



Fahlgren Mortine 2012 Founder's Award

About the Award

The Fahlgren Mortine Founder's Award, founded in 2000, is named in honor of the founder of the Public Relations Student Society of America, Walt Seifert. A fierce advocate of free speech and accuracy in the media, Seifert had more than 4,600 letters-to-the-editor published in his lifetime. In addition, Seifert was devoted to the academic preparation and professional success of his students. Throughout his life, Seifert touched the lives of countless young professionals, challenging them to sharpen their critical faculties and their communication skills. The Founder's Award seeks to carry on his legacy by offering students an opportunity to work with public relations professionals dedicated to mentoring and professional growth.

Each year, Fahlgren Mortine selects one college student as the recipient of the Founder's Award Scholarship/Internship, a premier program for public relations students. This award provides a paid, full-time summer internship and a \$2,000 scholarship.

Because of the investment made by Fahlgren Mortine, the agency's Founder's Award application process requires more than submission of a resume and cover letter. This application is not intended in any way to be intimidating; rather an opportunity for public relations students to display their outstanding creativity and talent.

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 Founder's Award internship experience.

For that reason, Fahlgren Mortine will pair each Founder’s Award recipient 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 Founder’s Award 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, plus a \$2,000 scholarship

Application Instructions

To apply, students must submit the following materials:

- Cover letter explaining why he/she should be considered for this opportunity
- Complete resume (three copies)
- Completed Founder's Award application form (pg. 4 of this document)
- Completed writing and media research assignments (see pg. 5 of this document)
- Two letters of recommendation, including contact information for references
- At least two writing samples (can be published articles, in-class news releases, fact sheets, memos, plans, essays or research papers)

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

Interested applicants should send the requested materials to:

Katie Riehl
Fahlgren Mortine
4030 Easton Station, Suite 300
Columbus, OH 43219
internships@fahlgren.com

If sent electronically, please note "Founder's Award 2012 Application" in the subject line.

Deadline

Applications for the 2012 Founder's Award 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 2012 Founder's Award 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.

Fahlgren Mortine Founder's Award Application Form
(Please type or write legibly)

NAME: _____

SCHOOL NAME: _____

CURRENT CAMPUS ADDRESS: _____

PHONE: _____

E-MAIL: _____

CURRENT ACADEMIC YEAR IN SCHOOL: Sophomore _____ Junior _____

ANTICIPATED DATE OF GRADUATION: _____

CURRENT MAJOR(S): _____

OVERALL GPA: _____

CURRENT MINORS/AREAS OF SPECIALIZATION: _____

RELEVANT COURSES THAT WILL HAVE BEEN COMPLETED BY THE END OF THE 2011-2012 ACADEMIC SCHOOL YEAR: _____

DESCRIBE WHAT YOU HOPE TO GAIN FROM THIS INTERNSHIP: _____

HOW DID YOU HEAR ABOUT THIS OPPORTUNITY? _____

STUDENT SIGNATURE: _____ **DATE:** _____

Writing and Research Assignment

Using the hypothetical facts below, please complete sections A-D. In sections A, B and D, 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

A. Local Event Planning

Develop a plan for the Napa Valley County Airport grand reopening event on June 9, 2012. The event could have any format of your choosing- a press conference, World Record Attempt, etc. Please provide a brief overview of the event, including an explanation of how the event will help the Napa Valley County Airport achieve their goal as well as an agenda for the event.

B. News Release Writing

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

C. 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.

D. Social Media Campaign

Prepare a description of an online campaign that will raise awareness for Napa Valley County Airport's grand reopening. Please incorporate at least three different social media platforms into your campaign and be sure to describe how each outlet will be utilized to meet your goals.

Creative Writing and Brand Awareness

What is your personal brand? In today's business environment, characteristics of a company or product play a critical role in its success in the marketplace. Please provide no more than a three paragraph comparison between an established brand and your personal characteristics.

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)