Tuesday's Tidbits

April 23, 2019

1. PRSSA Meeting, 4/24
2. Internship Open Houses, 4/23 & 4/24
3. MAB Day, 2/24
4. Internship & Job Opportunities, *(varying deadlines)*
5. Dissertation Research for Jackson State University Doctoral Student
6. ALLEX Foundation Scholarships – Study Chinese or Japanese, *(summer)*
7. "Toyota -- Let's Go Places" Scholarship Program, *(summer)*
8. Office of University Communications Intern Positions

1. PRSSA Meeting

What: Job Search, Portfolio, Networking And More
When: 5pm –6pm, April 24, Wednesday
Where: College Hall #104, Conference Room
Guest Speaker:  D’Anthony Jackson, Digital Strategist, Edelman World Wide, New York

D’Anthony is a digital and social media strategist at Edelman, the world’s largest PR agency, working from their New York City office on a variety of health and wellness brands. At Edelman, D’Anthony supports Regeneron’s award-winning Look To Your Future campaign, an integrated digital campaign to help raise awareness of retinal diseases. Additionally, he supports pharma giant Gilead’s Biktarvy, and influencer marketing for GSK’s Pronamel, and Banana Boat. His experience includes digital and social strategy, channel management, content creation, paid advertising, influencer marketing, community management and more.

Before joining Edelman, D’Anthony spent time at Burson Cohn & Wolfe (BCW) and Weber Shandwick working on both digital health and corporate clients. He has worked on brands including Kaleo corporate and Kaleo AUVI-Q (epinephrine auto–injector), Novo Nordisk (Diabetes), Sanofi (corporate social media), and Alcon, a Novartis company (vision care). Campaigns include “Get Real About Diabetes” with celebrity spokesperson and Black–ish star Anthony Anderson, celebrity campaign with Nascar driver Elliott Sadler, and No Appetite for Bullying with Kaleo.

D’Anthony is also the author of his first book titled “20FOUR”, co–founder of the National Millennial Community – a community of millennials brought together to change the conversation about their generation, and a lifestyle + travel blogger at danthonyjackson.com. He is currently working on his second book and creating his own digital agency.

He is a graduate of the University of Southern Mississippi with a master’s in public relations and the University of West Alabama with a bachelors in integrated marketing communications.
2. Internship Open Houses

Last chances this semester to learn more about internships!!

If you are a Mass Communication major and you plan to do an internship in the summer or beyond, plan to attend one of the following informative AND REQUIRED sessions:

9:30–11:00 am Tuesday, 4/23
10–2 pm Wednesday, 4/24
Both in CH 105B

Questions? Email Dr. Williams at margaret.williams@usm.edu

3. MAB Day

#MABDay Workshops
1 – 2:00 p.m., College Hall – 3rd Floor

Five different workshops will be offered concurrently in College Hall for all students in the School of Communication. Details and locations for each workshop are as follows:

What Makes Great Video and Audio and Know Your Equipment

Guests: Brad Kessie, News Director at WLOX; Randy Swan, News Director at MyFox23; and Alysa Cole, Reporter at MyFox23
Location: College Hall 308 – MAC Lab

But I Don’t Want to be on TV -- Marketing, Promotions, and Production

Guests: Dereck Rogers, WCBI; Dennis Warren, Coast Radio Group; Tom Colt, WBBN-FM/WXXR-FM/WXHB-FM; Margaret Perkins, First Natchez Radio Group
Location: College Hall 306 – Recording Studio

Nat Sound is a Necessity, and Writing (Active Voice, Leads)

Guests: Pat Peterson, WTOK; Robert Davidson, News Director for WCBI
Location: College Hall 301 – Student Printz Office

Story Pitches, Making Contacts, and Protecting Your Name as a Journalist and So, What Jobs are at a TV Station (and How Can I Move Up)

Guests: Galean Stewart, News Director with WDAM; Jeff Haeger, Sports Anchor/Reporter with WXXV TV; Joe Sullivan, News Director with WXXV TV
Location: College Hall 309 – Television Studio

Radio Jobs
4. Internship & Job Opportunities

Internships

I. Red Door Marketing Agency’s Internship Program

Red Door Marketing Agency’s internship program is a unique, interactive opportunity to learn, first hand, about the inner workings of a fast-pace and emerging marketing agency. Internship opportunities for Summer 2019 are available in graphic design and public relations. Feel free to condense this if need be!

