



COUNTY LINES MAGAZINE

For-Credit Editorial/Social Media Internship with *County Lines Magazine*



At *County Lines Magazine*, interns get **hands-on publishing industry and social media experience** at a **monthly, regional lifestyle magazine with 80,000 readers (10,000 social media followers and 10,000 website users)**. Most interns elect a 3-course-credit option, working in the office for two, five-hour days for 13 weeks (totaling 130 hours). Higher course-credit options are also available, subject to approval by your university. We prefer that students apply during their fourth year.

The internship covers a variety of tasks that will strengthen your ability to write for a commercial publication, learn its style and conventions, and reinforce the skills needed in publishing. Because *County Lines* is a small company, you will work directly with the editor-in-chief and other editors and see all aspects of the business, up to the printing of the magazine, which is done off-site. In addition to **editorial duties**, interns have **significant social media responsibilities**.

INTERN DUTIES TYPICALLY INCLUDE:

- **Researching** and compiling information for upcoming articles and events.
- **Proofing** articles for *County Lines Magazine*, including **fact-checking** for accuracy and doing a close reading for format, grammar, readability, etc.
- **Writing** one-page event features, theater spotlight articles or similar short pieces, with a published byline. Writing longer pieces is possible, based on performance.
- **Learning to write in different styles**, for different audiences and different purposes.
- **Pitching ideas** for and writing for monthly features, like Good To Know and Food News.
- Writing online-only content, including Food News Online—similar to a **blog**.
- Securing the **rights to use photos** for publication and learning about royalty-free sources.
- Learning the fundamentals of **layout and printing**, using InDesign, Photoshop, etc.
- **Assisting the Publisher** with projects and the Sales department with advertising collateral.
- Assisting the Associate Editor with **communications to businesses** and advertisers.
- Working with our **social media program**—Facebook, Twitter and Instagram (primary responsibility).
- Assisting with **marketing events**.
- Completing other tasks based on personal skills and interests (e.g. podcasts, TikTok). We are open to **new ideas!**

SUMMARY: For the past 17 years *County Lines* has worked with over 70 interns from area and national colleges, with most interns coming from West Chester University. An internship here is an opportunity to learn about magazine publishing and to see if it's the kind of career you want to pursue. Successful interns get a strong reference from an experienced editor and an impressive portfolio of published clips—in print, online and on social media.

FOR MORE INFORMATION: After you've reviewed the *County Lines Magazine* website and social media and talked with your Internship Coordinator to verify your eligibility, please contact **Jo Anne Durako**, durako@valleydel.com, if you have specific questions.

TO APPLY: Please send a letter of interest, resume and 2 short writing samples (examples of your writing most similar to lifestyle magazine writing style, not lengthy academic papers) to durako@valleydel.com.

Thank you for your interest in *County Lines Magazine*! We look forward to meeting you.
Conveniently located at 515 S. Franklin St., West Chester, PA