



PRSSA INTERNSHIP DIRECTORY
2010-2011

BARKLEY PUBLIC RELATIONS offers part-time spring and fall internships which are available for college credit and full-time summer internships which are paid. Participants can expect to sit in on client meetings, shout out the next big idea at brainstorm sessions, hone writing and editing skills, pitch media and, most importantly, form meaningful relationships between our clients and stakeholders. Just as our program is different from the traditional semester internships, our expectations for participants are set higher than the norm. Candidates must display energy, passion and creativity. We're looking for people who seize responsibility and run with it. We expect superb writing and analytical skills. They will have the opportunity to accomplish the same tasks we ask of our account managers. To apply, contact Sarah Ferguson, 1740 Main, Kansas City, MO 64108, 816-423-6061, SFerguson@barkleyus.com. Deadline for spring internship applications is November 28.

CAMP FIRE USA has occasional needs for part-time interns at their headquarters in Kansas City, Mo. Camp Fire USA is one of the nation's leading not-for-profit youth development organizations (www.campfireusa.org). Camp Fire USA provides all-inclusive, coeducational programs in hundreds of communities across the United States. Internship opportunities will vary, depending on the focus of current projects. For more information about potential internship projects, contact Lauren Wiedt, at lauren.wiedt@campfireusa.org.



FLEISHMAN-HILLARD has full-time fall, spring and summer internships available. Fleishman-Hillard, Inc., headquartered in St. Louis, is among the largest and best public relations agencies in the world with more than 80 offices worldwide. The Kansas City office was the second office opened and remains one of the largest offices in the network. The term “hit the ground running” is often a common phrase used when discussing our internship program. From the moment interns walk through the door, they are embraced by a team of mentors and are immediately incorporated into projects. This internship is not one of shadowing and running errands; rather, interns are responsible for specific project elements and are considered part of the team working on client business. Historically, typical internship responsibilities can include research, media relations, event planning and writing. To apply, contact Mary Heinrich, 2405 Grand Ave. #700, Kansas City, MO 64108, 816-474-9407, kcinterns@fleishman.com.

GREY HEALTHCARE GROUP offers full-time internship opportunities which are paid and available for college credit. Interns will be immersed into a variety of different areas of animal healthcare client service including brand management, conference support, public relations, media buying and account planning. When available, our internship programs can be traditional (summer, spring or fall) or non-traditional (open time frame), and we are willing to work with interested candidates. To apply, please contact Laureen Fanning, 1656 Washington, Suite 300, Kansas City, MO 64108, 816-842-8656, lfanning@ghgroup.com.



HUMANE SOCIETY OF GREATER KANSAS CITY offers part-time communications internships throughout the fall, spring and summer semesters. As a communications intern, 50 percent of duties will be writing (brochures, news releases, newsletters, etc.); 15 percent special event assistance; 15 percent media relations, including live TV and/or radio spots promoting pet adoption and events; 15 percent photography for print and Web; 10 percent clerical. All interns must love animals. The position is not paid. To apply, submit resume and writing samples to Robin Rowland at robin@hsgkc.org.

INK INC. PR has internships available each semester and can be applied to college credit. INK's internship program is for students who are focusing on public relations and, more specifically, media relations. INK interns collaborate with the CEO and vice presidents to develop key message points and media schedules. Interns will also support INK's account directors with editing and research, as well as assist with general account services. Overall, these experiences will teach PR interns how to be successful in the field and to think like a journalist.

Qualified candidates must have overall adequate computer skills. They must have excellent communication skills, and have superior writing and editing skills. Applicants should have completed or be enrolled in a course on the principles of public relations. Candidates should be familiar with a variety of social networking communities such as Facebook, Twitter, and LinkedIn. Applicants ought to provide writing samples and have knowledge of who we are and what we do.

To apply, please e-mail a resume, cover letter, and three writing samples to Cindy West, Vice President-Director of Operations at cindy.west@inkincpr.com.



KANSAS CITY AREA DEVELOPMENT COUNCIL is offering full-time marketing internships available throughout the year. The marketing intern will assist with a variety of projects from a quarterly newsletter and media relations to event planning and video production. Duties include writing projects, media relations, market research and event coordination. Candidates must have strong writing and organizational skills. Our internship provides the opportunity to network with the Kansas City area's top 200 companies and community leaders through monthly, bi-monthly and annual events. Please contact Jauqui Craig at craig@thinkkc.com or 816-221-2121 for more information.

