



on ideas

2010/2011  
Internship Program

# Overview

The On Ideas (OI) internship program serves as an introduction to working in the field of public relations and advertising. Selected interns will continue to build their skill sets in a variety of areas including writing, time management, creative thinking, advertising layouts and social media applications while working in a professional, “real world” work environment.



# Process

Throughout the course of the interns' time at OI, each intern will check in with his/her mentor on a biweekly basis to ensure that he/she is learning and is continuing to develop a working knowledge of public relations/advertising.

- + A checklist will be given to the interns on their first day and will include items that OI staff believes are important to learn when considering a career in PR/advertising (e.g. writing a press release, going on a photo shoot).
- + During the course of the internship, it will be up to the intern's mentor to make sure that he/she is given the opportunity to do everything on the checklist.
- + Once the intern begins working, he/she will split the day between actual OI client work and an intern project.

# Recruitment

- + On Ideas receives many resumes for internships and will follow up with the candidates via email with a brief response.
- + Resumes will be reviewed within a month of being received to determine if the candidate is qualified to continue on in the selection process.
- + On Ideas will also attend job fairs at local colleges and universities, local career fairs, PRSSA events and/or other opportunities to recruit potential applicants.
- + Once a pool of applicants has been narrowed down, no more than ten will be called in for an interview with a supervisor.
  - + A job fit assessment will be administered by Human Resources.
  - + Final answers and offers for internship placement will be made no later than one month after interviewing.

# Internship Goal

- + To learn day-to-day tasks of client services, creative, and HR/accounting
- + To gain skills in effective time management, professionalism, attention to detail, strategic thinking and communication
- + To gain exposure to project and campaign management

# Internship Path

- + Work beside the appropriate mentor, and collaboratively with members of the agency, to complete assigned client jobs
- + Manage and present a campaign to agency mentors and upper management
- + Attend strategic briefing meetings
- + Attend at least three industry networking events

# Day-to-Day Tasks

- + Meet daily (or biweekly, as needed) with the assigned mentor to update client reports and daily account task lists
- + Manage client projects
- + Provide professional emails to agency staff regarding projects and feedback
- + Attend strategic meetings, photo shoots, broadcast production opportunities and internal agency meetings as requested by the assigned mentor
- + Continue to develop the intern project to meet review dates and final presentation status
- + Work efficiently and productively to gain higher periodic review scores on the intern performance evaluations



# Intern Project

- + The intern project will be overseen by an On Ideas supervisor.
  - + The project can vary depending on the types of new clients that OI is pursuing.
  - + The interns will be responsible for developing a full-scale public relations/advertising campaign including overviews of the current situation and a strategy for the PR/advertising opportunities with the company.
- + The strategy should demonstrate the interns' working knowledge of the PR/advertising industry.
- + The plan should include but not be limited to a budget, two to three tactics, advertising concepts, social media integration, media outreach materials (press release, pitch letter, media list).
- + OI staff across practice groups should be prepared to assist with the project as needed (creative to help with layouts and creating a PowerPoint deck for presentation, public relations account executive to assist with media relations, advertising account executive to assist with advertising components).
- + During the interns' last week at OI, they will present their campaign to upper management and account team members to develop presentation skills and to demonstrate what they have learned during their time at OI.

# Learning/Evaluation

- + Throughout the course of the interns' time at OI, each intern will check in with his/her mentor to ensure that he/she is learning and is continuing to develop a working knowledge of public relations/advertising.
- + A final review of the intern's performance on the internship project and overall experience at OI will be conducted on his/her last day.



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# 2011 Internship Program Schedule

## Spring Internship 2011

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- + **December 6, 2010:** All Resumes Due
  - + **December 9, 2010:** Internship Candidates Announced
  - + **December 13 - 17, 2010:** Interview Week
  - + **December 17, 2010:** Announcement of Final Selections
  - + **January 10 - March 18:** 10 Week Spring Internship Program
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## Summer Internship 2011

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- + **April 18:** All Resumes Due
  - + **April 22:** Internship Candidates Announced
  - + **April 25 - 29:** Interview Week
  - + **April 29:** Announcement of Final Selections
  - + **May 16 - July 18:** 10 Week Summer Internship Program
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+ Please send all resumes to Adrienne Legath and Candace Evans via email with the "Spring 2011 Internship Application" or "Summer 2011 Internship Application" in the subject line.

**Adrienne Legath** - [adriennelegath@onideas.com](mailto:adriennelegath@onideas.com)

**Candace Evans** - [candaceevans@onideas.com](mailto:candaceevans@onideas.com)