



**NYC Department of Education
2016 Summer Internship Program
Project Form**

INTERNSHIP TITLE:

Press Intern

DIVISION/OFFICE:

Office of Communications and Media Relations

ADDRESS:

52 Chambers Street

OFFICE DESCRIPTION:

The Press Office is engaged in fast-paced, strategic work to publicly communicate and amplify the DOE’s priorities. This includes crafting narratives and announcements around Department policies as well as crafting rapid responses to reporter requests, arising crises, and external narratives about the Department.

INTERNSHIP RESPONSIBILITIES:

- Assist in developing and pitching positive story ideas
- Compile daily and weekly DOE news clips
- Work with senior DOE officials and across City agencies to develop communications strategy and press releases for new policies and programs
- Shadow all Press Office members to develop a full sense of the office’s responsibilities and priorities
- Conduct research, build databases for Press Office use
- Help to oversee and facilitate media coverage at DOE’s 1800+ schools
- Help to coordinate and staff DOE events
- Assist social media team in amplifying positive news coverage

QUALIFICATIONS/SPECIAL SKILLS/AREA OF STUDY:

The office is a particularly good fit for a social science or liberal arts major, including those studying political science, public policy, or communications. Some prior experience or demonstrated interest in politics or political communications is welcome, but not required.

Applicants must demonstrate strong writing ability.

SALARY INFORMATION:

This is an unpaid internship.

ADDITIONAL INFORMATION/COMMENTS (Optional):