

# **The Digital Media Internship Program**

**Hybrid Program  
June – August**



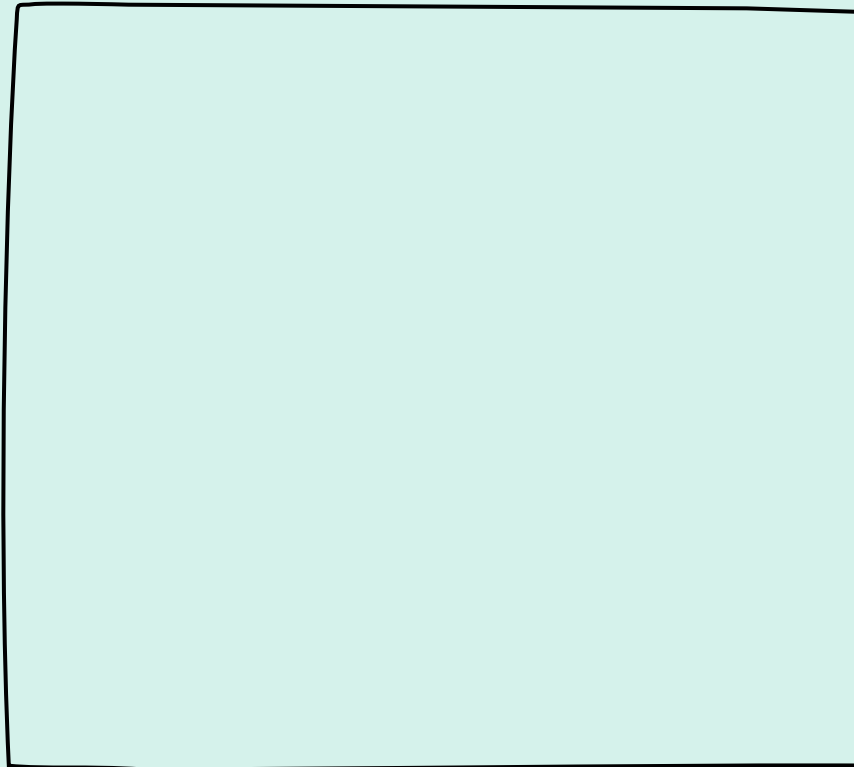
**GARDEN CITY NEW YORK MEDIA**  
bringing the community to you

## **Basic Orientation**

**Date: TBD**

**Time: 11:00am – 4:00pm**

# REGISTRATION



Letter of Acceptance



W-9 Form



GCNYM T-Shirt Acknowledgment



FAQ



Time Record

# What is an internship according to GCNYM?

An internship is more than a part-time job or volunteer position, but rather a short-term, hands-on, supervised work experience with our digital media team that is designed to increase a student's knowledge of a professional career field through significant learning objectives. The experience is an extension of the classroom: a learning experience that provides opportunities for applying classroom concepts in the workplace setting.

- You will receive quality training by a supervisor/mentor who possesses expertise directly related to the intern's responsibilities.
- The experience will provide you with exposure to multiple aspects of the digital media industry.
- A job description will be provided that includes a detailed explanation of duties and/or projects, required skills or qualifications, minimum number of hours per week.
- Clerical or nonprofessional tasks will comprise no more than 20% of your responsibilities.
- You will be provided with an appropriate work-space and resources required to complete assignments.

# Internship Program Outlook

## **ORIENTATION:**

- A thorough onboarding and orientation process. All expectations and goals are clearly established.
- Review policies/procedures and how the organization operates. This set you up for success in your new role.
- Introduction to your mentor and the team you will be working with. (Communicate to the team the responsibilities of the intern in order to facilitate success for all.)

## **SUPERVISION:**

- Maintain an open channel of communication with you. Not every intern will need the same type of support and supervision. It's important to understand what motivates you and how you prefer to be recognized and receive feedback.
- Be flexible with your schedule and needs. (Interns are still students who may be taking courses during the day or evenings, holding other jobs on the weekend or have family needs they must tend to.)

