

**Project Look Sharp** is Ithaca College's award-winning educational outreach initiative in the School of Humanities and Sciences. We are a nonprofit **on-campus organization** that supports media literacy integration into K-College classrooms by providing media literacy materials, curricula, and workshops for educators. Join our **on-campus** team to help develop and promote critical thinking and media literacy skills for the next generation.

We accept interns from all majors and offer between 1 and 2 credit internships, however if you would like 3 credits, please indicate that on the application and we may be able to accommodate your request. (We do not offer paid internships.)

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## Fall 2017 Internship Descriptions

### Promotion and Marketing (4 Internship Opportunities)

Gain skills and experience in marketing and promotion and an understanding of media literacy by working with our media expert Ari Kissiloff and a small team of interns to implement a promotion plan for Project Look Sharp. The internship includes the following concentrations to choose from:

#### -Concentration 1: Database and Website Marketing

- Research and contact new and existing target groups for specific marketing campaigns
- Analyze website presence and initiate outreach proposals based on research
- Learn to use Filemaker and create scripts
- Craft emails to media literacy and education contacts
- Post existing educational lessons to websites
- Research, propose, and implement additional promotional activities

#### -Concentration 2: Design Marketing

- Design, create, and update promotional flyers and advertisements via InDesign, Photoshop, or I-works
- Use and learn Constant Contact cloudware and analyze outreach data
- Research, propose, and implement additional promotional activities

### **-Concentration 3: Social Media Marketing**

- Implement, grow, and advise on our existing and future social networking outreach initiatives (Twitter, Facebook, LinkedIn, YouTube, etc.)
- Help create and update “This Day in History” automated twitter database
- Learn to use Google Analytics and present data to the PLS staff
- Research, propose, and implement additional promotional activities

### **-Concentration 4: Media Outreach Marketing**

- Develop a media outreach plan and timetable for the semester
  - Design, draft, send and follow-up on communications to different media outlets
  - Coordinate marketing efforts with Ithaca Media Relations for press releases
  - Learn to use Filemaker
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Apply Now

**Multiple ways to apply**

**<http://www.projectlooksharp.org>**

1. Online Form: go to our website and select “Internships” from the left menu bar.
2. Hardcopy form: download the form from our website and return to:  
looksharp@ithaca.edu or 104 Williams Hall.
3. Pick up an application from 104 Williams Hall & return it to the same office.

#### **CONTACT:**

For additional questions please contact Sherrie Szeto  
sszeto@ithaca.edu, or call our office at 274-3471