



Fahlgren Mortine 2012 Edward Howard Legacy Internship

About the Internship

The Edward Howard Legacy Internship by Fahlgren Mortine, founded in 2011, is named in honor of the founder of Edward Howard, a public relations agency founded in 1925 in Cleveland, Ohio. In March 2010, the agency merged with Fahlgren Mortine. The internship seeks to carry on the legacy of Edward Howard, by offering students an opportunity to work with public relations professionals dedicated to mentoring and professional growth.

The competitive Edward Howard Legacy Internship is offered in the Cleveland and Dayton, Ohio offices of Fahlgren Mortine. It is a paid, full-time internship where interns are introduced to all aspects of public relations, including strategic planning, research, media relations, social media engagement, writing, internal communications, special events and online communications.

Fahlgren Mortine strives to make this program one of the best in the nation. Interns are introduced to all aspects of public relations, including strategic planning, research, media relations, social media engagement, writing, internal communications, special events and online communications. Interns are exposed to consumer, non-profit and business-to-business accounts in order to provide a well-rounded internship experience. Interns are also involved in team meetings, brainstorming sessions and much more. Fahlgren Mortine seeks to provide interns with the tactical experience that will help them build a meaningful resume and portfolio, in addition to meeting their individual needs and career goals.

About Fahlgren Mortine

Columbus, Ohio-based Fahlgren Mortine, winner of the 2011 Bulldog Reporter Small Agency of the Year award and a current finalist in *PRWeek's* 2012 Small Agency of the Year award, is one of the nation's largest independent marketing and communications agencies with 2010 revenue of approximately \$20 million and locations in Columbus, Cleveland, Dayton, Cincinnati and Toledo, Ohio; Parkersburg and Charleston, W. Va.; Ft. Lauderdale, Fla.; and Denver, Colo. Fahlgren Mortine provides a full-service offering to clients in 29 states from California to Connecticut, with industry specializations in automotive, business-to-business, consumer packaged goods, education, financial services, healthcare, retail, technology, and tourism and economic development. Capabilities include social media, digital services, advertising, public relations, research, branding, creative and design.

Currently staffed by 50 public relations professionals, the PR division of Fahlgren Mortine is one of the Midwest's leading and fastest growing public relations firms. Key clients include the Ohio Office of Tourism, Donatos Pizza, Cardinal Health, Myrtle Beach Convention and Visitors' Bureau, The Kroger Co., Worthington Industries, Emerson Network Power, and dozens of other leading national brands, companies and organizations. To learn more, visit www.fahlgrenmortine.com.

Potential internship responsibilities:

- Conduct new business and client research
- Develop media lists, editorial calendars and media results reports
- Participate in both internal team and client meetings
- Write news releases, website copy, fact sheets, collateral and other materials
- Coordinate collateral projects, including invitations, letterhead and brochures
- Interact with local, trade and national media, when appropriate
- Participate in all-agency collaborative summer project with fellow Fahlgren Mortine interns, and present project recommendations to Fahlgren Mortine senior leadership team

Other Benefits:

- Opportunity to work at one of the Midwest’s leading public relations firms
- Opportunity to work in a broad agency setting with investor relations, advertising, strategic planning, marketing, direct marketing and digital/interactive disciplines
- Opportunity to tailor existing internship program to meet individual needs and interests
- Opportunity to develop proficiencies with leading-edge public relations technology research tools, including Factiva, CisionPoint and BurrellesLuce
- One-on-one mentoring with a designated mentor throughout the course of the internship
- Exposure to a variety of professionals, from entry level to senior leadership
- Ability to cultivate diverse skills through a well-rounded experience by working on consumer, non-profit, business-to-business and technology accounts
- Exposure to a variety of public relations disciplines, including media relations, investor relations, industry analyst relations, strategic research, branding, crisis communications and social media strategy and execution, among others
- Feedback relating to performance, including an agency-intern review both halfway through, and upon completion of the internship

Fahlgren Mortine's Commitment to Professional Development

At Fahlgren Mortine, we are committed to providing interns with ongoing feedback to ensure that both the student and the agency receive the most out of the internship experience.

