

Press Release:

Staffordshire University offers 3 fee reduction Journalism internships for MA students.

The Faculty of Arts, Media and Design at Staffordshire University wants to promote the wide range of events and newsworthy stories that occur throughout each year. We are aware that we don't shout enough about the achievements of our students and staff. When we achieve success we know we should be highlighting this to a regional and national – and potentially international - audience. We are aiming to demonstrate that Arts, Media and Design actively contributes to Staffordshire University being a top class and forward looking HE institution.

To help us to promote and celebrate our success, the Faculty of Arts, Media and Design is offering three half fee-waiver internships for students who are studying on any of our 3 full-time MA journalism awards commencing in September 2010. We want to recruit 3 MA students who will work with us for a year to promote the faculty. In return for a 50% UK tuition fee waiver, [worth £2000] the 3 successful students will work for us for the equivalent of a one day a week throughout their course sourcing, researching, developing and promoting a wide range of news stories. They will publish these to the news pages on the University website, develop them into press releases and work to engage a broad range of regional and national media outlets to be interested in our work and achievements.

We are aiming to applicants who can complement each others' skills – therefore we are looking for students from a diverse range of backgrounds including print / online and also broadcast and film making who can develop video content for the web and promotional media.

The successful applicants will work closely with the Faculty Director for recruitment and marketing and also the Faculty Electronic Resources team who develop the Faculty content for the University website.

The three internship positions are open to all applicants who are offered a place on the MA Journalism, MA Broadcast Journalism and MA Sports Broadcast Journalism awards commencing in September 2010. To apply, applicants will need to submit a written expression of interest that must including the following

- a one side letter of interest explaining why they are would like to be considered for the internship and what skills and qualities they would bring to the role
- a specimen press release to advertise and promote the faculty's annual Art and Design Degree show
- a one side proposal that outlines the different ways in which, in a multimedia world, they would promote the annual degree show when it takes place in June 2011

Details of the 2010 show can be found at www.staffs.ac.uk/degreeshow. Further details about the faculty and its' diversity of skills and talents can be found at www.staffs.ac.uk/amd

All applications will be considered by a selection panel comprising the Awards Manager for Journalism, a member of the journalism team with a specialist interest in online journalism, the Faculty Director and a member of the Faculty support staff responsible for the web. Closing date for the receipt of applications will be **3rd September 2010**. Applications should be sent by post in hard copy to be received by this date. Shortlisted applicants will be invited to attend an interview on Friday 17th September 2010. Applications which do not contain all 3 elements above will not be considered.

Further enquiries about the internships or the application process should be directed to Dr Helen Chapman [Faculty Director Recruitment] t; 01782 294415 or e: h.c.chapman@staffs.ac.uk

July 2010.