



Position Title: iDrive Video Production Intern - Script Writer

Department: Media Department

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 with video production and/or broadcast journalism. Students receive the opportunity experience different roles within the video production process. Selected interns collaborate in the development of professional quality video content that effectively expresses the youthful brand image and core mission of iDrive; i-SAFE's Youth Outreach and Empowerment Program for teens ages 13-17. iDrive's mission is to educate and empower teens to use technology in ways that are effective, creative, responsible and wise. 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. iDrive's brand voice is witty, thought-provoking, vibrant, energetic and current.

This internship position is a valuable opportunity for students seeking a career in corporate, broadcast, technical, education and entertainment industries. 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; TV, Video & Digital Media Course #659401*

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

* CTE Course articulated with Palomar College Course RTV 120: Fundamentals of Television Production

CTE Industry Pathways:

- Arts, Media and Entertainment (AME) – Design, Visual and Media Arts; Production and Managerial Arts (Pathways A & C)

College Degree & Certificate Programs:

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

- [Video and Media Design](#) (Mira Costa College)
- [Digital Video](#) (Palomar College)
- [Radio & Television](#) (Palomar College)
- [Broadcasting](#) (Palomar College)
- [Public Relations](#) (Palomar College)

Sample Occupations: (include but are not limited to) Project Manager, Producer, Director, News Writer, Broadcast News Reporter, Anchor, Video Editor, Video Production Assistant, Camera Operator, Sound Engineer, Lighting Technician, Special Effects Technician, Public Relations Coordinator

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

Video Production Intern Roles, Requirements, and Responsibilities

Video Production Intern Roles

The successful intern collaborates with other video production team members in the Media Department to produce professional quality videos from pitch to post-production. Video projects may include one or more of the following: Broadcast News-Style Webcasts, Public Service Announcements, Short Form Documentaries, video excerpts (clips), viral social media content and promotional pieces for iDrive. Under supervision of supporting manager, video production interns may communicate and collaborate with other departments during various phases of production including Graphic Design, Education Department and the Social Media Team. i-SAFE Executives and Directors provide feedback to ensure that multimedia content accurately conveys the brand image, voice, and core mission of iDrive, and that video content serves educational purpose. Video content may also correspond with awareness months, youth-driven campaigns, and corporate initiatives.

Interns have an opportunity to experience various roles during each phase of the video production process. Interns may assume more than one role during the completion of a project depending on the size of the project and team.

Video Production Intern Roles include:

- Project Manager/Producer
- Director
- Researcher
- Script Writer
- Editor
- Storyboarder
- Studio & Technical Director
- Camera Operator
- Sound & Lighting Technician
- Teleprompt Operator
- Anchor/Reporter
- Video Editor

Video Production Intern Requirements

Interns develop and strengthen knowledge and skills through experience. Given that Video Production Interns assume various roles within the production process, basic job-related knowledge, skills and abilities are necessary to carry out responsibilities in a multiple positions:

- 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 using broadcast writing style
 - Use of correct spelling, grammar and punctuation
 - Adapt writing style for a variety audiences and purposes
- **Speaking and listening Skills**
 - Prepare for and participate in collaborative discussions regarding topics, texts and issues.

- Build on team members' ideas while clearly expressing one's own thoughts and ideas
- Pose and respond to questions related to topics and ideas
- Clarify, verify and challenge ideas and conclusions
- Evaluate point of view, reasoning and distinguish between evidence and rhetoric
- Present information with supporting evidence and reason with clarity and concision
- **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)
- **Problem solving skills**
 - Identify and solve pre-production problems relating to but not limited to video topic selection, script writing, selecting and contacting interviewees, and identifying shot location
 - Identify and solve production problems relating to but not limited to technical difficulties, casting, staging, lighting, and audio
 - Identify and solve post-production problems relating to but not limited to video footage quality and selection, graphic elements, special effects, transitions, and publication (upload into Vimeo)
- Proficiency with latest version of Final Cut Pro X Software
- Proficiency with technical equipment: digital video camera, audio equipment, lighting equipment, teleprompt, computer software
- Basic knowledge and proficiency with video recording techniques
- Basic knowledge and proficiency with video editing procedures and techniques
- Basic knowledge of video file types, dimensions and resolution
- File management skills: file backup, storage and organization, transfer (e.g. camera to backup drive)
- Basic knowledge of Vimeo upload processes, features and settings
- Understanding and use of General and TV Broadcast News Terms
Source: <http://people.uwec.edu/kapferja/02-Fall08/335/GlossaryofBroadcastNewsTerms.htm>

Role-Specific Requirements and Responsibilities

Video Production roles are determined by self-assessed strengths and weaknesses, team consensus and/or appointment by the Executive Committee. All students are encouraged to strengthen skills involved in each phase of the process by assuming diverse roles with approval from the supervising Executive. A description for each role and the correlating requirements are provided below according to each phase in the production process. Refer to the appended pages.

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 at your interview 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.*

Point of Contact: Teri Schroder
Phone: (760) 603-7911 ext. 12
E-mail: interns@isafe.org

Title: CEO i-SAFE Ventures
Fax: (760) 603-8382
Websites: www.isafe.org
www.idrivetvonline.com

Video Production Intern Role: Script Writer

Video Production Phase: Pre-Production

Description: The Script Writer provides the written material that the anchor/reporter and/or narrator will read during the video. The Script Writer collaborates with the Researcher to develop a script that is clear, concise, focused, accurate, and engaging by selecting factual information, anecdotes and statistics that best convey the central message or topic of the video. The Script Writer uses broadcast writing style and formatting, and remains unbiased and objective while addressing potentially controversial topics.

Requirements:

- Skilled proficiency in broadcast news writing style and structure
- Skilled proficiency in descriptive writing while avoiding sensationalism
- Effective use of active voice (vs. passive voice)
- Ability to “hook” the audience with powerful lead
- Awareness of audience interests and perspectives (ages 13-17)
- Proficiency or talent with writing for the ear
- Write with clarity, concision and accuracy of information
- Ability to elaborate on the central issue while retaining focus on the main thesis
- Incorporates effective transitions between scenes and ideas in the story
- Develops effective interview questions
- Draws clear, succinct and poignant conclusion that restates the thesis in a new light

Responsibilities:

- Use information provided by the Researcher to create an outline of the script
- Coordinate with the Researcher for additional clarification on information as necessary
- Develop the script with a conversational, objective and informative tone
- Avoid value statements such as “should” and “ought”
- Refrain from sensationalism and shock tactics “extremely,” “outrageous,” “terrifying”
- Write an effective lead into the script that entices the viewer that may take on the form of a statement and/or a leading question
- Write an introduction or overview of the topic with clarity and concision that incorporates each main point addressed in the body of the script (similar to thesis statement)
- Expound on the issue in the body of the script with relevant detail in a manner that is descriptive yet succinct
- Use effective transitions between scenes and/or facets of the topic in broadcast style

- Support statements with credible references and/or data sets in broadcast style and with proper attribution
- Draft interview questions for specific purpose (e.g. expert interview or “person on the street” type of interview)
- Develop a strong, compelling conclusion that summarizes main points, is thought-provoking and/or inspires action with relevant tips or information
- May work with Storyboarder to include production details in the script
- Review script with Editor, make final changes and submit to Director of Education for approval via e-mail using Google Drive