

2013
Cactus Yearbook
Editor

Applicants:

Hunter Ellenbarger

CACTUS EDITOR APPLICATION
JUNE 1, 2012 - MAY 31, 2013

INSTRUCTIONS: PLEASE READ INSTRUCTIONS THOROUGHLY AND COMPLETE ALL SECTIONS OF THIS FORM. RETURN COMPLETED APPLICATION TO THE OFFICE OF THE DIRECTOR OF TEXAS STUDENT MEDIA (HSM 3.304) BY NOON, TUESDAY, APRIL 17, 2012. ATTACH A RESUME, A UT TRANSCRIPT, A LETTER TO THE TSM BOARD OUTLINING GOALS AND PLANS FOR OPERATING THE CACTUS YEARBOOK, AND 2 LETTERS OF RECOMMENDATION. APPLICANTS WILL BE INTERVIEWED BY THE TSM BOARD OF OPERATING TRUSTEES ON FRIDAY, APRIL 27, 2012 AT 1 P.M. IN THE LBJ ROOM #5.160 OF THE CMA BUILDING, 2600 WHITIS AVENUE.

SECTION I: NAME AND ADDRESS

Paul Hunter Ellenbarger
FULL NAME phe87
UT EID
4505 Duval Street #251
LOCAL ADDRESS AUSTIN, TX 78751
817.522.6959
LOCAL TELEPHONE NUMBER
hellohunter@gmail.com
EMAIL ADDRESS Communication
COLLEGE
Advertising
MAJOR

SECTION II: AUTHORIZATION FOR RELEASE OF INFORMATION

I HEREBY GRANT PERMISSION FOR THE OFFICE OF THE DIRECTOR OF TEXAS STUDENT MEDIA TO VERIFY THE INFORMATION REQUESTED BELOW FOR THE PURPOSE OF APPLICATION FOR AN ELECTED OR APPOINTED OFFICE OF TSM. FURTHER, I UNDERSTAND THAT THE INFORMATION WILL BE PROVIDED TO THE TSM BOARD AND WILL BECOME A PART OF THE PUBLIC RECORD OF TSM.

Hunter Ellenbarger
SIGNATURE OF APPLICANT 4/12/12
DATE

SECTION III: CERTIFICATION (STUDENT MUST SUPPLY A UT TRANSCRIPT AND ANSWER THE FOLLOWING QUESTIONS)

CIRCLE ONE

1. IS APPLICANT A REGISTERED STUDENT AT THE UNIVERSITY OF TEXAS AT AUSTIN? YES NO
2. HAS APPLICANT COMPLETED AT LEAST 60 HOURS OF COLLEGE WORK? YES NO
3. HAS APPLICANT COMPLETED AT LEAST 30 HOURS AT UT AUSTIN WITH A MINIMUM GRADE POINT AVERAGE OF 2.25? YES NO

SECTION IV: EXPERIENCE: CERTIFICATION BY THE CURRENT CACTUS EDITOR.

1. HAS APPLICANT SERVED ON THE CACTUS STAFF AS A SECTION EDITOR OR ASSOCIATE EDITOR DURING THE YEAR IN WHICH APPLICATION IS MADE, OR DURING THE PREVIOUS YEAR?

YES NO

Brian Krauss

SIGNATURE OF CURRENT CACTUS EDITOR

4.14.12

DATE

My experience at the Cactus consists of:

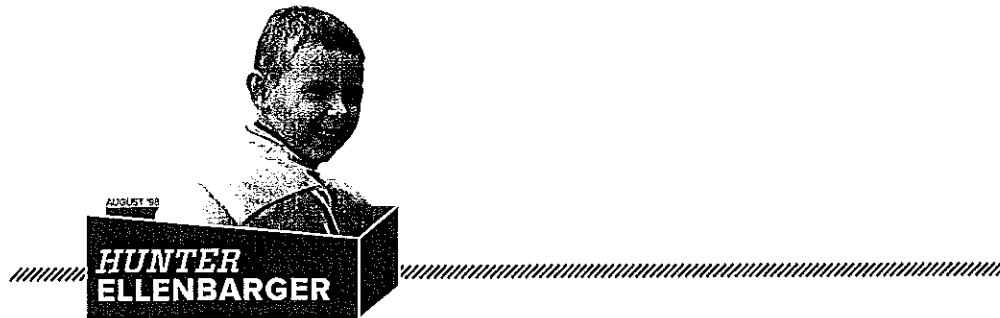
For the last two years I have served in two positions at Cactus. During my first year, I was the Academics Section Editor. In this job position, I was responsible for generating assignments to illustrate the diverse academic life at the University. Once the content had been edited, I then designed the layouts for my section. This year, as Assistant Editor, I had a different perspective of the publication. I managed the staff to meet our deadlines, designed infographics, edited proofs and helped brainstorm new marketing initiatives with our Editor-in-Chief.

