

Full Name \_\_\_\_\_

I-Number \_\_\_\_\_

BYU-Idaho E-mail \_\_\_\_\_@byui.edu

Cell Phone \_\_\_\_\_

Academic Track  Fall/Winter  Winter/Spring  Spring/Fall

Fast Grad  Off-Track

College Major/Emphasis \_\_\_\_\_

Graduation Date \_\_\_\_\_ Current GPA \_\_\_\_\_

Enrollment Status  Freshman  Sophomore  Junior

Senior

**POSITION**

Please list up to three positions for which you would like to apply. Rank positions in order of preference 1, 2, 3.

**Agency Manager**

\_\_\_\_ Agency Manager\*

**Traffic Department**

\_\_\_\_ Traffic Manager (Dept. Head)\*

**Creative Department**

\_\_\_\_ Creative Director (Dept Head)\*

**Account Services Department**

\_\_\_\_ Senior Account Executive

\_\_\_\_ Account Executive

**Research Department**

\_\_\_\_ Research Director (Sub-Dept. Head)\*

\_\_\_\_ Researcher

**Public Relations**

\_\_\_\_ Public Relations Director (Sub-Dept. Head)\*

\_\_\_\_ Public Relations Writer

**Video**

\_\_\_\_ Executive Producer (Sub-Dept. Head)\*

\_\_\_\_ Video Director

\_\_\_\_ Assistant Director

**Design**

\_\_\_\_ Art Director (Sub-Dept. Head)\*

\_\_\_\_ Graphic Designer

\_\_\_\_ Illustrator

**Advertising Writing**

\_\_\_\_ Advertising Writing Director (Sub-Dept. Head)\*

\_\_\_\_ Advertising Writer

\*Position requires one semester of Soapbox Agency experience.

**SOAPBOX AGENCY**

is a student-run organization that produces a full range of professional quality advertising products and services for campus and off-campus clients. It is an innovative and creative agency experience.

**AGENCY MANAGER**

directs the agency as a unified organization. The Agency Manager leads the whole agency and gives final approval on all projects.

**TRAFFIC MANAGER**

coordinates all phases of production and makes sure all projects are completed and approved before deadlines. The Traffic Manager leads account services and research.

**CREATIVE DIRECTOR**

produces each campaign as a unified product. Works with each department to ensure each campaign element fits together collectively. The Creative Director leads public relations, video, design and advertising writing.

**SENIOR ACCOUNT EXECUTIVES**

manage every aspect of projects from first contact with a client to final delivery of the product. Communicates and coordinates meetings with other departments and faculty, and approves production materials before they are delivered to clients.

**ACCOUNT EXECUTIVES**

are liaisons between the agency and the clients. Account Executives must be strategists, great communicators, problem solvers and great at building relationships.

**RESEARCHERS**

use research to bridge the gap between account management and creative; they make sure research is reflected in campaigns. They carry out specific tasks of the research phase, such as focus groups, surveys, interviews, questionnaires, etc.

**PUBLIC RELATIONS WRITERS**

coordinate and attend events, create promotional materials and develop PR campaigns; this requires out-of-the-box thinking, energy and commitment.

**VIDEO DIRECTORS**

are involved in the full production of professional videos from creation to completion for our clients, including filming and editing. Our team has created award-winning products, which means incredible portfolios.

**DESIGNERS & ILLUSTRATORS**

design all forms of graphics which help determine the look and feel of each campaign.

**ADVERTISING WRITERS**

write copy for storyboards, brochures, scripts, advertisements, taglines and anything else the agency produces.

Return to: **Spori 114**

or

Email to: **icomm@byui.edu**

**www.soapboxagency.net**

## TELL US ABOUT YOU

Briefly let us know about you by outlining your previous experience and what makes you uniquely qualified and prepared to hold a leadership position with the Soapbox Student Media Organization. Please type below or attach another sheet.

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## COMMUNICATION AND ART MAJORS:

Please mark the classes you have taken.

- |   |  |
|---|--|
| <input type="checkbox"/> <b>Comm 111:</b> Writing for Communication Careers     | <input type="checkbox"/> <b>Comm 260:</b> Broadcast & Video Productions  |
| <input type="checkbox"/> <b>Comm 130:</b> Visual Media                          | <input type="checkbox"/> <b>Comm 265:</b> Intermediate Video Productions |
| <input type="checkbox"/> <b>Comm 140:</b> Mass Media and Society                | <input type="checkbox"/> <b>Comm 360:</b> Multimedia Video Journalism    |
| <input type="checkbox"/> <b>Comm 280:</b> Communication Research                | <input type="checkbox"/> <b>Comm 365:</b> Video News & Program Producing |
| <input type="checkbox"/> <b>Comm 230:</b> Advertising Principles                | <input type="checkbox"/> <b>Comm 300:</b> Digital Imaging                |
| <input type="checkbox"/> <b>Comm 330:</b> Advertising Creative Devel. & Writing | <input type="checkbox"/> <b>Comm 310:</b> Creating Online Media          |
| <input type="checkbox"/> <b>Comm 235:</b> PR Principles & Practices             | <input type="checkbox"/> <b>Art 130:</b> Intro Graphic Design            |
| <input type="checkbox"/> <b>Comm 335:</b> PR Writing & Production               | <input type="checkbox"/> <b>Art 230:</b> Typography                      |
| <input type="checkbox"/> <b>Comm 462:</b> Advanced Visual Media                 | <input type="checkbox"/> <b>Art 235:</b> Graphic Design                  |
| <input type="checkbox"/> Other Comm/Art Class _____                             |  |

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## LEADERSHIP POSITION REQUIREMENTS

### Scholastic

Students must have a 2.5 college GPA both overall and in the current semester to be considered. All positions are offered assuming the student's grades will qualify. The offer will be revoked if grades overall or at the end of the current semester are below 2.5.

### Standards

Position recipients commit to uphold BYU-Idaho standards of dress, grooming and conduct as listed in the Code of Honor. Indeed, the staff of Soapbox agency are expected to maintain higher standards still, consistent with their status as campus leaders and aspiring professionals. The minimum dress standard when at work is business casual.

### Time

Soapbox agency leaders are expected to devote as much time as is necessary to achieve excellence in their positions.

### Outside work

Students receiving paid leadership positions should exercise care in committing to outside jobs or other major campus positions (except callings in their wards). Students on payroll with Soapbox generally will not be allowed to work at another campus location.

### Quality of Work

Leaders in the student media organization are expected to strive for, and achieve, excellence in their work. Your "job description" also includes such qualities as creativity, dedication, reliability, a strict adherence to deadlines, a team attitude and professionalism.

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I have read the above guidelines and expectations and, by signing my name below, agree to abide by them if chosen for a position. I commit myself to meet the above standards and to reach for excellence in my position.

Applicant Signature \_\_\_\_\_

Date \_\_\_\_\_