

**TEXAS STUDENT MEDIA APPLICATION FORM
STUDENT BOARD MEMBER FROM MOODY COLLEGE OF COMMUNICATION**

Term of Office: August 21, 2015 - May 31, 2016

This application and supporting materials must be submitted to the TSM Business Office
(HSM 3.200 / William Randolph Hearst Building, 2500 Whitis Avenue) by
Monday, August 17, 2015 at 12:00 p.m.

Applicants will be appointed at the TSM Board meeting scheduled for
Friday, August 21, 2015 at 1:00 p.m.

Please plan to attend and discuss your application with the Operating Trustees.

Applicant Information

Forrest N. Wolfe
Name

fnw89
UT EID

forrest.wolfe@utexas.edu
Email Address

Public Relations
Major

Applicant Attestation / Authorization for Release of Information

- 1 I will be enrolled as a UT-Austin student for at least 9 hours during the long session.
- 2 By the start of my term of office, I will (if an undergraduate) have completed 12 hours at UT-Austin with a GPA of at least 2.0 or (if a graduate student) have completed 9 hours at UT-Austin with a GPA of at least 3.0.
- 3 I am enrolled in the College of Communication and will have completed 12 hours of College of Communication courses by the start of my term of office.
- 4 I will not hold a paid or regularly scheduled position at Texas Student Media or its media units during my term of office.

I certify that to the best of my ability I have given true and accurate information concerning my scholastic and experience qualifications, and hereby grant permission for the Office of the Director, Texas Student Media, to verify said information. Further, I understand that this information will be provided to the TSM Board of Operating Trustees and will become part of the public record of TSM.


Signature of Applicant

07/24/15
Date

It is recommended that you include supporting materials such as a résumé and a personal statement outlining your qualifications and goals.

To the Texas Student Media Board of Operating Trustees,

I'm submitting these materials in order to apply for a student member position on the Texas Student Media Board of Operating Trustees for the 2015-2016 term. I found out about this opportunity through a mass email from my academic advisor in the Moody College of Communication. As a young student pursuing an education at the University of Texas at Austin, I believe that this position can give me an invaluable experience to represent my fellow students in the Moody College of Communication and colleagues who interact with TSM properties.

I believe that I'm qualified for this position due to my experience as a student leader on campus and my drive to seek out new and unique opportunities.

I'm a rising junior earning a B.S. in Public Relations here at UT Austin, and I'm very passionate about entering the field of communications. I've been involved with organizations like the Senate of College Councils, Student Government, Communication Council, PRSSA, Texas Blazers, and the First-Year Experience Program. I currently serve on the search committee for the new Moody College of Communication Dean. For a short time, I was also a writer for the Daily Texan.

I've also worked for organizations and institutions like Make-A-Wish Foundation, Shelton Interactive and the University of Texas at Austin, where I performed a wide variety of tasks ranging from recruiting and talent acquisition all the way to calling and interacting with dozens of donors every day.

With my skillset and eagerness to serve, I'm confident that I'm a versatile and qualified candidate for a student member seat on the TSM Operating Board of Trustees.

Thank you very much for this opportunity, and I hope that you all will consider me for the position.

Best wishes,

Forrest Wolfe

Forrest N. Wolfe

forrest.wolfe@utexas.edu • (832) 729-4884
2406 Rio Grande St. Apt. #134 • Austin, TX 78705

EDUCATION

University of Texas at Austin • Austin, TX • 2013 - Present *Bachelor of Science (B.S.) in Public Relations*
Moody College of Communication • Stan Richards School of Advertising & Public Relations *Cumulative GPA: 3.20*

Cypress Creek High School • Houston, TX • 2009-2013 *Ending GPA: 3.95, summa cum laude*

EXPERIENCE

Shelton Interactive – Assistant Publicist; Austin, TX Summer 2015
Digital marketing and public relations firm

- Managed media pitching, blogger outreach, press requests, media relations, and all publicity affairs with the PR team
- Strategized diverse and unique publicity campaigns to ensure client satisfaction
- Collaborated with the social media team and web development team on project strategies in order to deliver innovative and effective public relations services

