Intern Opportunity with Tutor/Mentor Connection: Media Project: If it all works, what would it look like?

Cabini Film Club makes a splash
Film makers and members Shaquile Streuther, Melissa Young and Ashaunti Ruby wrote, produced, edited and directed this video to promote their upcoming fundraiser this Saturday 2/27/10 from 4pm-7pm. Buy tickets here to come to this fun event and support Cabini Connections: http://theawesome.eventbrite.com

Watch

Tutor/Mentor Institute, LLC, Tutor/Mentor Connection, Merchandise Mart PO Box 3303, Chicago, IL 606542 tutormentor2@earthlink.net
Vision

As many people who watch a weekly NFL game or reality TV show will visit web sites where they begin to learn about social issues and become motivated to become directly involved as volunteers, donors, advocates supporting an entire universe of organizations focused on a common purpose, such as helping kids born in poverty live adult lives beyond poverty because they have jobs and livable-wage careers.

Millions of citizens will travel from first exposure to an issue via NEWS awareness into paths of Civic Engagement via the media strategies that are developed via this internship.

The Tutor/Mentor Connection was created in 1993 to help volunteer-based tutor/mentor programs grow in the Chicago area. It operated as part of the Cabrini Connections site based tutor/mentor program, a 501-c-3 non profit until June 2011. It now operates as a program of the Tutor/Mentor Institute, LLC, which was created in July 2011 to support the continued work of the T/MC in Chicago and to help similar groups grow in other cities throughout the world.
Concept:

While print, TV, Radio and Internet news reports stories of violence, poverty, poor schools, etc., civic engagement intends to solve these problems. While the reporter is an impartial witness, the commentator, editorial writer, radio show host and TV anchor help shape the public’s understanding of news and their choices of ways to respond.

With an internet strategy, media leaders can more consistently link NEWS with information and solutions so that those who become interested, enraged or engaged by the first wave of reporting will become informed and involved by the commentary and internet strategies of the media outlet.
New Media:

The Internet and new digital phones, cameras and video recorders enable anyone to report and comment on the activities going on around them. This creates new opportunities to follow negative news with analysis, learning, brainstorming and innovation that generates greater attention to the work being done by social benefit organizations to solve the problems the media report.

Recent events have proven that social media can be used to bring together large numbers of people for short term activities. Our goal is to develop social media strategies that bring large and growing numbers of people together on an on-going basis to build support for activities that require longer involvement.

We focus on creating a broad distribution of volunteer-based tutor/mentor programs operating high poverty areas of big cities. Such programs have the potential to involve a growing number of non-poverty adults in wide ranging efforts intended to help kids born in poverty go more successfully through school and into productive jobs and careers.
Outcomes of Intern Project:

From the internship we want to learn the following:

• Is this possible? Can we increase reach and frequency of stories focusing on tutor/mentor programs? Can we increase and measure traffic flows?

• Who already implements such a strategy? Can we connect with them? Can we create an internet library hosting such information, and build understanding by facilitating learning around this growing body of knowledge

• How do those who implement this strategy track and measure success

• What are the positive returns on the social investment of such a strategy

• What are the profit gains from a capital investment of such a strategy

Our ability to answer the 4th and 5th questions positively will provide reasons for such strategies to be adopted by a growing number of media outlets in every city in the country.
Goal of Intern Project:

The goal of the Internship is to build a case, recruit media, college and research partners, implement a pilot program, test it, show social and profit returns on the investment, and distribute the results through a project web site so that the number of partners who adopt the strategy will grow from year to year.

The intern will be advised and supported by the president and founder of a Chicago-based nonprofit organization, with over 30 years marketing and public relations experience. The intern may choose to concentrate the project on a specific market segment (e.g., business stories, technology, human issues), but this is not a requirement.

The wiki space at http://tutormentorinstitute.wikidot.com/public-awareness-strategy will be used by interns for brainstorming, planning and communication.
Qualifications:

- Excellent project management and initiative
- Strategic and conceptual analysis to identify and test components of work
- Experience with web design, social media, video and media applications of web sites
- Ability to work from a distance (advisor is located in Chicago)
- Experience of research work and training preferred

More than one intern will be accepted for this positions, and interns may chose to collaborate to work on media organization together, or on different organizations separately.
What it might look like:

On the following pages we show what the home page of a media or business/blogger web site might look like and how a visitor might follow a news story to the web site and through a path of web links to more and more information and opportunities for involvement.
Home Page: xx Media

- Special section
- Special section
- Special section
- Help Your Neighbor

**Featured news of the day**

**Current Events/Features**

**Sports, Classifieds, etc.**

*This is the box we want to see on the home page*
Home Page: xx blogger, business, etc

Special section

Featured information about org
Xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx
xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx

Commentary on Current Events/Features
Xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx
xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx

Special events related to org
Xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx
xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx

Help Your Neighbor

This is the box we want to see on the home page
Help Your Community
When This Box is selected, this is where it leads:

Message from Publisher, CEO, Pastor
While we report the news as it breaks, we also seek to solve problems and meet the challenges of our community.

