

Internship Posting Fall, 2017

<b>Organization name</b>	The Family YMCA
<b>Mentor/Contact name</b>	Diana Martinez and Jocelyn Chapman
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<b>Organization website</b>	Laymca.org
<b>Describe your organization</b>	The Y is a charitable nonprofit, established in 1955, dedicated to building community health by focusing on youth development, healthy living and social responsibility. Through fundraising we ensure that no one is turned away for inability to pay, which ensures that all have access to programs to help them have healthy spirit, mind and body.
<b>Internship title</b>	Videographer/film
<b>Specific days/hours (if applicable)</b>	Flexible to work with student; preferably M-F at times between 8am-5pm; however some assignments will be beyond those hours as mutually agreed upon.
<b>What will the student learn from the internship?</b>	The student will learn the concepts of using video/film to create powerful stories and messages for marketing purposes; basic marketing concepts; branding compliance; teamwork and cooperation.
<b>What does your business need that a student intern can impact?</b>	We need to document through video/film stories of impact and importance; of lives being changed and affected through health or connection that will convey the importance of The Family YMCA in the community. This position will do more that record activities, but will be conveying stories of import.
<b>What project(s) will the intern work on?</b>	The student will plan and execute the documentation of at least 5-10 stories of import, working with mentors, to capture and convey how the Y has/is making a difference in the community. We may also include a specific "campaign" story to forward the concept of philanthropy and "giving" to the Y so that all who need access, may come to the Y. The potential of creating a commercial for the Reel Deal may also be project.
<b>What skills are required for this internship?</b>	Excellent videography and editing skills; story conceptualization; a cooperative attitude; the ability to take direction and provide input and feedback.
<b>What final deliverables will the student produce?</b>	The student will deliver 5-10 videos for use on the website and other mediums that will convey powerful stories of impact about the Y. The videos/film may be used by the Y in various communication mediums-website, Facebook and advertisements.
<b>How would you describe the primary purpose of this project? (Select one)</b>	Computer Science/IT Science (Biology, Chemistry, Environmental) Marketing/Communications Project Management Accounting/Finance

	Other
<b>If "Other", please specify</b>	<a href="#">Click here to enter text.</a>
<b>Any additional information you would like to share?</b>	We desire a highly motivated (someone who wants to do this!), committed (someone who will show up and engage!); and confident (someone who wants to learn and DO!) individual.