

**A few of the most popular
PUBLIC RELATIONS & ADVERTISING placements
available through The Philadelphia Center:**

Comcast-Spectacor; Advertising Sales: Comcast-Spectacor is an established leader in the sports management industry, providing high quality sports and entertainment, as well as two tremendous sports and entertainment facilities, to millions of fans across the country. The Ad Sales Intern responsibilities include the following: development of new concepts for advertising venues at the Wachovia Spectrum/Center; assist Advertising Sales Department staff with various individual projects involving research and design; active participation in brainstorming sessions related to proposed projects; file phone calls and answer inquiries; assist/coordinate special events and promotions; assist in fulfillment and servicing client sponsorship agreements; and perform clerical duties as assigned. Candidates should be college juniors or seniors working for credit and should be highly motivated, outgoing, and creative. Applicants must be willing to get involved in projects with varying degrees of difficulty. Ability to use Word, WordPerfect, PowerPoint, and Lotus 123 preferred. Excellent written and verbal communication skills a must.

Domus, PR and Advertising Intern: Domus is a full-service advertising agency located in the heart of Center City Philadelphia. The Domus Internship Program gives interns a comprehensive overview of all aspects of a marketing and communications agency. Interns have a chance to observe and work with all areas within the agency, which include account management (advertising and public relations) traffic, creative and production. Interns are involved in a variety of public relations and advertising projects, which may include, but are not limited to, internet and media research for clients and new business, editorial and competitive tracking and report generation, drafting of internal agency correspondence, etc. Intern duties also include providing creative and administrative support to agency personnel. Whenever possible, interns are included in internal meetings, brainstorming and strategic planning sessions. Each intern will be assigned to a primary team and will report to an intern supervisor. During your first week, you intern supervisor will debrief you about your account.

Kimmel Center for the Performing Arts; PR Intern: Kimmel Center Inc.'s mission is to operate a world-class performing arts center that engages and serves a broad audience from throughout the Greater Philadelphia region. The principle means by which the Kimmel Center achieves its mission include: Operating and maintaining world-class performance venues including the Kimmel Center for the Performing Arts and the Academy of Music. Providing state-of-the-art venues and support facilities for its resident companies and a broad range of other regional performance groups at below costs. Presenting artistic programming of the highest quality that serves diverse audiences and brings world-renowned artists to Philadelphia. Providing vital arts education and community programming to serve the interests of a broad and diverse audience. PUBLIC RELATIONS INTERN- Will be involved in a number of activities in the Marketing and Communications department, working closely with the Public Relations Coordinator and the Director of Communications. They will gain firsthand experience promoting performances and events at the Kimmel Center and Academy of Music, interacting with members of the Philadelphia media and working alongside the professional staff of a major non-profit performing arts organization. Interns will assist with a number of projects including assembling press kits and other media material, writing press releases, mass mailings of media materials, including press kits, press releases, and calendars, accompanying photographers inside the Kimmel Center and Academy of Music, staffing press table for evening and weekend performances, and supporting administrative efforts including faxing, filing, and archiving. Applicants should have strong written and interpersonal skills. They should be adaptable to last minute

changes and assignments and should be available to assist during evening and weekend performances.

Philadelphia Zoological Gardens; PR and Sales Intern: The Philadelphia Zoo, America's first zoo, is dedicated to its mission of conservation, science, education and recreation. Our core purpose is to advance discovery, understanding and stewardship of the natural world through compelling exhibition and interpretation of living plants and animals. Through our internships, we provide students with practical, high-quality experience that enhances their academic work and helps them achieve their professional goals. To qualify for one of the Zoo's internships, applicants must have strong communication and interpersonal skills. Many positions require public speaking skills. The Public Relations Department keeps the public aware of the many happenings at the Zoo such as births and special events. The PR Intern will assist with preparing and distributing press releases, implementing special events, responding to media inquiries and requests for information from the public, and maintain the press clip library. The intern will also support staff in the areas of membership, group sales, facility rentals, advertising, sponsorship and marketing. This internship provides the opportunity for a motivated college junior or senior majoring in English, Marketing, Public Relations or a related field, to learn how effective, professional public relations can keep an organization in the news and on the public's mind. Available spring and summer. SALES: Group Sales Representative will develop marketing and sales knowledge of zoo programs, be involved in daily operating tasks, deal directly with customers, and conduct research to establish a telemarketing program. Student have opportunities to be involved in round table meetings, trade shows, and more.

Star Group; Public Relations Intern: STAR Group is an award-winning full service advertising agency offering clients an array of in-house capabilities including Advertising, Branding, Direct Response, Media, and Public Relations services. Our areas of expertise include: Media relations (local, regional, national); Media training special events planning; Crisis counsel; Public affairs support; Speeches and presentations; Cause-related marketing; Retail/sales force promotions; Sponsorships management; and Employee communications. Public Relations Intern must be a Marketing, Communication, or Advertising major. Interns work in a team-based environment.

Tierney and Partners; Advertising and PR Intern: Tierney Communications is the largest full-service marketing communications agency in the mid-Atlantic, serving national and regional clients with advertising, public relations, media buying and planning, strategic planning and more. Interns help to create marketing strategies, consumer and market category research, communication plans, advertising and public relations materials production, attend internal and client meetings, independent projects, cross-departmental group assignments, and a final communications project. Students observe and assist with all aspects of corporate and consumer communications development and execution. Interns help bring an idea from a concept to final form. Opportunities in all departments including: ADVERTISING ACCOUNT MANAGEMENT--Team members work in the hub of an Advertising agency, and are involved in all aspects of marketing strategy, consumer trends analysis, marketplace segment reporting, client relationship management, and coordinating all advertising departments to steer the agency to impactful and effective advertising. They see the business plan behind the commercial. Tasks include research, strategy and planning discussions, competitor tracking and analysis, overseeing the creation of advertising. PUBLIC RELATIONS--Team members support all aspects of communications such as media relations, corporate sponsorships, crisis/issues management, media training, employee communications, community relations, public/government affairs, etc. Tasks include writing and editing press releases, developing media lists/pitches, conducting industry and media searches, and events coordination.

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