Make-A-Wish® Central & South Texas – Development Intern; Austin, TX Spring 2015
501(c)(3) non-profit organization

- Aided the regional office with communications, community outreach, development, fundraising, and special event planning
- Overlooked all press releases, publicity requests, social media campaigns, and media collaboration
- Assisted the Wish department with the planning and implementation of local wishes

The University of Texas at Austin – Communications/Recruitment Associate; Austin, TX Spring 2014 – Fall 2014
College of Natural Sciences, Career Design Center

- Managed social media for the department and designed promotional material
- Overlooked on-campus recruitment and talent acquisition by approving jobs, contacting employers and setting up information sessions
- Aided in planning large-scale events, including seasonal college career fairs

The University of Texas at Austin – First-Year Interest Group Mentor; Austin, TX Fall 2014 - Present
College of Undergraduate Studies, First-Year Experience Office

- Directed a cohort of 18-25 freshmen and organized educational/social activities in order to help the students become better acquainted with each other, faculty, and the UT community

Concan Pies – Manager; Concan, TX June 2012 – Present
Seasonal family business (Intermittent)

- Assisted in developing a product line of homemade pies, cakes, and desserts
- Managed operational aspects of the business including finances, sales, advertising, marketing, customer service, and maintenance

ACTIVITIES & EXTRACURRICULARS

Texas Blazers – Vice-Chair of Public Relations Spring 2015 – Present
• Helped serve the University of Texas at Austin and city of Austin community through active volunteerism and the upholding of spirit, tradition, leadership, and brotherhood

- Responsible for all aspects of branding, merchandise, social media presence, and standards maintenance

Communication Council – Member, Multimedia Committee Fall 2014 - Present

- Helped serve as the official voice for students in the Moody College of Communication
- Worked towards bridging the gap between faculty, alumni, and current students of the college

Senate of College Councils – Director of Public Relations and Outreach Fall 2013 – Spring 2015

- Helped serve as the official voice for students in academic affairs at The University of Texas at Austin
- Managed university-wide outreach efforts, developed strategies for student involvement and engagement, solicited feedback on policies, and aided with increasing the presence of Senate on campus
- Responsible for press releases, branding, and all aspects of media communication for the organization
- Served on *Student Library Council* (2014 – 2015) and *Moody Dean Search Committee* (2014 - present)

Election Supervisory Board – Member, Secretary Spring 2015

- Charged with conducting and overseeing all student elections for the 2015-2016 season

The Daily Texan – Life & Arts Columnist Fall 2014

Reported on and wrote weekly columns for the University of Texas at Austin newspaper
PRSSA (Alan Scott Chapter) – Member Spring 2014 – Present

HONORS

- Communication Dean's List (University Honors) 2014-Present
- George and Mary Josephine Hamman Foundation Scholar 2013-Present
- Joan M. Finegold Scholarship Recipient 2013
- Ronald Reagan Presidential Leadership Award 2013
- Cypress Creek HS Mark of Excellence Recipient 2013

ADDITIONAL INFORMATION

Software Skills: Microsoft Office, Adobe (Ps, Id, Ai, Fw), Apple (Final Cut Pro), Cision/Vocus, Mailchimp, Piktochart, Constant Contact, FileMaker Pro, PR Newswire, Social Mention, Hootsuite, Klout, Sprout

Languages: English (Fluent), Spanish (Basic)

Work Eligibility: Eligible to work in the U.S. with no restrictions

**TEXAS STUDENT MEDIA APPLICATION FORM
STUDENT BOARD MEMBER FROM MOODY COLLEGE OF COMMUNICATION**

Term of Office: August 21, 2015 - May 31, 2016

This application and supporting materials must be submitted to the TSM Business Office (HSM 3.200 / William Randolph Hearst Building, 2500 Whitis Avenue) by **Monday, August 17, 2015 at 12:00 p.m.**

Applicants will be appointed at the TSM Board meeting scheduled for **Friday, August 21, 2015 at 1:00 p.m.**

Please plan to attend and discuss your application with the Operating Trustees.

