Tuesday's Tidbits

April 9, 2019

1. Media and Business Expert Speaker, 4/10

2. PRSSA Meeting: Social Media Analytics, 4/10

3. Stennis Space Center Student Program Overview, 4/10 & 4/11

4. Internship & Job Opportunities (varying deadlines)

5. SPRF Scholarship, 4/15

6. National Survey of Student Engagement, 4/15

7. 1–Minute Student Behaviors Research Survey

8. Dissertation Research for Jackson State University Doctoral Student


10. ALLEX Foundation Scholarships – Study Chinese or Japanese, (summer)


12. Office of University Communications Intern Positions

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1. Media and Business Expert Speaker

An accomplished and highly regarded media and business professional will speak at the University of Southern Mississippi Wednesday, April 10 at, about his 35-year career, focusing on diversity, public education, and the Mississippi economy.

Ronnie Agnew, executive director of Mississippi Public Broadcasting, will present “Tales from the Field: From Sharecropper’s Son to News Executive” from 11:30 until 12:30 at the Thames Polymer Science Research Center, room 101, on the Hattiesburg campus.

For more information about this event, contact the Southern Miss School of Communication at 601.266.4258. For information about the School, including its degree programs and faculty, visit www.usm.edu/mcj.
2. PRSSA Meeting: Social Media Analytics

When: 5pm –6pm, April 10, Wednesday

Where: College Hall #104, Conference Room

Guest Speaker: Haley Bush, Digital Marketing Coordinator for ForrestGeneral Hospital

Hayley Bush is currently the digital marketing coordinator for Forrest General Hospital and Forrest Health, where she plans and implements all social media as well as social and digital advertising. She is a graduate of The University of Southern Mississippi School of Mass Communication and Journalism with a concentration in public relations.

3. Stennis Space Center Student Program Overview, 4/10 & 4/11

NASA John C. Stennis Space Center Student Program virtual overview targets students pursuing degrees in STEM, Business & Communication fields. Connect with them through Adobe Connect, a desktop videoconferencing solution!

Go to https://ac.arc.nasa.gov/nasa–stennis

Student program questions may be directed to Anita Doublas, Pathways Program Manager at 228.688.3698 or anita.w.douglas@nasa.gov. To reserve your slot and for technical questions, contact Chris Carmichael, Technical POC at 228.342.8058 or at christopher.a.carmichael@nasa.gov.

#ExploreStennisInternships
#NASAWantsYou
4. Internship & Job Opportunities

Internships

I. Fall 2019 White House Internship Program

The Fall 2019 White House Internship Program application is now open. (Link to application: https://apply.whitehouse.gov/intern/)

The application portal will remain open until 11:59PM EDT on Friday, May 3, 2019. Any applications received after the deadline will not be considered.

The Fall 2019 White House Internship Program term runs from Wednesday, September 4 to Friday, December 6, 2019. All applicants must be at least 18 years of age by the internship program start date, and must be able to commit to the full internship term to be eligible. Additionally, applicants must be U.S. citizens and meet at least one of the following criteria to apply:

- Are currently enrolled in an undergraduate or graduate degree program at a college, community college, or university (two–to–four year institution).

- Have graduated from an undergraduate or graduate degree program at a college, community college, or university (two–to–four year institution) no more than two years before the internship program start date.

- Are a veteran of the United States Armed Forces who possesses a high school diploma or its equivalent and has served on active duty—for any length of time—in the two years preceding the internship program start date.

The White House Internship Program is highly competitive. Applicants are selected based on their demonstrated commitment to public service, leadership in the community, and commitment to the Trump
Administration. Questions about the White House Internship Program application can be directed to intern_application@who.eop.gov. More information, including details about placements in the White House Internship Program and a list of frequently asked questions, can be found on the White House website: https://www.whitehouse.gov/participate/internships.

II. 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

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

III. 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.
- Developing story-lines and pitches to the media.
Preparing spokespeople for proactive media relations.
- Opportunity to participate in and help organize special events.
- Opportunity to participate in media training.

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

Jobs

I. MSBA Manager of Communications
The Mississippi School Boards Association (MSBA) is a professional, nonprofit organization whose mission is to ensure quality school board performance through Advocacy, Leadership Training, Technical Assistance and Information Dissemination. MSBA represents all public school boards of education in the State of Mississippi.

MSBA seeks a dynamic and motivated professional with a proven track record in communications (traditional and social) and who is proactive, a strategic and forward thinker, and an exceptional writer and communicator. The ideal candidate will also have strong graphic and design skills.

This individual will have a minimum of (5) years’ experience, ideally in the area of communications. Candidates should also have excellent prioritization skills; a capacity to partner and coordinate with peers throughout the association; experience overseeing a broad portfolio of projects; demonstrated ability to manage multiple competing deadlines; and direct experience and successful track record of delivering creative, strategically thoughtful projects that deliver measurable impact.

