

**Channel 20 Intern Program – Position Description**

Number of Hours: 10-15 per week

“PUBLIC RELATIONS” Intern Position

Residence Life Channel 20 was created to help build a sense of community for the residents of University Housing by increasing awareness of campus events, student organizations, athletics, Residence Life programs and policy, and other opportunities to get involved. The intern program is designed to help support this mission as well as give students an opportunity to build upon their classroom skills with a dynamic field experience continuing to build the “Phlash TV” organization. Public Relations interns get involved with a wide range of activities including but not limited to: further build relationships with various organizations, help create opportunities to promote the station’s image and programming, preparing publications / news releases, and represent Channel 20 as appropriate.

QUALIFICATIONS

Public Relations Interns should have good interpersonal communication, public speaking, and writing skills and the ability to respond to students and staff in a positive manner. He/she must be willing to work as a team member to collaborate with other staff members, student organizations, and volunteer staff (this includes being able to attend the weekly Channel 20 staff meeting). Prior coursework / experience in communications and/or PR is preferred.

RESPONSIBILITIES

1. Help continue to build and maintain relationships between various organizations, departments and individuals while serving as a public relations representative for Residence life Channel 20.
2. Work closely with the PR Coordinator and other staff to help develop public relations and promotions strategies to enhance the image, culture, and overall awareness of the organization.
3. Compile news releases, newsletters, and advertisements that inform the student body of newsworthy events, programs, promotions, accomplishments, etc.
4. Help create opportunities (events, contests, etc.) to promote the station’s image and its programming; prepare composite evaluations following completion.
5. Attend/complete all meetings, workshops, and training sessions to maintain communication, increase skill level and learn new techniques. This includes regular correspondence via D2L and email.
6. Other duties as assigned, (e.g., assist with Web site, serve as a spokesperson, coordinate special guests in studio, manage events, lead brainstorming sessions, and create press kits).
7. Opportunities to get involved with other areas of the organization based upon time, interest, and/or necessity.

ADDITIONAL INFORMATION

- *First Semester worked-* course credit can be earned as approved by the student’s program advisor assuming job duties/expectations are fulfilled.
- *Additional Semesters worked-* If the intern has adequately fulfilled all necessary duties and expectations they are encouraged to return for an additional semester(s). Additional course credit is possible as arranged by the student’s program advisor. Some positions may be eligible for semester stipends

