



INTERNSHIP ANNOUNCEMENT

Media Intern for Paddle to the Sea

The Tuolumne River Trust is interviewing for a media intern to be based out of our San Francisco office or our Modesto office to provide support for our 4th annual *Paddle to the Sea*. *Paddle to the Sea* is a four-week paddle-athon from Yosemite to the San Francisco Bay that helps raise awareness and support for protecting and restoring the Tuolumne River. The media intern's primary responsibility will be to use pictures and video to successfully communicate the story and the message of *Paddle to the Sea*. This is a part-time, unpaid internship position (2 days per week) from January or February through June. A 5 month commitment is essential. Your schedule will be very flexible, and college credit may be available. You *will* get the opportunity to paddle legs of the journey if you'd like. This is an excellent opportunity to join a great team working to take a highly successful event to the next level.

Duties and Responsibilities

1. Create a user-friendly archive of existing media shot during past events.
2. Work with existing media to help create posters, brochures, and other print and web materials that will promote the event.
3. Work to incorporate photographs and video on the Paddle to the Sea website, blog, and social media sites.
4. When Paddle to the Sea 2012 kicks off in June, the media intern will coordinate a strategy to document it through photographs and video. This may include joining legs of the journey to act as videographer, and it may include training and directing other paddlers to capture desired photographs and footage.
5. Work to quickly get images from the 2012 event into the world by updating websites, creating and managing a Paddle to the Sea blog, and by distributing photos to the press.
6. After the event is over, the intern will use the footage shot to create a Paddle to the Sea video that can help describe the event and promote the work that is being done to protect and restore the River.

Desired Qualifications

1. Well-organized, self-starter, detail-oriented, flexible, and a quick learner with the ability to multi-task and manage both routine and complex tasks simultaneously.
2. Graphic design skills for print and web.
3. Web design experience considered a plus.
4. Experience with photography and videography.
5. Experience editing video. Access to video editing equipment would be helpful.
6. An interest in rivers, outdoor recreation and an environmental ethic.
7. Professional and pleasant demeanor, excellent oral and written communication skills in the English language, and a positive, can-do attitude are a must!

Additional Information

This is a part-time, unpaid internship; 2 days/week with the possibility of going full-time during "crunch time" from early-May to mid-June. This position reports to the *Paddle to the Sea* Director. The Paddle to the Sea Media Internship will be based in the Trust's San Francisco office and will require some travel to events in the Bay Area, Central Valley and Western Sierra during the event. Expenses associated with travel will be reimbursed and you will have the opportunity to paddle legs of the journey. College credit may also be available; please talk with the

appropriate department at your school to arrange credit. This is an exciting, fun, and yet highly demanding opportunity that offers excellent potential for professional growth and accomplishment.

To apply, please send an email (with cover letter, resume and 2 professional references as attachments) with subject heading “Media Intern” to Jessie Raeder at jessie@tuolumne.org by January 2, 2012. Interviews will be scheduled on a rolling basis; the position will be open until filled. Examples of your work in photography or video are welcome but not necessary. For more information, visit: www.tuolumne.org, or feel free to call Jessie at 415-882-7252 ext. 301.

Paddle to the Sea Background

Paddle to the Sea is a 4-week journey from Yosemite to the Golden Gate celebrating and fostering better stewardship of the Tuolumne River by vividly demonstrating our shared dependence on this limited resource. Last year Paddle to the Sea directly involved over 1,400 people. We will reach many more through media coverage generated by the event. Ultimately, Paddle to the Sea will educate and involve thousands of people in our effort to protect and restore the Tuolumne River.

The Tuolumne is a Wild & Scenic river and the lifeblood of communities from the Sierra to the Sea. It connects the fly fisher in Yosemite, to the farmer in Modesto, to the thirsty family in San Francisco, to the salmon fisherman in the Pacific. We depend on this river to grow our food, provide clean drinking water to 2.5 million people in the Bay Area, and power our homes and businesses.

Our reliance on the Tuolumne also comes at a price as dams, water diversions, and developments have taken their toll on the River. The Salmon population has plummeted from tens of thousands to just a few hundred, the Lower Tuolumne no longer meets Clean Water Act standards, and the recreational value of the River has diminished. Paddle to the Sea will build public support that is critical to reversing these trends.

The journey consists of 18 paddling legs broken into 3 major segments.

1. Wild & Scenic Tuolumne Whitewater—we will partner with professional whitewater rafting outfitters to complete this world class whitewater run.
2. Lower Tuolumne River Parkway—Participants can reserve spots on TRT’s fleet of canoes or bring their own boat on several legs that meander through the Central Valley.
3. San Francisco Bay-Delta—moving into the Bay-Delta, a fleet of sailboats will escort sea kayakers for the final legs of the journey to the Golden Gate Bridge.

We also organize riverside events to involve the communities along the way.

1. In the Sierra Nevada we will send the kayakers and rafters off with a concert and celebration to start the journey.
2. In the Central Valley we will welcome paddlers on the banks of the Tuolumne with riverside parties in Modesto.
3. In the Bay Area we will celebrate the completion of our journey at the base of the Golden Gate Bridge.

The Tuolumne River Trust

The Tuolumne River Trust (TRT) is the voice for the river; ensuring that it is healthy, vibrant, and teeming with fish and wildlife for our children and grandchildren to enjoy. Founded in 1981, the Trust won Wild and Scenic designation for 83 miles of the Tuolumne in 1984, saved the Clavey from being dammed in 1994, and won higher flows for salmon in the Lower River in 1995. In 2008, we organized thousands of citizens to defeat a plan by San Francisco to divert an additional 25 million gallons of water per day from the River. TRT has 12 staff based in Sonoma, Modesto, and San Francisco. For more about TRT visit www.tuolumne.org