

Title	Public Relations Intern
Learning Objectives	To provide intern with on-the-job training and experience in public relations field.
Responsibilities	<ul style="list-style-type: none"> ▪ Assist with writing press releases and fact sheets as needed. ▪ Assist in generating and pitching zoo stories as requested. This includes writing a news release/pitch letter, targeting media, and pitching the story. ▪ Assist with writing media alerts and distributing to media as well as follow up and contacting media for events. ▪ Assist in distribution of news releases and making follow up calls when appropriate. ▪ Escort media in the park, including on weekends. ▪ Answer phones. ▪ Assist in filling media requests for interviews, releases, images, b-roll, etc. ▪ Track media placement, paste clips, and distribute this information to management team. ▪ Assist with special events on weekdays and weekends.
Requirements	<ul style="list-style-type: none"> ▪ Have completed at least two years of college at an accredited institution or have equivalent life experience ▪ Have maintained an overall C+ (2.5 out of 4.0) GPA or higher ▪ Possess excellent writing skills (provide writing samples). ▪ Previous journalism/media relations intern experience preferred. ▪ Be willing to commit to a 12-week internship. ▪ Commit to an 8-12 week internship, which is unpaid. Scheduling can be somewhat flexible to accommodate applicant's coursework or other employment commitments.
Wage Rate	unpaid