KANSAS CITY BALLET has full or part-time internship positions available throughout the entire year. In 2011, Kansas City Ballet will expand its programs and open two remarkable facilities, our new home (the Todd Bolender Center for Dance & Creativity) and our new stage (the Kauffman Center for the Performing Arts). The marketing summer internship program will be a great opportunity for an area student to gain valid work experience during the most exciting time in Kansas City Ballet's history. The intern will be responsible for several projects fitting their experience and the needs of the marketing department. Upon the completion of a successful internship, the student will receive two BARRE season tickets to the ballet and an excellent addition to their resume. This position is not paid. For more information, visit www.kcballet.org. To apply, contact Karen Badgett, 1616 Broadway, Kansas City, MO 64108, 816-931-2232 x1304, kbadgett@kcballet.org.



KANSAS CITY CHIEFS Public Relations department internships are still pending for 2011. Any interested applicants could send a cover letter, resume and work samples to the following address after Jan. 15, 2011: Pete Moris, Kansas City Chiefs, One Arrowhead Drive, Kansas City, MO 64129.

KANSAS CITY SPORTS COMMISSION offers full-time fall, spring and summer internships. Interns will help plan, prepare and run events; create flyers; send e-mail blasts; run errands; interact with the public; and sell tickets and merchandise at events. Some nights and weekends are required. The internship is not paid, but is available for college credit. To apply, contact Marla Hanover, 1308 Pennsylvania Ave., Kansas City, MO 64105, 816-389-4188, mhanover@sportkc.org.



LIBERTY HOSPITAL is offering an unpaid internship in its Public Relations & Marketing Department. The position can be either part-time (20 hours per week) or full-time (40 hours per week). Duties include:

- Write and edit copy for four separate newsletters
- Write press releases
- Work with graphic designer and print shop to create fliers, posters, brochures and other marketing materials
- Help with special events
- Update Web site content
- Update hospital Facebook content

This position will also have the opportunity to observe coordination of the hospital's external advertising campaign with the help of an outside ad agency. We're looking for a strong writer, someone who knows grammar, and a creative mind. No knowledge of health care is necessary.

To Apply: Send a resume, cover letter and three writing samples to Matt Smithmier, director, at matt.smithmier@libertyhospital.org or call 816-407-2317.



MEDIA EVENTS offers part-time fall, spring and summer internships for college credit. Candidates must have strong writing, good people skills and organizational and technical support skills for ongoing public health campaigns. To apply, contact Joyce Morrison, 1600 Genessee, Suite 834 Kansas City, MO 64102, 913-310-0472, mmediaeventsc@kc.rr.com.



MORNINGSTAR COMMUNICATIONS is a strategic integrated communications firm that helps clients clarify their message, connect with the people who matter most, and change behavior. We transcend a traditional agency and serve our clients with holistic communications strategy and execution, orchestrating everything from marketing to communications to sales efforts.

Interns at Morningstar Communications gain real-world experience from day one, and are truly integrated within our account teams. Your education will be put to practical use as you participate in brainstorming sessions, write press releases and other communication tools, pitch story ideas, conduct research, implement social media programs, and many other creative and challenging projects. Serving our premier list of local, regional and national leaders will give you tangible experience in a thriving Kansas City firm. Learn more about us at www.morningstarcomm.com.

We are currently accepting resumes for spring and summer 2011 paid interns. To be considered, you must be a college junior, senior or graduate with previous intern experience. To apply, e-mail a résumé, cover letter and three writing samples to Ms. Andy Woodward at awoodward@morningstarcomm.com.

NICHOLSON KOVAC INC. has paid, full-time and part-time summer internships available in its public relations, media, account service, interactive and creative departments. The public relations department looks for interns with exceptional writing and organizational skills. PR intern duties include writing news releases, pitching reporters, creating media lists, assisting with events and measuring the results of PR campaigns. All Nicholson Kovac interns will walk away with valuable portfolio pieces. To apply, send your cover letter, resume and two or three writing and/or design samples to hr@nicholsonkovac.com.



PARRIS COMMUNICATIONS is a full-service strategic communications firm, specializing in public relations, community outreach campaigns, crisis communications and public issues management. Our goal is to ensure our interns gain real-world hands-on experiences in virtually every area of the agency business.

Responsibilities will include writing press releases, updating and maintaining media lists, assembling press kits, conducting research and calling media for story placement. When possible, we arrange for our interns to attend client meetings, media training sessions, presentations and brainstorming sessions.

Internship candidates will be actively enrolled in, or a recent graduate of, a university public relations, marketing, advertising or other related program. They should have a solid understanding of social media and traditional media relations skills and possess the ability to undertake various public relations writing and outreach assignments. Current students will preferably have at least sophomore standing. Hours are flexible and the position is unpaid and eligible for school credit as needed.

To apply: Please send a cover letter, resume and writing samples to Ryan Holmes, Director of Special Projects, at rholmes@parriscommunications.com.

