Pitt tonight 2020-2021 Marketing department application

Name:

Pronouns:

Year/Major(s), Minor(s), Certificate(s):

Phone number:

Email address (the one you check the most):

1. Why do you want to work with Pitt Tonight? Do you have any related experience to television production or work with the entertainment industry?
2. Why Marketing?
3. What other involvement do you have on campus (organizations, jobs, etc.)? How many hours a week can you dedicate to the show?
4. If Pitt Tonight had unlimited resources, what marketing campaign would you create to generate more awareness of Pitt Tonight **OR** what guests you would bring to the show?
5. If you have any experience with any editing software/programs (ex: Adobe Photoshop, Illustrator, InDesign, Premiere etc.), please elaborate below:
6. Which area(s) of marketing interest you the most? Please highlight your general areas of interest.
   1. Social Media
   2. YouTube/Video Content
   3. Graphic Design
   4. Event/Fundraiser Planning
   5. Talent (Finding guests for our show!)
7. Would you be at all interested in any of these more specialized positions which we have in our department (highlight if yes)?
   1. **Business Manager -** works with the UPTV business manager for Pitt Tonight finances
   2. **Partnership Manager -** contacts other organizations for collaborations (for example, cross-promoting Pitt clubs on the Pitt Tonight platform)
   3. **Social Media Managers -** manages posts and writes copy on Facebook, Instagram, Twitter, TikTok, and YouTube
   4. **Website Manager -** updates the website weekly with applications, episodes, and other Pitt Tonight content
   5. **Newsletter Manager -** keep people updated with Pitt-Tonight events and episodes (which is so important for this semester)
   6. **Graphic Designer -** help to brainstorm and execute graphics needed to promote the show; graphics include but are not limited to flyers, Instagram story content, tickets (when we hold in-person shows), and guest announcements
   7. I just want to chill and get a taste of the group!
8. Please answer **at least** **one** of the following creative prompts:
   1. Caption this photo for Instagram! (Context: Our host Victoria sitting next to a stuffed animal “audience” dressed in Pitt Tonight shirts for the Season 6 Premiere)



* 1. Show us your graphic design skills! Create a new logo for Pitt Tonight or anything else Pitt Tonight-related (flyer, ticket, mock guest announcement post, etc.)
  2. Pitch us a creative fundraising idea. What resources would this require? How would it engage the student population?
  3. Find a guest for Pitt Tonight and write down questions you would ask them for an interview.

1. Finally, How did you first hear about Pitt Tonight and our application?