



Firm Member Application 2017-2018

Thank you for your interest in becoming a firm member of ImPRint Communications, PRSSA at LSU's Nationally Affiliated student-run public relations firm. To apply, please fill out this application in its entirety and attach both a resume and cover letter, which states your qualifications and why you believe you would be a valuable asset to ImPRint. **Applications are due Monday, April 17 by 5 p.m. Please email the completed application with any required samples (if applicable) along with your resume and cover letter to imprintcommlsu@gmail.com. If accepted, you will be invited to attend our firm meeting on April 20 at 7 p.m.**

Contact Information

Name:

Classification:

Major:

Minor:

Anticipated Graduation:

Email:

Phone:

Mailing Address:

City, State, Zip Code:

Name to be Printed on ImPRint Nametag:

Have you ever been a member of ImPRint Communications? Please highlight: Yes or No

Completed Courses

Please highlight the following courses in which you have completed.

MC 2000	MC 2010	MC 2015
MC 2035 (previously MC 2525)	MC 3001 (previously MC 4001)	MC 3010
MC 3080	MC 3998	MC 4002
MC 4005	MC 4020 (previously MC 3020)	MC 4090

Qualifications/Skills

Please summarize any qualifications or skills that will make you a valuable firm member. These skills may have been acquired through internships, employment, volunteer work, organizations, leadership roles, or through other activities, including sports and hobbies.

Field Descriptions

Please rank the following firm member fields from 1 to 5, with 1 being the field you are most interested in and qualified for and 5 being the field you are least interested in and qualified for. Please note that we no longer follow a department-based structure. Rather, we develop teams specifically for each account. This section will help us learn more about your skills, strengths and interests as well as how you can contribute to a team.

- Design:** Primarily responsible for the look and feel of campaign's visual presentation. Designs and distributes materials including newsletters, fliers, infographics, social media visuals and more. Responsible for creation of visual piecework such as logos.
- **NOTE: If you rank this as one of your top three, please provide ImPRint with three strong design pieces you have created.**
- Media Relations:** Primarily responsible for all written communication or media relations such as news releases, media kits, crisis communication plans or press conferences. Handles coordination of stories for various media outlets.
- **NOTE: If you rank this as one of your top three, please provide ImPRint with three strong writing samples.**
- Promotions:** Primarily responsible for planning, organizing and implementing events. Includes reserving space and event setup, fundraising, contacting sponsors, staffing the event and more.
- Research:** Primarily responsible for all research designed to analyze the situation, organization and publics. Directs all research gathering methods, such as focus groups, surveys or depth interviews to create a situation analysis. Responsible for overseeing development of goals, objectives and evaluation plan.
- Social Media:** Primarily responsible for development of social media strategies and tactics. Works with the team to develop, implement and execute the social media plan. Monitors the plan's effectiveness and makes changes when necessary to ensure audience engagement.
- **NOTE: If you rank this as one of your top three, please provide ImPRint with links to social media accounts you have previously and/or currently run.**

Our Policy

It is the policy of this organization to provide equal opportunities without regard to race, color, religion, national origin, gender, sexual preference, age or disability.

If chosen to serve as a member of ImPRint Communications, you will be required to sign a professional expectations form, attend all firm meetings (bi-weekly on Thursdays at 6:30 p.m.) in business casual attire and represent our firm in a respectful and ethical way.

Firm members are also required to be active members of the LSU chapter of PRSSA. An active member status involves paying dues (\$75) and earning 5 points, which can be done by attending bi-weekly meetings (Thursdays at 6 p.m.), joining committees, volunteering and writing articles for the newsletter. Prior/current membership to PRSSA is not necessary; however, if accepted into the firm, you must register with PRSSA at LSU.

Agreement & Signature

By submitting this application, I affirm that the facts set forth in it are true and complete. I understand that if I am accepted as an employee - any false statements, omissions, or other misrepresentations made by me on this application may result in my immediate dismissal. Although the student-run firm does not provide monetary compensation, this is a job that can result in termination from the firm if need arise.

Name:

Date:

E-Signature:

Thank you for your interest in working with ImPRint Communications. We will be in touch soon.

All the best,
Meagan Morvant & Peyton Short
ImPRint Communications Co-directors