Timothy Ollinger

SIGNATURE OF APPLICANT

4/12/12

DATE



contact me

www.hunterellenbarger.com

817.522.6959

hellohunterr@gmail.com

4505 Duval Street #251
Austin, Texas 78751

education

The University of Texas at Austin

B.S. Advertising | TexasCreative
August 2010 — May 2014

I've been studying to be an art director at the College of Communication for the last two years.
#texasfight!

Weatherford High School

Weatherford, Texas
August 2006 — May 2010
GPA: 4.29

I bought my first car, had my first job and graduated in the top 5% of my class.

skills

Adobe InDesign, Photoshop, Illustrator
For over four years, I've been having somewhat of a love affair with Adobe's Creative Suite.

Microsoft Office
I've been using Word and Powerpoint since at least the 2nd grade and I can use Excel, too!

Digital Photography
I'm very familiar and competent with Canon Rebel cameras.

Conversational German
You never know when it could be handy!

experience

Cactus Yearbook

Assistant Editor
August 2011 — June 2012

As Assistant Editor, I designed infographics, maintained a cohesive design throughout the publication and ensured that the staff met deadlines. I also executed new marketing strategies to boost book sales.

Academics Editor
August 2010 — June 2011

On my rookie year at *Cactus*, I developed creative coverage to illustrate the diverse academic life of the University of Texas. My responsibilities also included designing layouts. I took home a Certificate of Merit from the Columbia Scholastic Press Association for my work.

Mint Ink Design & Branding

Creative Intern
Fort Worth, Texas
Summer 2010 / Summer 2011 /
Winter 2011 / Spring 2012

As an intern for Mint Ink, I learned the ropes of typography and logo creation and conceptualization. This is where I learned how to marry a brand's personality to a thoughtful and relevant design aesthetic.

College of Communication Council

Publicity Chair
August 2011 — May 2012

I was in charge of leading the Publicity Committee in creating flyers and posters to draw students to our events. This was the first year in which we focused on building Communication Council as a brand and maintained a consistent look and feel throughout all of our media forms.

Newsletter Chair
Summer 2011

I worked with two others to create a newsletter that both promoted our organization to incoming freshman and highlighted student life of the College of Communication and the University of Texas.

Melon Vine Yearbook

Editor-in-Chief
August 2009 — May 2010

During my senior year of high school, I took the reins of the *Melon Vine* and led a staff of around 25 students in the creation of a yearbook.



April 12th, 2012

Texas Student Media Board of Operating Trustees —

My name is Hunter Ellenbarger and I'm currently serving as the Assitant Editor for the *Cactus Yearbook*. During my last two years at *Cactus*, one of the staff's greatest concerns has revolved around book sales. In our current economy, it is difficult to convince student and their parents to spend \$85.00 on a yearbook that they may or may not be featured in. This apathetic attitude is exactly what I hope to eliminate during the 2012 - 2013 year.

First, we need to build awareness of the publication. Several times I've brought up the yearbook to students across campus and the most common response is "UT has a yearbook?" If we can have a greater presence at University events like Gone to Texas, the Torchlight Rally and football games we could start to build that awareness and hopefully boost book sales. A successful initiative we started this year was having a photobooth at Round Up and Forty Acres Fest. We had everyone like us on our Facebook fan page, where we communicate about book sales and photo studios, in order to take a photo in the booth. Then we post the photobooth pictures online and encourage our fans to share them. At Forty Acres Fest, we got over 150 likes in a matter of two hours.

I would like to possibly invest in a photobooth of our own that we could run ourselves at more events throughout the year. I also thought about potentially renting it out to student organizations to use at their events and then using that income to help pay for the booth. We also need to have a stronger presenche with incoming freshman and outgoing seniors. Both of these segments of the UT population have a much higher enthusiasm for tradition and the University and would be more likely to buy books.

