you do not meet one or more of the above qualifications, you may still be considered for the position, but you will need to excel in other areas. This area is completely subjective, and a leadership position is not guaranteed.

III. Leadership Positions

The Editor-in-Chief

- The Editor-in-Chief has the responsibility for all decisions pertaining to the production of the yearbook. This includes, but is not limited to: style, content, quality, layout, production, and editorial viewpoint.
- The EIC establishes guidelines, trains when needed, and supervises the staff within the boundaries approved by the Adviser.
- The EIC has the responsibility for enforcing all rules, regulations and standards is essential to efficient production & rests with the EIC. They must show an interest in journalism and be up to date on all current events.

The Design Editor

- The Design Editor has the responsibility for creating a comprehensive design to accompany the theme of the book, working alongside the Editor in Chief's.
- The Design Editor works closely with the Editor in Chief's on theme development and the overall design elements of the book.
- The Design Editor assists staff with their design and layout, trains when needed, and supervises the staff within the boundaries approved by the Adviser.
- The Design Editor oversees the design of sidebars, layout, etc. in each aspect of the book (underclass sidebars/senior sidebars)

The Managing Editor

- The Managing Editor is responsible for the actions of everyone on staff. At all times, staff should be working toward the goal of meeting deadlines and improving their journalistic skills.
- It is the responsibility of the Managing Editor to follow the directives of the EIC and to be able to fill in for any staff member that is unable to fulfill their responsibilities.
- The Managing Editor should resolve conflicts (not be the source of them), keep staff together, and be comfortable with asking everyone in the room to do their job, in a respectful manner.
- The Managing Editor will be responsible for handling all social media accounts for *The Palm Echo*, including continuous advertising for the sale of yearbook & ads.
- The Managing Editor has experience in design, photography, selling ads, and every aspect of production.
- The Managing Editor is responsible for creating advertisements and yearbook promotions to post on social media accounts and publicize the book.

The Copy Editor

- The Copy Editor is responsible for the writing in the entire publication.
- The Copy Editor ensures that all staff members are competent at writing and throughout the year designs activities and establishes rubrics to ensure the writing in the publication is at or above the standards of the Columbia Scholastic Press Association and the National Scholastic Press Association. They also have an in-depth knowledge of AP style.

- The Copy Editor must also show an interest in the written word, reading journalism, and patience to help all those in the publication learn and grow.
- The Copy Editor continues relentlessly to pursue more knowledge about journalistic writing and does exceedingly well in Language Arts classes.

The Photo Editor

- The Photo Editor is responsible for every photographic image in the publication.
- All photographs must be presented in an ethical manner in accordance with the requirements of Columbia Scholastic Press Association and National Scholastic Association.
- The Photo Editor establishes an organizational system that allows the photography load to be distributed evenly among photographers and staff. Every photo, down to the headshots, is the responsibility of the Photo Editor.
- The Photo Editor also ensures that photos are creative, and the valuable equipment is kept in working order & stored safely. He/she is the last one to leave the football game in the hopes of getting the dominant.
- The Photo Editor lives by Josef Pulitzer's quote, "Put it before them briefly so they will read it, clearly so they will appreciate it, picturesquely so they will remember it and, above all, accurately so they will be guided by its light."
- The Photo Editor is responsible for providing transportation for themselves to all necessary/required events.

The Business Manager

- The Business Manager is responsible for all the finances of the yearbook and the yearbook account.
- The Business Manager must have a strong knowledge of basic math & organizational skills.
- The Business Manager must be able to keep track of all funds coming in and out of the account and be able to manage a schedule, operating according to the school handbook. This includes monthly reports, forms, recaps, depositing, managing yearbook sales and writing receipts.

IV) Part 1- Please include the following in your packet application, if applicable to the position you're applying for.

- Writing Sample (EIC, Managing, Design, Copy)
- Photography Sample (EIC, Managing, Design, Copy)
- Tentative Schedule for Next Year, if known, including course levels & extracurricular activities (everyone applying for leadership)
- Materials specific to your position (see below)

EIC

- Create a theme or concept for next year. It should be a usable and a thorough concept not used before. Explain your theme.

- Describe editorial positions for next year. Create a list of sections for your book and their specifications.
- How will your theme be seen in your book?
- What is your plan for the deadline? Discuss how you plan to deal with students that are not working diligently or at all. Discuss what changes you think leadership should make to how the class flows.

