

## 2018-2019 Academic Year Bloomington Press Club Internships

If you have completed at least your sophomore year by May 2018 at Indiana University-Bloomington, and want an opportunity to:

- Increase your communications skills
- Establish contacts,
- Gain experience, and
- Serve the local community,

then, you are invited to apply for a communication internship at either **LifeDesigns** or **Shalom Center** (see descriptions on the next pages) for the 2018-2019 academic year. These two Internships are sponsored by the **Bloomington Press Club** in cooperation with the **United Way of Monroe County**.

**The stipend for the internship is \$1,000 for which 150 hours of work are required during the next academic year. That works out to about 5 hours each week.**

The work schedule will be arranged by the student and the agency. The candidates selected will be assigned a mentor to serve as adviser and liaison among the agency, the Press Club and the students. The mentor will hold an initial meeting with the students and the agency representatives where the work schedule/working relationship will be established by late August 2018. The mentor and the students will maintain contact as warranted throughout the internship. At the end of the internship, the students will submit a final written report on the internship experience to the Press Club. They will also be asked to attend a Press Club meeting at the end of April 2019 to describe briefly the internship to the members.

Position descriptions are attached. After reviewing applications and interviewing finalists in person in mid-April, the Press Club Internship Committee will select the interns.

Name \_\_\_\_\_ IU ID# \_\_\_\_\_

Major \_\_\_\_\_ Year in School 2018-2019 (underline one below)

Junior                  Senior                  Graduate Student

Local Address \_\_\_\_\_ Zip \_\_\_\_\_

Cell Phone \_\_\_\_\_ Email \_\_\_\_\_

**Please write a short statement** explaining what you are seeking in the internship experience and why you think you would be a good fit for either or both of the agencies.

**Send this application with your written statement and a current résumé (as one attachment) in PDF format**, to: Jack Dvorak, Bloomington Press Club Internship Committee Chair: [dvorakj@indiana.edu](mailto:dvorakj@indiana.edu) **Application deadline:** Saturday, March 31, at 5 p.m.

*Notification of Finalists: About one week after the deadline....*

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## **LifeDesigns**

LIFE*Designs*, Inc. wishes to participate in the Bloomington Press Club Communications Internship Program for the 2018 – 2019 academic year. A non-profit agency serving individuals with disabilities and their families in Monroe and surrounding counties, LIFE*Designs* is in the process of developing a strategic communications plan to address both internal and external communications. This will include social media, websites, printed materials, periodic newsletters for employees and donors, and media relations. We anticipate adoption of this plan prior to the end of the summer, with implementation no later than Labor Day, 2018.

LIFE*Designs* was formed through the merger of two community agencies, Options and Christole, in 2012. Each agency was well-established and well-known in the community having been in existence for more than 30 years. The newly created agency has not yet gained the recognition enjoyed by its predecessors, and has a renewed focus on branding and community presence.

### **Internship Goals:**

The intern will learn the value of utilizing multiple media as part of a strategic communications plan for a mid-sized non-profit agency. There is an opportunity to focus work on a single area (social media, website, print, newsletters) based on student interest, while learning how each area complements the other to deliver a timely and cohesive message and brand.

### **Responsibilities of the Intern:**

The intern will develop content based upon key points provided by LIFE*Designs* staff for use in communications materials. The intern will also have responsibilities to create or update the medium selected as a focal point of the internship, which may also include development or updating layout and visual presentation. As time permits, the intern will assist other LIFE*Designs* staff in modifying the content as appropriate for other media.

### **Supervision:**

Primary supervision will be provided by Ms. Stephanie Shelton, Chief Communications & Marketing Officer. Secondary supervision will be provided by Mr. Russell J. Bonanno, MEd, Chief Executive Officer.

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## **Shalom Community Center**

Classification: Internship, 2018-19

Hours: 150 hours

Supervised by: Executive Director

### **General Description and responsibilities:**

The primary purpose of the internship is to improve the public image of people experiencing homelessness, hunger, and poverty and of the work of the Shalom Community Center. A secondary goal is to expand communications with current and potential supporters to build our donor and volunteer base as we work to fund the full budget of the recently acquired Friend's Place overnight shelter.

### **Specific Responsibilities:**

- Work with the Executive Director and Board's media relations team to creating a media campaign that would be the focus of all communications.
- Interview, photograph, and record people experiencing extreme poverty and its associations or effects: hunger, homelessness, addiction, mental illness, chronic illness, etc.
- Develop stories that promote empathy and/or show success to present in various media formats.
- Develop content for and produce a monthly Shalom e-newsletter.
- Develop content for a quarterly print Shalom newsletter.
- Develop content for Shalom's blog.
- Work with the Development Director in composing three direct mail pieces (including hunger relief, Friend's Place Emergency Shelter, and end-of-year ask) as well as incorporating the media campaign into two or three annual events.
- Promote Shalom and poverty awareness events in various media formats.
- Seek out additional ways to spread positive news about hunger, homelessness, and poverty, and the work of Shalom.

### **Questions:**

Feel free to contact Forrest Gilmore, Executive Director, directly should you have any questions at (812) 334-5734 or [forrest@shalomcommunitycenter.org](mailto:forrest@shalomcommunitycenter.org).