## **PROFESSIONAL DEVELOPMENT:**

- We provide professional development opportunities for you, including participation in trainings, workshops and meetings that help you learn about the industry and profession.
- We provide opportunities for you to network and conduct informational interviews with other members of the organization.

## **AFTER THE INTERNSHIP:**

- Complete a final evaluation and facilitate a formalized exit interview process. This allows you to provide feedback in order to assess the effectiveness of the program and provides the team an opportunity to make changes that will enhance the experience for future interns.
- We are willing to be a reference for you, provide contact information. Let's connect on LinkedIn for additional professional networking opportunities.
- We will complete a final evaluation for you.
- We provide copies or files that link the projects you worked on so that you continue to build your work portfolio.

# Internship Curriculum

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Week 1: Campaign Research & Canvassing

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Week 2: Campaign Caseload Assignment & Baseline

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Week 3: Campaign

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Week 4: Campaign Results, Assessment and Re-Launch

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Week 5: Campaign

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Week 6: Campaign Results, Assessment and Re-Launch

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Week 7: Campaign

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Week 8: Campaign

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Week 9: Campaign Final Results

# FAQ

## The Digital Media Internship Program

1	When does the Internship program start and end.	Starts: June ___ to Ends: August ____
2	Will I get paid in this internship program?	Yes. This is a paid internship, \$15 per hr.
3	How many hours am I required to work per week?	You are required to work 18 hours per week over a 3-day work week.
4	What happens if I decide to stay after my internship schedule has ended?	We value your diligence and hard work. All hours outside the work schedule will be considered volunteer and non-paid hours.
5	What happens if I am late or absent from the Internship program?	Punctuality is very important. You maybe terminated from the internship program. Lateness and absences will be deducted from the final check.
6	What happens if I fail to complete the Internship Program?	Depending on the circumstances of your not completing the program, you may forfeit the benefits from the program including the learning and final check.
7	What happens if I am rude or disrespectful to my colleagues and team members?	Colleagues and team members should be treated with respect. You maybe terminated from the internship program.
8	What happens if I damage the studio equipment?	Studio equipment should only be used under supervision. You maybe asked to pay for the repair or repurchase the equipment.
9	Will I receive supervision?	Yes! You will have a direct supervisor and you will also receive a peer review.
10	Will I get hired at the conclusion of the Internship Program?	There is no guarantee you will receive a job offer at the end of the internship program.



**Parking lot - Park  
Head In  
Respect the 1-hr  
& 2-hr spots**



# MANAGING PROJECT EXPECTATIONS

- All Digital Media Interns are required to complete 18 hours per week
- Program Schedule Monday - Saturday 10-4pm\*
- \$15 per hour Paid Internship: Check Date: Final Day, plus, a Media Portfolio, including photo shoot, profile and testimonial video.
- All Digital Media Interns are required to maintain Weekly Video Journals Due every Monday by 10am
- All Interns required to participate and produce "The Digital Media Internship Program Team Video"
- Crew Member & Peer reviews. Unexcused absences, lateness and behavior will not be tolerated

\* All hours outside the program schedule will be considered unpaid and regarded as volunteer.

No guarantee of employment at the end of the internship  
September Employment Open House Candidate





# Headshot Photo

**Due at the  
Orientation**

# **“The Digital Media Internship Program Team Video”**

**(2-5 minutes video of the team and their experiences)**

**Establish the concept, create a title, create a deck, storyboard, design a logo, write a script including narration and voice-over, schedule record & edit the video)**

**Digital Media  
Internship  
Program Award  
Ceremony**

**TBD at  
6pm to 8pm**



CREW MEMBER & PEER  
REVIEWS DUE BI-WEEKLY

**What do they say  
about you?**

WHO?



**GARDEN CITY NEW YORK MEDIA**

bringing the community to you

WHEN?

Founded on July 18, 2017



WHAT?

