

Calgary tour de nuit Society



2015 Part-time Journalism Intern

is one of Canada's most innovative member based non-profit organizations promoting urban bicycle commuting. The *Tour de Nuit* Society is the event planner of the 'Tour of Alberta Ride the Road' Tour and the Calgary Bicycle Festival. The '[Tour of Alberta Ride the Road](#)' tour is the genesis of our legislative initiative at City Hall, which has led to the building of separated bike lanes.

The *Tour de Nuit* Society is one of two leading newsmakers in the local cycling sector (the other being, of course, the Tour of Alberta.) We run the most effective media relations program in English Canada and we are the only cycling promotion or advocacy group sponsored by a daily newspaper (the Calgary Sun). We hold an editorial page record for the Calgary Herald (June 23, 2011).

Last year our interns were responsible for conducting a research study that reviewed the measurements of for determining the success of Calgary's proposed bicycle network. While presenting to the Transportation Committee of the City of Calgary, our interns experienced first-hand how multi-million dollar decisions are really made.

Our Journalism Intern will be a key player in publicizing our active research program, as well as other major projects. The Journalism Intern may also partake in the effort to bring back the professional Tour of Alberta cycling stage race to Calgary and southern Alberta, while raising awareness to our brand and mission to achieve 'more people cycling more often'. Our position will give you the opportunity to develop meaningful experience and contribute to the building of a strong, community-based organization.

If you are passionate about bringing a positive change in attitudes towards active and sustainable transportation in the City of Calgary, we want to hear from you.

The Journalism Intern's role is to:

- Monitor local media for cycling stories and relevant issues
- Recommend media and communications strategies
- Write content for website, blog and social media
- Draft media releases

Qualifications:

- Persistence and tact
- Ability to write quickly and succinctly
- Excellent verbal and presentation skills
- Ability to function in a team environment with multi-disciplinary members
- Creative thinker prepared to articulate and sell new concepts

This position is available under the [Serving Communities Internship Program](#) and certain eligibility conditions apply. Schedule is a flexible 80 hours through the midsummer. A \$1,000 bursary is paid upon completion. Send you CV to: staffing@morepeoplecycling.ca



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