PLATTFORM ADVERTISING offers part-time fall, winter and spring internships, as well as full- and part-time summer internships. An internship with PlattForm Advertising provides students the opportunity to apply what they are learning in the classroom and gives students a real-world perspective upon which to make future career choices. The internship position will supplement and support PlattForm's full-time workforce and will provide an entryway for future full-time employment within PlattForm. Internships are not paid, but may be used for college credit. To apply contact Jennifer Pine, 15500 W. 113th Street Suite 200 Lenexa, KS 66219, 913-254-6782, jennifer.pine@plattformad.com.

SHAWNEE MISSION MEDICAL CENTER is looking for full and part-time interns for the fall, spring and summer. Candidates need to be personable, flexible, good writers and eager to learn. You will have opportunities to help produce print materials, publications, special events and work with the website and news media. No two days are alike! The position includes a stipend at the end of the internship. You will be a working member of an experienced marketing department and you will leave with portfolio pieces from publications distributed to thousands of people in the Kansas City area. To apply, send your resume, one or two writing and/or design samples and dates you're available to Ashley McDonald, ashley.mcdonald@shawneemission.org or contact her at 913-789-5573.

SPECIAL OLYMPICS KANSAS has two part-time internship positions open each semester in the Development & Marketing Department. Positions will assist with state games sponsorships, public relations, event planning, marketing and fundraising efforts. Interns will assist with research, planning, coordination and implementation of special events and solicitation and maintenance of sponsors. Interns will help identify new sponsorship opportunities; create proposals and help present to sponsors; event planning and logistics; promotion and marketing of SOKS programs and events; research new fundraising opportunities; general office duties; desktop publishing of program brochures and newsletters; and Web site updating and maintenance. The position is not paid, but is available for college credit. Hours are flexible between 8:00 a.m. to 5:00 p.m., Tuesday through Friday. To apply, contact Donna Zimmerman, 5280 Foxridge Drive, Mission, KS 66202, 913-236-9290, pr@kssso.org.



STURGES WORD COMMUNICATIONS is looking for serious students who want to launch their careers as paid pr interns. Our interns learn more than the latest techniques in photocopy collation and coffee preparation. They are an integral part of our team and gain hands-on experience in virtually every aspect of our business.

Qualified candidates will have completed at least 60 hours toward a baccalaureate degree in communication studies, journalism, marketing, or a related field; be able to make at least a three-month (semester) commitment to the agency; be able to work a regular weekly schedule; have a working knowledge of the news media and social media; possess excellent writing skills including a mastery of grammar, sentence structure and AP Style; demonstrate strong business acumen; be proficient in Microsoft Office; and demonstrate a passion for the industry and a commitment to personal and professional excellence.

To apply, e-mail your resume, a cover letter explaining why you decided to pursue a public relations career, and two or three relevant writing samples to Justin LaBerge, intern program director, at justin@sturgesword.com.

UNITED STATES TENNIS ASSOCIATION MISSOURI VALLEY has part-time, non-paid fall, spring and summer internships available. Interns will receive college credit or experience. The internship includes designing, coordinating and distributing marketing materials, writing articles and editing copy for publications, coordinating media outreach efforts, and assisting with event set-up, staffing and tear down. Applicants must be enrolled in a four-year college or university or in a relevant degree program such as marketing, communications, public relations, or business, have excellent interpersonal skills, proper telephone etiquette, and good follow-through on any assigned tasks. To apply please contact Manon Eilts, Director of Marketing Communications, 913-322-4826, eilts@movalley.usta.com. Manon is the president of the American Marketing Association-Kansas City and would be happy to discuss career resources available through the AMA with you also.



KU STUDENTS ONLY--THE UNIVERSITY OF KANSAS EDWARDS CAMPUS

in Overland Park, Kan., offers a part-time (25 hours) summer internship for credit or pay for qualified KU upper-level undergraduate students who are studying journalism, public relations or marketing. As a member of the Edwards Campus public relations and marketing team, you will learn about and participate in advertising, public relations, media relations and recruiting activities. The right candidate will possess good writing and editing skills, creativity, knowledge of desktop publishing programs and Excel, exceptional organizational skills and knowledge of AP style. For application information e-mail Elaine Warren, public relations director, KU Edwards Campus, 12600 Quivira Road, Overland Park, KS 66213, elainew@ku.edu.

WILL GREGORY PUBLIC RELATIONS is offering a part-time spring/summer/fall internship where you will receive hands-on experience with some of Kansas City's finest retail, restaurant and hospitality companies. The internship will include event creation and implementation assistance, media pitches, creative writing, assistance with client pitches and miscellaneous schmoozing. To apply, contact Paige Smith, 2500 West Pennway, Kansas City, MO 64108. Contact: paige@willgregorypr.com (913-526-1794). This is an unpaid internship, but great experience in a fun environment. Visit www.willgregorypr.com for more information.



