

# Georgetown Public Policy Review

---

2012 GPPI Orientation Brown Bag  
Danielle Parnass  
August 24, 2012



# Presentation Overview

---

- About Georgetown Public Policy Review (GPPReview)
  - Who We Are
  - Mission
  - Organization structure
- 2012-2013 Goals
  - Executive
  - Editorial
  - Marketing
- Application Process



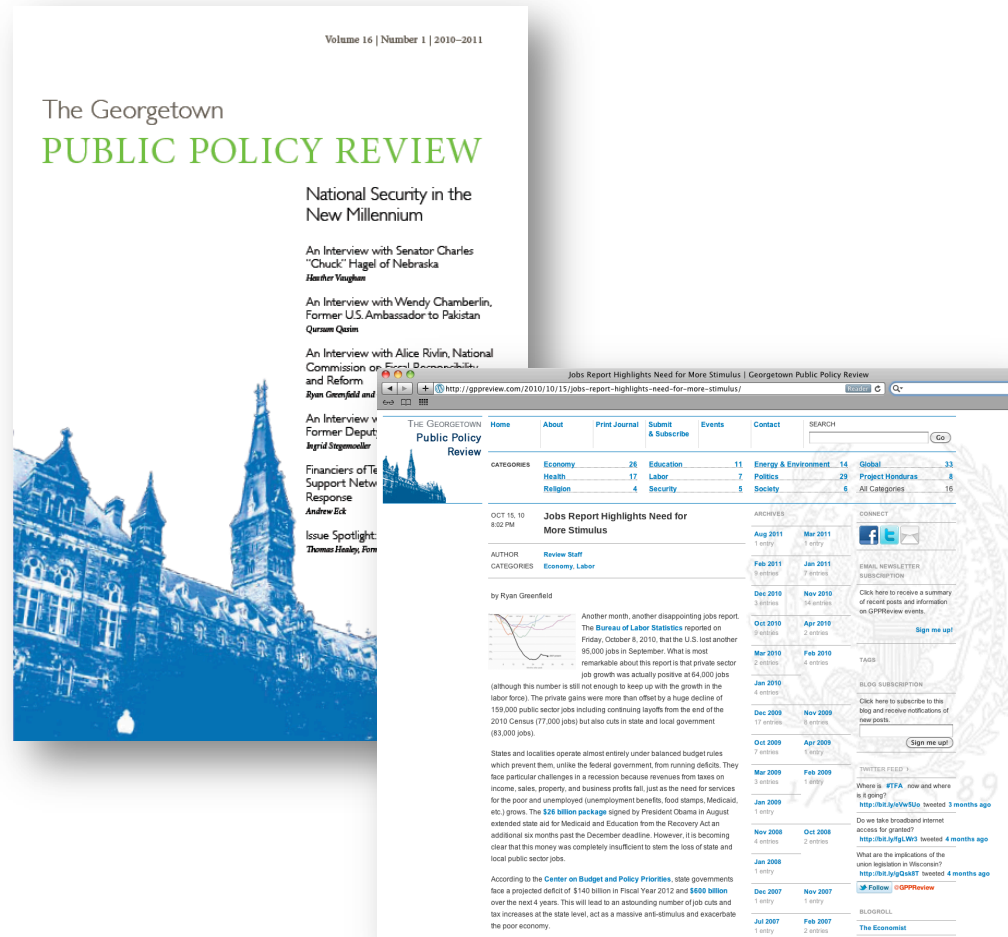
---

# ABOUT GPPREVIEW



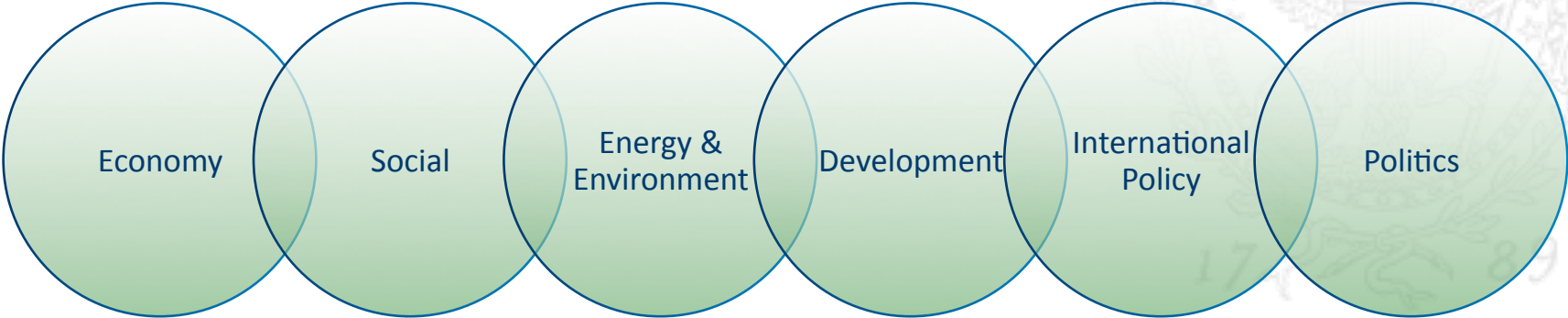
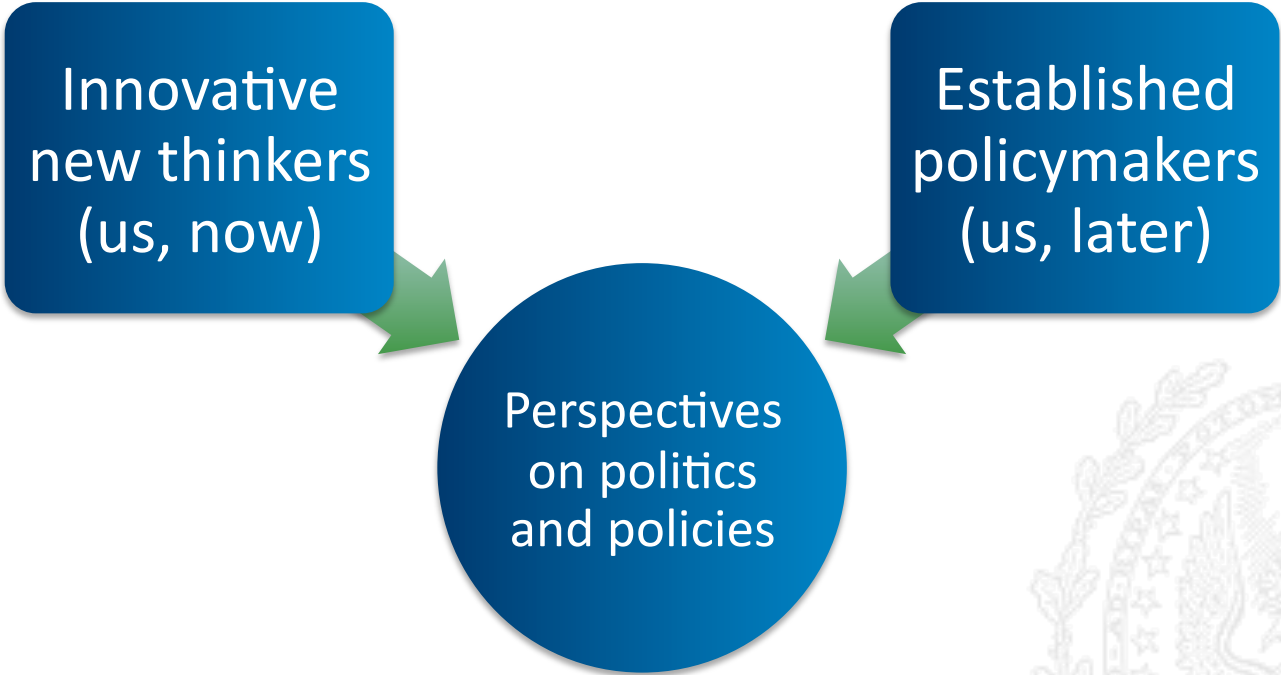
# What is GPPReview?