The Manager of Communications will be responsible for developing and implementing an integrated communications program for MSBA. This person will play a significant role in driving communications initiatives to the Association members and partners. To view the full job announcement click here. Interested parties must submit a letter of interest and résumé via email to Denotris Jackson at djackson@msbaonline.org.

APPLICATION DEADLINE
To be considered, all application information must be received in the MSBA office no later than 4:30 p.m. on April 1, 2019. No phone calls, please.

II. 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](https://gray.tv/applynow)

5. SPRF Scholarship

**Goal:** To assist a student in earning an undergraduate degree in a communications–related field of study. Special consideration will be given to students pursuing a career in public relations.

**Award:** A $1000 Tuition Scholarship
Eligibility: Any SPRF junior or senior student member currently enrolled full-time in a four-year university and pursuing an undergraduate degree in a communications-related field of study who meets the eligibility requirements may apply.

Requirements:

- Must have at least a 3.0 GPA on a 4.0 scale.
- Must be a rising junior or senior.
- Must be a full-time student.
- Must be enrolled in a communications-related field of study.
- Must be a member of SPRF. Membership is gained by joining a local affiliated organization.
- One-page essay submission (500–1,000 words) on an explanation of your goals and desired roles in the public relations field.
- A written summary of public relations activities, both professional and volunteer.
- Two letters of recommendation, one from faculty and one from an SPRF member other than your faculty member.
- Resume.
- Consideration to attend the annual SPRF Conference.
- Official transcript.
- All paperwork must be received by April 15.

Note: All applications should be sent in a Word document. Names will be removed before sending to judges for a blind review of applications. Please email application to lvdarnell@una.edu.

6. National Survey of Student Engagement, 4/15

On February 14, 2019, USM freshmen and seniors were emailed a unique link to a 20–30 minute online survey for student engagement and Southern Miss needs your help to exceed the national average for student responses. We encourage you to check your emails from February 14, click on the link and complete the survey before April 15, 2019.

Prizes!!

In appreciation for participating, all students who complete the survey by April 15, 2019, will receive 20% off a regularly priced single clothing item at the USM Barnes & Noble Bookstore (offer valid in-store only and cannot be combined with other discounts) and will be automatically entered in a random drawing to win 1 of the following 3 prizes.

- Prize 1 is a $400 gift card.
- Prize 2 is the Freshman Big Win of a reserved parking space in the Parking Garage for the 2019/2020 school year (awarded to a Freshman participant).
- Prize 3 is the Senior Package including an Alumni Association membership, 2 reserved parking spaces at commencement, a free cap & gown rental from Barnes & Noble, guaranteed degree clearance within 3 days of graduation, a free transcript, and a $100 gift card (awarded to a Senior participant).
7. 1–Minute Student Behaviors Research Survey

Wailin Danieley, an undergraduate student at Furman University and current Sociology, Politics and International Affairs, and Urban Studies triple major, is conducting research on college students’ behaviors and substance use during Fall 2018 and Spring 2019.

You will find below a link to the 1–minute survey that assesses the variables of Danieley’s study. He appreciates anyone’s time and contribution to his research and if there are any further questions, you may contact him at wailin.danieley@furman.edu.

For verification of IRB certification and further questions please refer to the activity director and Chair of Sociology at Furman University, Kyle Longest: Kyle.longest@furman.edu

Follow this link to the Survey:
Take the Survey
Or copy and paste the URL below into your internet browser:
https://furman.az1.qualtrics.com/jfe/form/SV_8qAhpLbTSG98rhH?Q_CHL=email

8. 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:


Find Your Way in L.A.

Hollywood 4–11 has developed a summer camp that helps students with the transition from high school and college life to living in Los Angeles. For those students who are thinking about the big move to L.A., they will have industry professionals come in and speak with attendees about surviving in the big city.

Located in the entertainment capital of the world, Los Angeles, CA, this camp is unlike any other. From the time you arrive in Hollywood you will be immersed in workshops from morning till afternoon, working with professional producers, talent agents, actors and casting directors. This one week intensive will give students the knowledge to overcome early obstacles that hinder so many artists when first arriving in Hollywood and give them countless invaluable lessons and experiences that our talent have learned along the way. Social activities such as a Hollywood tour and a live studio taping of a television show will also be
scheduled. And don't be surprised if a special guest stops by to chat with you! Bring a friend and join them this summer.

If you would like more information, please visit their website: www.hollywood4-11.com or contact their president, Chris Nye, at chrisnye@hollywood4-11.com or 518-464-2662.

10. 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/
Call 978–485–0085

Study Chinese or Japanese: http://www.allex.org/summer-chinese-or-japanese/

11. "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/.

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
12. 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.