



your perspective.  
your world.  
your generation.

**THE GENERATION**

UCLA



Burkle  
Center

## Media Outreach Internship

Applications for the 2017 internship will be accepted on a rolling admission, first-come, first-served, until the program is full.

*The Generation* is a student-run online foreign affairs magazine featuring students' perspectives on global current events. The publication's title is a recognition that by virtue of exposure to international news, global social media, and increasing cultural diversity today's students are more aware and actively involved in shaping global events than ever before - but critically underrepresented in their discussion. We are a unique forum that seeks to capture students' views of international affairs and to incorporate their perspectives in the larger discussion of global affairs. The publication adds a vital voice to the global discourse and offers students, American and international, a unique opportunity to engage globally with a growing number of peers around issues of concern. *The Generation* is a project based out of the UCLA Burkle Center for International Relations at the University of California, Los Angeles (UCLA).

To view the online magazine, please visit [the-generation.net](http://the-generation.net).

The Burkle Center's *The Generation* Media Outreach Internship offers UCLA undergraduate and graduate students a unique opportunity to devise, in collaboration with the editorial board of the publication, effective marketing strategies, taking advantage of traditional and new media as well as social platforms. The Media Outreach coordinator will implement and increasingly develop marketing strategies to increase the visibility of *The Generation*, promote the magazine to the UCLA community - and eventually to other universities and communities.

### **Eligibility:**

Internships are open to current UCLA undergraduate and graduate students (law, business, or MA/PhD programs), and last throughout the academic year (fall through spring) and can be extended. Applicants must have prior experience with outreach and marketing via the social media, the UCLA campus, and beyond the campus. Applicants with Photoshop and InDesign experience are given preference.

### **Hours and Expectations:**

Interns must commit to a minimum of six hours per week. Hours are flexible, mostly work from home/online and structured in consideration of academic commitments. In addition to working at home, interns are expected to attend a weekly staff meeting. The Burkle Center places a strong emphasis on initiative and teamwork. Interns are expected to maintain a professional demeanor and appearance at all times.

## **Internship Tasks Include:**

- Developing outreach and marketing strategies in order to increase viewership and submissions to *The Generation*
- Utilize various social media outlets to increase readership of newly published articles
- Design various marketing materials including flyers, posters, and other media
- Work on future print editions of the publication
- Update and edit the website for the publication

The Media Outreach Intern will be expected to develop short and long term marketing and outreach strategies. Additionally, they will work with the editorial board to further develop readership of the magazine and will also be encouraged to contribute to the magazine.

## **Application Process:**

Applications for the 2017 internship will be **accepted on a rolling admission**, first-come, first-served until the program is full. **To apply, please send the following information as a single MS Word or PDF document to the editors of *The Generation* at [generationucla@gmail.com](mailto:generationucla@gmail.com):**

- **CV or Resume** (1 page) - please include any volunteer or extracurricular activities, your major and your current GPA.
- **Letter of Interest** (1 page double-spaced) - indicate your experience with marketing and outreach efforts and explain why you are interested in the internship. Include your future career goals.
- **Your general availability** for the Fall Quarter (Monday - Friday, 9AM - 5PM)

*\* Internships are competitive and selections are made after an interview with members of the current editorial team and Deputy Director Alexandra Lieben.*

*\* Burkle Internships are unpaid volunteer positions.*

**For more information, please email [generationucla@gmail.com](mailto:generationucla@gmail.com) .**