Applicant Information

William Neil Smith
Name

WNS 272
UT EID

williamneils@utexas.edu
Email Address

Public Relations / BFP
Major

Applicant Attestation / Authorization for Release of Information

- 1 I will be enrolled as a UT-Austin student for at least 9 hours during the long session.
- 2 By the start of my term of office, I will (if an undergraduate) have completed 12 hours at UT-Austin with a GPA of at least 2.0 or (if a graduate student) have completed 9 hours at UT-Austin with a GPA of at least 3.0.
- 3 I am enrolled in the College of Communication and will have completed 12 hours of College of Communication courses by the start of my term of office.
- 4 I will not hold a paid or regularly scheduled position at Texas Student Media or its media units during my term of office.

I certify that to the best of my ability I have given true and accurate information concerning my scholastic and experience qualifications, and hereby grant permission for the Office of the Director, Texas Student Media, to verify said information. Further, I understand that this information will be provided to the TSM Board of Operating Trustees and will become part of the public record of TSM.

[Signature]
Signature of Applicant

8/6/15
Date

It is recommended that you include supporting materials such as a résumé and a personal statement outlining your qualifications and goals.

William Neil Smith

williamneils@utexas.edu

715 West 22 ½ Street Apt 206 • Austin, Texas 78705 • (956) 778-3174

Monday, August 3, 2015

TSM Board of Operating Trustees
Texas Student Media
The University of Texas at Austin
P.O. Box D
Austin, Texas 78713

Dear TSM Board of Operating Trustees:

My name is William Smith and I am very interested in becoming a student member for the Board of Operating Trustees of Texas Student Media for the 2015-2016 term. As a fourth year public relations major and business foundation student I can contribute knowledge of public relations management efforts and as a former Student Representative on the Board of Directors for the Camille Lighter Theater, experience in working with a board to jointly oversee the activities of the organization.

As a major in public relations I have developed the skills to focus on strategic thinking, professional writing, ethical practice and innovative use of new media to prepare myself to become a professional communicator. Professionally, I want to use these skills to advocate for an organization that I feel strongly about through shaping public perception of the organization and increasing awareness of its works and goals. Through my experiences and education I plan to work toward the management of a performing arts entity. I would appreciate the opportunity to get hands on experience in operating TSM's assets and contracts for the benefit of the University community.

In addition, I was fortunate to have the opportunity to serve as a Student Representative on the Board of Directors for the Camille Lighter Theater, an opportunity that has given me the experience in overseeing an organization day-to-day functionality as well as experience in the management of a performing arts entity.

I would appreciate the opportunity to learn more about the position in addition to learning more about the media organizations whose fall under TSM. Please contact me at williamneils@utexas.edu for future correspondence. I look forward to hearing from you. Thank you for your consideration.

Sincerely,

William Neil Smith

WILLIAM NEIL SMITH

williamneils@utexas.edu

715 West 22 ½ Street Apt 206 • Austin, Texas 78705 • (956) 778-3174

EDUCATION

The University of Texas at Austin Major: Public Relations Minor: Business Foundations May 2016

DIS – Danish Institute for Study Abroad Academic Program: Cross-Cultural Communication August 2014 – December 2014

WORK EXPERIENCE

Texas Performing Arts January 2015 – Present

Campus and Community Engagement Student Assistant

- Assist Campus and Community Engagement department in planning, logistics, and implementation of master classes, workshops, and lectures for over 15 major events each semester
- Create marketing materials such as event signage, promotional literature and personal correspondence
- Maintain webpage by generating new content and archiving old
- Act as representative for Texas Performing Arts, which manages five performing arts venues including Bass Concert Hall

The University of Texas at Austin Office of Admissions December 2013 – Present

Senior Student Ambassador, Group Visit Assistant

- Lead campus tours and university-sponsored recruitment events, with over 35,000 visitors per year
- Answer questions regarding admission to the university on state wide outreach program and student panels
- Distribute marketing materials to prospective students, guests, organizations and those interested in the university
- Assist the Group Visit Coordinator in facilitating group visit requests for the Office of Admissions