- Nonpartisan, student-run organization
- *The Georgetown Public Policy Review* print journals
- GPPReview Online  
[www.gppreview.com](http://www.gppreview.com)



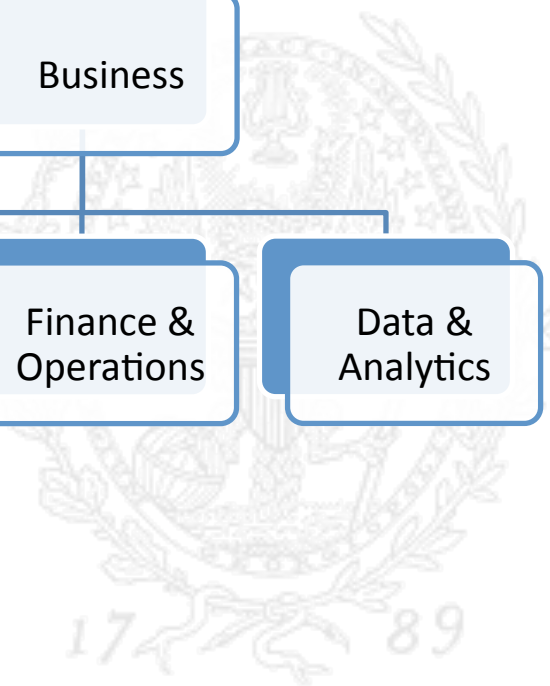
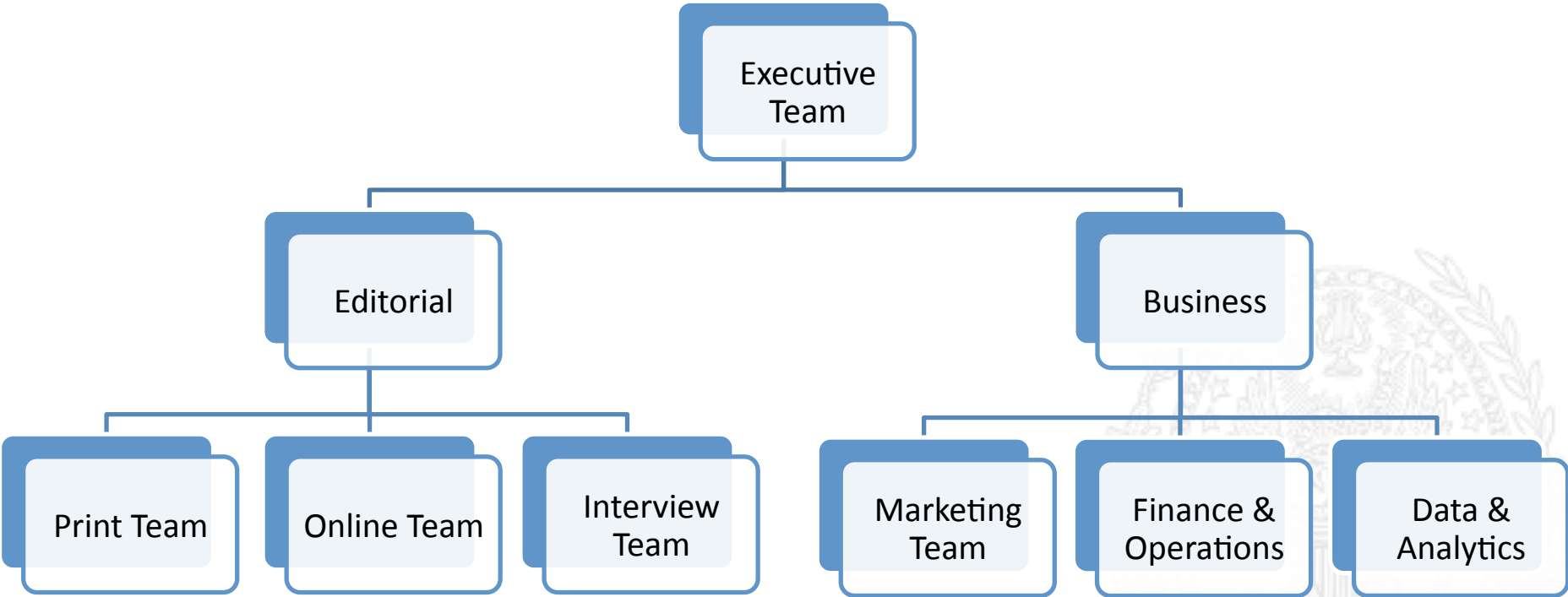
# Our Mission