The official digital marketing media production agency  
of the Village of Garden City.

To tell the story of Garden  
City, NY. The 1<sup>st</sup> planned  
community in the United  
States

WHY?

@Gcnymedia

LIKE, SUBSCRIBE & SHARE



# Self-evaluation (circle skill level)

Name: \_\_\_\_\_ Date: \_\_\_\_\_



\* Content Creation Skills  
Circle: 1 2 3 4 5 6 7 8 9 10



\* Photography Skills  
Circle: 1 2 3 4 5 6 7 8 9 10



\* Videography Techniques  
Circle: 1 2 3 4 5 6 7 8 9 10



\* Social Media Marketing  
Strategies  
Circle: 1 2 3 4 5 6 7 8 9 10



HOW TO USE THE  
SMARTPHONE &  
GIMBAL?



Show your work?

HELLO



# MY WEEKLY VIDEO JOURNAL

(DUE EVERY MONDAY AT 10AM)

Date, what activities were you involve? what challenges did you encounter? & What did you learn? What would you like to do different or better?

Search on YouTube

**'5 Easy Steps for  
Creating a Great  
Video journal'**

Play Video

### **How do you define a media?**

Media is the plural form of medium, which (broadly speaking) describes **any channel of communication**. This can include anything from printed paper to digital data, and encompasses art, news, educational content and numerous other forms of information.

**What are the 3 types of media?**

There are three main types of news media: (1) **print media**, (2) **broadcast media**, and (3) **the Internet**.

FLYERS, POSTCARDS &  
OTHER PRINT ADS



# BROADCAST MEDIA





- 
- Good Morning Garden City
  - Fit Foodie Long Island
  - My Modeling Pro The Show
  - The GC360 Podcast
  - For the Love of Business Podcast
  - Merchants Corner
  - Virtual Village Show
  - Word on the Street

SET-UP SOCIAL MEDIA  
PLATFORMS



CREATE A WEBSITE



WHAT IS DIGITAL MEDIA?



Digital media is any form of media that uses electronic devices for distribution. This form of media can be created, viewed, modified and distributed via electronic devices.

# WHAT IS A DIGITAL MARKETING CAMPAIGN?

**A digital marketing campaign involves the execution of a marketing strategy across all the digital channels where consumers engage with a brand, usually for the purpose of improving a company's conversion rate.**



## **What is a Marketing Strategy?**

A marketing strategy refers to a **business's overall game plan for reaching prospective consumers and turning them into customers of their products or services**. A marketing strategy contains the company's value proposition, key brand messaging, data on target customer demographics, and other high-level elements.

