

Sakura Matsuri & Japan Bowl Public Relations Coordinator

This internship position is offered only during the Winter-Spring Semesters. Applicants applying for an internship during the Winter-Spring semester must be available from the beginning of January until one week after the Sakura Matsuri and Japan Bowl events are finished.

Function Publicize the Festival & Japan Bowl and encourage media coverage. Collect and disseminate information on all aspects of the Festival. Write and design Festival promotional materials, press releases, programs, website, etc.

Responsibilities

- Assist in the designing of Festival & Japan Bowl posters, programs, website, and other promotional materials.
- Obtain information on artists including, photographs. Interview participants for stories.
- Draft press releases and create press kits covering all aspects of the Festival & Japan Bowl to appeal to both American and Japanese media. Reviewed and approved by President, Festival Director and Japan Bowl Director.
- Develop list of news outlets, community organizations, newsletters, websites, blogs, visitors associations, schools, etc., that can be information outlets to promote the Festival and Japan Bowl.
- Provide information to webmaster for updating the Festival website on a regular basis.
- Develop and deliver press kits and follow up with phone calls to ensure media coverage and listing in events calendars.
- Find photographers and videographers (volunteer or hired) to take photos at the Festival and Japan Bowl. With Festival Director & Japan Bowl Director, develop priorities and provide direction to photographers about what kind of pictures are needed.
- Host press at Festival & Japan Bowl providing schedule, information, space.
- Track/clip coverage. Develop media press list for future information.

Requirements

Intern applicants must have Public Relations experience or university level class equivalent. Please submit transcripts with your cover letter and resume.