PR Internship

Our job as a marketing agency is to make sure our clients are engaged in innovative and unexpected ways that are strategically sound and creatively captivating. To help us achieve this, you will be responsible for:

Qualifications
- Being self-motivated, proactive, reliable and accountable – we applaud natural go-getters
- Ability to communicate clearly and effectively, collaborating with creative directors on treatment writing to summarize project ideas; creating copy that brings the components to life in a variety of tones and for different audiences
- Concept, create, present, defend and execute creative solutions across all channels and media, with a focus on strategy, positioning, promotion, communication and branding
- Strategic brainstorming with company leads to promote new ideas and opportunities for existing and new business
- Develop & innovate internal Red Door branded material
- Stay consistently relevant and up-to-date on all writing, advertising, and marketing trends
- Have outstanding organizational skills, attention to detail and follow-up
- Have a passion for smart, concise copywriting
- Be positive
- Be flexible
- Be ready to learn SKILLS
- Strong strategic and conceptual skills
- Strong knowledge of digital and traditional media
- Expert proficiency in Office (particularly Word, PowerPoint, Excel)
- Proficient in Adobe Creative Cloud (Photoshop, Illustrator, InDesign) a plus
- Ability to maintain and meet client deadlines across multiple projects
- Ability to create sustainable SEO/SEM strategies a plus
- Ideally our candidate is a current or recently graduated – Master’s student but we are open to all skill-sets!

This internship is unpaid but can be taken for school credit. Candidates must have excellent communication and editorial skills, working knowledge of all Microsoft office platforms including excel, be current college students, and be passionate about the Red Door Marketing Agency mission.

Please send your resume, portfolio and work samples to Reanna Byrd at reanna@reddoormarketingagency.com
**Graphic Design Internship**

We are looking for a creative Graphic Designer intern, who can identify innovative practices; leverage fresh approaches to make the complex simple; discover ways to push groundbreaking thoughts through new technology; ensure brand/culture is communicated using a visually appealing, inspiring style; and help plan and execute Red Door’s engagement strategies.

Interns will assist the Marketing team with the following:

- Translate verbal ideas into visual concepts, refined designs and production-ready artwork
- Design and produce dynamic graphics for various social media platforms
- Create compelling infographics based on survey data
- Develop concepts and mock-ups for clients
- Translate business objectives into visual solutions that are clear, compelling, and easy to understand
- Assist in the delivery of high-quality communication projects from strategy and concept through design and production.

**Type Of Experience To Include:**

- Graphic design and multi-channel communication including print, digital and social; strong foundation of skills including typography, layout, color and branding
- Digital photography/videography
- Display a multifaceted skillset
- Enjoy working on big-picture design challenges as well as small, fast-paced projects
- Maximize digital/social tools
- Stay flexible and collaborative in a fast-paced environment

This internship is unpaid but can be taken for school credit.

Please send your resume, portfolio and work samples to Hanna Schloemer at hanna@reddoormarketingagency.com

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**Reanna Byrd**

Communications Manager
Red Door Marketing Agency
610 Adeline St Suite #1A, Hattiesburg, MS 39401
C: (318) 272-8023
O: (504) 509-4825

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**II. Mississippi Department of Transportation (MDOT) Public Affairs Internship**

The MDOT Public Affairs Division is seeking an intern for the 2019 Fall Semester at the MDOT Headquarters in Jackson.

**Qualifications:**

- Public Relations, Communications or Journalism Major.
- Classified as a Senior or Graduate Student.
- Enrolled at an Accredited College or University.
- Accepted into a Graduate program at an Accredited College or University.
- Proficient in Microsoft Office programs.
- Knowledge of Social Media such as Facebook, Twitter, Instagram, YouTube, SnapChat and/or LinkedIn.

**Position responsibilities include, but are not limited to the following:**

- Participation in planning internal and external communication strategies.
- Developing and producing key communication materials including press releases, feature
stories, social media content and talking points for speeches.
  o Developing story–lines and pitches to the media.
  o Preparing spokespeople for proactive media relations.
  o Opportunity to participate in and help organize special events.
  o Opportunity to participate in media training.

Additional Information:
  o $12 an hour.
  o Part time– 20–25 hours a week minimum.
  o No benefits.
  o Credit hours available if approved by accredited college or university.
  o Opportunity for involvement in the Public Relations Association of Mississippi.
  o For Graduate Students, proof of acceptance in a Graduate program is required.
  o Position is located in Jackson, MS.