For that reason, Fahlgren Mortine will pair each intern with a mentor. The mentor will supervise the intern’s progress, work with him/her to establish professional development goals, and consult with other team leaders to ensure the intern is receiving a well-rounded experience.

As further evidence of our commitment, Fahlgren Mortine has developed an internship evaluation to assess each intern’s performance at the end of the internship experience. The evaluation enables students to understand which of their public relations skills are primary strengths and which may need further development. The intern is also asked to evaluate the internship program and provide input on how Fahlgren Mortine can make the experience even more valuable for future students.

Upon completion of the internship, the student will have a thorough understanding of the skills, knowledge and experience required to succeed in the agency public relations field as well as greater insight into his/her personal strengths and interests.

Qualifications

The candidate must be a full-time student currently in his/her sophomore or junior year of college. While preference is given to public relations, communications and journalism majors, all applicants will be considered.

Ideal applicants possess:

- Strong research, organizational and writing skills
- A proven understanding of public relations, social media and online and traditional media, including AP style
- Talent, drive, and the ability to work independently and in team settings

Prior internship experience in public relations, communications and journalism also a plus.

Office Hours

8:30 a.m. to 5 p.m., Monday through Friday

Compensation

\$12/hour

Application Instructions

To apply, students must submit the following materials:

- Cover letter explaining why he/she should be considered for this opportunity
- Complete resume
- Completed writing and media research assignments (see pg. 4 of this document)

Applicants may be asked to participate in an interview over the phone or in person prior to final selection.

Interested applicants should send the above requested materials to:

Cleveland:

Melissa Carney

Fahlgren Mortine

1100 Superior Ave E

Ste 1600

Cleveland, Ohio 44114

internships@fahlgren.com

Dayton:

Meghann Heft

Fahlgren Mortine

9049 Springboro Pike

Miamisburg, Ohio 45342

internships@fahlgren.com

* If sent electronically, please note "Cleveland: Edward Howard Legacy Internship " OR "Dayton: Edward Howard Legacy Internship" in the subject line.

Deadline

Applications for the Fahlgren Mortine 2012 Edward Howard Legacy Internship are due by 11:59 p.m. ET on **March 25, 2012**. Entries e-mailed or postmarked after the deadline will not be considered.

The recipient of the internship will be notified by **mid-April 2012**, and will begin his or her internship experience in May or June, depending on the recipient's academic calendar.

Writing and Research Assignment

Using the hypothetical facts below, please complete sections A and B. Feel free to use creative license in adding facts not included below, if you feel they will contribute to the completeness of the assignments.

The beautiful Napa Valley wine country features breathtaking views and numerous vineyards at your fingertips. World renowned restaurants and wineries draw visitors to this popular destination from around the globe. Until now, flying directly into Napa Valley was limited to charter and private jets. Currently closed to the public for remodeling, the expanded Napa Valley County Airport will reopen in the summer and will begin to offer flights from two major domestic airlines.

To attract national and regional attention and tourism, the Napa Valley County Airport plans to host a grand reopening event on June 9, 2012. The Napa Valley County Airport would like to promote the ease and convenience of nonstop flights directly into wine country to attract new visitors, wine connoisseurs and business to the area.

Key community members include:

- Taylor Robinson – Executive Director, The Napa Valley County Airport
- Katie Lynn – VP of Public Relations, The Napa Valley County Airport
- Zack Morris – Mayor of Napa Valley

Section A) News Release Writing

Draft a news release announcing your event to the media. The release should adhere to AP style guidelines.

Section B) Media Research

Provide a list of one general interest magazine, one trade publication, two bloggers and three local media outlets that should receive the release. Also, include the names and titles of one media member from each outlet who should be invited to the event.

Please sign the following statement and submit it with your application packet.

I certify that this work is my own and is a true reflection of independent thinking.

(Signature)