Managing Editor

- Managing Editors have always had a difficult time fitting in so describe how and where you would fit in on staff.
- Describe how staff should be organized & what changes need to be made to make deadlines. Where do your strengths lie and where do you need to improve?
- How do you plan to utilize everyone on staff?
- What changes to the grading policy would you make, if any?
- Create a flier to advertise the yearbook/ads section. It must be versatile to use on social media as well. Create it in color!

Design Editor

- Create a theme or concept for next year. It should be a usable and a thorough concept not used before. Explain your theme.
- Describe editorial positions for next year. Create a list of sections for your book and their specifications.
- How will your theme be seen in your book?

Copy Editor

- Create a story for any section of the yearbook.
 - Create 3 different captions for any section of the yearbook; please include photos to correlate with the captions.
 - Discuss what would be a better way of grading staffers & photographers when it comes to copy.

Photo Editor

- Submit a portfolio of at least 10 different pictures that captures students from Palmetto.
- Select 4 of those photos and write a caption for each.
- Discuss what would be a better way of grading photographers.
- Usually, the photo editor is the go-to person for anything dealing with pictures on and off campus. What strategies would you use to make sure that all photographers are attending their designated event? How would you handle photographers cancelling last minute? What system would you have in place to distribute events?

Business Manager

- Answer all the questions below & typed.
- Submit all grades received in your math courses.

IV) Part 2- Questions to Answer for Leadership Only. Please include these in your submitted packets.

1. Why are you applying for a leadership position & why do you think you're qualified for this position in particular?
2. What is your major strength? What is your major weakness & how have you/or are you overcoming that weakness? What do you believe can be done to improve the publication?
3. What are your future goals? (Include for this class & post high school goals)
4. Is there anything that would prevent you from fulfilling your duties? Are there any obstacles we should know about? What other activities are you or will be involved in for the upcoming school year?
5. What ideas do you have to resolve conflict within the staff?
6. What have you done this school year while on staff to improve the class, the yearbook, etc.? Make your case as to why you deserve to stay on staff.

Additional Ideas

Consider your potential position and describe any ideas you will have. This is your opportunity to get creative and add any additional materials not listed above.

V) If You Quit

If at any time after applying to this position and/or accept a position AND you quit staff for any reason, you give the adviser the right to withdraw all recommendations, fail you for that quarter, and have you immediately removed from the class. Do not make a commitment to stay on staff, regardless of your position, if you are not ready to follow through with it. If you wish to quit, regardless of the position you hold, you must submit to the adviser a typed letter stating reason(s) for quitting. The letter must be signed and dated by both you and a parent/guardian.

VI. Instructions to Submit Your Application:

The file format for all submissions must be in PDF format. Please email your Letter of Acknowledgement (due before the application deadline), your Application Packet and Letter of Intent (by the application deadline), to the following email:

ThePalmEchoApplication@gmail.com

You will be contacted via text or email to set up your interview time.

If you have any questions regarding the application, please email the adviser at:
a.huffman.thepalmecho@gmail.com

VII) Final Thoughts

Over the course of this program, there has been disappointment due to false promises and leadership members unable to fulfill their responsibilities. Please consider this application seriously knowing that these positions are **NOT** for students hoping to pad their college resume or get a recommendation letter. If you find your dedication wavering, back out now. If you are committed, stay, and show your full potential.

As a leader on staff, you are held to a higher ethical and moral standard than other students and staffers. Violating the Honor Code or Student Code of Conduct will result in possible loss of position and departure from staff.

All positions are up for grabs. No one has an advantage on anyone. Only those that show true passion and dedication to the publication will be named to leadership.

Best of luck to all!

Mrs. Arlene Huffman
The Palm Echo Adviser

VII) Statement of Intent to Participate

Please submit this page with your application. This Statement of Intent to Participate is separate from Letter of Acknowledgement sent home prior to applying for a position.

Statement of Intent to Participate

Please write your name and sign below. Your parent/guardian signature is also required.

I _____ intend to participate on the yearbook leadership staff if selected by the current Editor-in-Chief(s) and Adviser. As a member of the staff, I will fully participate in my functions through my attendance at meetings, competence, and ability to be a profound leader. I also understand and will agree to participate in any fundraising activities and oversee sections during deadlines. I understand that failure to do my part on staff and be an effective leader, as well as any lack of participation, may result in the removal of my position.

Any leadership decision on positions or direction of the publication not made in my favor will result in my continued participation in staff. However, if I choose to quit, I have read the above consequences and fully understand them.

Signed: _____ Date: _____
Telephone #: _____

Parent/Guardian

Signed: _____ Date: _____