For more information, contact:
  Jason Scott
  Public Information Manager
  Mississippi Department of Transportation Public Affairs Division
  601–359–7225
  jscott@mdot.ms.gov

III. NOLA Internship

Multi–Functional Interns Wanted

Hernandez Consulting & Construction is looking for qualified interns to join our Marketing Team. Our department produces quality work for every aspect of the pre-construction process from promoting the business through marketing/advertising efforts to preparing bids for submission. This intern should be prepared to work in a fast-paced team environment and will finish the internship having gained broad experience in various aspects of marketing, public relations, communications, business development and more.

Responsibilities
• Assist in the creation of signage, circulars, mock ups, e-mail campaigns, on line promotion, etc.
• Assist in the distribution or delivery of marketing materials
• Prepare presentations and office slideshows
• Enter contact information into contact management systems
• Online outreach and promotion using Facebook, LinkedIn, Instagram, and more
• Website and social media optimization
• E-newsletter creation
• Provide support to social and traditional media efforts
• Maintain tracking report of public relations activity
• Schedule and coordinate speaking engagements, appearances, photo shoots, and other special events
• Write press releases and other materials
• Screen phone calls
• Compile media contact lists
• Search for press clippings
• Create or update databases
• Greet guests and clients
**Requirements**

Students applying for this internship must have strong communication skills and should be juniors or seniors majoring in Business, Public Relations, Communications, Marketing or Journalism. Applicants should also have strong writing skills, as well as a solid understanding of Web and social media. Only interns proficient with Microsoft Excel and other Microsoft Office applications should apply. PowerPoint, Word and Excel experience are a bonus, and will be considered when choosing the best applicant for this internship position.

[https://app.joinhandshake.com/jobs/2522975](https://app.joinhandshake.com/jobs/2522975)

**Jobs**

1. **WTOK Job Postings**

   **Sales Assistant**
   
   WTOK–TV is accepting applications for the position of a full time Sales Assistant. Duties will include, but are not limited to, entering and managing commercial insertion orders, effectively communicating with advertising agencies and clients, assist Account Executives in preparing proposals and PowerPoint presentations for their sales efforts and other duties assigned by the General Manager and General Sales Manager. Candidates should possess excellent computer skills, be proficient in Microsoft Office and similar software, and have the ability to learn and master proprietary broadcast software and systems. Candidate must have excellent communication, organizational and time management skills and work under tight deadlines. This is an excellent opportunity to learn Broadcast TV and Internet sales and advance into outside Sales. Candidate must be detailed oriented, resourceful, a team player, and reliable. Experience in a broadcast environment is preferred, but not required.

   **Evening Anchor/MMJ**
   
   WTOK has an immediate opening for an experienced News Anchor for our Monday–Friday 6:00 pm and 10:00 pm newscasts. This position also requires the candidate to generate daily, enterprising news stories as an MMJ reporter. The candidate must be willing to serve as a fill–in producer and fill–in anchor on other shows, as needed. We are looking for a team player and newsroom leader. This candidate must be comfortable and connected with all broadcast journalism platforms including television, social and digital media.

   **Producer/Videographer**
   
   WTOK–TV, a Gray Television, Inc., station is seeking an experienced News Producer/ Video Journalist. Responsibilities include providing supervisory backup to News Assignment Desk, assisting with scheduling and story planning, booking and coordinating satellite times for SNG vehicle and setting up microwave live shots for newscasts. They must be able to demonstrate a creative use of live elements, graphics, teases and pacing. This person will also be responsible for updating and maintaining the news section of our station’s website during their shift. Applicant must also be skilled in camera shooting, reporting and possess excellent writing and editing skills. Applicant must also be aggressive in getting to the bottom of stories and be able to shoot with a crew or individually. A college degree and one year experience is preferred.
Sports Anchor/Reporter/MMJ
WTOK TV is looking for a passionate and energetic Sports Anchor/MMJ that knows how to go after the big, "local" sports story. We are in the heart of SEC Country—Mississippi State University and the University of Alabama are short drives away. C–USA’s Southern Mississippi is also a short, one-hour drive from Meridian. While we cover these schools regularly, we don’t want someone who only covers professional and college sports or reads national highlights. We’re looking for a creative, outgoing sports journalist who knows how to put together compelling, LOCAL sports stories and features. The ideal candidate will also be a team player and be able to communicate effectively with management, staff, WTOK viewers and our community.
All candidates should please apply online at https://gray.tv/applynow

5. Dissertation Research for Jackson State University Doctoral Student
James Fisher, a clinical psychology doctoral student at Jackson State University in Jackson, MS, is currently recruiting people to participate in his dissertation research. His research is on traumatic stress and the perceived racial discrimination among African American male college/university students in Mississippi.

