

DRF Internship Webpage

- Welcome video

- [] welcomes the interns to the internship and explains what they can find on the intern page. (do a screen share with my face as a little pop up window going through each of the different parts of the website.) at the end of the video give the contact info for robin

- Meet robin video

- [] video explaining who Robin is and how to get in touch with her (+ clip of her saying welcome herself)

- Meet mary video

- [] video explaining who mary is and when to reach out to her (+ clip of her saying welcome herself)

- Quick links

- ✓ [monday.com/google doc tutorial](#) (goes through a step by step guide on how to use monday.com as well as inserting the youtube video in the doc -in case you are a visual learner-

- ✓ [project proposal template](#) a template and instructions for making a project proposal that is presentable and easily digestible for the board and Robin

- ✓ [google doc with info to people you might need to contact](#), also explaining who they are and what they do in the foundation

- ✓ [google doc with information about the basics](#) on who she is, her filmography (link to imdb), how to find more about her, and finding reliable sources (differences between primary and secondary + biblio chrome extension)

- Intern Work

- [] [Mia Watch Party](#) → allow her to write up a small synopsis about what she has done to create this, how it went, why she thought of it/what inspired her to do it and anything else she might want to add (put up a link to watch if they recorded it)

- [] [Editorial Calendar Work](#) → have Nicole or Penelope go through some of the changes and things they have done with the editorial calendar (figure out which one worked on it) and have them talk about what they did, how they thought of the idea (their inspiration?), and anything else they might want to add

- [] [Social Media](#) → I can talk about the social media campaign and what i did to get it started and the planning that went into it, I can explain that I was inspired to promote the foundation using social media so we can have more growth outside of Iowa

- [] [Documentary](#) → I can talk about how I went about doing this, what resources and tools I used in order to complete this, and give a link in the description to more information about the tools I used

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- The Team

- [] videos from each of the different interns explaining what they do (can take from the celebrate page)

- Resources

- [google doc with a basic timeline of Donna's life](#) as well as resources to explore and learn more about her

- [google doc with more resource tools and skills](#) + how to use them for your projects

- [] [social media walkthrough](#) (canva explanation, posting, themes, making plans, etc)

- [] [donna's filmography and utilizing it](#) (how to access, screengrabs, using episodes, etc)

- [] [jerry's tutorial](#) (where to look for inspiration) → this is going to have a picture of the post as a labeled diagram with each blurb of explanation being what Jerry wrote.

- Portfolios

- [] [in this doc](#) talk about how the portfolios work, what you need in your portfolio, how to organize all your stuff, etc.

- Design Your Own

- [] talk about how each person should be making their own projects and that is dependent on how much they are

If you know you are going to be spending a good amount of time with this internship, I recommend that you design your own project. There are many options of what you can do to make a project unique and tailored to exactly what you hope to do in the future, the beauty in these projects lying in the ability for you to utilize it as a gateway towards having a greater experience in the field that you are studying. The importance of this project is not only to increase the publicity of the foundation but to allow you to move forward and take something away from this internship that made it beneficial and worth your time, a shining star on your portfolio that can be useful for future job applications.

An example of designing your own projects that have been created in the past was the Donna Reed Documentary. This documentary was created by an intern who had an interest in video editing and voice overs, they had experience with writing engaging scripts and composing media so that they could effectively string together a video that incorporated the image from the Donna Reed Archive with a narration that explained the historical significance of the *Donna Reed Show* on the feminist movement in the sixties. This documentary is now a great resource for future interns to quickly learn the

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background of who Donna Reed is and how they can relate to her in less than ten minutes.

Another example was the social media proposal plan that introduced a new niche of marketing to the foundation so that different target demographics are interested in what our foundation has to offer and how it is applicable for them. This project was designed by an intern who already had experience with social media and the marketing strategies known to make an effective account with rapid growth and engagement.

Another intern created a plan to host a TV Watch Party in which guests were invited to watch altogether over Zoom Video Conferencing an episode of *The Donna Reed Show* and then proceed to engage in an interactive discussion about the historical impact and relevance of the show, as well as key elements that drove the show to gain the success it maintains to this day. This event was great for this intern as they were able to further explore the elements that are instrumental towards hosting larger scaled video conferences online, as well as regulating the crowd so that the conversations stayed meaningful and relevant.

An intern that had a strong interest in literature went through all of the books that were mentioned throughout the *Donna Reed Show* and listed them in a PowerPoint slideshow. This method made the information more digestible for anyone who resonates with periodical literature pertaining to the historical significance such has on its mention in the show, as well as the way that the mention of such books points towards the themes and opinions the show was trying to communicate at the time. This also allowed for another demographic to be drawn to the foundation and connect with Donna in general.

~ screen grabs with an annotated page to show the layout of all these resources ~

