

## Internship Overview

<b>Company:</b>	High Country Press Publications
<b>Location:</b>	Boone, NC
<b>Status:</b>	Intern
<b>Job Type:</b>	Temporary
<b>Semester 1 Compensation:</b>	None
<b>Semester(s) 2-4 Compensation:</b>	\$500 each semester
<b>Semester(s) 5+ Compensation:</b>	\$1,000 each semester

(Compensation is based on semesters worked at HCPP not semesters completed at AppState)

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**Our Vision:** Serve the High Country with integrity, curiosity, and wonder

**Company Overview:** High Country Press Publications (HCPP) operates three public-facing business lines: High Country Press (Daily online newspaper with 1.3 million views annually), High Country Magazine (Lifestyle magazine distributed six times a year with 90,000 annual circulation), and High Country Visitor Guide (Visitor guide distributed three times a year with 120,000 annual circulation). All three lines focus on Ashe, Avery, and Watauga counties.

Interns may be confronted with the realities of the most important constitutional amendments – the First Amendment. It is important for interns to understand that, in the journalism field, we sometimes cover and research stories that are heartbreaking, disgusting, offensive, vulgar, and carnal. Interns may interview people who are diabolically opposed to their political, social, spiritual, or intellectual beliefs and values. HCPP believes this may be one of the greatest gifts we can provide our interns.

**The First Amendment** - *Congress shall make no law respecting an establishment of religion or prohibiting the free exercise thereof; or abridging the freedom of speech, or of the press; or the right of the people peaceably to assemble, and to petition the Government for a redress of grievances.*

We respect and protect the First Amendment. We also protect our team. We do not believe these two convictions are in opposition. The goal for our interns is simple: Learn and experience the real world in their chosen field through the lenses of integrity, curiosity, and wonder.

We currently have internship tracks in graphic design, journalism, and marketing. All interns will collaborate with staff and other interns to accomplish the goals and vision of HCPP. All interns

will represent HCPP with a company-provided email address and media credentials. They will be trained to demonstrate the highest level of professionalism and uphold journalistic integrity.

### **Track 1: Graphic Design**

Our graphic design interns use their skills and learn in the areas of online/digital articles and promotions, sales correspondence, InDesign, Photoshop, brand promotion, magazine layout, magazine ads, magazine promotion, visitor guide promotion and layout, and social media communications.

### **Track 2: Journalism**

Our journalism interns use their skills and learn in the areas of interviewing, writing stories, transcribing, editing stories, editing copy, editing ads, writing ads, attending press conferences, designing interview questions, press releases, WordPress, MS word, and adhering to deadlines.

### **Track 3: Marketing**

Our marketing interns use their skills and learn in the areas of copy writing, ad buys, ad sales, marketing ROI, marketing funnels, marketing planning and strategy, social media buys, Google buys, public relations, competitive analysis, and sales.

### **Qualifications:**

- At least 18 years old
- Excellent customer service skills
- Ability to work and multi-task in a fast-paced environment
- Organizational skills
- Detail-oriented
- Strong written and verbal communication skills
- Proficient in Microsoft Office
- “Thick-skinned”
- Not currently on academic probation
- Ability to commit to 12-15 hours per week
- Ability to understand and respect confidentiality
- Have reliable transportation
- Ability to work at the office and from home

If you qualify and are interested in advancing your experience while working with High Country Press Publications, email Sam Garrett at [sam@highcountrypress.com](mailto:sam@highcountrypress.com).

Please do not send a resume – it will be deleted.