The Long Center for the Performing Arts May 2014 – July 2014

Marketing Intern

- Assisted with developing and executing marketing strategies for promoting performances, program and services
- Coordinated outreach efforts to local businesses and organizations
- Wrote press releases, media alerts, mass email communication, blogs and social media posts
- Assisted in planning and executing special events centered around the All Summer Long series of free programming

LEADERSHIP EXPERIENCE AND ACTIVITIES

Camille Lightner Playhouse – Head Student Director of Summer Workshop Summer 2009 – Summer 2013

- Supervised 200 students 6-16 years old in two four-week long sessions focusing on theatre fundamentals such as acting, singing, choreography, stage craft, set painting, and costuming
- Directed four theatrical productions over the eight-week session

Camille Lightner Playhouse – Board of Directors Student Representative July 2009 – June 2012

- Served as the representative for the 1000+ youth of the non-profit Camille Lightner Playhouse Theater community
- Organized six yearly fundraisers to fund shows that totaled over \$50,000 - \$70,000 each year
- Coordinated several outreach events to increase the theater's visibility in the community

CLASS PROJECTS

Strategic Media Plan, The University of Texas at Austin May 2014 – July 2014

Team Member – Hooked on Media

- Researched the assigned client and given location to determine a target market for strategic media planning
- Created and pitched media plan focusing on objectives, communication platforms, strategies, budget and scheduling logistics with a goal set to reach 50% of target market
- Awarded Best Overall Campaign – Summer 2014

HONORS

- DIS International Scholar
Fall 2014
- University Honors
Spring, Fall 2013
- UGS Planning Scholarship
February 2013

TEXAS STUDENT MEDIA APPLICATION FORM
STUDENT BOARD MEMBER FROM MOODY COLLEGE OF COMMUNICATION
Term of Office: August 21, 2015 - May 31, 2016

This application and supporting materials must be submitted to the TSM Business Office (HSM 3.200 / William Randolph Hearst Building, 2500 Whitis Avenue) by **Monday, August 17, 2015 at 12:00 p.m.**

Applicants will be appointed at the TSM Board meeting scheduled for **Friday, August 21, 2015 at 1:00 p.m.**

Please plan to attend and discuss your application with the Operating Trustees.

Applicant Information

Victoria Otnold
Name

VA0263
UT EID


victoriaotnold@utexas.edu
Email Address

Advertising
Major

Applicant Attestation / Authorization for Release of Information

- 1 I will be enrolled as a UT-Austin student for at least 9 hours during the long session.
- 2 By the start of my term of office, I will (if an undergraduate) have completed 12 hours at UT-Austin with a GPA of at least 2.0 or (if a graduate student) have completed 9 hours at UT-Austin with a GPA of at least 3.0.
- 3 I am enrolled in the College of Communication and will have completed 12 hours of College of Communication courses by the start of my term of office.
- 4 I will not hold a paid or regularly scheduled position at Texas Student Media or its media units during my term of office.

I certify that to the best of my ability I have given true and accurate information concerning my scholastic and experience qualifications, and hereby grant permission for the Office of the Director, Texas Student Media, to verify said information. Further, I understand that this information will be provided to the TSM Board of Operating Trustees and will become part of the public record of TSM.


Signature of Applicant

8/15/15
Date

It is recommended that you include supporting materials such as a résumé and a personal statement outlining your qualifications and goals.

Personal Statement

This fall semester I will be an incoming junior and I am eager to become much more involved with not only my Advertising groups and activities but with the Moody College as a whole. I currently am a member of three honors associations, two of them being academic fraternities on campus. I have maintained a strong GPA with it currently being a 3.6 and have been on the dean's list both semesters of my sophomore year.

