

General Information

Name: Angela Williams

Internship Hours: 9-12 hrs/wk

Internship Placement: Mixed Media Promotions, Cranston, RI

Internship Supervisor: Ginny Shea

Internship Job Title: PR Intern/ Assistant

Background

I am a Marine Biology major and an Art/Film Media minor; last year I interned in a science lab and this year I wanted to try something media related. Over the summer I started searching the web for possible Fall 2011 internship opportunities. Via the URI website, I found this company, Mixed Media Promotions. I e-mailed the given address and an interview was set up for the next week. I went on the interview, it went well, and I started working/training by the next few weeks.

Professional Objectives

To create a promotional flyer/invite campaign from start to finish.

- Research previous successful promotions/invite campaigns
- On-the-job training of Vistaprint to familiarize myself with it and to gain the ability to create options

Evidence: Include a completed promotional flyer/invite, Include a copy of the invite's critiques and corrections e-mails

To learn how to edit video and post it on various media outlets (Facebook, YouTube).

- Research video editing
- Create draft for possible use
- Receive feedback from client/supervisor

Evidence: Include links to the posted video(s) and feedback e-mails.

Details

Duties Include

- Compiling/packaging press kits.
- Writing news releases.
- Coordinating promotional bulk mailings to targeted mailing lists for traditional press, TV and radio
- Mixing social and traditional media promotion campaigns
- Follow up calls, faxes, emails, postcard mailings for all packages mailed campaigns average 6 weeks.
- Arrange interviews for artists with newspaper critics, radio show hosts.

- Compile guest lists, arrange on-air CD/ticket giveaways, radio station ID's/"drops."
- Manage database.
- Request tear-sheets/story links, lay out/design for press kit duplication, send copies to client.
- Assist with the planning of record release parties/performance showcases guest list compilation.
- Research and develop target market in database
- Attending live performances/shows in area, strategic meetings.
- Maintaining/updating the company website, Facebook, Twitter, etc.

Evaluation Methods

- Consistent supervisor (Ginny Shea) communication and continuous contact via daily interactions/working together and feedback given by e-mail and in-person

Expected Workdays

- Wednesday 3:15-7:15, Friday 9:15-2:00
- Additional hours given via online "homework"
- Client event/exhibition days when available
- Start Date: August 18th, End Date: December 12th or possibly before if hours are completed