Participants must be men between the ages of 18 and 25 who identify as Black/African American and who are currently enrolled in a college or university in the state of Mississippi.

The study is online and should take approximately 30 to 40 minutes to complete. Every tenth person who participates in the study will receive a $15 Amazon gift card.

This research is supervised by Dr. Jacqueline Reese-Smith, Ph.D. and has been approved by Jackson State University’s Institutional Review Board (Protocol # 0168-17). This distribution of this study has been approved via an Institutional Authorization Agreement between Jackson State University and The University of Southern Mississippi.
To begin the study, click the following link:

6. ALLEX Foundation Scholarships – Study Chinese or Japanese
The WUSTL-ALLEX Intensive Chinese and Japanese Institute will offer intensive beginning level classes in Japanese and Mandarin Chinese at Washington University in St. Louis for seven weeks this summer. Each class meets for 2 hours per day, 5 days a week for 7 weeks. The course is intensive and requires 3–5 hours of mandatory self-managed study per day.

This program is designed to train students to speak and listen to Chinese or Japanese, and to introduce students to reading and writing the language. At the end of the course students will be expected to perform in all four skills—speaking, listening, reading and writing—at a basic level of proficiency.

Students will not only learn to speak the language; they will also develop an understanding of Chinese or Japanese interpersonal behavior. The ultimate goal is to teach students not just to speak Chinese or Japanese, but to function successfully in Chinese or Japanese culture—to present yourself as an intelligent person in the culture using the language.
Students will learn to speak and perform correctly in a variety of social situations.

SCHOLARSHIPS ARE AVAILABLE

FOR MORE INFORMATION:

Visit: [http://www.allex.org/summer-chinese-or-japanese/](http://www.allex.org/summer-chinese-or-japanese/)
Call 978-485-0085
Study Chinese or Japanese: [http://www.allex.org/summer-chinese-or-japanese/](http://www.allex.org/summer-chinese-or-japanese/)

7. "Toyota -- Let's Go Place" Scholarship Program

Through the support of Toyota Motor Sales USA, the Outdoor Writers Association of America is offering scholarships to qualifying college students wanting to attend the OWAA conference, June 22–24 in Little Rock, Arkansas.

Scholarship recipients must be first-time attendees at an OWAA conference and may not be current OWAA members. Scholarships will cover registration, lodging meals and all conference sessions and activities. Sign up today at: [https://owaa.org/2019conference/registration/scholarships/](https://owaa.org/2019conference/registration/scholarships/).

The 92nd annual OWAA Conference is a can't-miss opportunity for outdoor journalists, communicators, businesses and agencies and offers networking and craft improvement opportunities.

This year's agenda includes newsmaker sessions featuring national outdoor and conservation topics such as forest fire management, climate change and wildlife, the ethanol mandate and deep well injection. Business sessions cover online topics such as Facebook tools for journalists, optimizing online content and social media influencers, as well as novel writing, syndication, and product review relationships with manufacturers. The full agenda is available on the conference website: [https://owaa.org/2019conference/agenda/](https://owaa.org/2019conference/agenda/).

8. Office of University Communications Intern Positions

The Office of University Communications has two general intern positions open for Summer 2019, continuing into the 2019–20 academic year. The job description can be viewed by visiting the handshake posting [here](#).

They are particularly searching for a student to take on the responsibility of managing their campus tour program. An undergraduate student has acted as Campus Tour Specialist within their office for the last two years and they would like to continue to have a student fill this role.

Pathway Internship Opportunities:

Engineering & Test Directorate Pathways Intern

Vacancy SS19I0004 posted successfully to USAJOBS.
You may view the posting via this link: [http://www.usajobs.gov/GetJob/ViewDetails/530424900](http://www.usajobs.gov/GetJob/ViewDetails/530424900)

Office of Communications Pathways Intern
Vacancy SS19I0003 posted successfully to USAJOBS.
You may view the posting via this link: http://www.usajobs.gov/GetJob/ViewDetails/530425100