WORLDS OF FUN/OCEANS OF FUN has internships available beginning in early April and lasting through October. Interns are paid with a bonus program and will need to work 30 to 40 hours per week. Interns will assist in developing, coordinating and analyzing various public relations events and special promotions. Duties include radio promotions, press releases, media communications and guest's surveys. To apply, contact Brandon Stanley, Public Relations Manager, 4545 Worlds of Fun Avenue, Kansas City, MO, 64161, 816-303-5125, stanley@worldsoffun.com. For more information, visit www.worldsoffun.com/jobs.

ZILLNER wants fresh, curious, intelligent, dedicated, enthusiastic individuals. We are on a daily quest to elevate the appeal of the "aspirational" senior consumer and to escalate the growth of businesses that meet their needs. We work with a dedication to innovation, creativity and integrity as we develop impactful communications that speak to seniors and move them to act.

If you have a passion, talent and expertise for marketing, we want to get to know you. Exceptional associates are the foundation of Zillner's innovative and results-oriented culture. We appreciate strong strategic thinking, value your creative ideas to deliver business solutions, and recognize and reward your excellent work with a fun atmosphere and exceptional benefits and compensation. If you enjoy working in a cooperative team environment and appreciate the value of a growing agency, please send your resume to careers@zillner.com.



ADDITIONAL JOB OPPORTUNITIES

CORPORATE

AMC Entertainment
AT&T
American Century Investments
Assurant Employee Benefit
Black & Veatch
Burns & McDonnell
Aquila
Cerner
Centerpoint Medical Center
Children's Mercy Hospital
Commerce Bank
DST Systems Inc.
Embarq
Farmers Insurance
Garmin
HNTB
H&R Block
Hallmark Cards Inc.
Honeywell Federal Manufacturing
& Technologies
Kansas City Power and Light
Kansas University Medical Center

Lathrop & Gage
Liberty Hospital
M&I Bank
Menorah Medical Center
Merrill Lynch Private Client Group
North Kansas City Hospital
Olathe Medical Center
Perceptive Software
Providence Medical Center
Quest Diagnostics Inc.
Radio Disney
Reece & Nichols
Shawnee Mission Medical Center
Silpada Designs
Sprint
St. Luke's Hospital
The Roasterie
Truman Medical Center
UMB Financial
Waddell & Reed
YRC Worldwide

AGENCY

Allied Advertising
Barkley Public Relations
Bernstein Rein Advertising
Boasberg Wheeler
Bottom-Line Communications
Fasone & Partners Inc.
Fleishman-Hillard
G-Force Marketing
Glynn-Devins
Germinder Associates Inc.
Gragg Advertising Inc.
grey healthcare group
INK, Inc.
inQuest Marketing
Kelley Russell Advertising
Kuhn Wittenborn Advertising
Lofstrom & Company Marketing
MMG Worldwide
McCormick Co.
Media Events
Meers Advertising
Muller Bressler Brown
Morningstar Communications

Nation Ranch Marketing
Nicholson Kovac Inc.
Osborn & Barr Communications Inc.
Parris Communications
PlattForm Advertising
ProAct Marketing Group Inc.
Rhycom
Salva O'Renick
Spur Communications
Stephens & Associates Advertising
Sturges Word Communications
Sullivan Higdon & Sink
Trozzolo Communications Group
Two West
VML
Walz Tetrick Advertising
WDS Marketing & Public Relations
Wellington Group
Weyforth-Haas Marketing
Will Gregory Public Relations
Zillner Marketing Communications

SPORTS/EVENTS

Kansas City Ballet
Kansas City Chiefs
The Kansas City Royals
Kansas City Power and Light District
Kansas City Sports Commission
Kansas City Wizards
MTC Tickets
Starlight Theatre
Theatre in the Park
United States Tennis Association
Missouri Valley
Union Station Kansas City, Inc.
Worlds of Fun/Oceans of Fun

NON-PROFIT/CAUSE RELATED

American Royal Association
Boys and Girls Clubs of Greater KC
Camp Fire USA
Dairy Farmers of America Inc.
Ewing Marion Kauffman
Foundation
Humane Society of Greater Kansas
City
Kansas City Area Development
Council
Kansas City Convention and Visitors
Bureau
Special Olympics Kansas
The University of Kansas Edwards
Campus
Nelson Atkins Museum

PUBLICATIONS

Ink Magazine
Kansas City Business Journal
Kansas City Star