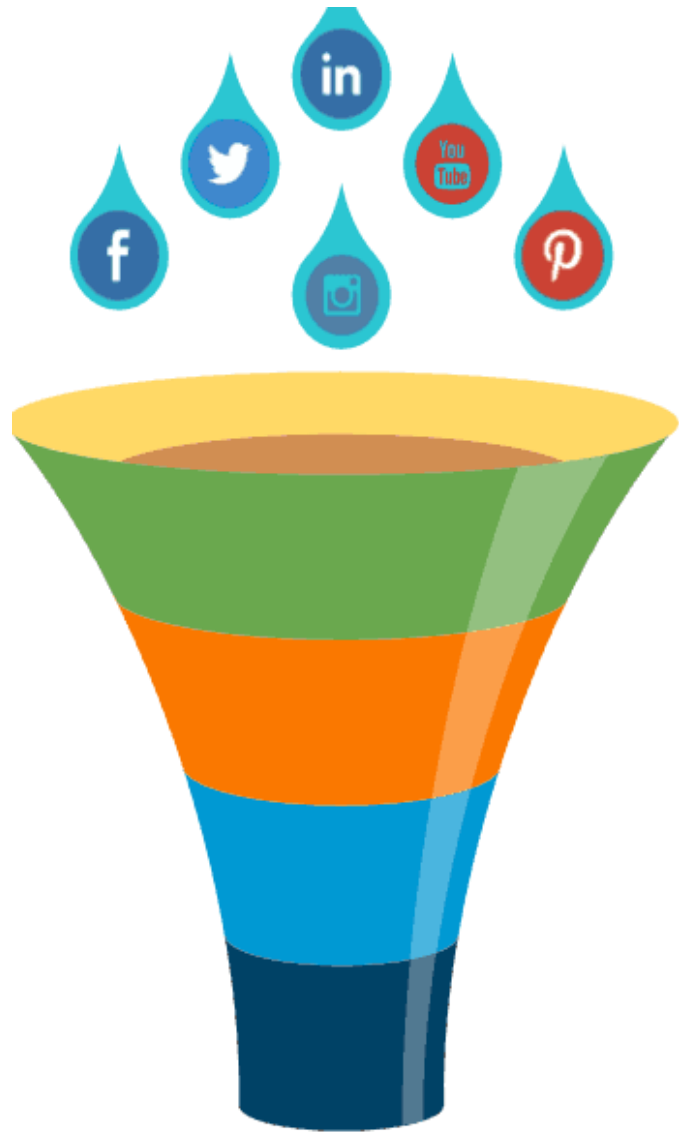


WHAT ARE BRAND  
GUIDELINES?





WHAT ARE CAMPAIGN GOALS?



- 1 Awareness
- 2 Interest
- 3 Engagement
- 4 Action

TO INCREASE



- 1 Awareness
- 2 Interest
- 3 Engagement
- 4 Action

DID YOU KNOW?

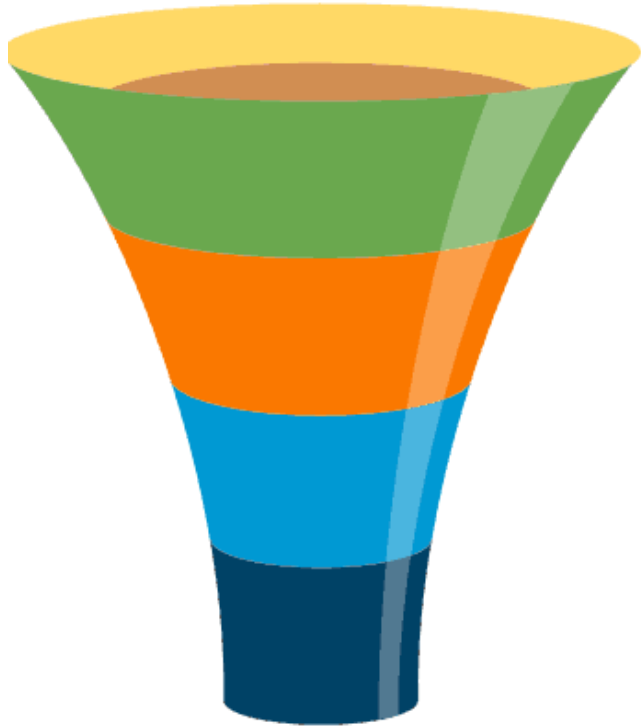
To Increase Awareness



- 1 Awareness
- 2 Interest
- 3 Engagement
- 4 Action

FUN FACT?

