



Position Title: Editorial Intern (Newsletter Articles & Blogs)

Department: Digital Communications

Internship Term: Summer (June 13 – August 10, 2017)

Position Description: i-SAFE Ventures Digital Learning, a non-profit organization, is seeking qualified high school students interested in gaining hands-on experience in digital communications as an **editorial intern**. The selected intern will **develop written content for newsletter articles and blog posts** focused on the core mission of iDrive; i-SAFE’s Youth Outreach and Empowerment Program for teens ages 13-17. Through iDrive, students in grades 8-12 investigate and address issues that impact their generation, and affect positive change in their communities—both online and offline.

This internship position is a valuable opportunity for students seeking a career involving digital communications. Jobs related to this internship position represent multiple college and career pathways.

Course Advisory: Eligible for AP English and/or Journalism; Minimum grade B in English or Expository Reading and Writing Course (ERWC)

Prerequisites: Workplace Readiness Training

Corequisites: Enrollment in CTE Internship Course (Fall 2017-2018)

Recommended: Course equivalent to JOUR 101: Multimedia Writing and Reporting

CTE Industry Pathways:

- Arts, Media and Entertainment (AME) – Design, Visual and Media Arts
- Marketing, Sales and Services (MSS) – Marketing & Advertisement

College Degree & Certificate Programs:

Local 2-year colleges offer degree and certificate programs related to this internship position and/or articulated CTE courses are listed below. College credits and courses may eligible for transfer to a 4-year University.

- [Journalism Degree](#)* (Palomar College)
- [Multimedia Journalism Degree](#) (Palomar College)
- [Public Relations Certificate](#) (Palomar College)
- [E-Marketing Degree](#) (Palomar College)
- [Communications Degree](#)* (Mira Costa College)

**Transfer Major in CSU system*

Sample Occupations: Copywriter, Columnist, Freelance Writer/Blogger, Online Journalist/ Multimedia News Writer, Editor, Publisher, Proofreader, Public Relations Agent, Web Content Production Planner/Manager, Broadcast Media Writer (TV/Radio), Communications Director

General Internship Information

Benefits of the High School Internship Experience

Internship experience provides students with the opportunity to:

- apply classroom knowledge and skills in a real-world work environment
- develop and strengthen workplace etiquette and skills
- build a resume, portfolio and professional network
- explore a career in a pathway of interest
- receive school credit and/or financial compensation

Internship Eligibility Requirements

During the academic year, applicants must meet the following requirements in order to be considered for the position.

- Qualifying high school junior or senior*
- Obtains teacher recommendation for the internship position
- Must show interest and be enrolled in course or CTE program related to the career path
- Maintains 3.0 GPA or above in CTE course or other related course as indicated
- Maintains overall 2.0 GPA or above
- Completion of workplace skill training
- Reliable form of transportation

**Sophomores ages 16 and over may be considered with teacher recommendation*

Required Workplace Skills

Candidates for this position must exhibit the following workplace skills:

- Demonstrates regular attendance and punctuality
- Arrives to work with appropriate attire, hygiene and demeanor
- Applies appropriate and effective communication etiquette in the workplace inclusive of verbal, non-verbal and written messages
- Maintains positive attitude under pressure
- Works diligently toward self-established goals
- Practices effective time management: ability to prioritize tasks and meet timelines
- Exhibits active problem-solving and decision-making skills
- Solicits and applies constructive feedback from peers and supervisors
- Demonstrates teamwork and collaboration
- Shows respect for others' timelines and the workplace environment
- Regards safety of self and others
- Responsible use of technology and workplace equipment
- Complies with workplace policies and procedures

Editorial Intern Roles, Requirements, and Responsibilities

Editorial Intern Role

The successful editorial intern works within the Digital Communications Department to develop intriguing, engaging, creative and original written content that effectively conveys the youthful brand voice of iDrive: witty, thought-provoking, vibrant, energetic and current. iDrive approaches debatable topics with balance and respect for multiple viewpoints. All written content must relate to the core mission of iDrive which is to educate and empower youth as 21st century leaders in a technology-infused society; to inspire teens to use the power of modern technology to speak out about issues that are important to them. iDrive editorial content may coincide with awareness months, relevant current events, youth-driven campaigns, and corporate initiatives in addition to iDrive program information and updates. Under supervision of the Director of Communication, the editorial intern will work interdependently with the Graphic Design department to produce correlating multimedia content, including layout and graphics, for digital distribution via the Web and e-mail. Supervisors and supporting team members provide feedback to ensure that written and visual content accurately conveys the brand image, voice, and core mission of iDrive.

