



**CONTACT:**

Tina Amey  
Media & Community Relations Dept.  
Children's Hospital & Research Center Oakland  
510-428-3367  
tamey@mail.cho.org

### Media Relations Volunteer/Internship Responsibilities

The Media Relations volunteer/internship non-paid program at Children's Hospital & Research Center Oakland is designed to give participants hands-on public relations experience in the healthcare and science industry. You will be working in a busy, fast-paced office and responsible for many tasks including escorting approved media and outside organizations on hospital property, helping with news gathering, research, press material writing and coordinating, strategizing and handling media interviews. Through our program, participants can build a valuable portfolio for public relations employment opportunities and possibly other healthcare fields.

Our volunteer(s)/intern(s) will help the Media Relations Specialist complete the following tasks:

***Press Releases, Media Alerts, Articles on hospital unique programs and patient stories, Q&A Documents, Bios, Facts Sheets and Backgrounders***

Will work with the Media Relations Specialist to contact appropriate departments to draft all press materials.

***Media Coordination***

Assist the Media Relations Specialist to coordinate all media events to ensure that all press interviews are conducted with approved hospital spokespeople. Our objectives are to:

- Thoroughly understand the goal and purpose of media requests before granting interviews
- Prepare strategic answers in anticipation of unfavorable questions
- Pitch story ideas for future news coverage
- Intervene if interviews become tense and/or off target
- Confirm with media organizations that they have correct information released by the hospital.

### ***Press Events***

Volunteers/Interns will participate in the development of all press events. To ensure our success the Media Relations intern will be responsible for:

- Developing press materials for the approval of the Director
- Identifying doctors, nurses, families and patients for media interviews
- Getting consent forms signed and filed
- Confirming all logistical requirements

### ***Reactive press opportunities***

Assist the Media Relations Specialist in responding to media requests for interviews and information.

### ***Pro-active press opportunities***

Assist the Media Relations Specialist in developing new story ideas to pitch to the media to secure positive news coverage.

### ***Editorial Calendars***

Responsible for creating editorial calendar listings that will be used to identify media opportunities in select publications, newspapers, and television and radio stations.

### ***Expert Guides***

Responsible for posting our physicians and researchers on online expert guide lists such as MediaMap and EurekAlert to promote our expertise to media organizations.

### ***Special events coordinating***

Interns may be responsible for helping coordinate special events for the hospital such as media events, grand openings, etc.

### ***Qualifications:***

- Junior or Senior level college student or graduate
- Communications, Journalism or English major preferred
- Available 3-5 eight hour days a week for 4-6 months