To Increase Interest

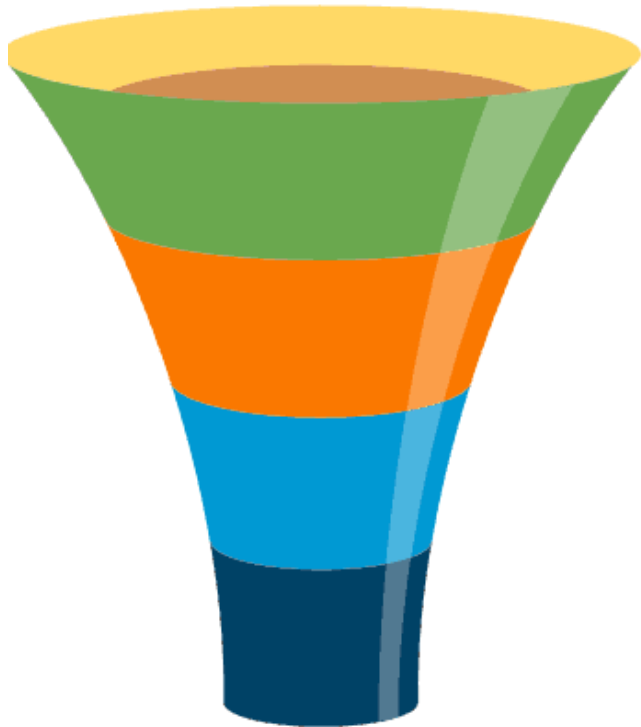


- 1 Awareness
- 2 Interest
- 3 Engagement
- 4 Action

LIKE, SUBSCRIBE & SHARE  
(SHARE A PHOTO OR VIDEO  
OF YOURSELF)

To Increase Engagement





- 1 Awareness
- 2 Interest
- 3 Engagement
- 4 Action

VISIT  
BUY NOW  
VOTE

Call To Take Action

# Creating a Marketing Strategy

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Research the Competition

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Identify your customer or target audience

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Set Marketing Goals

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Create a Marketing Strategy (Media: Print, Broadcasting & Social Media or combo)

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Engage with your Audience

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Track, Analyze and Optimize

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Identify Key Success Metrics (Results!!!)



PHASE 1- CAMPAIGN RESEARCH/  
CANVASSING



A man in a blue polo shirt and cap is looking at a tablet outdoors. The background shows a building and some foliage. The image is partially obscured by a dark blue diagonal shape at the bottom right.

# CANVASSING

Canvassing is the systematic initiation of direct contact with individuals, commonly used during political campaigns. Canvassing can be done for many reasons: political campaigning, grassroots fundraising, community awareness, membership drives, and more. Campaigners knock on doors to contact people personally.

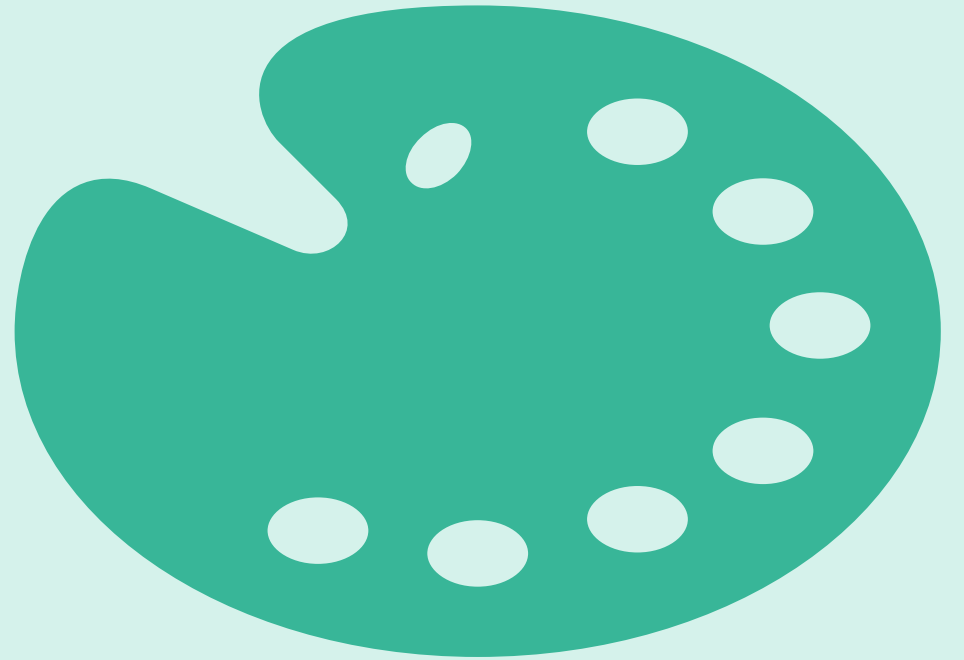
CANVASSING

## WHAT IS DOOR-TO-DOOR CAMPAIGN?

Door-to-door is a canvassing technique that is generally used for sales, marketing, advertising, evangelism or campaigning, in which the person or persons walk from the door of one house to the door of another, trying to sell or advertise a product or service to the general public or gather information.