After completing many Advertising classes in Moody and prerequisite classes outside of the college, I have become very familiar with my classmates and peers and believe that I have a qualified representation of the students of my major. I am also an avid member of a spirit group on campus, Texas Royals. Through this group I have been able to embrace many others that come from various colleges across the UT campus through which I have come to develop a personal understanding of the goals and needs of the students that make up the forty acres. I know that being a member of the student board for Moody College will be a great opportunity for strengthening teamwork success and group decision-making as well as social interaction. Serving my school, my major, and my peers while learning so much valuable skills is what makes the student board so appealing to me and I would be grateful for the opportunity.

Victoria Othold
15818 Eldora Springs Court, Houston, TX 77070
victoriaothold@me.com
Ph: 832-628-3658

Professional Summary

Accomplished and energetic student with a successful history in digital and traditional arts. Motivated to combine my passions with the marketing world to optimize success. Possessor of excellent communication and time management skills who is capable of handling tasks with accuracy and efficiency.

Skills

- Great Communicator
- Skilled in Adobe and MS Office Programs
- Expert in Customer and Personal Service
- Great in Critical and Creative Thinking
- Punctual and Excellent in Time Management Skills
- Fast Learner and Determined
- Talent for the Arts that is Frequently Used

Experience

Nursery Teacher

Jun 2015-Present

Lakewood United Methodist Church

Tomball, TX

- Attend to children's basic needs by feeding them, dressing them, and changing their diapers.
- Prepare materials and classrooms for class activities.
- Attain skills necessary to identify the signs of emotional and/or physical problems and report.

Retail Assistant

May 2015-Present

Annie's Metal and More

Spring, TX

- Greet and assist customers as well as handling purchases.
- Assist and conduct storefront displays that led to a 50% increase in sales for the month of July.

Guest Service Specialist

May 2014-Jan

2015

Santikos Silverado IMAX

Tomball, TX

- Handle customer questions and complaints in persona and over telephone.
- Provide detailed information to guests about film and theatre concerns.
- Manage sales ranging from tickets to concessions and restaurant items.
- Maintain a clean and healthy environment within each auditorium and lobby.

Manufacturer

Feb 2013-Aug 2013

Terri K. Designs

Tomball, TX

- Monitor various designs and prepare for reproduction.
- Organize stock and prepare for shipment.
- Act as consultant to head designer and owner.
- Integral insight into small business productions.

Education

Bachelor of Science: Advertising

May 2017

University of Texas

Austin, TX

- *In addition to Advertising, pursuing a minor in Eastern European, Slavic and Eurasian Studies and a certificate in Business Foundations.*
- *Achieved Dean's List recognition the past two semesters and a member of Alpha Lambda Delta and Phi Eta Sigma honor societies as well as National Society of Collegiate Scholars.*
- *Avid member of Texas Royals, a philanthropic and spirit organization that raises funds for the Daryl K Royal Alzheimer Association. Participation in Dodging for DKR Fundraiser led to earning over \$1,000 for research.*

High School Diploma

Jun 2013

Klein High School

Spring, TX

- *Graduated top 7% of class. Ranked 61 in graduating class of 822.*
- *Member of National Honor Society and President of National Art Honor Society for two consecutive years, Vice President of Literary Club for two years.*
- *Completed 7 AP courses and 2 Dual Credit courses resulting in AP Scholar Awards.*

Community Service

- *Member, Junior Guild, a Charity Organization serving Harris County, Served on the Executive Board as Yearbook/Historian, 2011-2013*
- *Volunteer, Pearl Fincher Museum of Fine Arts, 2011-2013*
- *Volunteer, Explore UT, 2013-2015*
- *Member, Texas Royals Philanthropy Event Host, 2013-2015*

Achievements

Created logo designs for the Bearkat Bash, an annual high school fundraiser, and small start-up bakery business, Kip's Cocktail Cakes. Contributed to ENI Petroleum for Christmas fundraiser art and jersey designs used by riders in MS 150. Commissioned by regiment of U.S. Marines to create memorial piece for reunion event held in the Alamo, the piece now hangs in library at Marine base in Quantico, VA.

References

Terri Saxton, 832-851-5350

Courtney Walton, 713-826-8349

Jill Guettler, 281-797-1929

Anne Deering, 713-705-3225