



KDRT Social Media Intern Description

Company: Davis Media Access
Address: 1623 Fifth Street, Suite A
Davis, CA 95616
Phone: (530) 757-2419, 757-2938 fax
Contact: Jeff Shaw (e-mail: jeff@davismedia.org)
Production Manager & KDRT Station Director

Calendar Period: Ongoing. Please apply if you are interested.

Background:

Davis Media Access is a non-profit organization offering community television, radio, and online local content to the Davis community and beyond. Our mission is to enrich the community by providing alternatives to commercial media for local voices, opinions, and creative endeavors.

KDRT 95.7 FM is a volunteer-programmed, low-power (100 watts or less) noncommercial radio station. Our mission is to entertain, inspire, and enrich listeners through an eclectic mix of musical, cultural, educational, and community affairs programs and services. Our station acts as forum for people and issues that typically lack media access and promotes positive social change.

Davis Media Access oversees management of KDRT 95.7 FM and offers internships within DMA specifically for promotion, publicity, production, or programming of KDRT 95.7 FM.

Internship Description:

Through this four-month, non-paid internship, interns gain hands-on experience and exposure to many aspects of online community media promotion and publicity. Specifically, this internship is supervised by the DMA Production Manager and KDRT Management Team and focuses on time-sensitive tasks such as the following:

- Attend monthly KDRT Management Team meetings (typically second Tuesdays at 6pm)
- Research and create social-media content, publishing regularly to Facebook and Twitter
- Publish events and activities to online calendars, helping to maintain the master calendar list of contacts and links
- Help manage kdrt.org blog posts, promoting online and via social media as needed
- Assist with DMA special projects and events

Minimum Qualifications

- Able to commit 3-6 hours per week throughout the 4-month program
- Self-motivated and able to work independently with minimal supervision
- Dependable, reliable, responsible, and mature
- Able to work well with a diverse group of people
- Able to demonstrate excellent written-communication skills along with computer and Internet know-how
- Able to demonstrate an aptitude for social media, including Facebook and Twitter, and collaborative web tools, such as Wikis and Google Calendar

Class/Age Level

- 16 years and older

Benefits of Interning with Davis Media Access

- Hands-on experience with community media
- Development of marketable career skills
- Opportunity to work in a friendly, relaxed environment

Internship Work Schedule

The internship can be demanding, with weekly deadlines. Each intern schedule will be determined in conjunction with the DMA Production Manager and KDRT Management Team, depending on the availability of the intern and other staff, volunteers, and interns of DMA.

Generally, the KDRT Social Media Intern can expect to work three short shifts per week at DMA during operating hours—T-W-Th-Fr, 10am to 6pm—or occasionally from home.

Application Process

If you are interested, *please submit a resume OR a brief letter or email with your contact information and describing your qualifications, any related coursework or hobbies, and any personal goals related to the internship.*

Academic Credit Information

Interns may elect to earn credit through participating educational institutions. Check with the appropriate advisor at your school or ask DMA's Production Manager.

For more Information:

Contact Jeff Shaw, DMA Production Manager, at (530) 757-2419 ext. 14 or via e-mail: jeff@davismedia.org