



Communication / Social and Media Relations Intern

The national public affairs television program, “Common Ground with Jane Whitney,” which began filming at Wamogo Regional High School in Litchfield, CT starting in May, is accepting intern applications.

The show, which covers the most critical issues facing the country, is produced by Conversations On the Green (COG), a local non-profit and is looking for passionate, creative, and innovative volunteers who will work to assist with all phases of the production, especially communications and operations.

The show, which is live streamed and then broadcast on PBS stations around the country, tries to foster continuing exchanges between Americans and nationally known experts. The discussions are designed to promote awareness and understanding of the complex issues that dominate the headlines and to shore up tolerance and unity through civic education and community engagement.

This internship is an opportunity to learn about current affairs and / or television production while working under the direction of COG team members and within protocols established by COG.

Responsibilities May include

- Assisting in planning, writing, and managing various types of content including press releases and event descriptions; assisting in organizing and filming programs; preparing shows for broadcast; and monitoring coverage of both the TV program “Common Ground with Jane Whitney” and COG in social, digital and legacy media.
- Creating and distributing content and posts for COG’s social media platforms Facebook, Instagram, Twitter, LinkedIn
- Executing the COG communication and outreach strategies on social media with potential stakeholders, funders and program partners
- Participating in the execution of COG marketing through events, the broadcast and or other Mission specific tasks.

Examples of assignments can be found at the attachment.

Qualifications

- Must be self-motivated, organized, detail-oriented, and be able to prioritize.
- Must have knowledge of social media platforms
- Must be an effective communicator, both written and oral.

- A desire to dive in wherever is needed
- Minimum semester commitment, with the opportunity to stay on longer

Terms

Summer, Fall, Winter, Spring (Hours Negotiable)

To Apply, please send your cover letter and resume via email with the subject line: "University of Hartford Intern Application", to Laura Neminski, Executive Director, at laura.neminski@cgjw.org

Thank you for your interest in Conversations on the Green and Common Ground!

UHart Intern Description

Examples of Responsibilities and Time Commitment

Social Media

Social media post copy, monitoring, posting to stories, updating events - 3 hours a week

Maintaining “Panelist Social Handles” document and researching social activity - 1 hour a week

Strategy meetings and check ins - 1 hour a week

A bit more about social media goals:

- Capitalize on interaction with panelists, social followers, etc.
- Building up a stronger day-of-event social media presence including live stories, video interviews with the audience, behind the scenes content, etc.
- Capitalize on the event to create a buzz about the production experience and uniqueness of the in-person event
- Build up audience attendance, participation, diversity, and engagement
- Also hoping to target outreach focused on political literacy

Marketing

Community calendar marketing distribution - 1 hour per week

Physical flier distribution - 1 hour per show

Building up brand awareness (FAQ docs, press kits about us, etc,) - 1-2 hrs a week

Writing for event promotion

Journalist outreach and coordination - 1 hr per week

Researching panelists - 1-2 hr per week

Writing bios for panelists 1-2 hr per week

Drafting press releases - 30 - 45 min

DAY OF SHOW TASKS - approx 3 HOURS on day of show event, usually one Sunday per month

Live tweeting, quote recording, Instagram stories, virtual team participation, photography, event support

Last updated 09/01/22