Editorial Intern Requirements

Interns develop and strengthen knowledge and skills through experience. Basic job-related knowledge, skills and abilities are necessary to carry out responsibilities of this position:

- Basic computer and keyboarding skills
- Proficient in Google Applications (i.e. Docs, Sheets, Slides and Drive) and/or Microsoft Programs (i.e. Word, Excel and PowerPoint)
- Business communication etiquette
- Research skills
 - Gather relevant, accurate information from credible, reliable online sources
 - Source relevant, valid and current data points (statistics)
 - Distinguish essential information from non-essential information
 - Use proper source citations and attribution
- Writing skills
 - Compose well-developed written copy with effective organization, sentence structure and detail
 - Use of correct spelling, grammar and punctuation
 - Adapt writing style for a variety audiences and purposes
- Critical thinking skills
 - Investigate topics from multiple angles
 - Ability to evaluate multiple viewpoints
 - Clarify challenging ideas with accuracy avoiding oversimplifications
 - Effectively convey diverse perspectives while remaining unbiased
- Media literacy skills
 - Analyze and evaluate multimedia resources for messaging and purpose
 - Determine whether information is balanced or biased
 - Analyze and interpret data sets, and represent data in visual form (e.g. charts and graphs)

Editorial Intern Responsibilities

The editorial intern is responsible for creating daily posts that relate to one or more of the nine elements of digital citizenship. Successful interns stay informed on trending topics and current events, and use them as leverage to increase the number of readers and visitors to the iDrive website.

Duties and Tasks include:

- Maintain an editorial calendar for iDrive's bi-weekly newsletter and blog
- Brainstorm fresh, intriguing topics for newsletter and blog posts
- Source relevant and accurate information from credible and reliable online references as a basis for editorial content: research studies, news articles, current events
- Draft clear, concise and compelling newsletter articles/blogs that range between 300-600 words in length, and that draw upon target audience interests (ages 13-17)
- Use a variety of writing strategies to "hook" the reader in the subject line (e-mail blast), headline, and opening sentence
- Produce written content that is unbiased, thought-provoking, and represents original thought
- Effectively and accurately convey iDrive brand voice and image in written content
- Keep record of links to online sources of information; use proper attribution
- Effectively integrate hyperlinks within the article to appropriate websites and online sources
- Work with the graphic design department to incorporate multimedia into the publication
- Submit drafts of newsletter article to supervisor and supporting team members
- Incorporate peer and supervisor feedback in edits and revisions
- Collaborate with the graphic design team and other designated team member(s) to publish newsletter articles/blogs in different communication channels (i.e. e-mail blast; web publication)
- Confirm that the newsletter article/blog post has been published/distributed on the scheduled date
- Establish monthly goals for increasing the number of subscribers/readers and website visitors
- Work with designated team member to track and measure the outcome of newsletter campaigns and blog posts (i.e. number of e-mails opened, clicks, etc.)
- Collaborate with social media team to cross-promote content and engage audience
- Analyze, evaluate and report effectiveness of newsletter/blog campaigns (PowerPoint or slideshow may be required)
- Review and revise editorial calendar and plan to meet and exceed established goals

How to Apply:

1. Send your resume to i-SAFE via e-mail to interns@isafe.org. In the Subject line type "iDrive Internship" along with the title of the internship position for which you would like to apply.
2. An i-SAFE representative will contact you to schedule an interview.
3. Arrive to i-SAFE headquarters for your interview. Be on time and ready to shine!

Note: *Submitting an application does not guarantee acceptance into the program. Students must provide their own transportation to the internship worksite.*

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