

## **EMO COMMUNICATIONS INTERNSHIP WITH AMERICAN CANCER SOCIETY 2012**

**Title:** Communications Intern

**Person of Contact:** Please send all resumes, cover letters, and writing samples to Jamie Francis at jamie.francis@cancer.org

**Start Date:** January 2012

**Hours Per Week:** 15-20

**Expected Length:** 8-12 weeks

**Majors of Interest:** Public Relations, Journalism, and Communications

**Year of Intern:** Junior, Senior, Graduate Program

**Requirements:** Must be studying and have some knowledge of media and public relations, must have excellent communication and organizational skills, and should be proficient on the computer. Please provide Cover Letter and Writing Samples.

**Job Description:**

This intern will get first-hand experience with interviewing, writing, public and media relations, event promotion, and other general communications activities. He/She will be given specific projects to see through during their internship at the American Cancer Society. The intern will participate in Division Communications Team conference calls and learn what it's like to work at a non-profit agency with a corporate environment. The Internship should enhance the student's future career, allowing the student to develop competencies in the field to help them succeed in school along with helping to obtain a job after college.

**Mission Communication:**

- a. Work with Communications Director and Health Initiatives Director to identify a community in need of more PR exposure for programs and services.
- b. Work with Health Initiatives staff to develop PR strategy for programs and services within that community.
- c. Gather, write and pitch feature stories about programs and services to local media and utilize existing Division Communications Guidebook to pitch general releases on programs and services.
- d. Work with community's media outlets to obtain coverage – newspaper, radio, area newsletters, etc.
- e. Coordinate media interviews with volunteers/recipients and be a part of the interview when necessary.
- f. Monitor news coverage and follow up.

**Division Newsletters:**

- a. Contribute to Plains Talk, the High Plains Division quarterly newsletter by writing one story.
- b. Contribute to FOCUS, the weekly High Plains Division staff newsletter, when appropriate. Short write-ups of staff events, successes, campaigns, etc.

**Research Release:**

- a. Interview new Society-funded researchers and write a feature release on their work.
- b. Capture Q&A from researcher to go out to media along with the release.

**Awareness Campaigns:**

- a. Work with Communications Director and field staff to identify cancer survivors/patients to raise awareness during specific campaign months. (Mar–colorectal, May–skin)
- b. Gather, write and pitch feature stories to local media and utilize existing Division Communications Guidebook to pitch general releases on programs and services the patients used.

**Relay For Life Media Push:**

- a. Contribute to campaign by interviewing survivors, caregivers, or team captains to highlight personal stories in the media.

b. Write press releases based on their story, assistance they received from the ACS, and their involvement in Relay For Life.

Story Bank:

- a. Interview survivors who have filled out the 'Telling the ACS Story' form to gather more of their story.
- b. Enter stories, photos, and confidentiality agreement into database.

Other:

- a. Attend PRSA and/or CSPRC luncheons with Communications Director. Good educational and networking opportunities.
- b. Become familiar with the American Cancer Society's brand standard and [www.acsbrand.org](http://www.acsbrand.org)
- c. Other tasks as determined by the Intern Supervisor and Intern.