

Job Posting

Great Lakes Now Internship

Who We Are:

WTVS Detroit Public Television (DPTV) is the viewer-supported PBS member station serving the nation's 11th largest television market. We operate Channels 56.1, 56.2 and 56.3, and are carried on cable and satellite systems throughout Southeast Michigan and over a thousand communities in Canada. We also operate WRCJ 90.9 FM, the classical and jazz radio station licensed to the Detroit Public Schools. Our vision is to educate, entertain and inspire, in partnership with our community.

DPTV is notably active in the community producing local programs that showcase arts, culture, news and analysis; and educational outreach campaigns that use the power of media to provide knowledge and understanding.

Detroit Public TV is built on relationships, and fosters the relationships it has with employees. We are committed to providing a creative and professional work environment with comprehensive benefits to support a positive work environment. We strive to maintain a diverse workplace representing the communities that we serve.

We are actively pursuing dynamic and diverse team members to join us in the role of Great Lakes Now Intern in Detroit, MI.

What You'll Do:

The Great Lakes Now Intern will support the GLN staff in all phases of our projects.

Essential Functions:

Interns will get practical and realistic hands on experience in one or more of the following functions:

Instagram Account Management: Creating stories/photos/vids and text from segments, stories, show production, etc. for Instagram account. Assist with developing Instagram plan for GLN and create "playbook" for Instagram needs and "best practices."

Digital Video Production: Help create short videos from show segments (that capture audiences in 8 seconds) for social media, e-newsletter distribution.

News Reporting: Research, report and write stories for publishing on the site. Assist with research and pre-production for monthly show.

Digital Asset Creation: Creating visual elements for site both in conjunction with stories and to stand alone.

Digital Marketing and Promotional Support: Re-organize and develop digital mailing lists; Create lists of social media groups/Twitter lists/etc. covering 2 provinces/8 states/Water experts and advocates nationally. Assist as appropriate with events.

Digital Content Management: Analyze site and make recommendations for site architecture, content organization and other digital practices. Research similar sites and create comparison template. Develop recommendations for better SEO, searchability on site, and use of visual elements while maintaining commitment to journalistic integrity.

Visual Archiving: Create functional archival system for video for multiple platforms and photos for website.

Skills:

- Excellent oral, written, and organizational skills
- Familiarity with Microsoft Word, Excel, Outlook, Adobe Premiere Pro and Media Encoder
- Excellent online research skills
- General sense of administrative management
Familiarity with television production preferred

Qualifications:

- Enrollment in a university or vocational tech training program or recent graduate
- Pursuing broadcasting, film, video production, telecommunications, communications/journalism, or business/marketing degree preferred
- Ability and willingness to work 16- 20 hours per week, minimum 3 day

What You'll Get:

- Opportunities to participate in personal and professional development programs.
- Opportunities to serve our mission and community.
- Great work environment.

Intern applicants must be currently enrolled at a college or university, or have recently (within past 6 months) graduated with a relevant degree. The internship program is unpaid and focused on education and training.

How to Apply:

Send resume and cover letter to: greatlakesthemesemester@umich.edu

Detroit Educational Television Foundation, d/b/a Detroit Public Television and WRCJ FM 90.9, is an equal opportunity employer committed to a culturally diverse workforce. All qualified applicants will receive consideration for employment without regard to race, color, religion, national origin, gender, sexual orientation, gender identity, age, disability status, marital status, military status, or protected veteran status. Employment decisions at Detroit Public Television will be based on merit, qualifications, and abilities. The specific statements above are not intended to be all inclusive.