



## 2020 Publicity Internship

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To apply, please send a pdf copy of your resume and cover letter to [volunteers@swf.org.au](mailto:volunteers@swf.org.au)

Please ensure that you address how your skills and experience relate to the role. Applications close at midnight, **Sunday 9 February, 2020.**

### About the Festival

As the largest literary festival in Australia, and among the top five of its kind in the world, Sydney Writers' Festival brings together the world's best storytellers for a thoughtful, challenging and riotously fun celebration of the written word.

Each year, Sydney Writers' Festival presents a week-long program of events featuring the world's finest novelists, screenwriters, musicians and writers of cutting-edge nonfiction, including leading public intellectuals, esteemed scientists and ground-breaking journalists.

From 27 April to 3 May 2020, an audience of over 80,000 is expected to attend the annual Sydney Writers' Festival at Carriageworks and venues across our city, including Sydney Town Hall, City Recital Hall, the Seymour Centre and Riverside Theatres in Parramatta. The Festival Precinct will serve as a town square, inviting readers to come together as a community, as they continue the conversations that take place on stage in the bookshops and bars.

### About the Internship

The 2020 Sydney Writers' Festival Publicity Intern will learn the skills required to manage, under supervision from the Festival Publicist, the Live and Local media campaign. Live and Local is an SWF streaming program that delivers festival events to regional Australian audiences.

The Publicity Intern would benefit from skills or interest in the following areas: Effective and confident communications skills, an interest in regional news media, knowledge of the wider arts industry; administrative skills in scheduling, booking, updating and monitoring. This internship would particularly suit Communications and Media students, and any students who are interested in Arts PR.

**The Publicity Internship will commence the week of the 24<sup>th</sup> February and finish the week of Friday 8<sup>th</sup> May.** Two days a week. This is a commitment of 11 weeks at 16 hours per week, plus an extra 10 hours across the weekend of the Festival, a **total commitment of 186 hours** (negotiable around your university & work schedules).

## Key Learning Opportunities

- **Growth in understanding of regional media**, including researching appropriate outlets and contacts for promotion, monitoring news stories and keeping contact lists updated.
- **Press release writing**, including proofing and editing press releases for the Festival Publicist and Publicity Associate, in addition to writing press releases for the Live and Local program.
- **How to pitch a story**, including general campaign pitching, pitching stories via email and pitching stories via the phone.
- **Experience booking interviews**, including confirming interview times, mediating between author and SWF Artistic Director schedules, possible chaperoning authors to interviews during the Festival week.
- **Experience in media monitoring**, in preparing the Live and Local publicity report by analysing media data, collating trends and outliers and keeping abreast of the media that runs.

## Role Responsibilities

The Publicity Intern will assist with the following:

- Drafting the Live and Local media release
- Creating the 2020 media list for the Live and Local pitch
- Updating contacts on the server database
- Creating schedule of Live and Local interviews
- Updating the Live and Local media schedule
- Completing the Live and Local media report
- Drafting social media content from traditional media Festival coverage
- Assisting the Festival Publicist as needed
- Collating the SWF media stories.

## Key Festival Dates

Key dates relating to the festival and role are as follows. Please note your availability relevant to the below dates in your application.

### FEBRUARY

Sunday 9	Publicity Internship applications close
Monday 24	Publicity Internship begins

### MARCH

Thursday 12	Program launch evening
Saturday 14	Program launch in the <i>Sydney Morning Herald</i>

**APRIL**

Saturday 18 Volunteer Orientation Day  
Monday 27 Festival begins  
Tuesday 28 Opening Night

**MAY**

Sunday 3 Final day of Sydney Writers Festival core program  
Tuesday 12 Volunteer Wrap Party

**If you have any questions regarding this opportunity, please email us at [volunteers@swf.org.au](mailto:volunteers@swf.org.au)**