

## **Internship Description: Californians for Pesticide Reform**

January 24, 2011

Start date: As soon as possible.

Minimum Commitment: 3 months, 10 hours/week

Research assistant needed for a progressive coalition working on pesticide and environmental justice issues across California. Californians for Pesticide Reform (CPR) is a dynamic statewide coalition of over 185 public interest groups founded in 1994 to protect public health and the environment from pesticides. CPR is undertaking a series of media, communications, and public opinion research projects in order to get a clear understanding of how Californians understand our issues, and how they might be inspired to take action to support sustainable agriculture and protect farmworkers and the public from pesticide exposures. This research will directly inform CPR's current and future campaigns, as well as those of its member organizations. Findings will be translated into messaging and issue definitions recommendations, and then shared widely with partner organizations in the state and across the country.

In addition to a passion for environmental justice and/or sustainable agriculture, applicants should have some familiarity with databases such as Lexis Nexis as well as strong internet research skills. A strong academic background, preferably in the humanities, is required. Some graduate training would be ideal. After initial project consultation and definition, the intern would work independently, checking in once every week or two as necessary. Work can be done remotely, from CPR's San Francisco office or from coalition member Pesticide Watch's office in Sacramento. Working with the communications director of Pesticide Action Network North America (a CPR member organization), the intern would be expected to commit to a three-month, 10 hour per week minimum in order to see a piece of research through to completion.

At the completion of the project, the intern will have a body of communications research to add to their portfolio: media content analysis, public opinion research meta-analysis, a campaign materials audit or a map of relevant new media influence networks. These skills should translate well into a career in online organizing, marketing and communications, and campaign planning.

**To apply**, please send a resume & writing sample with "Media Internship" in the subject line to: Tracey Brieger, [tracey@pesticidereform.org](mailto:tracey@pesticidereform.org). Feel free to call (415-981-3939 x6) or email with any questions.