**COJO Recruitment Video Pitch Format**

Your name \_\_\_Elise Heesch\_\_\_\_\_\_\_\_\_\_\_ For the \_\_\_\_\_\_Advertising\_\_\_\_\_\_\_\_\_\_\_\_ major

For **both** the COJO video & the major video, write a  
1. Tag line = (two or three words) **or** theme of pitch = (one sentence)

1. You are COJO.

2. Draft of proposed 15-second script (30 to 50 words)

a. We make communication and journalism what it is. Here you are more than just a student- you are COJO. Make connections and feel immersed in what we have to offer. Find a club, complete research, and join in on the action.

3. Description of video images to accompany script  
 a. Show images of people representing COJO at school events at SDSU and outside of SDSU/ in the community or in other states/ schools.

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Your name \_\_\_Elise Heesch\_\_\_\_\_\_\_\_\_\_\_ For the \_\_\_\_\_\_Advertising\_\_\_\_\_\_\_\_\_\_\_\_ major

For **both** the COJO video & the major video, write a  
1. Tag line = (two or three words) **or** theme of pitch = (one sentence)

a. Connect your dots with COJO.  
2. Draft of proposed 15-second script (30 to 50 words)

a. At the school of communication and journalism, students gain the tools needed to excel in their careers after college. All you need to do is link with us to connect your dots.

3. Description of video images to accompany script  
 a. Show students taking notes in class and finding opportunities outside of school like internships. There should be connect the dot graphics incorporated as well and show a transition of more dots being connected.