

## **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.