



## Hilltromper, Environmental Writing



Organization/Agency: Hilltromper  
Supervisor/Sponsor: Traci Hukill Supervisor/Sponsor title: Content Director  
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2 interns needed/Hours, 6-12 hours per week Needed for quarters: Options (choose one)  
worked per intern:     Fall  Winter  Spring  Summer

### Describe the internship assignment:

Hilltromper is an outdoor recreation website. We seek to get people outdoors and connected with nature by presenting places to go and things to do in a fun and friendly format. We emphasize good stewardship, volunteerism, inclusiveness and community. We also include a good deal of environmental news and nature/science writing on our site.

We seek outdoor recreationists and science enthusiasts who are talented communicators for our internship program. Our four-month internship introduces students to a broad range of journalistic formats (aggregated articles, profiles, long news features, etc.) and tasks associated with a digital media product, such as uploading content on a CMS, maintaining website and newsletter databases, implementing social media strategy and using analytics to inform choice of content.

Every Hilltromper intern spends several hours per week maintaining the calendar of events, a great training ground for developing speed and accuracy in writing. For the first eight weeks I endeavor to expose the intern to the various journalistic forms in an organized progression of two-week modules, giving the intern a chance to practice the lessons in subsequent weeks. We allow interns to develop individual specialties according to interest. One might specialize in rock climbing and mountain biking blogs while another focuses on profiles of native plant species. A third may find nirvana in writing articles about local effects of climate change.

Interns also get some exposure to sales and marketing through occasional assignments, for example by compiling contact information for potential sales leads.

### Prerequisites:

- interns must be good writers with a solid command of grammar and
- a passion for some aspect of the outdoors: recreation, botany, wildlife, environmental politics, activism, community-building.
- We like but don't require journalism experience (high school experience is fine), but writing skills are a must.
- We ask for a formal writing sample, such as a college paper, and a cover letter explaining why the candidate is a good choice for the internship.
- Ideally the intern enjoys outdoor recreation