---



# Organization Structure

---



---

# 2012-2013 GOALS



# Executive Team

---



- Publish high-quality journals and articles for policy community
- Promote the work of Georgetown University graduate students
- Expand GPPReview's audience
- Raise the profile of GPPReview and GPPI
- Provide a fun, challenging staff experience





# Editorial Teams: Print and Online

---

## *Georgetown Public Policy Review*

- Improve quality and quantity of research submissions
- Increase visibility and readership of *The Review*
- Adhere to strict academic and editorial editing standards
- Create collaborative, effective editing process

## GPPReview Online

- Improve caliber of analysis; original research and data visualization
- Increase visibility and readership of GPPReview Online
- Adhere to strict academic and journalistic editing standards
- Create efficient process for blog submissions and idea development



# Editorial Teams: Interview

---

- Maximize quantity of content, maintain quality
- Diversify interview content across policy, politics, and levels of government
- Engage GPPR readership to promote upcoming interviews
- Tap into GPPI resources to solicit interviews



17 89

# Marketing Team

---

- Increase online presence to raise awareness of all aspects of GPPReview
- Increase exposure of print, online, interview products
- Create social and professional opportunities for staff and GPPI students
- Strengthen communication within GPPReview to increase staff awareness



17 89

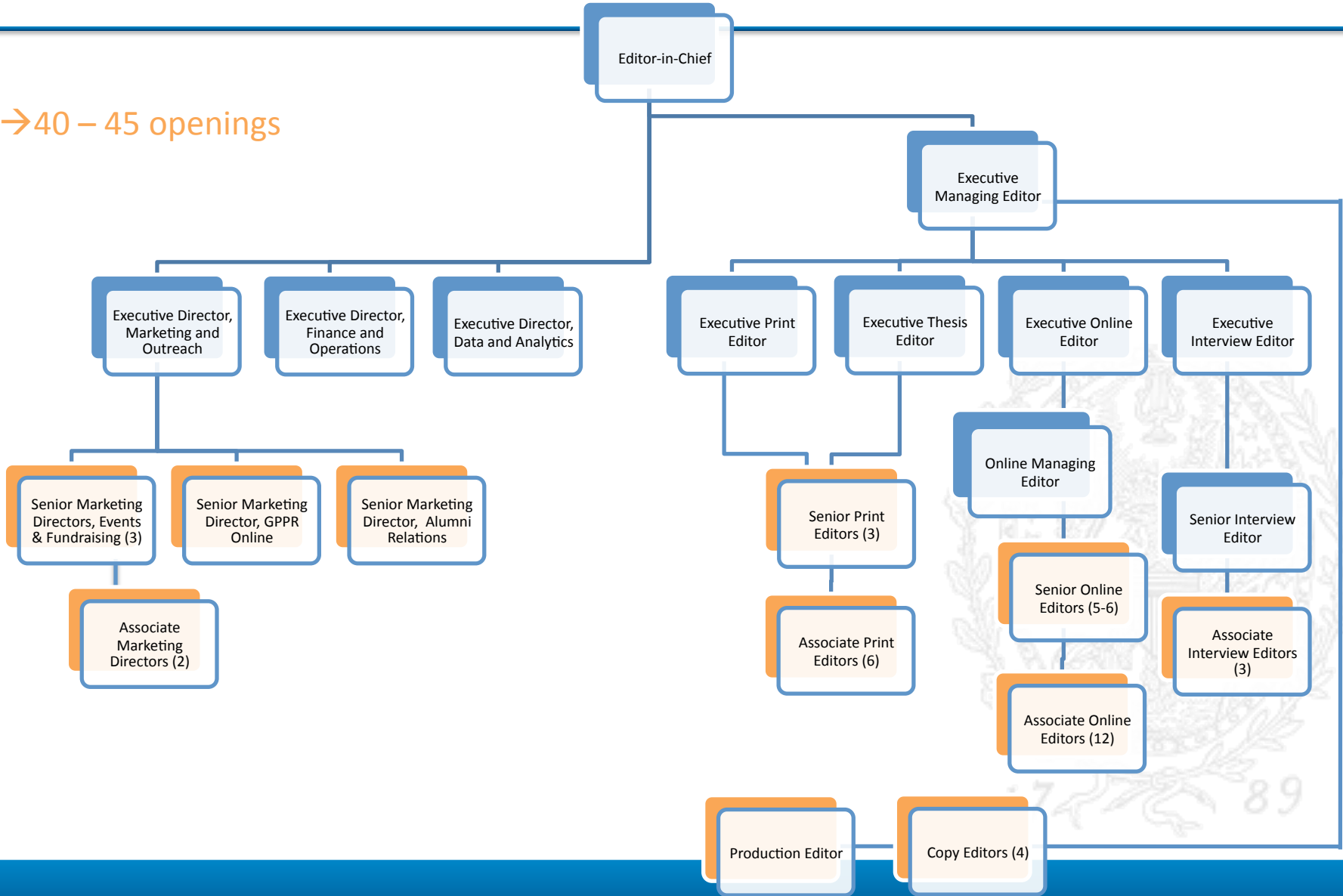
---

# APPLICATION PROCESS



# Staff Positions

→ 40 – 45 openings



# Open Positions

---

- **Print Team**

- Senior Print Editors (3)
- Associate Print Editors (6)
- Production Editor
- Copy Editors (4) (print + online)

- **Online Team**

- Senior Online Editors (5-6):
  - Domestic, International, Economy
- Associate Online Editors (~12):

- **Interview Team**

- Associate Interview Editors (3)

- **Marketing Team**

- Senior Marketing Directors (5):
  - Fundraising, Policy Forums, Print Journal, GPPR Online, Alumni Relations
- Associate Marketing Directors (2)
  - Fundraising, Policy Forums, Social Media



# Application Logistics

---

- Requirements

- Statement of Interest
- Resume
- Additional requirements
  - Online and Interview applicants: Blog post
  - Print applicants and copy editors: Editing test and writing sample
- Rank 3 positions; apply to top preference

## Timeline

Applications Open: Monday, August 27

Application Deadline: Friday, September 7

Senior Position Interviews: September 10 - 12

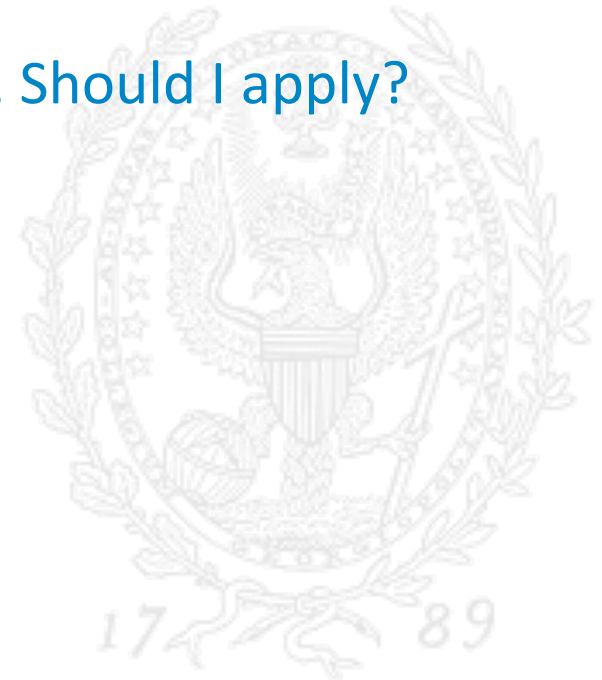
Offers Extended: Friday, September 14

All Staff Meeting: Wednesday, September 19

# Frequently Asked Questions

---

- I'm worried that I will be over committed. Should I apply?
- Can I apply to more than one position?
- I have no editorial or marketing experience. Should I apply?
- Other questions?





# Georgetown Public Policy Review

---

Thank you!  
Contact us: [info@gppreview.com](mailto:info@gppreview.com)

