



**JACKSON COUNTY TOURISM  
DEVELOPMENT AUTHORITY**

January 8, 2019

Jackson County Board of Commissioners  
401 Grindstaff Cove Road  
Sylva, NC 28779

At the Jackson County TDA's December board meeting the Board of Directors approved an internship position, pending Commissioner approval, to assist the Executive Director with various marketing and public relations duties. As Director duties have steadily increased year-over-year, this internship will provide support to accomplish our growing plan of work.

In consulting with county legal, finance and human resources, it was determined that due to language in our establishing legislation, we would need to present the request to Commissioners for approval.

The TDA's establishing legislation, R12-34 (adopted Nov. 2012, subsequently amended), Section 11, provision B states:

"Funds shall not be used to create pay positions from TDA funds unless approved in advance by the TDA Board and the Jackson County Board of Commissioners."

A detailed description of duties proposed for the 150-hour paid internship (\$12/hr.) are attached; funds are available within the JCTDA budget for the request. I have met personally with Mr. Caleb Sullivan and believe he would be an excellent fit for the internship; additionally, I have spoken with his professor and confirmed the same.

Sincerely,

A handwritten signature in black ink that reads "Nick Breedlove".

Nick Breedlove, Executive Director  
Jackson County TDA

# COMM 483 – Internship in Communication

## Department of Communication

1 University Drive, 233 Stillwell Building  
Western Carolina University, Cullowhee, North Carolina 28723

### Student Information

Name of student intern: Caleb Sullivan

Student telephone number: (828) 508-0688

Student e-mail: cmsullivan3@catamount.wcu.edu

Student emergency contact: \_\_\_\_\_ Phone \_\_\_\_\_

### Employer’s Internship Description

Company Name: Jackson County Tourism Development Authority

Address: 116 Central Street, Sylva, NC 28779

Phone: 828-848-8711

Direct Supervisor: Nick Breedlove

Title: Executive Director, Jackson County TDA

Phone: 828-848-8711 Email: Director@DiscoverJacksonNC.com

Human Resources Representative: Kathleen Breedlove

Title: Human Resources Director, Jackson County

Phone: (828) 631-2264 Email: kathleenbreedlove@jacksonnc.org

### Required Student Qualifications (Major, GPA requirement, required skills, etc.)

Familiarity with Jackson County and its attractions, events, towns and history

Experience in Public Relations with professional writing & proofing skills

Experience working with Social Media and/or content capture/creation

Proficiency with Mac or PC environments, Google Docs, and Databases

Ability to learn content management systems for social media

# Student Duties and Responsibilities During the Internship

To meet the academic course requirements of COMM 483 the student is required to be engaged in a professional learning experience for 150 hours to receive three hours of university credit.

Number of hours each week 10 for 15 weeks

Please list the major responsibilities the student will have and the percent of time he/she will be involved in that activity.

1. Work to review our Crisis Communication plan and work with implementing recommended best practices from other Destination Management Organizations working with the TDA's Crisis Plan Committee on the project  
Percent of internship 35%
  
2. Review blog posts and social media content before it gets posted.  
Curate photo galleries utilizing Crowdriff. Work on revising itineraries on website.  
Create 2-3 additional itineraries.  
Percent of internship 35%
  
3. Update partner details on website. Improve existing website content descriptions.  
Identify any assets for potential inclusion on website and implement assets to website (hiking trails, attractions, etc). Responsible for creation, photography, etc.  
Percent of internship 15%
  
4. Assisting with coordinating and creating itineraries for visiting travel writers; public relations or advertising duties as needed.  
  
Percent of internship 15%

Will the student participate in formal training? Yes X No \_\_\_\_\_

If yes, describe the type and length of training. For each duty above, student will receive appropriate amount of training based on their current knowledge of the field

If no, describe any alternate training or professional development experiences.

\_\_\_\_\_

\_\_\_\_\_

Will the student receive any compensation during the internship? Yes X No \_\_\_\_\_

If yes, please describe. Yes, pending Jackson County Commissioner Approval, an amount to be set at \$12/hour

Proposed start date: Following Commissioner Approval, late January, early February

Employer's name: Nick Breedlove

Employer's signature: 

Employer's title: Executive Director, JCTDA

**This Internship  
dependent on Jackson  
County Commissioner  
Approval**

Student will not be given permission to enroll in COMM 483 Internship in Communication until this form is completed and faculty approval is obtained.

Faculty approval \_\_\_\_\_ Date \_\_\_\_\_