At xx media, we think it is every citizen’s responsibility to work toward a greater Chicago. We think it’s our role, as a news organization, to help our readers be more informed, and find causes where they can get involved.

Featured story from Today’s News
Our news section shows how xx was shot and killed in the xx neighborhood last night. Click HERE to learn more about youth violence and its solutions.

The link in the text leads to this box
It is everyone’s responsibility to help all youth in this region grow up safely and reach their full potential.

Featured story from Today’s News
Our news section shows how xx was shot and killed in the xx neighborhood last night. Click HERE to learn more about youth violence and its solutions.

The link in the text leads to this box
The media needs to point to maps, showing where great programs are needed. Writers need to emphasis that the city needs good programs in every poverty neighborhood, not just a few great programs in a few places.

Click any box to the left and learn more

**Featured story from Today’s News**

Our news section shows how xx was shot and killed in the xx neighborhood last night. Click [HERE](#) to learn more about youth violence and its solutions.

*The link in the text leads to this box*
The Rest of the Story
Learn what you can do to help raise Chicago’s youth.

Featured story from Today’s News
This map shows how xx was shot and killed last night. Click HERE to learn more about youth violence and its solutions.

The link in the text leads to this box
Learn to Make Your own Maps
This map was made using Chicago Tutor/Mentor Program Locator’s Interactive map

The Rest of the Story
Learn what you can do to help raise Chicago’s youth.

Get Informed
- Research
- Solutions
- Tutor/Mentor Programs
- Donations
- Volunteering
- Forums

Chicago Program Locator:
http://www.tutormentorprogramlocator.net

The link in the text leads to this box

6/24/09 9-year old killed in Chicago
Teach NPOs to tell The Rest of the Story
Learn what you youth can do to help raise visibility.

As youth and volunteers use videos and blogs to show what they do in their own programs, media and bloggers can point to these stories to help them attract more support for their efforts.

Links in the Program Locator point to program web sites and blog articles.

Chicago Program Locator: http://www.tutormentorprogramlocator.net

The link in the text leads to this box
Tutor/Mentor Programs

When this link is clicked, we just want to be one of the links

Get Informed

Research
Solutions
Leaders
Donations
Volunteering
Forums

Local, National Resources

Learn more about tutoring/mentoring

Profiles of local tutors/mentors

Youth served by local programs

Blog articles, videos of local programs

Events

Including www.tutormentorconnection.org
Getting this info on the Web is Step #1
Getting people to look at it is an on-going challenge:

Reporters, commentators, editorial writers, radio and TV personalities must be educated to weave web references into their personal journalism. Bloggers and social media volunteers can model this strategy and teach it to mainstream media.

At any time a talk show host can refer a listener to a section of the station’s web site where the listener can go to find more information, and to find ways to be part of the solution.

*Stations that do this regularly will teach listeners to go to these sections of the web site for information even when the news is not focusing on this issue.*
Focus on a Distribution of Resources
Volunteers, talent, dollars, technology needed at each location.

Use personal and organizational leadership, web site and communications to connect members of your network to T/M programs in all parts of Chicago on a consistent, on-going basis, using Internet directories such as [www.tutormentorconnection.org](http://www.tutormentorconnection.org) as resource for finding programs.
As more stories point to tutor/mentor programs after negative news in the mainstream, more people will begin to look at the web sites of these programs and learn ways to support them. Key events organized during the year can provide “topics” for bloggers, writers and social media to focus on, boosting traffic growth from event to event and year to year.
Finding Sponsors is Essential

To create a map-based information directory requires a major sponsor and on-going revenue.

The Chicago Tutor/Mentor Program Locator offers “naming rights” to a company, foundation or benefactor willing to make a multi year financial commitment. Similar support will be needed in every city in order to provide the backbone knowledge and map directory suggested in this strategy.
Join us in turning this idea into a reality.
Volunteer, be an intern, be a sponsor. Invite us to speak to a group in your city or at your business.

To learn more about T/MC strategies and goals, our use of GIS maps, or the Tutor/Mentor Learning Network, visit the Tutor/Mentor Institute Library at www.tutormentorexchange.net.

Be our partner. Let us be your partner, coach and consultant.

To learn more  e-mail tutormentor2@earthlink.net

Connect with us on Twitter @tutormentorteam or Facebook @ http://www.facebook.com/TutorMentorInstitute

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