

Internship Program Flow: A Proposal

Notes from conversation on 7.16.24

CHALLENGE

Interns are too isolated and thus not fully embedded in the content experience. How do we break this barrier physically and creatively?

SOLUTION

A new month-long workflow that brings interns together to brainstorm, discuss, learn, and create content. They'll start by learning key skills to build an even knowledge base, then focus first on social media before working up to long-form projects and/or digital campaigns.

Program Timeline at a Glance

Week	Focus	Key Activities
Week 1	Kickoff: Brainstorm & Training	Day 1: group brainstorm & project assignment. Day 2: hands-on skills training from each department.
Weeks 2–3	Content Creation	Students build their projects with WKAR staff support, plus weekly check-ins with Bobby.
Week 4	Review, Finalize & Delivery	Day 1: review & feedback. Day 2: finalize. Day 3: staff distribute finished content.

Week 1: Interns Meet with Jordan & Bobby

Day 1 — Brainstorm & Assignment

- Jordan and Bobby list out all possible topics, ideas, upcoming events, themes, and needs for the following month.
- Other departments with student needs are invited to join and pitch their projects to the students.
- As a group, students brainstorm the content they want to focus on for the next two weeks, then form groups to create it.
- We discuss strategy, format, timeline, process, expectations, check-ins, etc.

Day 2 — Training

- Someone from each department teaches the students a skill — why it's important, how to do it, how to practice it, and available resources.
- **Topics for training sessions:** writing metadata (i.e. writing for social media), photography, graphics, Adobe Premiere 101, writing an email, content distribution, resume writing, job application, interviewing, etc.

Weeks 2–3: Content Creation

- Students work on their projects, reaching out to WKAR staff for support when needed.

- Students have weekly check-ins with Bobby to review progress and ask questions.

Week 4: Review, Finalize & Delivery

Day 1 — Review & Feedback

- Bobby and project leads review content and provide feedback to students.
- Students have time to edit and finalize their project.

Day 2 — Finalize

- Students finalize their projects and deliver them to project leads.

Day 3 — Content Distribution (Staff)

- Production adds finished content to Media Manager.
- Jordan pushes content on social, website & YouTube.