I’m writing from the California Bright Spot www.cabrightspot.com public education campaign with a micro-internship opportunity for your students. California Bright Spot is a web site and information hub focused on California’s clean energy future – it is sponsored by the California Business Alliance for a Green Economy www.ca-greenbusinessalliance.com

We’re currently working on educating the public about the bright spot in California’s dim economy – the clean technology sector. This industry is growing fast, and we want to showcase the great local businesses leading the way.

We’d like to work with one or more of your students to create photo-essays showing “A Day in the Life of…” a local Green-collar worker. In exchange for their work, they will be featured on the California Bright Spot website, and – here’s where you come in – hopefully, extra credit for a journalism/print design/etc. course. While we can’t offer a full internship for students as a part of the campaign, we’re hoping this partnership could provide a micro-internship opportunity for students to increase their portfolio of real-world work, as well as earn credit for a class they are currently taking.

I just graduated from a public relations program myself in June, and I always jumped on extra credit and internship opportunities when they came up; I credit this extra work to the leg-up I had in job searching when I graduated. I’m hoping this can be an opportunity for your students, too, to gain “real-world” experience and help with a campaign highlighting local business.

Please write back or give me a call at (415) 453-0430 if you have any questions, or think this might be a good fit. Also, feel free to forward this to any colleagues who would be interested as well. I’ll call you in a few days to follow-up.
Thank you for your time, and I look forward to talking with you!

Best,

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