

Media Intern - 2024

Overall Goals for your internship

1. **Become confident in content production software including:**
 - Video assembly: Adobe Premiere Pro & Canva
 - Audio clean-up: Adobe Premiere Pro
 - Graphic design: Adobe Photoshop & Canva
2. **Hone skills for successful communication:**
 - Social media planning / prioritization of communication
 - File management & organization
 - Collecting resources for successful and legitimate content creation for your future use
 - Mass-emailing / newsletter: Mailchimp
3. **Become acquainted with the field of STEM-communication**
 - Ex: Learn how to edit & organize a STEM-professional's work using design hierarchy
 - Learn how to keep the general public in mind
4. **Learn SEO practices for organization's visibility**

Weekly Hours: 10-20 (during semester), 30-40 (during summer).

Location: 100% remote. Sci4Ga has co-working space in Atlanta and interns are welcome to join us there.

Rolling start and end times.

Pay depends on Sci4Ga funding status.

Items needed:

1. Desktop computer access; otherwise a gaming laptop
2. Memory & storage space

Skills needed:

1. Computer literacy
2. Working knowledge of creative software
3. Attention to detail: aesthetics and grammar
4. Time management
5. Takes constructive feedback and put it into action
6. Independent research skills

Skills that will be gained

1. Content creation
2. Design thinking
3. Marketing practices
4. Science communication
5. Public outreach
6. Newsletter creation & general communications

Action Items and Deliverables

Get Trained & Onboarding

During onboarding we will go over paperwork and other policies and procedures.

Over the course of the semester – all Sci4Ga interns will receive science communication training.

Weekly Work Details

All interns have a weekly meeting with their supervisor. Here they will discuss their progress toward goals, plan for the upcoming week, and issues blocking progress. This will also be a time for interns to ask questions and receive career building mentorship.

All interns participate in the weekly Sci4Ga all hands meeting where everyone shares a quick update on progress, and we brainstorm our way through questions.

Pre-Production

Participate in the running of monthly shows. Set up equipment for successful post-production: including a Sony Camcorder, Zoom H4n, bluetooth or venue microphone and speakers, plus cable managing. Engage with guests and presenters; especially repeat guests. Practice logistics and prioritization of tasks.

Short-Form Video Production (Post-Production)

While editing lectures, taking note of timestamps of attention-grabbing clips for social media. Recording subject changes for timestamped “chapters” on YouTube. Creating shorts in 9:16 ratio (vertical posts).

Long-Form Video Production (Post-Production)

Science for Georgia keeps a YouTube account to disseminate scientific information accessibly and free to the public. Deliverables will include long-form video presentation (mainly Atlanta Science Tavern) and closed captions. You will create a video entirely from scratch, from pre-production to post-production.

Graphics & Audience Engagement

Collaborate & gain valuable critique from a design professional on communicative graphics and copy language. Design campaign materials for Fall Fundraising Campaign to be scheduled on Buffer. See your impact come to life online even after your internship ends! If time allows, learn newsletter best practices.

Analysis and Record-Keeping

Recording & analyzing social media performance. Develop understanding of file/data transfer for collaborative efforts.

About Science for Georgia

Science for Georgia is a 501c3 dedicated to bridging the gap between scientists and the public through training, outreach opportunities, and direct contact with the public, policymakers, and the press. Science for Georgia highlights how science can impact people's lives and advocates for the responsible use of science in public policy.

Questions, please reach out to Frankie.Green@Sci4ga.org

To apply, please send a resume, cover letter, and media sample to Frankie.Green@sci4ga.org