# SALES CANVASSING

PHASE 2-CREATIVE SESSION



PRINT, BROADCASTING,  
SOCIAL MEDIA

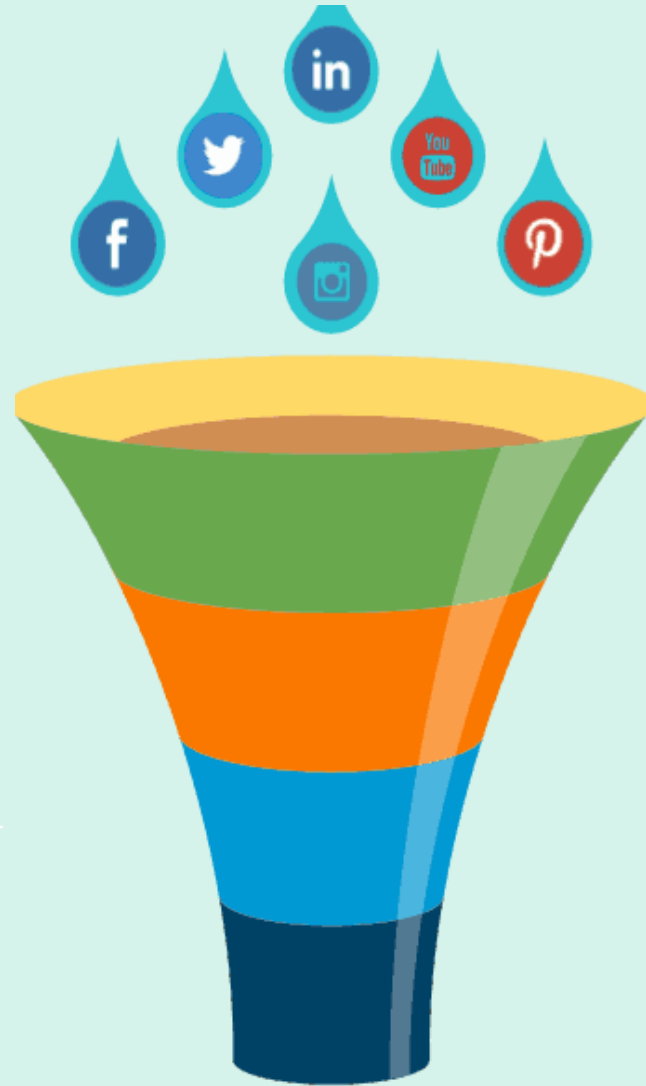
Decide what media to use?





ESTABLISH A CONCEPT,  
DESIGN CONTENT, &  
CAMPAIGN TIMELINE

PHASE 3- DEVELOP  
MARKETING STRATEGY



- 1 Awareness
- 2 Interest
- 3 Engagement
- 4 Action

**Digital  
Media  
Internship  
Team  
Video**

**TEAM #1:**

**Mon, Tues, & Wed**

**10:00AM – 4:00PM**

- 1.
- 2.

John Paul– Coordinator  
Peter Abraham –Productions Assistant

Team Meeting/ Supervision  
Tuesday at 11:30am

**TEAM #2:**

**Thurs, Fri, & Sat.**

**10:00AM – 4:00PM**

- 1.
- 2.

John Paul– Coordinator  
Anthony Price – Productions Assistant

Team Meeting/ Supervision  
Thursday at 11:30am



DOWNLOAD GROUPME  
APP



groupme