

Community Storytelling & Video Production Internship

DEEP

CSU San Marcos • COMM 495 • 3 Credit Hours • Spring Semester 2027

About DEEP San Diego

DEEP is a nonprofit organization dedicated to improving literacy outcomes in southeastern San Diego. Located at 404 Euclid Ave, Suite 304, San Diego, CA 92114, DEEP empowers communities to create the conditions for children to be lifelong learners who lead choice-filled lives.

Serving over 1,300 individuals annually, DEEP works alongside families, educators, and community members with evidence-based programs that close the literacy gap and foster educational equity. DEEP operates across partner schools — Webster, Johnson, the King Chavez Neighborhood Schools, and a potential additional school site — and collaborates with partner organizations united by a shared vision: ensuring reading proficiency for children in the San Diego region.

DEEP's programs span three strategic priorities: preparing children for kindergarten, supporting reading on grade level and extending learning beyond the classroom. Our work centers on the families and children who are at the heart of our communities.

Visit <https://deep.sd.org/> for more information.

About the Internship

Starting in the Spring Semester of 2027, DEEP San Diego is seeking interns to join our team as Community Storytellers. This is a 3-credit-hour internship position requiring enrollment in COMM 495.

This internship is an opportunity to do meaningful work at the intersection of video production, community engagement, and nonprofit communications. The intern will interview teachers, school staff, families and parents from DEEP's partner school communities to capture their stories — in their own words — about the impact of literacy support on their children and their lives.

The resulting video content will serve multiple purposes: short-form pieces for DEEP's social media channels (Instagram, Facebook, LinkedIn, YouTube), longer-form videos for funder presentations and grant reporting, and compelling visual content for board meetings and community events.

DEEP welcomes applicants with varying skill levels and experience. A genuine interest in community storytelling, cultural humility, and a commitment to educational equity are more important than a polished portfolio. Interns must be able to travel to DEEP's partner school sites and to DEEP's Euclid Avenue office.

Internship Responsibilities

Community Interviews & Story Capture

- Build trust with families and parents from Webster, Johnson, King Chavez, and partner elementary schools to conduct on-camera interviews
- Prepare thoughtful interview questions in collaboration with DEEP staff that draw out authentic stories about literacy, family life, and the role of education
- Conduct interviews with cultural sensitivity and respect for bilingual and multilingual community members (Spanish language skills are a plus)
- Coordinate scheduling and logistics for filming at school sites

Video Production & Editing

- Film interviews and supplemental b-roll footage at school sites and community events
- Edit footage into multiple deliverable formats:
 - 60–90 second social media reels (Instagram, Facebook)
 - 2–3 minute impact stories for funders and donor cultivation
 - 5–8 minute community highlight videos for board meetings and events
- Add captions, lower-thirds, and DEEP branding consistent with brand guidelines
- Repurpose interview footage into short clips, quote graphics, and still images for social media

Social Media Content

- Draft captions and post copy for DEEP's Instagram, Facebook, LinkedIn, and YouTube channels featuring finished video content
- Maintain DEEP's tone of voice: warm, community-centered, strengths-based, and mission-driven
- Coordinate with DEEP staff to schedule and publish content aligned with the program calendar

Funder & Board Storytelling

- Work with DEEP's leadership team to understand the narrative needs of funders and board members
- Help shape story arcs that connect family voices to DEEP's mission and measurable outcomes
- Ensure all video deliverables meet the standards needed for grant reports and funder presentations

Documentation & Asset Management

- Maintain organized digital files of raw footage, edited videos, and release forms
- Obtain photo/video release forms from all interview participants
- Provide DEEP with a final library of edited and labeled video assets at the end of the semester
- Organize, label, and sort DEEP's existing photo and video archive, creating a consistent naming and filing system that makes assets easy to locate and use across the organization

Ideal Candidate

We encourage students with a passion for storytelling and community to apply, even if your production experience is still developing. The following qualities and skills will help you succeed:

- Interest in educational equity, community development, or nonprofit work
- Experience or coursework in video production, documentary filmmaking, or journalism
- Comfort with conducting interviews and engaging authentically with people from diverse backgrounds
- Strong written and verbal communication skills
- Self-motivated with the ability to manage a project independently and meet deadlines
- Access to or ability to use video recording and editing tools (DEEP can discuss equipment support)
- Ability to travel to school sites in southeastern San Diego
- Spanish language proficiency is a significant plus given our bilingual community

How to Apply

To apply, or for more information, please send the following to mdewey@csusm.edu:

- A current resume
- A letter of interest describing yourself, your experience, and why you're drawn to community storytelling and educational equity
- Any links to relevant past video, photo, or creative work (student projects welcome)

DEEP San Diego is committed to building a team that reflects the communities we serve. We strongly encourage applicants from southeastern San Diego and students with lived experience in communities similar to those we work with to apply.