



## EVENT MEDIA/COMMUNICATIONS INTERN

**For the American Solar Challenge 2020, Innovators Educational Foundation is looking to staff 2 volunteer Event Media/Communications Intern positions: one focused on video/photography and one focused on interviewing/writing.**

Having people specifically serving in these roles will lead to better coverage of the event, both in terms of the quality of the material produced and the timeliness of the updates. It is also a great demonstration of the multidisciplinary nature of the event by providing a further educational opportunity for those selected to join the volunteer event staff in fulfilling these duties.

### ROLE DESCRIPTION

The Event Media/Communications Intern will focus on providing coverage of the American Solar Challenge 2020 event, including scrutineering, the Formula Sun Grand Prix qualifier, and the Display Day ahead of the start of the on-road event. Coverage will include updates on the event website, social media, and other outlets, as appropriate, to keep the public and media up to date on the event beyond the base timing data and to generate media interest at various points along the race route. Additional photos, videos, articles, and interviews may be used following the event as part of ongoing updates on the activities of Innovators Educational Foundation. This is a non-paid internship with approved travel expenses (transportation, lodging, and meals) covered and/or provided directly.

Videographer/Photographer	Interviewer/Writer
<p><b>Responsibilities:</b></p> <ul style="list-style-type: none"> <li>• Take high-quality photos and video footage during the event, including the official team, winner's circle, and staff photos</li> <li>• Work with interviewer to record interviews</li> <li>• Edit video footage</li> <li>• Upload photos to ASC Flickr account</li> <li>• Provide images/videos for use in social media updates</li> <li>• Work with the writer for any specific photo/video needs to accompany certain posts</li> <li>• Provide own equipment and editing software</li> </ul> <p><b>Deliverables:</b></p> <ul style="list-style-type: none"> <li>• Photo/video shot list</li> <li>• Team and staff photos for FSGP and ASC</li> <li>• Recap videos for FSGP and ASC awards ceremonies</li> <li>• Variety of photos and videos (must cover all teams and all parts of the event)</li> <li>• Social media posts (joint effort with writer)</li> <li>• Others as assigned</li> </ul>	<p><b>Responsibilities:</b></p> <ul style="list-style-type: none"> <li>• Document the stories of the event as they develop, maintaining a neutral position</li> <li>• Write daily posts/articles covering the event</li> <li>• Interview event participants (team members, staff, public, etc.) to help tell the story of the event and showcase the mission</li> <li>• Maintain information for the media, including press releases before and during the event</li> <li>• Research major media outlets, local newspapers, and other media opportunities along the route</li> <li>• Proofread and fact check as needed</li> <li>• Work with the photographer/videographer to obtain the right photos/videos to go with posts/articles</li> <li>• Provide own equipment</li> </ul> <p><b>Deliverables:</b></p> <ul style="list-style-type: none"> <li>• Media/communications plan</li> <li>• Daily update post to the website</li> <li>• Social media posts (joint effort with photographer/videographer)</li> <li>• Press releases and information for media</li> <li>• Interviews ready for the website and/or social media platforms</li> <li>• Others as assigned</li> </ul>

## WORK ENVIRONMENT & TRAVEL COVERAGE

All pre-work will be completed virtually ahead of the event. During the event, the Intern will travel with other event staff, and in some cases, perhaps one of the competing teams. A typical day may start at 6 a.m. or earlier and end around 9 -10 p.m. Scrutineering and FSGP are held at a track venue, and ASC is held as a cross-country road event with a series of stage/checkpoint locations. In total, there will be 15-17 days of event activities, not including travel time to scrutineering or home from the finish. Please review our [website](#), [Facebook page](#), and [Flickr account](#) to become more familiar with our events.

No pay will be provided; this is a position as part of the volunteer staff for the event. Reasonable travel to/from and during scrutineering, Formula Sun Grand Prix, and the American Solar Challenge 2020 will be covered and/or provided.

## REQUIRED SKILLS

- Experienced videographer, photographer, and/or writer (please submit examples of past work)
- Flexible & adaptable team player
- Self-starter
- Communication
- Time management
- Interest in STEM, solar technologies, and solar car events
- Currently enrolled in a bachelor's degree program

## VOLUNTEER EXPECTATIONS

The following expectations apply to all of our volunteer staff and inspectors for the event:

- Present the event in a positive manner at all times
- Wear provided uniform while on duty (shirt, hat, jacket)
- Be a team player and remain flexible
- Carry a US cell phone (provided by the volunteer) for communication during the event
- Be on time
- Be professional in working with teams, staff, sponsors, hosts, media, and the general public

## READY TO APPLY?

Thank you for your interest in the Event Media/Communications position. To apply, please submit the following to [ascinfo@americansolarchallenge.org](mailto:ascinfo@americansolarchallenge.org). Positions will remain open until filled.

- Cover letter, which clearly addresses
  - Which of the two roles you are applying for
  - Why you would like to volunteer for the position
- Resume
- Two (2) References
- Examples of past work (link or other portfolio)



**Innovators Educational Foundation**

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*Organizer of the Formula Sun Grand Prix and American Solar Challenge events*