

# 6 Month Content Plan

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**Organization:** The Journalism Internship Department

**Frequency of Newsletter:** Once a week

Due to the amount of internships and opportunities that arise, it would be beneficial to send the newsletter once a week. The students that previously received emails about these opportunities would get 4-5 individual emails a day (25+ e-mails a week). This can get excessive and be bothersome to people. Getting a newsletter once a week with these opportunities will help consolidate the emails and make it more likely that people will check it. One full time employee is hired to find opportunities and handle connecting students to internships. Once a week is manageable if he adds 5 slots a day into constantcontact.com.

**The Goal:** Get as many people as possible who receive the newsletter to find or apply for an internship. By using constantcontact.com and having a newsletter the sender can, in the least, see who is opening the email and how many people are clicking on the links. This will help to decide if the current newsletter format is working so that the sender can gauge what they need to change in order to increase participation, and in turn, internships.

## **Month by Month Plan:**

**Feb:** In February there should also be a little excerpt at the bottom of a quote or experience someone had interning that they would like to share. Quotes like this help encourage people to start looking for internships or applying for more. It also gives them insight into what it would be like after they intern.

**March:** Have a showcase of clickable intern's selfies that take you to their bio on the Journalism internship page. There they can explore experiences others have had.

**April:** The newsletter could feature a different employer every week who has had interns. They could talk about the benefits of interning and what they look for. It's good to get a mix of perspectives that are not just students.

**May:** This issue could focus on summer internships and how to make the most use of your summer. This would include links to volunteer opportunities around the city with local businesses and class suggestions to take in the summer that would be helpful for your major/ interning experiences such as computer classes and resume builder classes.

**June/July/August:** Newsletters can come once a month during the summer. These newsletters can help showcase classes one should take when coming back to school that could help them in their major. It should also include local places that are looking for interns when coming back. In June, there should be a video interview of someone who got an internship through finding it on this newsletter. The video should be showcased at the top since people will see it. This video will excite people and hopefully encourage them to want to start applying that summer for fall internships.

**Sept:** This issue will feature students that studied abroad and interned or were out of state. Showcasing these students shows those that are reading that internships are not only in Iowa and one can travel and go to exciting places if they take the time to apply to the offers on the newsletter.