

## **Application process for Student Media Scholarships**

Scholarships for UNA Student Media are tied to working positions for either *The Flor-Ala* (student newspaper) or the *Diorama* (yearbook).

Available positions:

### **Flor-Ala Scholarship Positions:**

#### **Editor-in-Chief:**

The Editor-in-Chief oversees all staff members of *The Flor-Ala* and its publication, and answers to any criticism or consequences which result from published items. The Editor-in-Chief oversees all staff members. The Editor-in-Chief is the final authority on all content published by *The Flor-Ala* and is responsible for any mistakes or misstatements published, including advertising.

#### **Managing Editor:**

The managing editor works in tandem with the Editor-in-Chief to execute all *Flor-Ala* duties. The managing editor ensures all stories, photographs, and ads are assigned and completed on time. The managing editor is also responsible for uploading all content onto *florala.net*.

#### **News Editor:**

The news editor primarily manages a staff of writers to create content for *The Flor-Ala*'s front page and News section each week. The news editor is responsible for recruiting his or her own staff writers, assigning stories and laying out pages each week.

#### **Arts & Entertainment Editor:**

The A&E editor primarily manages a staff of writers to create content for *The Flor-Ala*'s A&E section each week. The A&E editor is responsible for recruiting his or her own staff writers, assigning stories and laying out pages each week.

#### **Sports Editor:**

The sports editor primarily manages a staff of writers to create content for *The Flor-Ala*'s sports section each week. The sports editor is expected to maintain a working relationship with the UNA sports information director to ensure access to games and secure interviews with appropriate coaches/players. The sports editor is also responsible for recruiting his or her own staff writers, assigning stories and laying out pages each week.

#### **Social Media Coordinator:**

The social media coordinator is responsible for overseeing all *Flor-Ala* social media accounts. The social media coordinator is expected to work with section editors to promote specific stories

and relevant content. The social media coordinator is also expected to promote all *Flor-Ala* sponsored events and special publications.

**Graphic Designer:**

The graphic designer is responsible for ensuring the overall visual cohesiveness of the printed versions of *The Flor-Ala*. They develop the overall layout and production design and complete all graphic design assignments for each issue. These assignments may include infographics, special page designs or any other visual concepts that inform and captivate readers.

**Advertising Manager:**

The ad manager is the face of *The Flor-Ala* for local businesses. The ad manager must work with and solicit potential advertisers on campus, locally and nationally. He or she handles ad contracts, prepares sketches and dummy sheets for the graphic artist, picks up ad material from local businesses, proofs ads for correctness and placement and makes visits or phone calls regarding past-due collections.

**Graphic Ad Designer:**

The graphic ad designer works with the advertising manager to design advertisements for advertising clients. Responsible for all ad designs in *The Flor-Ala*. Candidates must have extensive experience with Adobe Suite.

**Circulation Manager:**

The circulation manager distributes *The Flor-Ala* publication on campus and in various businesses in the Shoals area. Each Wednesday evening, *The Flor-Ala* is delivered to campus. It is the circulation manager's job to immediately distribute the paper to the locations on the list attached to this job description. The very latest that the papers can be delivered is 8 a.m., Thursday mornings.

**Chief Photographer:**

The chief photographer is responsible for any photo requirements for *The Flor-Ala* or *Diorama*. In this capacity, the chief photographer assigns all photos, and verifies that photographers meet deadline for each assignment. After discussing all photo assignments with editors, the chief photographer will communicate with staff photographers to be sure photos taken meet the editors' purposes. The chief photographer sets working hours and meeting times, and makes assignments for other staff photographers. The chief photographer is strongly encouraged to recruit and maintain a volunteer staff in addition to the photographers on scholarship.

**Staff Photographers (2):**

Staff photographers work with the chief photographer to ensure all photo assignments are completed. Staff photographers are expected to have significant photography experience and/or an ambitious attitude toward learning and development.

**Staff Writers (2):**

Staff writers are responsible for the majority of the written content in the *Flor-Ala*. They are expected to take multiple story assignments for each issue. Candidates with previous journalism experience are preferred.

**Diorama Scholarship Positions:**

**Executive Editor:**

The executive editor recruits and oversees all staff members of *The Diorama* and its publication. The executive editor is responsible for planning all yearbook spreads prior to the start of fall semester. The executive editor works closely with the publisher of the yearbook to ensure all deadlines are met and the page layouts are free of errors and properly formatted. The executive editor is also responsible for promoting *The Diorama* at campus events and through all social media accounts.

**Section Editors (3):**

The section editors are responsible for laying out pages and assigning photographs and written content for their section of the yearbook. The section editors must have experience with Adobe InDesign and photoshop.

**Application Guidelines:**

Scholarships are awarded on a semester-by-semester basis for *The Flor-Ala* or on an annual basis for the *Diorama* (unless positions open up for the spring semester).

Deadline for Fall applications: March 1<sup>st</sup>

Deadline for Spring applications (*The Flor-Ala*): December 1<sup>st</sup>

1. Candidates must submit a statement describing her/his/their vision for the student newspaper or yearbook, and in particular, the position they are applying for. Express relevant qualities or experience the candidate can bring to the position (or positions) she/he/they is applying for.
2. Candidates must submit a current resume.
3. The résumé and vision statement must be uploaded to the Student Media scholarship application site by the deadline.

4. All applicants will be notified of their application status. Interviews will be scheduled with identified candidates.
5. Following the interview process, selected candidates will be notified through email and extended scholarship offers.