



**American Advertising Federation**

# **EDUCATION FOUNDATION**



## **CLEVELAND CHAPTER**

*Internship competition*

The AAF-Cleveland's Education Foundation is accepting applications for the David Stashower/Marcus Thomas LLC Internship Program. Are you looking for an internship that will get you in front of the best of Cleveland? Apply for the AAF-Cleveland's Education Foundation Internship Program by January 30, 2015 and you could work in the field of your dreams with the brightest advertising professionals in Cleveland **AND BE PAID FOR IT!**



The winner will work with AAF-Cleveland for 15-20 hours per week, paid as an intern from June 2015 through the end of Fall Semester 2015. In addition to this experience, the winner will have the opportunity to tour local Cleveland agencies and shadow in areas of personal interest while networking as a representative of AAF-Cleveland.

**COMPLETED APPLICATIONS ARE DUE BY FRIDAY, JANUARY 30, 2015 AT 5 P.M. FINALISTS WILL BE CONTACTED MID-FEBRUARY TO SCHEDULE A SKYPE INTERVIEW. FINALISTS WILL BE SELECTED FROM THE SUBMISSIONS AND THE WINNER WILL BE ANNOUNCED AT THE ADDY AWARDS ON FEBRUARY 27TH, 2015.**

## QUALIFICATIONS

- + Be pursuing an associate's or bachelor's degree with a communications/marketing-related major such as advertising, marketing, graphic design, digital media, web design, photography, interactive marketing, copywriting, public relations, media planning, etc.
- + Be enrolled in your junior year, graduating between 2015 and 2016.
- + Carry a full course-load and hold a current minimum GPA of 3.0 or higher.
- + Attend an Ohio college or university.

## INTERNSHIP DESCRIPTION

- + Get involved with all club activities/events.
- + Serve on various AAF-Cleveland committees.
- + Draft and edit copy for press releases, media, materials, e-newsletters, website and promotional material.
- + Manage and monitor multiple social media accounts, including Facebook and Twitter, with the Social Media chairperson.
- + Establish a strong presence for our Education Foundation and Young Pros.
- + Develop media materials for our Public Service Media clients.
- + Network with MarCom professionals.
- + Tour and shadow at area agencies.

## SUBMISSION PROCESS

1. Substantiate this statement: "I am the best candidate for this Internship because . . . ?"
2. Choose the process by which you will submit your answer to the above statement based on your field of study.
  - a. Graphic Designers: Create a poster
  - b. Digital Media Artists: Create a video or animation
  - c. Communications: Develop a creative brief
  - d. Marketing: Develop a marketing plan
  - e. Public Relations: Develop a press packet

Selected candidates will be asked to move on to the next step in the competition.

Note: All applications will be judged. Winners will be selected by a panel of area marketing and communications professionals. Scholarships must be used for scholastic purposes only!

3. Finalists will be asked to move on to the final step in the competition.

AAF-Cleveland understands each field of study has a different approach in fulfilling duties. Individuals are highly encouraged to find innovative ways to benefit their professional growth.

# INTERNSHIP SUBMISSION FORM

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Class Standing: \_\_\_\_\_ GPA: \_\_\_\_\_

Email: \_\_\_\_\_ Skype: \_\_\_\_\_

PROGRAM CHAIR COURSE SUPERVISOR NAME: \_\_\_\_\_

PROGRAM CHAIR COURSE SUPERVISOR EMAIL: \_\_\_\_\_

COLLEGE OR UNIVERSITY: \_\_\_\_\_



## PROGRAM OF STUDY

Fill in the circle.

- MARKETING
- COMMUNICATIONS
- ADVERTISING
- PUBLIC RELATIONS
- DIGITAL MEDIA
- GRAPHIC DESIGN

## SUBMISSION TYPE

Fill in the circle.

- MARKETING PLAN
- VIDEO/ANIMATION
- CREATIVE BRIEF
- POSTER
- PRESS PACKET

## NOTE:

Marketing Plans, Creative Briefs, and Press Packets, must be submitted inside a professional report cover (black with clear cover). Submission Form must be attached (top page under front cover).

Video/Animations must be burned to DVD in a format that is viewable on both MAC and PC (please test). DVD must be properly labeled to match Submission Form. Submission Form must be inserted into DVD Case (on top under cover).

Posters format size is 11" X 17" (portrait). They must be submitted inside a mailing tube, with submission form paper clipped to top, left, front of poster.

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## MAIL TO:

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