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 Ishquile Streuther, Melissa Young and Ashaunti Roby 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://theawesomeas.eventbrite.com

Watch

Cabini Connections, Tutor/Mentor Connection, 800 W. Huron, Chicago, Il. 60642  312-492-9614  tutormentor2@earthlink.net
Vision

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 the intern partnership with USC.
Concept:

While news reports problems, civic engagement intends to solve 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.
Outcomes of Intern Project:

From the internship we want to learn the following:

- Is this possible?
- Who already implements such a strategy? 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 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 media outlets who adopt the strategy will grow from year to year.

The intern will be supported to select at least one media organization (print, radio, television, or a combination) in Los Angeles for this project. Or, the intern could pilot this project using USC’s media organization(s). The intern will be advised and supported by two persons: the executive director of a Chicago-based nonprofit organization, with over 20 years marketing and public relations experience, and the research consultant for that organization, to help ensure that appropriate evaluation for the project is developed and applied. 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.
Qualifications:

• Excellent project management and initiative
• Strategic and conceptual analysis to identify and test components of work
• Experience with web design and media applications of web sites
• Ability to work from a distance (advisors are located in Chicago and Central California)
• 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 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

Featured news of the day
Xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx
xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx

Current Events/Features
Xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx
xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx

Sports, Classifieds, etc.
Xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx
xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx

This is the box we want to see on the home page
Message from Publisher

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 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.

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

Service providers in this area

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

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.

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.*
We hope you’ll join us in turning this tutor/mentor connection idea into a reality.

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.

To learn more Call 312-492-9614 or email tutormentor2@earthlink.net
Write to Cabrini Connections  Tutor/Mentor Connection, 800 W. Huron, Chicago, IL. 60642