Besides marketing the book, I still want us to be a renowned publication in the realm of yearbooks. Our 2011 yearbook won the Columbia Scholastic Press Association Gold Crown — the highest honor a yearbook can win. I believe our work on the 2012 book will make us eligible for the accolade, too. I would like to restructure the staff by eliminating the less effective positions and having less but more efficient editorial positions to help speed up the design and layout process.

Because of my experience with the last two yearbooks, I believe I have the insight required to help *Cactus* continue to grow and be one of the top books in the nation. Thank you so much for your consideration!

Sincerely,

Hunter Ellenbarger

BIANCA KRAUSE

5206 ANDOVER PLACE
AUSTIN, TEXAS, 78723

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MIAKRAUSE3@AOL.COM
C: 254.205.8389

April 15, 2012

Members of the Board of Operating Trustees:

I am writing to recommend Hunter Ellenbarger for the position of Cactus Editor-in-Chief for the 2012-2013 term. I can think of no better candidate than Hunter to lead Cactus into the next year.

There have been countless moments over the course of my year as Editor-in-Chief where I have thought, "What would I do without Hunter?" Always willing to assume new responsibilities and pick up slack where needed, he has helped Cactus keep afloat all year. As assistant editor, Hunter has maintained our social media, managed assignments and the book ladder, as well as helping me plan our tabling events at Party on the Plaza, Hex Rally, Torchlight, Round Up, Forty Acres Fest and commencement ceremonies.

As an advertising major in the creative sequence, Hunter is capable in both design and marketing and is exactly what Cactus needs. With Cactus book sales at a sluggish pace, I believe Hunter has what it takes to form creative plans to increase book sales. I've included Hunter in all of my marketing plans the past year, and I am confident he'll be able to take those plans even further as Editor.

Hunter is one of the most energetic and motivated individuals I know, and I am positive his good attitude and excellent work ethic will benefit Cactus immensely in the next year.

Thank you for your consideration,

Bianca Krause
Editor-in-Chief,
Cactus yearbook



April 15th, 2012

Dear Texas Student Media Board of Directors,

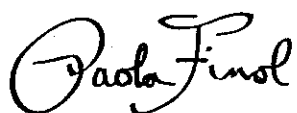
It is my pleasure to recommend Hunter Ellenbarger as a candidate for Editor-in-Chief of the Cactus Yearbook. For two years, I have closely worked with Hunter in the student governing organization of UT Communication Council. I first met him in the fall semester of 2010. I was the Publicity Chair of Communication Council, and he was a bright, first-year student that quickly became one of my most attentive and diligent committee members. As a member, he took direction very well and continuously designed promotional materials that were far beyond my expectations. I believe Hunter has the natural ability to work well with others and that all good followers have the potential to become great leaders. For that reason, I'm incredibly proud to say that Hunter took over my position as Publicity Chair the following year as a second-year student.

As a former chair and a current executive leader of Communication Council, I act as Hunter's "chair-pair" during his Monday evening committee meetings every week. My role is to supervise and provide support whenever possible; however, I feel like all I can offer him is praise because he has such a great grasp of what it means to be a leader on campus. Last semester, the Publicity Committee published the first issue of "The Satellite", a College of Communication newsletter that featured professor profiles, good eats, and internship advice. Hunter was in charge of collecting the content not only from his committee but also two other committees in Communication Council. I believe this publication is the perfect example to highlight his ability to handle never-done-before projects while working with a strict deadline.

Hunter also displayed exceptional time management and persistence during the College of Communication Week from April 2nd to April 6th. With the help of his committee, he publicized six events by utilizing extensive flyering and social media efforts. For the first time in Communication Council's history, all flyers pertaining to the College of Communication Week had a consistent theme for every event and displayed a more uniform college. Although this entire week required a lot of individual work, Hunter was able to delegate tasks to his committee and perform flawlessly under the pressure from other chairs that heavily depend on the advertising of their events.

Hunter is a tremendous candidate for editor-in-chief and has my highest recommendation. If you have any further questions with regard to his background or qualifications, please do not hesitate to call me.

Sincerely,

A handwritten signature in black ink that reads "Paola Finol". The signature is written in a cursive, flowing style.

Paola Finol
Communication Council Administrative Director
Email: paolabfinol@gmail.com Tel: 832-531-0414