

COMD INTERNSHIP SYLLABUS

INTRODUCTION

Students in NYPIRG's digital organizing internship will study the intersection of media communications, content generation, digital platforms, and state government. The curriculum emphasizes the role of effective communication and building a public narrative, along with emerging tools including social media platforms to educate students' peers and engage people in important public policy debates.

Digital organizing interns will work with NYPIRG in the implementation of a larger content with a focus on one of NYPIRG's campaigns, including but not limited to environmental and higher education affordability issues. NYPIRG's experiential learning model places a holistic emphasis on grassroots organizing, and accordingly, students will learn valuable skills in public speaking, team management, project planning and organizational leadership, alongside training in media outreach and effective writing for advocacy and emerging platforms.

CURRICULUM

Students will learn about grassroots organizing techniques and new digital tools used to support social movements holistically. Their education in effective communication and building a public narrative begins with learning key public speaking and community outreach skills, forming narratives and messaging through graphic design based on their interactions with the constituencies served by NYPIRG.

Responsibilities will be divided into:

- Social media advocacy: Managing new and emerging platforms for advocacy strategically and in line with public policy goals.
- Grassroots organizing: face-to-face persuasive communication, group presentations, event recruitment and promotion through posters and graphic design.

REQUIREMENTS

Activity hours: [125]

Activity hours are your prime opportunity for hands on experience doing organizing work, and you are required to keep a total of 125 hours (about 8 hours a week) by the end of the semester. In the NYPIRG office you will be able to meet with us about your projects, as well as make calls, research issues, create materials (flyers, banners, costumes, etc.), build and maintain coalitions, and prepare for events.

Weekly Workshops

All interns are required to attend weekly skill-building and educational workshops based around digital and on-the-ground organizing. Time, date, and location TBA

Planning Meetings

Interns are expected to meet individually with their campus Project Coordinator each week to review the previous week's activity and to determine their goals for the current and following weeks.

RESPONSIBILITIES

Advocacy & Graphic Design:

- Create 10 pieces of copy & media (pictures, posters, video, etc)
- 5 grassroots actions/deliverable goals connected to social media content (photo petitions, # of hashtagged Tweets, etc...).
- 1 long form content piece (video narrative, expository video, live Q&A, supplementary video content to an event, etc.)

Grassroots Organizing:

- Public speaking: 8 Class Announcements (i.e. "class raps")
- Attend at least 3 NYPIRG events
- Campus outreach: 8 tabling events; interns must coordinate at least 2
- Administration: inviting people to "Like" a page or follow Twitter, maintain editorial calendar for chapter
- Two citywide or statewide events (a lobby day, public hearing, or news conference, statewide student action conference, for example)
- Phone-banking for 2 events

Conclusion

This is ultimately a customizable program. We work with interns based on their interests and career goals to design a program that will build on their resume and portfolio to help them land their dream job. NYPIRG's campaigns are often fast-paced according to state-level issues that arise, so rapid content generation is a MUST. The ideal candidate is someone who likes to be challenged and can think on their feet. NYPIRG coordinates a myriad of events and actions throughout the semester, both on and off campus, so there is never a shortage of content needs.

Send an email to David Kahn at dkahn@nypirg.org and write a brief paragraph on why you would like to intern for NYPIRG. Write the dates and times you'll be free for an interview.